

ستوديو مداني

STUDIO
مداني

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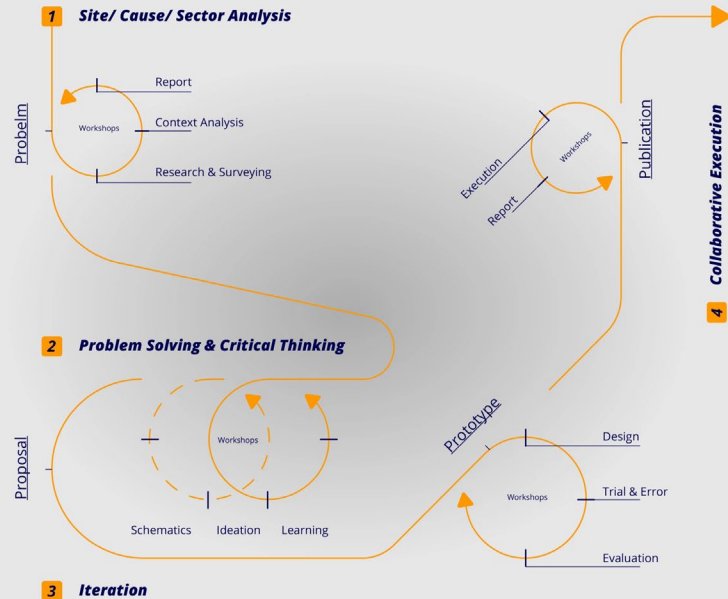
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Introduction

Studio Madane is a Lebanese-based youth-led collective that initiates civic + sociopolitical reform and advocates for its progressivist program while working with & for marginalized communities including minorities, women, LGBTQ+ and other vulnerable groups.

Madane aims to yield an economically and socially sustainable Lebanon with operating and inclusive institutions as articulated in its sociopolitical vision for the country. The studio fosters active civil societies and merit-based ecosystems. It utilizes result-oriented and rights-based approaches to advance its hands-on projects and progressivist vision.

Studio Madane validates its sociopolitical plan through designing projects that promote urban regeneration, digitization, decentralization, public development, site analysis, social contracts, and more. Madane uses multidisciplinary practices, reflected by seven working groups, and engages different actors in society.



Vision

With bold colors, Studio Madane aims at translating its message into a striking visual identity.

We aim at creating visuals that are easy on the eye, but simultaneously heavy as a graphic, far away from visual complexity.

When it comes to artistic elements, Studio Madane focuses on mixing texture with simple graphics. The used imagery owes to Lebanese nuances.

Studio Madane graphics combine different components to create visuals that convey teamwork and pluralism in civic society.

Studio Madane has chosen colors to represent the multitude of fields of work in it, attesting to its multi-disciplinary nature. The colors can merge into gradients, hence representing the potential to intersect different fields , which is what our socio-political studio is all about.



01 WORKING GROUPS

Working Groups

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Studio Madane is comprised of 7 working groups, each with their own set of jobs and expectations in relation to the studio's ultimate goal.

Each group employs a specific color for self-representation. The logo uses the respective color.



COMMUNITY ACTIVISTS



Keys

Advocates of human rights, LGBTQ+, Feminism, the rights of animals, environmentalism, digital rights, privacy, anti-sectarianism, cybersecurity, anti-corruption, social justice, pluralism...

Expectations

Through result-oriented sessions [live/ online workshops, field surveys, mobilizations...], the production varies between research reports, reform papers, public policies, documents of violations/ violators, mappings of institutions... The media that conveys the production is decided within the working group.

Age: minimum 16

Projects

Child Protection



Transitioning to Digitalization



Institutional Environmentalism



URBANISTS & ENVIRONMENTALISTS



Keys

Any student, graduate, professional, and/or enthusiast in the domain of architecture, urban politics, urbanism, urban regeneration, social work...

