

PART III

ZEN logo options

LOGO 1 - logo used



Meaning: The cubed figure shows the novelty and modernism while the skyscraper shows the ever ending growth of the company.

Color: The dark blue color is considered to be an eye-comforting one. It creates a peace of mind which reflects a trustworthy image. On the other hand, the light blue color comes to represent the glass that is often found in skyscrapers and that offers a wide open eye onto the future.

Shape: This logo presents a rising shape which shows the structure and technology that the company presents through its work. The rounded shaped "E" represents the globalization and the reflection of the future offered by the gladness in this building.

LOGO 2 A-B-C



-A-

Shape:
The 3D shape of this logo sustains an emotional platform which gives peace of mind to whoever looks at it while reflecting expertise and capability of the company.

Meaning:
The enlarged figure shows the novelty and modernism.

Color:
2 A - The red color comes to reflect devotion and passion that Zen Real Estate team put in their work, while the darkness of the tone used reflects the elegance and class.
2 B - The dark color comes to show the seriousness and professionalism of Zen



-B-



-C-

Real Estate. It reflects a formal atmosphere that gives the customer relaxation and trust.

2 C - The silver colors comes here to reflect the stunning structure and successful engineering while the golden color comes to reflect the premium service the company presents to its customers.

LOGO 3 A-B-C



-A-



-B-

Logo 3 A-B

Shape: The shape of this logo varies between edgy and curved. It shows the technology and structure thru its lines while reflecting peace of mind and professionalism thru its curved ends bringing it close to the heart and mind of those who look at it. Also, the logo that is ascendant reflects the fast growth of the company and its enlargement and expansion while also reflecting the image of the product this company presents. It also reflects the aim of the company to grow into the future of the prestigious world of Real Estate business. **Font:** This font was exclusively created for Zen. It is a combination of the Latin and Arabic font which comes to reflect both the international technology and innovation and the local Arabic culture and style. **Color:** The silver colors comes here to reflect the stunning structure and state of art design while the golden color comes to reflect the premium service the company offers.

LOGO 4



Shape: This well traced shape shows the architectural structure and technology that the company presents through its work. It reflects a top view of the buildings, as if it was an architectural master plan.
Font: The merge between the Arabic and the English writing of the logo shows that the Arabic style and ethnicity can easily merge with the international technology to reflect a stunning and unconditional mix.
Color: The silver color comes here to reflect the stunning structure and successful architecture and engineering while the golden color comes to reflect the premium service the company presents to its customers.

Ghayath Group logo



This logo shows fluidity and gives a feeling of motion. The colors used are neat and clear which gives credibility and transparency. The notion of fluidity connotes the company's expansion through the drop of water about to spread throughout the world. Moreover this drop embraces the group "G". We notice that the Arabic and Latin are combined within this drop to target the Arab and foreign audience..

Smart Market logo



Logo for a digital supermarket system " Smart Market " in the Gulf Area where you can order the items from a touchless screen in your kitchen. The information will be sent to the supermarket through an installed network.

