

Bookista Rebranding Project

Gridliners Awards - 2024

Deliverables
Brand Strategy
Visual Identity
Uiux

About
KSA
2024

Designed by
Ahmed Ibrahim

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03

OVERVIEW

01-01 About
01-02 Problems
01-03 Challenge

01

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The Journey of Bookista

Bookista began in Saudi Arabia as a solution to a growing problem: clients struggled to find the right photographers and videographers, while providers faced challenges in payments and contracts. We saw the demand and responded by building a platform that simplified the process for both sides, using technology to drive efficiency and connection.

The Future of Bookista

Today, Bookista is ready for its next chapter. We've established a solid customer base and are now expanding our offerings to meet the needs of a broader creative community. Whether you need a photographer, a graphic designer, or an animator, our platform offers a seamless, all-in-one solution. With a larger team and an ambitious vision, we're set to lead the creative industry, offering not just services, but a community where creatives and businesses can grow and succeed together.



01-02
Problems

OVERVIEW

1- Bookista does not have a real brand

They just using unsuitable logo and pink color in design without having neither visual identity nor brand identity. In the past, They lacked a clear and unified brand direction. They want to define their vision and personalit. With this rebrand, they are embracing a new identity that reflects their mission, values, and ambition—to be the go-to platform for the entire creative community.

2- They need to expand their creative services

Bookista tries to provide a full creative services options for saudi market. So, they need an identity that reflect all creative services they provide. What started with photography has now evolved into a hub for all creative services. From graphic design to animation and beyond, our new platform is built to empower businesses and creatives to connect and thrive.

3- They need to Launch a Next-Generation Creative Platform

Bookista tries to Build a full options platform for all creative freelancing projects that cover all saudi market. so, they need a full graphic assets to build all the website, mobile app and materials used in the process.



01-03
Challenges

OVERVIEW

1- To have a balance between being creative and trustworthy

As we are a freelancing site platform that must be looking trustworthy.

2- To preserve some of their old identity - graphic elements

although the naming and the color - pink - were chosen according to old business model. the 2 years of working in creative field makes them popular with their name and color. so that using them was their demand.

3- To express the vision of three stakeholders

Bookista founded by three stakeholders with different visions and directions. so that, building a relevant brand unite and reflect their visions together.



07

STRATEGY

02-01 Big Idea
02-02 Purpose
02-03 Vision
02-04 Personality

02-05 Values
02-06 Voice
02-07 Tone

02-08 Targeting
02-09 USP
02-10 Positionig

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02





Bookista Freelancing Platform

Rebranding Project

02-01
Big Idea

STRATEGY

Unchained
Creation =
Success with
no Limitation

ابداع حر نجاح لا محدود



02-02

Purpose

Managing & Enhancing the Creative Processes in Saudi Creative Market to Boost the Career of both Freelancer and Client.

02-03

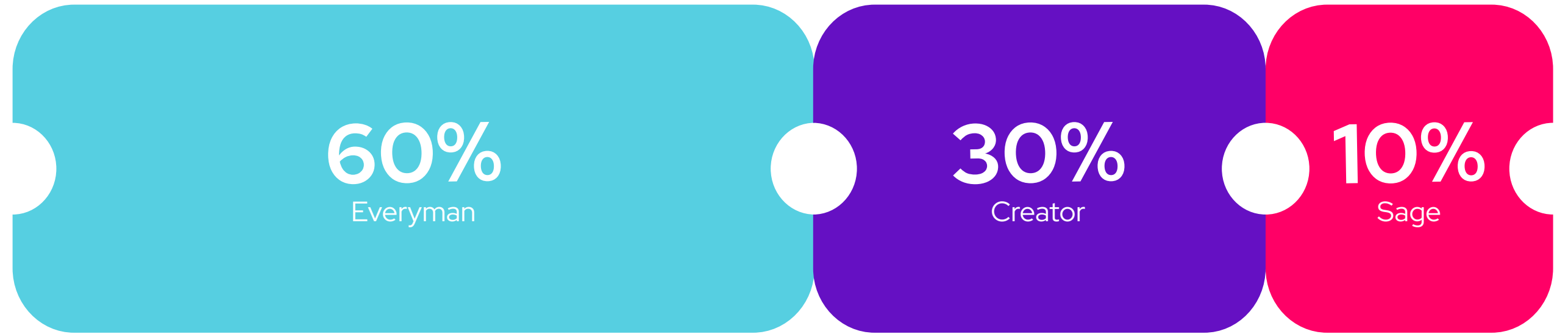
Vision

Comprehensive Freelance Creative Ecosystem in Saudi Creative Market.



02-04
Personality

STRATEGY

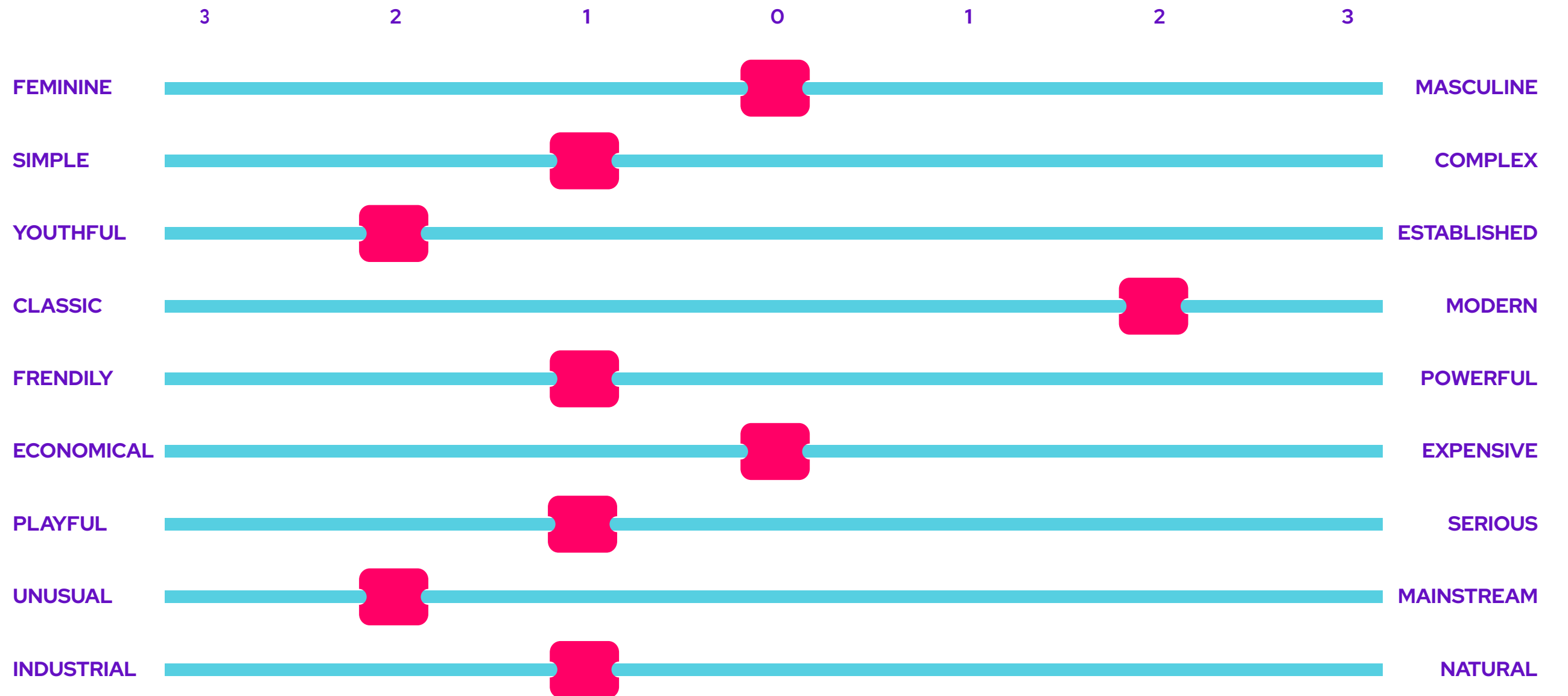


Bookista is the friend that tries to help people connect with each others. in the first place they try to help in enhancing the saudi creative market. Bookista is the creator that makes creativity avialable to every one. lastly, Bookista is the wise who tries to educate people about the importance of creativity. and enhance freelancers creative skills.



