

Date:
Aug 2021

Artboard
Brand Creation

Designed By.
unknown



Work:
Brand Creation

Partner:
Artboard

Project Identity Presentation

August, 31

2021

Index

1. **Brand Definition**
2. Targeting
3. Brand Values
4. Brand Vision
5. Brand Voice
6. Mindmap
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WHO WE ARE?

The community provides a space for designers and photographers, a space for artists to share their work and experience, interact with colleagues and gain practical experience, and art board trains, educates, supports and employs them. It is also an official institution training all designers, photographers and marketers with recognized certificates.

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T.

Gender: All Artists, Designers,
Photographers.

Age: 18-35

Generation: 1986 - 2003

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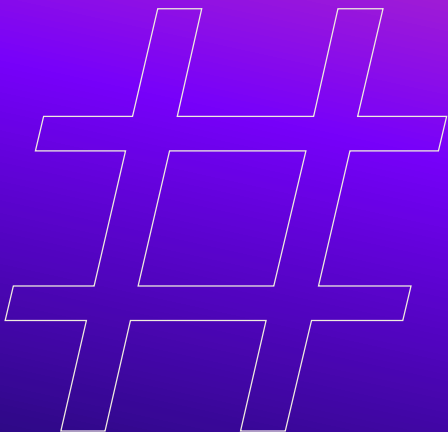
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V.

Be Bold, Be Open
Building Social Value
Be Cooperative And Help
Be Smart And Creative
Be Different
Be Valuable



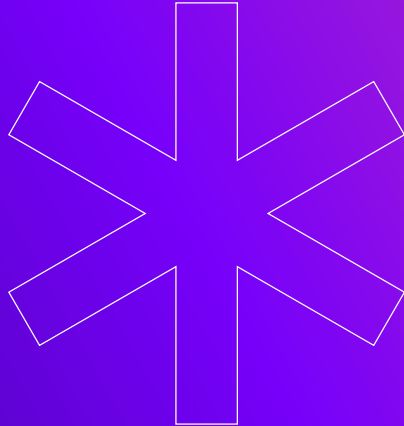
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Making a difference in the creative field

Artboard is working to be the strongest Saudi creative community by 2025. It also aims to become the first Arab creative community.

