## Evening.

My name is Anas. I'm a designer specialized in brand identity and I'm a passionate about it's philosophy, I help new and average companies to develop new horizons, and this is my personal brand.


## anas.



# Towards a New Horizon. 

## 9n9s. <br> IDENTITY <br> DESIGNER



## anas.

## as.

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My logo is a modified version of my name using the Begika font, It embodies simplicity and reflects my philosophy as a designer.


Simple. Unforgettable. harmony. appropriate. Ancient.

My distinct identity stems from my communication, behaviour, and appearance. My personal identity tells my story and expresses my philosophy.



## 88 <br> Beauty is an opinion and a point of view.

Towards a New Horizon.


a.


Primary Typeface


Aa Bb Ce Dd Ee Ff Gg Hh li dj Kk Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vy Ww Xx Yy Zz

Secondary Typeface

## Pretendard




A shape's pattern consists of a dot and a line that create the rhomboid, which I inspired from stars.

| $\because$ | $\because>$ | $\because$ | $\because$ | $\lambda$ | $\because$ |  | $\because$ | $\lambda$ | $\because$ |  | $\because$ | $\lambda$ | $\because$ |  | $\because$ |
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## Night

Hex \#OaOaOa
RGB 101010

## White

## Silver

## Accent Color

I inspired hologram's colours from the Northern lights' colours, an astronomical phenomenon, indicating prestige and high value.


## an <br> as.


anas.