Expectations

Through result-oriented sessions [live/ online workshops, field surveys, mobilizations..], the production varies between architectural mappings, studies of urban informalities, architectural literature, analysis, infographics, urban policy, design interventions, 3D modeling, collaborations with architectural collectives...

Age: minimum 20

Projects

Beirut River
Injections



The Beirut-
Port Studio



ARTISTS & LABORERS

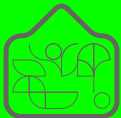


Keys

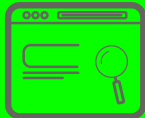
Any student, graduate, professional, and/or enthusiast that pursues the arts (plastic, performance, political, installation, literary) and garment-making.

Projects

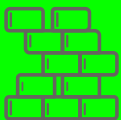
Karantina
Mural



Artists' Search
Engine



Ji[Daruna]



Let's Let
Artists Talk



Expectations

Through result-oriented sessions (live/ online workshops, field surveys, mobilizations...), the production varies between urban installations, archives, artists' and laborer's search engines, eco printing, photography, murals, critique, and analysis... The artists & laborers, in Lebanon, are heavily distanced from the sociopolitical sphere; this working group bridges the distance between them and realizes that its members can be very much change-making, critical, and involved.

Age: minimum 18

DOCUMENTERS & VISUAL CREATORS



Keys

Like-minded individuals that are involved in multimedia journalism, documentation for social impact, writing, videography, graphic design, editing...

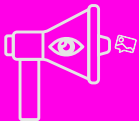
Expectations

Through result-oriented sessions [live/ online workshops, field surveys, mobilizations...], the production varies between podcasts, seminars, publications, articles, audiovisual reports, investigation of national/ international occurrences, infographics, state-of-art film, reportage, multimedia journalism, on-the-ground documentation...

Age: minimum 20

Projects

Media Literate Society



Anti-Sectarian & Merit-Based State



'Crash Documentation'



01 WORKING GROUPS

GROUP ALLIES



Keys

Active youth politicians participating in change-making and reform in Lebanon by engaging in civil society activity or working with any alternative and progressive groups that are in opposition to the corrupt ruling class.

Expectations

Through result-oriented sessions [live/ online workshops, field surveys, mobilizations...], the youth politicians participate in developing agendas, social contracts, political stances, research reports, one-pagers, consensus, and filling knowledge gaps [economic, historical, social...]. The participants represent the ideologies we need to introduce to our communities. This group embodies a diverse microcosm of society.

Age: minimum 18

Projects

The Collective Identity



CITIZEN VOLUNTEERS



Keys

Like-minded individuals that are interested in logistical planning, strategizing, consulting, internal affairs, communication, ambassadorship, content creation, marketing, and operating working models.

Expectations

Through result-oriented sessions [live/ online workshops, field surveys, mobilizations...], the committees of this working group operate recruitment, website management, content creation, outreach, internal communication, reporting and development, graphic design, on-the-ground support, digital logistics, strategy-making, and social media management.

Age: minimum 16

Projects

Operations
& Logistics



Content
& Graphics



CITIZEN SCIENTISTS



Keys

Like-minded individuals that live in different areas of Lebanon and are enthusiasts of local research, history, activating the youth in their areas, pulling knowledge from the community, documenting the protocol of their districts, archives, ambassadorship, communication with respective municipalities...

Expectations

Through result-oriented sessions [live/ online workshops, field surveys, mobilizations...], the citizen scientists participate in developing archives, social contracts, research reports, filling knowledge gaps [economic, historical, social...], and mappings about the districts that they represent. The participants represent Studio Madane in their communities. This group embodies a diverse microcosm of the nation.

Age: minimum 16

Projects

The Social Contract





Brand Name

Studio Madane is the name of the organization. Madane is an Lebanese word that translates to 'civil' in English.

Brand Slogan:

“ Multi-disciplinary practices for civic + socio-political reform. ”

Logos

Wordmark

The general Studio Madane logo is the one with the orange font.

