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# AZZAD

The AZZAD ASSET MANAGEMENT  
Brand Handbook





*Invest in harmony with your values*

## Our Mission

The mission of Azzad Asset Management is to provide investment services designed to help our clients enjoy optimum performance without compromising their values.



*AZZAD Mutual Funds are designed to help our clients grow and preserve their wealth with investments that are in harmony with their values.*



**AZZAD**

*Invest in harmony with your values*

## Why a Brand for Azzad?

Establishing a brand identity is crucial for Azzad as we move into broader arenas and become more visible in the financial world. The brand supports the vision that we want to communicate to our investors, investment advisors, and the public in general.

Embracing the brand will also help to create unity within the Azzad family, which will be reflected in the harmony of all of our communications.





*Invest in harmony with your values*

## Brand Philosophy

A brand is much more than just a logo. It is something that is communicated on a daily basis, whether it is contained in a letter or an advertising campaign. It tells the outside world what you do and what you stand for and, as a result, is one of the most powerful assets an organization can have.

As we reach out to our clients and the public in general, we are always representing Azzad Asset Management. If we think of any form of communication as an opportunity to apply the brand, we positively reinforce the image and values of Azzad Asset Management. By applying the brand correctly we have the power to ensure it becomes instantly recognizable as a symbol of our authenticity.





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*Invest in harmony with your values*

## AZZAD Core Values

Authoritative  
**Authentic** Dynamic  
Ethical Collaborative  
Uncompromising





# AZZAD

## Basic Elements

The Azzad brand identity is made up of a number of key elements: Logo, typeface, color, photography and textural backgrounds. The following guidelines have been created to make these elements easy to apply, and so provide greater consistency throughout all communication.



## Logo Symbol

The symbol of the Azzad logo represents the date palm tree. Every part of the date palm has benefit, from the roots to the leaves to the dates. The leaves of the date palm tree are evergreen, never falling all year round. They were compared to the Muslim by the Prophet (sallAllahu alayhi wasallam), meaning that the Muslim will bring benefit at all times and in all places.

In dreams, the date palm has significance as well. It is said that a palm tree in a dream represents a sire, a scholar, a noble man or a wise man who imparts his knowledge and wisdom to others.

We at Azzad strive to bring our investors the benefits of financial security and growth, while fully supporting their values and sense of social responsibility.



# Logo and Tagline

## Logo

The logo is a trademark in the form of a symbol or mark. The logo text (AZZAD) is a part of the symbol and should always be used as shown here. The mark may, on occasion, be used separately from the text.

## Tagline

*Invest in harmony with your values*  
Palatino Italic.

The tagline should be used as shown here in most instances. The AZZAD Logo can appear with or without the tagline.





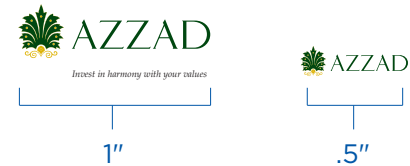
## Logo Size

For optimum legibility, the logo and tagline should not appear at less than one inch in width. The tagline should not be used when the logo is reduced to less than one inch in width (for premium items such as pencils, pads, and other give-away items).

## Clear Zone

A proper clear zone (at least one-quarter inch on all sides) should be maintained for maximum legibility and brand integrity. No text or other logo should appear within the clear zone.

### Minimum Size



## Logo Variations

A variety of logo options are available for use. Choose the option most appropriate for your needs from the library of Azzad brand elements.

### File names:

AZZAD\_logo\_pms350\_2012.eps

AZZAD\_AM\_logo\_pms350\_2012.eps

AZZAD\_FUNDS\_logo\_horiz\_pms350\_2012.eps

AZZAD\_FUNDS\_logo\_vert\_pms350\_2012.eps



# Overview of Typefaces

## Palatino Linotype

This is a classic serif typeface that is usually used as body text, but can also be used as a headline style. It is versatile, easy to read, and pairs well with Gotham, without being too dominant.

## Gotham

This modern sans-serif typeface has a distinct, assertive personality, yet feels friendly and straightforward. It works well for headlines, and is an excellent option for text that needs to stand out from the body text, such as sidebars and charts. The simple shapes of the numerals in this typeface are highly readable, yet elegant.

## Palatino Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

1 2 3 4 5 6 7 8 9 10

## Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

1 2 3 4 5 6 7 8 9 10



# AZZAD Colors

The color green has been associated with Islam for centuries. Some say green was Muhammad's favorite color and that he wore a green cloak and turban, while others believe it symbolizes vegetation and life. In the Qur'an (Surah 18:31), it is said that the inhabitants of paradise will wear green garments of fine silk with thick silk brocade interwoven with gold. In Islamic culture, green and gold are the colors of paradise.

The secondary colors have been selected to complement the primary colors of the AZZAD brand. Compatible and distinctive, these colors help to provide a strong brand identity.

## Primary Brand Colors



## Secondary Brand Colors



Color	C	M	Y	K	R	G	B	HTML
PANTONE® 350	80.0	24.0	69.0	70.0	40.0	78.0	54.0	284E36
PANTONE® 117	2.0	22.0	100.0	15.0	199.0	153.0	0.0	C79900

The PMS (Pantone Matching System) colors used in the AZZAD logo are Pantone® 350 (green) and Pantone® 117 (gold). If possible, spot (PMS) colors should be used for printing in order to achieve the true colors of the brand palette. When printing in 4-color process, please use the color separations indicated above to achieve the closest match to the true brand colors.



