

Project Name:
Mwrđ

2026

Brand GuideLine

Brand Identity

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ABOUT

Mwrd is a digital procurement platform designed to connect businesses with trusted suppliers through a seamless, centralized system, inspired by efficiency, clarity, and smart operational flow within the Saudi market.

The platform combines modern SaaS capabilities with a business-first approach, enabling companies to source products, compare options, and manage purchasing processes with precision and ease – all within one integrated environment.

Mwrd aims to simplify and elevate the procurement experience by eliminating fragmentation, offering a streamlined solution that supports organizations seeking reliability, speed, and full visibility across their supply chain.

Built on the concept of connection and intelligent orchestration, the platform positions itself as a central gateway between suppliers and companies, where transactions, data, and decisions converge. The visual identity reflects this structure through a balanced, connected system that expresses continuity, trust, and controlled flow – reinforcing Mwrd's role as a dependable digital partner in the evolving Saudi business ecosystem.



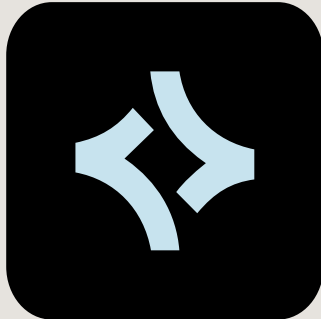
BRAND LOGO







MAIN
LOGO



Logo Concept

1: The Symbol of Added Value (+ Motif):

The core icon integrates a 'plus' sign, representing the competitive edge and extra value the platform brings to the supply chain through innovation and efficiency.

2: Partnership & Agreement (Handshake):

The intersecting curves subtly form a handshake, symbolizing mutual trust, seamless agreement, and the solid bond between suppliers and companies.

3: Smart Connectivity:

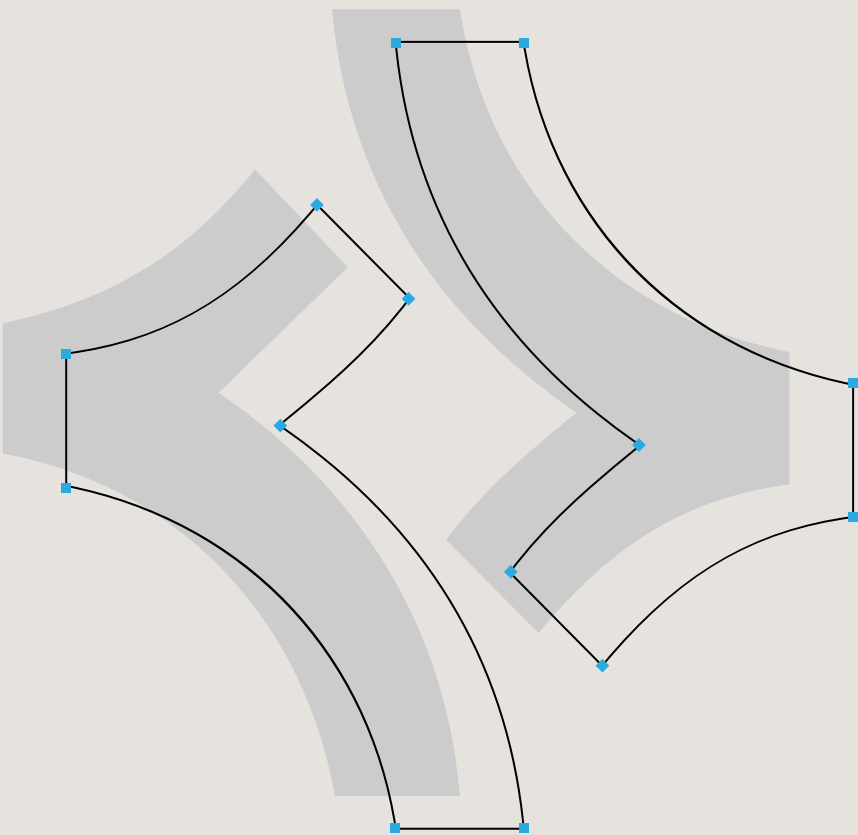
The fusion of elements reflects the platform’s essence as a smart hub, bridging gaps and creating a unified ecosystem for intelligent procurement.

