A large, bold, black letter 'B' logo, positioned in the upper left quadrant of the page. The 'B' is a simple, blocky font with a white negative space in the middle.

# Otared

Smart Media Production

Logo & Brand Identity



—  
We are about to  
introduce  
the creative  
direction of  
Otared



# Otared Logo & Brand Identity

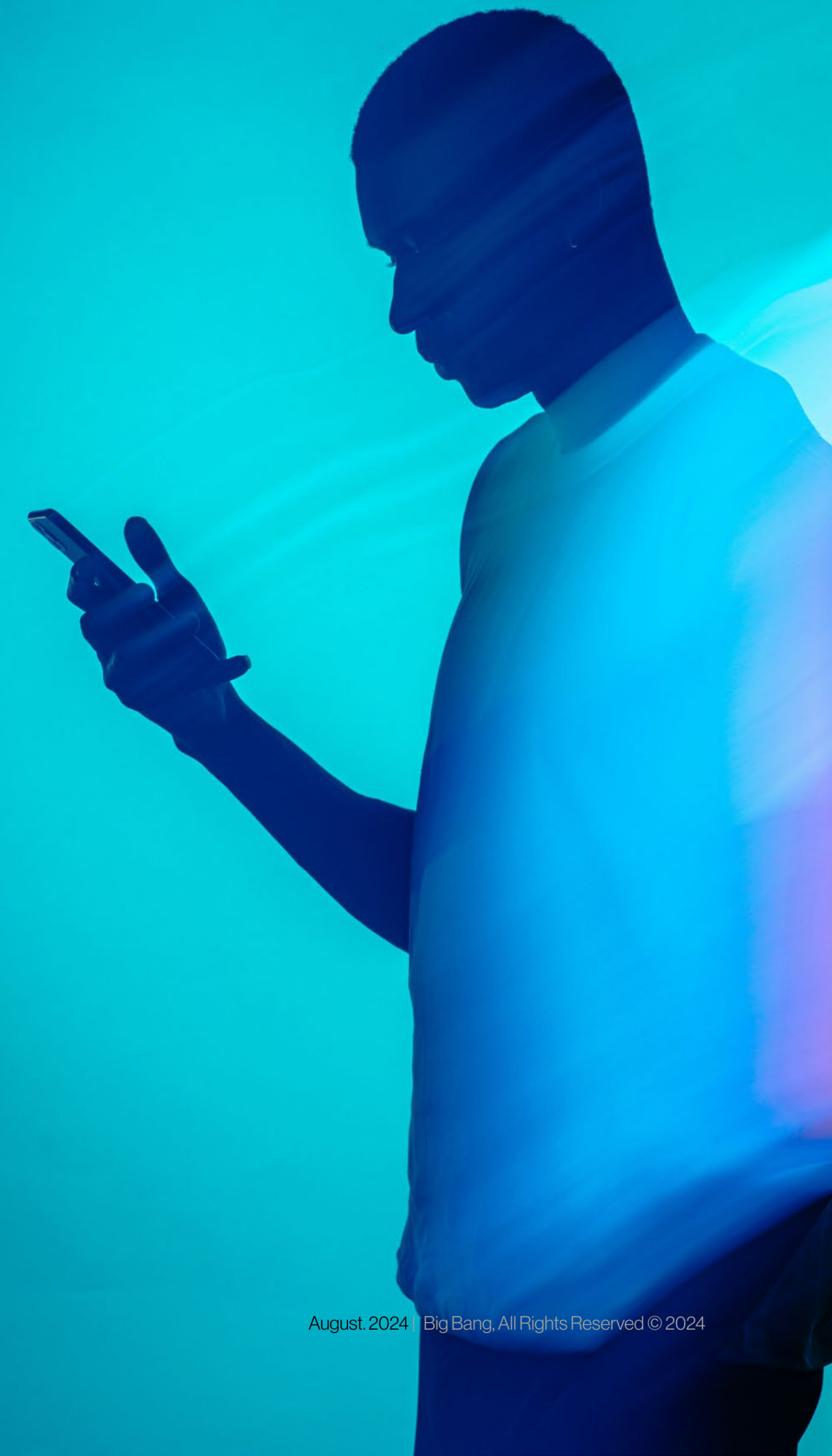
Otared produce ideas that enrich Arabic content and contribute to its development. Through our various media platforms, we offer content that resonates with the audience's interests and meets their aspirations, using creative methods and a forward-looking vision. We believe in the power of influence and creativity in content creation.

Client: Otared

Location: Saudi Arabia

Duration: 6 Weeks

Scope: Brand Strategy, Art Direction, Logo Design,  
Collaterals Design, Visual Identity.





# Otared Goals

We are focused on building a new service that is scalable and keeps up with modern technologies. We are confident that we can take you to another dimension.





