Mazrio

Brand guidelines

Online stores built for MENA and Southeast Asia.

Version 1.0 · November 2026

Mazrio from Syscomatic Technologies

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01 Brand

Who we are

Mazrio helps merchants in MENA and Southeast Asia launch and grow online stores. It brings together local payments, Meta and TikTok tracking, WhatsApp orders and ERP sync for Odoo, SAP and other systems. Mazrio comes from Syscomatic Technologies.

Online stores built for MENA and Southeast Asia.



What the symbol means

The symbol is the first letter of the name. It is never an icon placed beside the word.

1. **Two keyholes**
   Merchant and customer, each with a way in.
2. **One unbroken line**
   The connected journey from store to checkout.
3. **One coral dot**
   The intelligence at the core of the product.

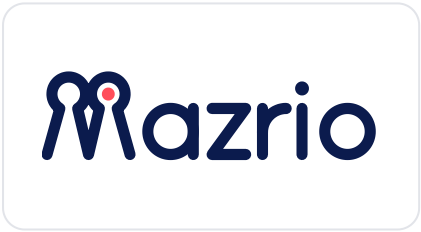
02 Logo

The logo

Mazrio is one word. The keyhole M is drawn with the same rounded line as every other letter.



Versions



English

Default for English and Latin-script layouts.



Arabic

Default for Arabic layouts. The coral dot sits on the ز.



Bilingual

English on the left, Arabic on the right, with a thin divider.



From Syscomatic

For press, partner and corporate material only.



Symbol

Only where the name appears nearby, or in icons.

02 Logo

Clear space and size



x = one keyhole width. Keep one keyhole width clear on every side. No text, edge or image goes inside it.

Version	Screen	Print
English logo	96 px	22 mm
Arabic logo	80 px	18 mm
Bilingual logo	180 px	42 mm
From Syscomatic	160 px	38 mm
Symbol	24 px	8 mm

Below 32 px, use the symbol without the coral dot.

Logo on backgrounds



Primary on white



Reversed on Midnight



Black, one colour



White, one colour

02 Logo

Logo misuse

Each of these weakens the logo. Always use the supplied files.



Do not stretch or squash



Do not change the colours



Do not rotate



Do not add shadows or effects



Do not place on busy images



Do not add extra coral dots

✓

- Use the supplied files. Never retype or redraw the logo.
- Use the primary version on white and light backgrounds.
- Use the reversed version on Midnight.
- Keep only one coral dot in each logo.

✗

- Do not stretch, rotate, outline or add shadows.
- Do not change the colours or move the dot.
- Do not place it on busy photos.
- Do not write the Arabic name as مزريو.

03 Colour

Colour

Midnight carries the brand. Coral is the small spark that marks the intelligence inside it.

Brand colours

Midnight

HEX #0B1B4D
RGB 11, 27, 77
CMYK C86 M65 Y0 K70

Logo, headings, primary buttons

Coral

HEX #FF4D5A
RGB 255, 77, 90
CMYK C0 M70 Y65 K0

The dot and small accents

Support colours

White
#FFFFFF
RGB 255, 255, 255
Main background

Mist
#F1F3FA
RGB 241, 243, 250
Section backgrounds

Line
#E2E4E9
RGB 226, 228, 233
Borders and dividers

Text
#2B3040
RGB 43, 48, 64
Reading text

Muted
#5B6275
RGB 91, 98, 117
Secondary text

Coral Deep
#D92B3A
RGB 217, 43, 58
Coral-coloured text and links

Use these CMYK values as a starting point and approve a printed proof before any large run.

03 Colour

Colour in use

Balance



Roughly 60% white, 30% Midnight and 10% Mist and Coral together.

Contrast

White on Midnight	16.4:1	Any text
Midnight on Coral	5.1:1	Any text
Coral Deep on White	4.8:1	Any text
Coral on White	3.3:1	Graphics only, never reading text

Mazrio

Launch your store

Local payments, WhatsApp orders and ERP sync in one place.

Start free View plans

04 Typography

Typography

One family for each script keeps every page calm and readable.

