الاتحاد الدولي ماستر شيف العرب
International Union of Arab Master Chefs

OFFICIAL INSTITUTIONAL ARTICLE

The IUOAMC MEDIA emblem: a circular identity for the Media Magazine

IUOAMC MEDIA

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Reference

Institutional explanation of the approved media identity; official IPO publication linked with its stated scope.

Open online reference

The International Union of Arab Master Chefs has adopted a dedicated visual identity for its Media Magazine: **IUOAMC MEDIA MAGAZINE**. The circular emblem brings the publication’s symbol and name into a coherent mark for media cards, appointment documents, publishing materials and digital platforms. It extends the Union’s institutional identity while giving the magazine its own editorial presence.

The M: media and magazine in one symbol

The central **M** refers to Media and Magazine. Its construction resembles unfolding pages, connecting reading, editing and publishing in one mark. This is the magazine’s chosen interpretation of its identity: sharing professional knowledge, documenting events and presenting ideas clearly.

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Open pages and responsible publishing

The pages give the emblem a balanced, upward movement. Within this institutional reading, the open page expresses openness to professional experience and different voices. The gold page highlights selection and review: choosing worthwhile material, checking information, attributing opinions and correcting errors when they are identified. These duties give the visual identity practical meaning.

The circle: consistency and continuing communication

The circular frame holds the name and symbol together. Here it expresses continuity, communication and a consistent presence across media. It also makes the mark recognisable in a small profile image or on a card, provided that it is not cropped, stretched or crowded. The circle is a publishing-brand design element; card validity continues to be established through the digital register.

Navy, gold and white

Element	Meaning within the identity	Application
Navy	Composure, consistency and a clear message	Symbol, lettering and principal headings
Gold	Care in selection and presentation	Highlighted page, circular frame and limited accents
White	Reading space and visual clarity	Interior field and document backgrounds

Gold is a printed colour in the standard artwork. Metallic finishes depend on the production materials and equipment. Essential lettering and card information must retain strong contrast, especially at small sizes.

A distinct editorial publication

IUOAMC MEDIA identifies the institutional connection and media function; **MAGAZINE** names the publishing format. The Media Magazine has its own editorial team, assignments and publishing responsibilities, administratively and editorially separate from the research journal and scholarly peer review. Readers can distinguish news, coverage and

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professional commentary from research and its review process.

Cards, appointments and verification

The emblem appears on media cards and appointment documents alongside the person’s name, role and assignment term. Each record has a media identifier independent of the membership number. Membership remains a linking reference. QR and an NFC tag encoded with the same URL lead to the same verification page, where the appointment’s status and term can be checked. Design updates preserve existing identifiers and verification links.

Using the identity

- Keep the circular proportions, lettering and clear space intact.
- Use transparent artwork on a clear background, or the supplied white-background version.
- Do not stretch the emblem, alter its colours or add unsupported registration symbols.
- Check readability on a physical print sample.

Approved files are available in the Media Centre & Logos, alongside the editorial team. The identity is intended to make the magazine recognisable and connect its visual mark with editorial responsibility and a verifiable record.

Institutional affiliation and identity protection

The Media Magazine is a publication of IUOAMC TV, issued by INTERNATIONAL UNION OF ARAB MASTER CHEFS LTD. Channel trade mark application reference: UK IPO UK00004435018, Classes 38 and 41. This reference concerns the channel name; it is not a separate registration of the magazine emblem or automatic worldwide protection.

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