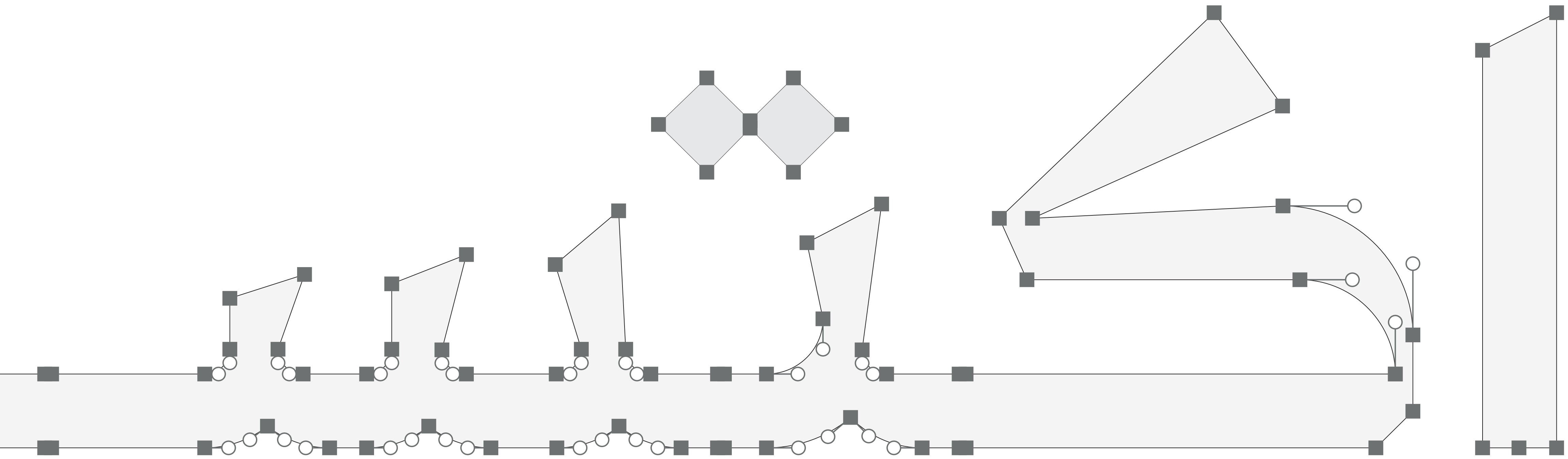


IKTISSAB REBRANDING





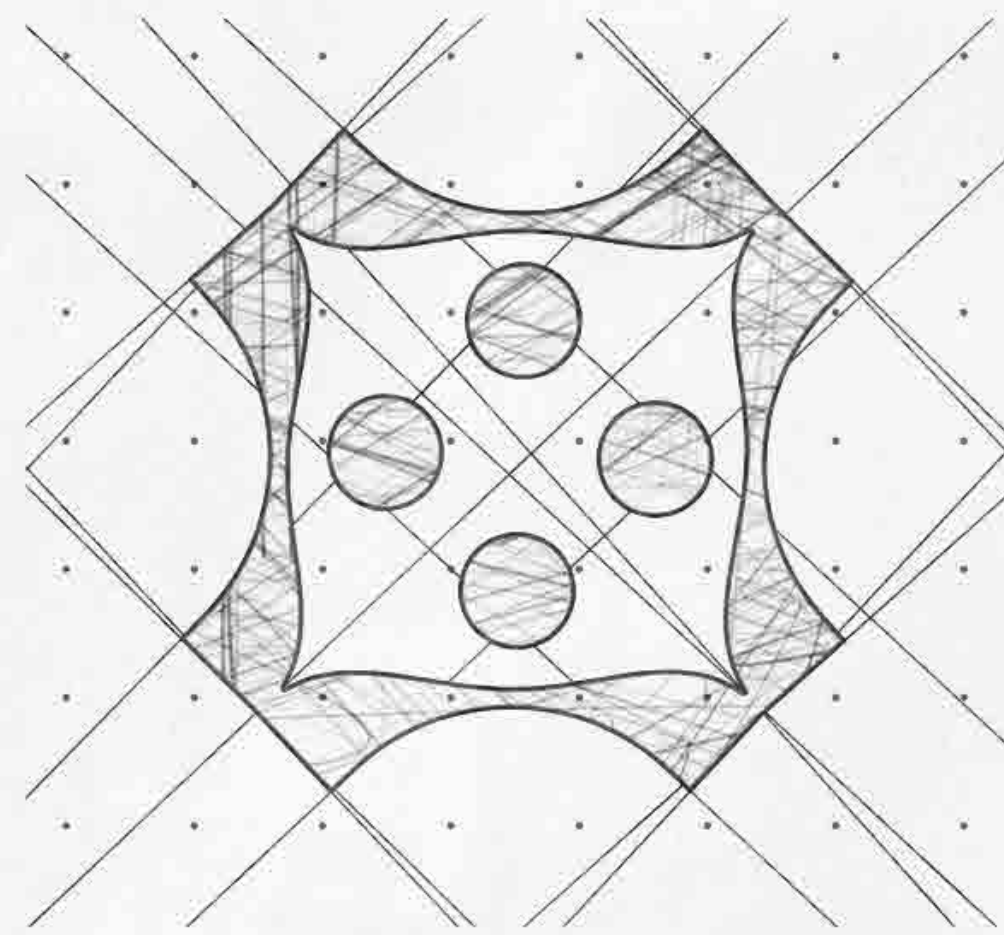
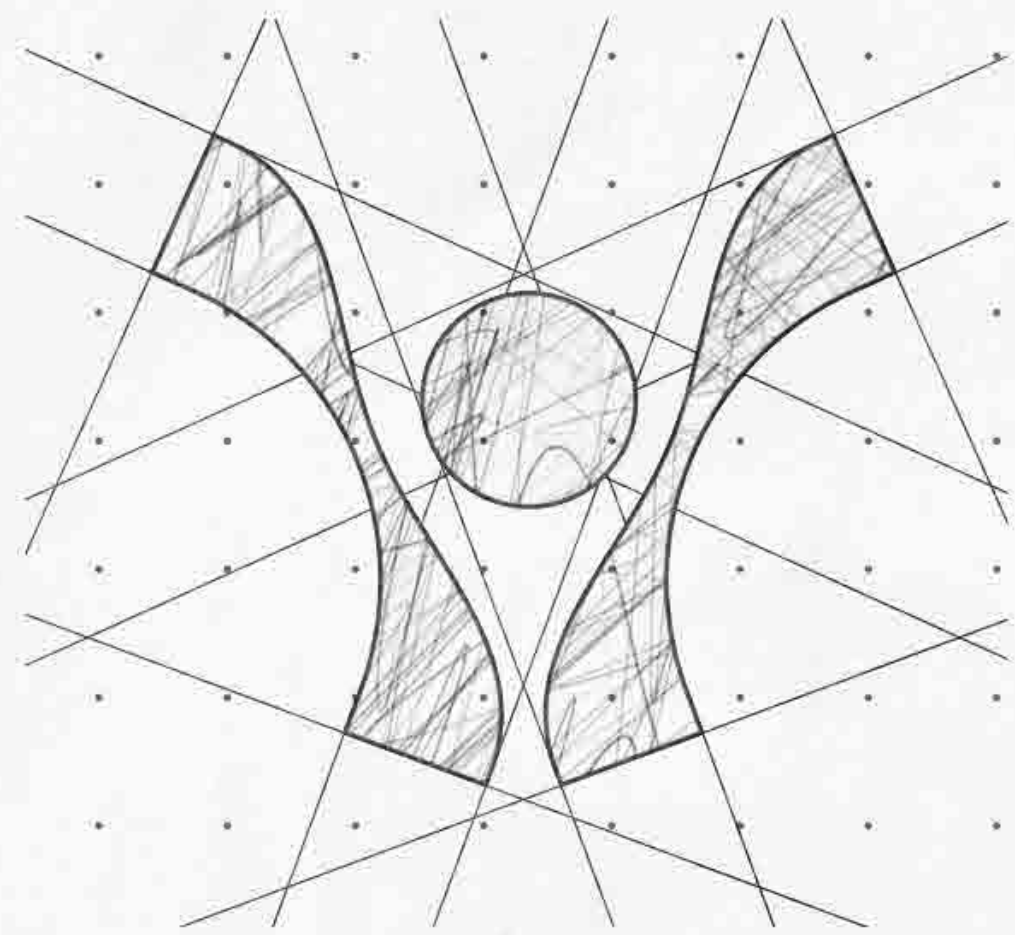
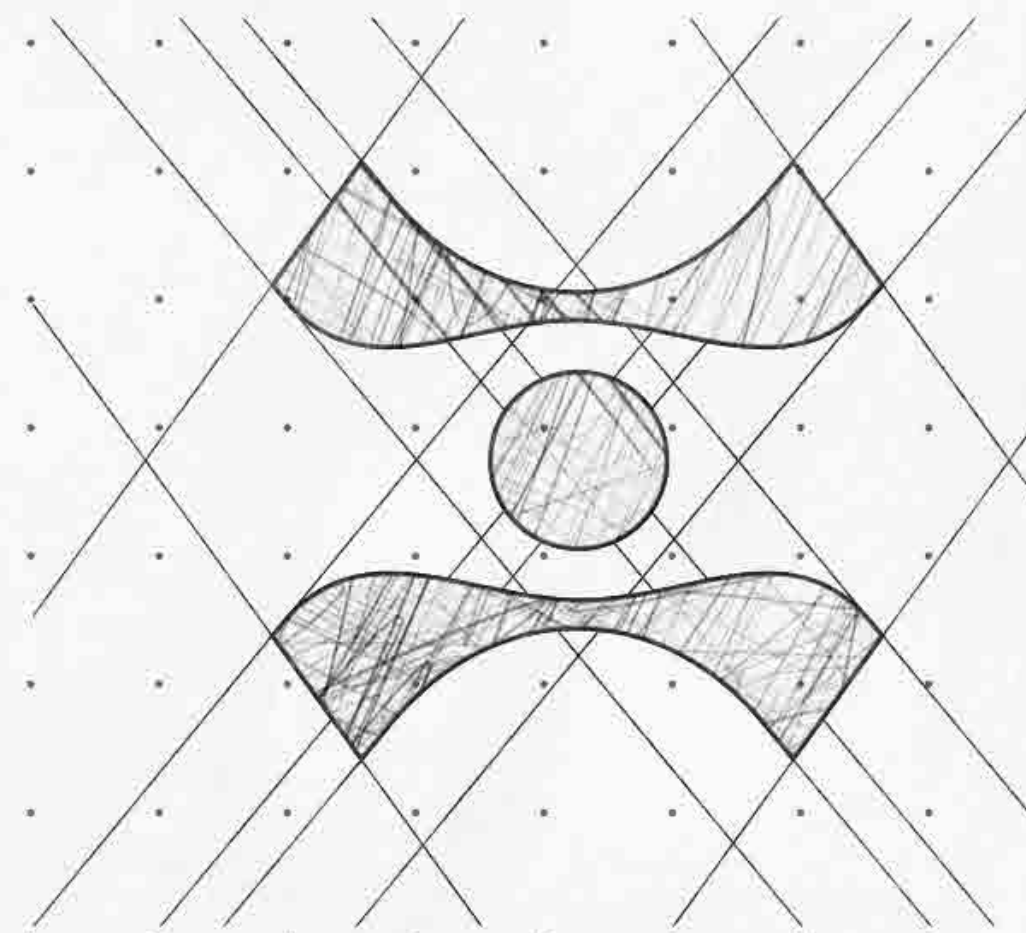
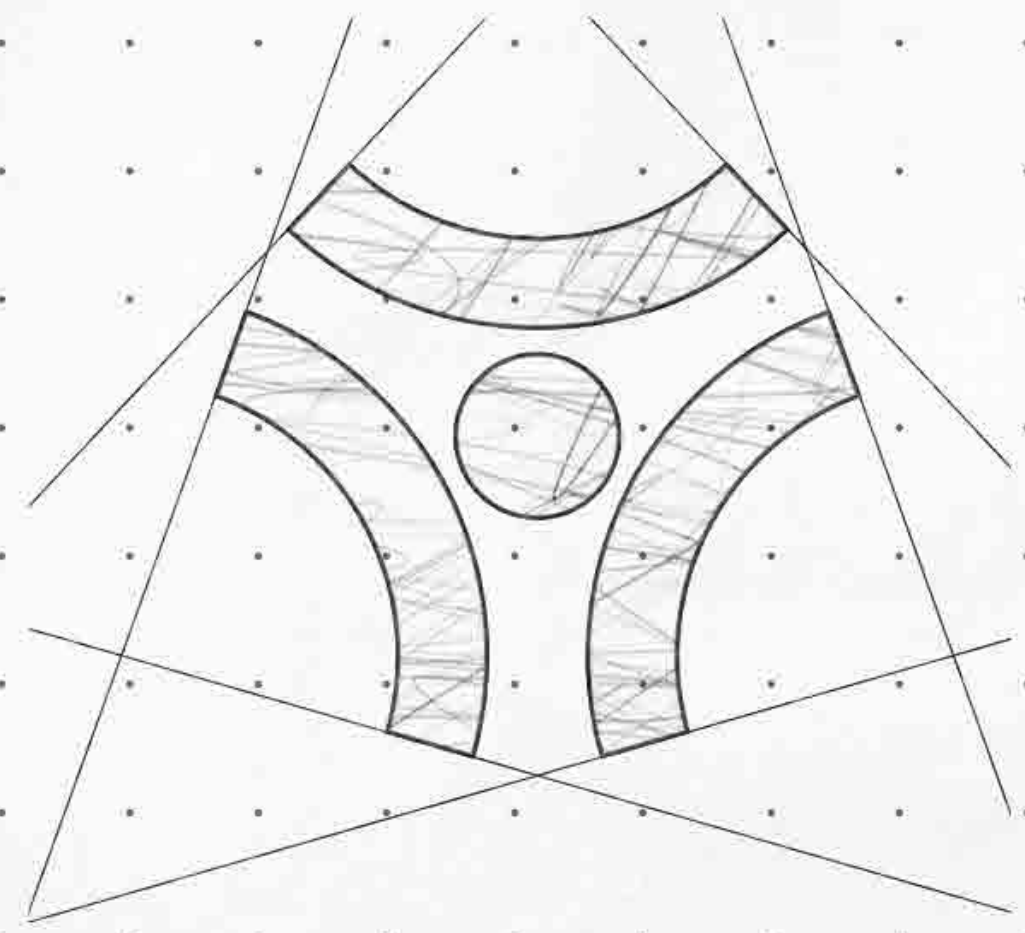
The idea behind this logo is embodying the human being we care about, as we use the human icon and its reflection with the last letter of the word "iktesab" in the Arabic language.

And the actual point is the origin of the idea of starting and changing.. what we inspired by also the last letter of the word Iktesab in arabic " ب "

