NATIONAL IJTEMA 2027

BRAND GUIDELINES



SALAT

OUR SHIELD AGAINST SINS

MAJLIS
KHUDDAMUL AHMADIYYA
UNITED KINGDOM

The Theme.

Five times a day, Salat brings a Khadim back to Allah. That constant remembrance is what guards us from sin — and it's the idea this whole identity is built on.

Shield

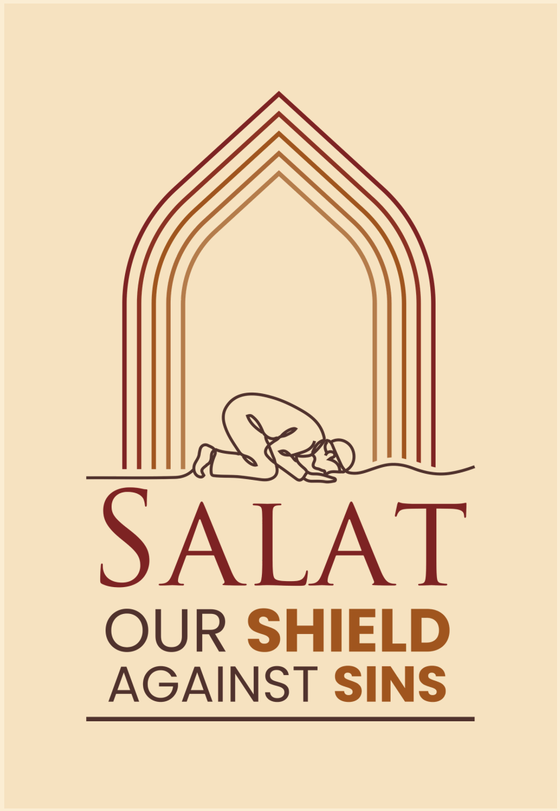
Prayer as protection

Arch

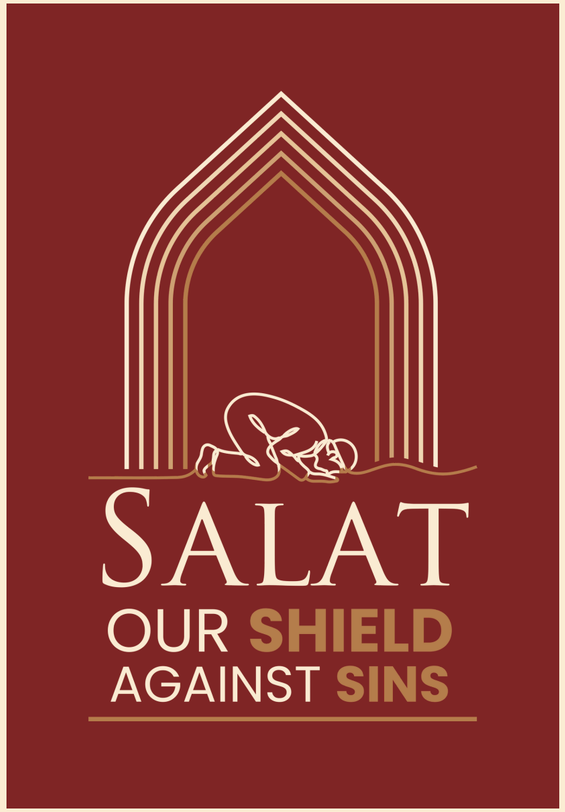
The mihrab, where we stand to pray



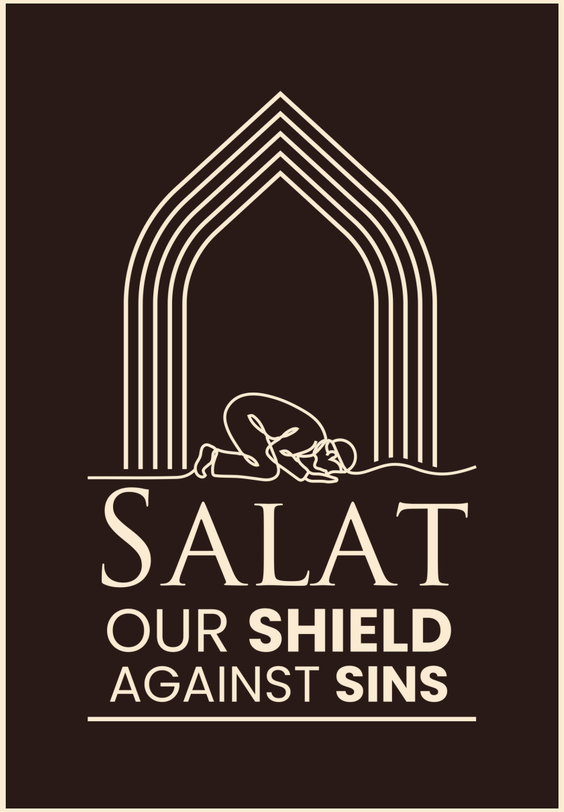
The Theme Logo.



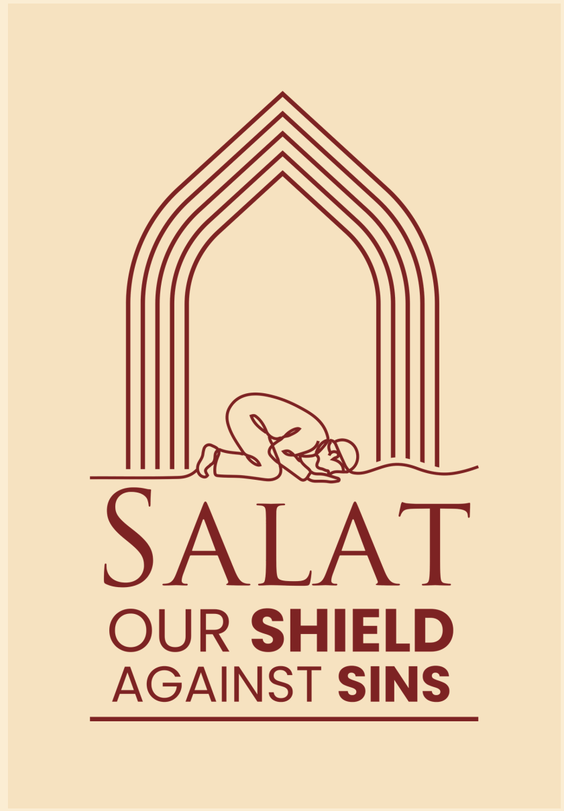
Full colour · on Cream



Reverse · on Maroon



Single colour · on dark & photos



Single colour · Maroon

The Ijtema Mark.

Our established calligraphic mark, reading اجتماع. Always use the supplied artwork.





Maroon · primary



Espresso



Copper



Single colour · on Maroon



Single colour · on photos



Sand · on dark

Using the Logos.

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Ijtema mark on the left, MKA logo on the right, at equal height and divided by a thin rule.

Clear space

A quarter of the mark's width on every side

Minimum size

20 mm in print · 80 px on screen



Don't stretch



Don't rotate



Don't add effects



Don't lose the accents

Colour.

Maroon

#7F2525

RGB 127 37 37

Espresso

#52332E

RGB 82 51 46

Copper

#A05722

RGB 160 87 34

Sand

#B77D4E

RGB 183 125 78

Cream

#FBEDD3

RGB 251 237 211

Gradients.

Blend neighbouring palette colours only. Night #2A1A17 can deepen the dark end.







Typography.

These are the typefaces we are supporting for Ijtema 2027. For regional and local Ijtemas, we allow some flexibility in typography choices.

