





## PEARL CENTER

The Magnificent Pearl Center for Children's Hospitality is a project concerned with preparing children and developing their mental and motor abilities through the Montessori system. And that is through a distinguished and specialized staff that is able to discover what distinguishes each child separately.

Since the year 1435 AH, work has been done on Providing workshops supporting the Montessori system and presenting them to 1/4 individuals through the charity committees in order to educate the community about the importance of this system And its benefits for children and their proper upbringing

## Deliverables

Brand strategy , Logo design , Visual identity , Graphic elements , Posters& printables

## Location

saihat, dammam - KSA

After rebrand



Before rebrand







# لنصنع المعجزات معا!

To Be  
The 1<sup>st</sup>  
One

[www.pearl.sa](http://www.pearl.sa)





Pearl Center

اللؤلؤة

مركز اللؤلؤة البهية لضيافة الأطفال



اللؤلؤة البرية لضيافة الأطفال  
PEARL CENTER

+966 54 645 2514  
contact@pearlcenter2021.academy  
سيهات - حي الكوثر - بجانب فتنس تايم

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اللؤلؤة  
مركز اللؤلؤة البرية لضيافة الأطفال







# Montessori





Headline

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# Filson Pro



Body Text

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## Montserrat

The Magnificent Pearl Center for Children's Hospitality is a project concerned with preparing children and developing their mental and motor abilities through the Montessori system.

