

Client: LE ROI IMMOBILIER
Project scope: Branding

2021

2021

2021



LE ROI
I M M O B I L I E R

About LE ROI



About LE ROI

LE ROI Immobilier is an Algerian company builds high quality houses, offices and garages, They sell and rent what they build to individuals and companies.

The company offers luxurious and high quality products; its vision is to build a strong trustful relation with its clients, and offer them the best quality with a good price.

2021 - 2022

Brand Attributes

- ◆ CLEAN
- ◆ FORMAL
- ◆ PERFECT
- ◆ TRUSTFUL
- ◆ HIGHT QUALITY

- ◆ LUXURIOUS
- ◆ MODERN
- ◆ SERIOUS
- ◆ CLASSY
- ◆ SOLID

Logo Design



A house roof
Building perspective



Palace,
Minaret, Dome



Land

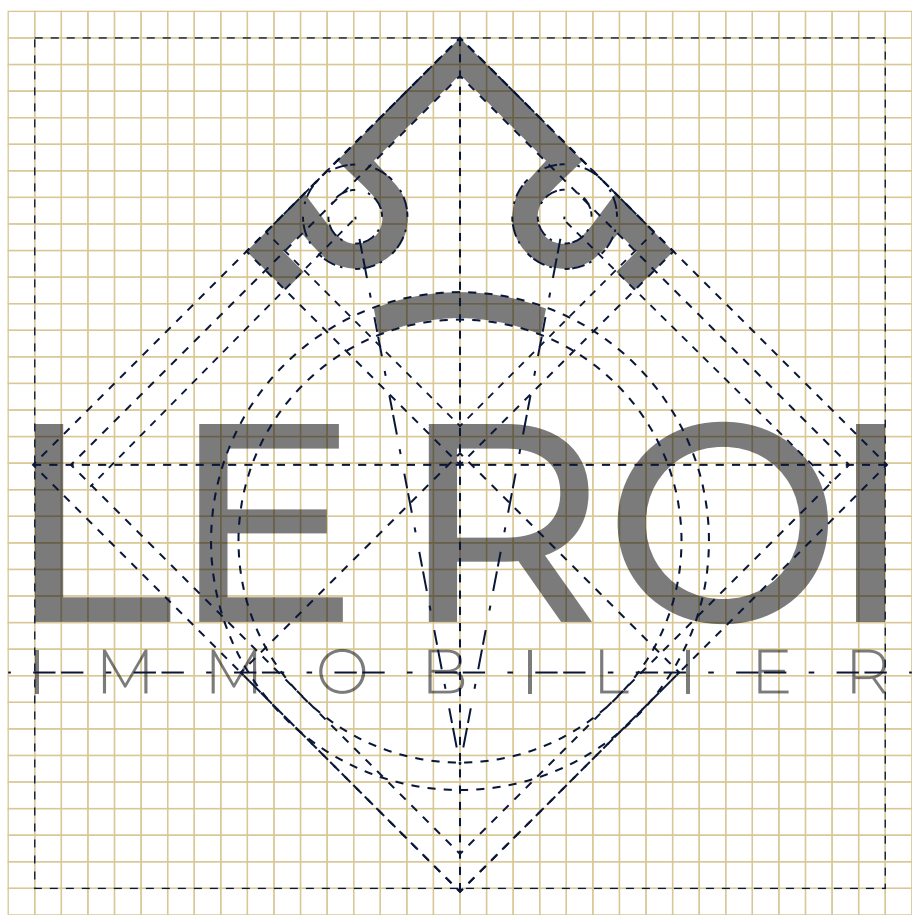
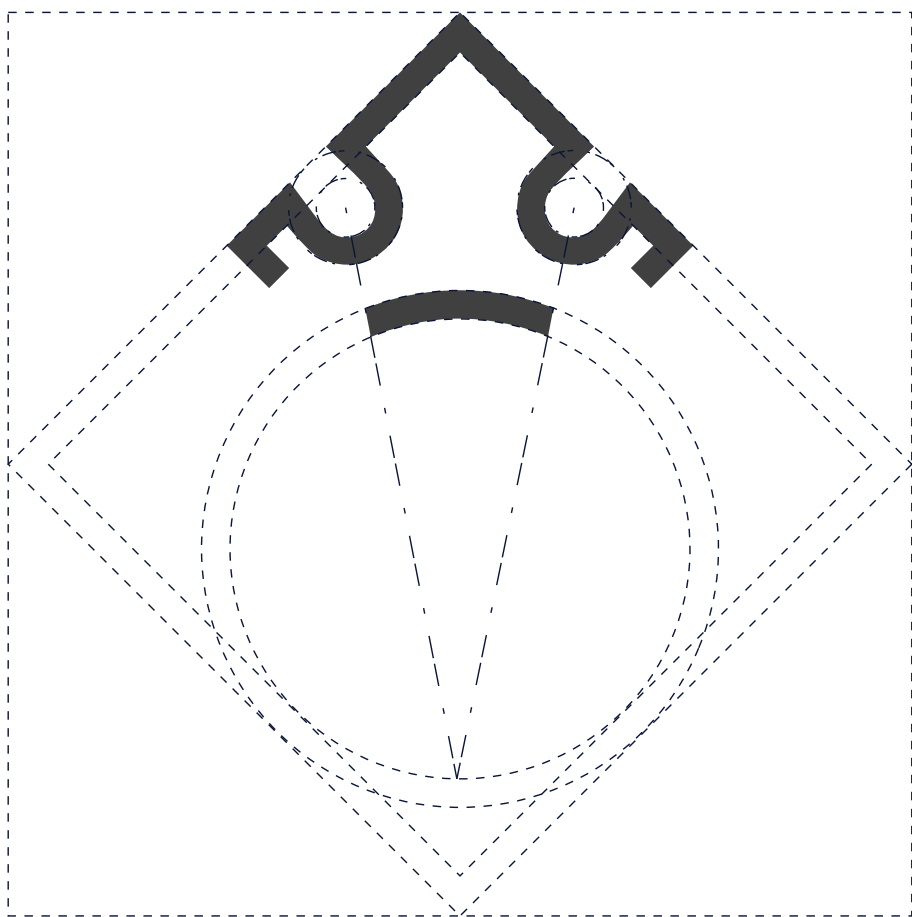


Crown



Let's
Let's b
Let's bu
Let's buil
Let's build
your dream house..!

