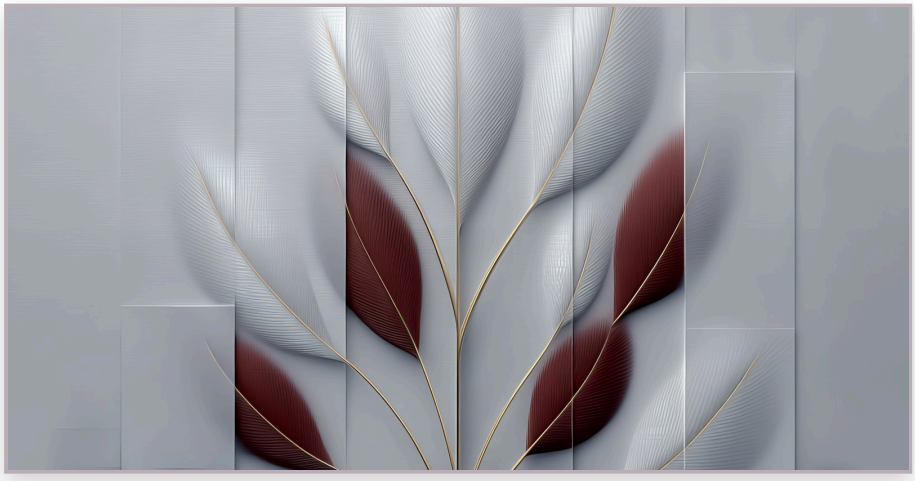
Mrs. Khadija
FOUNDATION

EDITION 1.0
NOVEMBER 2026

MRS. KHADIJA FOUNDATION

Brand Book

The betterment of human society through the empowerment of women, using the role model of The Honorable Mrs. Khadija.



STRENGTH ■ DIGNITY ■ LOVE ■ SUCCESS KHADIJA.FOUNDATION

A brand that carries a name with care

This book holds the visual and verbal identity of the Mrs. Khadija Foundation. It shows how the Foundation looks, how it sounds and how it carries the name of The Honorable Mrs. Khadija to people everywhere.

It is written for everyone who speaks for MKF: the founders and their partners, the designers and writers who prepare our documents, the builders of our websites, and every friend who shares our work. Its rules are few and clear on purpose, so that a foundation working across languages and borders always looks and sounds like itself.

The book opens with who we are and what we stand for, then presents the mark, the colors, the type, the voice and the pictures, and closes with the way they come together in documents, letters and on screen.

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A foundation for the betterment of human society

The Mrs. Khadija Foundation works for one goal: the betterment of human society through the empowerment of women, using the role model of The Honorable Mrs. Khadija.

The Foundation is not the goal, and neither is any single book or event. They are the means. The goal is a better human society, reached by empowering women, with the life of The Honorable Mrs. Khadija as the example.

MKF speaks to all of humanity. It presents Mrs. Khadija as a historical figure and a role model for every person, in civic language that welcomes everyone. It is independent of every government and works with all who share its goal.

Our home

MKF is based in Antalya, Türkiye. Its work begins there and reaches people in every country.

Our beginning

MKF began on 11 June 2021, when the idea of an initiative in the name of Mrs. Khadija was born.

Our structure

MKF is an independent project under the umbrella of the Rising Crescent Organization, with its own budget and its own decisions.

Our founders

Prof. Bassem Khafagy, Chairman, and Dr. Nurgul Karahan, President, founded MKF and lead it.

Strength · Dignity · Love · Success

Four words describe the life we hold up as an example, and they guide everything MKF says and does. They always appear together, in this order.

Strength

The courage to build, to decide and to stand by what is right, in hard times as in good ones.

Dignity

Respect for every person, and a way of working that honors the name the Foundation carries.

Love

Care for family, for community and for humanity, given freely and without conditions.

Success

Work done with excellence and integrity, so that what is built lasts and serves others.

HOW THE VALUES SHAPE THE BRAND

VALUE	IN OUR PAGES
Strength	Clear decisions: one mark, a short palette, a firm type hierarchy.
Dignity	White space, calm pictures and measured words. Nothing loud.
Love	Warm colors from the tree, and words that welcome every reader.
Success	Care in every detail, checked before anything is published.

The name we carry

Our name honors a woman whose life is our example. We write it with the same care in every language and every place.

OUR NAME

Mrs. Khadija Foundation

SHORT FORM

MKF

HER NAME

The Honorable Mrs. Khadija

IN ARABIC

مؤسسة السيدة خديجة

ON THE WEB

Khadija.Foundation · @HonMrsKhadija

- Mrs. Khadija Foundation in full at the first mention, then MKF.
- Her name is never written alone. We write Mrs. Khadija, The Honorable Mrs. Khadija or Hazrat Khadija.
- Her name is never placed on anything commercial.
- In Arabic the Foundation is مؤسسة السيدة خديجة.