Grift

Titles and text · titles in Black, plus body copy, details and apps

MUSLIMAH LIGHT

Labels · capitals, widely spaced

جمیل کشیدہ
مبین نوری نستعلیق

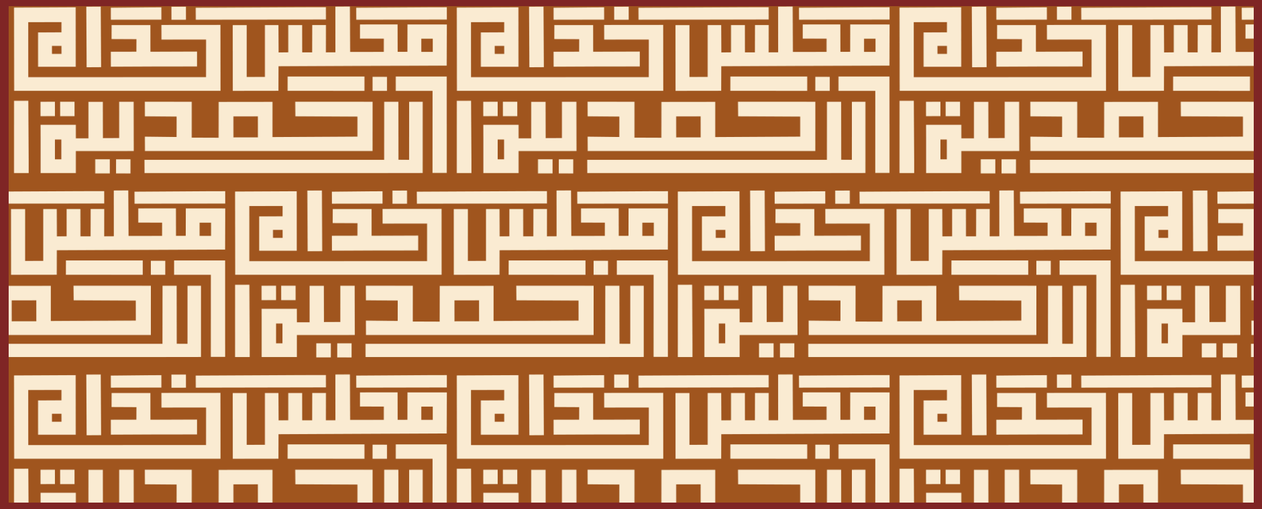
Urdu · Jameel Noori Nastaleeq Kasheeda, Mubeen Noori Nastaliq

منظور نسخ مسلمة شهرزاد

Arabic · Manzoor Naskh, Muslimah, Scheherazade New

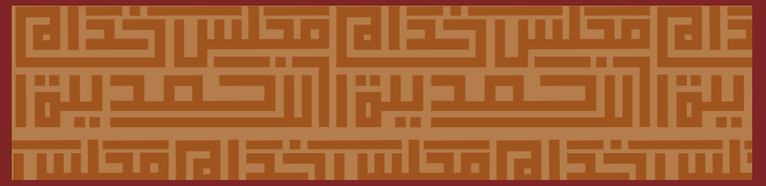
Majlis Khuddamul Ahmadiyya Pattern.

Square Kufic calligraphy of Majlis Khuddamul Ahmadiyya.