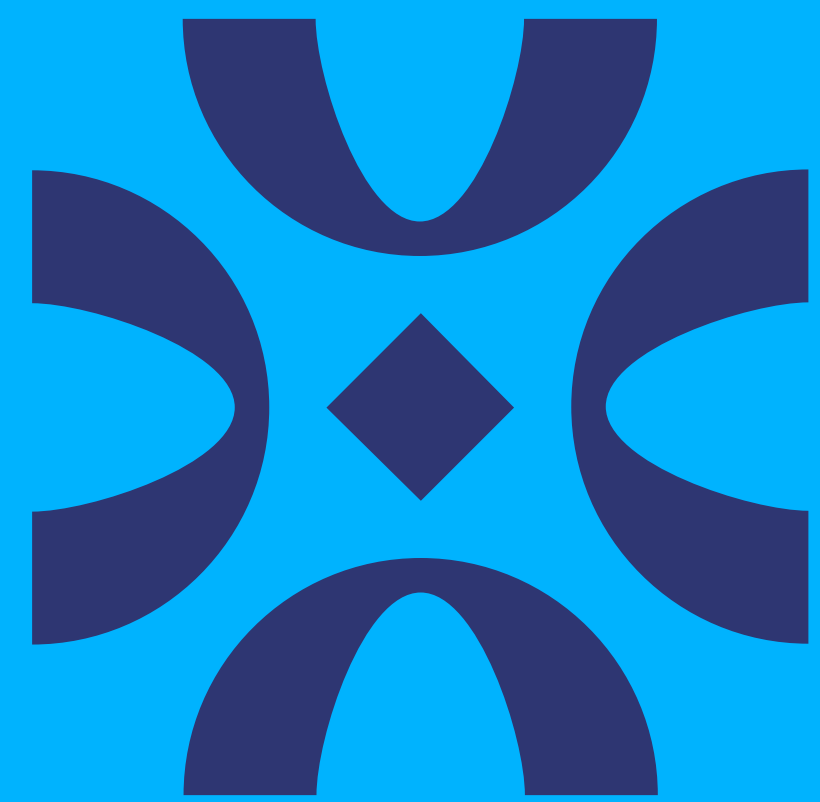


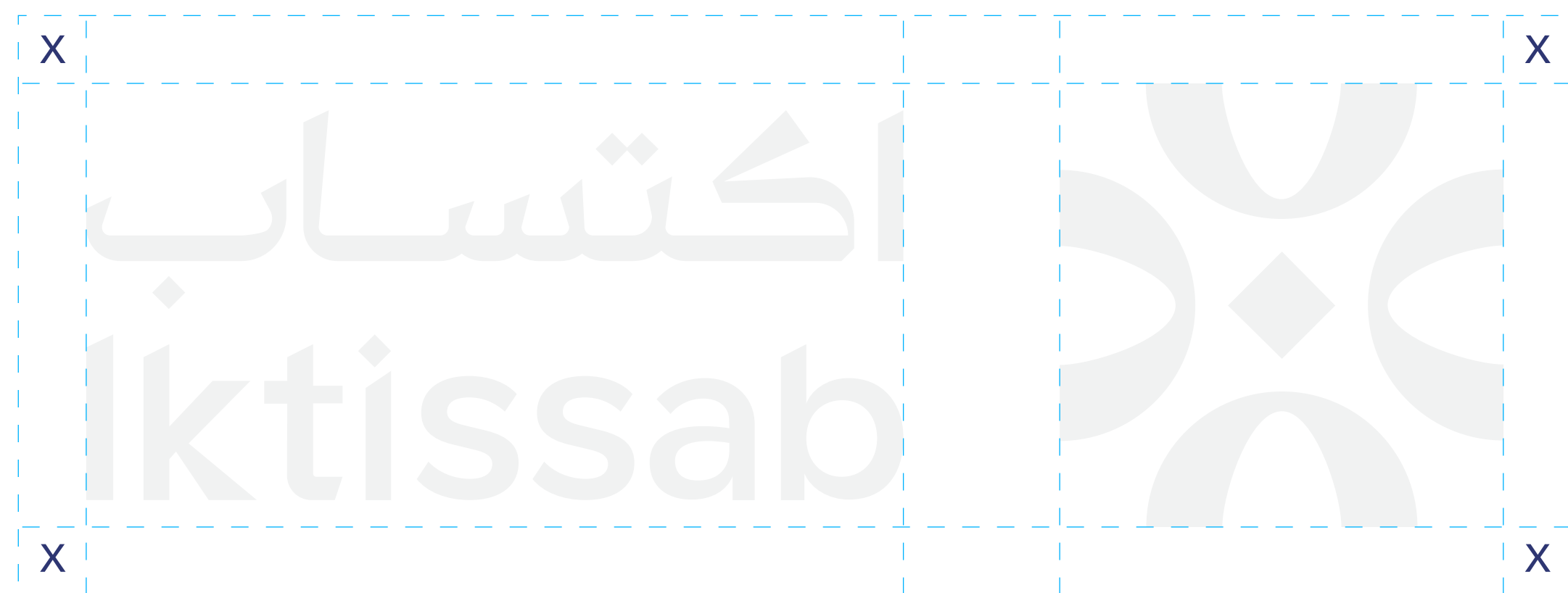
**A logo is the
point of entry
to the brand.**



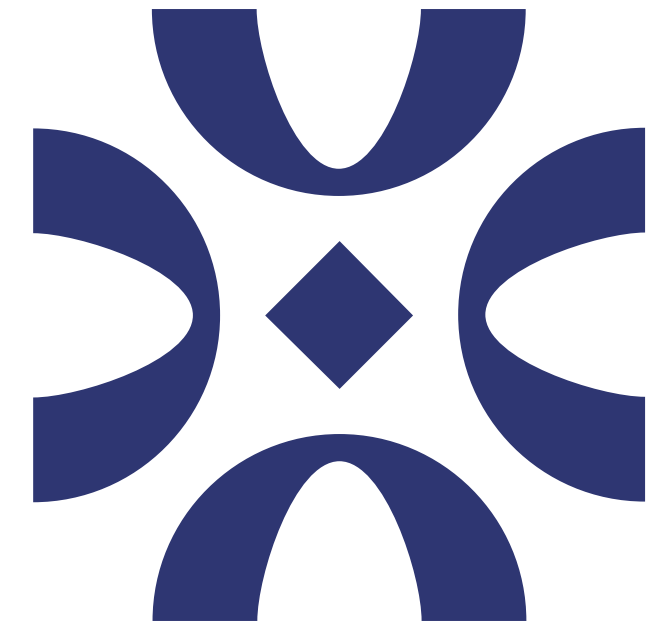






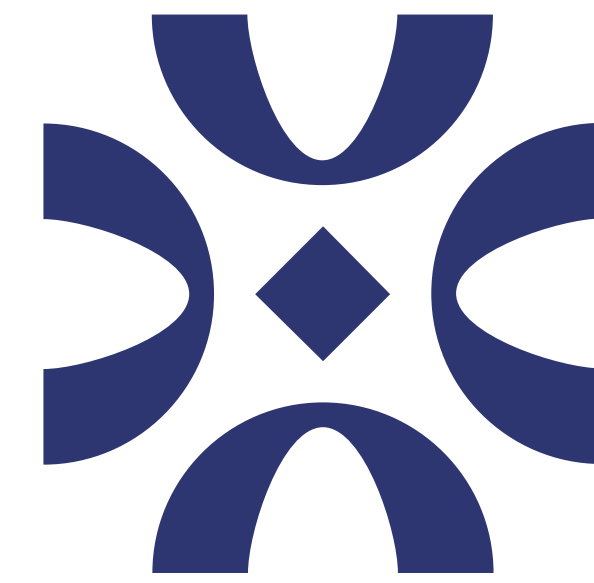


اكتساب
Iktissab





اكتساب
Iktissab



اكتساب
Iktissab

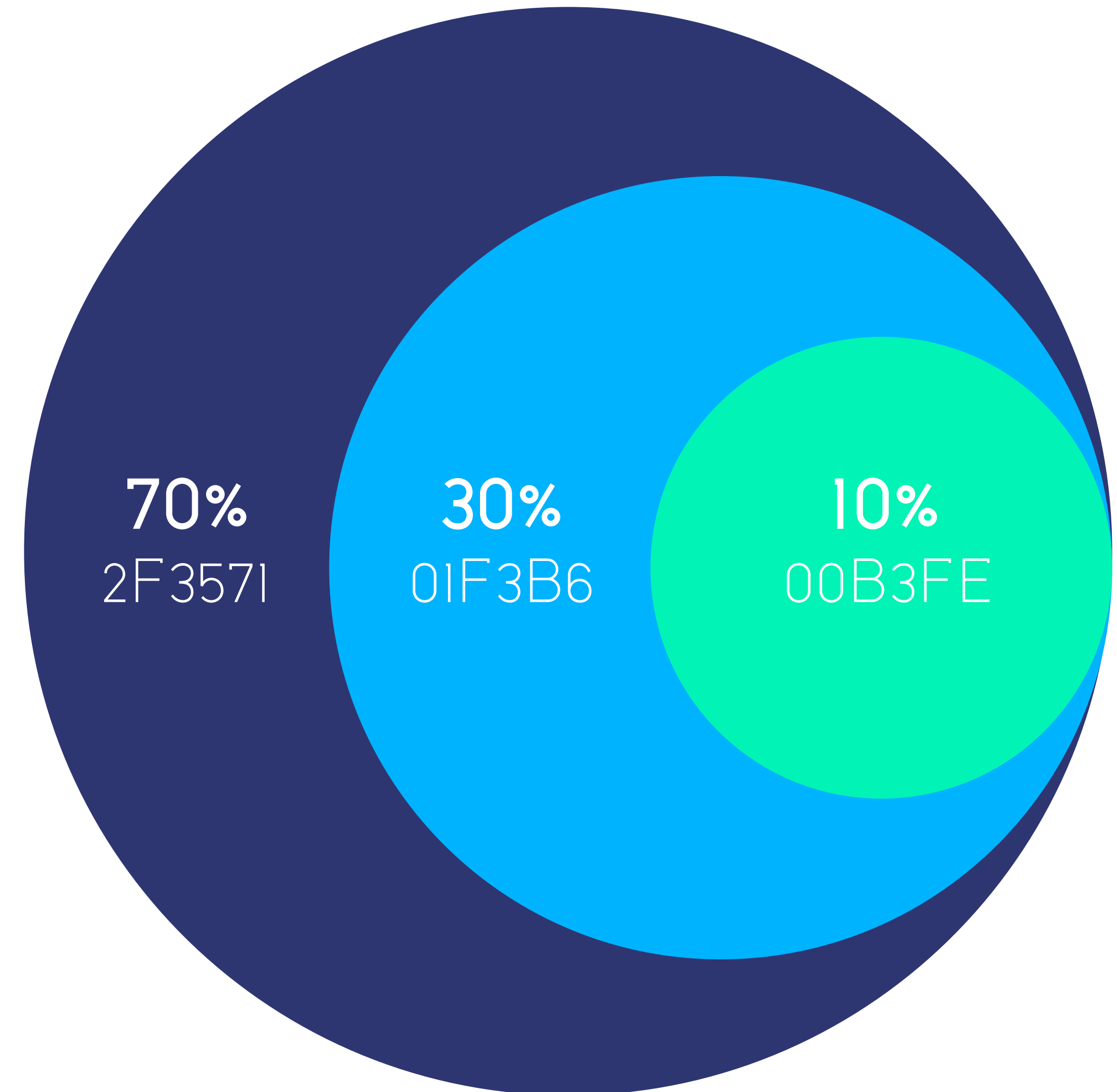
Colour palette.

