

# Rebrand- ing

## Deliverables :

Research and Analysis  
Brand Positioning  
Brand logo and identity  
Brand Guidelines  
Brand stationary  
Brand marketing assets

# Brief

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Hello,

We really aspire for a new beginning giving us and the agency a new step forward and a future look to push us forward, that is why we thought we can new color and identity system to fit the new era of our branding and design career and give us more of a professional look.

thanks.

# Mission

Our mission is to push ourselves to the main market of creative agencies in Egypt and the Arab world, we serve value content with our creative team helping you visualize your brand the best way.

our main tagline :

Build your brand.

# Vision

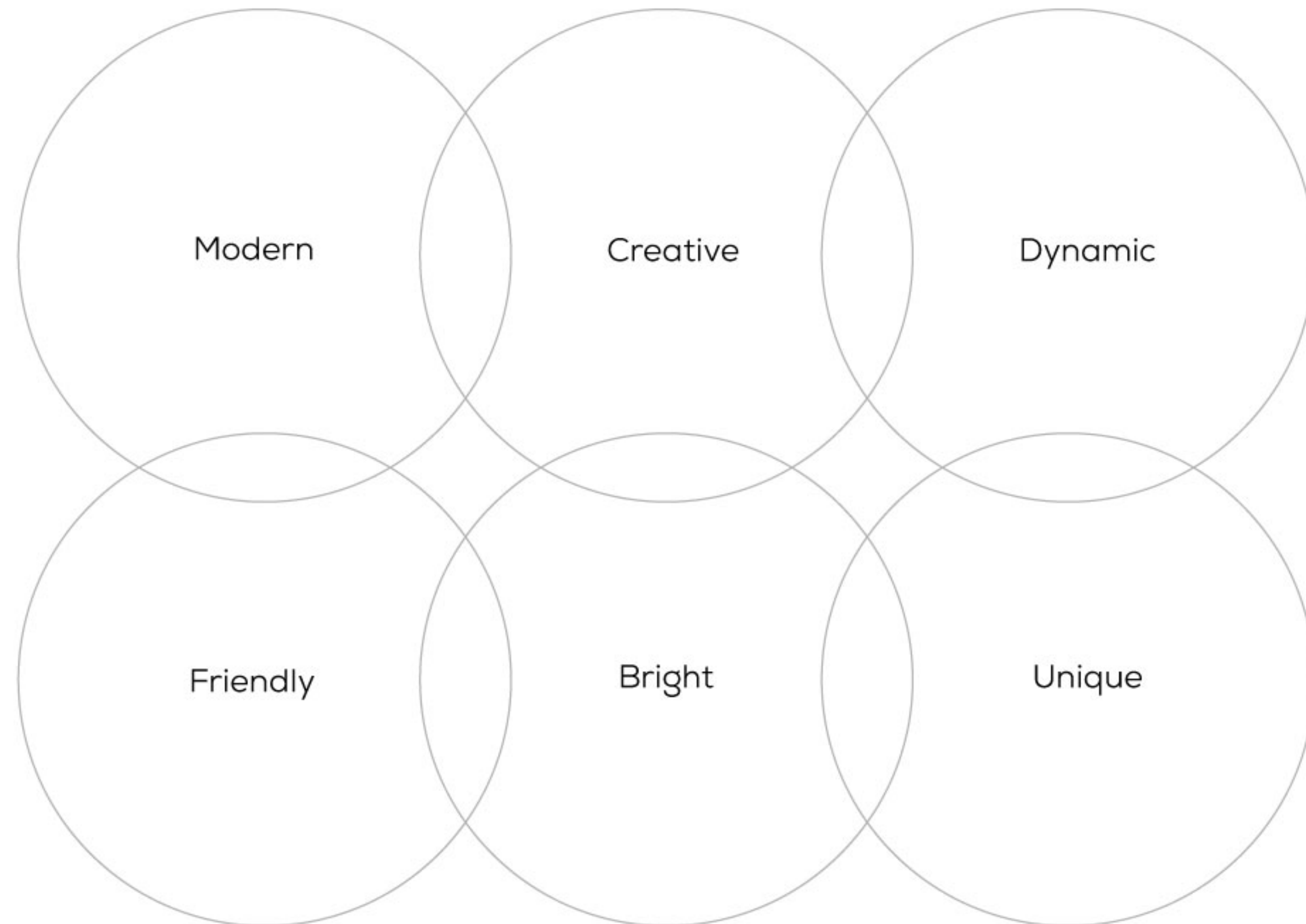
We see ourselves with the new creative team we have, one of the top 5 creative agencies in Egypt by designing brands and products to push their owners forward among the competitors and build our reputation to be the top Creative Design agencies on the local and international market.

