GRAPHISTA

ACUD

CONSTRUCTION

Re-Branding. Web. Social Media

SAUDI ARABIA

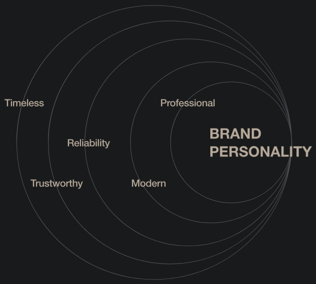
ACUD Construction

OVERVIEW

ACUD is a company formed in 2005 by a group of reputable professionals from the construction industry in the GCC. Its inception and existence were a direct to response the market demands in the Middle East region. Not only qualified, but capable construction companies are able to execute and deliver innovative, unique projects of the highest quality, within time and budget perimeters. The current and future affiliations, divisions, and subsidiaries of ACUD, always strive to provide integrated, value-added services and solutions to its valued clients. The primary capital of ACUD rest in the vast resources and highly talented group of professionals that provide multi-sector services within one company.

Case Study

As ACUD company’s reputation ascended, the need for a comprehensive rebranding became evident. This encompassed a global overhaul, commencing with a new company name and culminating in a revamped visual identity. Graphista took on the responsibility of guiding this significant transformation to uphold ACUD’s market positioning. The process involved strategic planning and execution, resulting in a revitalized and enduring set of branding standards.


Timeless
Professional
BRAND PERSONALITY
Reliability
Trustworthy
Modern

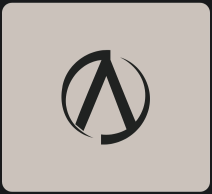
PROCCESS

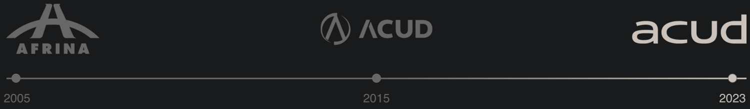
We began by scrutinizing the company's internal and external culture and strategies, benchmarking against local and global competitors. This analysis aimed to grasp client needs and expectations, with the ultimate goal of setting the company apart in the industry.

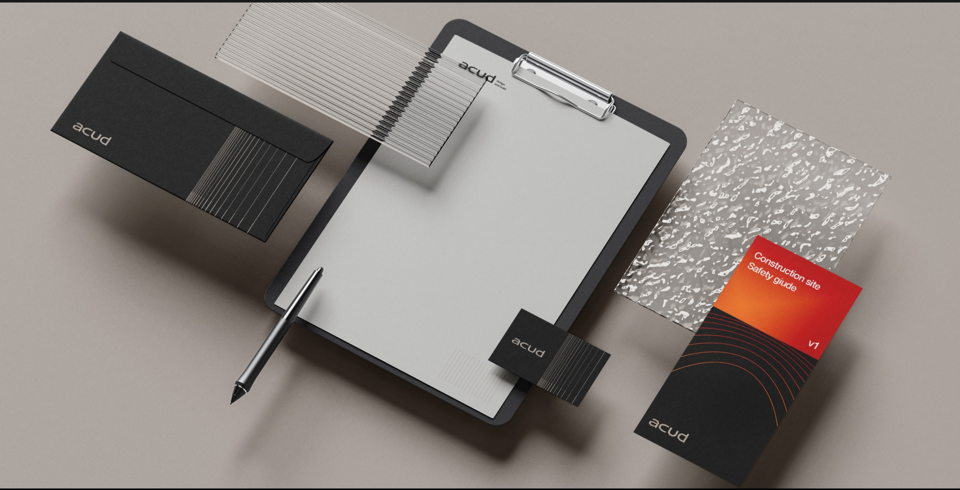
IDEA

The main logo was enhanced by separating the symbol from the company name and removing the repeating "A" to avoid duplication. It was transformed into a wordmark, following industry trends for a more appealing look.

The company name's font has been refined for a luxurious feel. Preserving their original symbol was a top priority to maintain their established identity without a complete overhaul, and o be used as an icon, or wordmark logo alternative on different materials



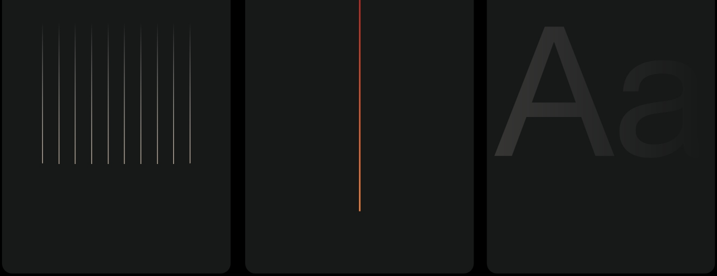

AFRINA
ACUD
acud
2005
2015
2023


acud
acud
Construction site
Safety giude
v1
acud
acud

acud
Khalil
Balbey
CUSTOMER SERVICE
acud
Sarah
Al Ghamdi
HUMAN RESOURCES

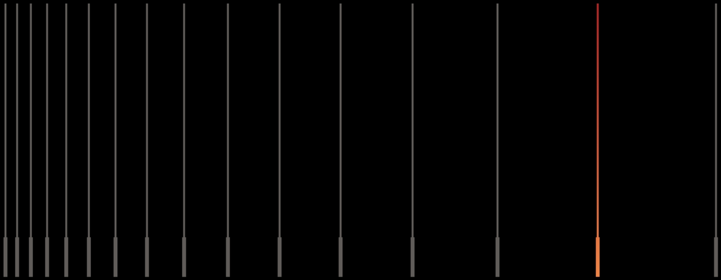
PERSONALITY ELEMENTS

To enhance the brand’s dynamism for diverse applications, we identified new key brand personality assets, including a linear drawing system, Luxury colors and warm gradients, and a simple, modern sans-serif font.