The 70-30-10 color rule is a global standard for creating balanced and visually appealing designs. Here's how it works:

70% Primary Color: The main color that dominates the design.

30% Secondary Color: A contrasting or complementary color for emphasis.

10% Accent Color: A highlight color for final touches.



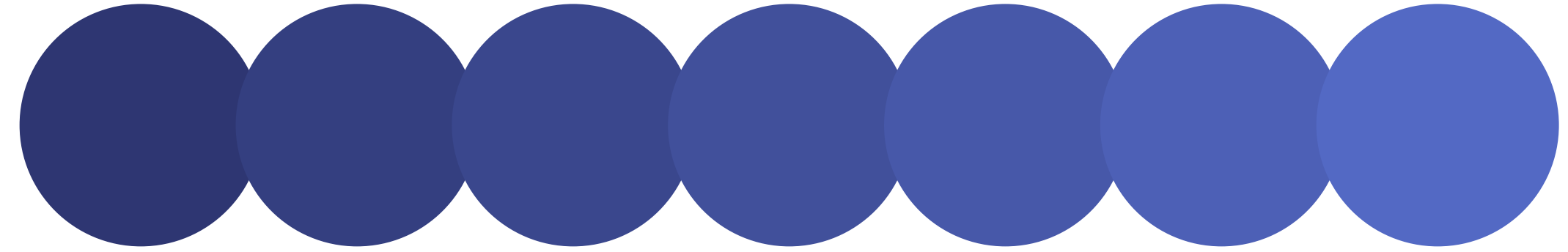
Colour palette.

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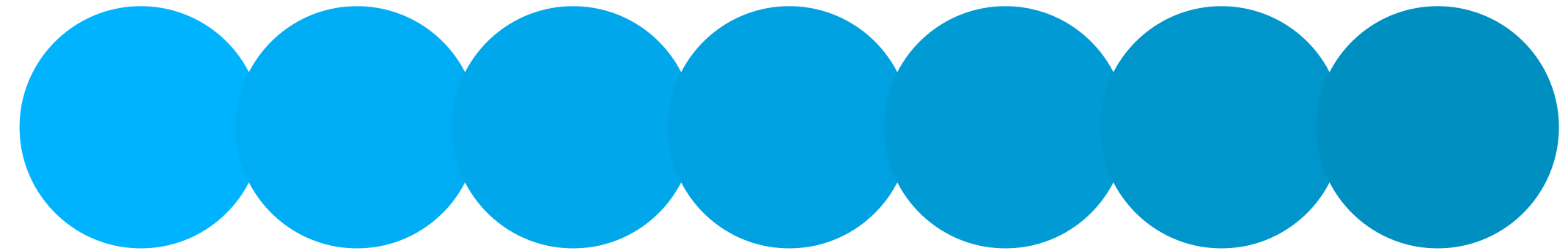
HEX:2F3571

CMYK:58,58,0,56



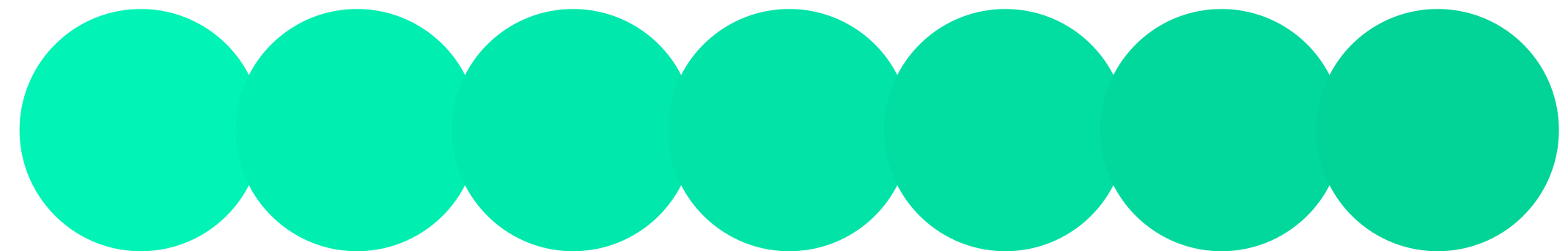
HEX:00B3FE

CMYK:100,26,0,24



HEX:01F3B6

CMYK:99,0,28,17



Typography.

The "Yanson" special font for visual identity features a harmonious balance between Arabic and English weights, designed by a talented Saudi designer. It blends Arabic heritage with modernity, achieving visual balance between the two languages, this enhances brand appeal and effectively communicates messages clearly and professionally across various media.

Aa **ا هـ**

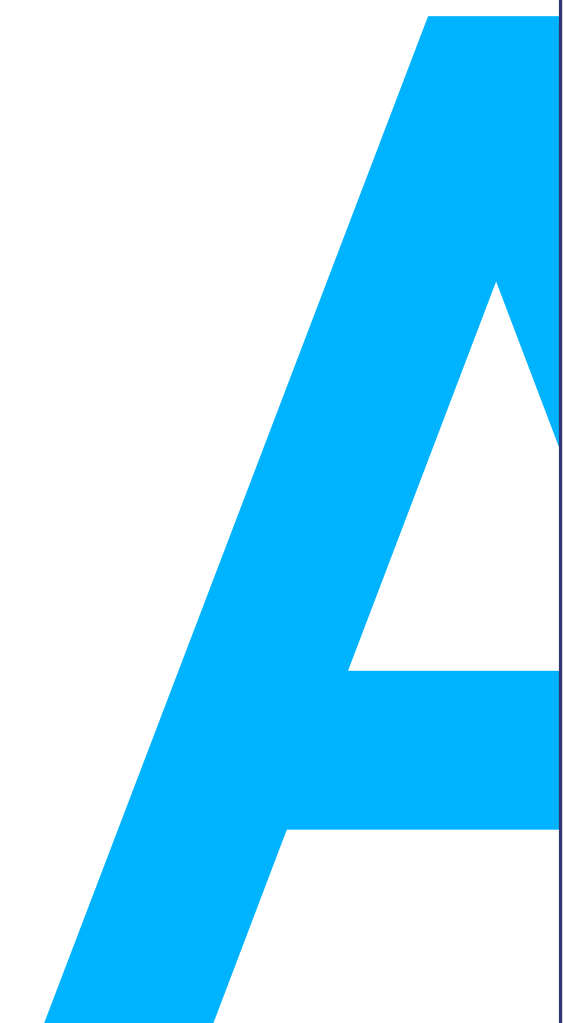
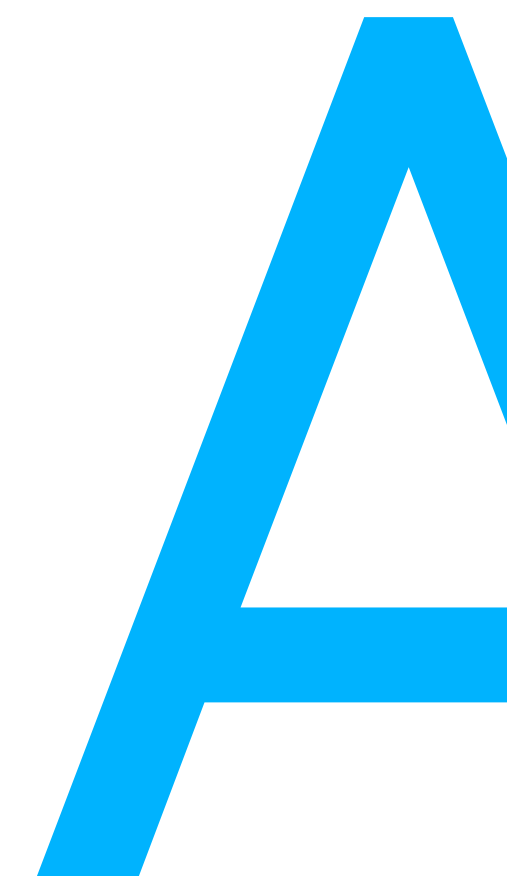
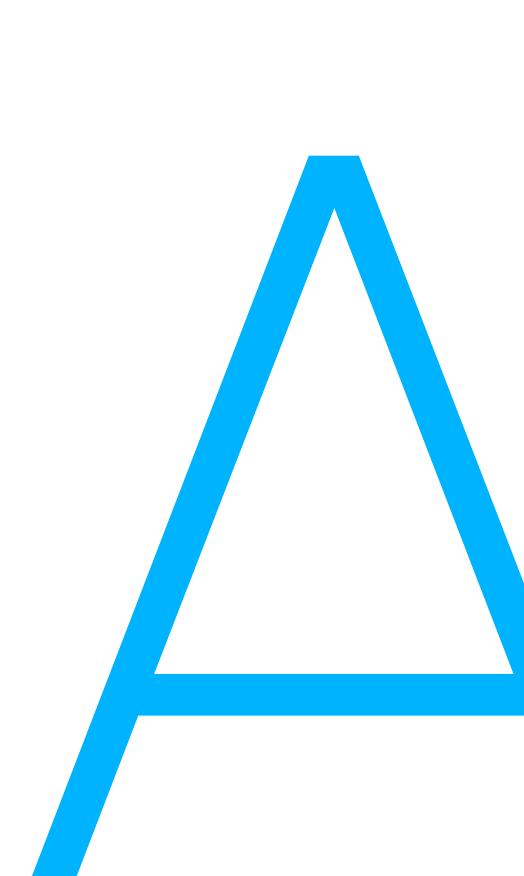
123 **?!&**



