World's First Smart Educational **PRAYER RUG FOR EVERY MUSLIM**

Brand Guidelines

Identity Manual

SAJDAH

The Sajdah identity is the basis of our visual image. We have developed this guide to protect our visual identity and make sure its presentation is consistent and uniform. It should be shared with graphic designers, advertising agencies, web developers, printers and anyone implementing an element of Sajdah.

The Founders' Vision

Solving our community's problems through technology.

Abdulrahman Saleh Khamis
Co-Founder and CEO

Abdul Ali
Co-Founder and Chief Growth Officer

Mission Statement

"
"To create compelling tech products that people can't imagine living without."

Our Story

Sajdah's purpose is to give every Muslim a chance to learn how to pray correctly, and to make praying a fulfilling spiritual experience.

Like it was for most Muslims worldwide, 15 March 2019 was an extremely shocking day for Abdulrahman Saleh Khamis. He woke up to the tragic news of the massacre in a mosque in Christchurch, New Zealand, that claimed the lives of 51 innocent worshipers gathered to offer prayer.

The incident left him devastated, but he saw a silver lining in it. This tragedy shifted public opinion in favour of Islam, and people started to convert in good numbers after realizing Islam's eternal message of peace.

Being an electrical and computer engineer, Khamis saw this as an opportunity to pay tribute to those who lost their lives that day. He decided to come up with something that would make offering Salah easier for new Muslims, and children in particular.

After the Kalima Shahadah, the most fundamental pillar of Islam is Salah, which is the direct link between an individual and Allah. But new Muslims find it difficult to learn the correct postures of Salah and recite the Qur'an verses. Parents also often have difficulties teaching their children how to offer prayer properly and recite the Qur'an.

"

Prophet Muhammad ﷺ narrated:

"The best of charity is when a Muslim man gains knowledge, then he teaches it to his Muslim brother."

Sunan Ibn Majah, Vol. 1, Book 1, Hadith 243

Our Story

Using all of his knowledge and skills, Khamis found an innovative solution, now known as Sajdah. This praying rug is integrated with technology, a smartphone app, and features a smart screen that works like a prompter for the worshipers.

One gets closest to Allah while offering sajdah (prostration) during prayer and the idea behind creating Sajdah is to help everyone have that fulfilling spiritual experience during prayer.

Sajdah aims to help worshippers learn how to perform ruku (bowing), sujood (prostration), and qiyam (standing) without forgetting the Qur'an verses and supplication.

The Qur'an reveals the message of Allah, and while performing salah, when we recite the Qur'an, its verses go directly to our hearts as if Allah was addressing us. Sajdah makes this practice a soulful experience for all Muslims and allows a worshiper to choose any surah of the Qur'an to recite during the salah. With the help of Sajdah, one can recite the whole Qur'an while praying.

The smart rug teaches the mandatory prayers and guides, worshippers, to offer 25+ types of prayers, including Eid, Tarawih, Qiyam, and Tahajjud (Night Prayer).

The pain of 15 March 2019 hasn't disappeared from the heart of Khamis, but he believes that by helping people learn how to pray accurately and recite the Qur'an, he keeps their memory alive forever through Sajdah.

Award & Recognition

Abdurrahman's true dedication and commitment towards innovation and creating something that would be greatly helpful for Muslims inspired him to invent Sajdah. However, hatching an idea in your brain is one thing, while bringing it to reality is another.

It was the sheer dedication of Abdurehman to the project from Sep. to Nov. 2019 that turned the innovative concept of Sajdah into a reality. He unveiled the prototype of Sajdah at the 11th season of the Stars of Science competition, which is an edutainment TV show - an initiative of the Qatar Foundation. The show empowers Arab innovators to develop technological solutions for their communities, benefitting people's health and lifestyles, and helping to preserve the environment.

Abdurrahman was thrilled to share the stage with many bright minds, but winning the third prize and a great deal of appreciation and encouragement for his invention was an overwhelming experience for him.

