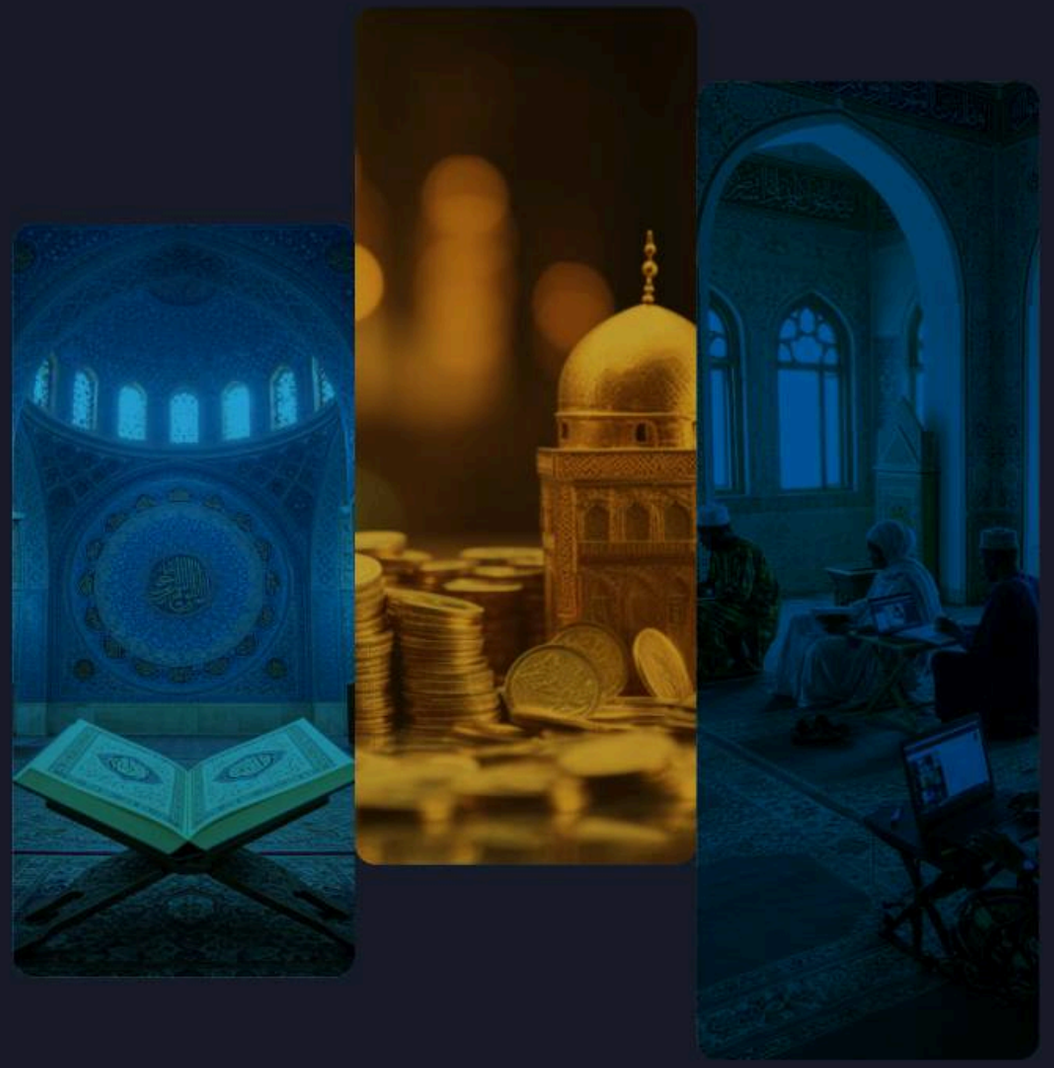
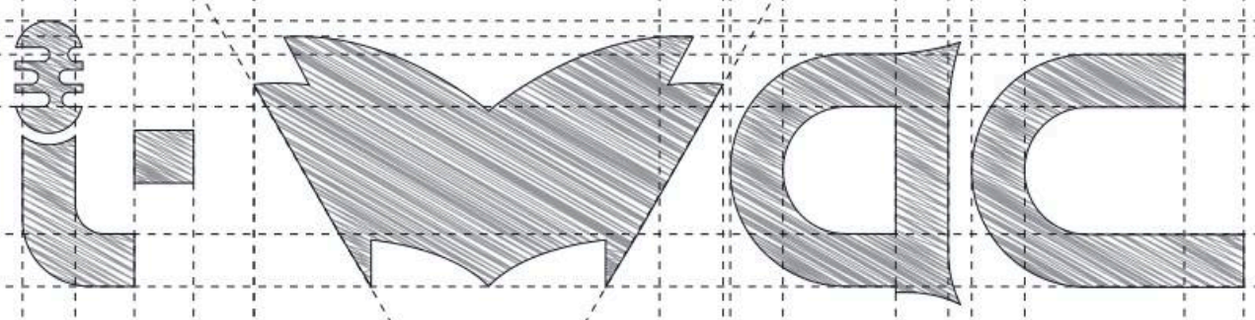
IFING MEDIA ACADEMY