# Brand Persona







Sharp

Sharpness

Sharpness

Sharpness

Boundaries

Oddity

Sharpness

Boundaries

Sharpness

Originality

Innovation

Originality

Innovative

Technology

Technology

Technology

Abstract

Boundaries

Abstract

Oddity

Oddity

Trend

Trend

Trend

Trend

Affordability

Quality

Innovation

Affordability

Quality

novation

ality

novative

ndaries

Oddity

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Oddity

Oddity

edge

edge

edge

Oddity

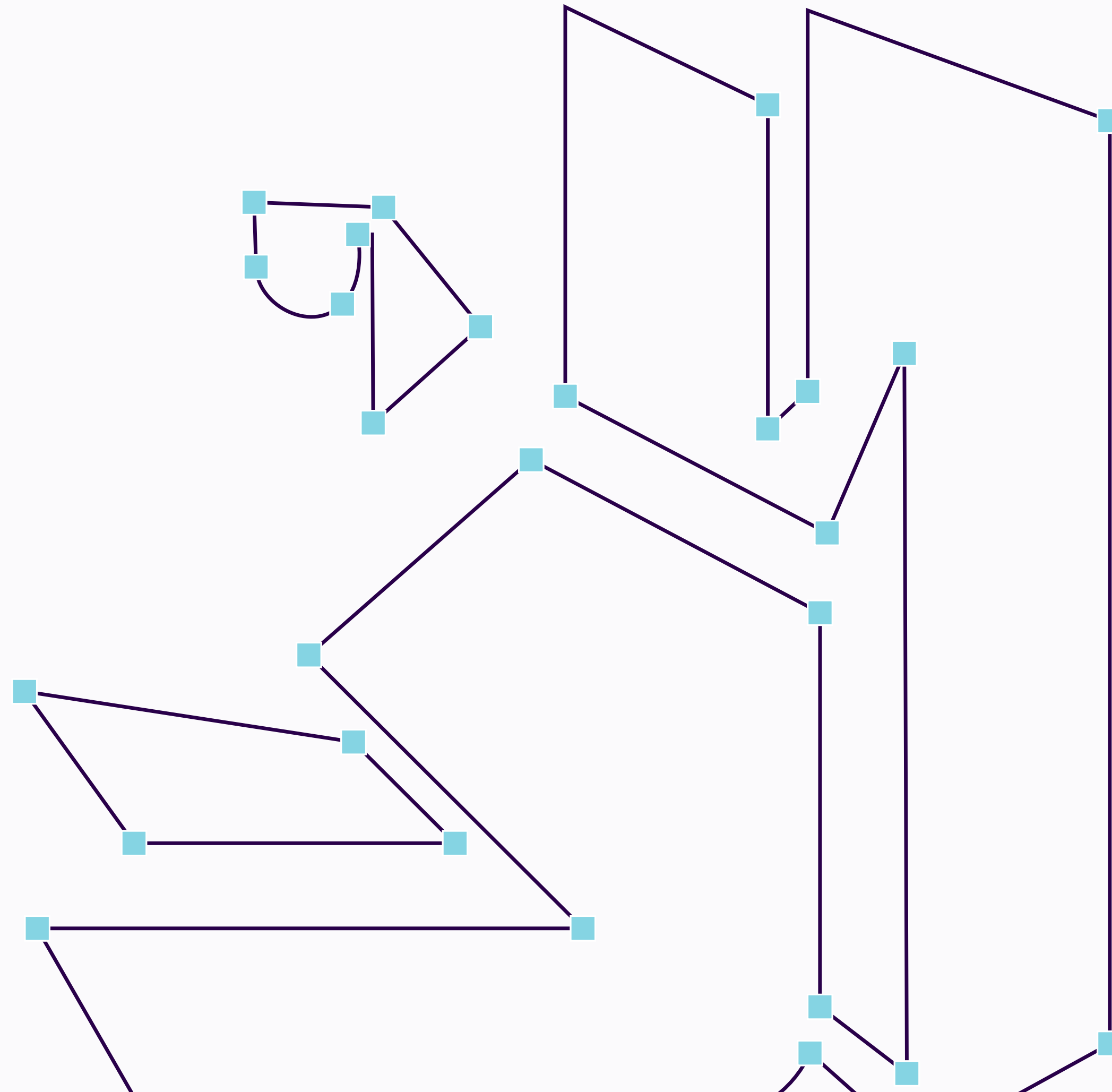
Abstract



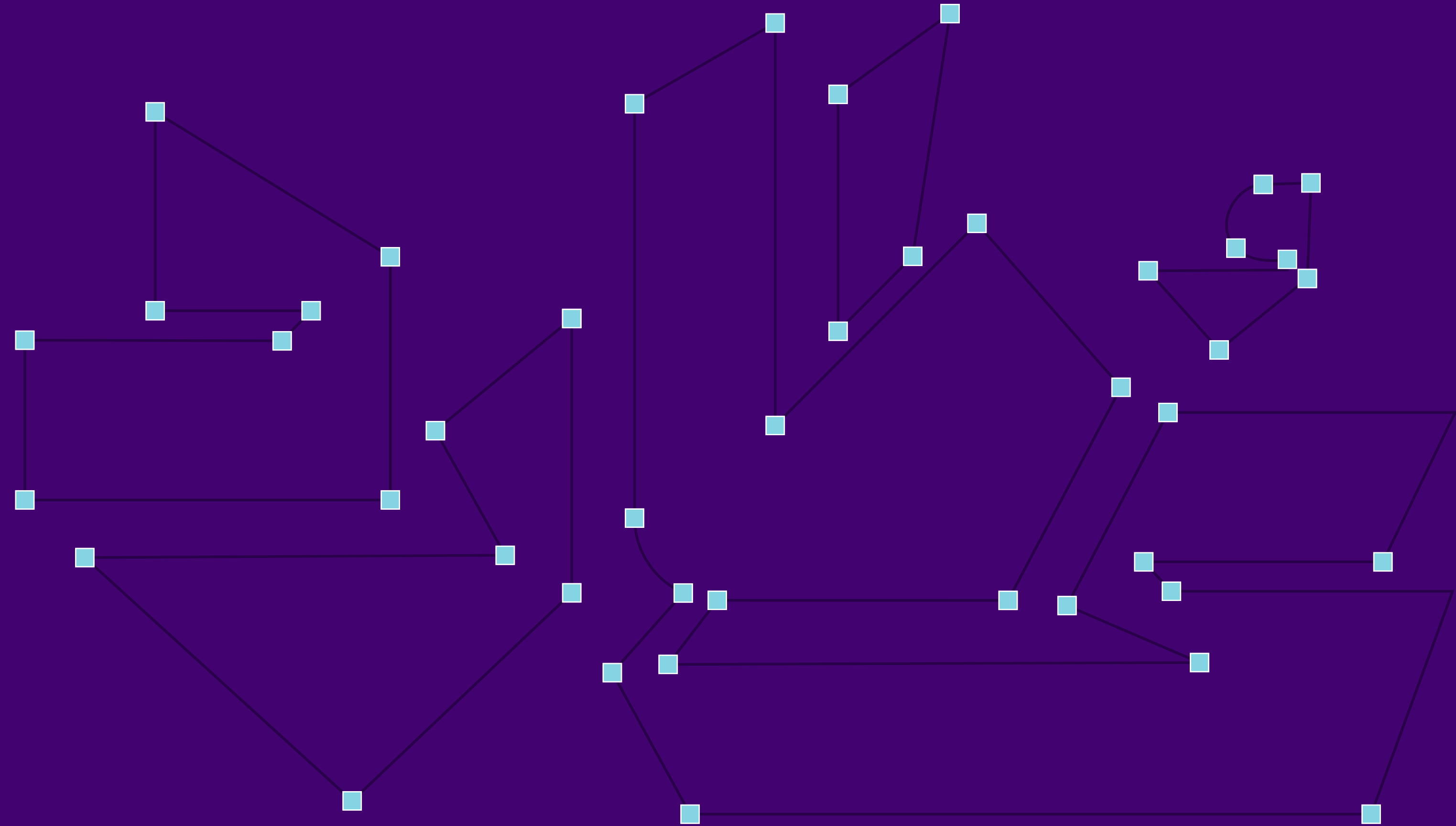


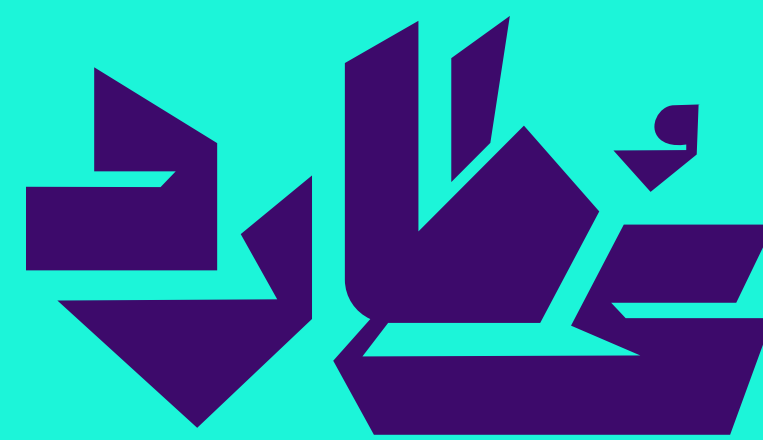


# Logo Rational

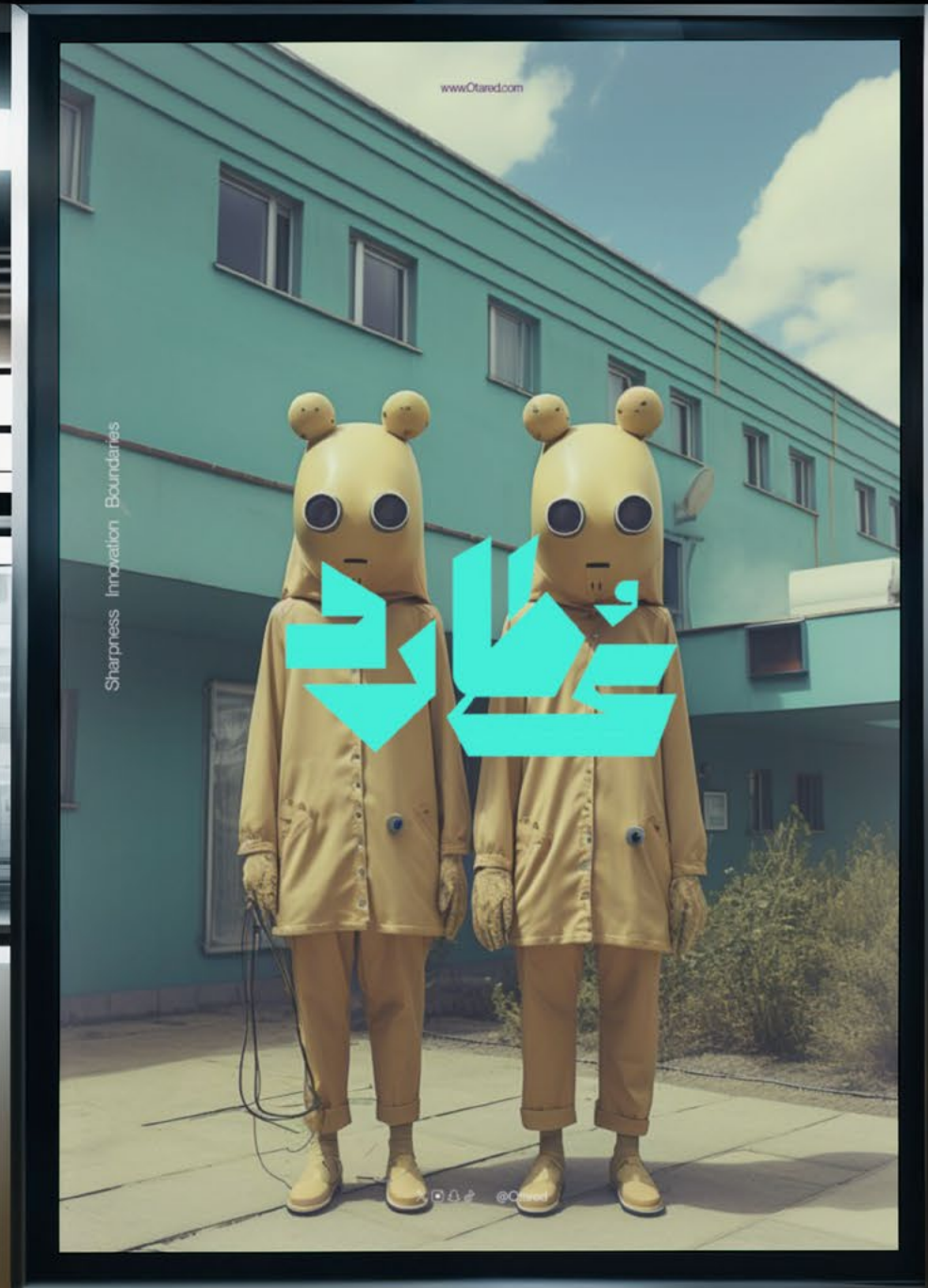
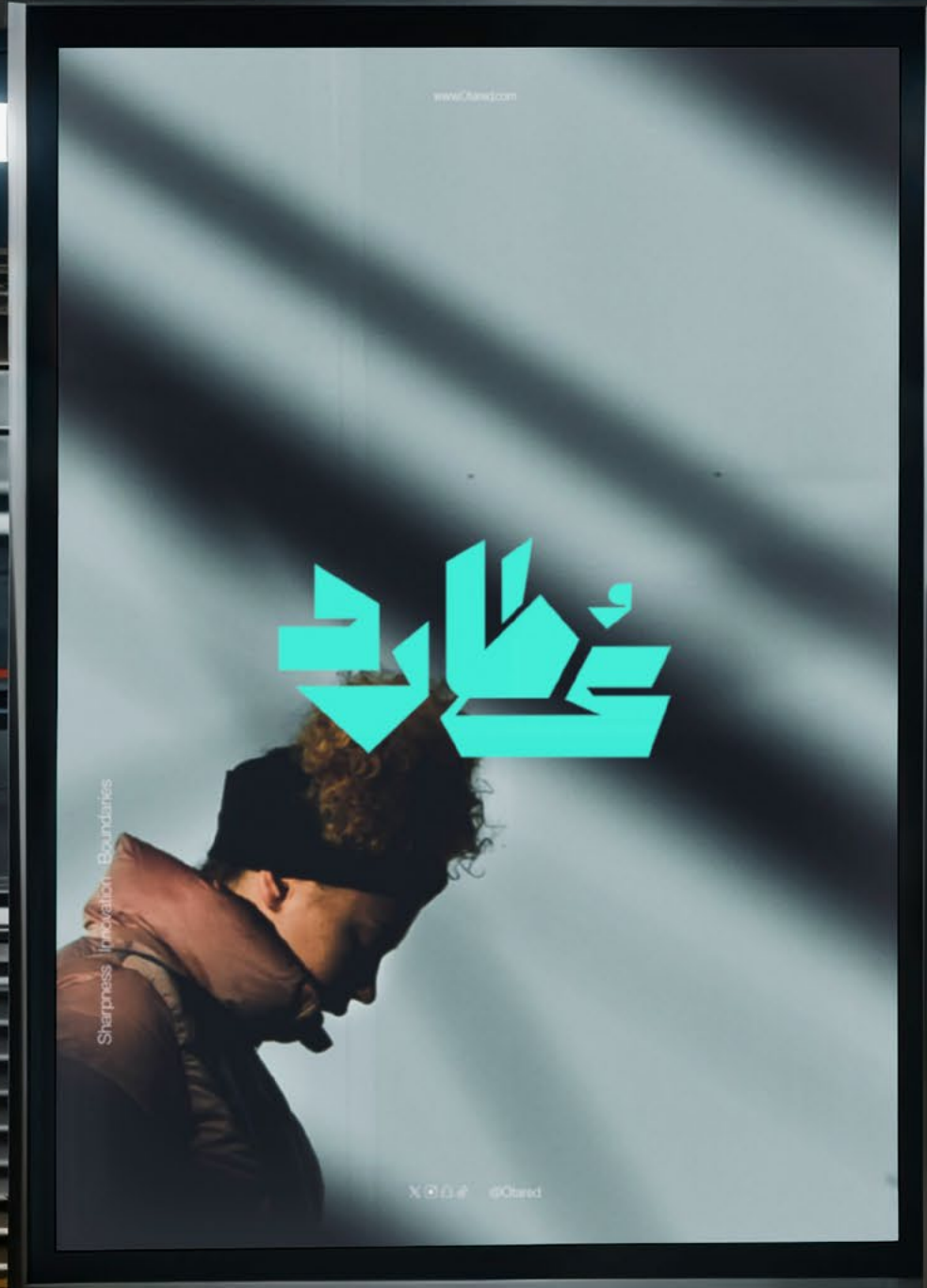