Abdurrahman met with Abdul Ali in a Startup Demo Day event in Qatar Science and Technology Park, where they both discussed the idea in detail and agreed to make Sajdah a reality and take it to the marketplace.
He incorporated the company on May 3 2020, with co-founder and Chief Growth Officer Abdul Ali.

Design for manufacturability (DFM) Prototyping was successfully completed in Jan. 2021

Customer surveys and feedback was collected, new features were added; such as the 45° LED stand, improved comfort with a memory foam layer, an anti-slip layer, intelligent control with smartphones, the Apple watch, etc.

Thakaa Technology launched the Sajdah mobile app in March 2012, focusing on prayer guides and times. Today, the app is available for download free of charge in the Apple App Store and the Google Play Store. The Sajdah App provides helpful, step-by-step prayer guides in English & Arabic. The app also offers an ad-free experience with privacy & data protection features.

The Brandmark

Symbols & Meanings

Parts that make up the Sajdah Company icon.

Prayer

The daily obligatory prayers collectively form the second of the five pillars in Islam, observed five times every day at prescribed times. Prayers are recited in the Arabic language.

Circuitry

The complete path or combination of interconnected paths for the electron flow in a computer. A computer's speed of operation depends on the design of its circuitry.

Mosque Dome

Most mosques feature one or more domes, called 'qubba' in Arabic. While it is not a ritual requirement like the mihrab, a dome does possess significance within the mosque.

The Primary Logo

Our logo is the most critical and recognizable element of our brand. It is modern yet simple, symbolizing the Islamic prayer, complex circuitry and the dome of the mosque.

White & Color Versions

The full logo, featuring both the icon and the wordmark should be used whenever possible to officially represent the company. This can be used in:
1. Full color on white
2. White on color
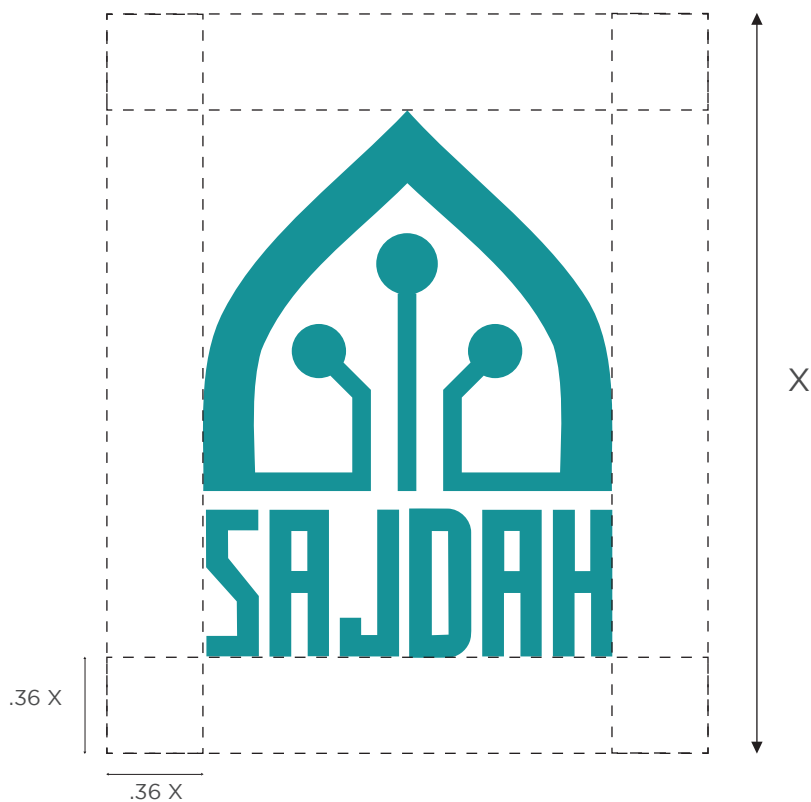3. Color versions on our primary colors

Minimum & Recommended Sizes

The Sajdah logo should never be smaller than .5 inches or 36 px. The recommended size for our logo is 1 inch or 72 px.