It exists in a form of text outline logo [fig. 01], or text inside a grey translucent circle [fig. 02], or a navy blue circle [fig. 03].



Emblem

The other general logo is made of silhouettes of youth sitting in a group [fig. 04]. The font of the Studio Madane logo is not used for the emblem in order to keep the ambitious Lebanese youth as the protagonist.

These are the hollistic logos that represent Studio Madane as a general organization.

The coming logos represent different working groups.

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fig. 01



fig. 02



fig. 03



fig. 04

Working Group Logos



Each Studio Madane Working Group has its own logo.

The logo is identical to the original Studio Madane logo but with a color specific to that working group instead of our brand color [orange].



Yellow
Citizen Volunteers



Blue
Urbanists
& Environmentalists



Hot Pink
Documenters & Visual
Creators



Cyan
Group Allies



Green
Artists & Laborers



Dark Purple
Citizen Scientists



Red
Community Activists



Colors



#FFFF00
CMYK: 6 / 0 / 97 / 0
RGB: 255 / 255 / 0

Citizen Volunteers



#0013FF
CMYK: 88 / 76 / 0 / 0
RGB: 0 / 19 / 255

Urbanists &
Environmentalists



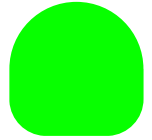
#FF00E7
CMYK: 21 / 84 / 0 / 0
RGB: 255 / 0 / 231

Documenters & Visual
Creators



#00FFCE
CMYK: 55 / 0 / 37 / 0
RGB: 0 / 255 / 206

Group Allies



#07FF00
CMYK: 63 / 0 / 100 / 0
RGB: 7 / 255 / 0

Artists & Laborers



#0013FF
CMYK: 88 / 76 / 0 / 0
RGB: 0 / 19 / 255

Citizen Scientists



#FF3C00
CMYK: 0 / 80 / 100 / 0
RGB: 255 / 60 / 0

Community Activists



#000051
CMYK: 100 / 98 / 25 / 45
RGB: 0 / 0 / 81

General



#FFA900
CMYK: 0 / 39 / 100 / 0
RGB: 255 / 169 / 0

General



#E8E8E7
CMYK: 8 / 6 / 6 / 0
RGB: 232 / 232 / 231

General

Typeface

OPEN SANS

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
we use Light Open Sans for:

- Legends
- Callouts

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
we use Light Italic Open Sans for:*

- *Sub-information*
- *Sentences in between brackets next to Light font text.*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
we use Regular Open Sans for:

Subtitles

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
we use Italic Open Sans for:*

Sentences in between brackets next to Regular font text.

ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
we use ExtraBold Open Sans for:**

- **Titles**
- **Numbering in an outline**

ExtraBold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
we use ExtraBold Open Sans for:***

- ***Titles***
- ***Sentences in between brackets next to Extrabold font text***

Typeface

AL MARAI

Light

ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
ي و ه ن م ل ك ق ف غ ع ظ

we use ExtraBold AlMarai for:

Sub-information

Regular

ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
ي و ه ن م ل ك ق ف غ ع ظ

we use Regular AlMarai for:

- Legends
- Callouts

Bold

ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
ي و ه ن م ل ك ق ف غ ع ظ

we use Bold AlMarai for:

Subtitles

ExtraBold

ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
ي و ه ن م ل ك ق ف غ ع ظ

we use ExtraBold AlMarai for:

- Titles
- Numbering in an outline

Type Rules

Numbering

When numbering, use a 00, 01, 02 system.
Do not use A, B, C... or 1, 2 ,3... systems.

Brackets

Always use brackets *[instead of parantheses]*.

Divisions or Additions

When dividing two visual spaces, always use an orange, a dark grey, or a light grey line that is not thicker than 1.5 in stroke.



When two things fall under the same title but have to be separated visually, us a + sign *[instead of an & or and]*.

Background

Always use the light grey background. Text should be dark grey, navy blue or orange.