Arabic Font

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## IBM Plex Sans Arabic

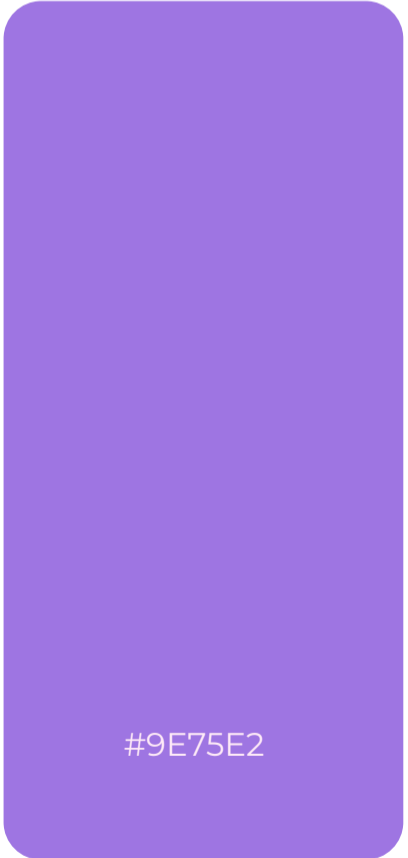
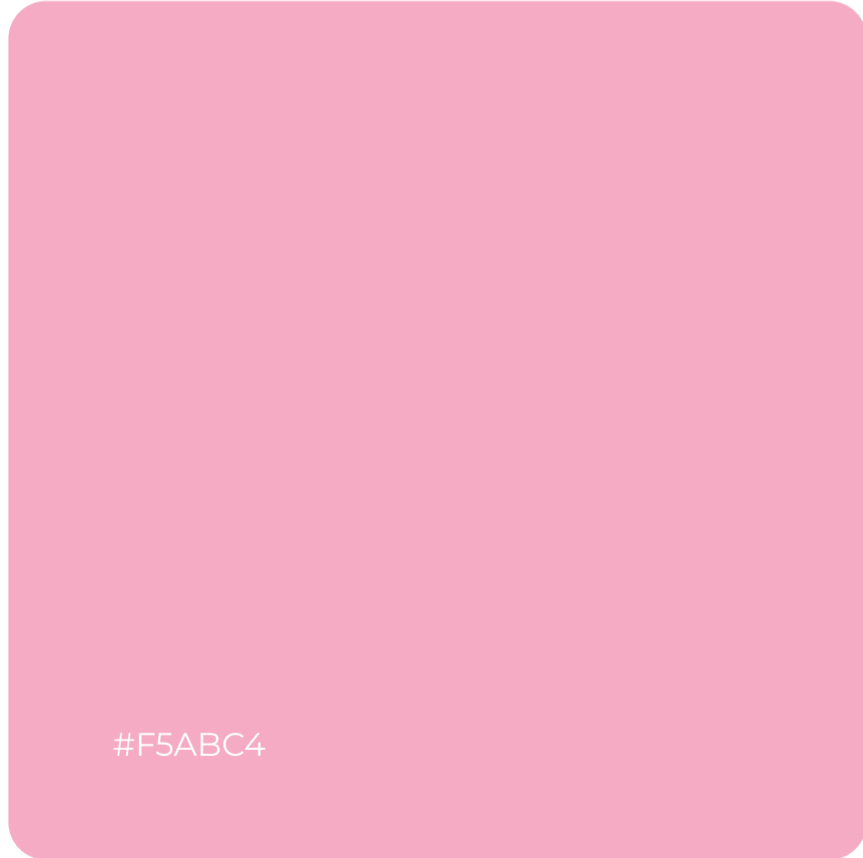
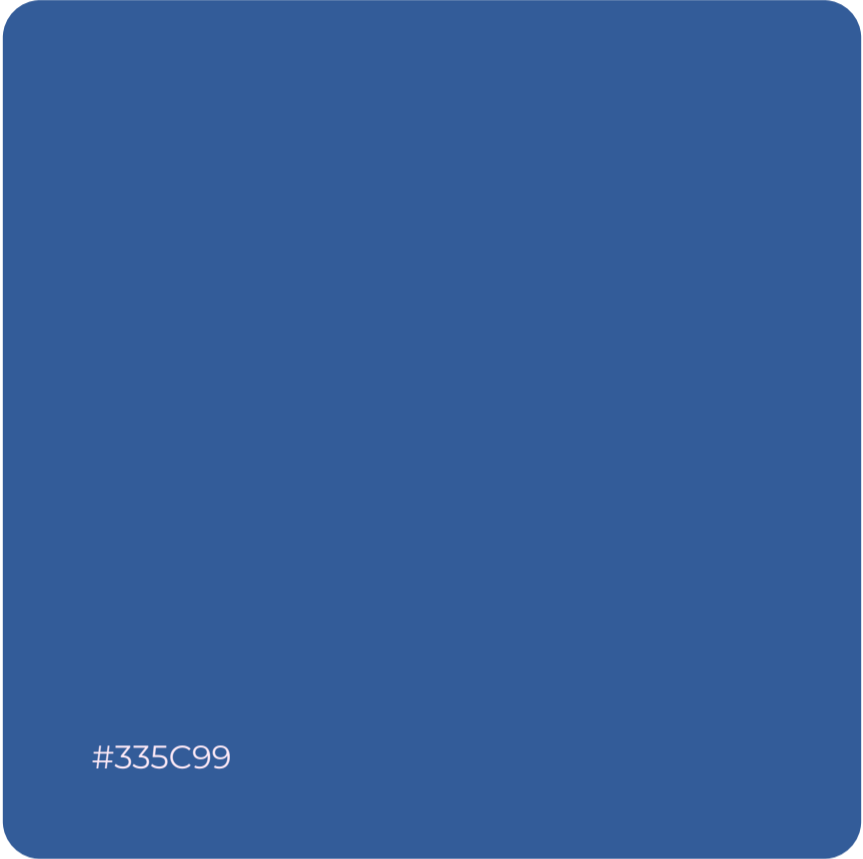
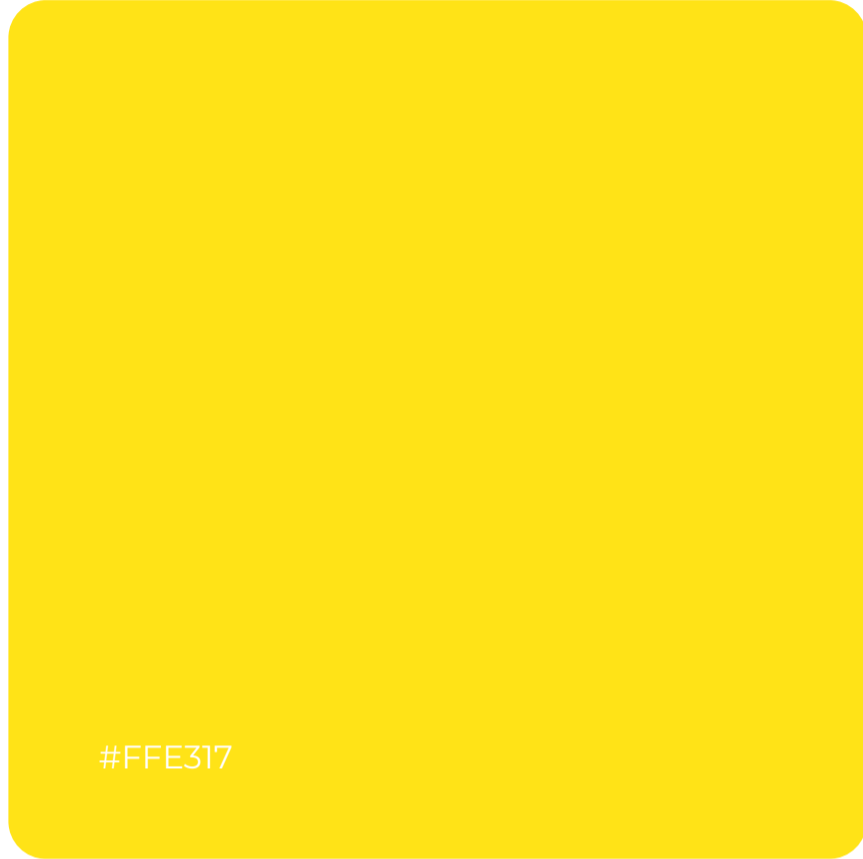
إنشاء جيل يحب العلم والتعلم, لذلك نقدم خدمات تعليمية تربية  
بطريقة موازية لطبيعة الأطفال باستخدام منهج مونتيسوري  
الحقيقي وخطط تعليمية متجددة بشكل دائم