02-04
Personality
Traits

STRATEGY





02-05
Values

STRATEGY

01
Help

02
Creativity

03
Professionalism

04
Evolution

05
Independance



02-06
Voice

Cooperating
Supporter
Creative
Imaginary
Confident

02-07
Tone of Voice

Professional
Communicated
Director
Catalyst



02-08
Persona
& Targeting

STRATEGY



Saad Riyadh
32 marketing Director
male Bach. Marketing

Mr. Saad starts his day at 7 AM, heading to work by 8 AM. As the Marketing Director at a Saudi startup in Riyadh, his role involves overseeing the marketing team and recruiting creative talent for multimedia projects. Given the cost of professional media production companies and the prevalence of unqualified freelancers offering subpar work at low rates, Mr. Saad is actively searching for a reputable platform to hire skilled freelancers who can deliver high-quality results at a fair price.



Zoheir Riyadh
41 CEO of Startup
male high

Mr. Zohier begins his day at 9 AM, commuting to work by 10 AM. As the CEO of a Saudi startup in Riyadh, his primary responsibility is to oversee the company's operations. Given his lack of experience in media production, Mr. Zohier faces a dilemma: either hire a creative professional without a formal contract or delegate the task to another team member. Outside of work, Mr. Zohier is known for his pragmatic approach to life. He often spends his evenings enjoying quality time with his family at a local mall.



Ahmed Riyadh
25 main as freelancer
male University Student

Mohamed, a 25-year-old freelance photographer, woke up late. He spent the day at home, scrolling through his phone and eating pizza. Despite a pending project, he couldn't motivate himself to work. Mohamed's irregular work schedule often led to bouts of laziness and procrastination.



02-09
USP

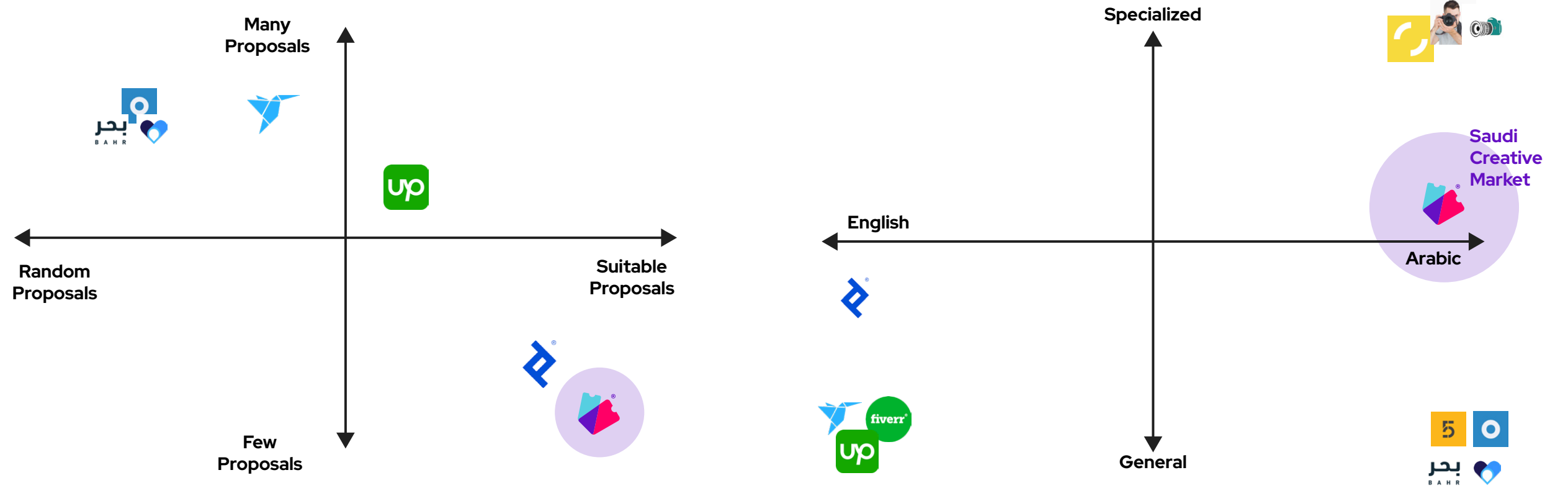
STRATEGY

Bookista is the freelance creative platform that best suits your needs and upgrades your work.



02-10 Positioning

STRATEGY



For marketing managers seeking genuine creative services tailored to their project scale, Bookista is the freelance creative platform that offers a diverse pool of talented freelancers to match your specific needs.

For creatives seeking exceptional opportunities to showcase their talents, Bookista is the freelance platform to be. We offer a variety of creative projects at highly competitive rates, ensuring that your skills are well-compensated. Our efficient freelancer selection system guarantees that you'll find the perfect fit for your next project.