—  
The logo incorporates elements to form a harmonious and innovative composition. At the forefront, a sleek and abstract symbol symbolizing speed, technology, and innovation takes center stage. This symbol is intricately intertwined with Arabic calligraphy, adding a touch of cultural heritage and sophistication to the overall design. The typography is clean, bold, and seamlessly integrated with the symbol and calligraphy, creating a dynamic visual contrast.













# Indigo

Hex  
#420371

RGB  
66 / 3 / 113

CMYK  
42 / 97 / 0 / 56

# Flourescent Cyan

Hex  
#31FFE6

RGB  
49 / 255 / 230

CMYK  
81 / 0 / 10 / 0

# Steel Pink

Hex  
#D80FCF

RGB  
66 / 3 / 113

CMYK  
0 / 93 / 4 / 15

# White Paper

Hex  
#ffffff

RGB  
255 / 255 / 255

CMYK  
0 / 0 / 0 / 0



Hello,  
I'm The Official  
Typeface for  
Otared

Aa Bb Cc

12345

Typeface

TT **Firs**  
**Neue**

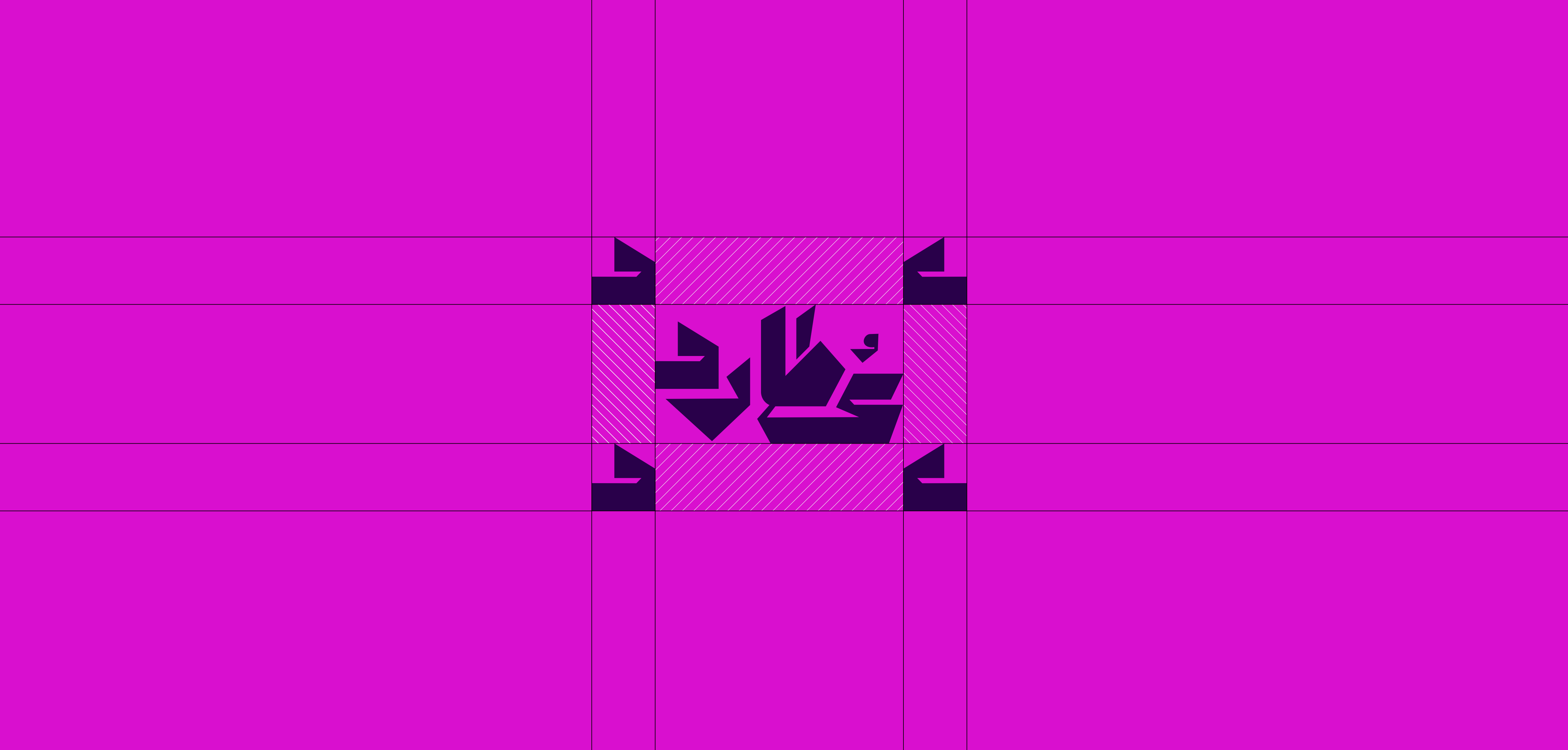
Regular  
Meduim  
Demi Bold

**Aa**











عطار



عطار

عطار

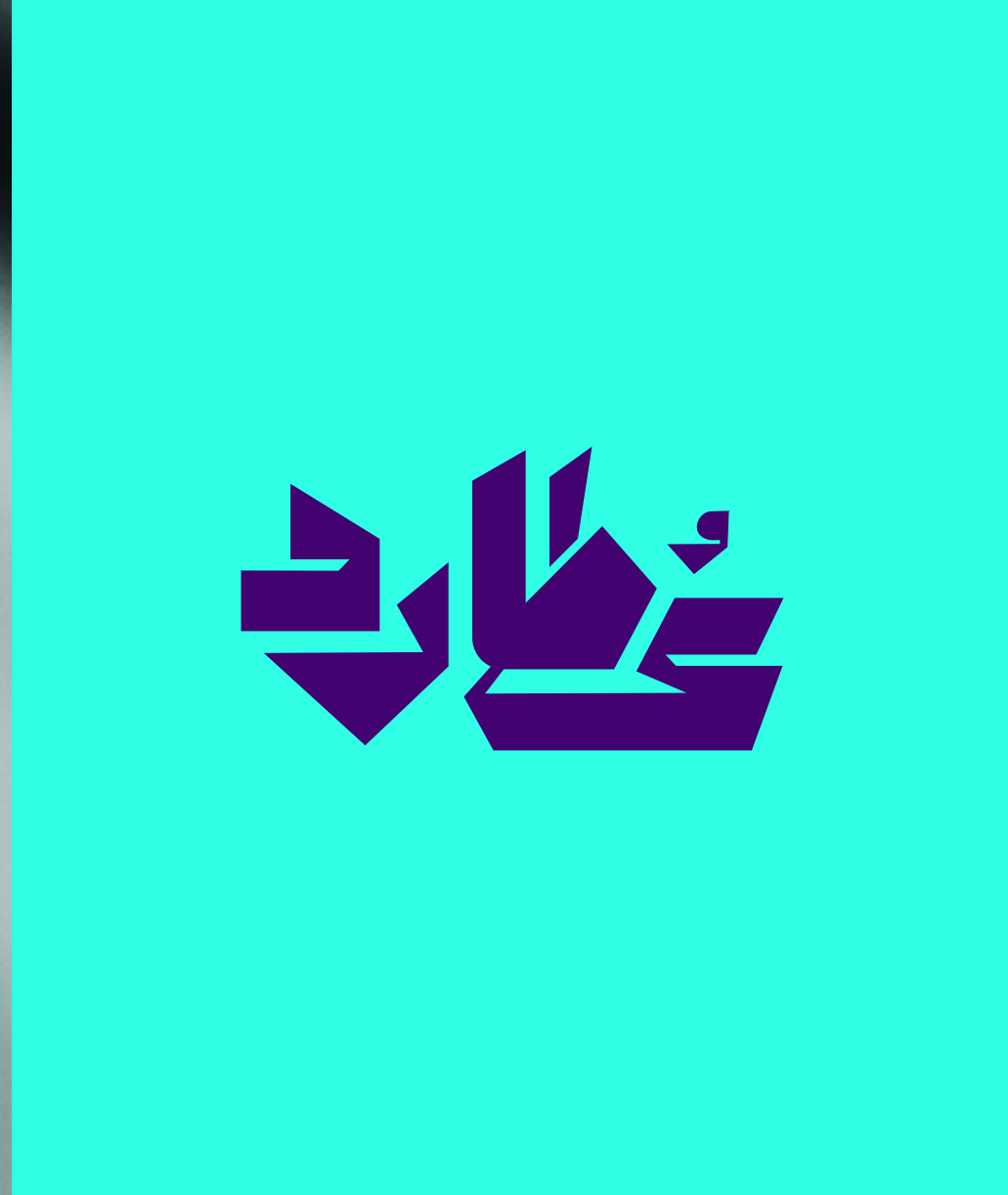


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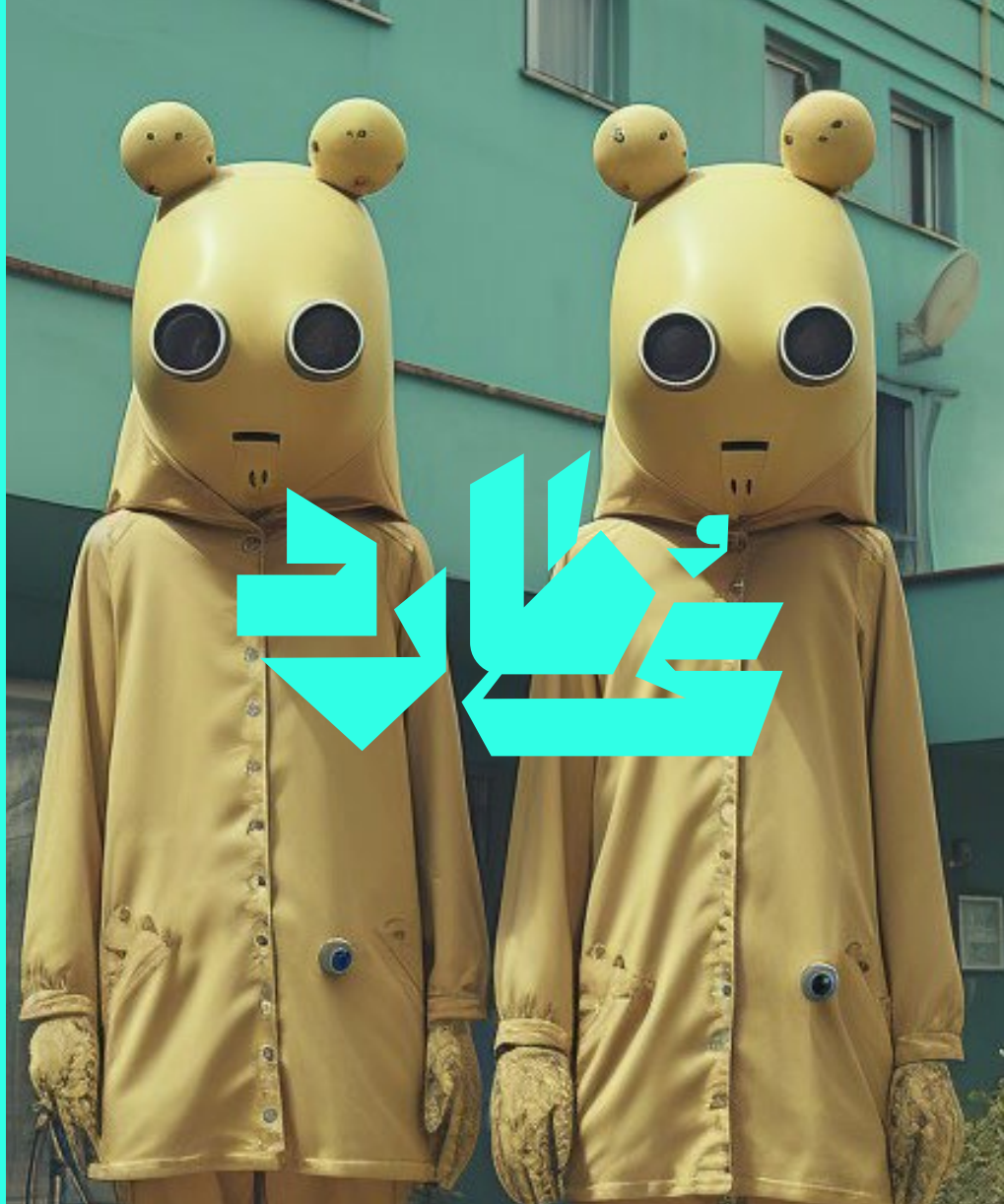
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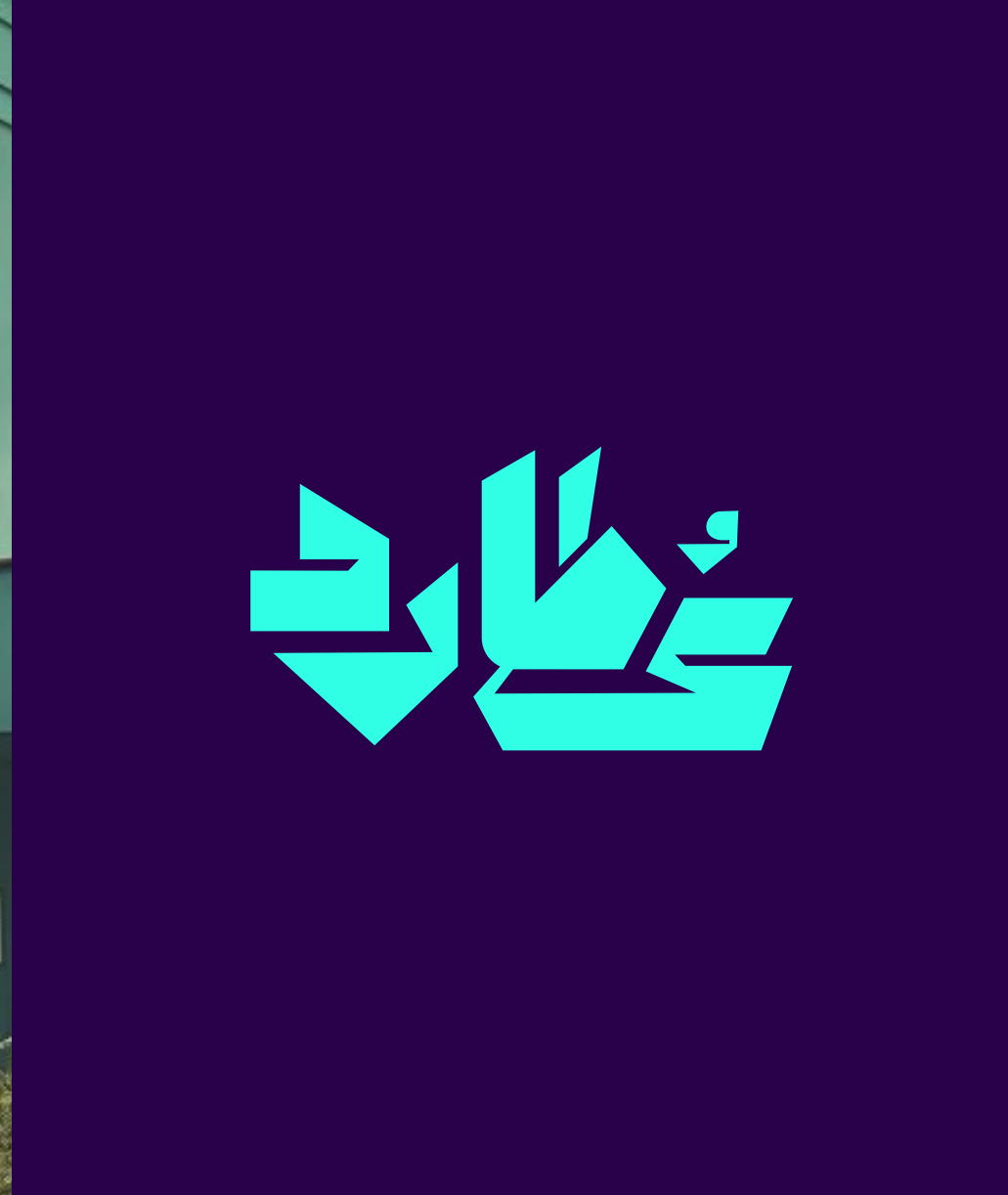
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عطار



