

BRAND IDENTITY / VISUAL LANGUAGE

MASHHAD

DOCUMENT	Visual Identity Manifest
EDITION	MMXXV / 001
ISSUED FROM	Riyadh, KSA
CUSTODIAN	MASHHAD Studio

A contemporary Saudi urban
placemaking platform.

01 / THE NAME

Etymology

MASHHAD

Latin transliteration / display

MEANING

A scene. A composed view.

A place where something is witnessed.

From the Arabic root sh-h-d (ش ه د) — to witness.

WHY THIS NAME

We do not build destinations.

We curate scenes where contemporary urban life can quietly take place.

Logotype

MASHHAD

MASHHAD

CLEAR SPACE = X · THE CAP HEIGHT

MINIMUM SIZES

MASHHAD

8pt

MASHHAD

12pt

MASHHAD

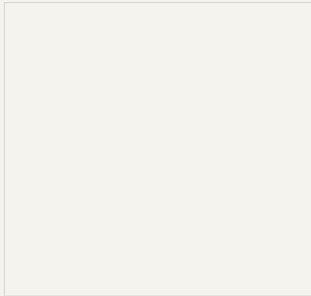
18pt

MASHHAD

28pt

03 / CHROMATIC PALETTE

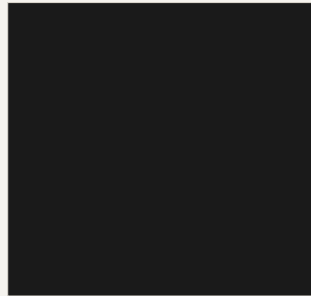
Palette



PAPER

#F5F3EE

Surface / background



INK

#1A1A1A

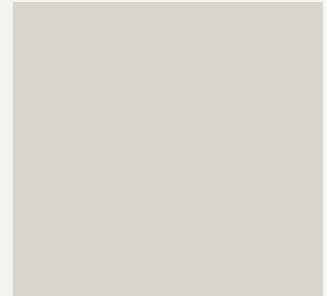
Primary type / structure



STONE

#6B6B68

Secondary / annotations



LINE

#D9D5CC

Hairlines / divisions

USAGE

Paper carries all surfaces. Ink carries all primary typography.

Stone marks annotation, labels, and quiet secondary information.

Line is reserved for hairline divisions — never as a fill.

No additional colour is introduced. Restraint is the system.

04 / TYPOGRAPHY

Type System

Quietly alive.

DISPLAY / INTER / 56PT / TRACKED UPPERCASE

MASHHAD is a Saudi-born platform curating emotionally intelligent environments — calm, architectural, and built for long-term public life.