Minimum Size
.5 inches or 36px.

Recommended Size
1 inch or 72 px.

Exclusion Zone

It is important that the **Sajdah** logo remains perfectly legible and free from obstructions.
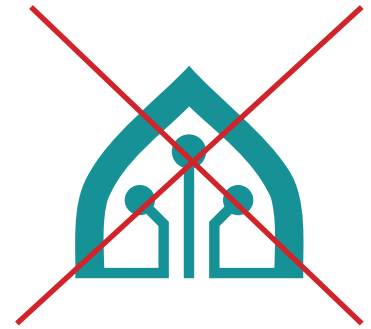
Clear space: To ensure the logo is free of any visually distracting elements, a minimum clear space of .5 in. or 36px. has been defined. The noted clear space changes proportionally in relation to the height of the logo.

X

.36 X

.36 X

Logo Usage

Incorrect usage of the logo:

1. Do not apply shadows, gradients or other effects.

2. Do not apply colors.

3. Do not use only the icon.

4. Do not change the arrangement of the logo.

5. Do not stretch or alter the proportions of the logo.

Our Colors

Color Palette

Primary Color Palette

Sajdah Turquoise

RGB
0 145 150
CMYK
83 24 41 2
HEX#
009196
PANTONE
321 C

Smoke

RGB
77 77 79
CMYK
0 0 0 85
HEX#
4D4D4F
PANTONE
7540 C

Iron

RGB
214 217 219
CMYK
15 10 10 0
HEX#
D6D9D8
PANTONE
Cool Gray 1 C

Pure

RGB
255 255 255
CMYK
0 0 0 0
HEX#
FFFFFF
PANTONE
000 C White

Secondary Color Palette

Sand

RGB
194 181 155
CMYK
25 25 40 0
HEX#
C2B598
PANTONE
4248 C

Ruby

RGB
142 28 69
CMYK
20 95 45 35
HEX#
8E1C45
PANTONE
1955 C

Midnight Blue

RGB
17 2 82
CMYK
100 100 0 55
HEX#
110252
PANTONE
2766 C

For Print Usage:
CMYK & PANTONE

For Web Usage:
RGB & HEX#

Typography

Our Typeface

Our typeface is Gotham.
The kerning or spacing
between the lettering
should always be set at -30.

*Bold is useds for headings.

*Regular is used for the body
copy both in print and in
digital applications.

*Light may be used
for subheadings

Gotham Bold | Headers

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890?!@#$%&***

Gotham Regular | Body

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890?!@#$%&*

Gotham Light | Subheading

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890?!@#$%&*

Web Font Alternative

Our web font alternative is Nexa.

The kerning or spacing between the lettering should always be set at -30.

*Bold is useds for headings.

*Regular is used for the body copy both in print and in digital applications.

*Light may be used for subheadings

Nexa Bold | Headers

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890?!@#$%&*

Nexa Regular | Body

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890?!@#$%&*

Nexa Light | Subheading

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890?!@#$%&*

Logo Application

Social Media Design

Prayer *for* **Success**

Join Sajdah for a **Live** Webinar

GUEST SPEAKER
Shaykh Bilal Dannoun
Shariah Advisor for Sajdah

Learn about the benefits of prayer for this life and the next

Wednesday, **March 31st 2021**

3:30PM NEW YORK | 7:30PM LONDON | 10:30PM DOHA

Get a chance to win up to $500 Gift Voucher!

Click the link to reserve your free spot now! | **https://events.getsajdah.com/register**

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Photography

Sample Photography Layout

"Prayer is better than sleep"

DOWNLOAD THE SAJDAH APP NOW!

Download on the App Store

GET IT ON Google Play

Praying in congregation is 27 times greater than offering the prayer alone at home.

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GET IT ON Google Play