عطار



عطار



عطار

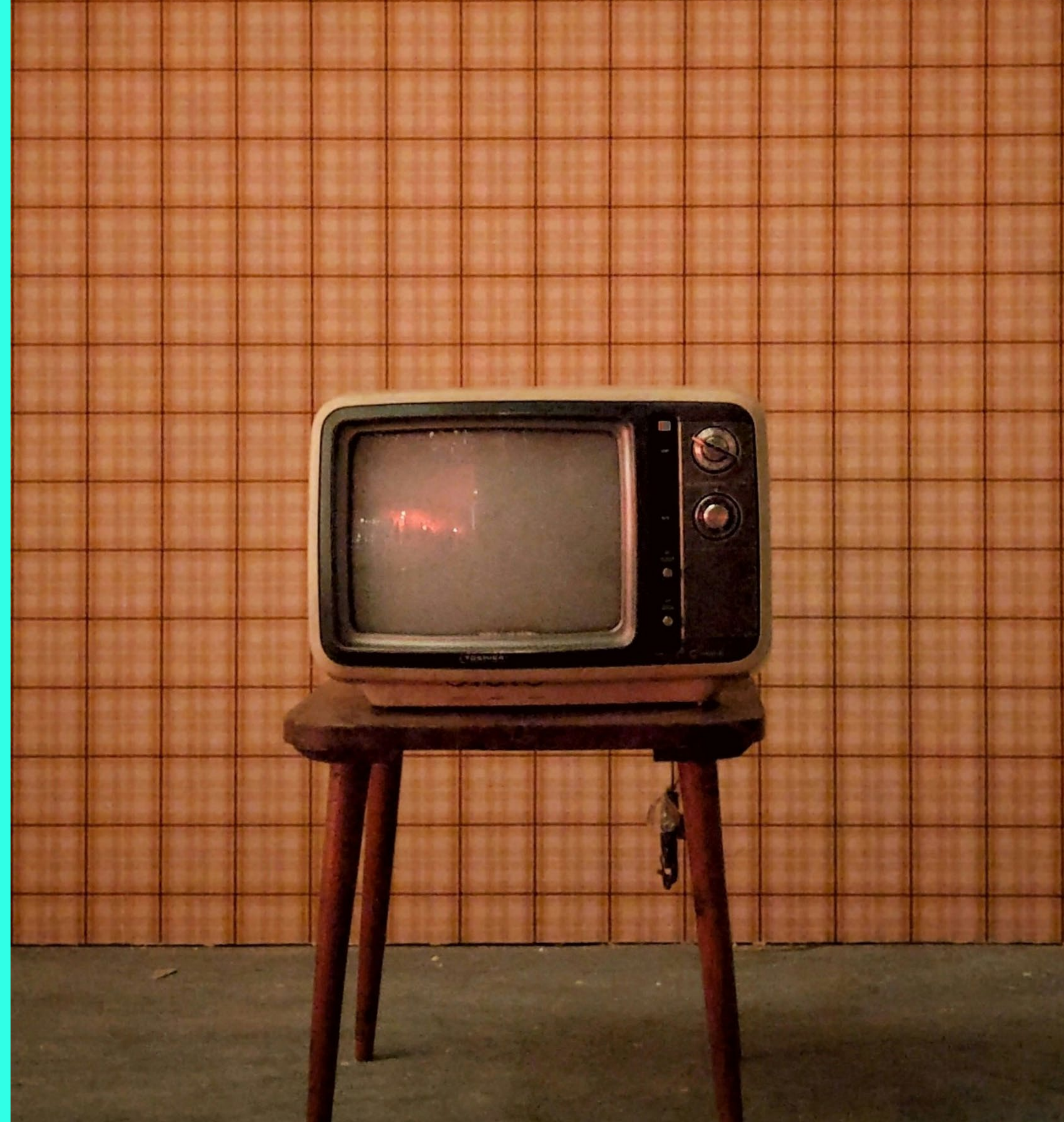


# Brand Concept





Step into a  
new dimension  
at Otared -  
where frames  
transcend the  
ordinary and  
redefine your  
view of the  
world.





Otared revolutionizes the realm of smart media solutions by offering cutting-edge services within a minimal budget framework, powered by the latest advancements in artificial intelligence. Our brand draws inspiration from the concept of frames, traditionally associated with square or rectangular shapes. However, at Otared, our frames symbolize more than just boundaries; they represent windows to a new world of possibilities.





By crafting frames in unique shapes, we invite our audience to perceive the world in a fresh and innovative way, redefining the conventional narrative of media solutions. At Otared, we present a unique vision - where every frame serves as a window to endless opportunities and creativity, ensuring that our clients experience a new and dynamic approach to smart media solutions.