Bold
400

Bold
450

Bold
500



Structured Elegance.

In Arabic-speaking contexts, we uphold brand consistency by following uniform guidelines for content organization, translating all communications into Arabic except for the logo, with the selection of the logo—whether the global or Arabic version—determined by the intended audience to ensure effective communication tailored to their preferences.



Remote Employment Platform		اكتساب Iktissab	
This is an example of a headline			
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.		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.	
Riyadh, Saudi Arabia Prince Sultan Ibn Abdulaziz Street		CR. 1010778107 T. 11 453 0495	Info@iktissab.sa

Remote Employment Platform		اكتساب Iktissab	
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اكتساب Iktissab		Remote Employment Platform
Lorem Ipsum is simply dummy text of the printing and typesetting industry.	Lorem Ipsum is simply	Donec ac lectus semper

اكتساب Iktissab			
This is another example of a headline			
Lorem Ipsum is simply dummy the printing and typesetting industry. Lorem Ipsum has been the industry's standard	Lorem Ipsum is simply dummy the printing and typesetting industry. Lorem Ipsum has been the industry's standard	Lorem Ipsum is simply dummy the printing and typesetting industry. Lorem Ipsum has been the industry's standard	

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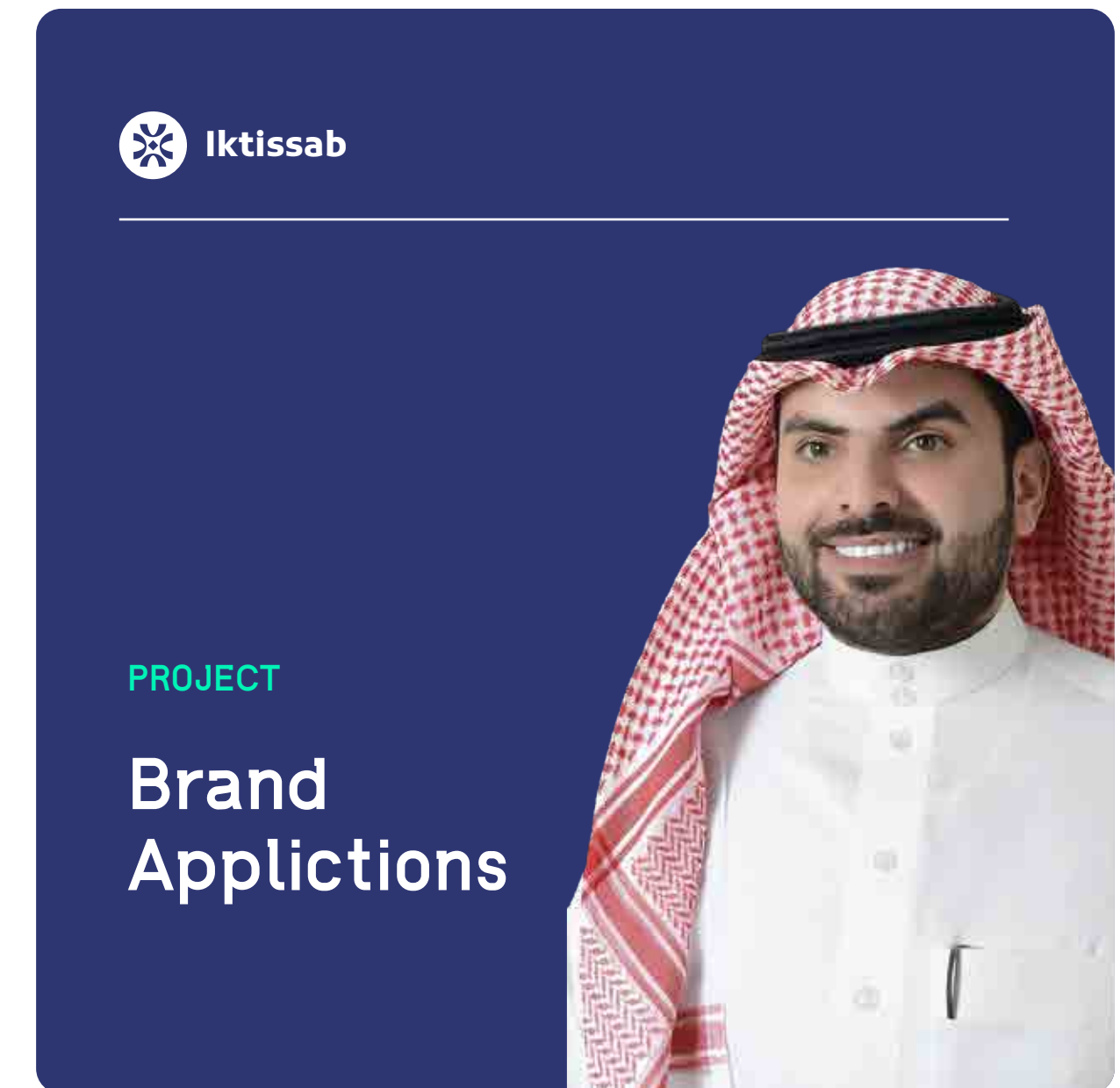
منصة التوظيف عن بعد		اكتساب Iktissab	
هذا مثال على العنوان			
لوريم إيبسوم (LOREM IPSUM) هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر. كان لوريم إيبسوم ولا يزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص.		لوريم إيبسوم (LOREM IPSUM) هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر. كان لوريم إيبسوم ولا يزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص.	
منصة التوظيف عن بعد		اكتساب Iktissab	

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Riyadh, Saudi Arabia Prince Sultan Ibn Abdulaziz Street		CR. 1010778107 T. II 453 0495	Info@iktissab.sa

منصة التوظيف عن بعد		اكتساب Iktissab	
Lorem Ipsum is simply dummy text of the printing and typesetting industry.			
Lorem Ipsum is simply.		Donec ac lectus semper.	