# Brand Colors

Main color

RGB	HEX	CMYK
49 180 154	#331B49A	73 03 50 00









# Brand Style Scapes





**MAKING THE DIFFERENCE**  
EVERY SINGLE DAY

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Grand-Opening  
20/01/2024

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**FOR A BETTER FUTURE!**  
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لنصنع الفرق معاً

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CARE



Lorem ipsum dolor sit amet,consectetur adipisc



COOPERATIVE



OPTIMISTIC







# TO BE THE FIRST!

Why waiting!



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And that is through a distinguished and specialized staff that is able to discover what distinguishes each child separately.

Since the year 1435 AH, work has been done on providing workshops supporting the Montessori system and presenting them to 1/4 individuals through the charity committees in order to educate the community about the importance of this system. And its benefits for children and their proper upbringing.

**FOR A BETTER FUTURE!**

لنصنع العجرات معا!

Logo of the organization.







PEARL CENTER 2023 TO BE THE 1<sup>st</sup>

# لنصنع المعجزات معا!

دع طفلك يسبح في عالم  
من الخيال و العلم

MONTESSORI







لنصنع  
المعجزات معا!

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To Be  
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# HAPPY CHILD, GRATEFUL FAMILY

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20/01/2024





# HAPPY CHILD, GRATEFUL FAMILY

To Be  
The 1<sup>st</sup>  
One



FOR A  
MINDS  
PEARL CENTER













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# HAPPY CHILD, GRATEFUL FAMILY

Grand-Opening 20/01/2024

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Grand-Opening 20/01/2024

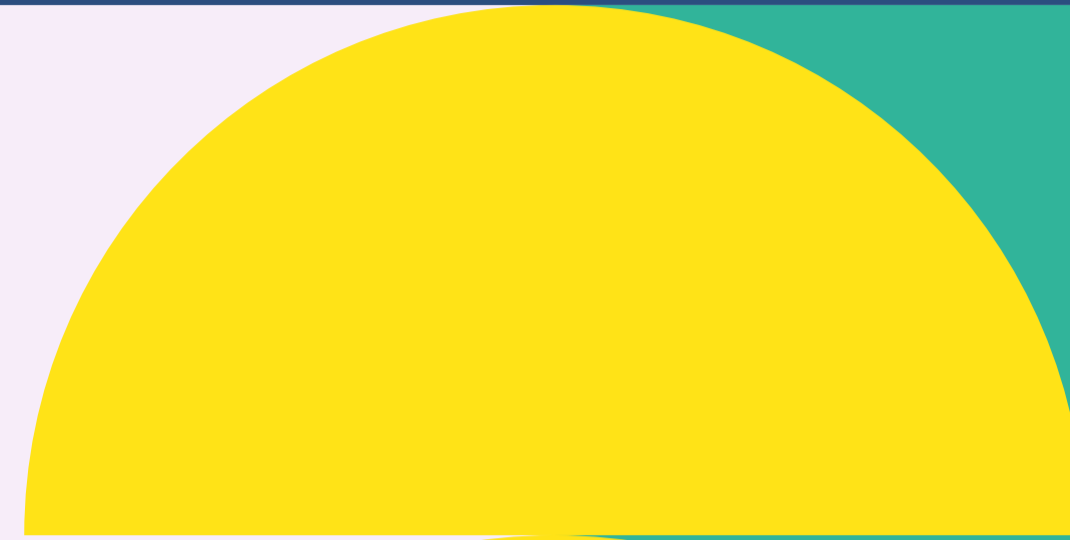
MAKING THE DIFFERENCE



## Brand Core

### Brand Message

Helping the child to self-learning and physical, intellectual, psychological, social and spiritual integration