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QUALITIES AND VISUAL ATTRIBUTES OF THE BRAND

Generous

Energetic

Enthusiastic

Simple

Creativity

Unique

Confidence

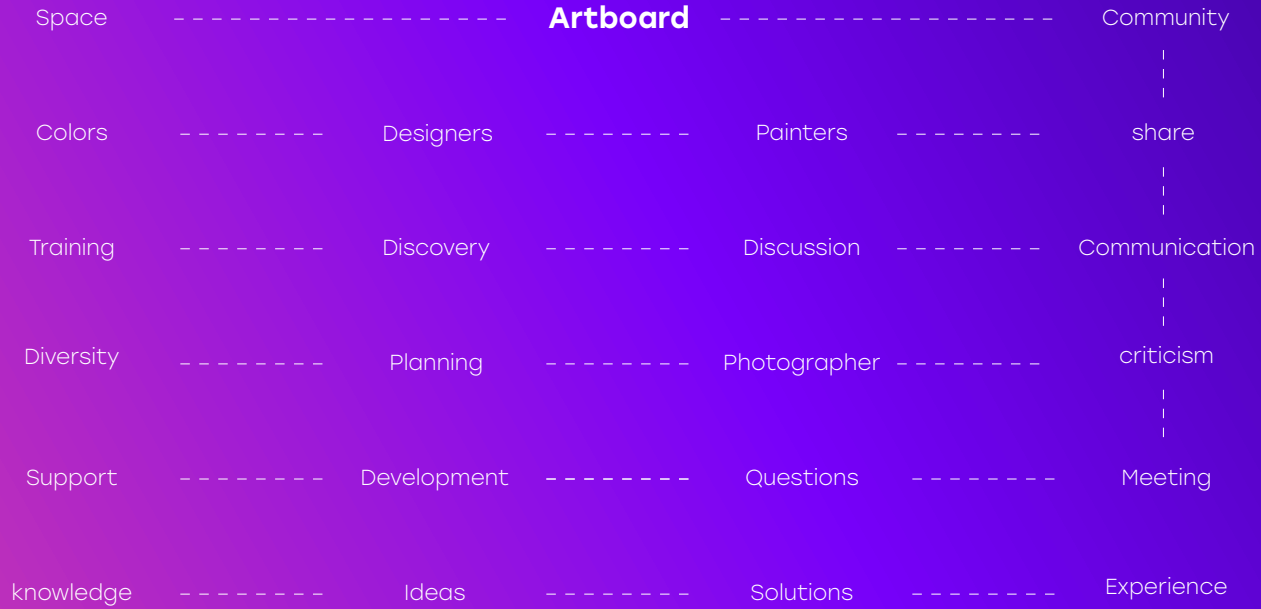
Cooperation

Modern

Social

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Why Artboard ?

The main reason for choosing the name, Artboard is the space that gives a person the right to experiment and try what he likes on an empty space.

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P.

Unique personality seeking
research and development

Enjoy simplicity

Driven by inspiration & innovation

Its principle is science
and knowledge

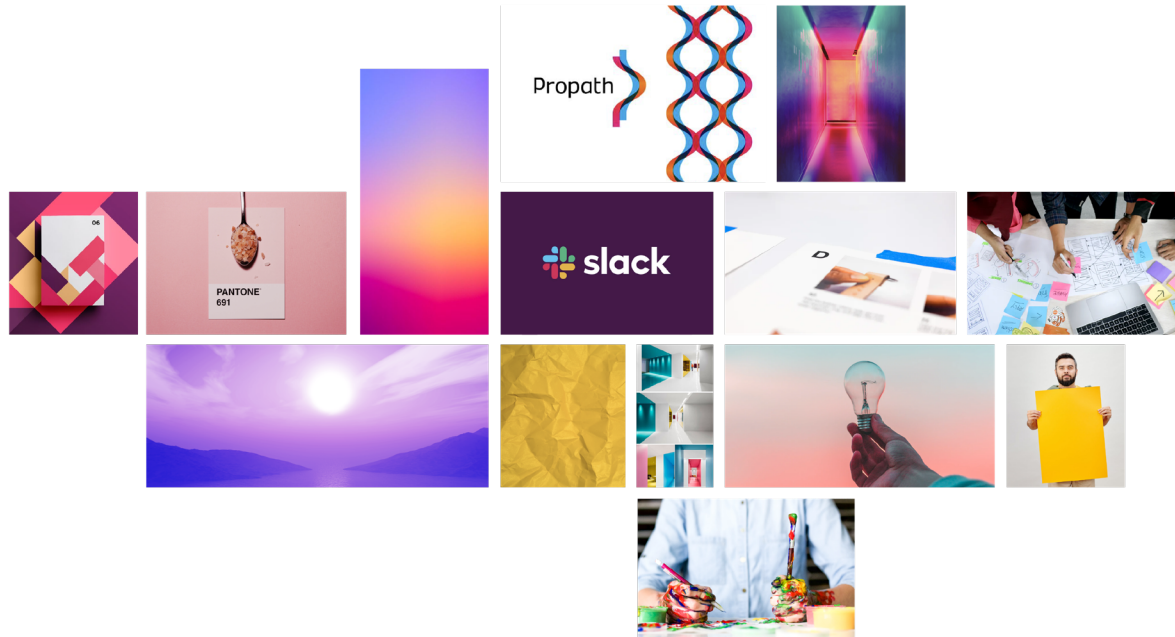
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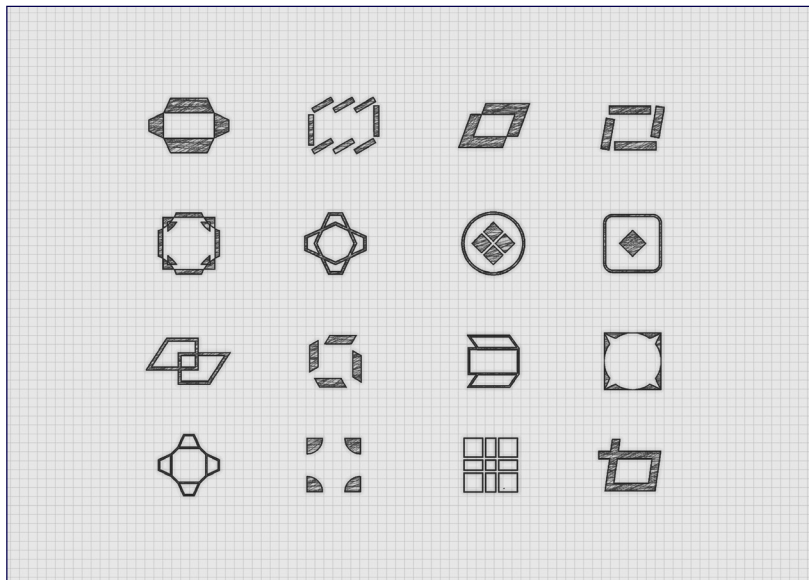
Partner:
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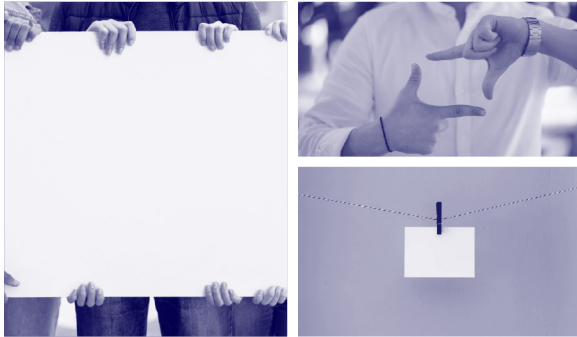
Logo Sketch