Text Size

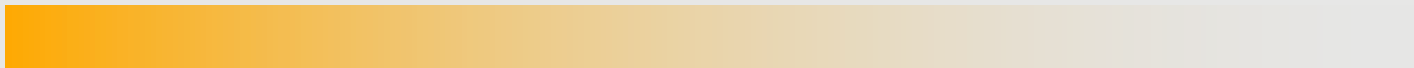
Text should be legible on the intended screen without the need to zoom in.

Gradient

The only gradients allowed are the ones that correspond to a pairing of colors that are already provided in the official Studio Madane logos. *The colors of different logos cannot be paired.*

ex:

Orange to Grey since it already exists as a color combination for an official logo.



Orange to Navy Blue as it already exists as a color combination for another official Studio Madane logo.



Red to Grey as it's the color combination for the Community Activists' logo.



Collaborative Logos

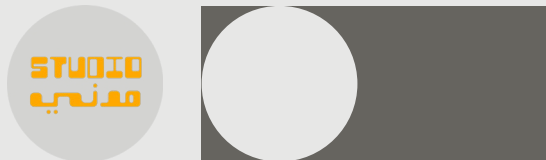
Studio Madane has a wide selection of logos that can be used in a composition with other logos in the case of a collaboration.

The circular Studio Madane logo can be used alongside any logo that can be inscribed inside a square or a rectangle *if this logo has a clear geometrical shape as its outline.*

Square



Rectangle

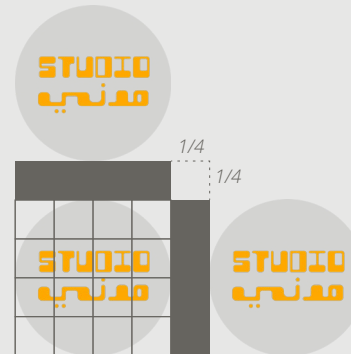


When the other logo has a freeform with no clear outline, the only text Studio Madane logo should be used.



Spacing

Always make sure there is *at least 1/4 of the Studio Madane logo* in distance around the Studio Madane logo if it is being placed next to another logo.

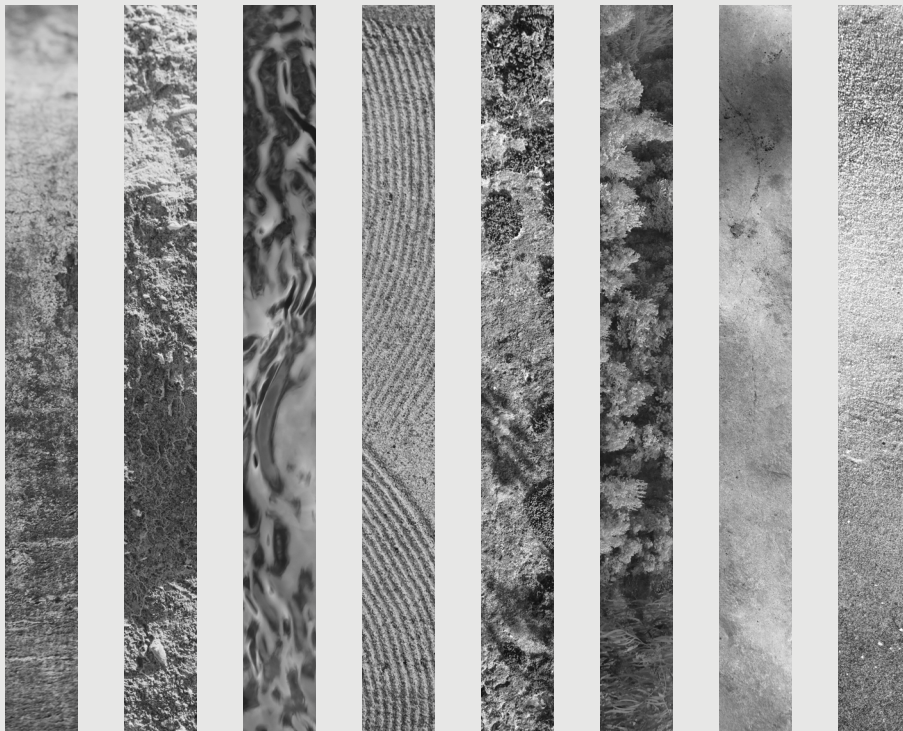


Textures


Studio Madane has a permanent palette of textures that are derived from Lebanese natural landscapes or surfaces that can be used as canvas for graphics.