ENGLISH

Outfit

Aa Bb Cc 0123456789

Regular 400 · Bold 700

Outfit, for every Latin headline, label and paragraph.

ARABIC

IBM Plex Sans Arabic

أ ب ت ث ج ح خ ٠١٢٣

Regular 400 · Medium 500 · Semibold 600 · Bold 700

IBM Plex Sans Arabic, for every Arabic headline, label and paragraph.

Type scale

Style	Size	Weight	Line height
Display	56 px / phone 38	Bold	1.1
Heading 1	40 px / phone 30	Bold	1.15
Heading 2	28 px / phone 24	Semibold	1.25
Heading 3	20 px	Semibold	1.35
Body	17 px	Regular	1.55
Small	14 px	Regular	1.5
Button	16 px	Semibold	1

The Arabic preview in this PDF uses a system font. Use IBM Plex Sans Arabic in all work. If the brand font cannot load, use Arial or Tahoma for Arabic and Arial for English.

05 Arabic and bilingual

Arabic and bilingual

Arabic is a first language for Mazrio, not a translation. Every layout must work in both directions.

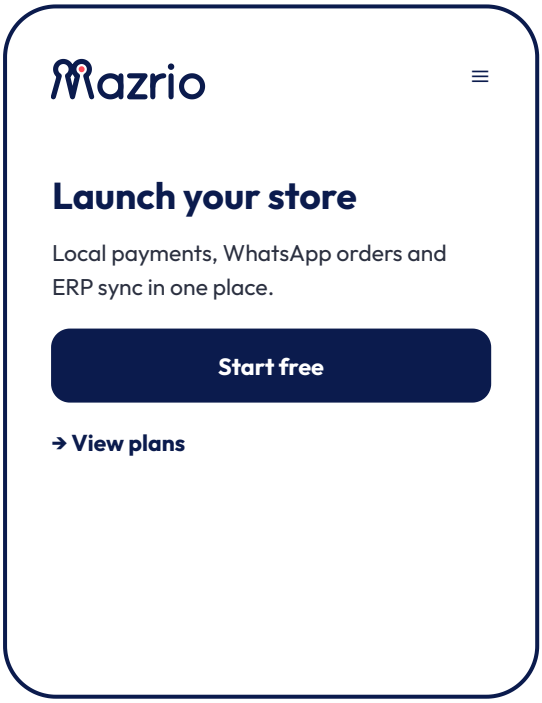
Arabic rules

- Set Arabic about 10% larger than the English beside it.
- Use line height 1.7 for reading text, and 1.3 for headlines.
- Keep letter spacing at zero, because Arabic letters must stay joined.
- Do not use italics or stretched letters for emphasis. Use weight.
- Align right and set dir="rtl" on the page.

Arabic and right-to-left

- Set lang="ar" dir="rtl" on Arabic pages.
- Mirror layout, navigation and directional arrows.
- Do not mirror the logo, numbers, phone numbers or video controls.
- Use the Arabic logo on Arabic pages.

Mirrored layouts



English, left to right



Arabic, right to left

06 Voice and writing

Voice and writing

Write the way a helpful expert talks: clear, warm and direct.

The name

- Write Mazrio with a capital M. Never MAZRIO or mazrio.
- In Arabic write مازريو, with the long ا. Never مزريو.
- Do not make it plural or add a possessive to the product: write "your Mazrio store".
- Write "Mazrio from Syscomatic" only for corporate material.

Voice

- Clear: one idea in each sentence.
- Warm: talk to one merchant, as "you".
- Direct: lead with the benefit, then the detail.
- Honest: no claim without proof, and no invented numbers.

Use	Avoid
Launch your store	Leverage our solution
Get paid locally	Seamless payment experience
Connect Odoo	Synergise your ERP
Free to start, if true	Best in the world

Button examples

Start free | Connect WhatsApp | View plans | أنشئ متجرك | اربط واتساب | اعرض الباقات

One line

Mazrio is an online store builder for MENA and Southeast Asia.