I-MAC
VISUAL IDENTITY

v.3.0



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Logo Rationale

The revised I-MAC wordmark concept introduces elements that further emphasize the academy's focus on media, education, and professionalism while maintaining a modern and symbolic design.



The I-MAC wordmark creatively integrates symbolic elements that reflect the academy's core mission. The microphone icon atop the letter "i" signifies a strong focus on media, communication, and giving a voice to impactful storytelling. Meanwhile, the letter "m" transforms into a book using a solid geometric shapes while in full color i add duo-tone effect, Which is representing knowledge, education, and the foundation of learning. This thoughtful combination of elements ensures a modern, professional, and meaningful design that resonates with I-MAC's vision of bridging media excellence and ethical values.

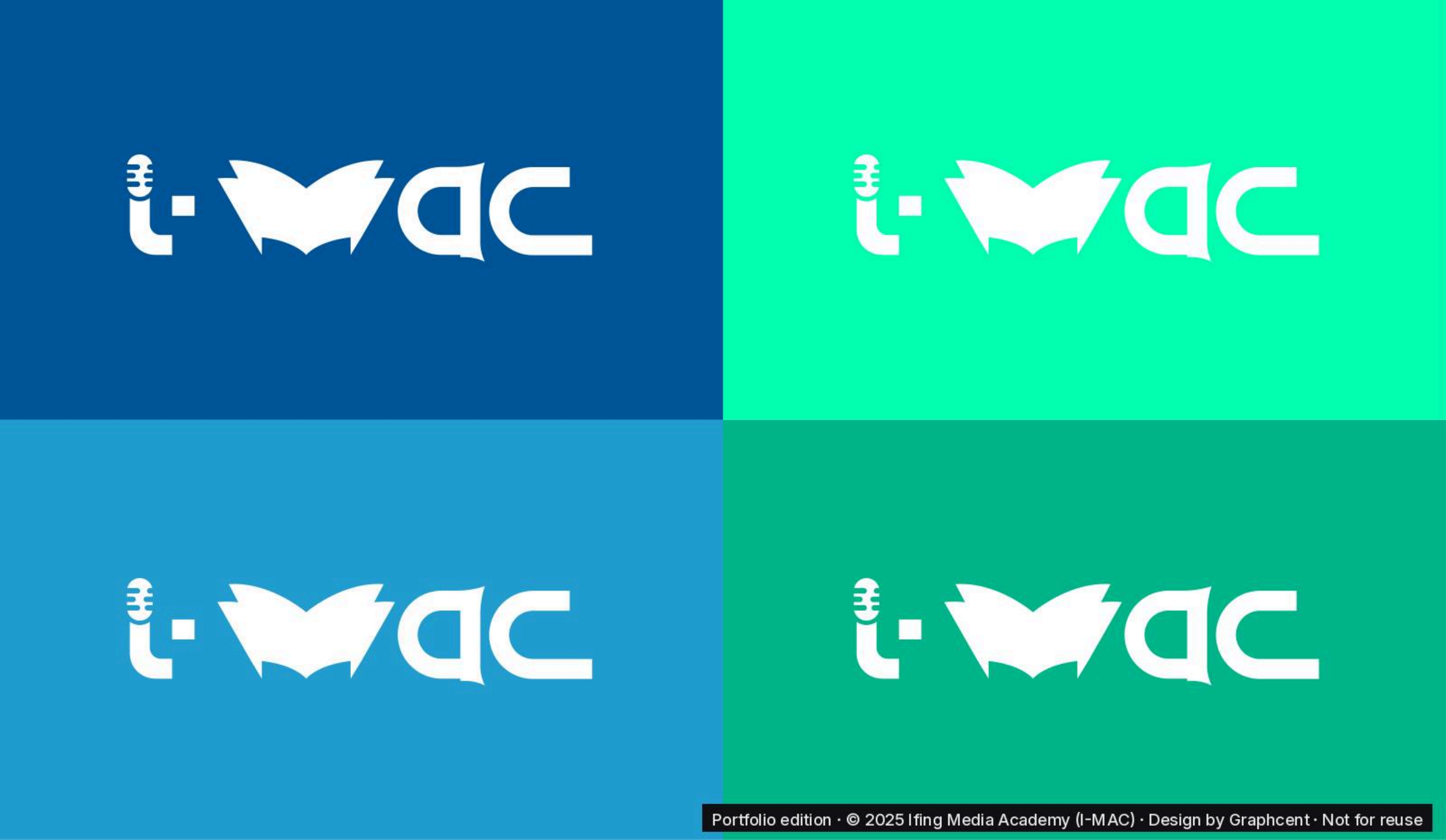
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Leading The Future Of Ethical Storytellers