Logo Construction



Logo Variations

Main logo layout design



Horizontal logo layout design



Secondary logo layout design



Logo mark layout design



Sois

LE ROI

de ta propre maison



Color Palette



Colors



Logo &



Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@&\$%#().!?

Montserrat	Montserrat
Montserrat	Montserrat
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Expo Arabic

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Expo Arabic	إكسبو عربي
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Expo Arabic	إكسبو عربي
Expo Arabic	إكسبو عربي

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@&\$%#().!?



Typography Hierarchy



DISPLAY

Montserrat ExtraBold 72 pt / 60 leading

Headign

Montserrat Bold 48 pt / 42 leading

Subheading

Montserrat Semi Bold 24 pt / 23 leading

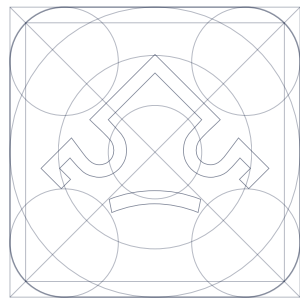
Copy text

Open Sans Regular 10 pt / 13 leading

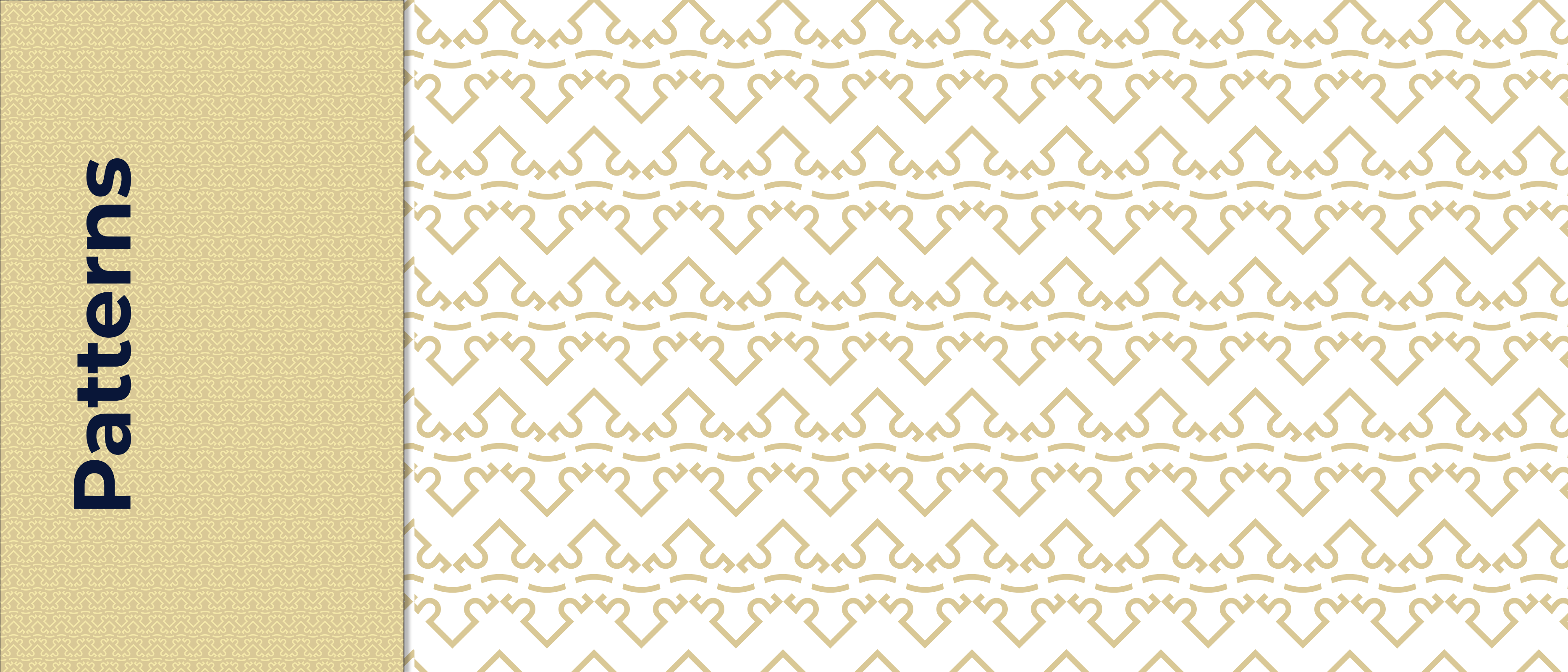
Caption text

Open Sans Light 8 pt / 9 leading

App Icon



Patterns





LE ROI
IMMOBILIER



MALCOM CRISP
MARKETING MANAGER

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MARKETING DEPARTMENT



LE ROI
IMMOBILIER



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SALES DEPARTMENT



LE ROI
IMMOBILIER



MARK JHONNY
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CUSTOMER CARE





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LE ROI

I M M O B I L I E R

Let's Build your dream house..!

La Résidence **LE ROI**



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Thanks for watching!