The textures are used as background at a maximum of **40% opacity**.


When needed, the grey color is used as a layer above the texture and blended with opacity modes.




Textures



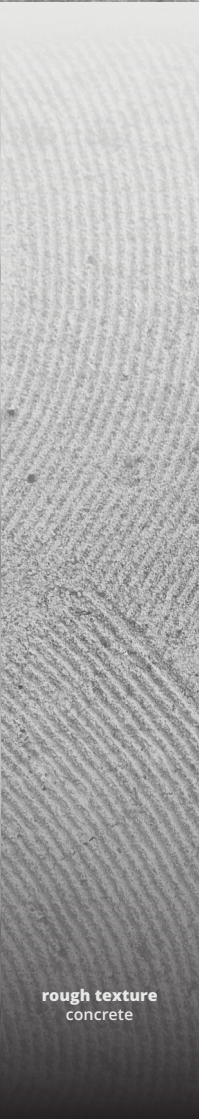
rough texture
ground



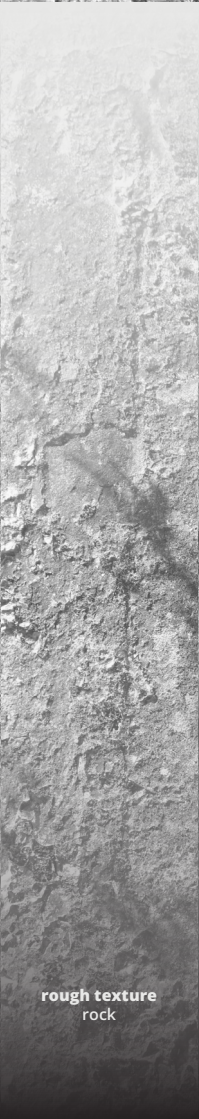
rough texture
rock




soft texture
water




rough texture
concrete




rough texture
rock



rough texture
trees



soft texture
rock



soft texture
concrete

Not To Use



Do not use stretched or distorted logo and texts



Do not place the logo on backgrounds with low contrast



Do not retype the text components of the logo



Do not combine the logo with other graphic elements to form any other text or graphic.



Do not add special effects to the logo



Do not use the logo on any image or decorative pattern that obscures its readability



Do not separate the visual components of the logo



Do not use the logo's typography as a separate visual element

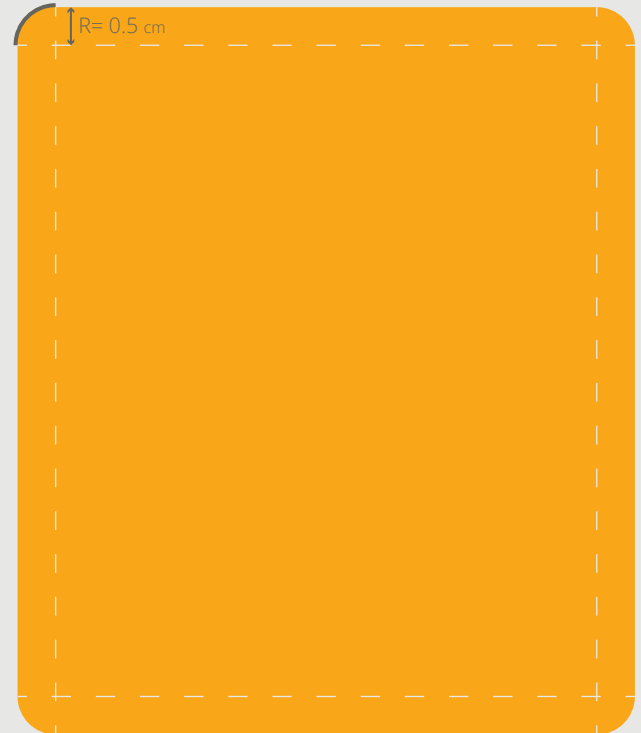


Social Media Templates

Each social media post has its own .ai file with a fixed template where the post information is just replaced.