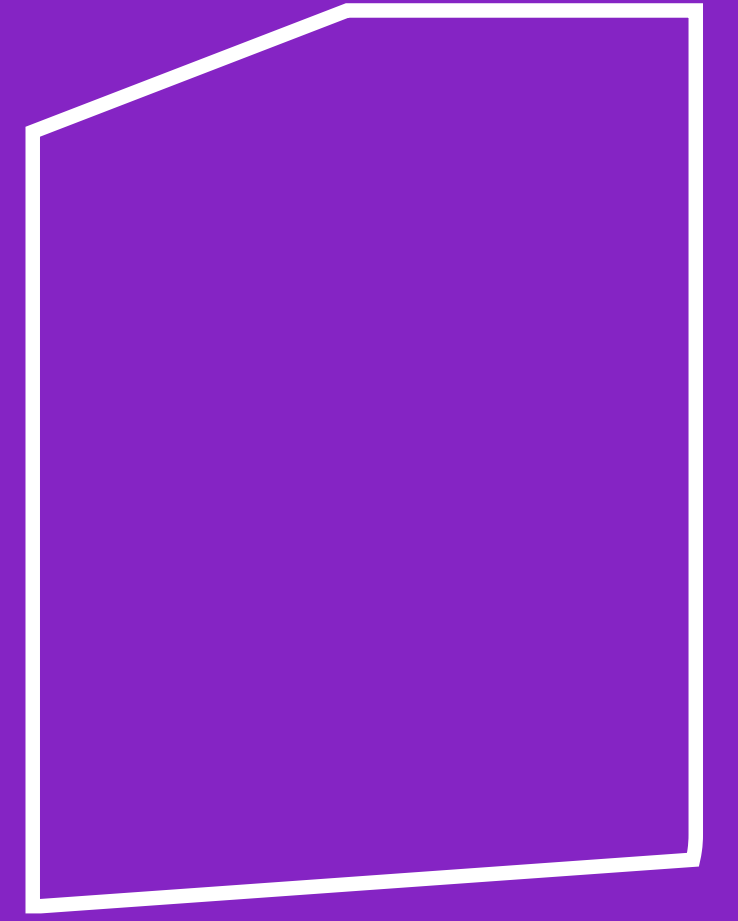
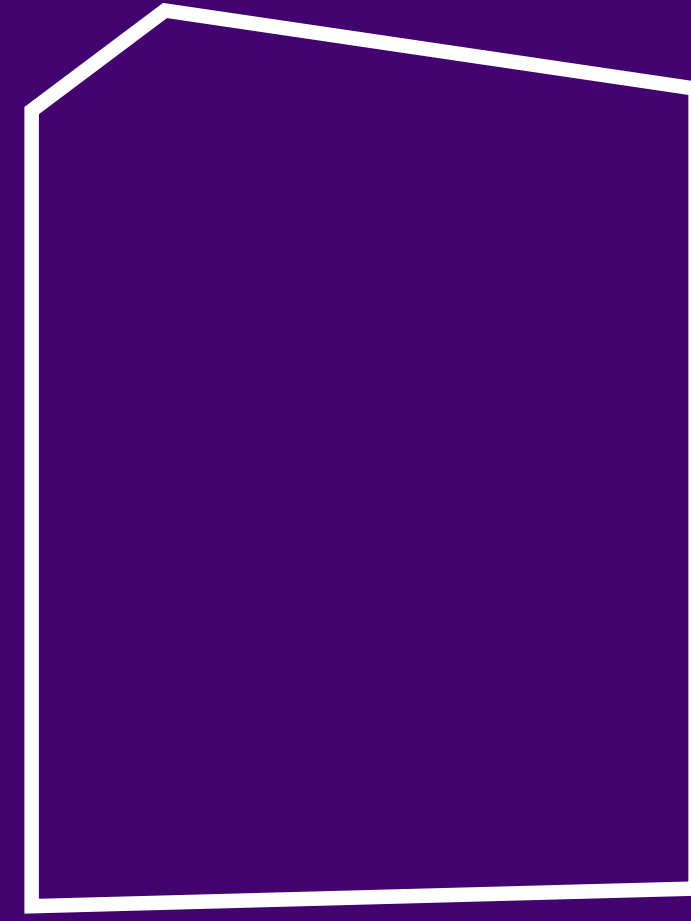
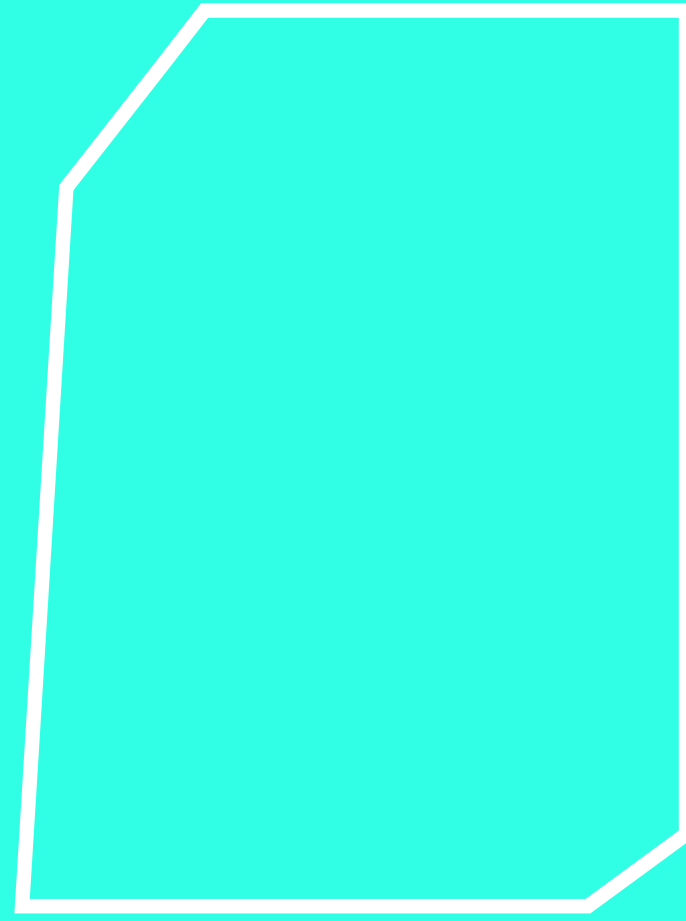
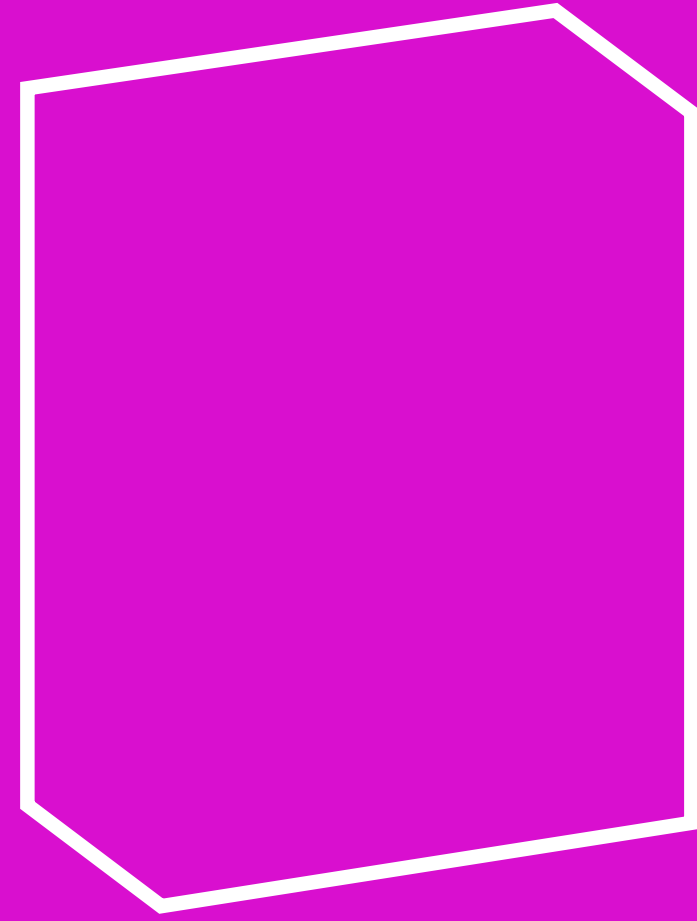
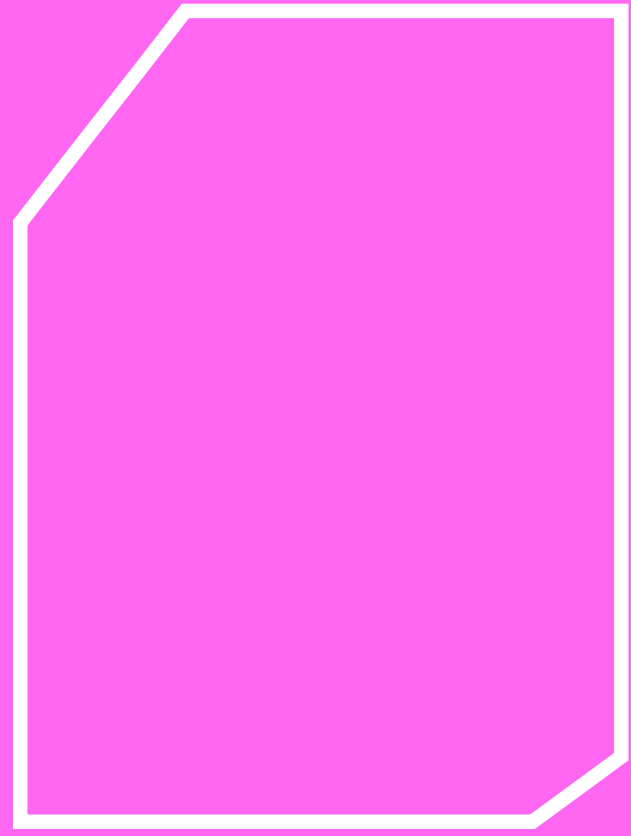


At Otared,  
we don't just  
change frames  
— we change  
perspectives.

Get ready to  
see the world  
in a whole new  
light.













  
**Innovative Media Solutions.**  
 @Otared | www.Otared.com  
 Sharpness. Innovation. Boundaries.

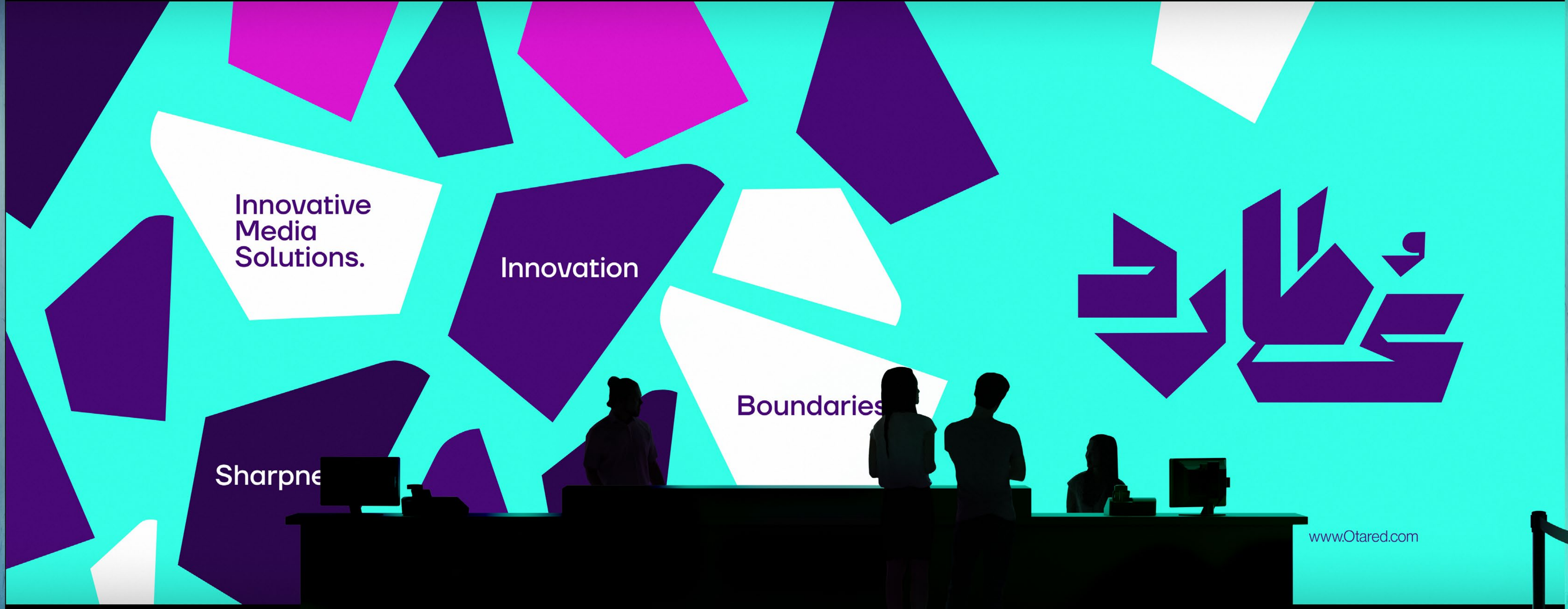
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Innovative  
Media  
Solutions.