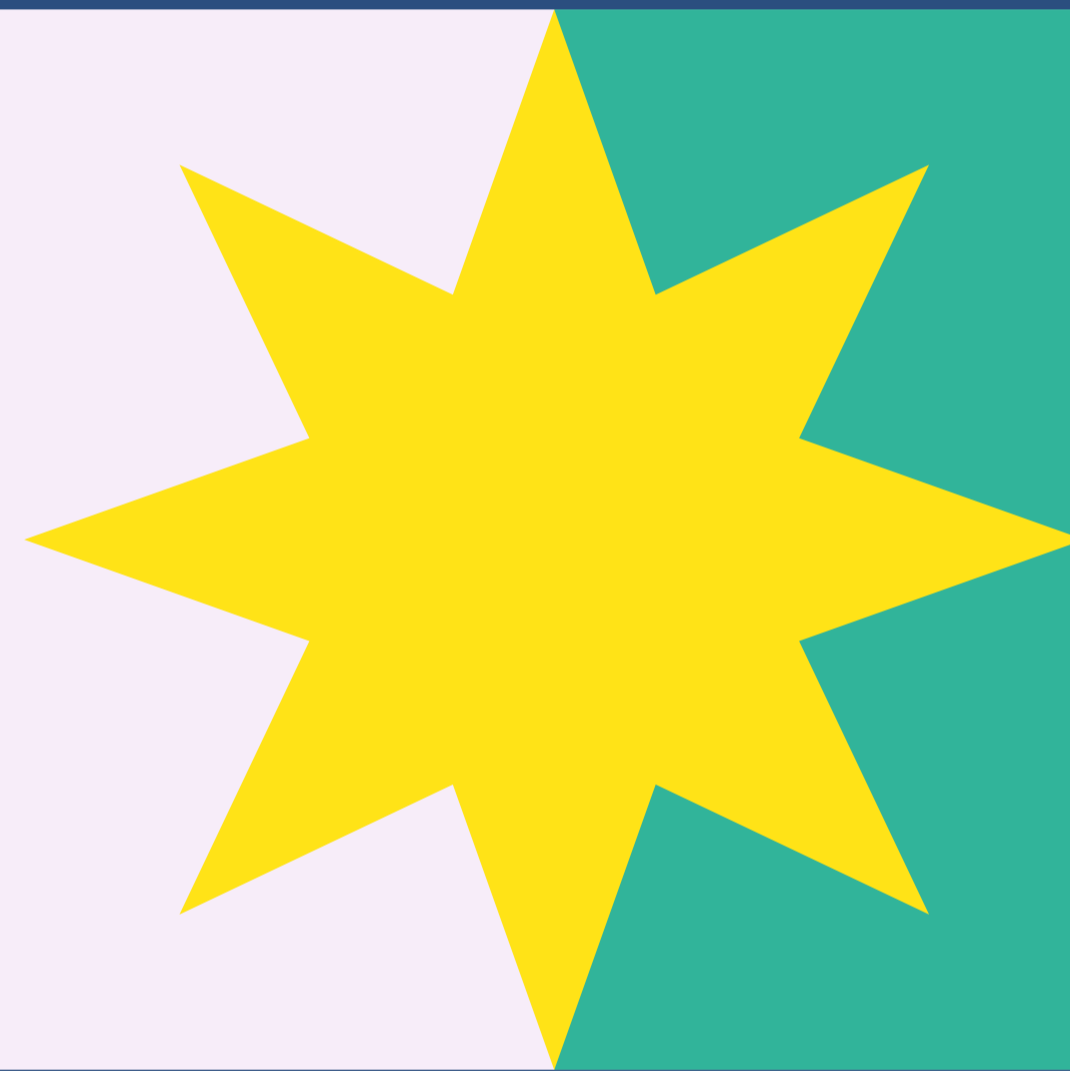


PEARL CENTER



### Brand Vision

For a generation that loves science and learning



PEARL CENTER



### Brand Purpose

Creating a generation that loves science and learning, so we provide educational services in a way that parallels the nature of children using the Montessori method



PEARL CENTER





**CHEERFUL**

**CHEERFUL**

**RELIABLE**

**INITIATIVE**

**CONSCIOUS**

**FRIENDLY**

