4: Distinctive Identity:

By merging a technical symbol (+) with a human gesture (handshake), the design creates a unique visual that is both professional and highly memorable.

5: Reliability & Direction:

The balanced composition conveys stability and confidence, positioning the brand as a trusted guide in the B2B marketplace.



Logo Construction

Exclusion Zone

To preserve the elegance, clarity, and visual impact of the MWRD logo, it is essential that it remains entirely free from any competing graphic elements.

To ensure this, a carefully calculated exclusion zone has been established around the logo. This protective space dictates the absolute minimum distance allowed between the logo and any other text or design elements, reflecting the brand’s characteristic fluidity and clean aesthetic.

Furthermore, the proportions and spacing between the brand symbol and the wordmark are strictly fixed. They must never be altered, distorted, or modified under any circumstances to maintain absolute visual consistency across all touchpoints.

Standard English Logo Dimensions:

Width: 8 CM x Height: 3 CM



Logo Clearspace

Clear Space Guidelines

To ensure the logo maintains its maximum visual impact and legibility, a specific clear space must be maintained around it. This minimum exclusion zone is determined by using the internal diamond element (X) from the logo symbol. By repeating this exact element around the perimeter of the logo, we establish the precise boundary where no other graphic elements, text, or page edges may intrude.

Recommended file formats:

.eps | .ai | .png | .jpg | .tiff



BRAND COLOR



Primary Color

The core visual identity of MwrD relies on a strategic primary palette that balances institutional stability with technological innovation. These colors were selected to reflect efficiency, smart connectivity, and reliability within the Saudi B2B procurement market.

1. Rich Black

Values: HEX: #1A1A1A | RGB: 26, 26, 26 | CMYK: 73, 67, 65, 78.
Description: This commanding tone serves as the brand’s foundational pillar, representing authority, institutional trust, and the solid infrastructure that ensures the security of every procurement operation.

2. Vibrant Carrot

Values: HEX: #FF6D43 | RGB: 255, 109, 67 | CMYK: 0, 71, 78, 0.
Description: Acting as the "Innovation Pulse," this vivid orange provides a dynamic accent that signifies agility, momentum, and a forward-looking spirit in the supply chain.

3. Stone

Values: HEX: #BEB8AE | RGB: 190, 184, 174 | CMYK: 26, 23, 29, 0.
Description: A sophisticated neutral that balances the palette, representing the stability, groundedness, and professional calm required for complex business management.

4. Interactive Cyan

Values: HEX: #C6E4EE | RGB: 198, 228, 238 | CMYK: 21, 2, 5, 0.
Description: This technical shade symbolizes digital flow and smart connectivity, enhancing the clarity and ease of use within the platform's user interfaces.

Rich Black

HEX	#1A1A1A
RGB	26, 26, 26
CMYK	73, 67, 65, 78

Vibrant Carrot

HEX	#FF6D43
RGB	255, 109, 67
CMYK	0, 71, 78, 0

Stone

HEX	#beb8ae
RGB	190, 184, 174
CMYK	26, 23, 29, 0

Interactive Cyan

HEX	#C6E4EE
RGB	198, 228, 238
CMYK	21, 2, 5, 0



Secondary Colors

Frosted Blue

HEX #8ae6f4

RGB 138, 230, 244

CMYK 43, 6, 0, 4

Golden Pollen

HEX #fccc39

RGB 252, 204, 57

CMYK 0, 19, 77, 1

Powder Blush

HEX #F5A5A0

RGB 245, 165, 160

CMYK 0, 33, 35, 4

Vanilla Custard

HEX #FDF6B4

RGB 253, 246, 180

CMYK 0, 3, 29, 1

#FF6D43

#BEB8AE

#C6E4EE

#FF6D43

#BEB8AE

#C6E4EE



BRAND TYPOGRAPHY



English Typography

Plus Jakarta Sans

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 + - ? ! / = * () ÷ &

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 + - ? ! / = * () ÷ &

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 + - ? ! / = * () ÷ &

Arabic Typography

أ ب IBM Plex Sans Arabic

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
+ - ÷ ، ؟ ! ٠ ز ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