About Mazrio

Mazrio helps merchants in MENA and Southeast Asia launch and grow online stores. It brings together local payments, Meta and TikTok tracking, WhatsApp orders and ERP sync for Odoo, SAP and other systems. Mazrio comes from Syscomatic Technologies.

06 Voice and writing

Writing style

English style

- British spelling: colour, optimise, centre.
- Sentence case for headings and buttons.
- Use a comma before "and" only when it helps clarity.
- Numbers: words for one to nine, digits for 10 and up, and always digits for prices.
- Currency code before the amount: AED 99.
- Dates: 10 November 2026.

Arabic style

- Modern Standard Arabic, simple enough for every Arab market.
- Address the reader as أنت. Use neutral wording where you can.
- Use Arabic punctuation: ، ؟ ؛
- Use Western digits (0 to 9) in the product for consistency.
- Write hamza and ى ة correctly: إنشاء، متجر، مدفوعات، على.
- Keep product names like Odoo and SAP in Latin letters. Write واتساب in Arabic.
- Write Arabic from scratch. Do not translate word for word.

07 Digital and website

Digital and website

Designed for the phone first, and just as clear in both reading directions.

Layout

- Maximum content width 1200 px.
- Side margins 20 px on phone and 40 px on desktop.
- Spacing steps: 4, 8, 12, 16, 24, 32, 48, 72 px.
- Card and image corners 12 px. Button corners 10 px.

Buttons and calls to action

- One primary button in each view: Midnight fill, white text.
- Minimum height 48 px, full width on phone.
- Start with a verb and keep it to two or three words.
- Secondary actions are outlined or plain text links.

Accessibility

- Reading text at 4.5:1 contrast or better.
- Tap targets at least 44 by 44 px.
- Every image gets alt text in the page language.
- Never rely on colour alone to show a state.

Imagery

- Real merchants, real products and real screens.
- Use one clear subject per image with plenty of space.
- No competitor logos, icons or screenshots.
- Compress to WebP and keep images under 200 KB.

Sharing and tracking

- Use a 1200 by 630 share image for every page.
- Keep titles under 60 characters and descriptions under 155.
- Add Meta and TikTok tracking only after visitor consent where the law requires it.

08 Applications

Applications

Ready-made files for every common placement. Find them all in the brand kit.



App icon



Profile picture



Square post



Story



Share image



Cover banner

Share text

Title

Mazrio | Online stores built for MENA and Southeast Asia

Description

Launch a store that fits your market, with local payments, Meta and TikTok tracking, WhatsApp orders and ERP sync for Odoo, SAP and more.

09 Team checklists

Team checklists

Run the checklist for your team before anything goes live.

Designers

Choose the right file

- Use SVG for digital design and PDF for print.
- Use PNG only when a tool cannot accept vector files.
- Use primary on light backgrounds and reversed on Midnight.
- Use black or white only for one-colour production.

Before you publish

- [ ] Correct logo version and supplied file
- [ ] Clear space and minimum size respected
- [ ] Only one coral dot in the logo
- [ ] Arabic checked by a native reader
- [ ] Contrast passes on every text colour

Content team

The name

- English: Mazrio, always with a capital M.
- Arabic: مازريو, always with the long ا. Never مزريو.
- Say "your Mazrio store", not "your Mazrio".
- Keep Mazrio as one word and never translate its meaning.

Before you publish

- [ ] Name spelled correctly in both languages
- [ ] Every claim has proof
- [ ] Arabic written or reviewed by a native writer
- [ ] One clear next step in each piece
- [ ] Approved company text used without changes

Website team

Set up the site

- Upload the Website files from the Brand kit.
- Paste the head snippet into every page and update the domain.
- Load both fonts with the code below.
- Import the colour and font CSS file.

Before you publish

- [ ] Favicons and share images load
- [ ] Language switch opens the matching page
- [ ] Arabic page is fully right to left
- [ ] No horizontal scrolling on a phone
- [ ] Primary buttons pass contrast

Mazrio

Download every file

All logos, colours, fonts, templates and these guidelines are on the Mazrio brand assets page.



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