

MAX

Brand Book

February 2026





Overview

This Brand Book outlines how MAX should be visually and verbally represented across all platforms and materials.

As our programs continue to grow across teams, city chapters, and initiatives, these guidelines help ensure consistency, clarity, and recognizability in how MAX presents itself to the community. Whether you're designing a graphic, creating social media content, or developing program materials, this resource supports a unified and professional brand presence across the organization.

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Introduction

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OUR PURPOSE & MISSION

Purpose

Inspire leadership and empower change in our communities

MAX was established to recognize and celebrate the professional, entrepreneurial, educational, and charitable contributions of Muslims in North America, while accelerating high achievement through academic, business, and professional development.

Mission

Recognize and accelerate productive contributions made by Muslims in North America through academic and professional development

Our Brand

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Evolution of the MAX logo

2015



2017



2020



2022



Our Logo

The main logo design of MAX features a sleek, modern aesthetic that symbolizes excellence and unity. The design prominently incorporates elements that reflect the brand's focus on community and professional development. It is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of any of these 3 colored logos, scale, and white space around it.



How NOT to use the MAX logo



Blurred or
low resolution



Cropped wrong or
in a distorted size



Low contrast between
logo and background

Color Palette

Our color palette embodies sophistication and strength. The combination of gold, black, navy blue and white reflects confidence, excellence, and integrity. These tones create a timeless and professional look that conveys trust and prestige across all brand materials.

Gold

HEX: #B5A165
RGB: 181,161,101

Navy Blue

HEX: #153b50
RGB: 21,59,80

Black

HEX: #000000
RGB: 0, 0, 0

White

HEX: #ffffff
RGB: 255, 255, 255

Typography

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Primary Typeface

We use Montserrat as our signature typeface for its balance of readability and refined elegance. Its modern, versatile design reinforces the MAX identity—clear, confident, and timeless. Use Montserrat across all print and digital materials to maintain consistency and brand integrity.

- Montserrat
- League Spartan
- Lato
- DM Sans
- Open Sans

Sample Text

Light

Regular

Extra - Bold

abcdefghijklmnopqrstu
vwxyz1234567890&%\$!~

Voice & Tone

Our tone celebrates achievement and growth while inspiring readers to aim higher in their personal and professional journeys. It stays professional, uplifting, and community focused, encouraging optimism, unity, and forward momentum.



Writing Guidelines

Our written communication reflects who we are as an organization. Every message should reinforce trust, professionalism, and a sense of belonging while remaining clear, consistent, and respectful.

Do's

- ✓ **Use respectful, empathetic language**
- ✓ **Maintain a professional and inclusive tone**
- ✓ **Write clearly and concisely**
- ✓ **Ensure consistency in style and voice**

Don'ts

- ✗ **Use slang or exaggerated language**
- ✗ **Place blame or pressure on the reader**
- ✗ **Use contractions**
- ✗ **Overuse punctuation or informal emphasis**

Visual

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Photography Style

Our photography captures authentic, professional moments that showcase diversity and inclusion. Clean, bright, and natural, every shot tells the story of our community in action.



Photography Style

- 📷 **Candid & Natural:** Capture authentic interactions and genuine moments
- 📷 **Professional & Polished:** Ensure subjects look confident and clear
- 📷 **Diversity & Inclusion:** Represent all attendees and perspectives
- 📷 **Clean Backgrounds:** Prefer white or neutral backdrops to highlight people and action
- 📷 **Color & Editing:** Use cooler tones or a subtle blue hue for a consistent, modern look
- 📷 **Shot List Recommendations:**
 - Speakers (together and individually)
 - Audience
 - Candid networking moments
 - Food and catering displays
 - Group photos
 - MAX-branded materials
 - Detail Shots: table settings, event signage, program materials, banners, and other small elements that tell the story of the event visually