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Color Palette

The I-MAC color palette is built to communicate trust, innovation, authenticity, and prestige within the media and educational space. The combination of blues and teals evokes professionalism and creativity, while the gold accent ties in the Islamic brand's cultural and ethical foundation. The vibrant mint brings freshness and energy, perfectly capturing I-MAC's forward-thinking approach.

Primary Colors

Navy Blue

HEX:
#015699



Sky Blue

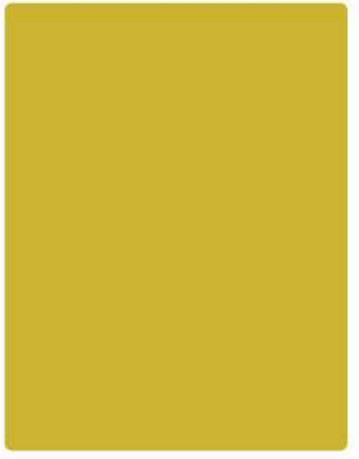
HEX:
#239EDO



Secondary Colors

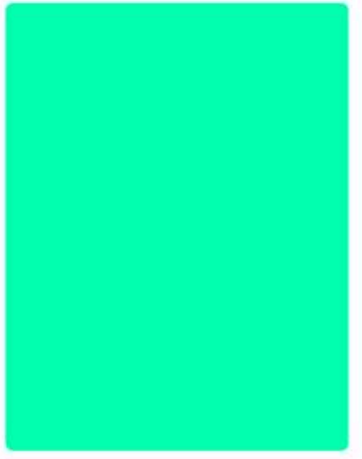
Gold

HEX:
#BF9B30



Teal

HEX:
#01B68B



Coal

HEX:
#181C28



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Primary Typography

Aa

DM Sans is the chosen typeface for the I-MAC brand, offering a clean, modern, and highly legible design suitable for both print and digital mediums. This versatile sans-serif font helps communicate the academy's contemporary approach to media education while maintaining a professional and approachable tone.

Headings, Titles

Font:
DM Sans

Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Ww Xx Yy Zz | 1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) _ + ?