Logo Design

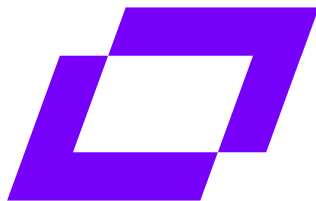


Logo Concept

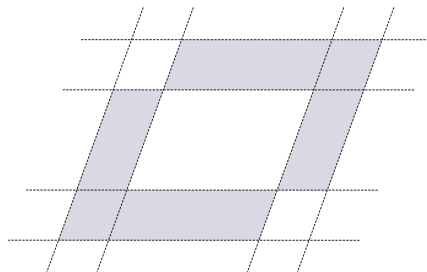
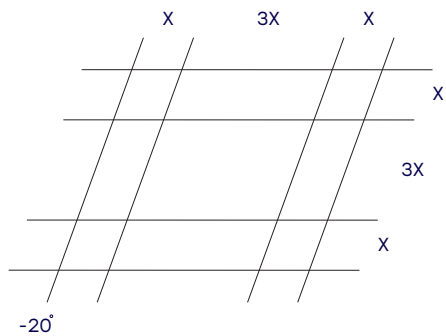


The idea of the logo is inspired by the intertwining of hands that express in sign language about cooperation, photography and society. It is also inspired by the shape of the drawing board. The message to be conveyed is an unlimited community based on cooperation between designers, photographers and all artists to grow and become the largest community