1. LINEAR DRAWING SYSTEM

We employed the linear system in crafting ACUD’s primary pattern, symbolizing “Building the Future.” This system is extensively utilized to develop graphic assets and illustrations for various publications and online materials. Additionally, we designed unique graphics that mirror each of the company’s values.



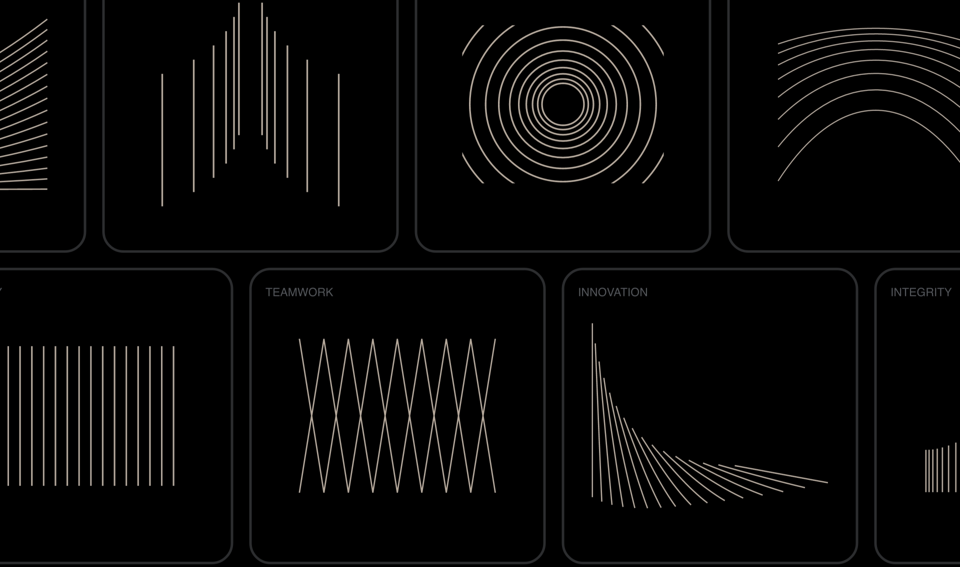
1.1 VALUES ORIENTED PATTERNS

We have developed alternative designs corresponding to each of ACUD’s values. These designs offer increased flexibility and help prevent monotonous appearances. They will be exclusively applied to topics and design materials that align with the respective values, enhancing their meaningful representation.

LEADERSHIP

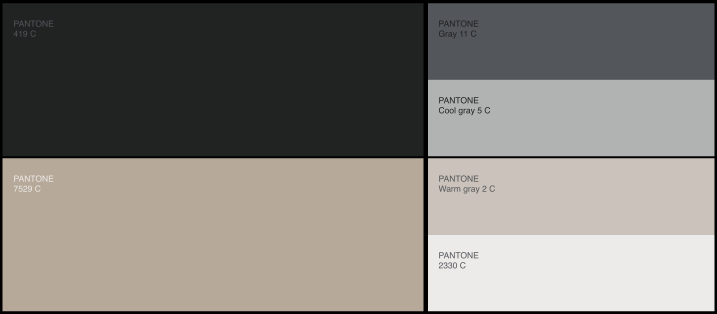
COMMITMENT

RESPONSIBILITY


TEAMWORK
INNOVATION
INTEGRITY

2. COLOR PALLET

We opted for black olive as the primary color, keeping the brand's existing palette. Beige and its shades replaced red for a more elegant and luxurious feel, drawing inspiration from the construction industry's key raw materials: dust and sands.