DIRECTIONS

02-01
Art Direction
03-02
Creative Direction

17

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03



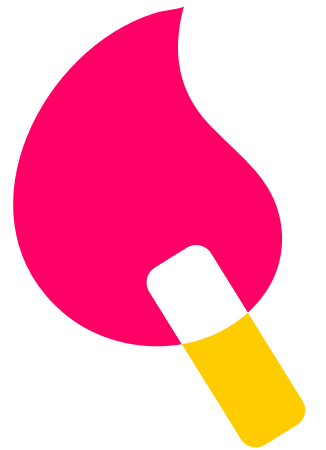


03-01

Art Direction

DIRECTIONS

03-01-01 Brand look and feel
03-01-02 StyleScapes





03-01-01
Look & Feel

DIRECTIONS

Youthfull

Helpful

Energetic

Creative

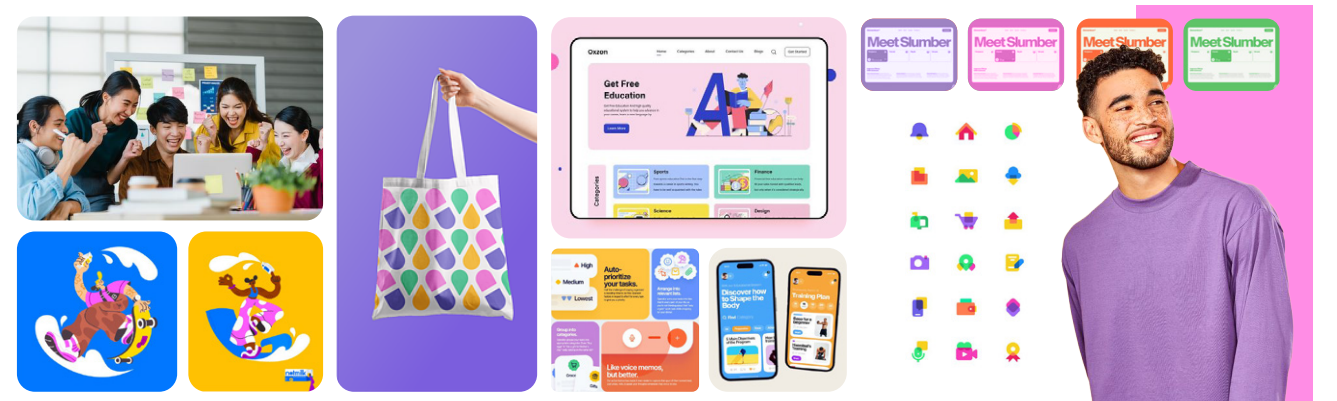
Professional

Artisitc

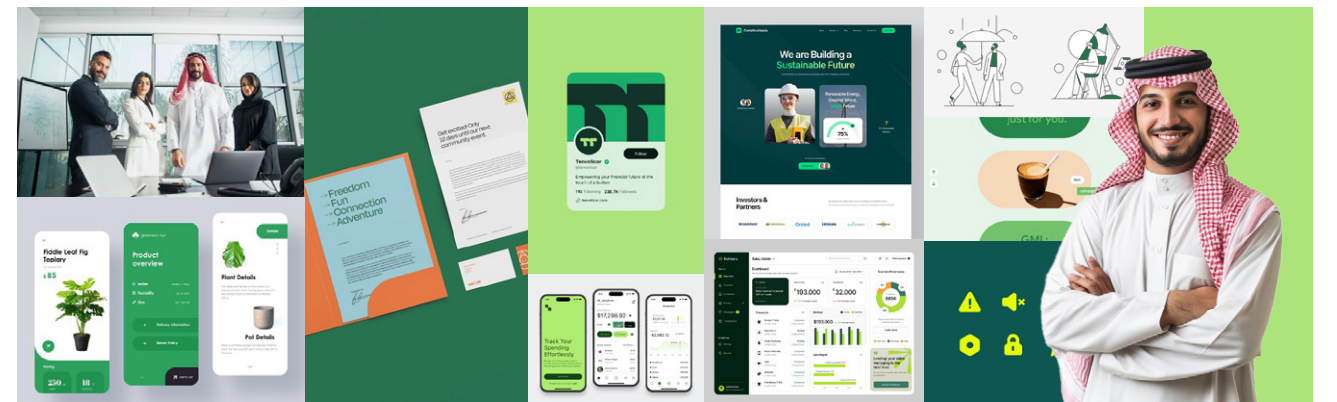


03-01-02
Stylescapes

DIRECTIONS



Combination of the first and second stylescapes : %70 for the first one and %30 for the second.



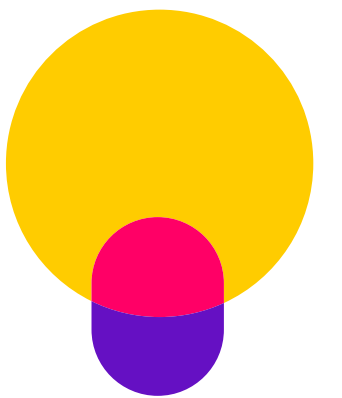


03-02

Creative Direction

DIRECTIONS

- 03-02-01 Creative Map
- 03-02-02 Idea Generation
- 03-02-03 Brand Applications





03-02-01
Mind Map

DIRECTIONS

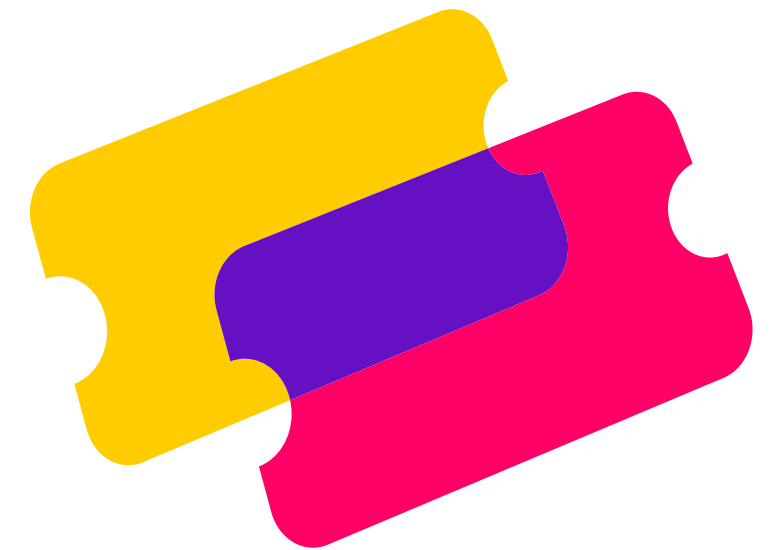




03-02-02
Idea
Generation

DIRECTIONS

idea 1
**Spaces
Intersections**



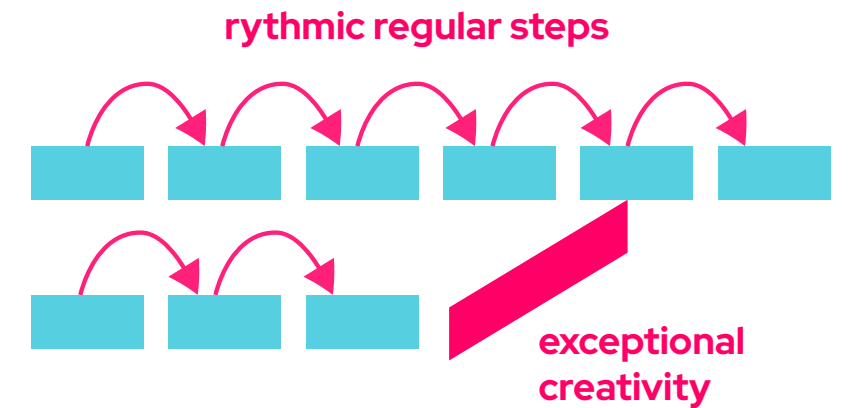
Spaces is the corner stone of ideas of the brand. it represents the safe space the your friend provide. It represents the spaces that the creative person need to create. It represents the space of learning and success. the intersection between the client and the creative freelancer is Bookista.



03-02-02
Idea
Generation

DIRECTIONS

idea 2
**Regular then
Unregular**



To appear professional it needs to be well organized and well arranged. and to highlighth the creative impact we will break the arrangement in small focal area.



03-02-02
Idea
Generation

DIRECTIONS

idea 3 **Tickets for Creative Journey !**

Bookista is the man who books tickets. so the world of travel and station will be used in the brand. we will use elements of Journey like tickets, signs,...ETC.