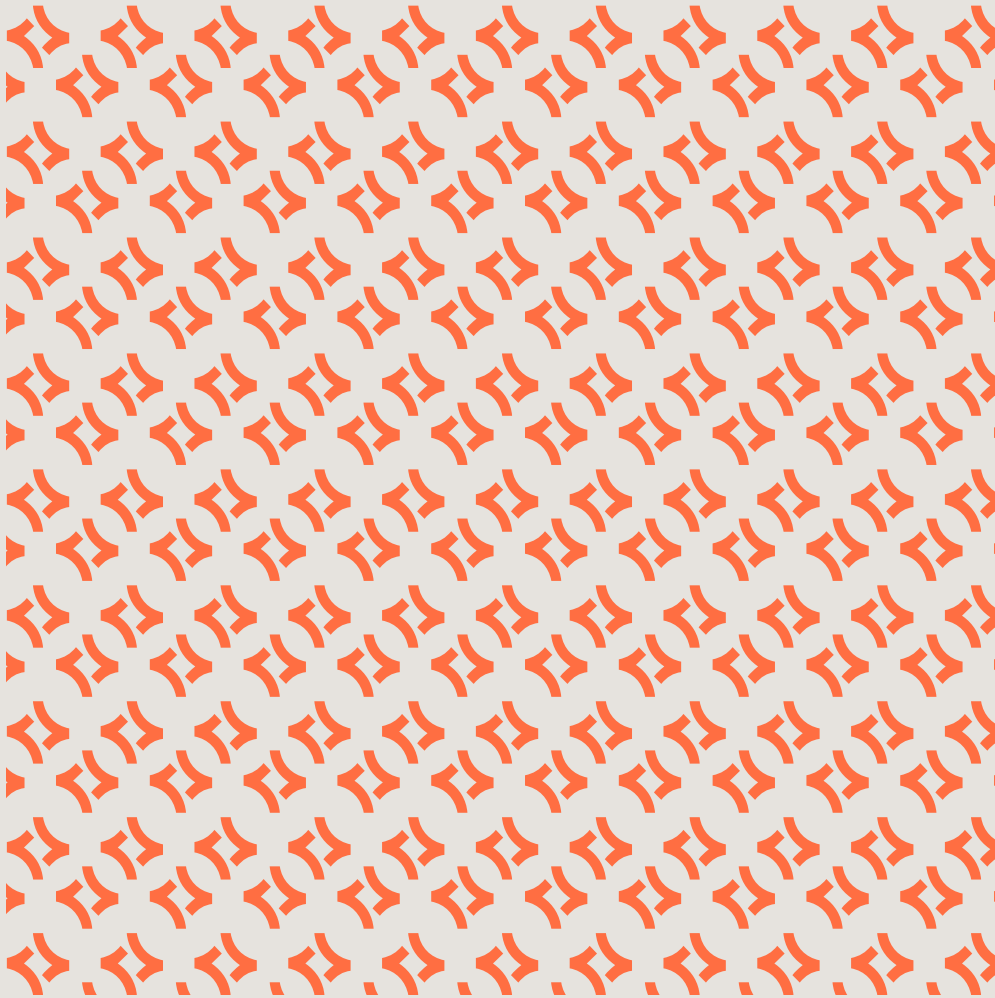
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
+ - ÷ ، ؟ ! ٠ ز ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
+ - ÷ ، ؟ ! ٠ ز ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١