PANTONE
419 C

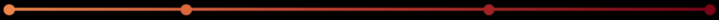
PANTONE
Gray 11 C

PANTONE
Cool gray 5 C

PANTONE
7529 C

PANTONE
Warm gray 2 C

PANTONE
2330 C



PANTONE
1575 C

PANTONE
166 C

PANTONE
P56-16 C

PANTONE
3517 C

3. TYPOGRAPHY

Helvetica Neue

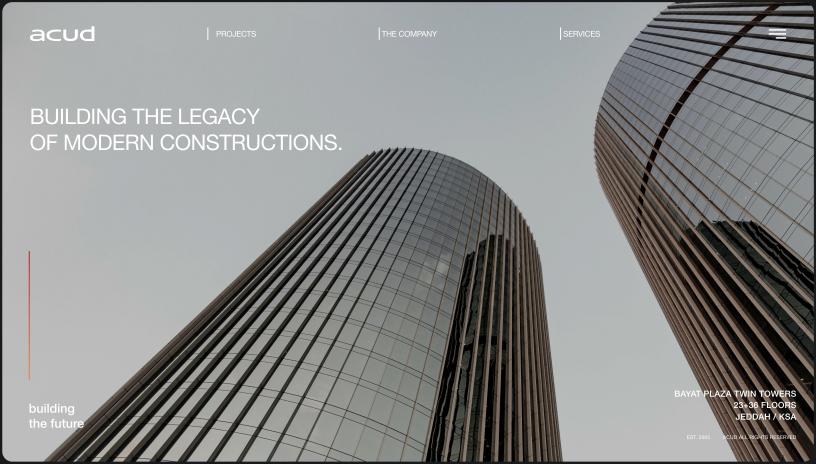
Aa

This site is under rennovation
Construction: acud company
Agent: Bouvardia Jeddah
Delivey date: 01 Jan 2023
acud design and build

Jan - 07 Jan 01
Annual
Recruitment
Event
acud

Jeddah / KSA
ACUD for construction & urban development.
acud.sa
info@acud.sa
+966 (12) 682 92 01
building
the future
acud

Bayat Plaza
Twin Towers
Jeddah / KSA
acud
acud



acud

PROJECTS

THE COMPANY

SERVICES

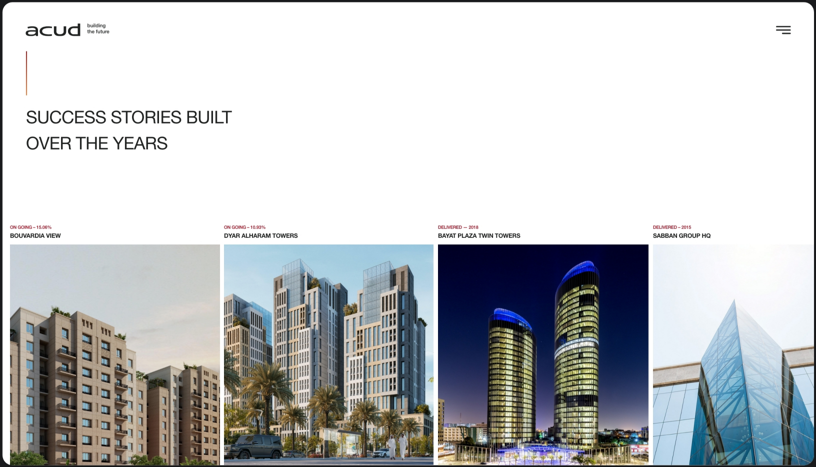
BUILDING THE LEGACY
OF MODERN CONSTRUCTIONS.

building
the future

BAYAT PLAZA TWIN TOWERS
23+36 FLOORS
JEDDAH / KSA

EST. 2005

ACUD ALL RIGHTS RESERVED



acud building the future

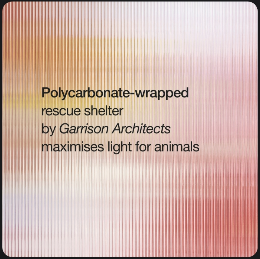
SUCCESS STORIES BUILT
OVER THE YEARS

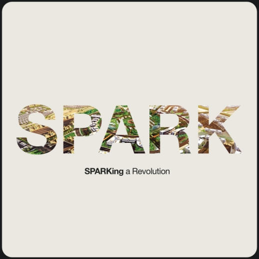
ON GOING – 15.06%
BOUVARDIA VIEW

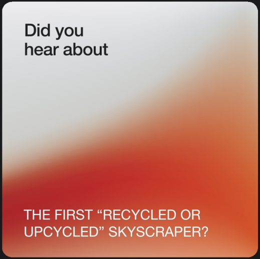
ON GOING – 10.93%
DYAR ALHARAM TOWERS

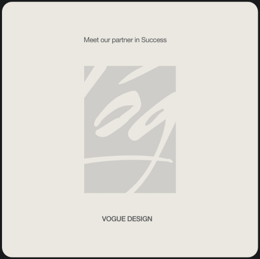
DELIVERED — 2018
BAYAT PLAZA TWIN TOWERS

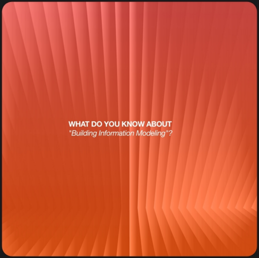
DELIVERED – 2015
SABBAN GROUP HQ


Polycarbonate-wrapped
rescue shelter
by Garrison Architects
maximises light for animals


SPARK
SPARKing a Revolution


Did you
hear about
THE FIRST “RECYCLED OR
UPCYCLED” SKYSCRAPER?


Meet our partner in Success
VOGUE DESIGN


WHAT DO YOU KNOW ABOUT
"Building Information Modeling"?

Sustainable Buildings
for a Greener Future

Graphistizing the ***World*** ™ Graphistizing the ***World*** ™ Graphistizing the ***World*** ™ Graphistizing the ***World*** ™