03-02-01
Brand
Applications

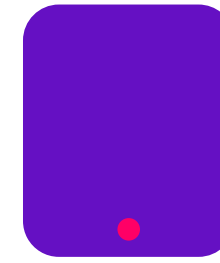
DIRECTIONS



Digital
Screens
& Mobile
UI/UX



Digital
assets
& Files



Social
Media
Platforms



IDENTITY

- 04-01 Logo
- 04-02 Logotype
- 04-03 Colors
- 04-04 Typography

- 04-05 Iconography
- 04-06 Illustrations
- 04-07 Patterns

04





Icon
Lookup

IDENTITY



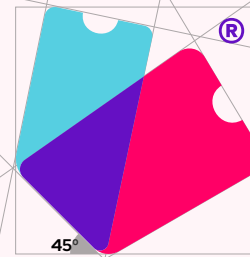


Bookista Freelancing Platform

Rebranding Project

Icon
Lookup

IDENTITY

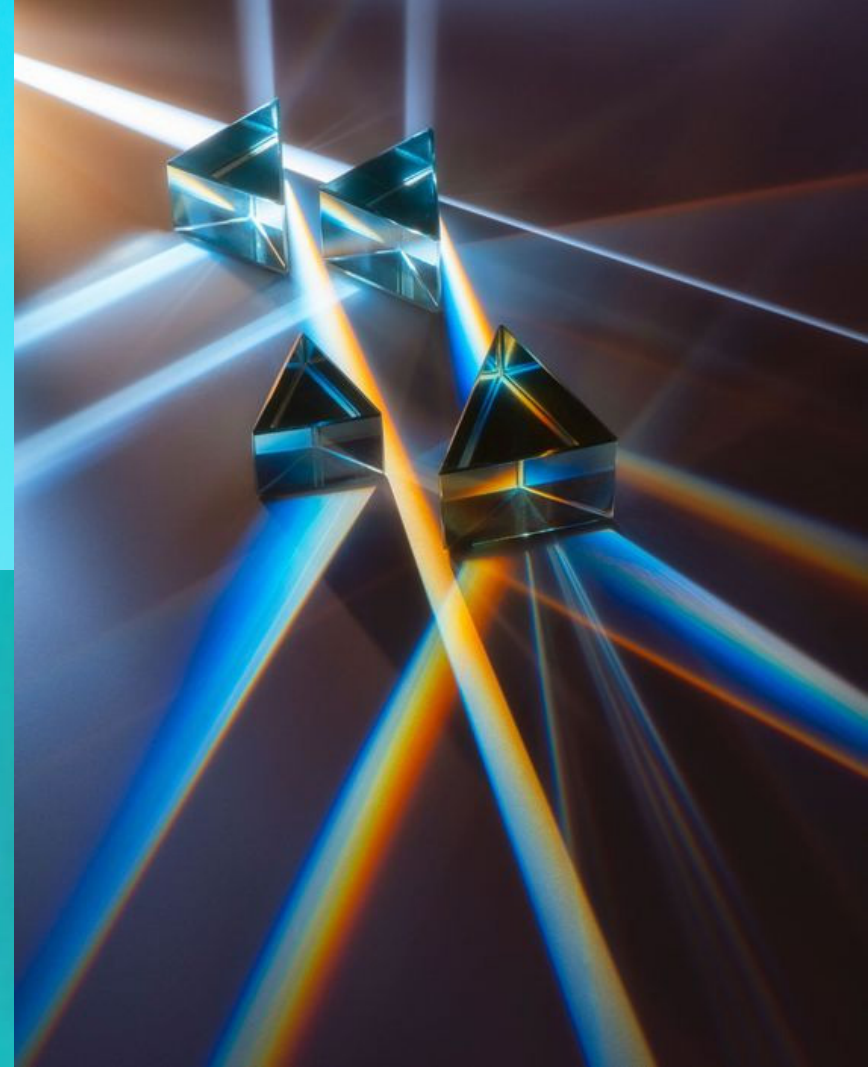


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Logo Meaning

The philosophy of the logo based primarily on the intersection of spaces. One space reflects the clients and the other space reflects the freelancer. the space between them is Bookista and represented by arrow that indicates the success and improvement of both client work and freelancer career.



Logo Meaning

Using a ticket that makes a bird. the logo refers to the freelancing freedom of both work and creativity. There are many ideas in the logo such as: reflecting lights and B letter.