Thanks

# Values

We break down the brand values before working on the brand identity so we can use the keywords to translate these words and feelings visually using the identity elements and the brand advertising. we narrowed the values down to 9 keywords.

thanks!





# Brand Personality

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Identity :

Creative

Colorful

Applicable

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Language :

Youthful

Quality

Simple

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Tone of voice :

Quality

Friendly

Confident

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Characteristics :

Imagination

Stylish

Creative

# What is Brand, Branding, Brand Identity?

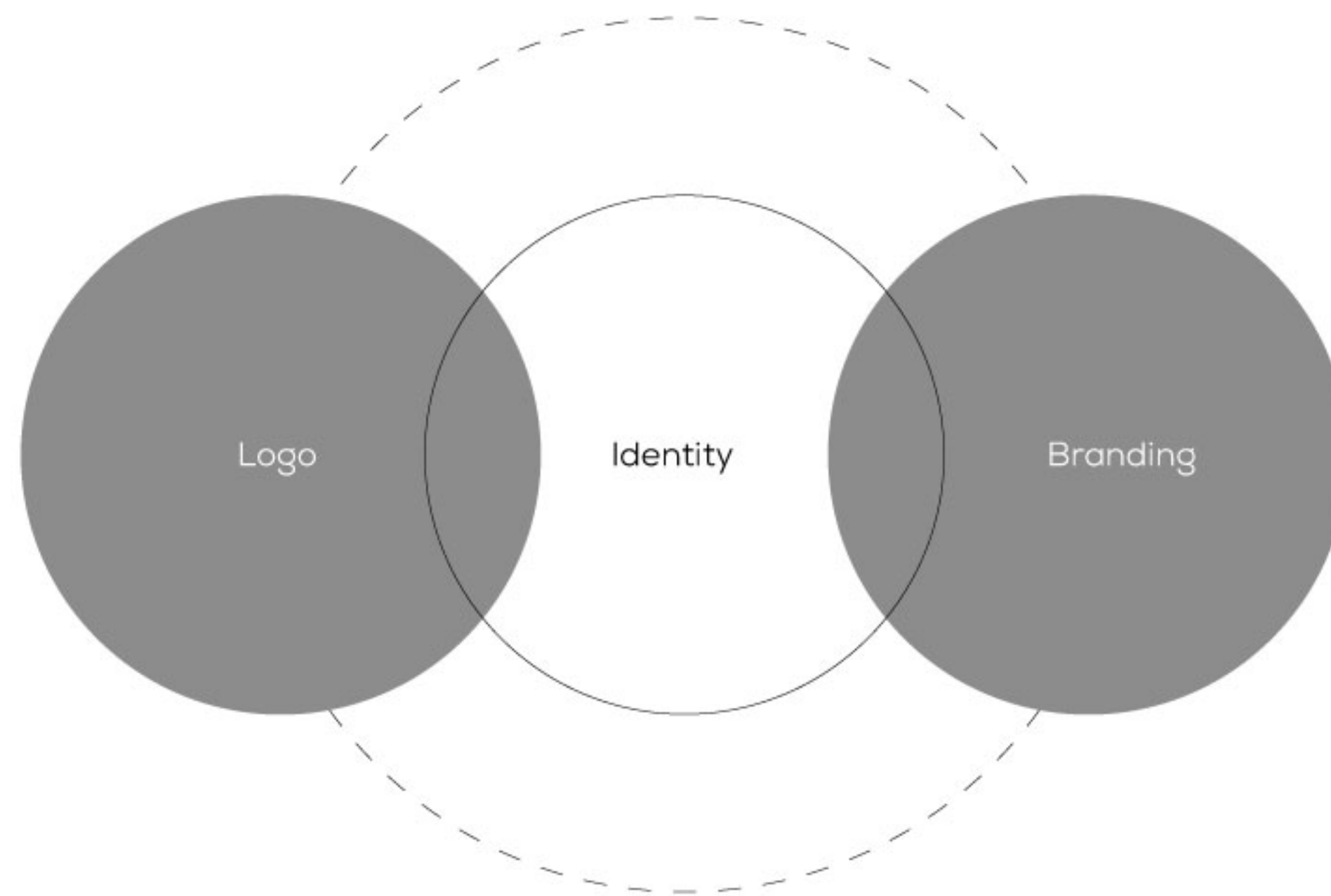
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Brand : The meaning that people attach to your organisation, product or service.