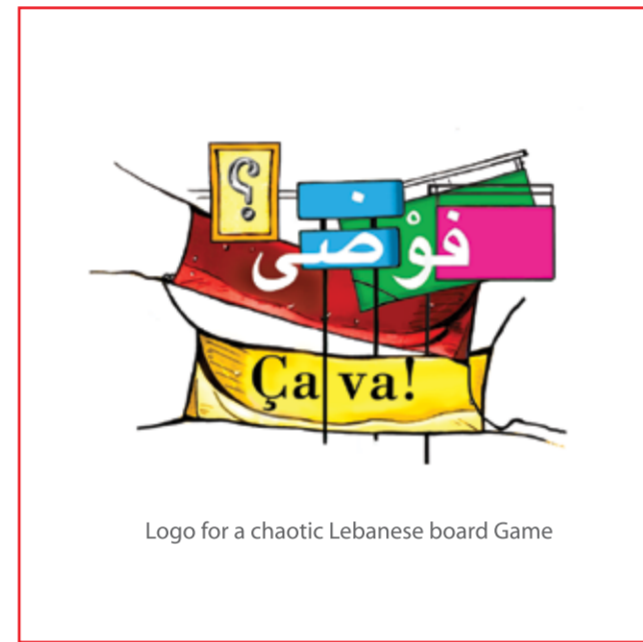
Logos & explanation

SKYVISION LOGO PROCESS

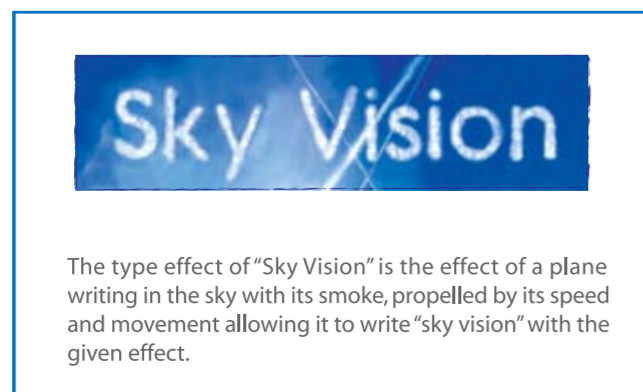
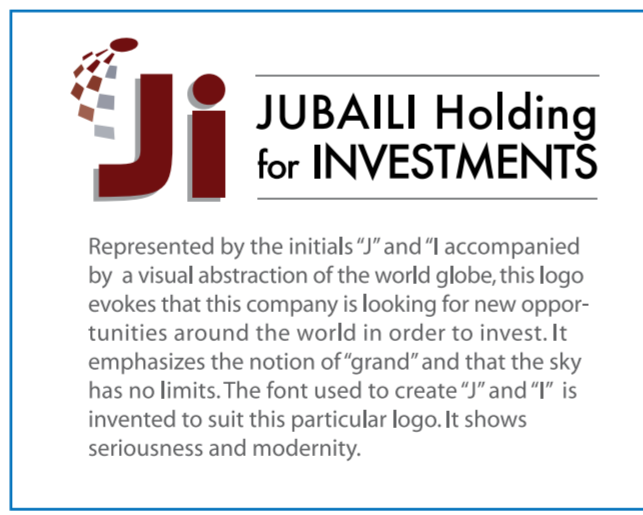
Agriculture



Variety



Other Private Companies



LOGO COMBINATIONS

CATEGORY I	CATEGORY II	CATEGORY III	CATEGORY IV

LOGOS EXPLANATION

The paper plane idea in category II, gives us the image of a person at work, sitting behind his desk and dreaming to fly away, to go on vacation, to liberate himself from the boredom of work.

The human handwriting type in category II and III emphasizes this idea. It gives the impression that it has been written fast which suggests speed. The extension of the letters shows liberation.

In the first category, different visuals portray a liberated and speedy feeling. The drawn line indicates movement, speed and infinity, in terms of space but also in terms of perception or vision.

In the logo III-E, the type effect of "Sky Vision" is the effect of a plane writing in the sky with its smoke, propelled by its speed and movement allowing it to write "sky vision" with the given effect.

The logo II-F combines the idea of the paper plane with the image of the dreaming sky in which the plane has written "sky vision". It is a combination of dream versus reality.

In category IV, an abstraction of wings made of shapes and lines of free, smooth and light movements suggests elevation.

LOGO SPECIFICATIONS

TYPES OF PAPER PLANES & COLORS	TYPE EFFECTS & TEXTURES
<p>Plane 1</p> <p>Plane 2</p> <p>Plane 3</p>	<p>1- Engine Smoke effect - Written in the Sky effect -</p> <p>2- Handwriting I</p> <p>3- Handwriting II - Irregular edges -</p> <p>4- Sky elements & color effects</p>

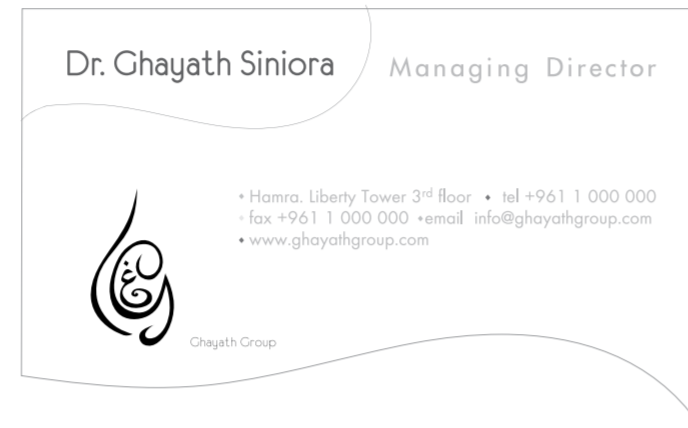
Business Card with die-cut
Silver Hot stamping logo options

A-



- Choice of Silver Hot stamping or White embossing of logo
- Curvy Die-Cut on the right edge

C-



- Choice of Silver Hot stamping or White embossing of logo
- Curvy Die-Cut on the bottom edge