This is in order to maintain visual cohesion on our social media platforms, invent a visual identity, and also to be able to divide types of posts into categories through visual composition.

The posts use round edges for boxes inside social media posts
[no sharp corners] R= 0.5 cm.

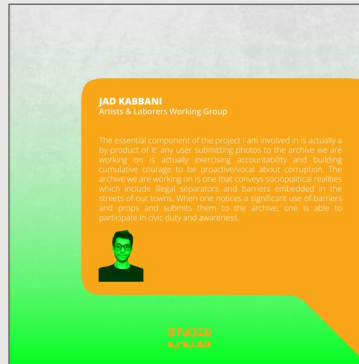
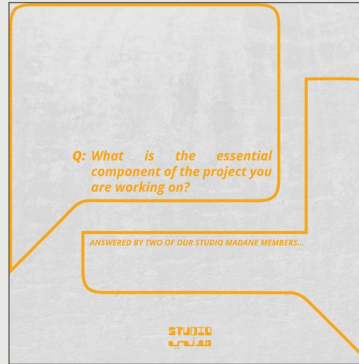


Fixed Social Media Templates

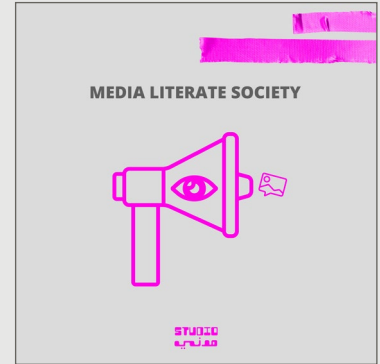
Group Progress Post



Q&A



Website Articles



04 Post Layouts

Group Progress Post

This post is an update to our followers on the work that is being produced by our working groups.

The post uses a book mockup in order to display the work that is created [maps, pictures, text...]

The background of the post is the color of the working group whose work is being presented.

This post can be used interchangeably with the Review Outcome posts, but the Review Outcome posts are usually for work finalized for a review, not any updates throughout the phase.

Any dimensions of a book is fine.

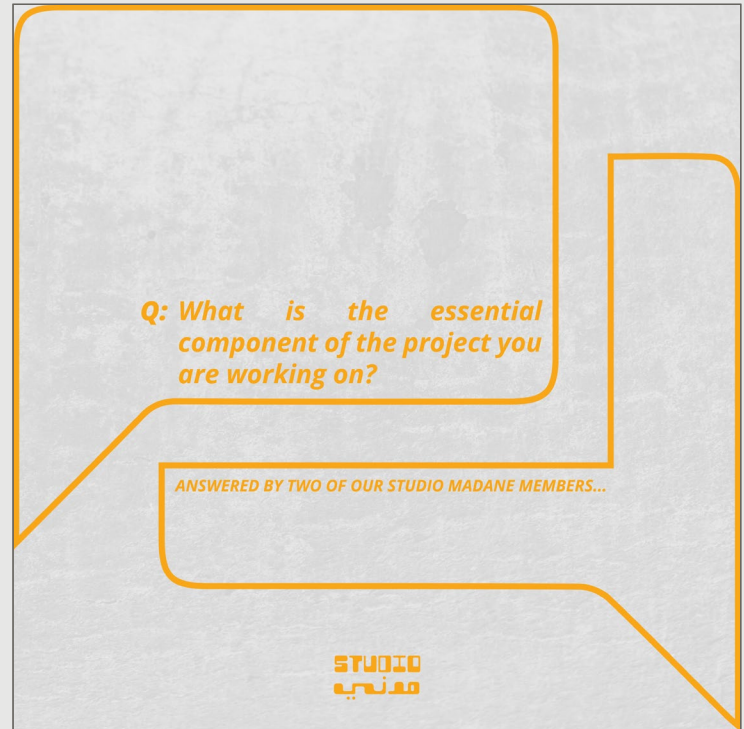
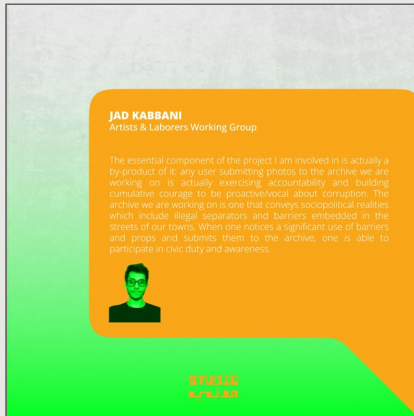