Branding : The management of a brand's meaning.

Identity : The sensory elements that are used to identify a brand.

Logo : A mark or icon that identifies the business in its simplest form.



COLORS

01

---

#000000

R : 0      C : 91  
G : 0      M : 79  
B : 0      Y : 62  
            K : 97

02

---

#32ED22

R : 50      C : 65  
G : 237     M : 0  
B : 34      Y : 100  
            K : 0

03

---

#FFCE00

R : 255     C : 0  
G : 206     M : 19  
B : 0       Y : 93  
            K : 0

04

---

#0039FF

R : 0       C : 91  
G : 57      M : 71  
B : 255     Y : 0  
            K : 0

05

---

#F72A0C

R : 247     C : 0  
G : 42      M : 90  
B : 12      Y : 93  
            K : 0

06

---

#00D3FF

R : 0       C : 63  
G : 211     M : 0  
B : 255     Y : 3  
            K : 0

07

---

#8B4CFF

R : 139     C : 74  
G : 76      M : 74  
B : 255     Y : 0  
            K : 0

# Nexa Bold

*Grumpy wizards make toxic brew for the evil queen and jack.*

**Aa**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

- Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

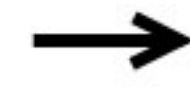
1234567890!@#\$%&\*

- Bold

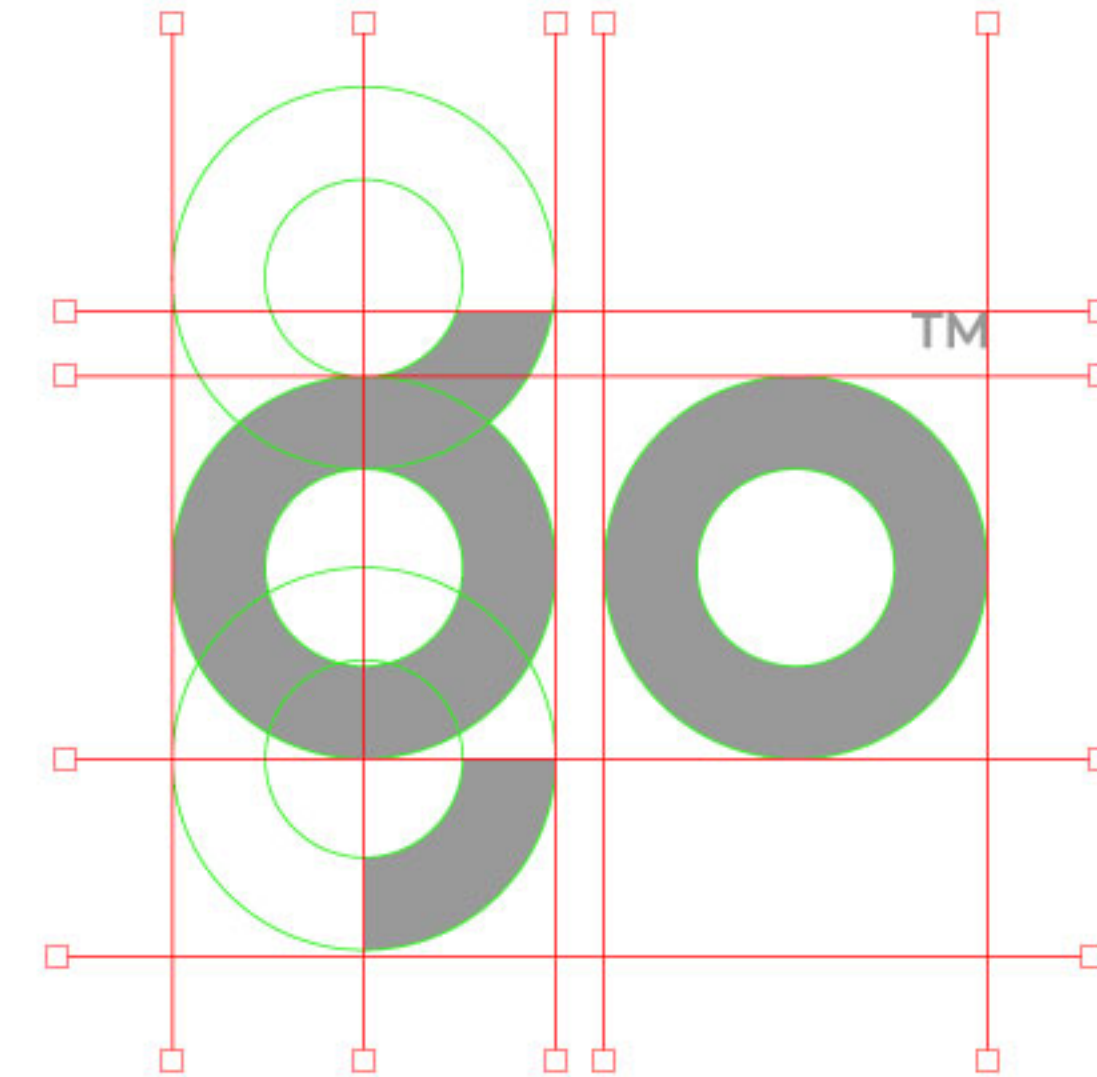
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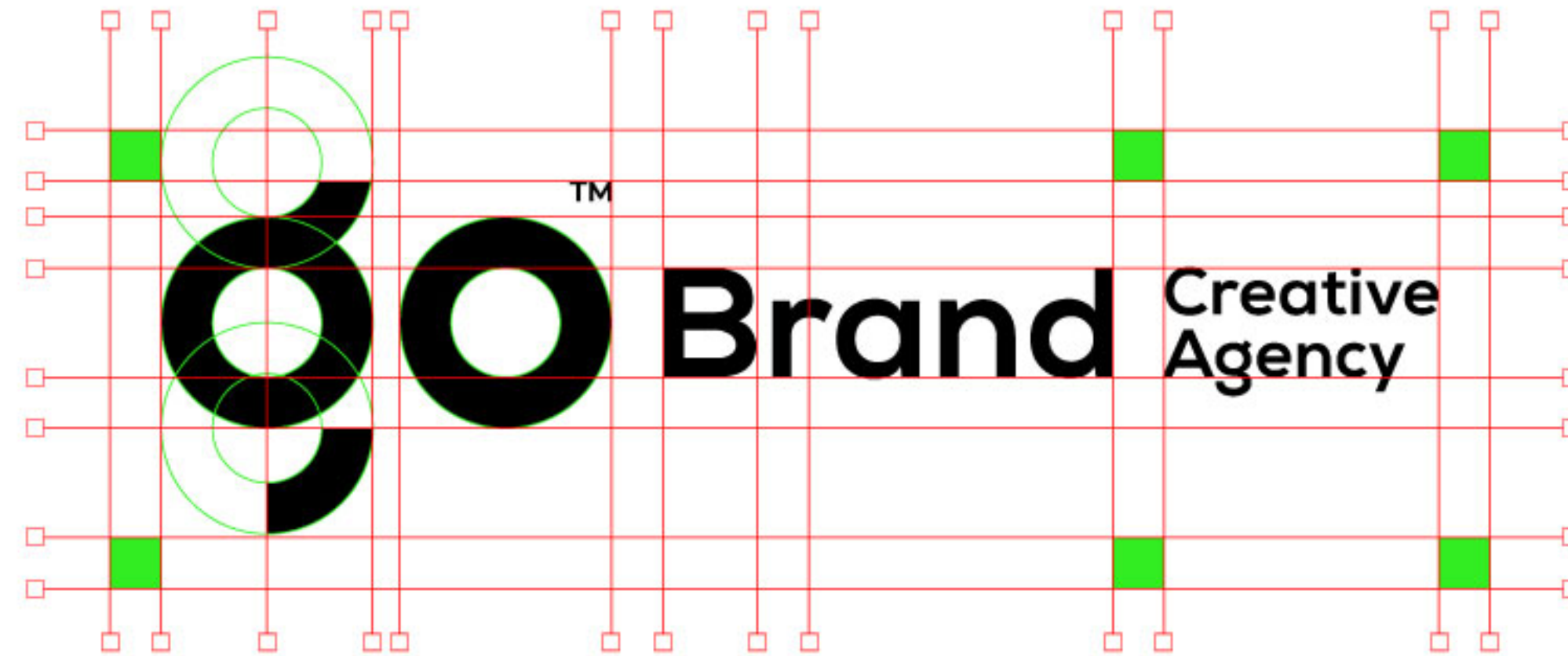
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**1234567890!@#\$%&\***