Innovation

Boundaries

Sharpne

www.Otared.com













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**Ahmed  
Wali**      Manager

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+966 11 462 7792 ext. 666





Crafting  
Distinctive  
Originals

Sharpness Innovation Boundaries

X @Otared | www.Otared.com







Date:  
09/09/2024

### Receiver Details

To: Mr. Name Surname  
His / Her Postion 966 Street, 5th Floor  
Riyadh City, Postal Code  
12345



[www.otared.com](http://www.otared.com)



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Media  
Solutions.

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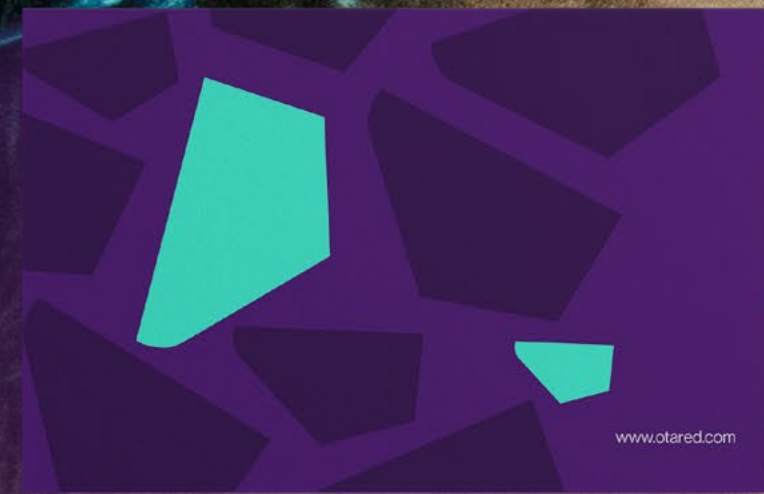