Q&A

This post displays a question asked to some of the Studio Madani members and documents their replies to it along with their face image.

“Image Trace” feature on Illustrator should be used for the photo and then it should be color graded in order to fit the person’s working group color.

In the background of the slides with the answers, the gradient changes from the working group color to our signature light grey. The answers are always inside a conversation bubble.



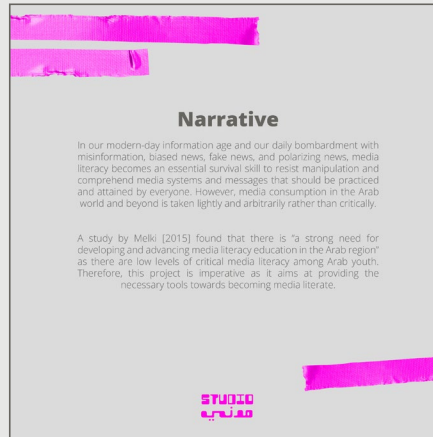
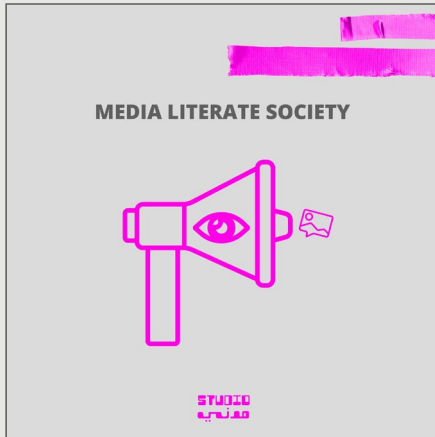
Website Post

This post is made in order to share with our followers a part of our website or resources that we want to highlight.

It is made of a cover image with the logo of the specific highlight [ex: projet, logbook, etc...]

This is one of the two posts that have our signature tapes on them. The tapes have to follow the color of the project.

Only the title, logo and the narrative of this project are explained in this post. [Add a third slide if more information is to be shared.]



Other Social Media Templates

The three posts mentioned before have fixed templates and are directly affiliated with Studio Madane.

Other posts may take a different form or might change while still respecting the guidelines provided by the Studio Madane Brandbook.

For example: The group action post changed from fig.1 to fig. 2 while still following the same visual rules the brandbook has set.

fig. 01



fig. 02



Group Progress Story

This story is meant to provide a sneak peak of the Group Progress Post content.

If the posts are divided over multiple dates, the parts posted on the day of the story are in full opacity while the rest are in lower opacity.

For stories, always center the Studio Madane logo and use the contents its background, as the intention of the story is to orient the user to the posts, thus it avoids dense content.



Video Template

The video template composition mainly focuses on the video as the main element.

The only two graphical elements are the Studio Madane logo and a *dark grey to transparent gradient* behind it that reaches the center of the frame.

These elements apply to any video template format.



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<https://www.studiomadane.com>