# Photography

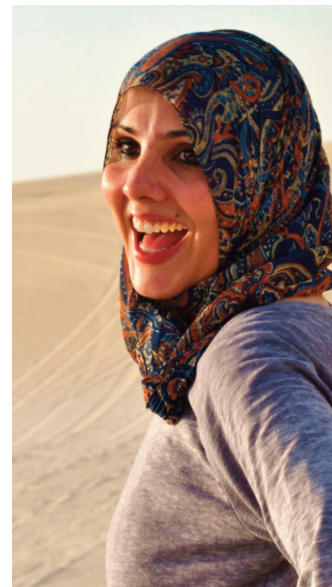
It is critical to choose imagery that enhances the Azzad brand, and that in no way compromises the values of Azzad and its clientele.

## What to Use

Natural light and outdoor imagery; natural-feeling, contented emotions; bright, soft colors; a range of ages and races; expressions of movement.

## What to Avoid

Staged studio shots; dark saturated backgrounds; forced emotion; dated fashion; inappropriate attire; lack of movement.



# Graphic Elements

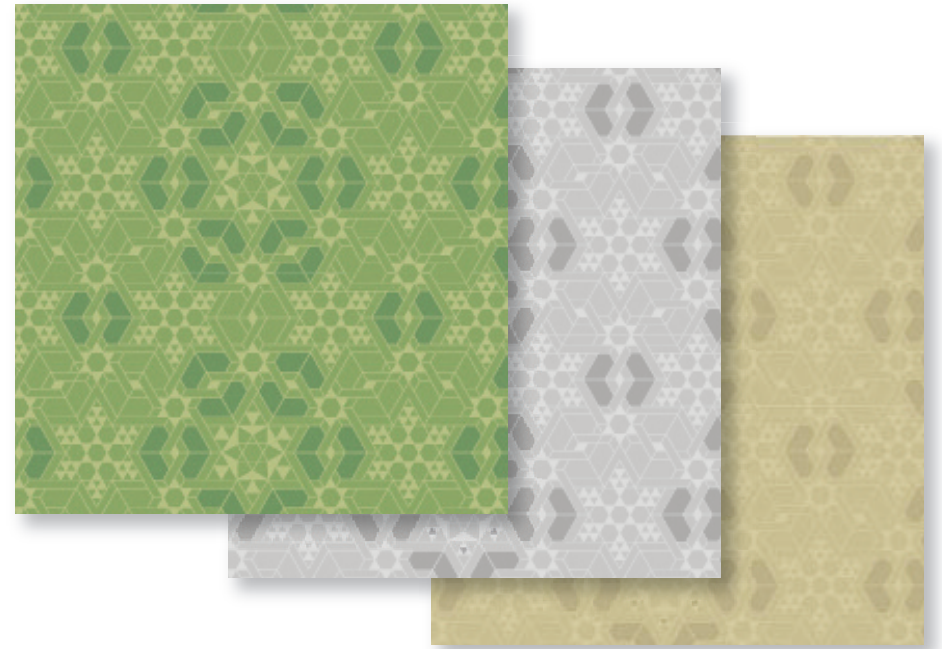
## Background texture

Geometric patterns, which convey the importance of unity and order, are typical in Islamic art. The patterns shown here can be used as elements to enhance page design, while subtly evoking our foundation in the culture of Islam.

These patterns are provided as electronic files in the library of Azzad brand elements.

File names:

To come.



## Graphic Elements

### **Palm Symbol**

This mark may be used as a graphic element to reinforce the message of the brand. It can be used as a watermark, in which case it must be screened back to no more than 10%, or it can be used at 100%, as long as it does not interfere with legibility of text or simplicity of design. The entire logo may also be screened back and used as a watermark where appropriate.



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# File Extentions

Always ask your vendor which version of the logo he/she can accept. Some vendors may request original vector art. All eps versions of the AZZAD logo are vector files, in other words, not pixel based, and therefore fully scalable. All other versions, tif, jpg and gif, are rasterized and therefore have a set resolution and can become blurry when enlarged. The logo types are identifiable by the 3-letter extension at the end of the file name. As a general guide, the file types and their suggested uses are shown here.

EXTENSION	WHEN TO USE
.eps (Encapsulated Post Script)	This file type is hi-res and should be used for all printed materials including brochures, posters, large format printing and other related collateral.
.jpeg (Joint Photographic Experts Group)	This file type should be used in PowerPoint files, internal word documents, video and web applications.
.tif (Tagged Image File Format)	Photographs with the .tif extension are usually hi-res and support best print quality.
.png (Portable Network Graphic)	This file type should be used in PowerPoint files, and web applications. PNG files have transparent backgrounds, so are useful when placing the logo on a texture or color.







# AZZAD

AZZAD FINANCIAL ADVISORS  
Sub Brand Guidelines



*AZZAD Mutual Funds are designed to help Financial Advisors find ways to help their clients grow and preserve their wealth with investments that are in harmony with their values.*

## Why a Brand for the Financial Advisors?

Financial advisors are a different audience than our individual retail investors. Our relationship with this group is business-to-business rather than advisory. Their clients are more diverse both financially and in terms of faith. However, whether or not they seek compliance with Shari'a law, their clients are at least seeking the socially responsible alternatives that our values-based approach to investment provides. A somewhat tailored version of the umbrella brand is necessary to support the most effective communications with this audience.





# AZZAD

## Basic Elements of the Sub Brand

The Azzad Financial Advisors sub brand is not intended to be a departure from the umbrella brand. The key elements remain the same. The logo, font, and photography guidelines still apply. The primary difference is in the use of color and background textures.