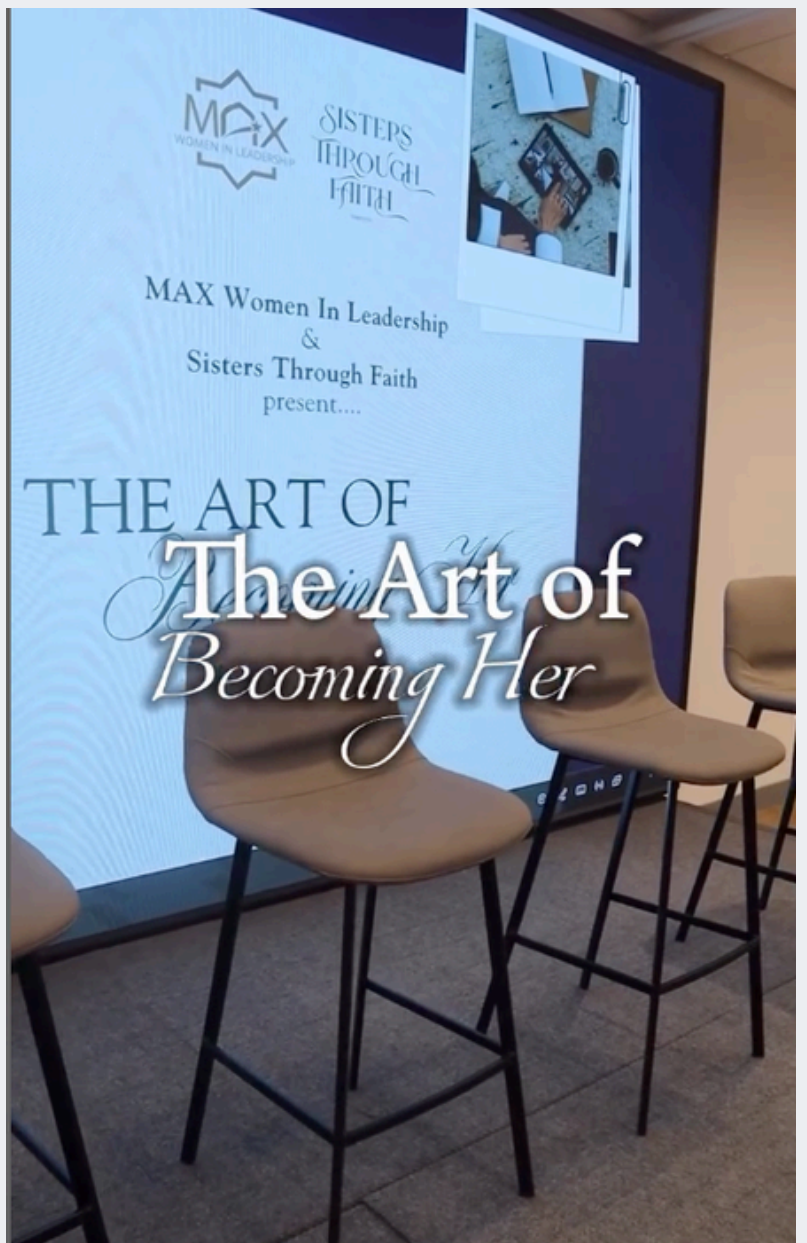
Videography Style – Landscape

Capture polished, steady widescreen video that feels natural and engaging, highlighting diversity and inclusion while telling the story of the MAX community. Edit with smooth transitions, balanced audio, and cooler tones for presentations, event recaps, and professional platforms, including YouTube.



Videography Style – Portrait

Film quick, candid vertical clips for Instagram and LinkedIn highlights. Edit for mobile with fast cuts, on screen text, and consistent brand tones to engage viewers. Keep videos to 1 to 2 minutes maximum.



Videography Style

- 📷 **Professional Landscape:** Capture steady widescreen shots for full recaps and speaker segments
- 📷 **Candid Portrait:** Use phone clips in portrait mode for quick, natural moments
 - Clips should be at least 10–15 seconds long to make editing easier & allow for repurposing
- 📷 **Platform Editing:** Edit landscape videos for YouTube with clean cuts, edit portrait videos for Instagram and LinkedIn highlight reels with tighter pacing and on screen text
- 📷 **Color & Tone:** Keep footage in cooler tones or add a light blue hue for consistency
- 📷 **Diversity & Inclusion:** Highlight a mix of attendees, speakers, and volunteers
- 📷 **Shot List Recommendations:**
 - Speakers + Audience
 - Networking
 - Group shots
 - MAX branding
 - Establishing shots - the environment (ideally taken before everyone gets settled in)
 - Commuting to the location within the city (eg. CN tower, TTC, busy side walks)
 - Clips of the building (maybe their grand foyer, signage inside or outside)

Slide Deck

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Slide Deck Recommendations

Formatting

- Keep layouts clean with consistent spacing, alignment, and hierarchy
- Use MAX brand fonts and avoid multiple type sizes per slide
- Maintain ample white space for clarity and readability
- Stick to a simple grid structure for organized placement of text and visuals

Branding

- Use primary colors (#153b50 and #b5a165) and approved secondary program palettes & designs only
- Include the MAX logo in a consistent corner, sized proportionately
- Use branded graphic elements sparingly for emphasis, not decoration
- Use MAX event photos for imagery

Slide Deck Checklist

- **Title Slide:** Program or event name, date, MAX logo, venue logo, imagery
- **Opening Remarks:** Introduction slide
- **Thank You to Venue:** Venue photo and sponsor acknowledgment
- **Agenda:** Brief overview with timings
- **Qur'an Recitation:** Reciter introduction, optional verse slides
- **Venue Opening Remarks:** If applicable
- **About MAX:** Aazar intro, mission, journey, programs, impact, MAX video
- **Program Details:** Program overview and mission
- **Panel or Event Details:** Panel or session overview
- **Speakers, Facilitators & Moderators:** Individual profile slides plus group slide
- **Q&A:** QR code or Slido details, if applicable
- **Closing Remarks**
- **Thank You or Join Us:** Contact details, upcoming MAX events, social links, QR code

Email

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Email Signature

All MAX team members are encouraged to use the official MAX email signature to maintain consistent branding across all communications.