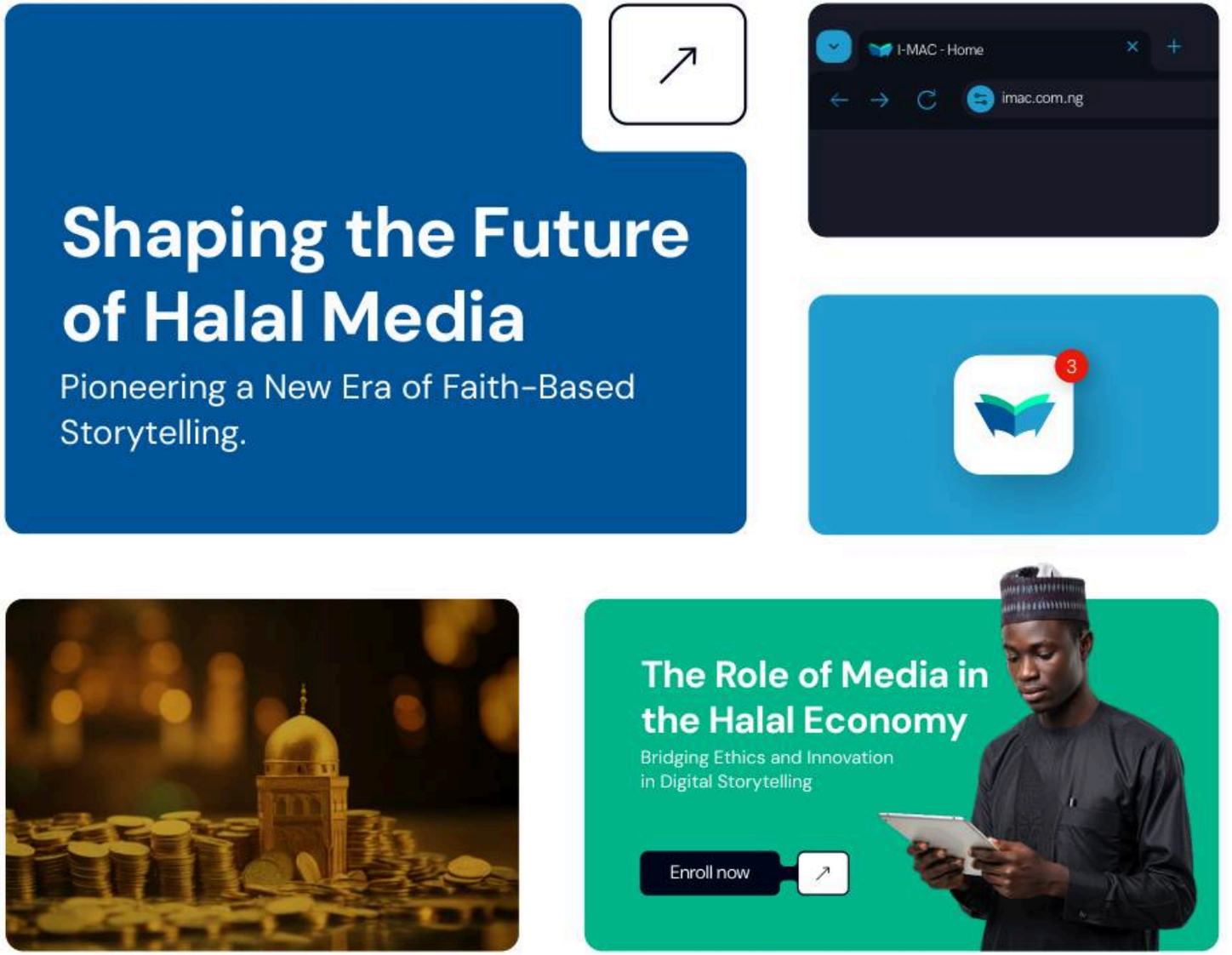
Styles: Ex-Light Light Regular **Medium** **Semibold** **Bold** **Extrabold** **Black**

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Brand Application

The I-MAC brand identity extends across various applications, ensuring consistency and clarity in both digital and print formats.

I-MAC's brand application ensures that every touchpoint reflects the academy's core values of trust, innovation, authenticity, and prestige. By maintaining consistency across digital, print, merchandise, and environmental branding, the I-MAC identity will build recognition and foster a strong, professional, and cohesive presence across all platforms.



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3D Icons Set

The I-MAC 3D Icons Set is Selected to represent the core values of the academy media excellence, ethical storytelling, and digital education. Each icon is carefully crafted in a modern, dynamic 3D style, reinforcing the brand's innovative and professional identity.