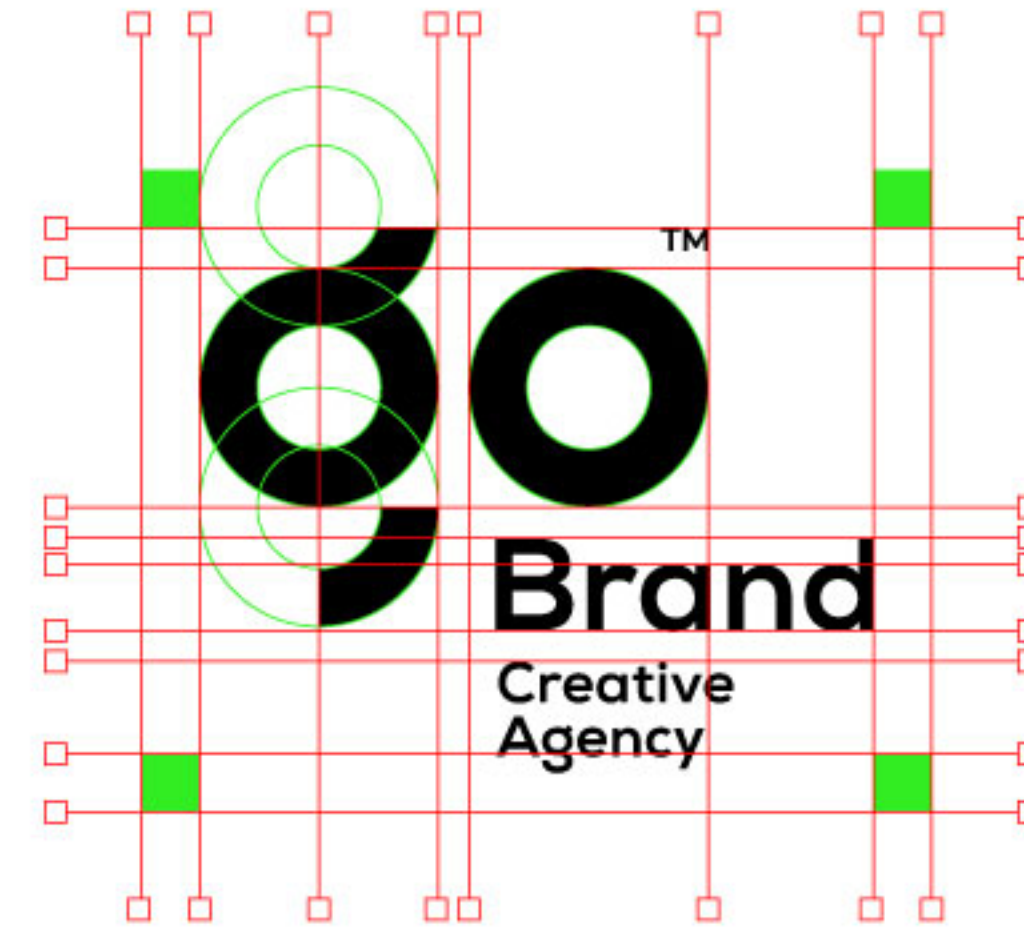


Old Logo  
Does not have a grid.  
So we corrected the edges  
with a geometric shape.











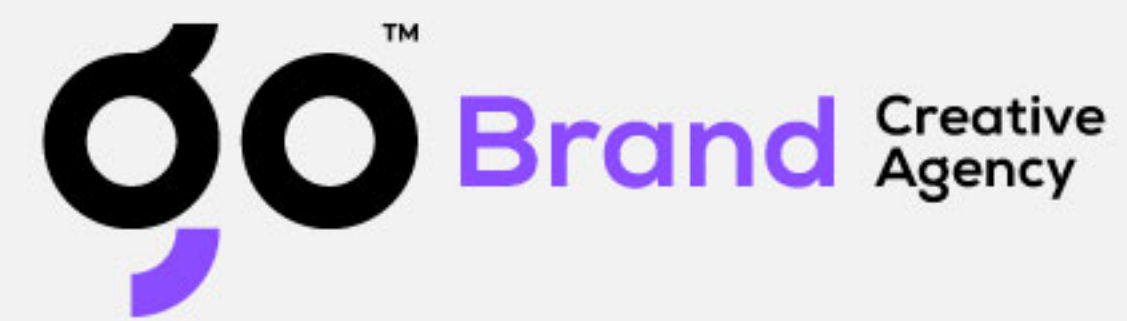
















**Providing  
a voice to  
your brand.**





# Stand out from the crowd.



The magic key to increasing your product sales  
It is the professional design of the brand and the product.  
With us we got your back.



