





JUST US
EVENTS

TABLE OF CONTENT

01. THE LOGO

FINAL LOGO
LOGO VERSION
LOGO USAGE
LOGO STRUCTUR

03. COLOUR PALLET

PRIMARY COLOUR
SECONDARY COLOUR

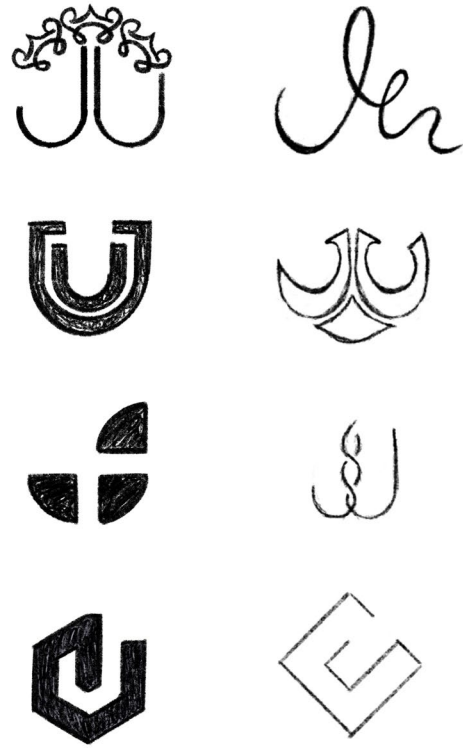
04. TYPOGRAPHY

PRIMARY FONT
SECONDARY FONT
HIERAECY

05. Identity

BUSINESS CARD
LETTERHEAD
ENVELOPE
CUP
BAG
PACKAGES
UNIFORM
CAR
TOWLS
Umberela
BOX
SRICKER





Old Logo



About This Brand

About The Brand

Rebranding a chocolate and flowers brand like «Just Us» based in Qatar, specifically in the Lusail area, can be a great way to refresh your brand's image and make it more appealing to your target audience.

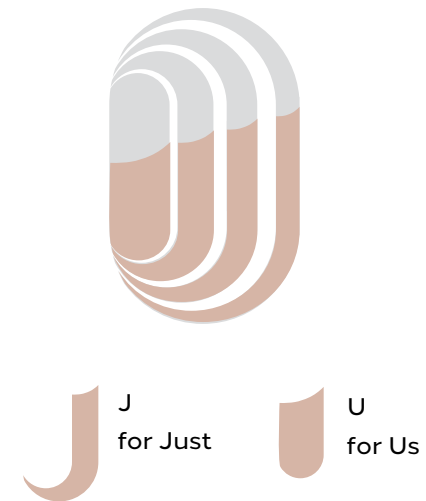
The J and U Connection:

In the heart of Qatar, our brand «Just Us» represents the coming together of unique individuals, united by their shared love for exquisite chocolates and enchanting flowers. Our logo story embodies this unity and connection through the elegant interplay of the letters «J» and «U.»

This logo story aims to give depth and significance to the «J» and «U» in your brand's logo, emphasizing the sense of unity, connection, and warmth that «Just Us» offers to its customers. It's a story that can be shared with your audience to create a deeper emotional connection with your brand.

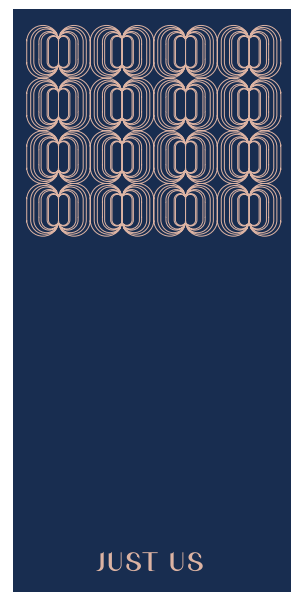
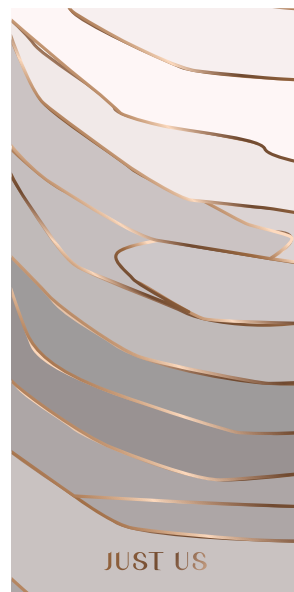
Logo Concept

Creating a logo concept by combining the «J» and «U» letters within a colocate bar layers design sounds like a unique and visually engaging approach. Such a logo can convey depth and complexity, representing the fusion of your brand's offerings.



Pattern

I used different pattern in the guidelines





Logo & Usage

Just Us logo combines three elements:

Just Us lettering, the tagline and the logo icon. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of Just Us logo elements, are predetermined and should not be altered.



The primary color option for our logo is anthracite . It is intended to be used on lighter backgrounds and images in order to maintain legibility.



Another acceptable color option is to reverse the logo out to white on darker backgrounds and images.

Black & Grayscale

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the Just Us Logo palette when possible, using black or white if necessary.