A tree with a heart

The MKF mark is a tree. It was first printed on the cover of The First Heart, and it is the Foundation's mark in every place where MKF appears.



Mrs. Khadija
FOUNDATION

1 The leaves
2 The person
3 The trunk
4 Mrs. Khadija
5 FOUNDATION

The trunk

Two plum lines rise from the ground and open into branches: roots that hold, and growth that reaches out.

The person

A rose circle at the heart of the tree. The tree grows around a person, as the Foundation grows around people.

The leaves

Sixteen leaves in claret, violet, indigo, magenta and slate: many people, many places, one tree.

The name

Mrs. Khadija in Playfair Display, with FOUNDATION in spaced capitals set to the same width.

Three versions for every space

The mark comes in three versions. Each keeps the same tree, colors and proportions; only the place of the name changes with the space available.



Stacked



Horizontal



Tree alone

VERSION	USE IT FOR	SMALLEST SIZE
Stacked	Covers, certificates, title pages, social profiles	30 mm wide in print, 140 px on screen
Horizontal	Headers, letterheads, the site menu, email signatures	45 mm wide, 200 px
Tree alone	Icons, small spaces, decoration of a page already named	10 mm wide, 32 px

Colorways

Use the mark in full color whenever possible. When printing allows one color only, or on a dark ground, use the one-color versions below. Never invent new color combinations.



Full color **Plum** **Black** **White on Plum**

- Full color on white or Pearl is the first choice for every document and page.
- Plum, one color, for embossing, engraving and single-color print.
- Black for newspapers, forms and faxes.
- White, reversed, only on Plum or on a calm, dark part of a picture.

Clear space and minimum size

Give the mark room. Clear space keeps it legible and lets it carry the dignity the name asks for.







The clear space around every version equals the height of the rose circle at the heart of the tree, doubled, measured from the outer edge of the mark. No text, picture, rule or other mark enters this space.

Below the minimum sizes the word FOUNDATION can no longer be read. When space is smaller still, use the tree alone.

WHERE	VERSION	SIZE
Document cover	Stacked	34 to 40 mm wide
Document header	Tree alone	11.5 mm high
Letterhead	Horizontal	50 to 60 mm wide
Website menu	Horizontal	44 to 56 px high

What we never do

The mark is one drawing. Every change, however small, weakens the recognition we build with each person who meets it. These are the mistakes to avoid.



✕ Do not stretch or squeeze



✕ Do not change the colors



✕ Do not rotate



✕ Do not add shadows or relief



✕ Do not fade or tint



✕ Do not crowd the clear space

When in doubt, use the master files exactly as supplied in the brand folder, in the version and colorway that fit the place.

The tree alone

Where the full mark cannot be read, the tree alone stands for the Foundation: the browser icon of our websites, the app icon on phones and the profile picture on social networks.



The tree alone, on Pearl



Reversed, on Plum



App and browser sizes

- Always the whole tree, centered on Pearl or on white, never cropped.
- Never rounded into a different shape, outlined or set on a busy picture.
- Never used beside the full mark on the same surface, and never with added words.
- Supplied ready for screens at 32, 180 and 512 pixels.

The colors of the tree

Our palette comes from the mark itself, as it was printed on The First Heart: the plum of the trunk, the claret of its warmest leaves, and the quiet colors of the others.

Plum
HEX #5C224C · RGB 92, 34, 76
Lead color: headings, frames, bands, buttons, the trunk of the tree

Claret
HEX #B02742 · RGB 176, 39, 66
Accent: rules, labels, small squares, the word FOUNDATION

Ink
HEX #2B1A26 · RGB 43, 26, 38
Reading text

Slate
HEX #6A7C9B · RGB 106, 124, 155
Thin lines and quiet labels on Plum; never text on white

Violet · Indigo · Magenta
#5B3570 · #564588 · #822E78
Leaf colors: inside the mark, and small accents only

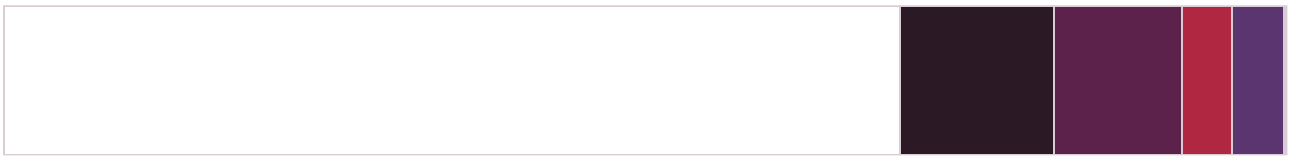
Rose
HEX #CC6F94 · RGB 204, 111, 148
The person at the heart of the tree: inside the mark only

Pearl · Mist · Line
#FAF6F3 · #F1EAF0 · #E2D5DF
Screen grounds, soft panels and hairlines

Plum leads: headings, frames, bands and buttons. Claret accents: short rules, labels and small squares. The leaf colors and Rose live inside the mark, and appear elsewhere only as small accents.