B-



Front



Back

Silver paper

Layer over silver sheet

Letterhead



2nd page



Option 2: Photography

Business Card

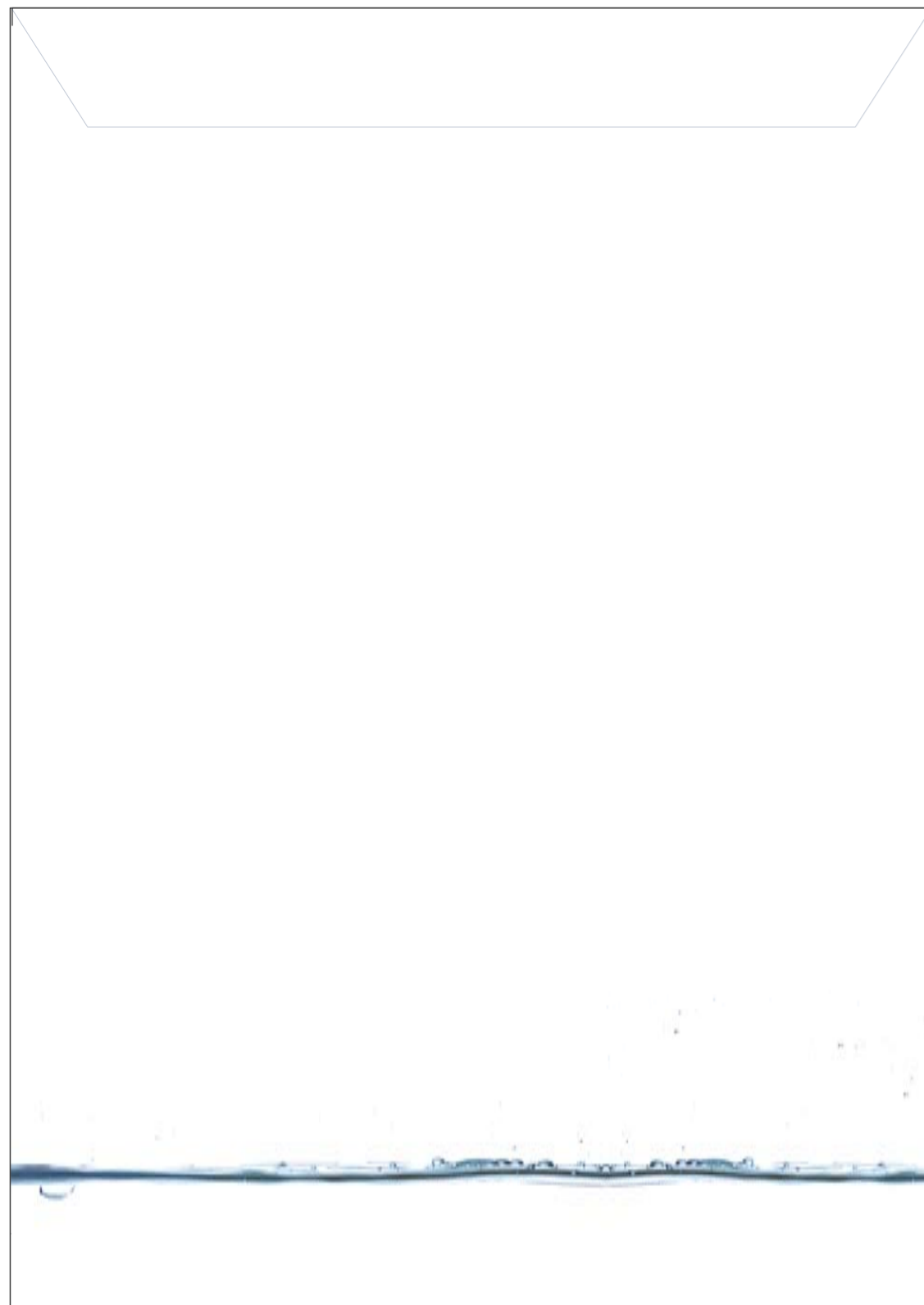