Logo Mark Meaning



Logo Grid



Logo Construction

Original

Artboard

After Edit

Artboard

Artboard

old

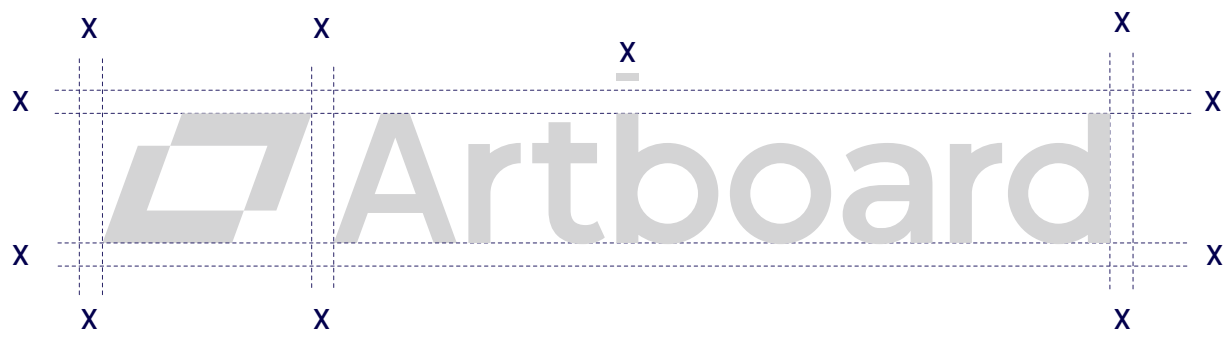
A r t b o a r d

New

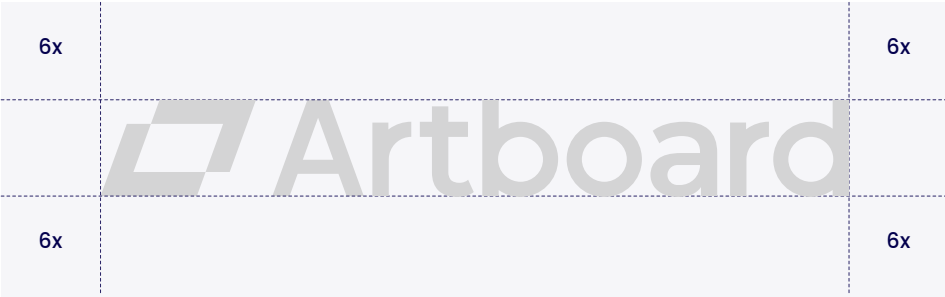
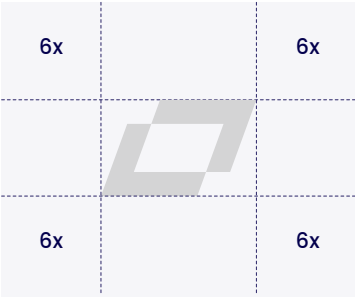
A r t b o a r d

IX IX IX 1.5X IX IX 1.5X 0.5X IX

Artboard



Clear Space



Minimum Size

For print, the minimum size for the artboard brand logo lockup is 20mm.

For digital use, the logo must not be presented any smaller than 85 pixels (30mm).

If the emblem is used alone, the minimum size is 10mm.

Both the logo and the emblem are scalable, thus do not have a maximum size.

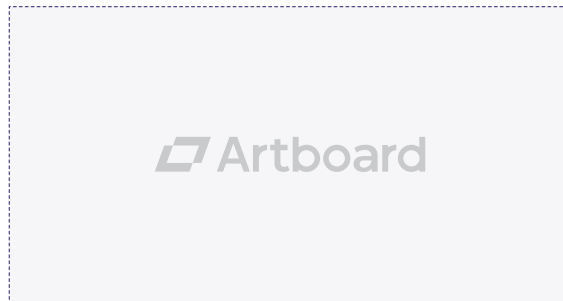
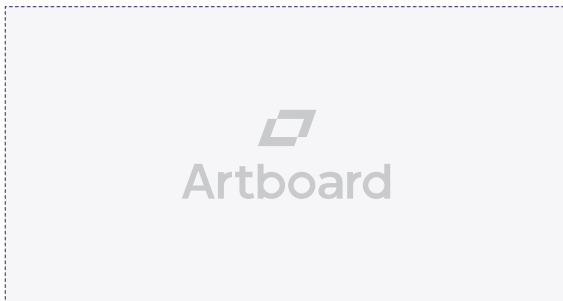
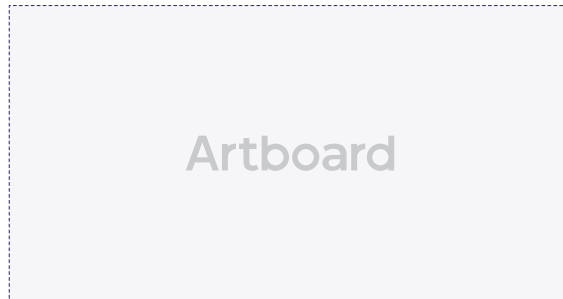
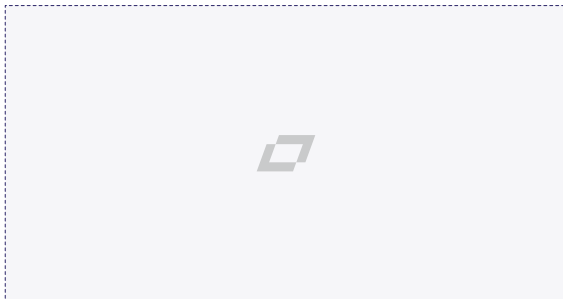