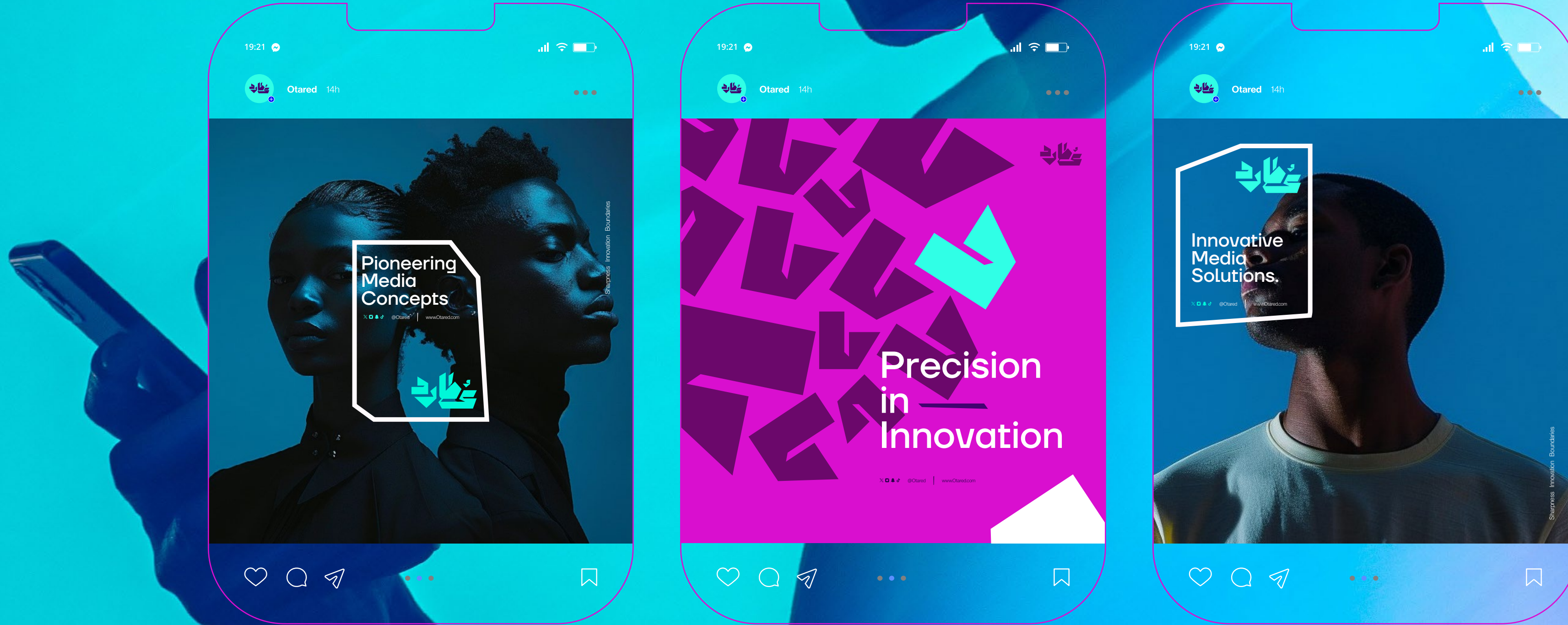




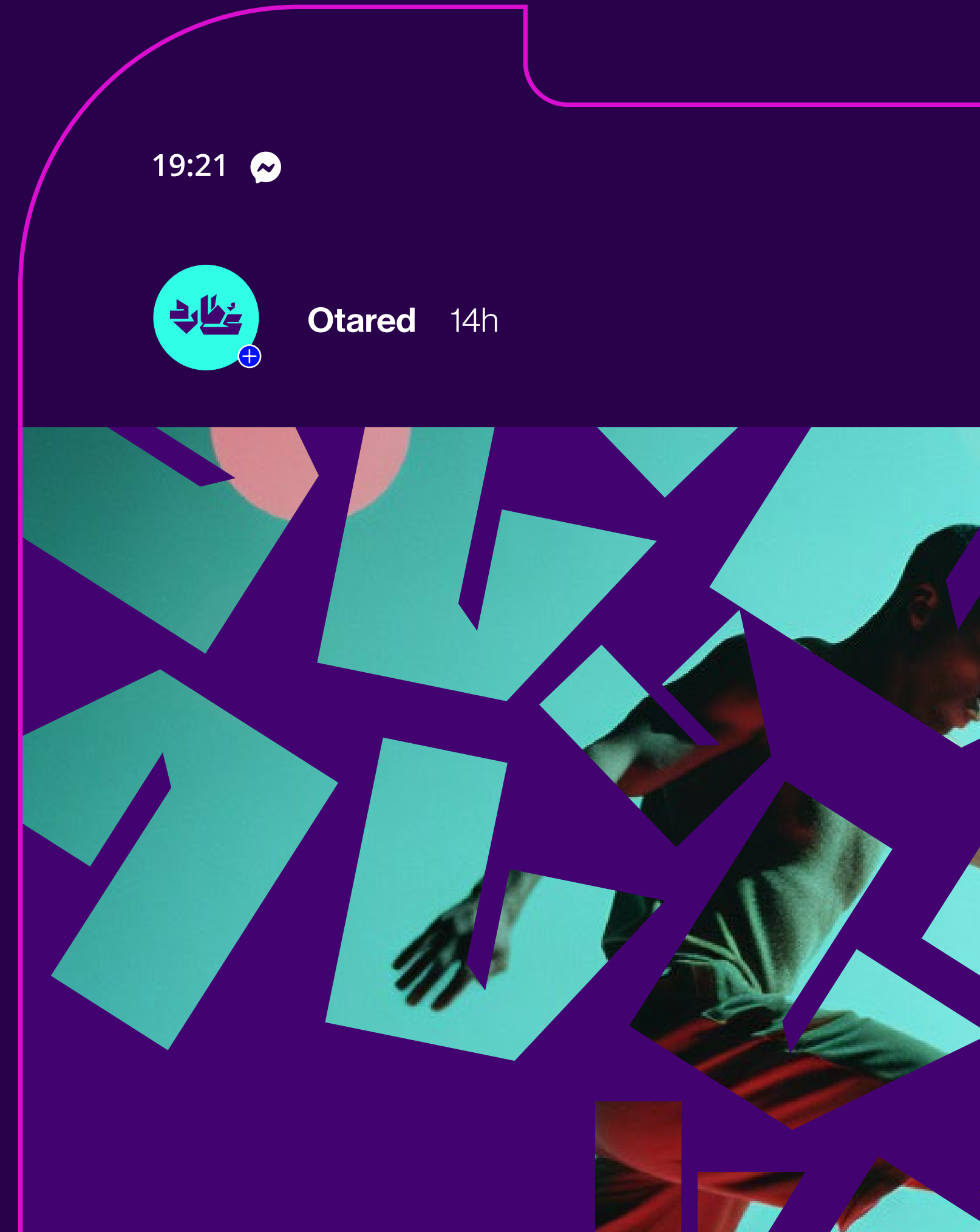
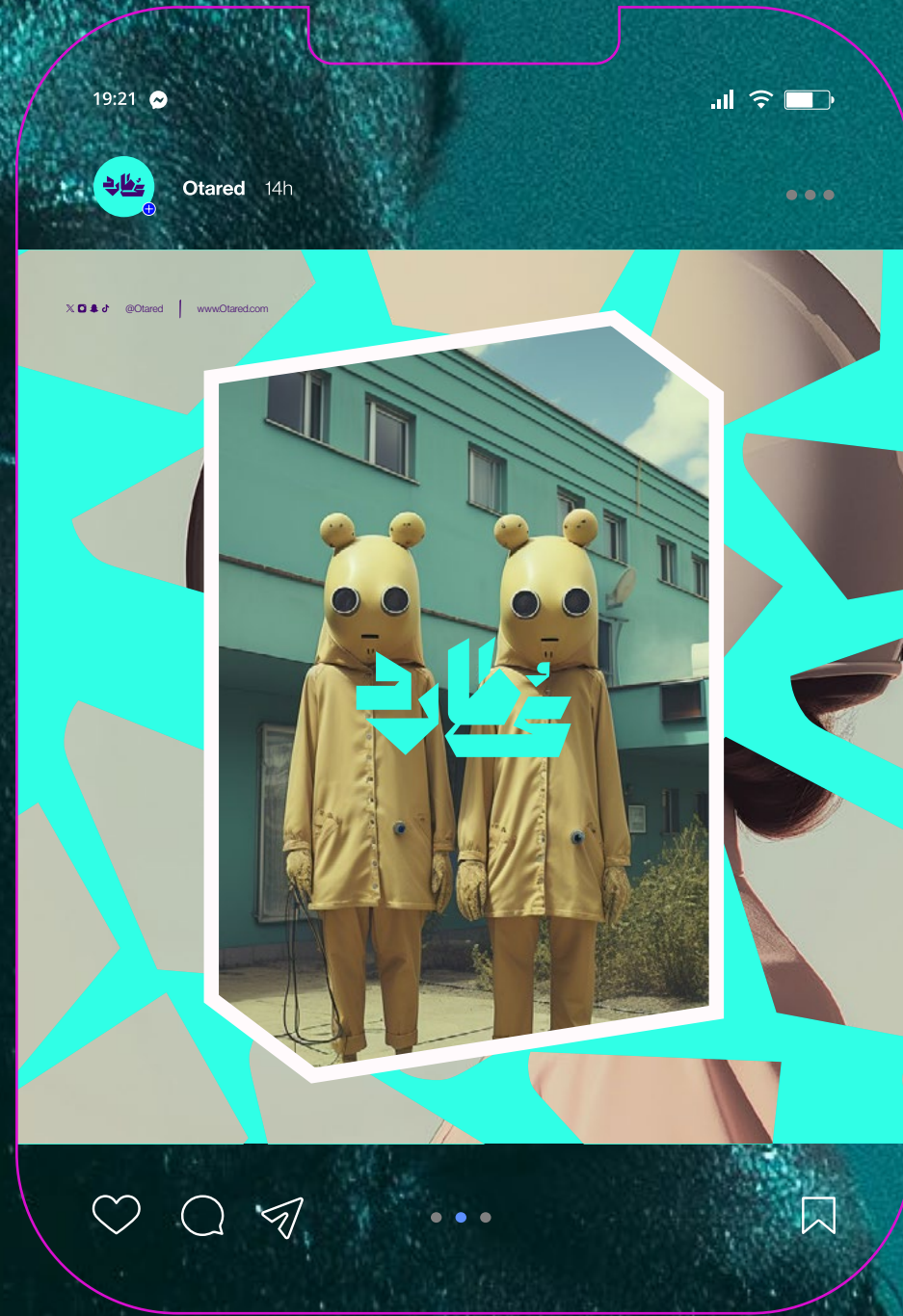




















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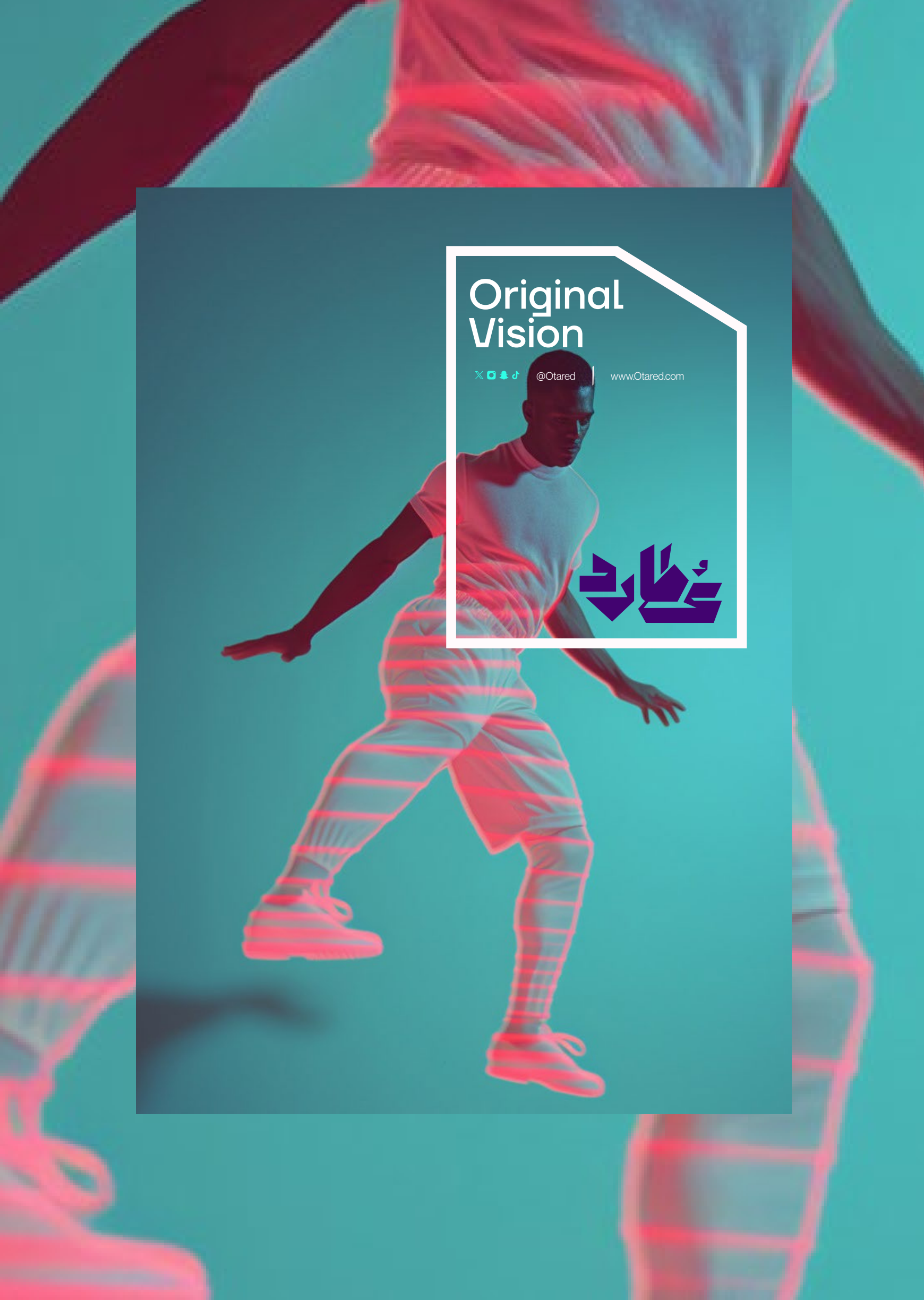





Precision  
in —  
Innovation

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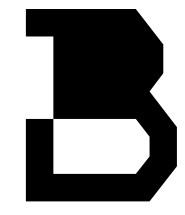




Looking  
— Forward







B

# Otared

Smart Media Production

Logo & Brand Identity