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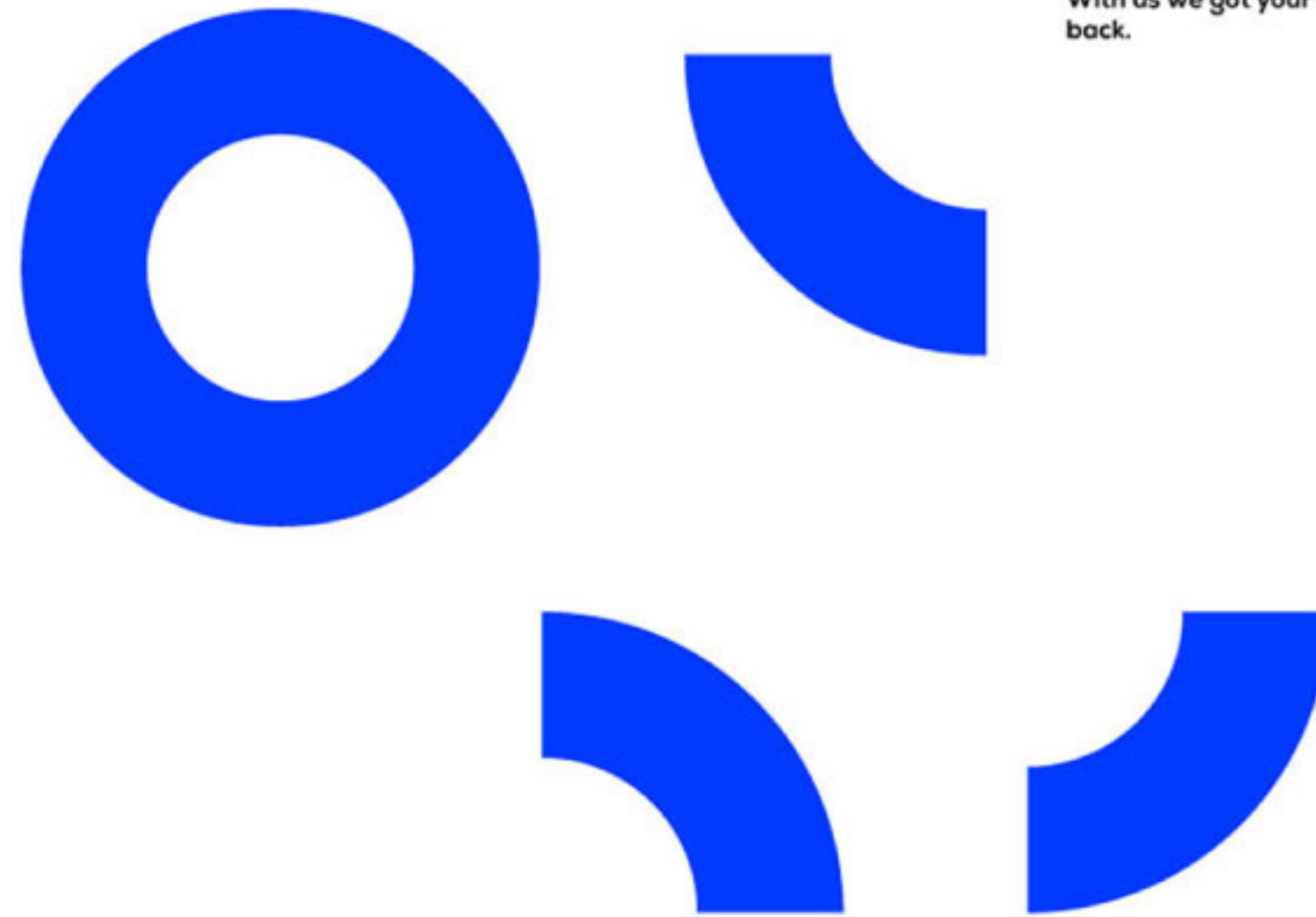
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To  
JOHNATHAN DOE  
Vector Artist

3 February 2020

Company Name  
123 Street Name city name  
1234, Country

Hello,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer et aliquet risus. Suspendisse mattis justo id velit mollis ullamcorper. Integer fermentum ornare egestas. Nunc facilisis enim id metus tempor, ac auctor velit laculis. Integer semper rutrum volutpat. Donec ut lacinia tortor. Integer maximus nulla vel ante pretium maximus.