Bookista Freelancing Platform

Rebranding Project

Icon
Lookup

IDENTITY



Bird Flying

Ticket

B Letter

K Letter

Overlapping Spaces

Up arrow

Reflecting light





Before
& After

IDENTITY



Before

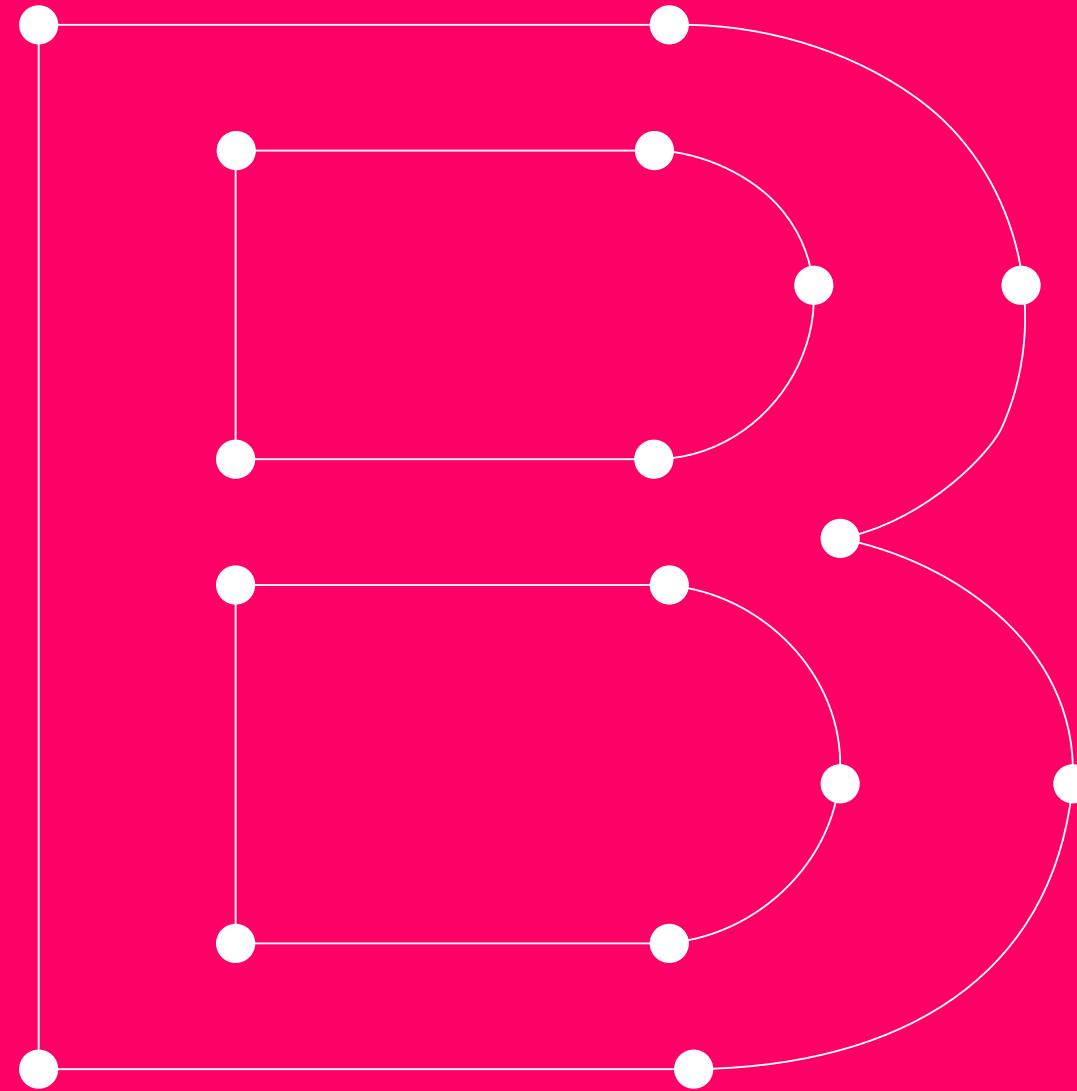


After



Bookista
Logotype

IDENTITY





English
Logotype

IDENTITY

x x x x x
■ ■ ■ ■ ■
Bookista



Bookista
Logotype

IDENTITY





Bookista
Logotype

IDENTITY

بوکیستا
Bookista



Before
& After

IDENTITY

BOOKISTA
بوکيستا

Before

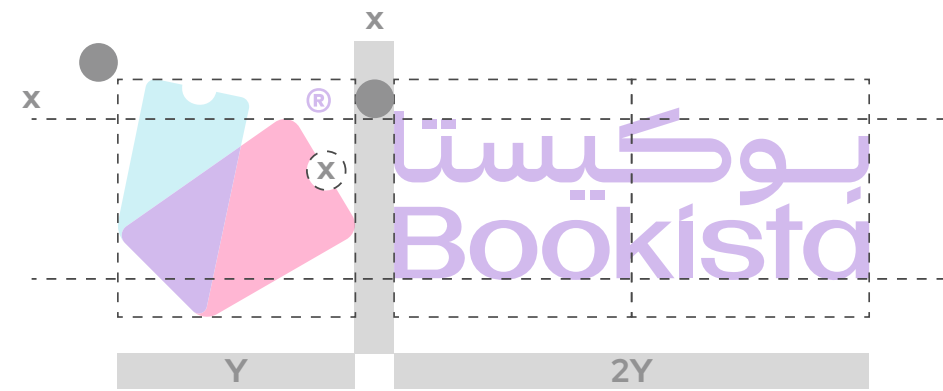
بوکيستا
Bookista

After



Logo
Structure

IDENTITY





Horizontal Logo

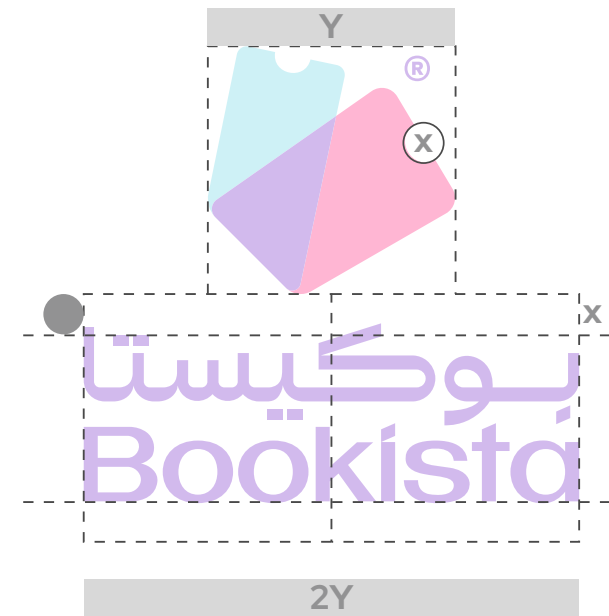
IDENTITY





Logo
Structure

IDENTITY





Vertical
Logo

IDENTITY





Before
& After

IDENTITY



Before



After

بوکِستا
Bookista





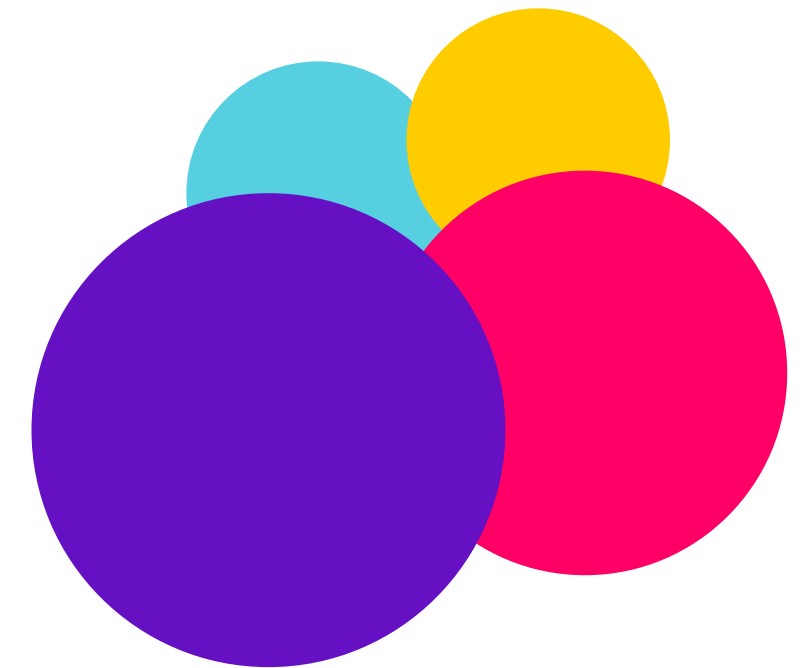
Color Palette

IDENTITY

Bookista color palette reflects Energism and Creativity These colors have been carefully considered.

Concept

Purple for Creativity
Pink - old color - inspired from Brain
Yellow for Youthfulness and Energism
Turquoise for Professionalism.



**Standby Led
Color**

#ff0066

R 255
G 0
B 102



**Purple
Color**

#6510c3

R 101
G 16
B 195



**Usc Gold
Color**

#ffcc00

R 255
G 204
B 0



**Neon
Color**

#56cfe1

R 86
G 207
B 225



White

#ffffff



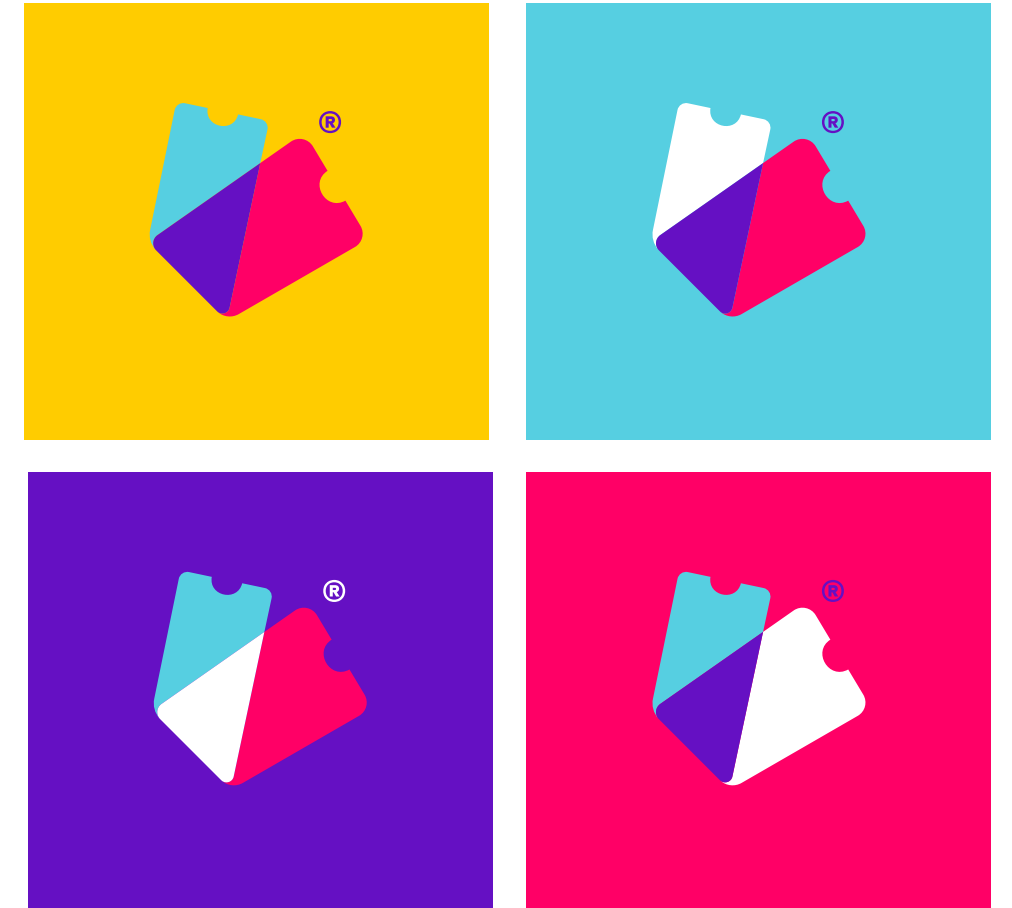


Bookista Freelancing Platform

Rebranding Project

Logo
in
colors

IDENTITY



1- Colorful Background

when using logo on colorful background
this color turns to white in logo.



Bookista Freelancing Platform

Rebranding Project

Logo
in
colors

IDENTITY



2- One Color Logo

when using logo in one color version we give the upper part %50 opacity, the middle part %75 opacity and the lower part %100 opacity.



بوکیستا
Bookista





Bookista Typography

IDENTITY

Using modern and sans-serif fonts in the identity. to reflect modernism and professionalism.

Concept

Sans Serif -- Clean and Modern
Reflecting Professionalism
Free Use in Web and Apps.

