



The components

of a Muslim-Friendly Brand

Introduction

Your brand is alive and is composed of a specific combination of moving parts. Top brands make it all seem effortless, but even the most successful of the brands consist of the same six essential factors.



1 Website Design

Tip 1

Make sure your site is simple to understand and navigate.

Tip 2

Make sure any imagery does not repel Muslim users.

Tip 3

Your design elements must be modern and attractive to Millennials and the upcoming Gen Z.



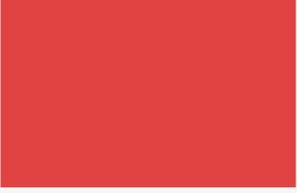


2 Your Logo

Your logo is the most recognized piece of your brand's collateral.

Your logo provides an opportunity for Muslim customers to automatically associate products or services with your brand.

Unless you are a mosque or a religious organization, you do not really have to make it look Islamic by using crescents or anything of that sort. Just keep it simple and easy to remember.



3 Colors

Move away from the typical shades of green used by most Islamic entities and choose colors that make you stand out. Also, if the industry you are in typically uses certain colors, be the rebel and use colors that are completely different.





4 Tone of Voice

Avoid being vulgar and condescending, or even sarcastic. This goes against Islamic principles and will turn off most Muslims instantly.





5 Images

The images you use, regardless of the platform, should also take into account the four points above. They should, therefore, reflect the tone your brand has set out for itself, follow a color palette, and include your brand's logo.

Be systematic in your image selection so that your visual identity is just as strong as your written identity.



6 Domain Name

You must pick a domain name that is well-aligned with the brand itself.

A domain name needs to be easy to remember and spelled to drive more traffic to your website. Take into consideration the diversity of Muslims in this case too.

For example, it is easy for Moroccan Muslims in The Netherlands to remember the name “Bouchra” but internationally Muslim users will remember “Bushra” much more. So instead of www.bouchra.com, use www.bushra.com if you are catering to an international Muslim audience.

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