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Name Surname  
Graphic Designer

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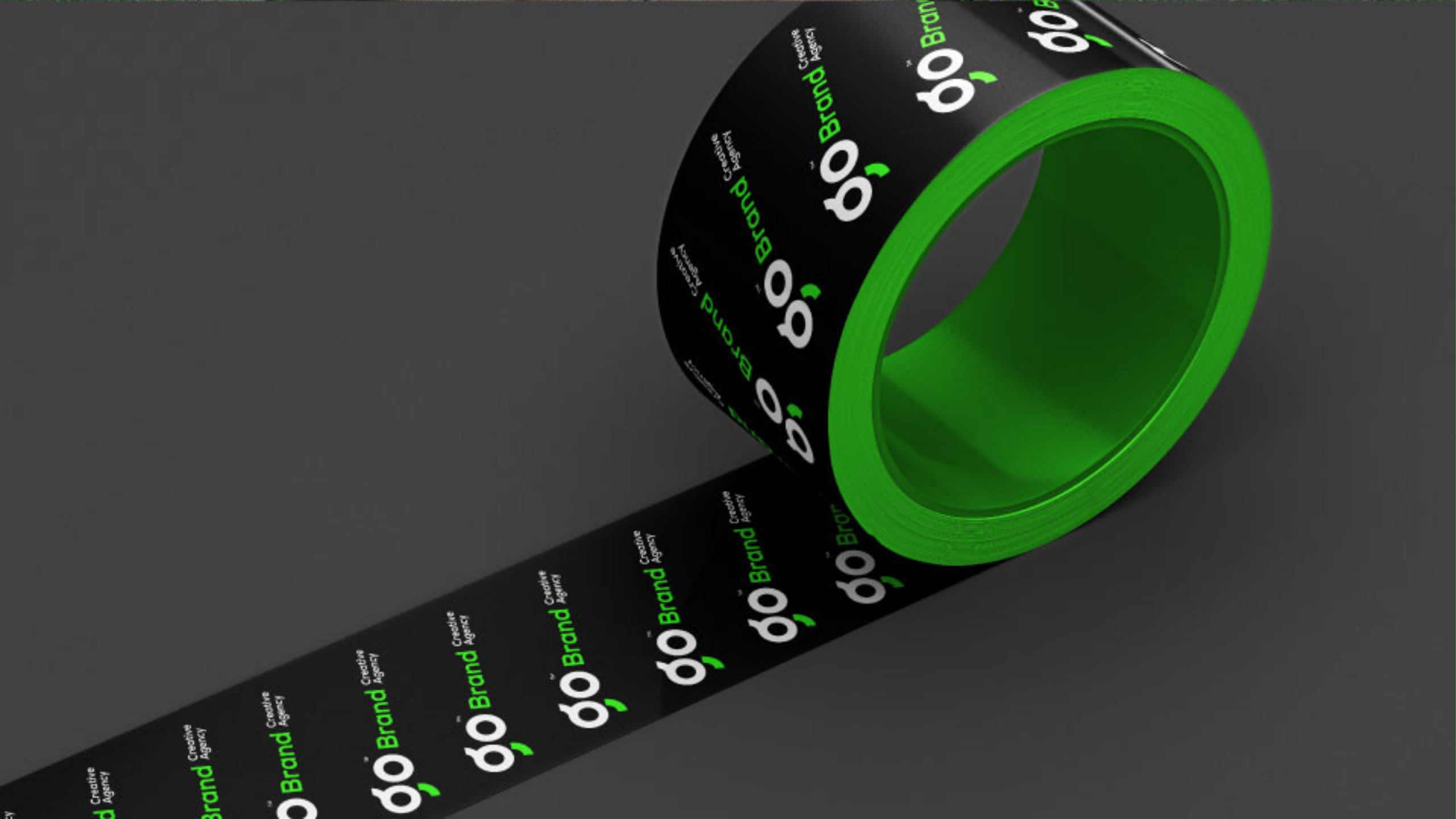
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Thanks!