10mm



85 pixels / 30mm

Logo Lockups



Prohibited Usage



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Slogan

U N L I M I T E D S P A C E

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IN sto S

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*({"-+=.,;:"})

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*({"-+=.,;:"})

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*({"-+=.,;:"})

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*({"-+=.,;:"})

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*({"-+=.,;:"})

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*({"-+=.,;:"})

هذا هو الخط المستخدم للهوية

جي أس أس تو / رفيع

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

٠٩٨٧٦٥٤٣٢١

جي أس أس تو / متوسط

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

٠٩٨٧٦٥٤٣٢١

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٠٩٨٧٦٥٤٣٢١

Display

Headings

Sub-header

Coby Text

Caption Text

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Color Palette

These are the primary colors of artboard.

The color codes must be followed to guarantee having the exact of color on digital and print.

CMYK

100 / 98 / 26 / 48

RGB

2 / 2 / 74

HEX

#02024A

CMYK

71 / 80 / 0 / 0

RGB

107 / 30 / 241

HEX

#6B1EF1

CMYK

0 / 29 / 100 / 0

RGB

247 / 188 / 2

HEX

#F7BC02

CMYK

0 / 79 / 30 / 0

RGB

237 / 105 / 128

HEX

#ED6980



 Artboard

 Artboard

 Artboard

 Artboard

 Artboard

 Artboard

 Artboard

 Artboard

About Color



Artboard contains 4 basic colors which are dark blue, purple, pink and yellow. These colors were chosen because they reflect the personality and voice of the brand to add vitality and creativity to the brand. We also used to combine colors with the Gridnet feature to distinguish it from other societies and to clarify the cooperation and blending between the types of creative people to create the artboard community.

Gradient Color



The logo consists of a white square with a diagonal line from the top-left to the bottom-right, creating a stylized 'A' shape.

Artboard

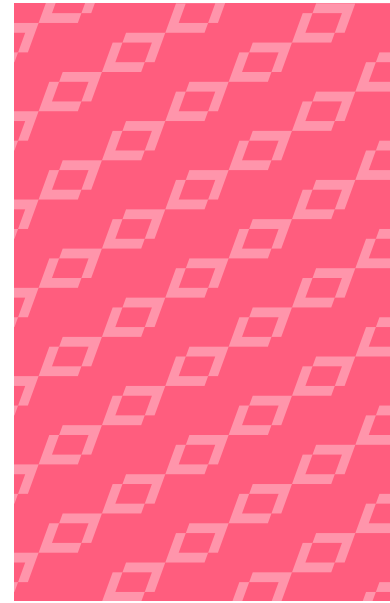
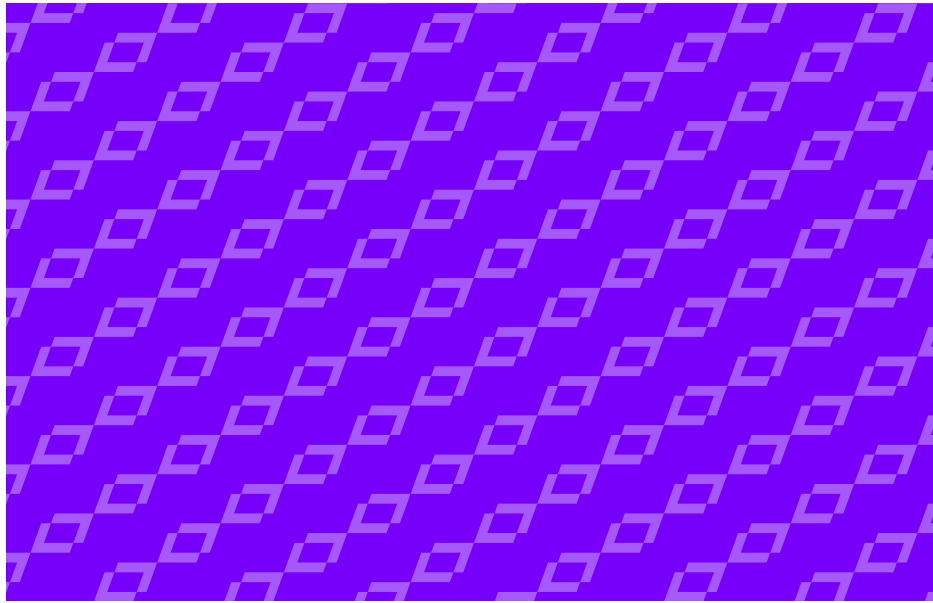
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Secondary Patterns