100% black color

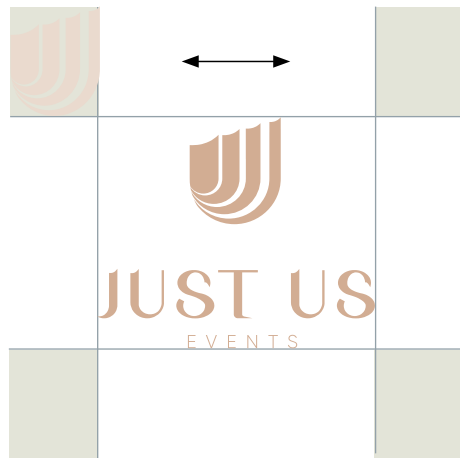


70% black color



100% white color

Construction & Clearspace



Just Us logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the letter width of the logo type.

It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.

03 - BRAND COLOR

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

The logo color palette includes specifications for Pantone colors on coated stock (C) and HKS on natural paper (N).

When reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB).

The palette allows the addition of secondary colors to enrich the Just Us visual identity as a whole. Lighter tints (up to 20 %) of these colors are also allowed.

These colors are complementary to our official colors, but are not recognizable identifiers for our company. Use the the “beige” and “Blue” colors sparingly.

Primary Colors

#172D51



C: 98 %
M: 85 %
Y: 41 %
K: 37

#D2AD94



C: 9 %
M: 27 %
Y: 36 %
K: 9

Secondary Colors

The logo color palette includes specifications for Pantone colors on coated stock (C) and HKS on natural paper (N).

When reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB).

The palette allows the addition of secondary colors to enrich theJust Us visual identity as a whole. Lighter tints (up to 20 %) of these colors are also allowed.

#DCB049



#E6B4A9



#BC63A0



#A3B4D6



#D8C1D8



#EF6A41



#AA523E



#AA523E



#AA523E





04. Typography

Typography is 95% of design - it's a driving force in all forms of communication art.

The primary typeface

Loew Next

About the font

© 2021 Microsoft Corporation. All Rights Reserved.

**ABCDEFGHIJKL
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
1234567890
!"§\$%&/()=?+*#**

A a

The secondary typeface

The Sans

About the font

© 2018 Microsoft Corporation. All Rights Reserved. - Arabic - English Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ YZ

abcdefghijklmnopqrstuvwxyz

1234567890

!"§\$%&/()=?+*#

A a

Typography & hierarchy

Heading 1 / Glosier, 36 pt bold

The quick brown fox

Heading 2 / Glosier, 28 pt bold

The quick brown fox

Heading 3 / Glosier, 22 pt bold

The quick brown fox

Heading 4 / Lato, 12 pt bold uppercase, spacing 100

THE QUICK BROWN FOX

Heading 5 / Lato, 9 pt bold uppercase, spacing 200

THE QUICK BROWN FOX

Body Copy Lato (8 pt regular)

The quick brown fox

Rules

Size is the simplest way to create contrast between different typographic elements in your design. With 5 levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design.

This font should be used in all Just Us communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

The font Lato is available in 10 weights. We use 3 of them. The regular, italic and bold versions.






JUST US
EVENTS

TOSCANO BLACK
CIOCCOLATO FONDENTE EXTRA
85%
CASA TOSCANI
CASA TOSCANI & CO. S.p.A.
Via...
Tel...
www...
www...
www...

JUST US



 JUST US



JUST US

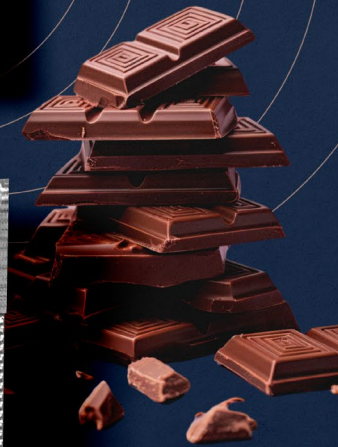
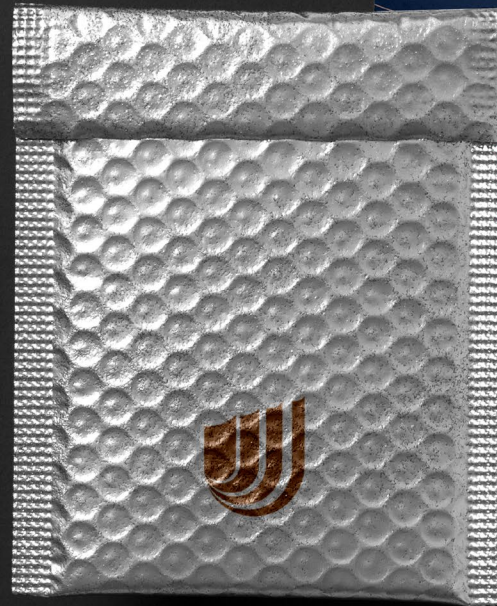




JUST US



Amna AlHamuidi
Founder







JUST US









JUST US





JUST US

















JUST US





























JUST US





Samⁱ
SamehElnahas

www.samehelnahas.com