



**EL-MAYAR**

# BRAND GUIDELINES

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EL-MAYAR BRAND GUIDELINES



# ABOUT THE BRAND



**EL-MAYAR**

In the Arab heritage: People used to collect food, supplies, and items for daily and seasonal use, at their houses and these items may suffice the house for a full year.. These items are called Al-Meer.

Al Mayar: is the person who brings supplies - food - goodness and happiness to the people of the house.

In ancient Arab times, the price-watchers in the old souks were called Al Mayar

The word Mayar is derived from the word Namir in the Holy Qur'an in Surat Yusuf.

# LOGO MARK



*The crown shape represents the supremacy, royalty, and standard that everyone cannot meet. We are the market kings.*

*Letter "M" of Al-Mayar  
A Person with open arms  
representing an act of "giving" with joy*



**EL-MAYAR**

# LOGO USAGE

Primary Use



Alternative Use



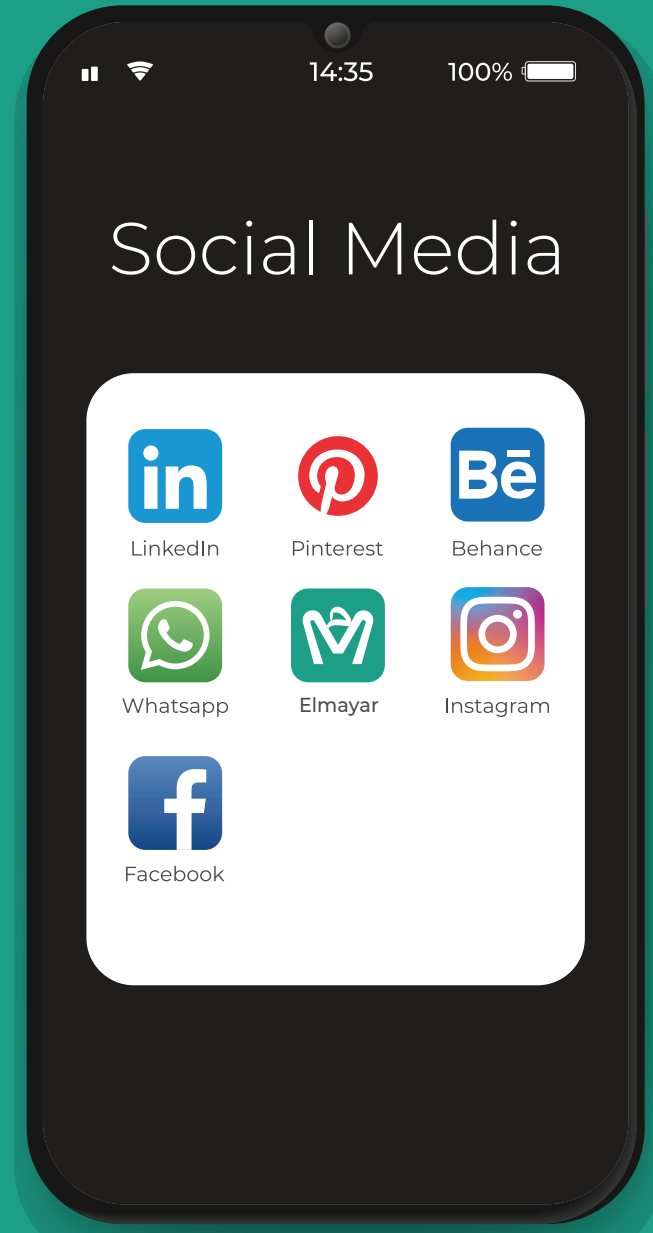
Alternative Use



No colors outside color palette



# APP ICONS





# EL-MAYAR

COMPANY PROFILE

[www.elmayar.ae](http://www.elmayar.ae)

## EXPLORE THE HORIZON IN E-COMMERCE

**El-Mayar** is an emerging e-commerce business platform that aims to revolutionize how you sell and shop online. It provides a seamless shopping experience for customers and an easy-to-use interface for subscribers.

**El-Mayar** offers a simple and effective way for subscribers to reach a large audience of potential customers. It provides easy product uploading, inventory management, analytics, and measurement that grow the business.

**El-Mayar** believes shopping should be easy and accessible. It is designed to help customers find the products they need quickly and easily. It offers a wide range of payment options to increase purchasing flexibility.

**El-Mayar** can change the landscape of e-commerce through its commitment to supporting subscribers and growing its business, and it seeks to be part of this fast-growing trade.



**EL-MAYAR**





## WE BELIEVE THAT OUR MESSAGE IS MORE THAN JUST WORDS

**El-Mayar** supports start-up businesses by providing a simple and effective way to reach a large audience of potential customers. This is done with the lowest profit rate on the sales.

Our goal is to ensure a comfortable journey for our customers while providing high-quality products at competitive prices.







**DESERT NEEDS A WATER TO BE A GARDEN**  
**YOUR BUSINESS NEEDS AN ONLINE STORE TO BE PROFITABLE !**

## YOUR TOOLS FOR SUCCESS

Discover the endless possibilities of categories that cater to a wide range of needs so you can sell all products or services, even licensed household project products.

The advertising section of the **El-Mayar** platform displays your products and services to the largest number of potential customers, boosting your sales.

Look no further than the Discounts section to increase sales with seasonal and limited-time offers. This is where your products can shine and attract shoppers eager to purchase.



**INCREASE**  
*Sales*

# BECAUSE QUALITY COMES FIRST

**El-Mayar** is committed to providing exceptional value to its partners, especially new entrepreneurs, through a competitive profit rate on sales, which is 20% less than other platforms. Ensure the quality of the products and confirm their United Arab Emirates license.

El-Mayar makes a difference in e-commerce.

El-Mayar's primary goal is to become the most reliable place for merchants within the UAE to showcase their products and services. It also provides shoppers access to a wide range of high-quality goods and exceptional service.

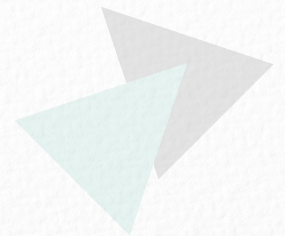




LOOKING TO THE FUTURE, EL-MAYAR

## LOOKING TO THE FUTURE, EL-MAYAR

**El-Mayar's vision** is to be the UAE's first and most crucial e-commerce portal and build a network worldwide, connecting merchants and customers through a reliable platform. Creating a community that builds relationships based on trust and sharing success.



## YOUR FIRST STEP IN E-COMMERCE:

You will take decisive action toward protecting yourself and your customers by providing us with your complete personal information.

Registering on the platform mainly focuses on obtaining your license, as we believe in protecting both parties equally.

Having a customer who believes in the quality of the product and receiving the guarantee is sufficient to build long-term business relationships.

It's all free.

Once you register, the journey of promoting your brand will begin, helping you achieve spread and profits, and saving more than 60% of the fees paid for other platforms.

**We are committed to building a sustainable and innovative e-commerce ecosystem that delivers value to all stakeholders and sets standards of excellence in the field.**

*Protect your business*



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www.elmayar.ae

Express Delivery



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EL-MAYAR

# El-Mayar Creative Videos

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