Color in use

Color works best in small, sure amounts on a light page. Our documents are printed on ordinary office printers as often as they are read on screens, so white carries most of every page.



White Ink Plum

About how much of a typical page each color takes: Claret 4 percent and the leaf colors 4 percent, at the right of the bar.

PAIRING	CONTRAST	USE
Plum on white	Aa 11.7 : 1 · AAA	Headings, links, short text
Claret on white	Aa 6.5 : 1 · AA	Labels, rules, short text
Ink on white	Aa 16.4 : 1 · AAA	Reading text
Mauve on white	Aa 6.4 : 1 · AA	Secondary text, captions
White on Plum	Aa 11.7 : 1 · AAA	Footers, buttons, bands on screen

Slate and Rose are never used for text. Pearl and Mist are screen grounds; on paper, color lives in type, thin rules, small squares, the mark and pictures, so every document prints cleanly and reads the same as on screen.

Two families, one voice

A graceful display serif for what we name and a classical book serif for what we say. Both come from the pages of The First Heart.

TITLES, NAMES AND LABELS

Aa

Playfair Display

A graceful display serif with high contrast, the face of the title of The First Heart. Free to use in print and on the web.

Medium · *Italic* · **Semibold** · **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ç ğ ı ö ş ü İ

WHO WE ARE

JOIN US

READING TEXT IN DOCUMENTS

Aa

Minion Pro

A classical book serif, the text face of The First Heart: calm, warm and very readable in long text.

Regular · *Italic* · **Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ç ğ ı ö ş ü İ

The betterment of human society through the empowerment of women, using the role model of The Honorable Mrs. Khadija.

On our websites, reading text is set in Source Serif 4, a free serif in the same classical tradition as Minion Pro, so that every visitor sees the same page. Word editions of our documents use Georgia, which every computer has.

The type scale

A short scale keeps every page calm and easy to follow. Nothing in print is set smaller than 10 points; reading text is never smaller than 12, and nothing on screen is smaller than 14 pixels.

Cover title Playfair Display Bold 80 pt	**Brand Book**
Headline Playfair Display Semibold 26 pt, Claret rule below	**A tree with a heart**
Lead Minion Pro Regular 15.5 pt	The opening sentence that invites people in.
Subhead Playfair Display Semibold 14.5 pt	**Strength and dignity**
Reading text Minion Pro Regular 12.5 pt, leading 150 percent	MKF is based in Antalya, Türkiye, and works with people everywhere.
Label Playfair Display Medium 10 pt, capitals, tracking 22 percent	WHO WE ARE
Footer and captions Playfair Display Regular 10 pt	Page 4 of 24 · November 2026

How MKF speaks

MKF speaks the way a respected host speaks to a guest: warmly, clearly and with respect. Our words honor the name we carry and invite people in.

Universal

We write for all of humanity, in civic language that every person can share, whatever their faith or culture.

Dignified

We prefer depth to noise. We never exaggerate, and we never use the name we carry to sell.

Hopeful

We speak of what can be built for women and for society, and invite people to build it with us.

True

We state facts we can show and plans as plans. We explain; we never argue or defend.

WE SAY	WE AVOID
People, everyone, humanity	Readers, followers, targets
Transcreation	Translation
Businesswoman	Merchant
Endowment	Waqf, except in brackets or an appendix
Join us, take part, share the story	Hurry, last chance, exclusive

Our style sheet

Small rules, kept every time, make a foundation sound like one person.

TOPIC	RULE
Name	Mrs. Khadija Foundation in full at first mention, then MKF.
Her name	Mrs. Khadija, The Honorable Mrs. Khadija or Hazrat Khadija; never the name alone.
The Prophet	Prophet Muhammed, always with the title.
Her dates	c. 555 to 619 CE.
In Turkish	Hz. Hatice for her name, in every Turkish text.
Place	Antalya, Türkiye in full at the first mention on each page.
Founders	Prof. Bassem Khafagy, Chairman; Dr. Nurgul Karahan, President. Nurgul is written without the umlaut.
Language	American English. Arabic numerals: 1, 11, 2021, 2040.
Punctuation	No dashes between clauses and no exclamation marks.
Dates	Day, month, year: 11 June 2021.
Our four words	Strength · Dignity · Love · Success, in this order, joined by a middle dot.
Numbers	Only figures we can show the source of. Plans are written as plans.
Web address	Khadija.Foundation, with a capital K and F.
Email	Connect@Khadija.Foundation, the one address for every person.