The secondary style is extracted from the logo to create a shape similar to the iron chains that symbolize interconnectedness, cohesion and abstract access to different spaces of the brand.



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Artboard



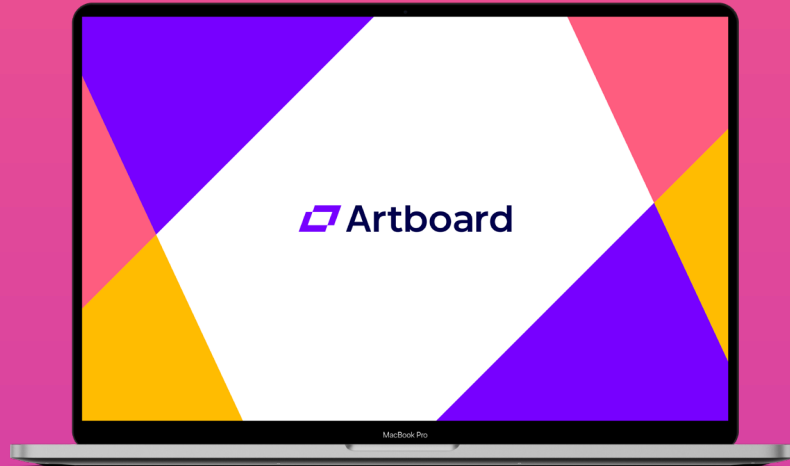


“Graphic Design Will Save The World
Right After Rock And Roll Does.”





 Artboard



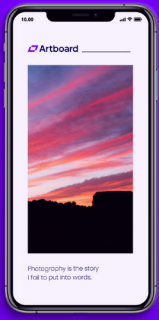
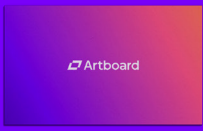
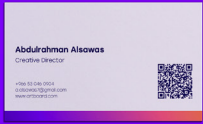
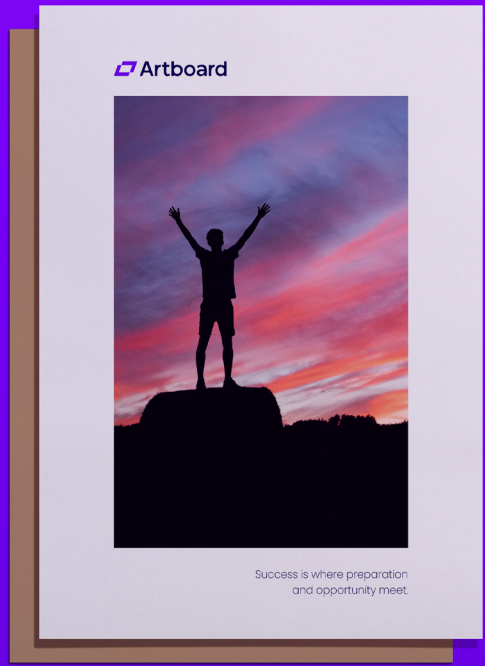
 Artboard

MacBook Pro



**LIVE
WORK,
CREATE.**









Mohammed Al-Otaibi
photographer

 Artboard

Abdulrahman Alsawas
Graphic Designer

 Artboard

 Artboard

Thanks For
Watching