Aa



English
Typography

IDENTITY

Red Hat

is the official font of the brand

Red Hat Display - Bold - for Headlines
Red Hat Text - Regular- for Body Text

Red Hat Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Red Hat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Red Hat Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Red Hat Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Red Hat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Red Hat Extrabold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Red Hat Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

0123
456
789



Arabic
Typography

Forma Djr Micro

الخط العربي الرئيسي للبراند

Red Hat Display - Bold - for Headlines
Red Hat Text - Regular- for Body Text

IDENTITY

١٢٣
٤٥٦
٧٨٩

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و
هـ لاء ي ١٢٣٤٥٦٧٨٩

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و
هـ لاء ي ١٢٣٤٥٦٧٨٩

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و
هـ لاء ي ١٢٣٤٥٦٧٨٩

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
و هـ لاء ي ١٢٣٤٥٦٧٨٩

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
و هـ لاء ي ١٢٣٤٥٦٧٨٩

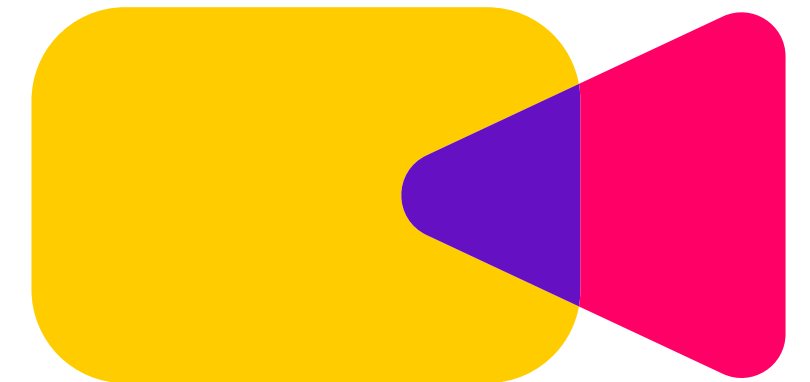
Forma Djr ExtraLight
Forma Djr Light
Forma Djr Regular
Forma Djr Medium
Forma Djr Bold



Bookista Iconography

IDENTITY

Bookista Designed Icons are inspired from their logo. depending on spaces intersections and mixed colors gaving the icon a unique style and multiple uses. using this style, We can generate multiple icon ideas and options.



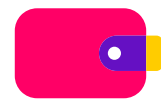


Bookista Iconography

IDENTITY



Messages



Wallet



Debit/Credit



Portfolio



Time



Done / Badge



Search



Cup



Notifications



Cart



Personal



Home



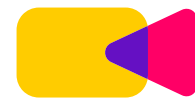
Fill - Write



Star



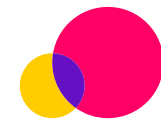
Proposals



Videography



Photography



Motion



Graphics



Drawing



Voice over

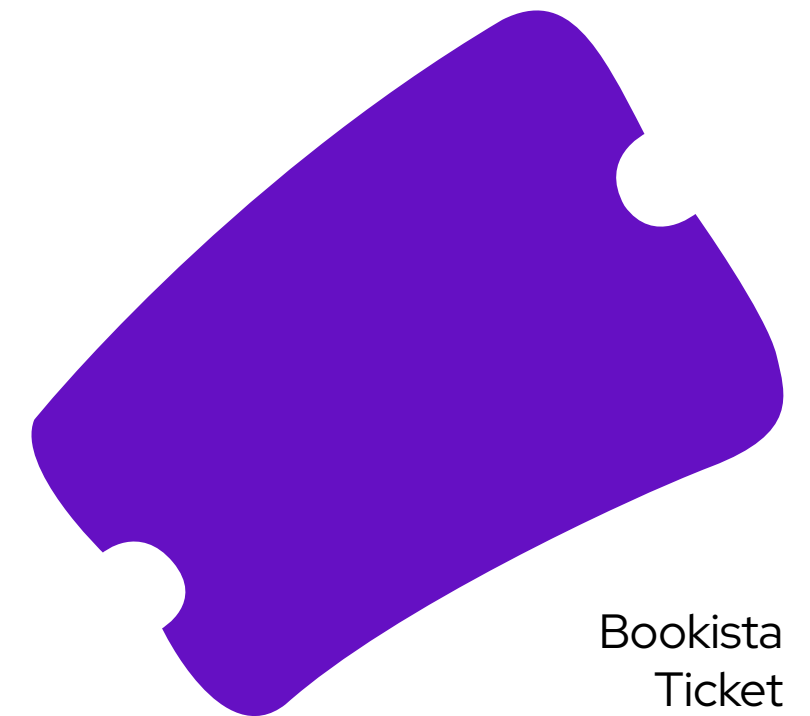


Tickets Illustrations

IDENTITY

Concept

the main ticket of the brand is inspired from the logo, it is consist of letter B. this is the style of tickets used in the brand. and the way it comes up and get bigger represents the growth and development.



Bookista
Ticket



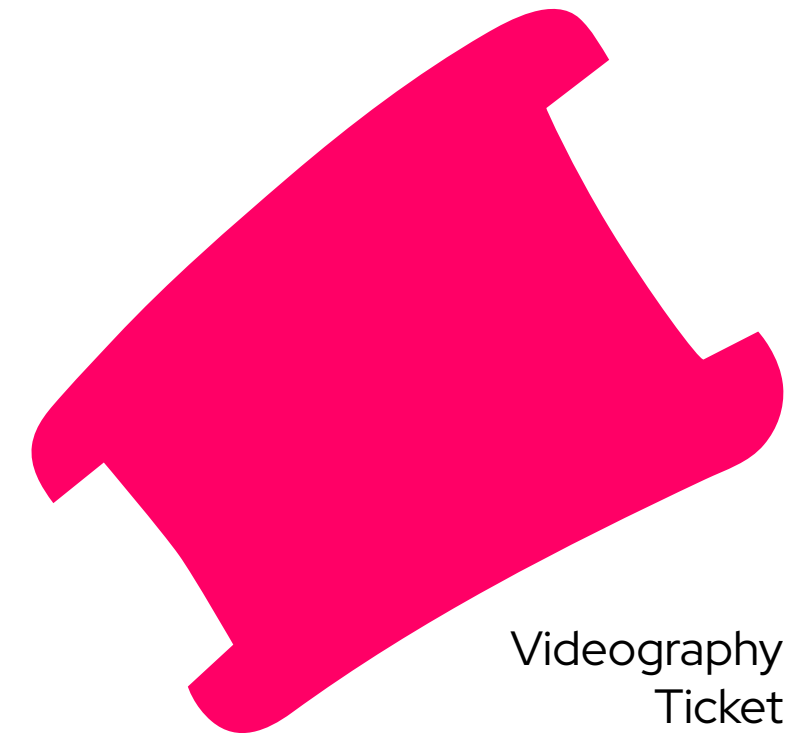
Tickets
Illustrations

IDENTITY



Concept - Videography Film

The Ticket of videography section is inspired from videography film. this is the style of tickets used in the brand. and the way it comes up and get bigger represents the growth and development.

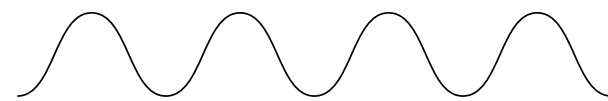


Videography
Ticket



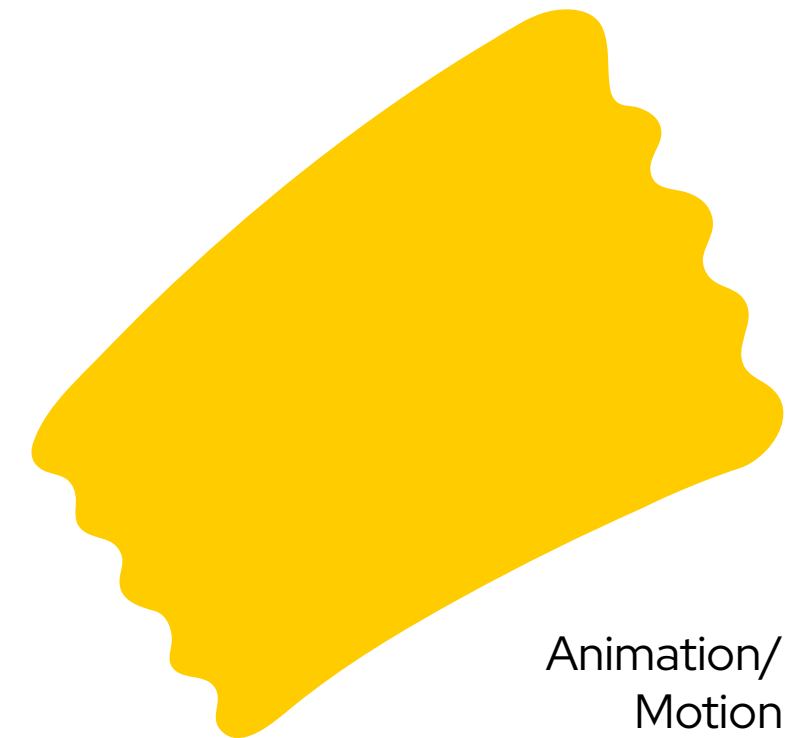
Tickets
Illustrations

IDENTITY



Concept - Animation Curves

The Ticket of Animation/Motion section is inspired from animation Curves. this is the style of tickets used in the brand. and the way it comes up and get bigger represents the growth and development.