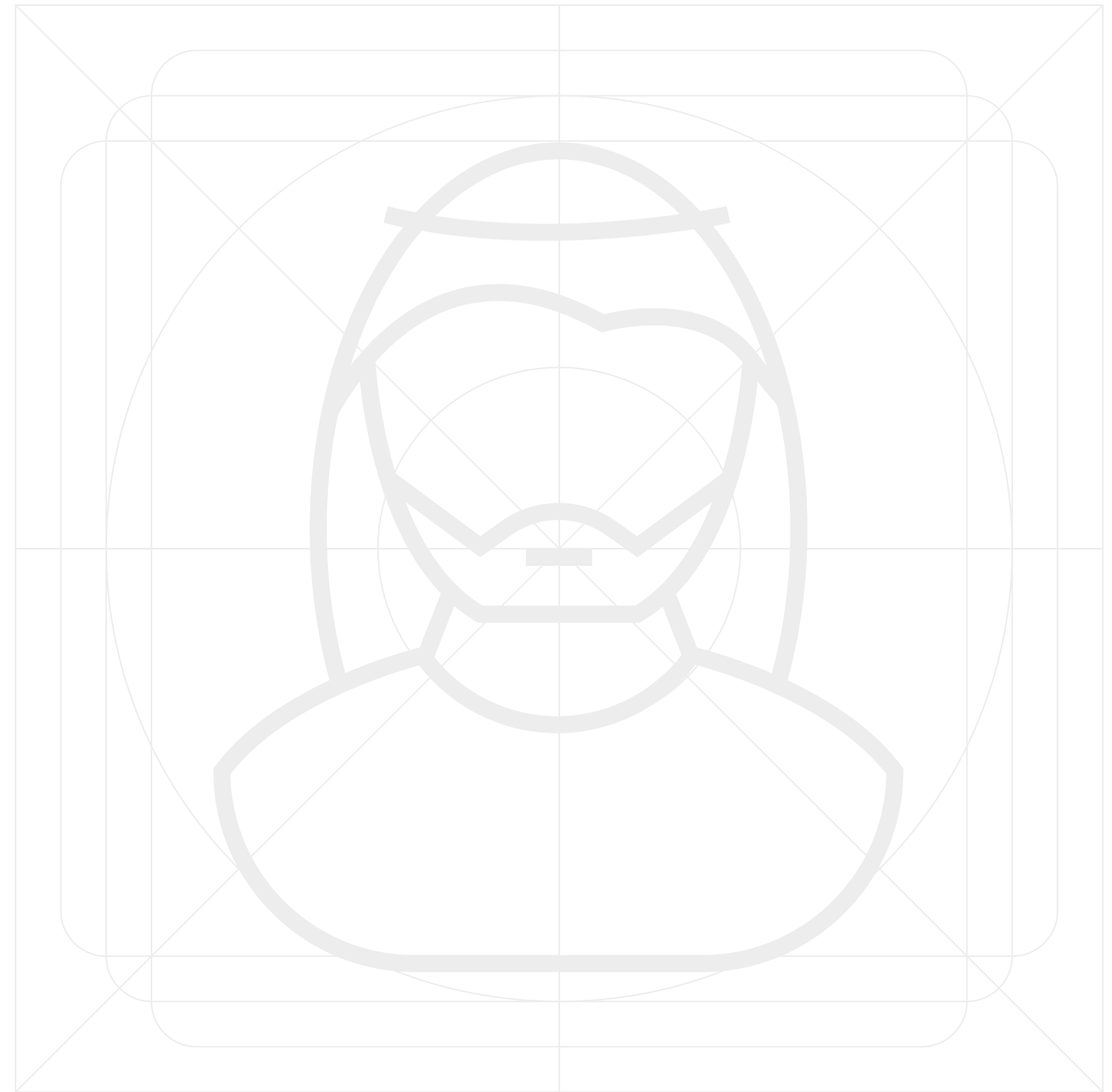
اكتساب Iktissab		اكتساب Iktissab	
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Social Network.



Iconography.

Approach And Grid,
Our brand icons play a pivotal role in global communications, designed on a 24x24 squared grid with a concentric visual structure. To deepen the brand's impact, we prioritize the use of the iconic corner of



Look&Feel.

Our brand icons embody a cohesive and distinct visual language, ensuring clear and impactful communication worldwide. Utilizing an elegant overlapping technique, they evoke depth and reinforce our brand's identity with every use.

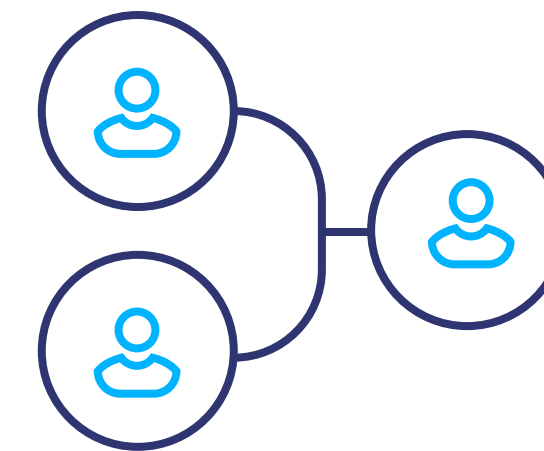
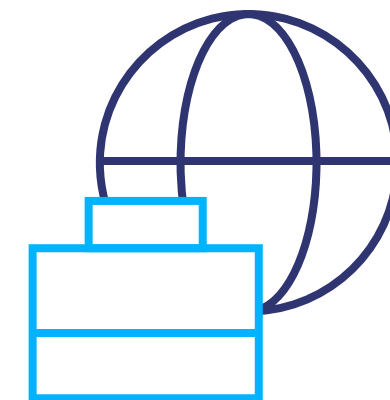
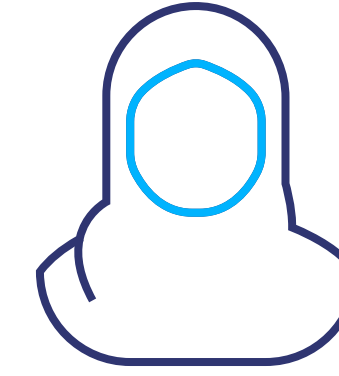
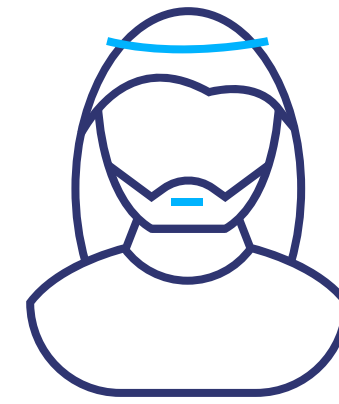


Illustration Style.

The idea behind this logo is embodying the human being we care about, as we use the human icon and its reflection with the last letter of the word “iktesab” in the Arabic language.



