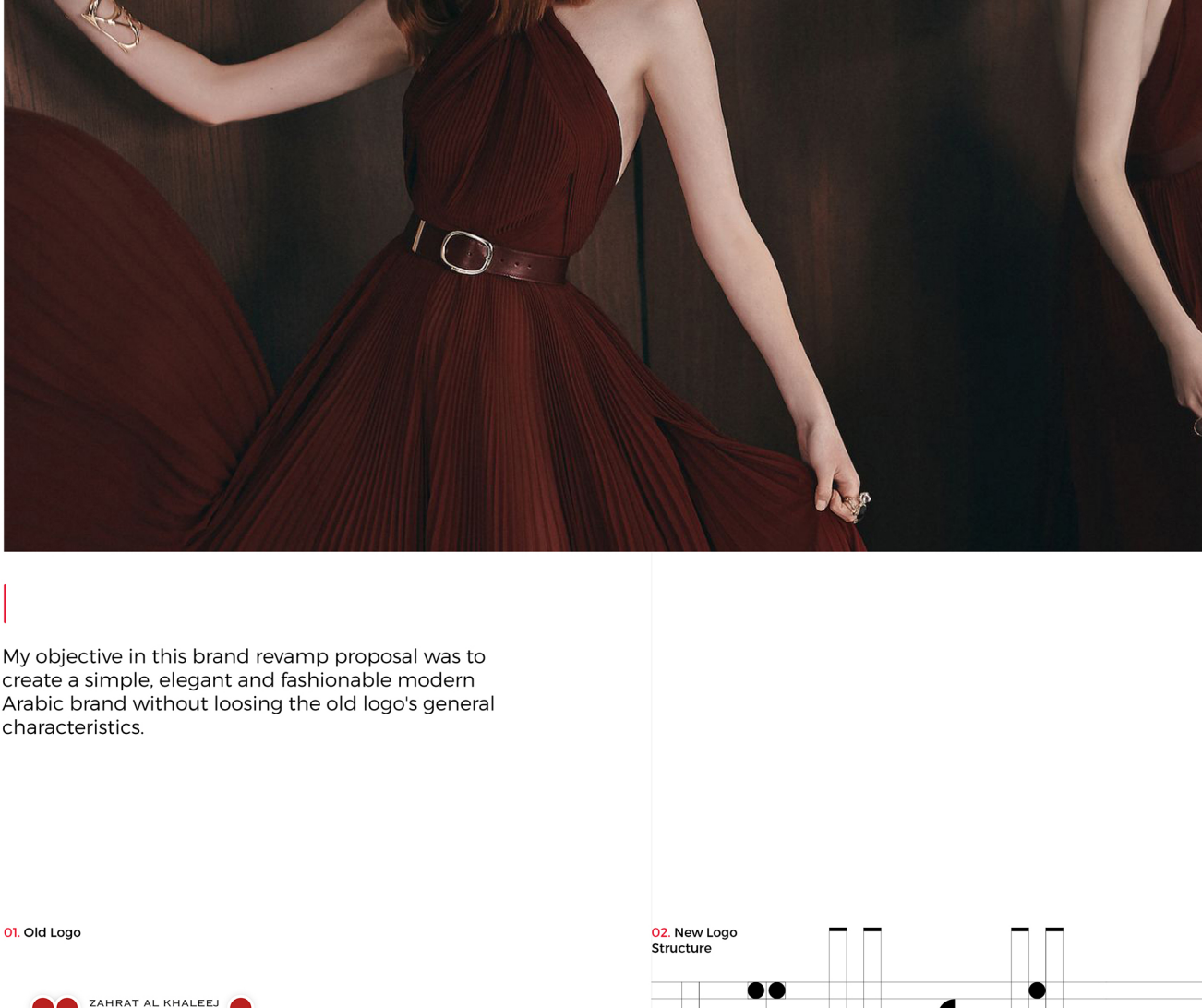


Brand: Zahrat Al Khaleej – Fashion & Lifestyle Magazine  
 Project: Brand Revamp (Concept)  
 Client: ADM (Abu Dhabi Media Company – UAE)

Zahrat Al Khaleej (established in 1979) is the top rated women's lifestyle magazine in the Arab world, targeting women between the ages of 20 to 45, covering many topics including celebrities news, fashion, beauty, health and culture.



My objective in this brand revamp proposal was to create a simple, elegant and fashionable modern Arabic brand without losing the old logo's general characteristics.

