

## Section 3

### 3.1 The Brand Elements

#### 3.1.3 Alternative Naming Wordmark - Al-Maeda

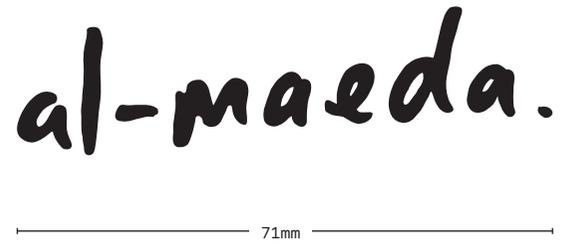
In instances where Levantine cannot be used as the brand name, due to regional language differences, the second option is Al-Maeda.

The wordmark is created with the same bespoke aesthetics as Levantine, and must be implemented, considered and protected in the same manner.

The primary usage size is 71mm (fig. a) and the minimum is 35mm. The clearance zone is created using the same Levantine 'e' (fig. b & c). The minimum usage size is 35mm (fig. d).

### 3.1.3 Alternative Naming Wordmark - Al-Maeda

fig. a



al-maeda.

71mm

fig. c



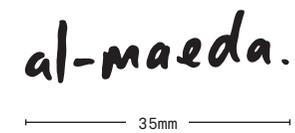
al-maeda.

fig. b



al-maeda.

fig. d



al-maeda.

35mm

## Section 3

### 3.1 The Brand Elements

#### 3.1.4 Alternative Naming Strapline & Lockup - Al-Maeda

When Al-Maeda is in use, the alternative strapline, 'Spirit of Levant' must always be used.

This strapline is added to the wordmark, creating a fixed relationship between the two. This is referred to as the brand lockup. This arrangement must be used where possible and never modified or recreated.

The lockup must be used whenever possible, across all implementations of the brand. The only exceptions are on the external signage or when the wordmark is applied to a highly detailed photographic background or when the wordmark's width is below the primary usage dimensions.

The distance between the wordmark and the strapline is the height of the letter 'i' and measured from the second lowest letter of the wordmark, the 'e'.

### 3.1.4 Alternative Naming Strapline & Lockup - Al-Maeda

fig. a

al-maeda.  
Spirit of Levant

fig. c



fig. b