Band



Block

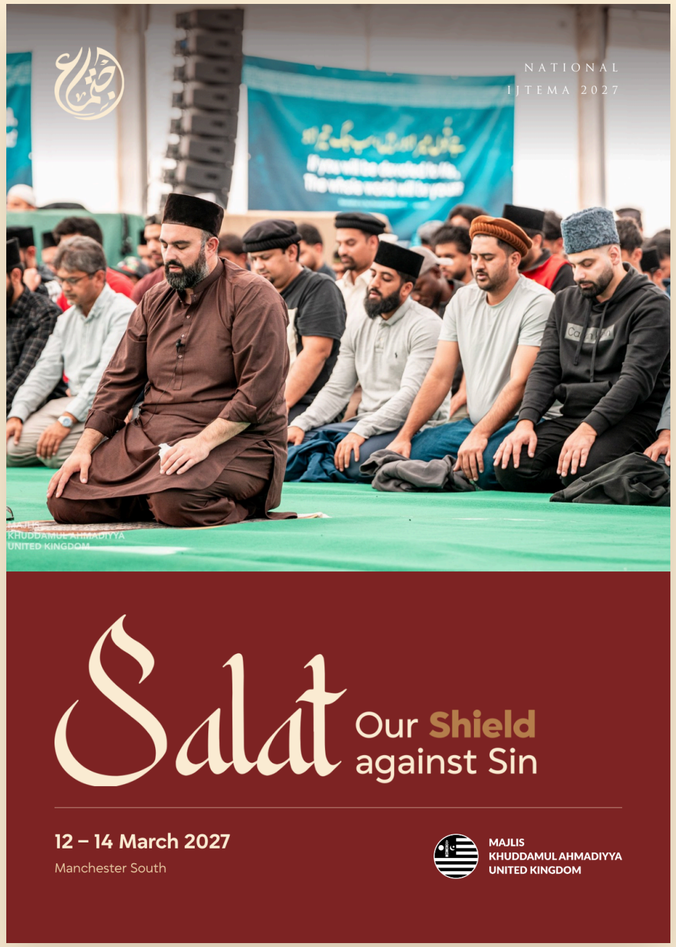


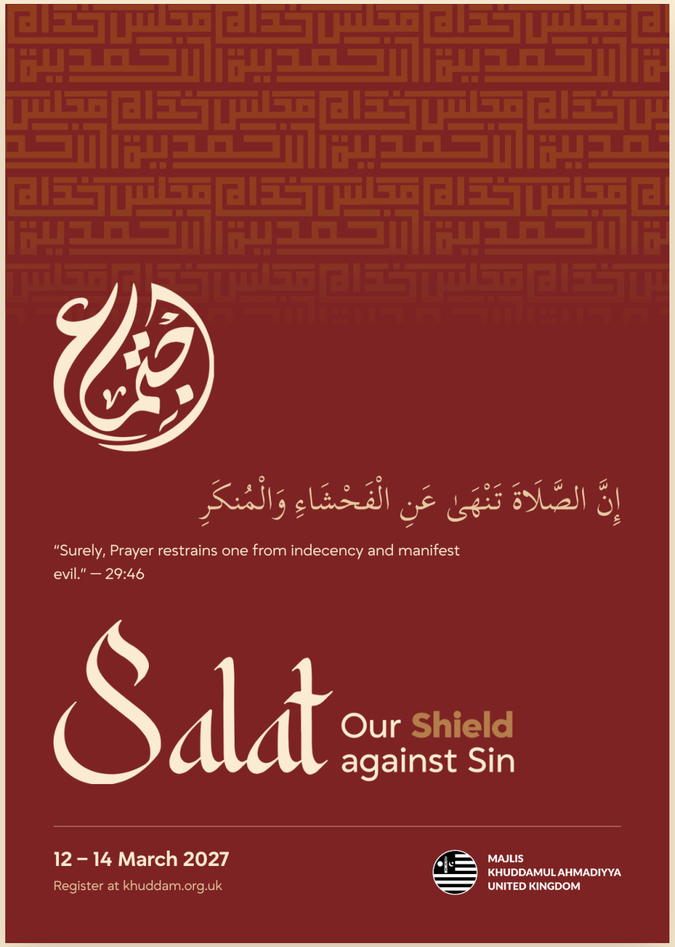
Texture · low opacity

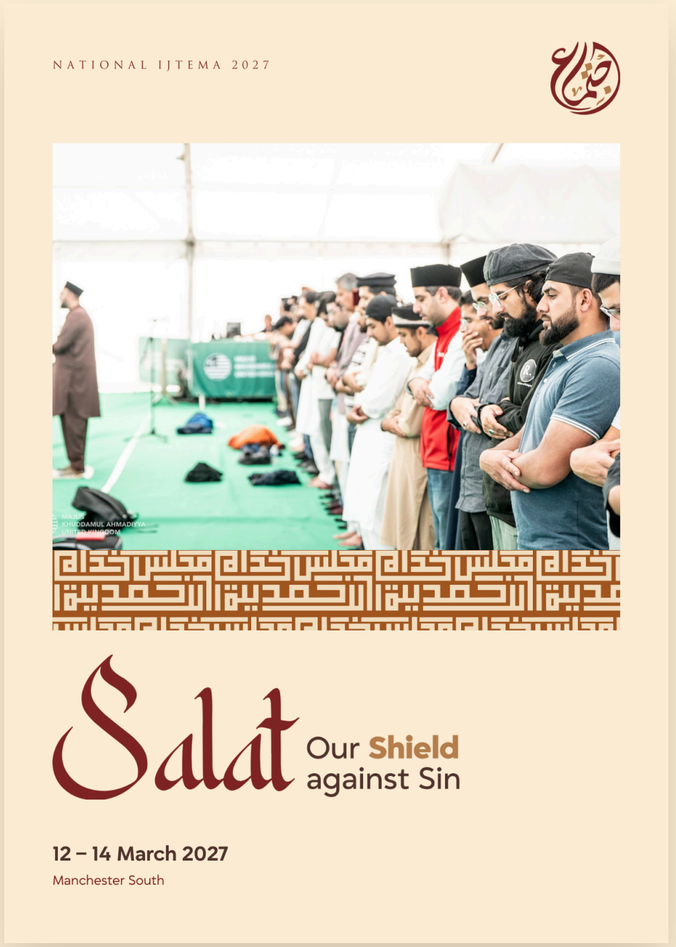


In Practice.

Posters.


NATIONAL
IJTEMA 2027
MAJLIS
KHUDDAMUL AHMADIYYA
UNITED KINGDOM