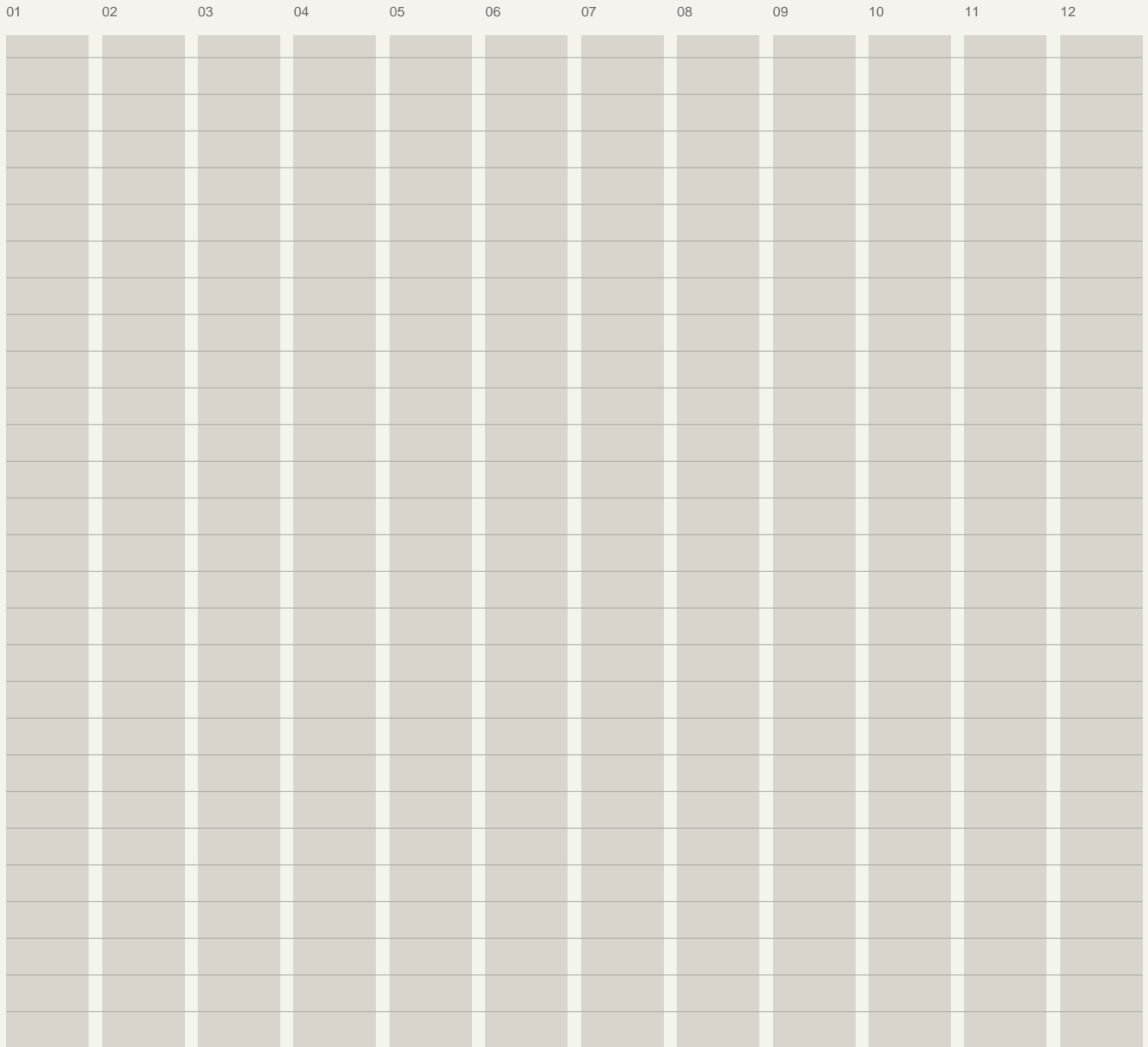
BODY / INTER / 11PT / SENTENCE CASE

SCALE

Display	Inter / 200	44 – 128 pt	Section titles, manifesto
Title	Inter / 300	28 – 56 pt	Page titles, scene names
Body	Inter / 400	11 – 16 pt	Long-form text
Label	Inter / 500	7 – 9 pt / tracked	Numerals, metadata

05 / SPATIAL GRID

12-Column Grid



SPECIFICATION

12 columns · 6pt gutters · 16pt baseline · 50pt outer margin

All layouts in the MASHHAD ecosystem snap to this grid.

Asymmetry is permitted within the system, never against it.

Image Direction

We photograph

- Natural light at edges of the day
- Shadow as a primary subject
- Human presence — not human performance
- Material at close range: stone, lime, palm
- Scene held quietly in long horizontal format

We do not photograph

- Stock corporate imagery
- Staged smiling people
- Over-rendered architecture
- Crowded or commercial scenes
- Luxury staging / aspirational lifestyle

The image must hold atmosphere,
not perform it.

07 / VOICE & TONE

Voice

PRINCIPLES

Restrained. Architectural. Bilingual by default.

Sentences are short. Punctuation is calm.

We describe scenes, not products.

We say

- Scene
- Studio
- Quietly alive
- Atmosphere
- Considered conversation
- Long-term public life

We do not say

- Project
- Developer
- Vibrant lifestyle hub
- Activation
- Get in touch today!
- ROI / premium offering

End of document.

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