Recto

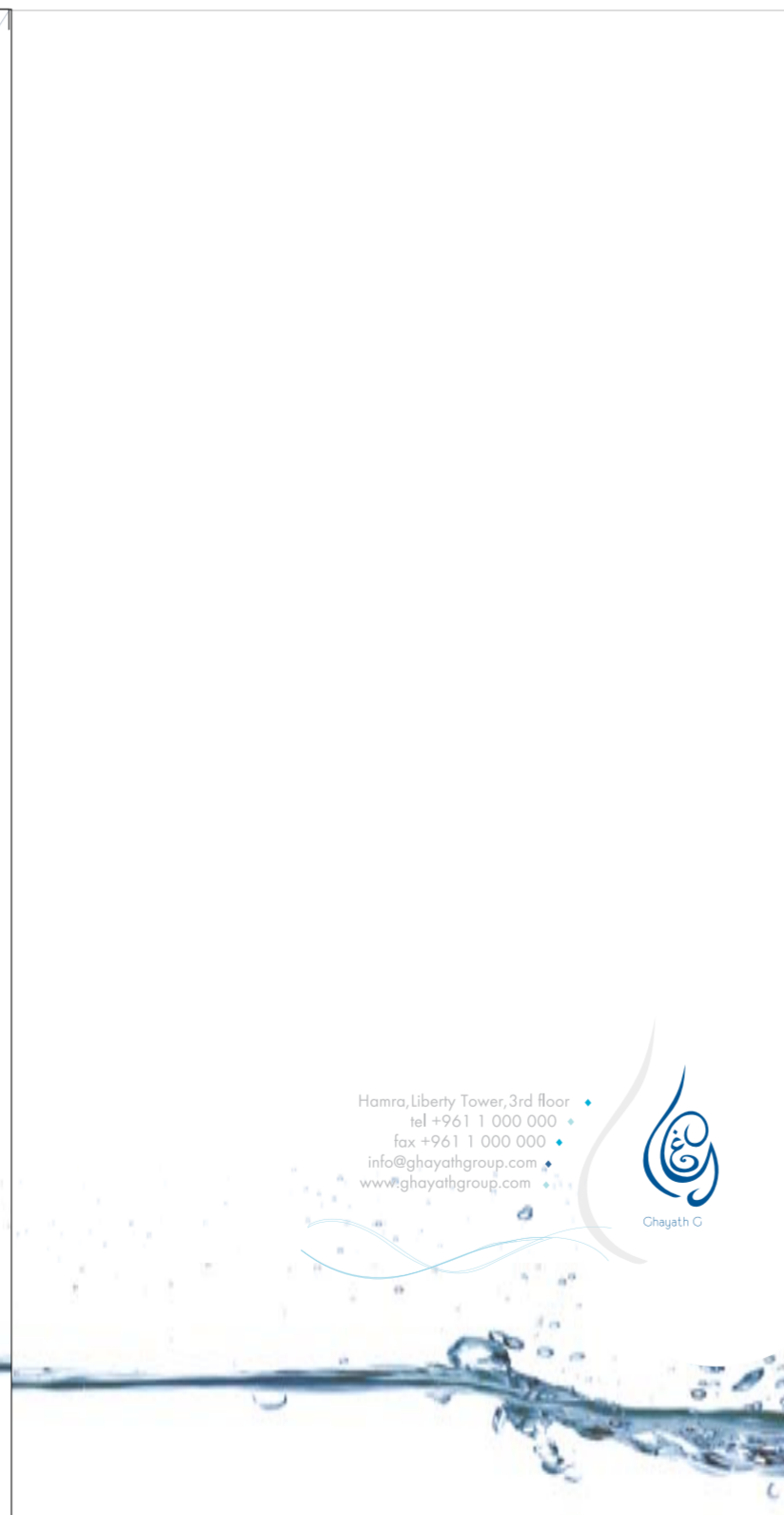


Verso

A5 envelope

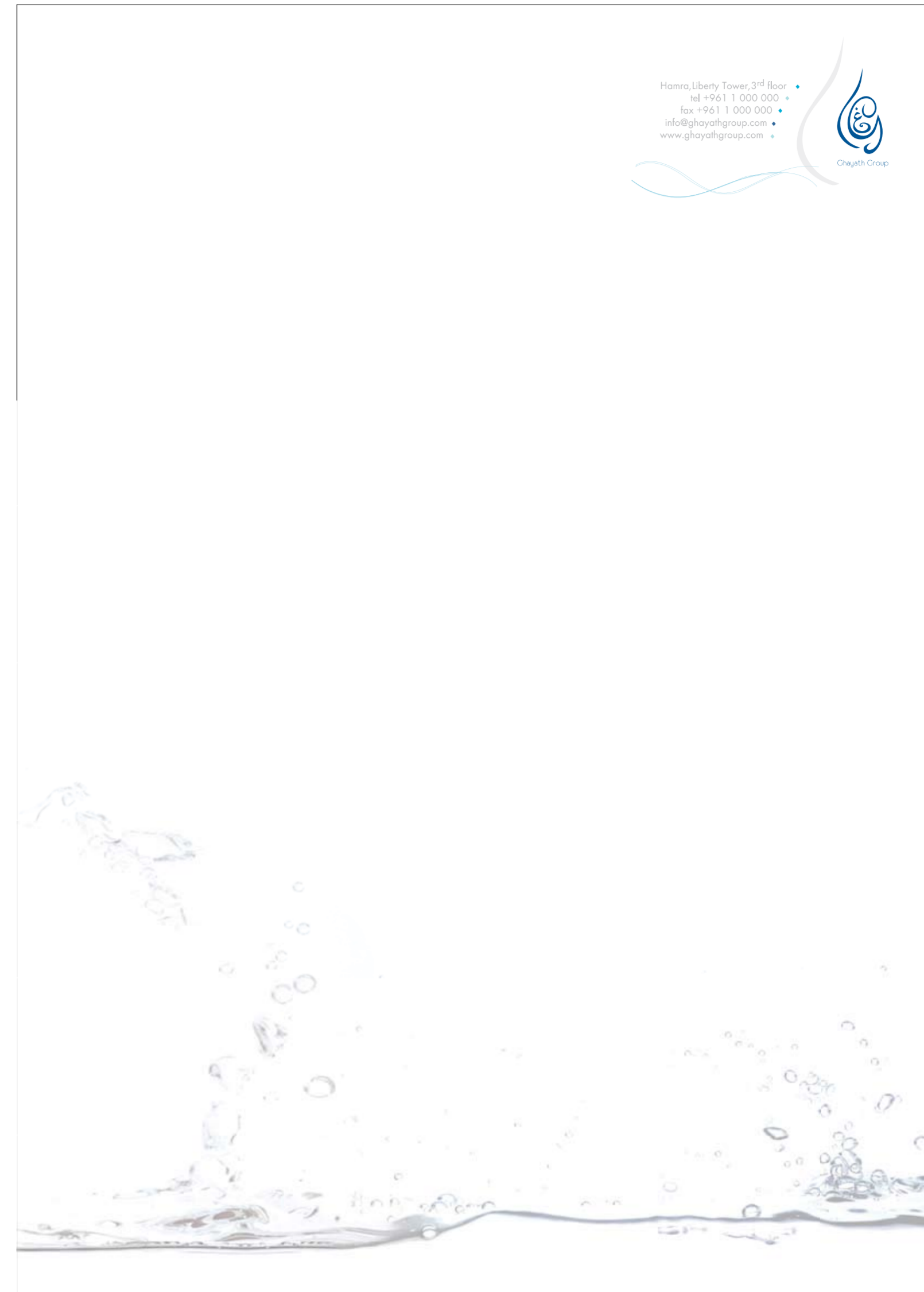


Front