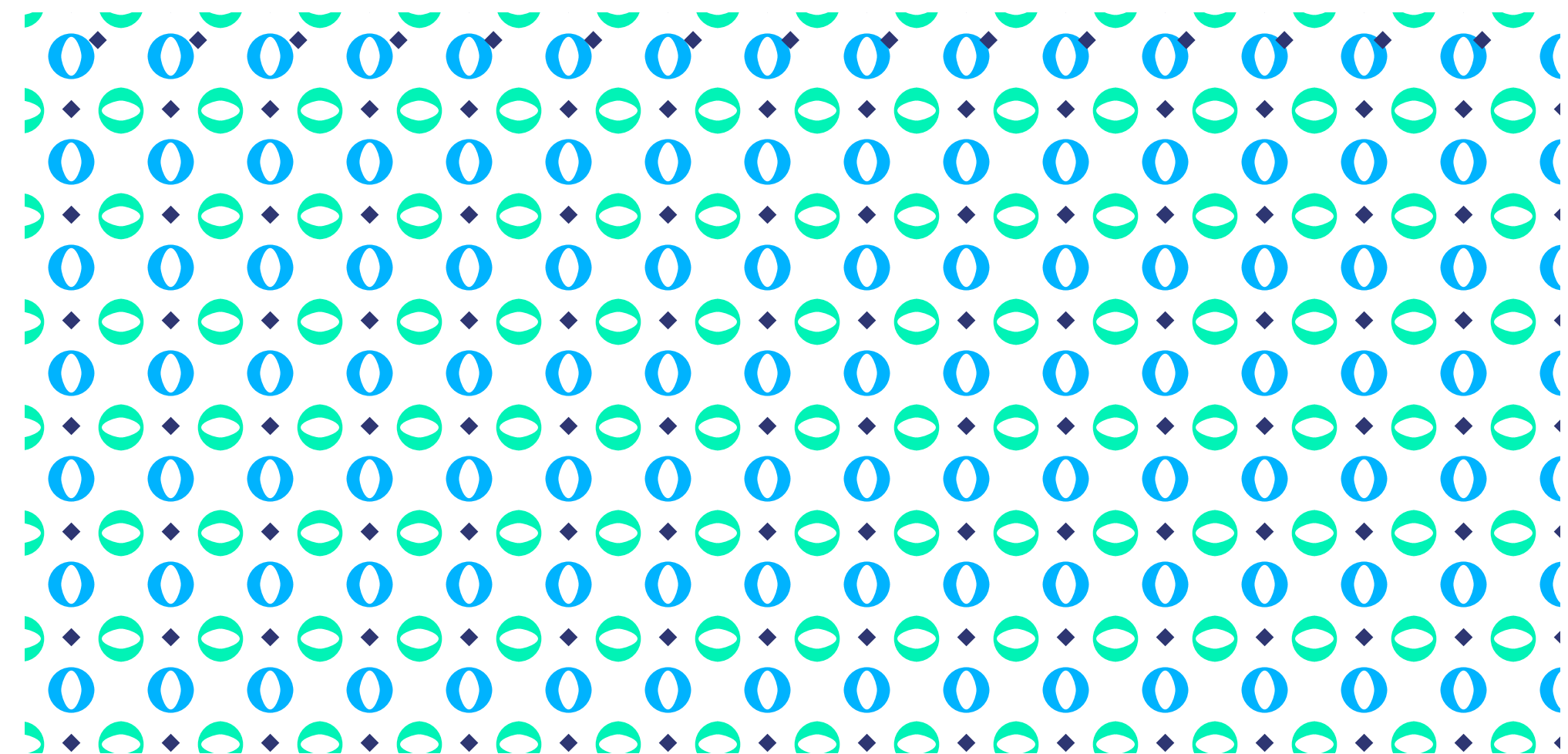
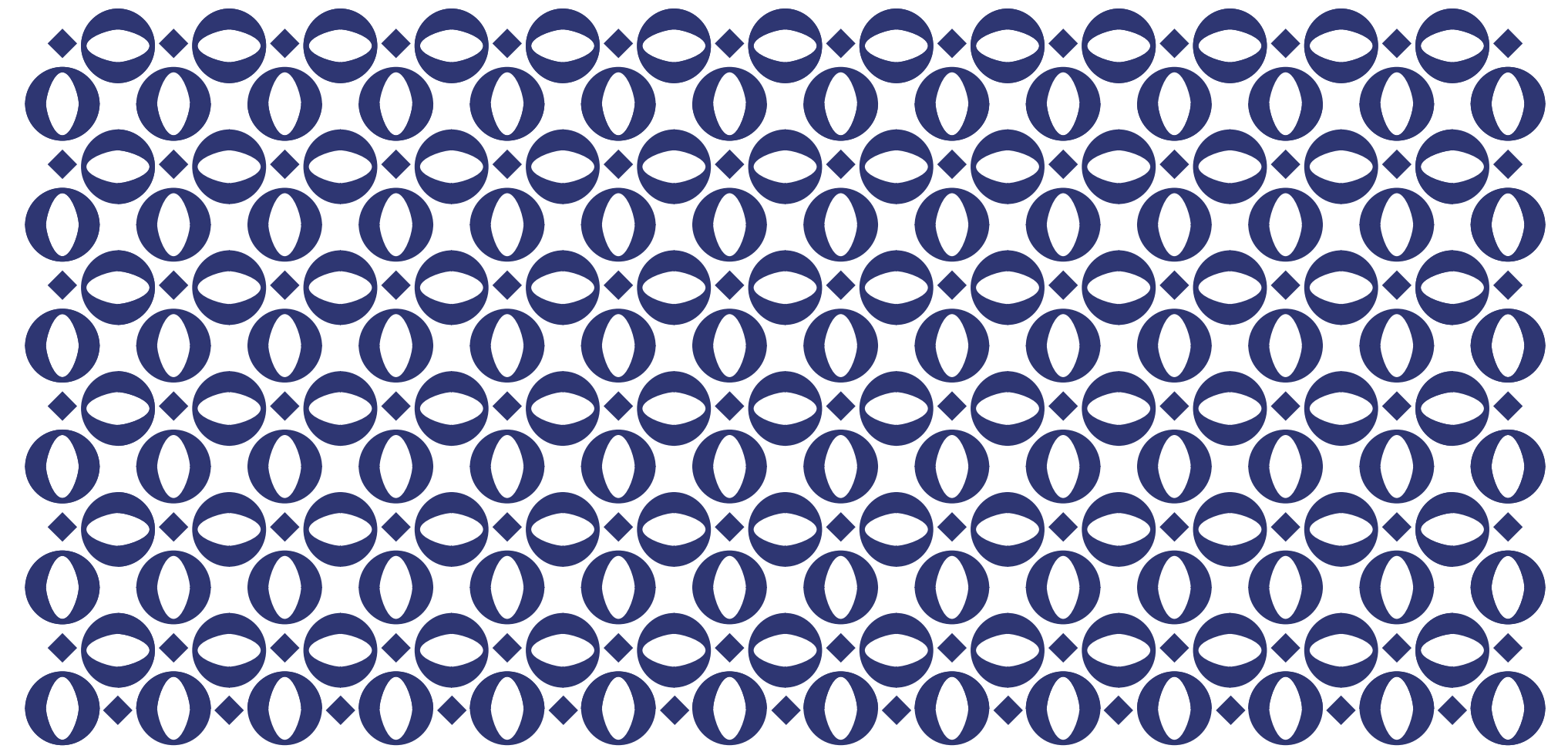
Stationary.

Stationery plays a vital role in a brand's visual identity by enhancing professionalism, facilitating communication, creating a strong impression, and helping to distinguish the brand from competitors, ultimately increasing customer engagement.



Pattern.

Patterns enhance visual identities by adding depth, enabling quick recognition, conveying brand values, coordinating design elements, distinguishing the brand from competitors, showcasing creativity, and improving user experience.

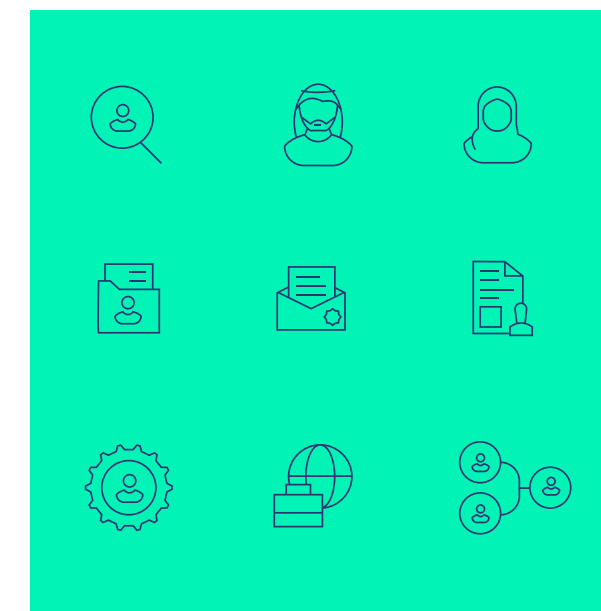
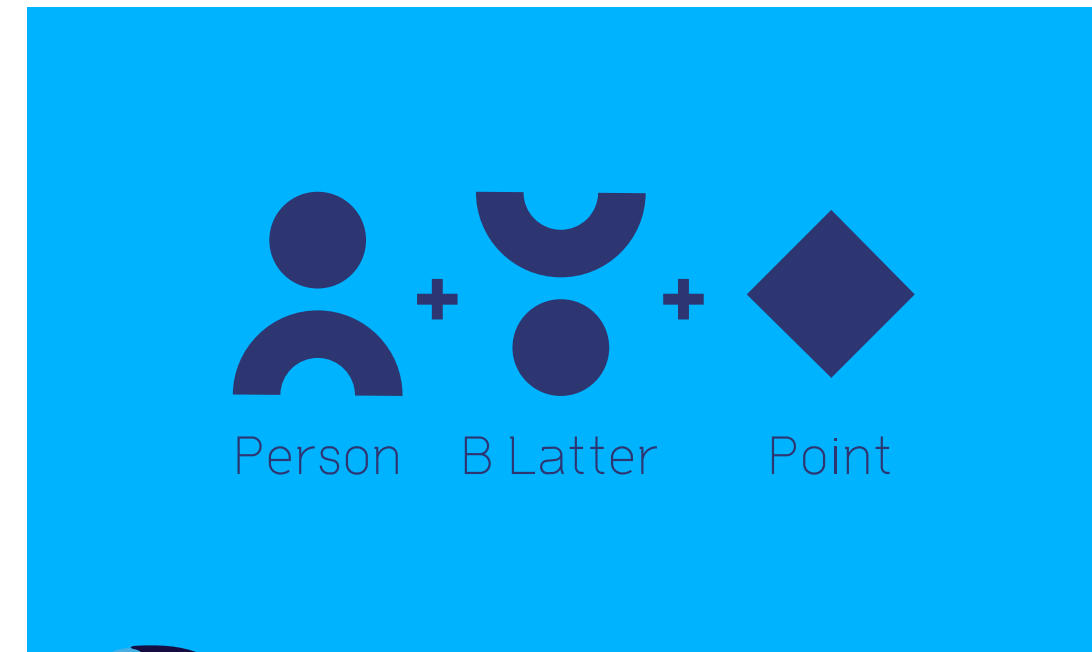


Dynamic Pattern.