Example for reference only:



Step 1: Customize the Canva Template

1. Open the [MAX Email Signature Canva file](#)
2. Duplicate the last email signature page
3. Update the following fields only:
 - First and last name
 - MAX title
 - MAX email address
 - Location, if applicable
4. Download as a PNG file



Step 2: Add Your Signature to Gmail

1. Open Gmail and click the Settings icon
2. Select "See all settings"
3. Scroll to the Signature section
4. Click Create new and name it MAX Signature
5. Insert the downloaded PNG image
6. Set the signature as default for new emails and replies
7. Scroll down and click Save Changes

Program- Specific Branding

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Scholarships

Gold

HEX: #B5A165

RGB: 181,161,101

Blue

HEX: #0260a8

RGB: 2, 96, 168

Light Blue

HEX: #02bdd6

RGB: 2, 189, 214

White

HEX: #ffffff

RGB: 255, 255, 255

CEO Panel/ Industry Leaders Panel

Pastel Yellow

HEX: #e7cd7f
RGB: 231, 205, 127

Gold

HEX: #b6a165
RGB: 182, 161, 101

Navy Blue

HEX: #02bdd6
RGB: 2, 189, 214

White

HEX: #ffffff
RGB: 255, 255, 255

Executive Leadership Series

Gold

HEX: #B5A165

RGB: 181,161,101

Navy Blue

HEX: #153b50

RGB: 21,59,80

Red

HEX: #70161e

RGB: 112, 22, 30

Peach

HEX: #fff5ec

RGB: 255, 245, 236



Entrepreneurship/ Barakah Labs

Gold

HEX: #B5A165
RGB: 181,161,101

Navy Blue

HEX: #153b50
RGB: 21,59,80

**Vivid
Turquoise**

HEX: #09a491
RGB: 9, 164, 145

White

HEX: #ffffff
RGB: 255, 255, 255

MAXPitch

MAXPitch

Gold

HEX: #B5A165
RGB: 181,161,101

Eggplant

HEX: #614051
RGB: 97, 64, 81

Black

HEX: #000000
RGB: 0, 0, 0

Beige

HEX: #efee7
RGB: 239, 238, 231



Women in Leadership

Gold

HEX: #B5A165
RGB: 181,161,101

Purple

HEX: #46286e
RGB: 70, 40, 110

Lavender

HEX: #8558c2
RGB: 133, 88, 194

White

HEX: #ffffff
RGB: 255, 255, 255

AI

Gold

HEX: #B5A165
RGB: 181,161,101

Blue

HEX: #285689
RGB: 40, 86, 137

Teal

HEX: #29d5e2
RGB: 41, 213, 226

White

HEX: #ffffff
RGB: 255, 255, 255

Cybersecurity

Pink

HEX: #c68abd
RGB: 198, 138, 189

Purple

HEX: #583f79
RGB: 88, 63, 121

Blue

HEX: #395095
RGB: 57, 80, 149

Dark Blue

HEX: #292659
RGB: 41, 38, 89

Circles

Pastel Yellow

HEX: #fed886

RGB: 254, 216, 134

Light Blue

HEX: #5499c9

RGB: 84, 153, 201

Black

HEX: #000000

RGB: 0, 0, 0

White

HEX: #ffffff

RGB: 255, 255, 255

Mentorships

Gold

HEX: #B5A165
RGB: 181,161,101

Navy Blue

HEX: #153b50
RGB: 21,59,80

Light Cyan

HEX: #c6d7d8
RGB: 198, 215, 216

White

HEX: #ffffff
RGB: 255, 255, 255

Boards

Gold

HEX: #d1bc7f
RGB: 209, 188, 127

Green

HEX: #194a4d
RGB: 25, 74, 77

Charcoal

HEX: #2E2F2C
RGB: 46, 47, 44

Warm Ivory

HEX: #F5F3EE
RGB: 245, 243, 238



Community

Vivid Azure

HEX: #169dc7

RGB: 22, 157, 199

Navy Blue

HEX: #153b50

RGB: 21, 59, 80

Azure

HEX: #156082

RGB: 21, 96, 130

White

HEX: #ffffff

RGB: 255, 255, 255

Do's



Use Official Color Palette

Ensure you use the brand's specified colors in all assets.



Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.



Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.



Consistent Messaging

Ensure the message delivered is aligned with our brand values.

Don'ts



Modify the Logo

Do not alter, distort, or change the logo colors without permission.



Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.



Inappropriate Color Usage

Do not use colors that are not included in the brand's official palette for brand representation.



Conflicting Messages

Avoid communications that contradict or obscure our brand message.