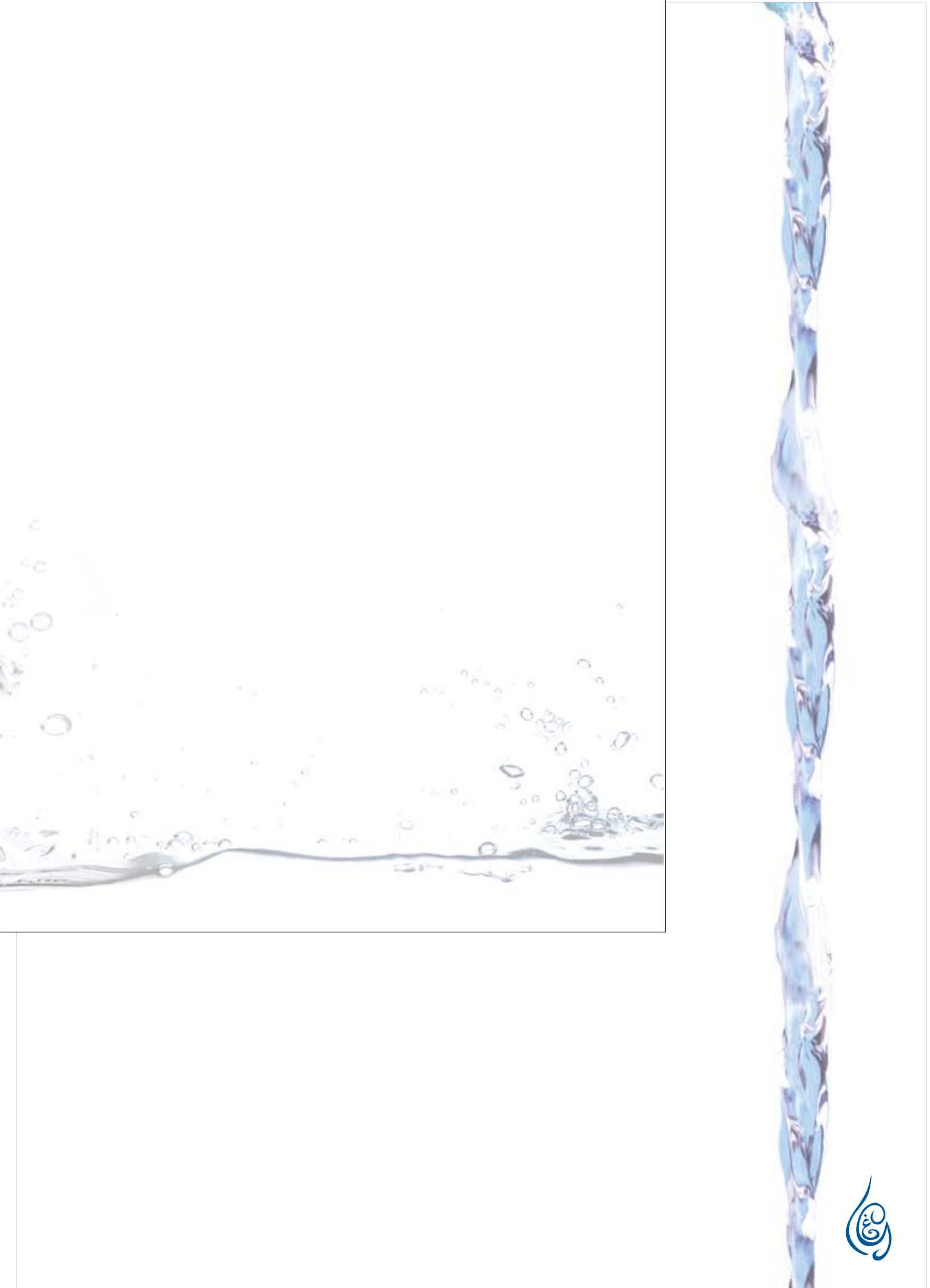


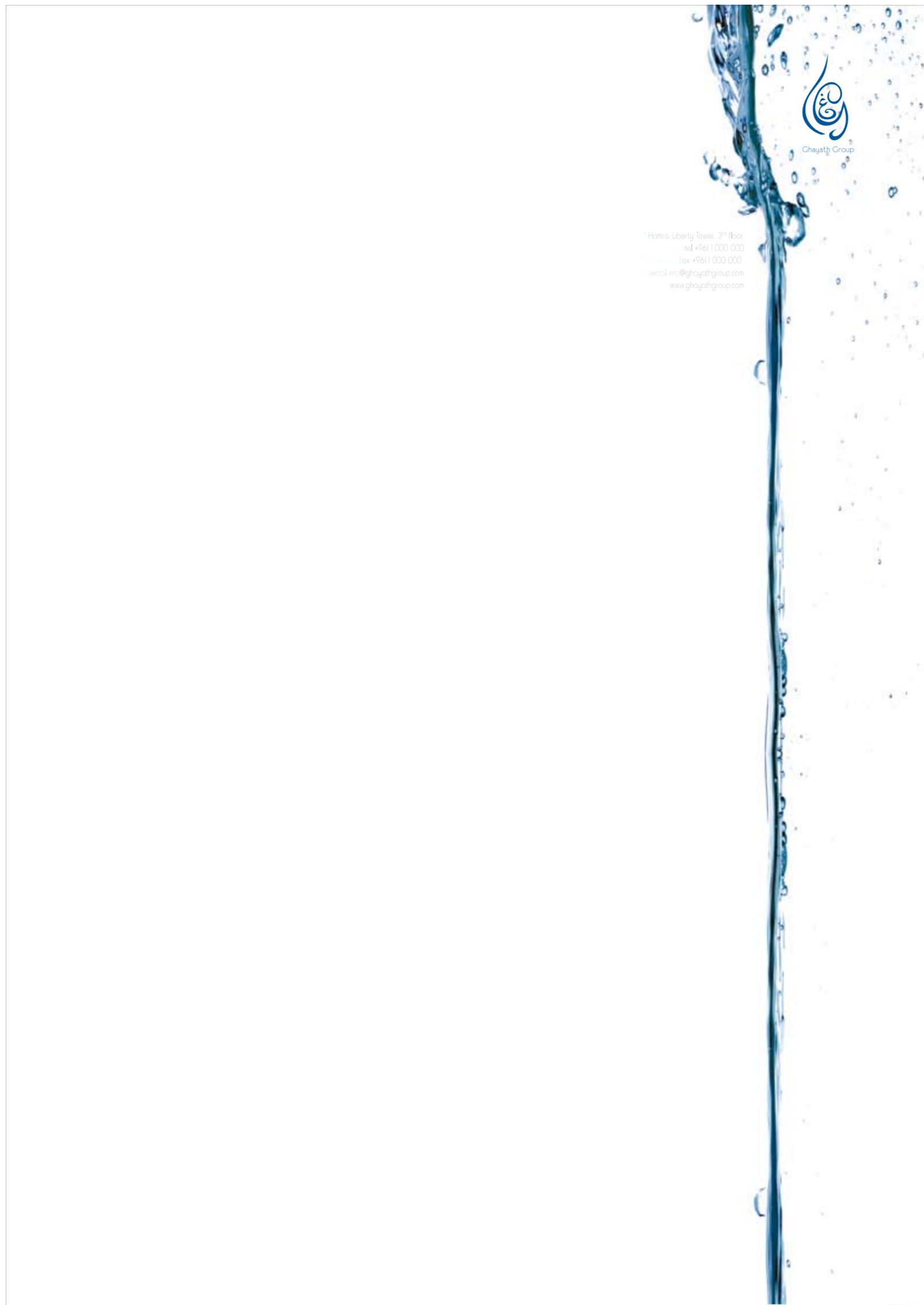
Back

Letterhead



2nd page





22 x 11 cm envelope



Back

Arabic Typography



Invention of Arabic letters



Creation of Arabic font to portray an image of blocks of lit buildings superposed, a cityscape.