Salat Our Shield against Sin
12 – 14 March 2027
Manchester South
MAJLIS
KHUDDAMUL AHMADIYYA
UNITED KINGDOM


إِنَّ الصَّلَاةَ تَنْهَىٰ عَنِ الْفَحْشَاءِ وَالْمُنكَرِ
"Surely, Prayer restrains one from indecency and manifest evil." — 29:46
Salat Our Shield against Sin
12 – 14 March 2027
Register at khuddam.org.uk
MAJLIS
KHUDDAMUL AHMADIYYA
UNITED KINGDOM


NATIONAL IJTEMA 2027
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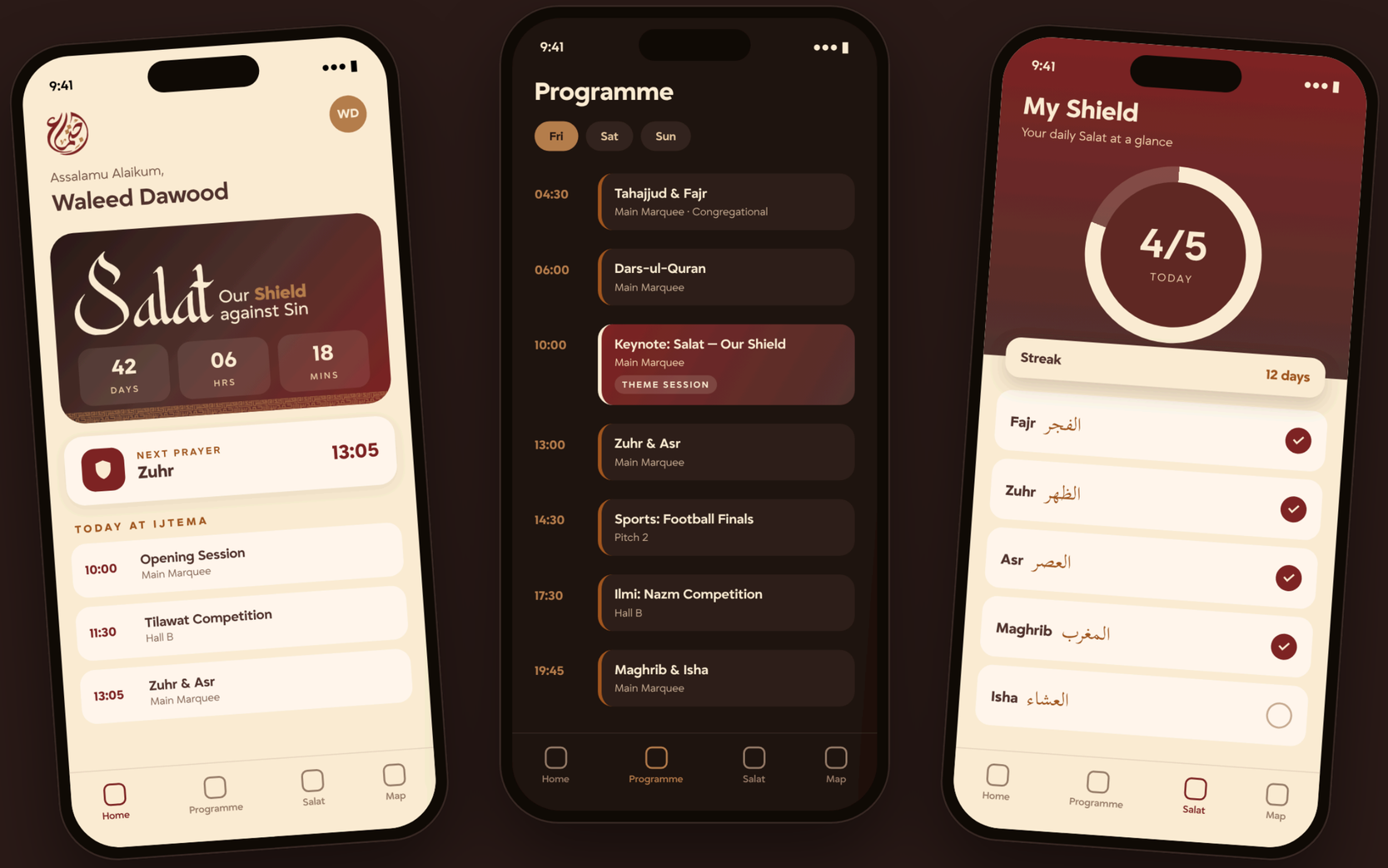
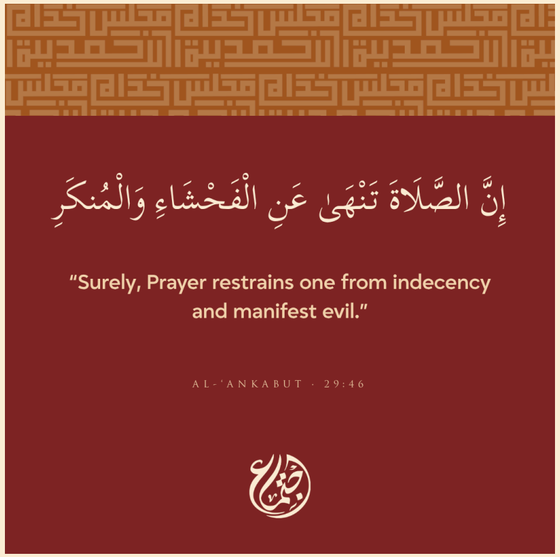
Local Ijtema Stage.