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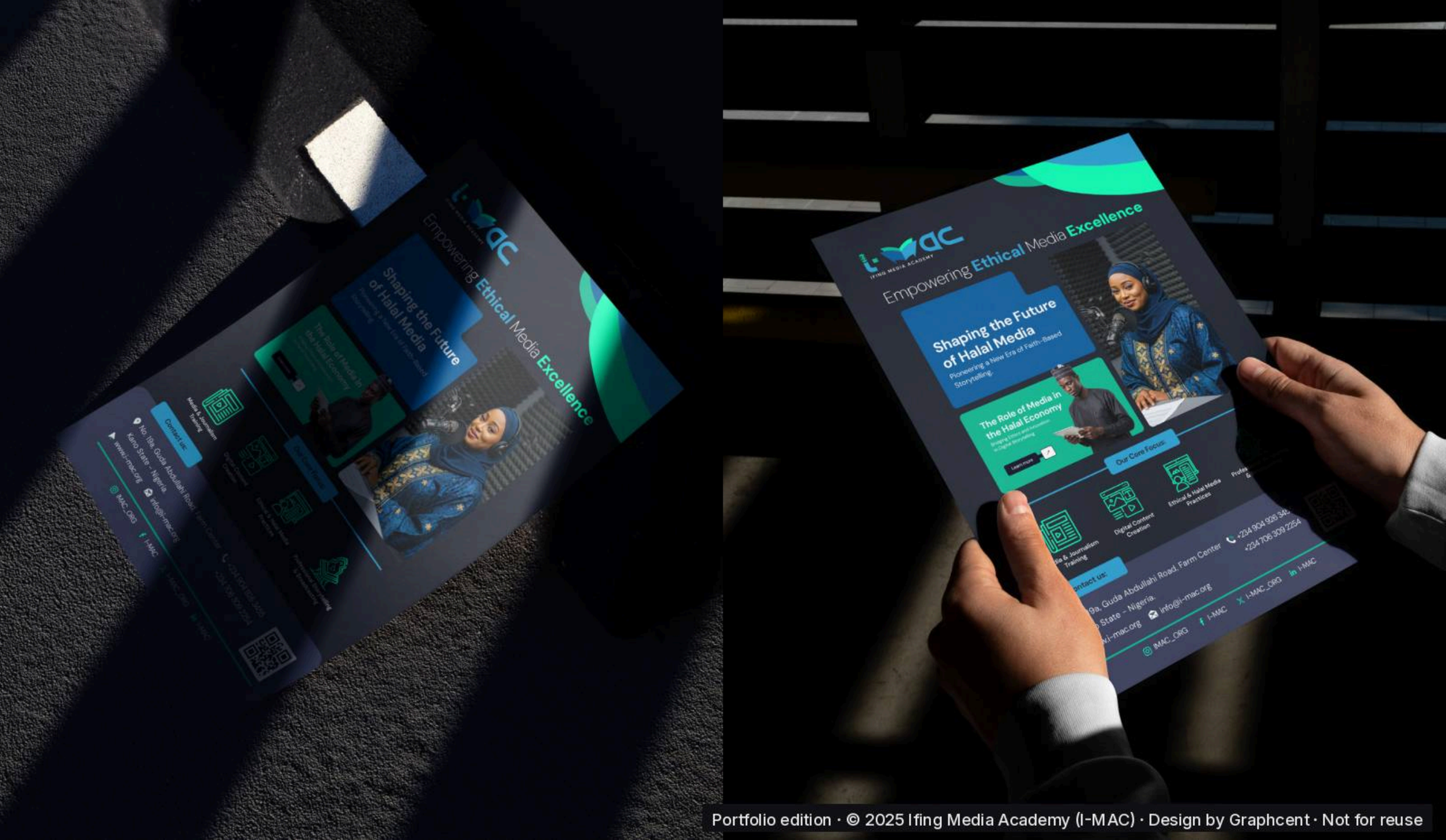
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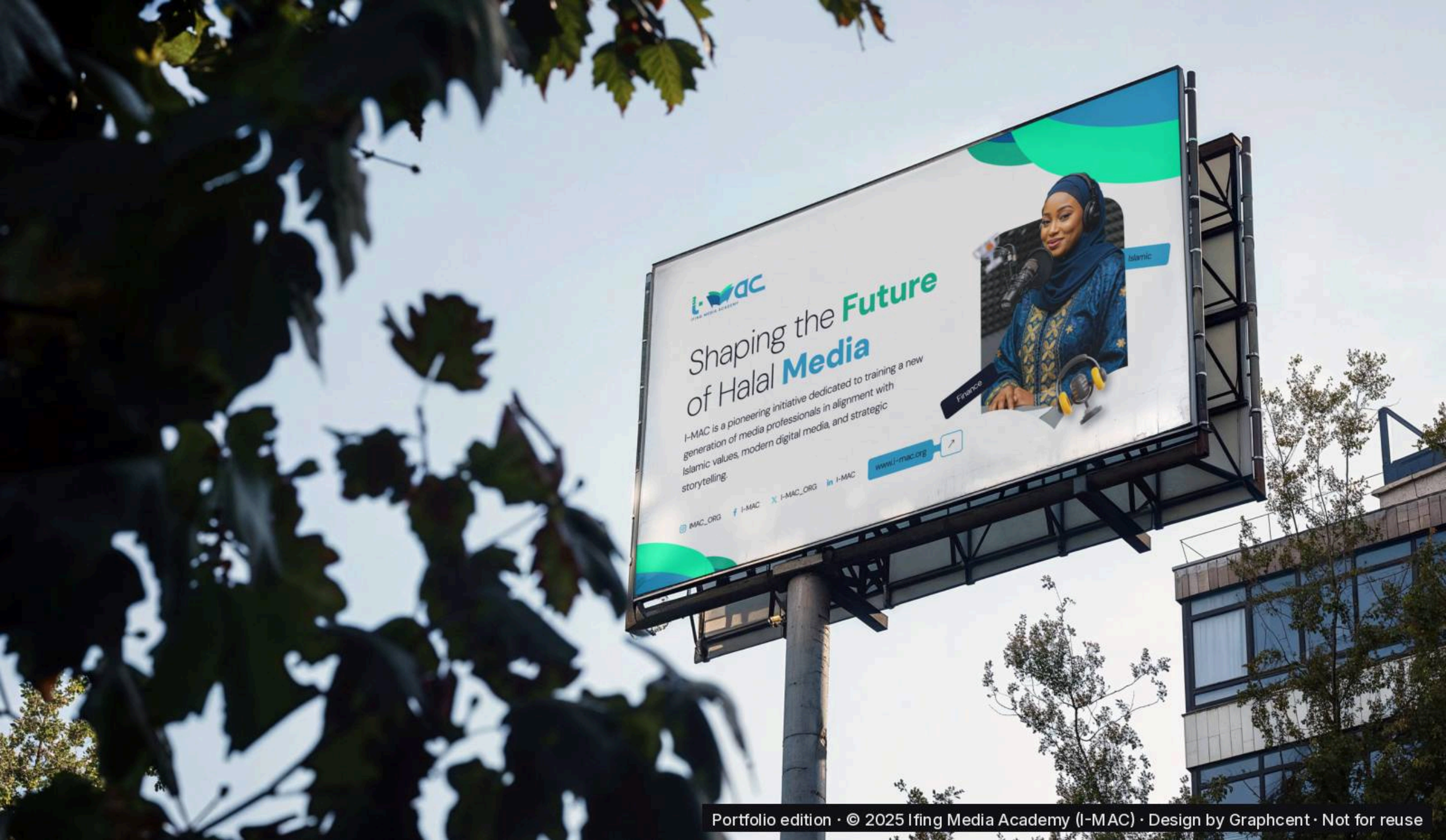
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IFING MEDIA ACADEMY

Empowering Ethical Media Excellence

Shaping the Future of Halal Media

Pioneering a New Era of Faith-Based Storytelling.



The Role of Media in the Halal Economy

Bridging Ethics and Innovation in Digital Storytelling

Learn more



Our Core Focus:

- Media & Journalism Training
- Digital Content Creation
- Ethical & Halal Media Practices
- Professional Storytelling & Broadcasting

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Kano State - Nigeria.

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