Arabic - Latin Adaptation



Arabic Calligraphy for Logo of the Lebanese Sweet "Amareddine".

Latin Typography



Epsilon Logo
Creation of font to suit the concept of space elevation but also to follow the structure of the skyscraper.



"A" created for Logo of Offshore compagny



The font used to create "J" and "I" is invented to suit a particular logo - Jubaili Holding for Investments -. It conveys seriousness and modernity.

Logo for a Kids clothes shop "3T". Age 0 - 16. "3T", providing clothes for children from 0 to 16 year old, "assists" to their evolution. A "T", growing up to become steadier, abstracts it.

EPSILON

EPSILON

EPSILON

EPSILON

EPSILON

EPSILON

Chosen font:

Russel Square

Title







Subtitle

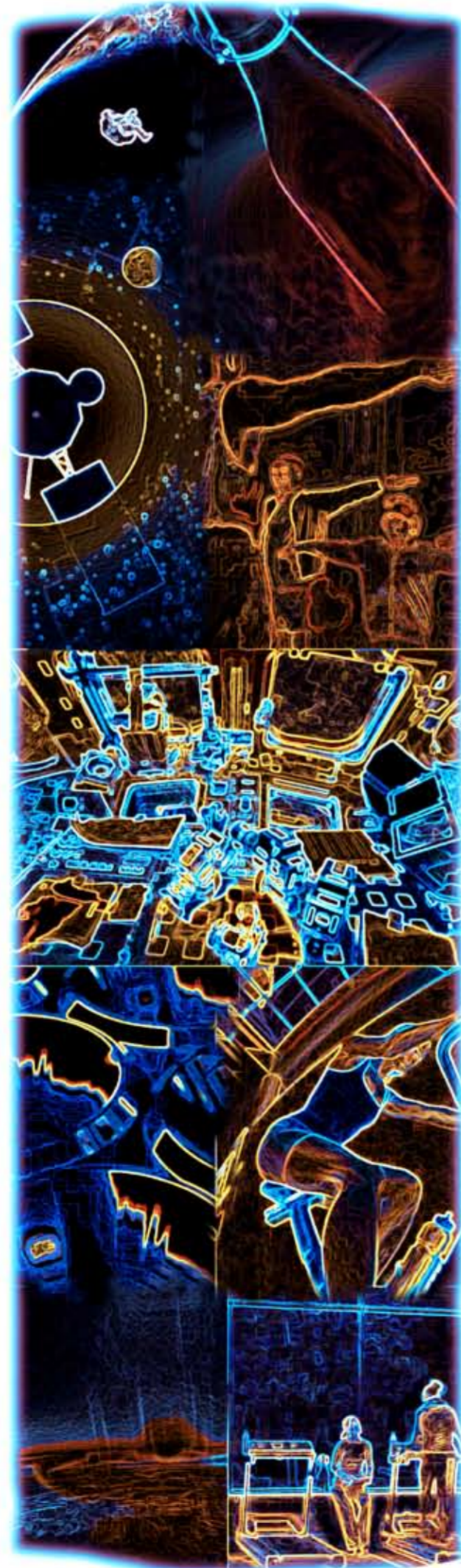
IITC stone sans
Text font size: 12 pt
leading: 12 pt
column width: 2 mm

Epsilon la maison est carree il faut y laisser dedans des affaires qui vont avec la terre ce n'est pas du n'importe quoi du tout.Epsilon la maison est carree il faut y laisser dedans des affaires qui vont avec la terre ce n'est pas du n'importe quoi du tout.Epsilon la maison est carree il faut y laisser dedans des affaires qui vont avec la terre ce n'est pas du n'importe quoi du tout.Epsilon la maison est carree il faut y laisser dedans des affaires qui vont avec la terre ce n'est pas du n'importe quoi du tout.Epsilon la maison est carree il faut y laisser dedans des affaires qui vont avec la terre ce n'est pas du n'importe quoi du tout.Epsilon la maison est carree il faut y laisser dedans des affaires qui vont avec la terre ce n'est pas du n'importe quoi du tout.Epsilon la maison est carree il faut y laisser dedans des affaires qui vont avec la terre ce n'est pas du n'importe quoi du tout.Epsilon la maison est carree il faut y laisser dedans des affaires qui vont avec la terre ce n'est pas du n'importe quoi du tout.Epsilon la maison est carree il faut y laisser dedans des affaires qui vont avec la terre ce n'est pas du n'importe quoi du tout.