Our way of seeing

MKF pictures are calm, light and graceful: leaves, branches and soft relief in the colors of the tree. They leave room for thought and never compete with the words.





Our first pictures come from the artwork of The First Heart: reliefs in plaster and paper that echo the tree of the mark. One picture serves one place across all our documents.

Picture rules

Every picture is checked at full size before use. A picture that breaks one of these rules is replaced, never retouched into compliance.

Always

Calm scenes and artwork in the colors of the tree; natural light; room around the subject; a thin grey frame in every document.

Never

Religious symbols or buildings, flags, logos, readable text, people with drinks, or captions under artwork.

People

Women and men of every age and origin, shown with dignity. A crop never cuts a head or a face.

Sources

Our own artwork comes first. Generated pictures are used only when they pass the full check.

STEP	THE CHECK
1. Whole	Is the picture calm, light and in harmony with the palette?
2. Quarters	Is every corner free of text, symbols, flags, logos, towers and drinks?
3. People	Are faces, hands and bodies natural, and is every person shown with dignity?
4. Once	Is the picture used in one place only, across all our documents?
5. Record	Is the check written in the picture register with the date?

The document page

Every MKF document shares one page system. It is designed for white paper and ordinary printers, and it keeps the brand present on every page without filling it.



Plum border, 0.9 pt
Claret square at the top right corner

The tree, top left
Section label in Claret capitals, top right

Headline in Plum
Short Claret rule beneath every headline

Cards with a Plum top edge
and a Claret corner square

Footer in Playfair Display 10 pt
page, month, name and domain

- A thin Plum border with a small Claret square at its top right corner.
- The tree at the top left, since the footer names the Foundation; the section label in Claret capitals at the top right.
- A Plum headline with a short Claret rule beneath it.
- The footer: page number, month and year, Mrs. Khadija Foundation, Khadija.Foundation.

Letters and signatures

Our letters and emails carry the same calm order: the mark, a clear hierarchy and nothing that competes with the message.



EMAIL SIGNATURE

Name Surname
Role, Mrs. Khadija Foundation
Khadija.Foundation
Connect@Khadija.Foundation

Strength · Dignity · Love · Success

Letters use the horizontal mark at the top left and the Foundation's contact line at the foot, above a thin Claret rule. Letters from the founders close with the signature block: Prof. Bassem Khafagy, Chairman, and Dr. Nurgul Karahan, President, Mrs. Khadija Foundation, Antalya, Türkiye.

On screen

On the web the brand keeps its light pages and its calm. Color guides the eye to what matters: the next step, the link, the invitation to join.



ELEMENT	TREATMENT
Background	White and Pearl; Mist for soft panels; Plum for the footer
Headings	Playfair Display, Plum
Reading text	Source Serif 4, Ink, at 18 px or more
Labels and menu	Playfair Display, capitals, spaced
Buttons	Plum with white text; outline buttons in Plum
Icon	The tree alone as browser and app icon

Initiatives and the Foundation

MKF gives life to initiatives, publications and gatherings that may grow an audience of their own. Each may carry its own mark; the Foundation stands behind every one of them in the same consistent way.

INITIATIVE MARK

An initiative of the Mrs. Khadija Foundation

Mrs. Khadija FOUNDATION

Initiatives and gatherings

An initiative may carry its own mark, drawn in harmony with the MKF palette, with the MKF endorsement at the foot.

Publications

A publication carries its own cover design, with the MKF line and the horizontal mark on the back cover and the title page.

- An initiative mark never borrows the tree, its leaves or its colors as its own drawing.
- Wherever an initiative appears, the line "An initiative of the Mrs. Khadija Foundation" and the horizontal mark appear at the foot of the page.
- Initiative documents follow this book for type, voice and picture rules, and choose their colors in harmony with the MKF palette.

In this way every person who meets MKF, through a book, a gathering or a program, finds the same Foundation behind it.

Mrs. Khadija
FOUNDATION

The betterment of human society through the empowerment of women, using the role model of The Honorable Mrs. Khadija.



STRENGTH ■ DIGNITY ■ LOVE ■ SUCCESS

VISIT	WRITE	FIND US
Khadija.Foundation	Connect@Khadija.Foundation	Antalya, Türkiye

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