The Ijtema App.



Social Media.









Use Maroon as the default background.

MAJLIS
ATFALUL AHMADIYYA
UNITED KINGDOM

Atfal.

The 2027 identity for Atfal, aged 7–15. Same theme, same mark — brighter and friendlier.

Salat

Our Shield against Sin



Made for Atfal.

	KHUDDAM	ATFAL	
Theme logo	SALAT OUR SHIELD AGAINST SINS	Salat Our Shield against Sin	Tazmeera lettering — rounder, bolder and easier for young readers
Colour			Brighter, warmer versions of the same five colours
Pattern			Majlis Atfalul Ahmadiyya calligraphy, with bigger, simpler shapes
Logo	MAJLIS KHUDDAMUL AHMADIYYA UNITED KINGDOM	MAJLIS ATFALUL AHMADIYYA UNITED KINGDOM	Use the MAA UK logo. The Ijtema mark stays the same.

Atfal Colour.

Cherry

CMYK 4 97 82 34
RGB 165 24 32
#A51820

Kids version of Maroon

Cocoa

CMYK 50 79 76 48
RGB 97 55 45
#61372D

Kids version of Espresso

Ginger

CMYK 7 67 100 29
RGB 176 84 2
#B05402

Kids version of Copper

Caramel

CMYK 7 54 84 11
RGB 213 127 53
#D57F35

Kids version of Sand

Milk

CMYK 3 5 24 0
RGB 255 240 208
#FFF0D0

Kids version of Cream

Pantone matches to be confirmed.

Atfal in Practice.









SALAT

OUR SHIELD AGAINST SINS

Contact

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UNITED KINGDOM