BRAND PATTERN

05



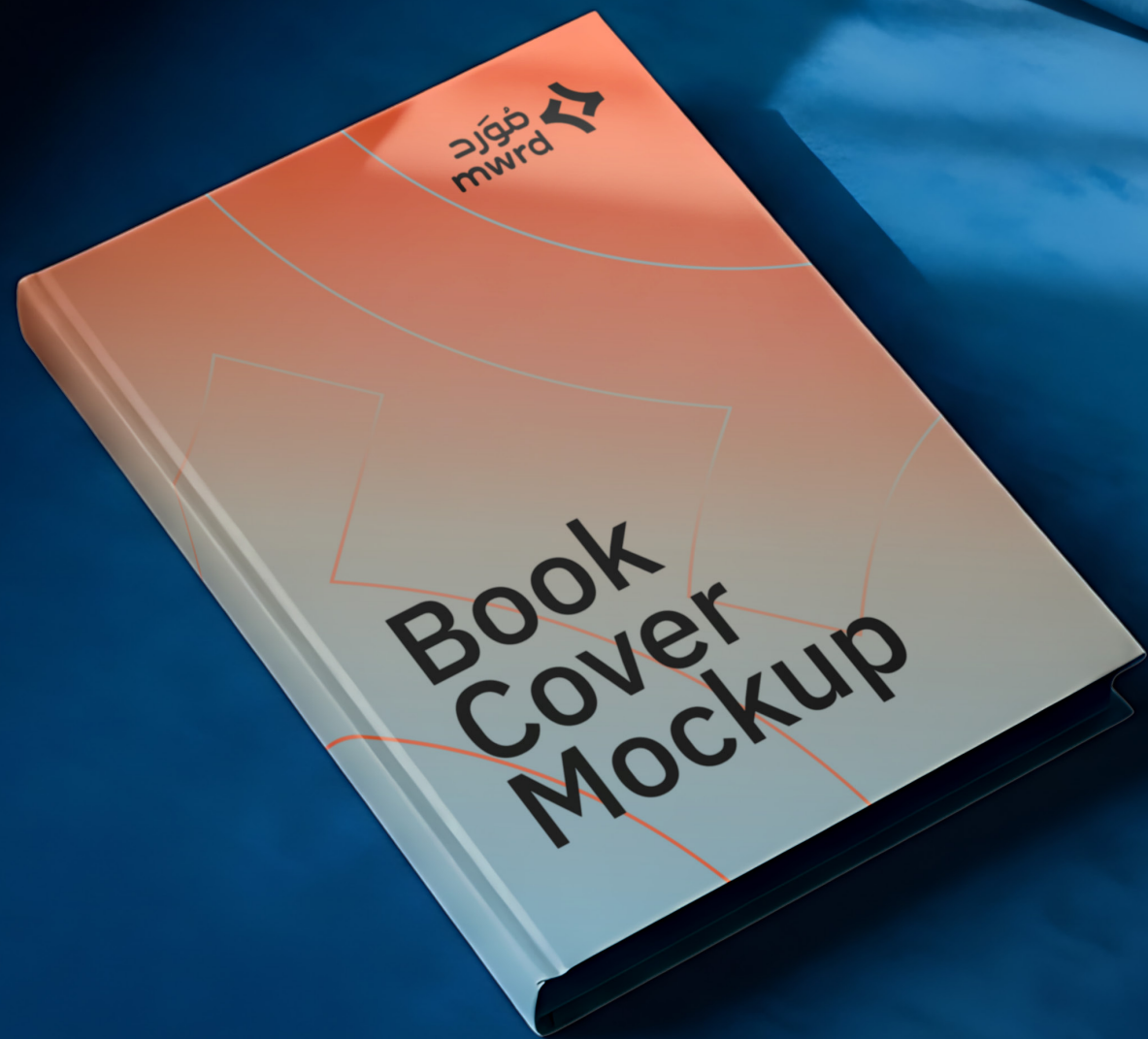
BRAND MOCKUP





مورد
mwrđ













TURN PROCUREMENT INTO STRATEGY.
FOCUS ON GROWTH, NOT PAPERWORK.

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RIYADH, SAUDI ARABIA

مُؤَرِد mwrdr