Animation/
Motion
Ticket



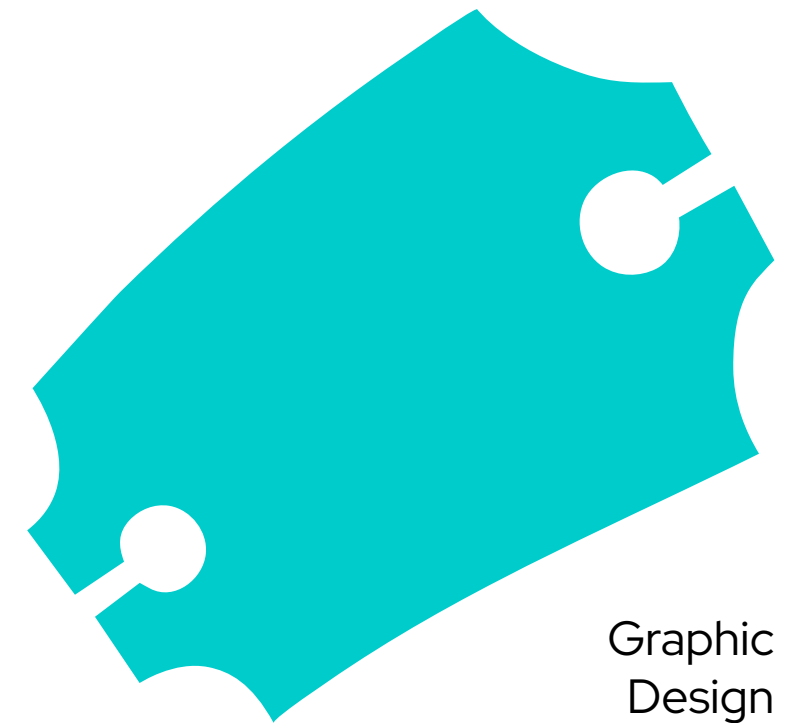
Tickets Illustrations

IDENTITY



Concept - Pen Tool

The Ticket of Graphic design section is inspired from Pen tool of calligraphic pen. this is the style of tickets used in the brand. and the way it comes up and get bigger represents the growth and development.



Graphic
Design
Ticket



Tickets
Illustrations

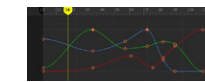
IDENTITY

Bookista



B Bookista

Motion



animation Curves

Graphic



Pen

Video

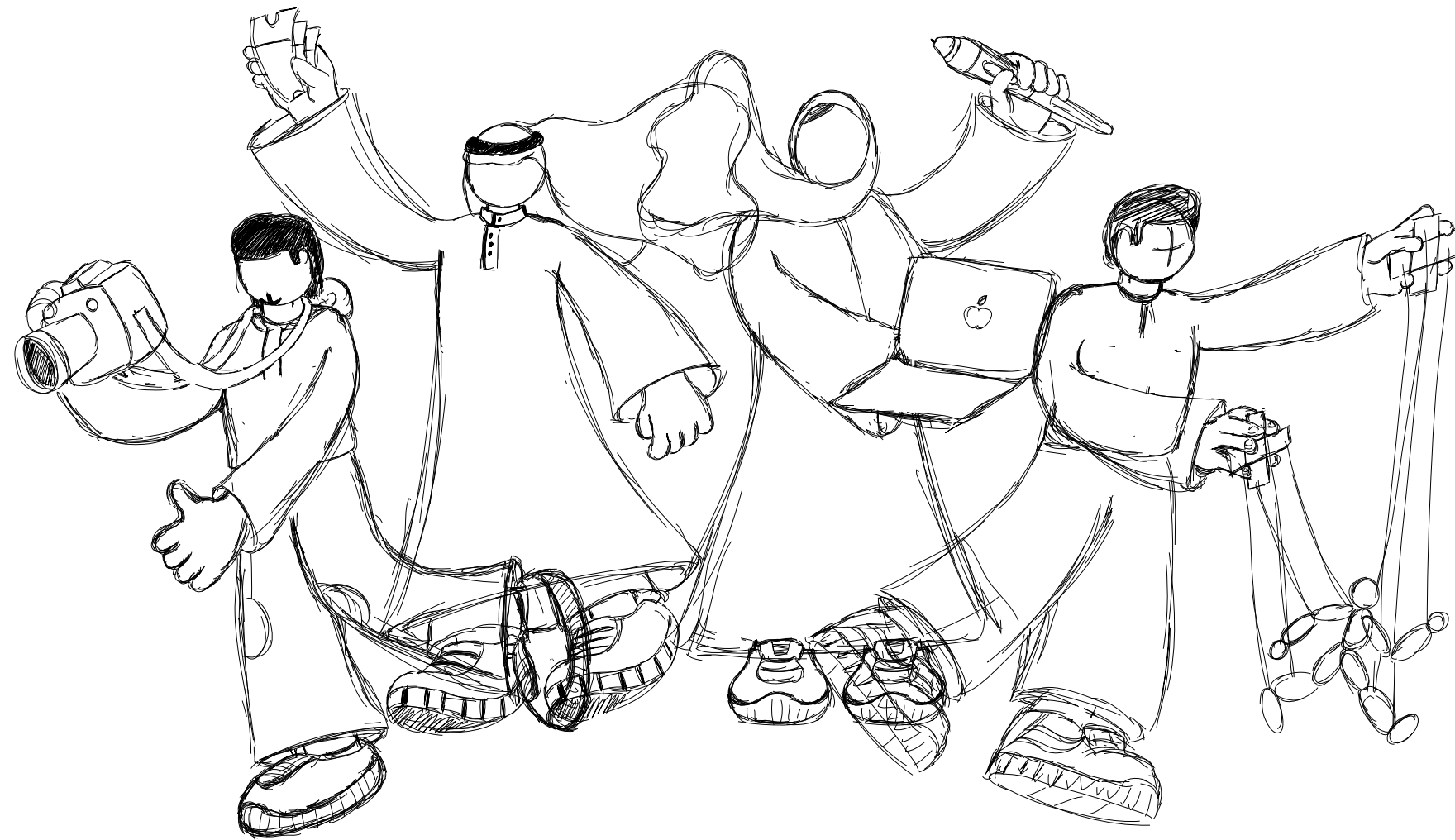


Film



Brand Characters

IDENTITY





The main character represent our persona, the saudi man who search for the creatives. he booked a ticket from Bookista and in his way to Success.



The Animator Character is represented by a youth who animate his puppet as a symbol of animation.







The graphic designer character is represented by a Saudi woman who is holding her laptop and graphic tablet pen.





Brand Characters

IDENTITY





Brand
Pattern



Designing unique pattern inspired from logo. intersecting lines with colors of the brand reflecting its identity.

IDENTITY



Brand
Pattern

IDENTITY





Pattern Illustrations



Designing geometric shapes each has its story to make a pattern.

