The principle and fundamental purpose of Islamic morality is love: love for God and love for God's creatures. The religious conception is that mankind will behave morally and treat each other in the best possible manner to please God.

Both the Quran and the hadith often instruct Muslims to adopt a morally upright character. Showing kindness to people and charity to the poor and the helpless are the most emphasized moral virtues in the Quran.

In particular, helping people in their time of need, forgiving others' offenses, respecting parents and elders, fulfilling promises, being kind to people and to animals, being patient in adversity, maintaining justice, being honest, and controlling one's anger appear as major virtues in the Islamic concept of morality.

Forgiveness

As a virtue, forgiveness is much celebrated in Islam, and is regarded as an important Muslim practice, inspired by both the Quran and the Sunnah. The issue of forgiveness can take on two different forms: God's forgiveness for human beings for their sins, and forgiveness among fellow human beings for each other. In the first instance, human beings have been asked to seek God's forgiveness for their sins, and they have been promised God's mercy and forgiveness. In the second instance, human beings have been encouraged to practice the act of forgiveness among themselves.

Tolerance

On social and state levels, the importance of tolerance comes from the fact that it is related to such greater issues as peace and justice which are said to be the desired goal of Islam. Given that diversity is a natural phenomenon in this world, the Quran puts much emphasis on the observance of tolerance in order to maintain peace and security. In 49:13, the Quran recognizes the diversity among people: 'O mankind! We created you from a single (pair) of a male and a female, and made you into nations and tribes, that ye may know each other (not that ye may despise each other).

Honesty

In Islam, honesty Implies maintaining sincerity and truthfulness in all actions, interactions, and transactions, and the issue of honesty touches almost all aspects of human life. Here, honesty serves as an umbrella term having some basic components like speaking truth; fulfilling commitments, whether written or verbal; remaining truthful to one's word; rendering the assigned duty sincerely and as meticulously as possible; imparting everyone's due rights

without the person's asking for it; being objective in evaluating any case and giving judgments; avoiding falsehood, deception, and favouritism.

Kind treatment to animals

Islam has prescribed kind treatment not only to humans but also to animals. Prophet Muhammad (PBUH)was probably the first in history to talk about the rights and proper treatment of animals. Kind and humane treatment earn virtue, and can even be a means of salvation. Similarly, cruelty towards animals can lead to punishment by God.
For proper treatment of animals, Islam has specified some guidelines:

- All pet and farm animals have the rights of proper food and shelter. The owner has the obligation to arrange for food and shelter for his animals.
- Animals which are used to carry goods should not be over-loaded.
- Animals must not be tortured, beaten, or hurt unnecessarily. They are not to be killed for recreation. Also, the body parts of any live animal must not be mutilated.
- Islam has prohibited the custom of setting live animals or birds as targets for shooting practices.
- Animal slaughtering process should be such which is the least painful to the animal.
- Slaughtering of one animal in front of another is prohibited in Islam.

Truthfulness

Truthfulness has been much emphasized in Islam, not only as a virtue, but also as a religious obligation; and falsehood has been admonished severely. Islam demands that its followers lead their life based on truthfulness and fair dealing.
Sincerity
In Islam, sincerity of intention determines the significance of any act, that is to say. The value of any act depends on the motivation behind the act, not on the act itself. Good intention is said to earn reward and God's pleasure while bad intention God's displeasure. In Islamic theology, this applies not only to general act but also to prayers and worshiping.

Respecting the elders

The family and the social tradition in Islamic world have long fostered the idea of respecting the elders of family and society. Elders are generally honoured by the young members as part of both Islamic culture and religious duty. It is one of the important Islamic good manners found in Islamic world. Examples of respecting elders include, among others, not walking ahead of the elders, allowing them to talk first in meetings, avoiding argument with them, and not raising voice before them.

Kindness

Show kindness to parents, relatives, orphans, the needy, and the neighbours who are not of your kind, the companion, the traveller in need, (Quran 4:36).