Patterns enhance visual identities by adding depth, enabling quick recognition, conveying brand values, coordinating design elements, distinguishing the brand from competitors, showcasing creativity, and improving user experience.



Graphic Language.



منصة
التوظيف
عن بعد

اكتساب
Iktissab











Remote
Employment
Platform



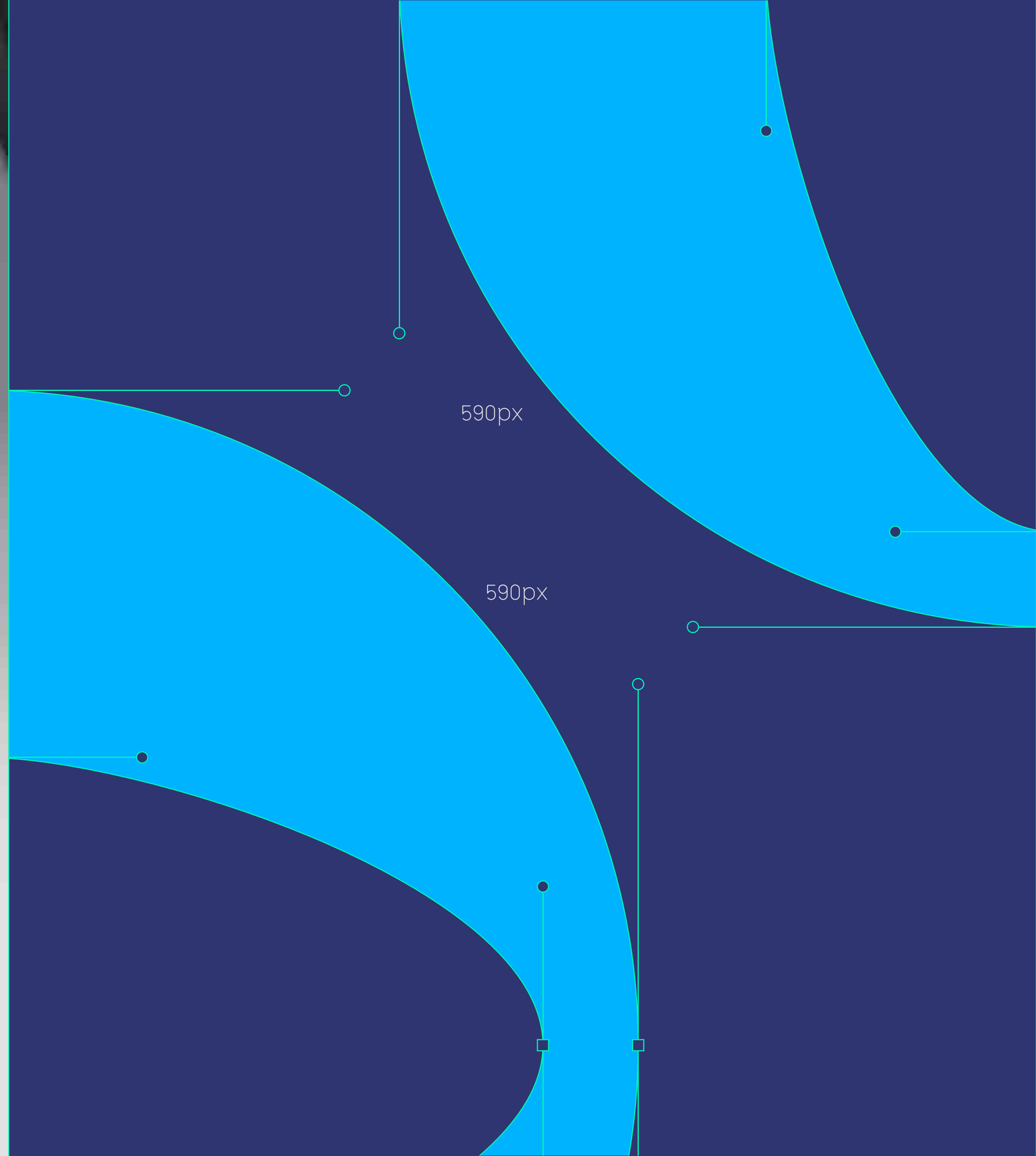
Iktissab
Al Aqiq, Riyadh 13519, Saudi Arabia
1.309 Followers · 879 Connections

[+ Follow](#) [Message](#)



IKTISSAB

The image shows a social media profile card for Iktissab. The top half has a dark blue background with a pattern of small, glowing blue and green circles. On the right, the text 'Remote Employment Platform' is written in white. In the center, there is a circular profile picture containing the Iktissab logo. Below the profile picture, the name 'Iktissab' is displayed in bold, followed by the location 'Al Aqiq, Riyadh 13519, Saudi Arabia' and '1.309 Followers · 879 Connections'. At the bottom, there are two buttons: '+ Follow' and 'Message'. On the right side of the card, there is a small Iktissab logo and the word 'IKTISSAB' in all caps.





Mohammed
CEO

Iktsab
(+966) 53512 535
Mohammed@iktsab

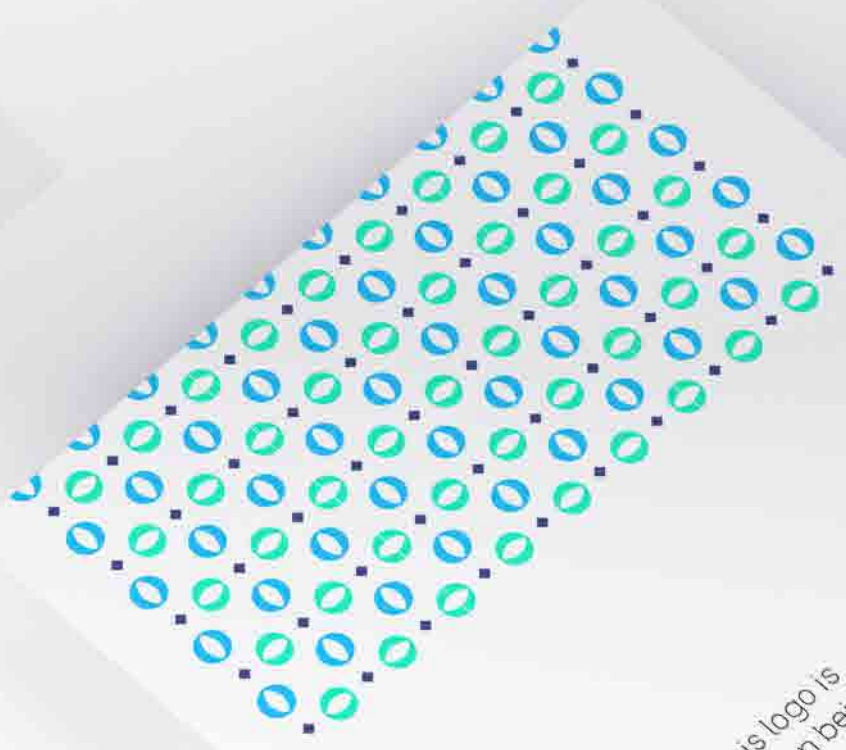




Riyadh, Saudi Arabia
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CR. 1010778107
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The idea behind this logo is embodying the human being we care about... as we use the human icon and reflection with the last letter of the word "iktissab" in the Arabic language. The actual point is the idea of starting and... what we inspired by the letter of the word "ب" (B).

Remote
Employment
Platform

اكتساب
Iktissab

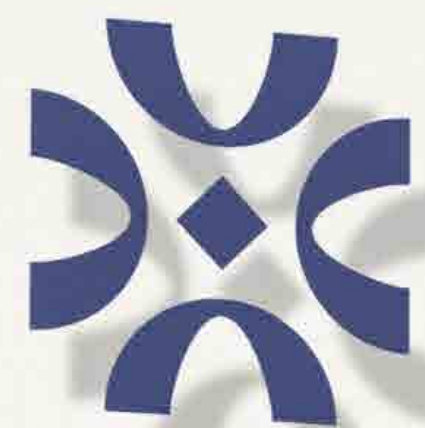


This is an example of a headline

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.



Info@iktissab.sa
www.iktissab.com



اكتساب
Iktissab











08 Conference Room
Open Workspace









Thank You.