IDENTITY

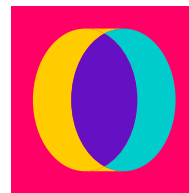


Pattern Illustrations

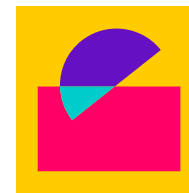
IDENTITY



Direction



Coin



Unlock



eye / Flower



Heart



Tickets



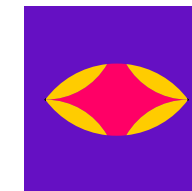
Plant



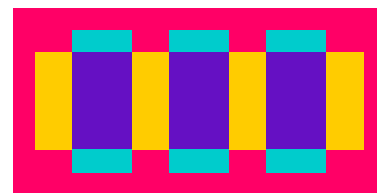
Tickets



Tickets/Pen



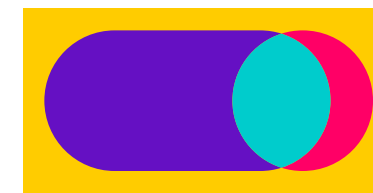
eye



Train Road



eye

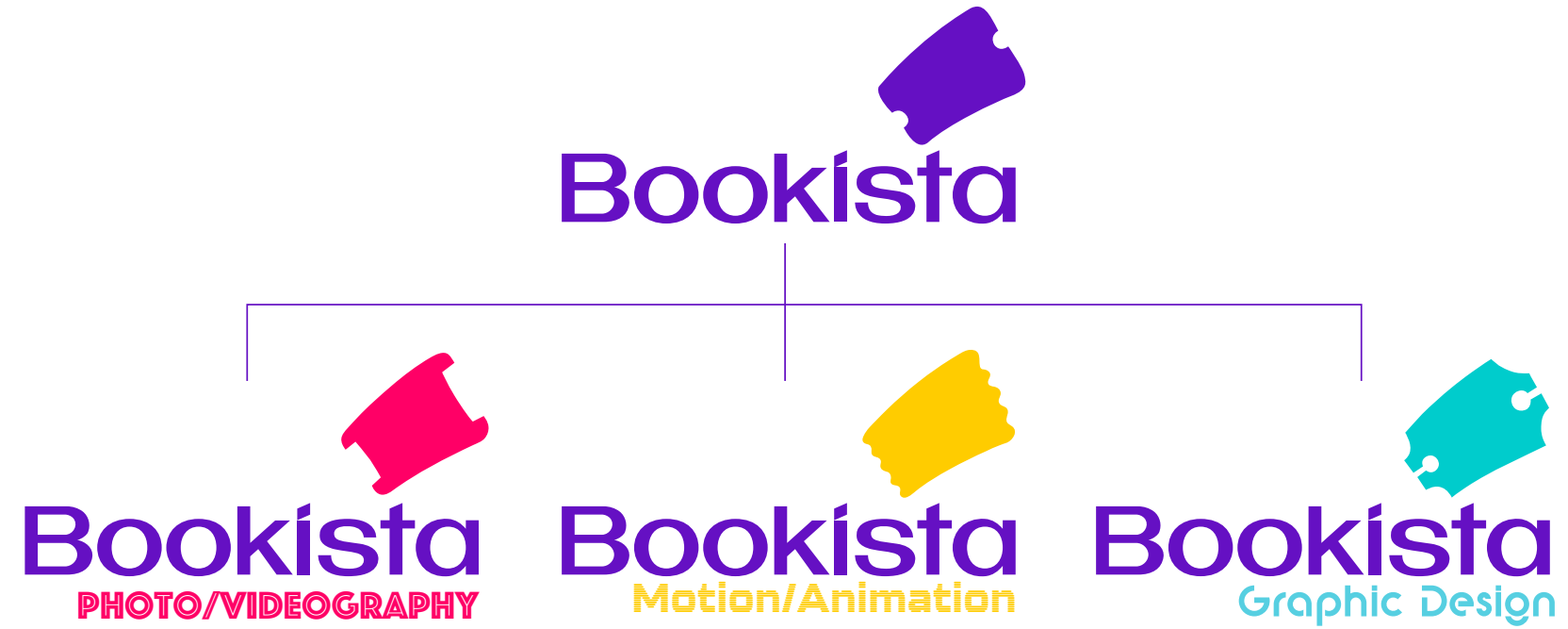


activate



Brand Sections

IDENTITY



giving each department of bookista a unique color and ticket to distinguish it from other sections.



TOUCHPOINTS

71

05

Bookista Rebranding Project



Ahmed Ibrahim



المحطة الجاية التصوير الفوتوغرافي



**We Connect You
to the Stations
of Success**



بوکیستا

**Your Ticket
to Boundless
Creativity**



Bookista





بوكيستا

Bookista



بوکیستا
Bookista



**Rayyan
Al Hamoud**

Chief
Marketing
Officer



**Danial
Al Hamoud**

Partnership
Director



**Reda
Al Hamoud**

Chief
Executive
Officer

1000 5th St



التصوير الفوتوغرافي

المحطة الجاية





بوكيستا
BOOKISTA

®





Hello,
Rayaan

Mohamed Ibrahim
Graphic Designer



12
Days

600
USD

Marged Hoss
Graphic Designer



15
Days

700
USD

Khadija Hesser
Graphic Designer



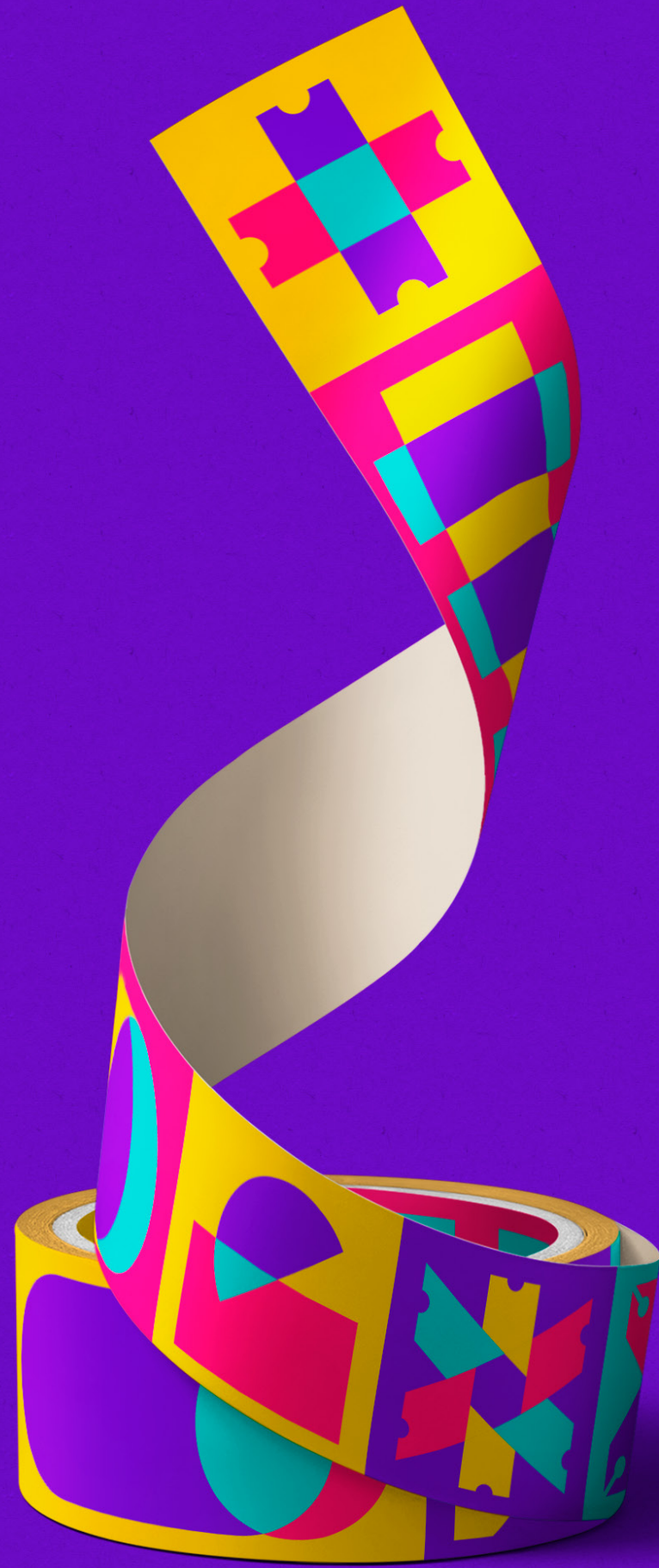
15
Days

600
USD

Mohamed Ibrahim
Graphic Designer









بوک ایستا
Bookista



Your Ticket
to Boundless
Creativity



Maged Ahmed
Designer

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