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Color scheme

	000000		FFFFFF
	170B66		FFA600
	000000		8BD3E5



Epsilon Entrance Display

EPSILON

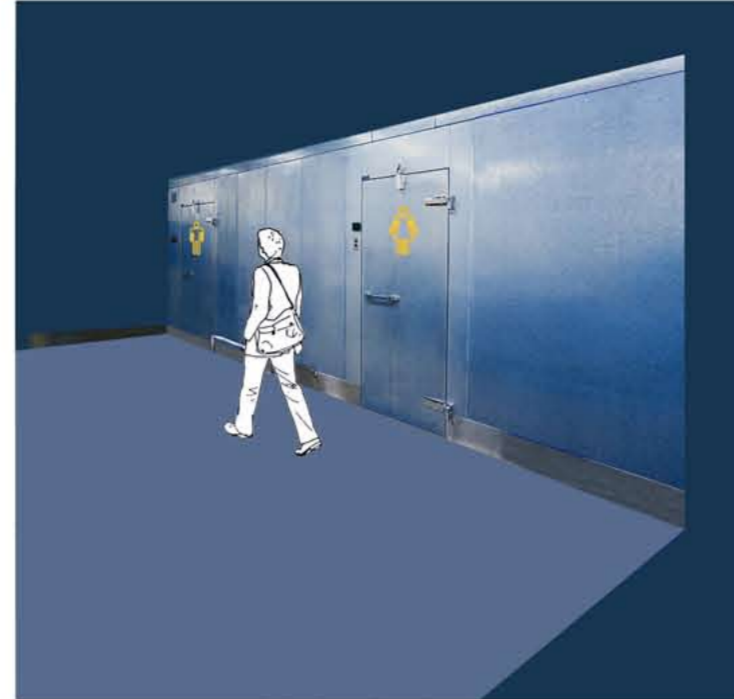
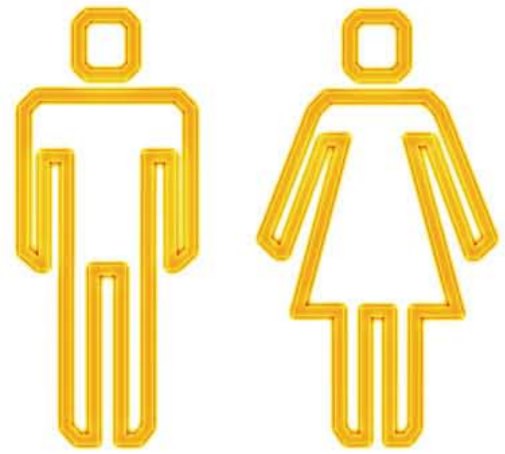
Used astronauts



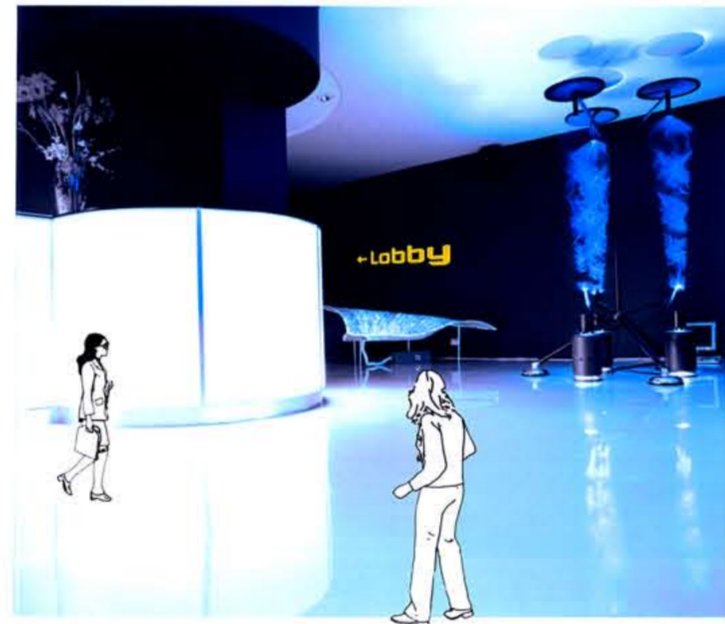
Astronauts height: 1m 70
Girl on picture height: 1m 65

DIRECTIONAL SIGNAGE

WC →



← Lobby



WC →



Exit →

← Lobby

AREA SIGNAGE



Classes

Lobby

Classes

Lobby



Gym

Bar

Gym

Bar



PACKAGING
AMAREDDINE