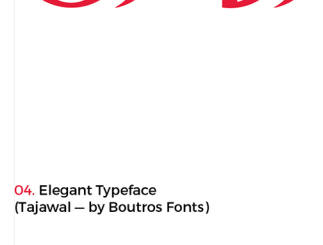
01. Old Logo



02. New Logo Structure



03. New Logo



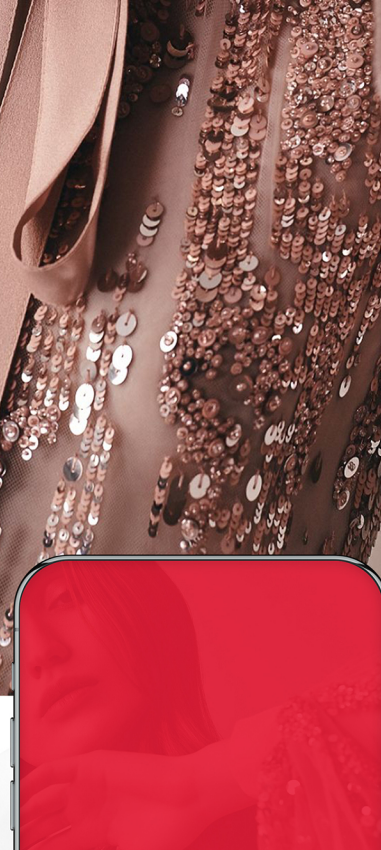
04. Elegant Typeface (Tajawal – by Boutros Fonts)

[Tajawal Light] مجلة زهرة المرأة الأولى 1234567890  
 [Tajawal Regular] مجلة زهرة المرأة الأولى 1234567890  
 [Tajawal Bold] مجلة زهرة المرأة الأولى 1234567890

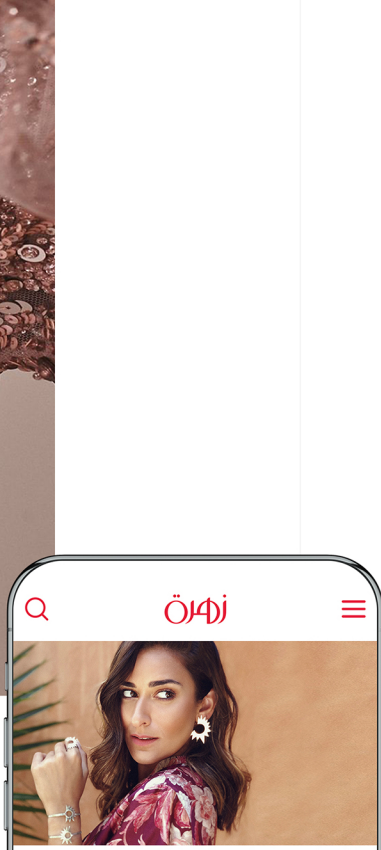
05. Color Palette (Primary & Secondary Colors)



06. Mobile & Tablet App



Splash Screen



Home Screen



App Menu



Predictive Search



Article Page

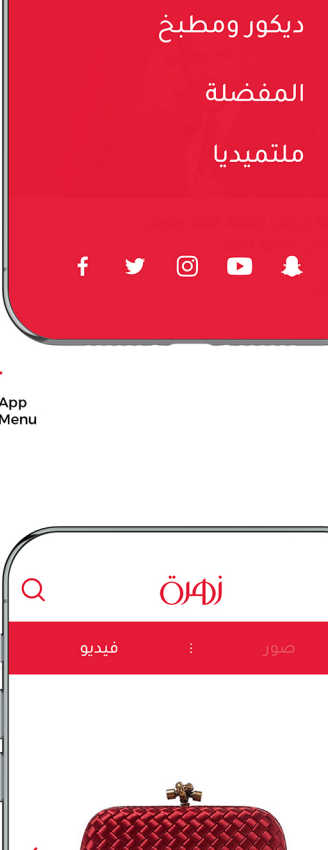
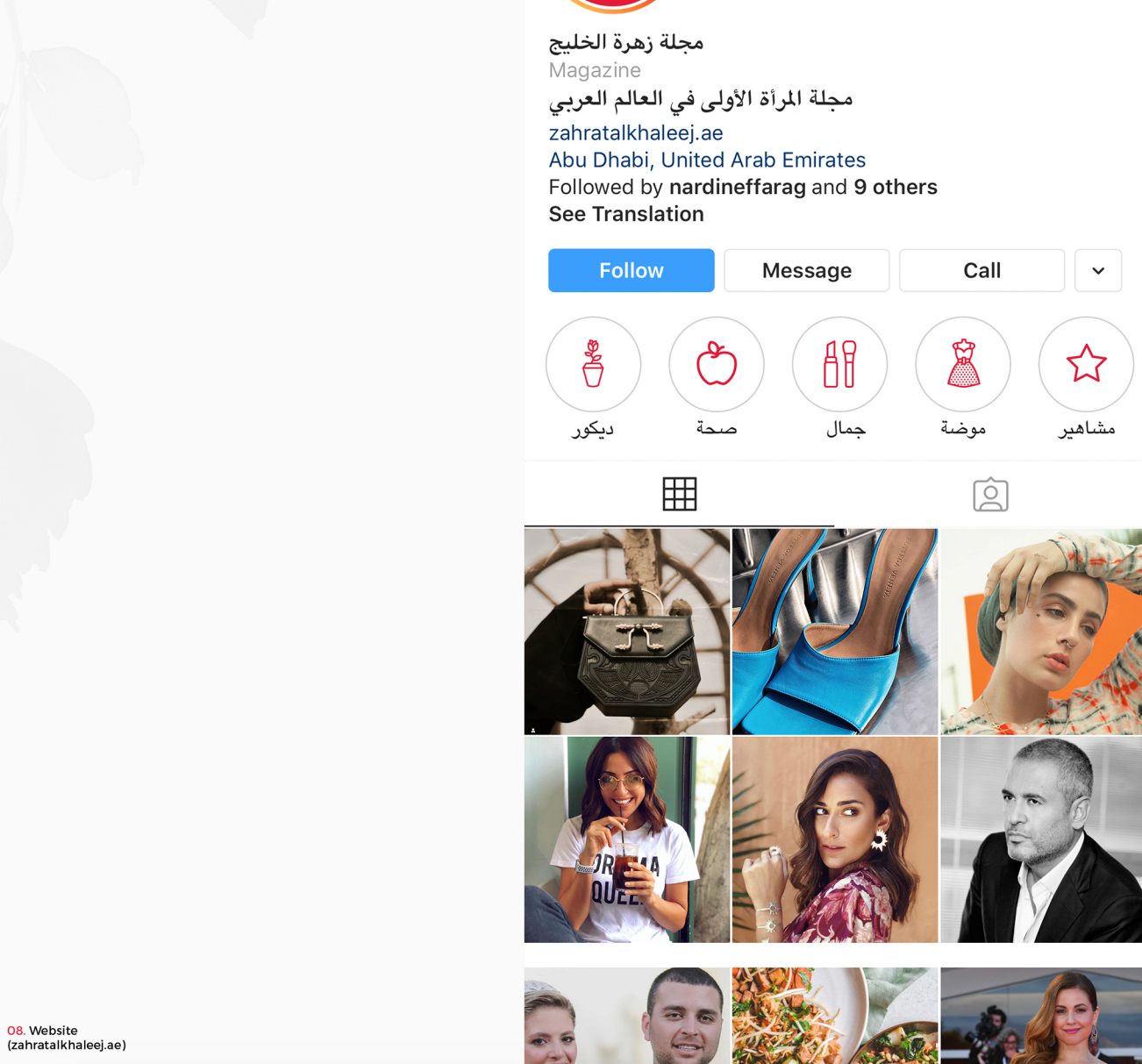
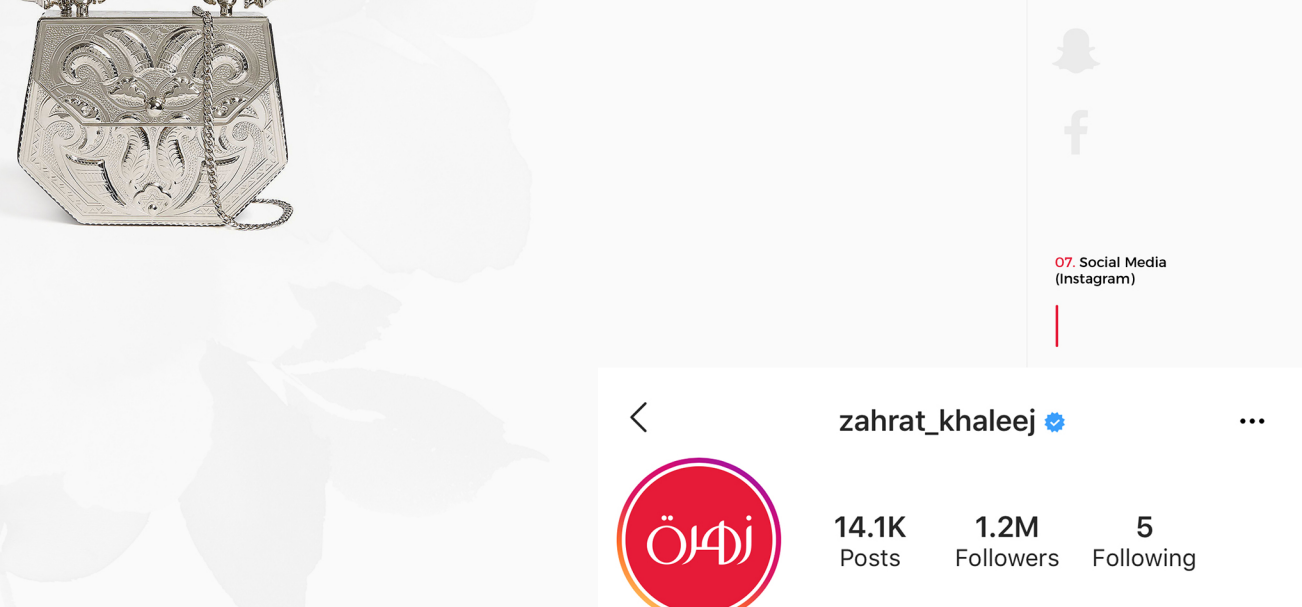


Photo-Based Article Page



Video



05. Website (Zahratakhaleej.ae)

