

KDI

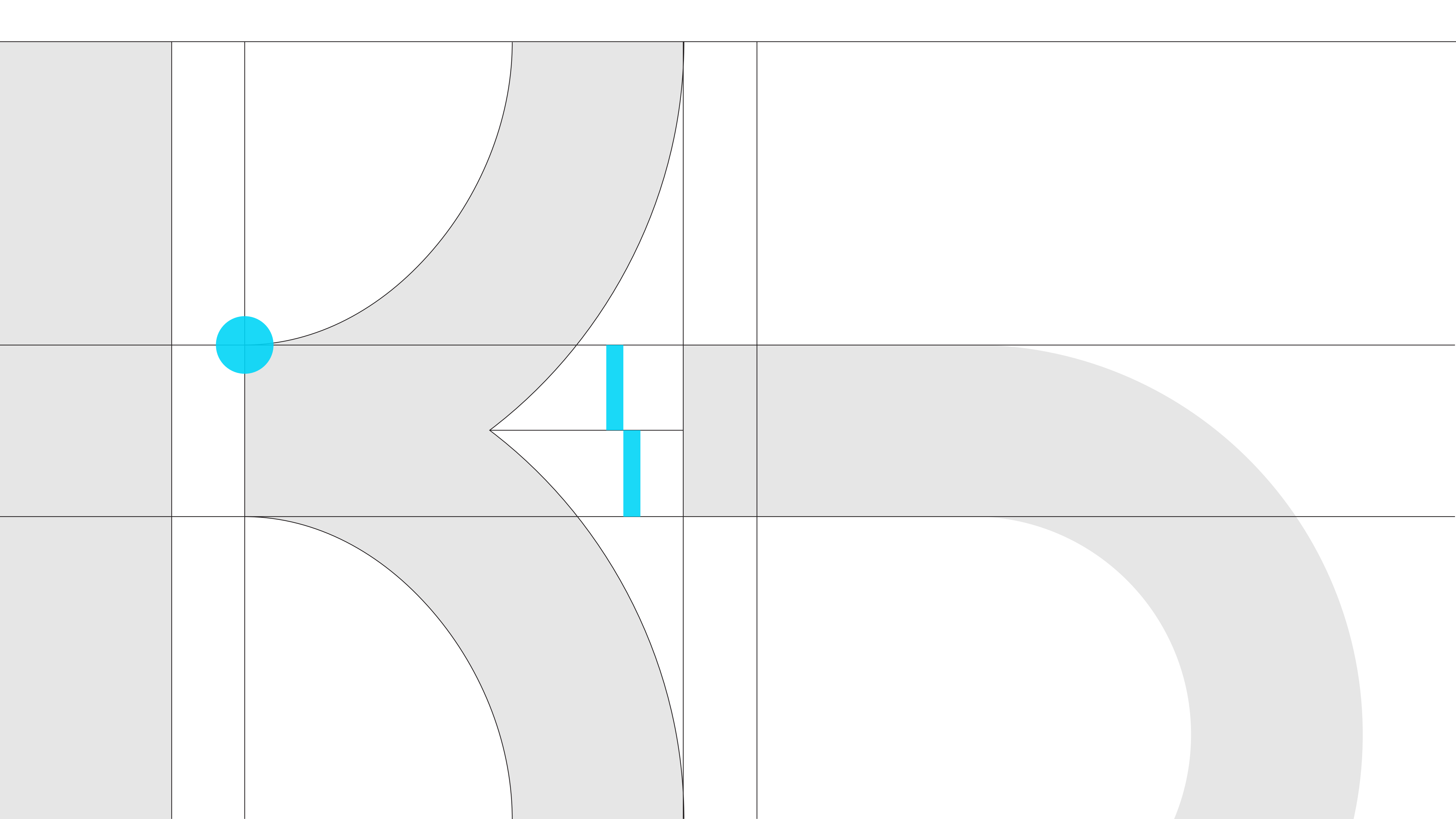
Rebranding

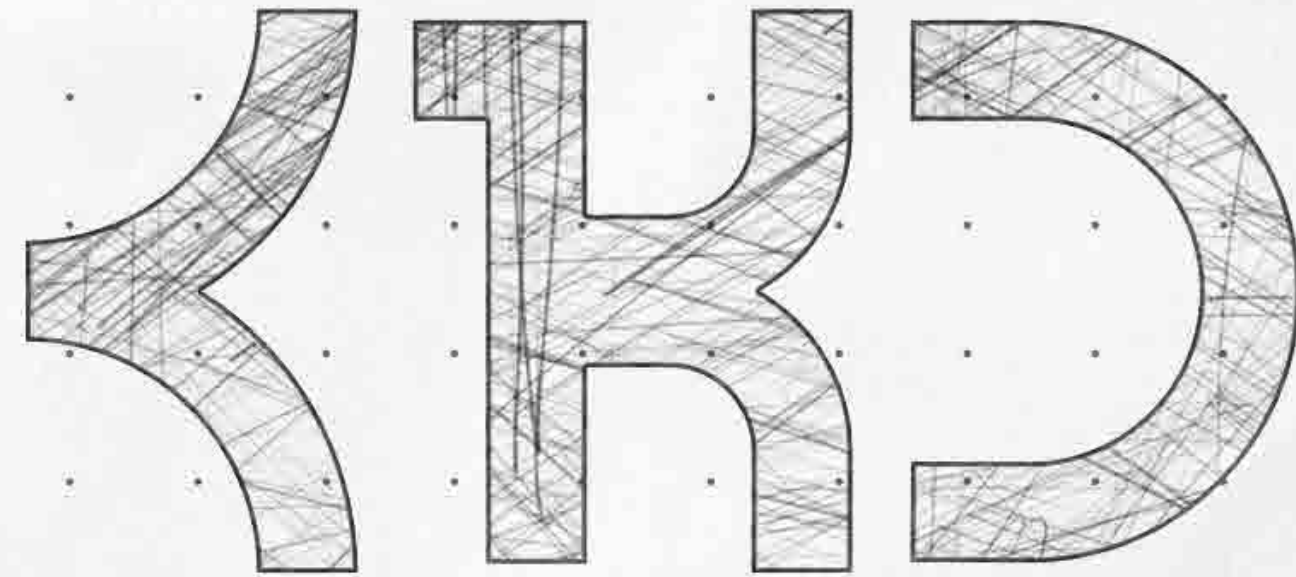
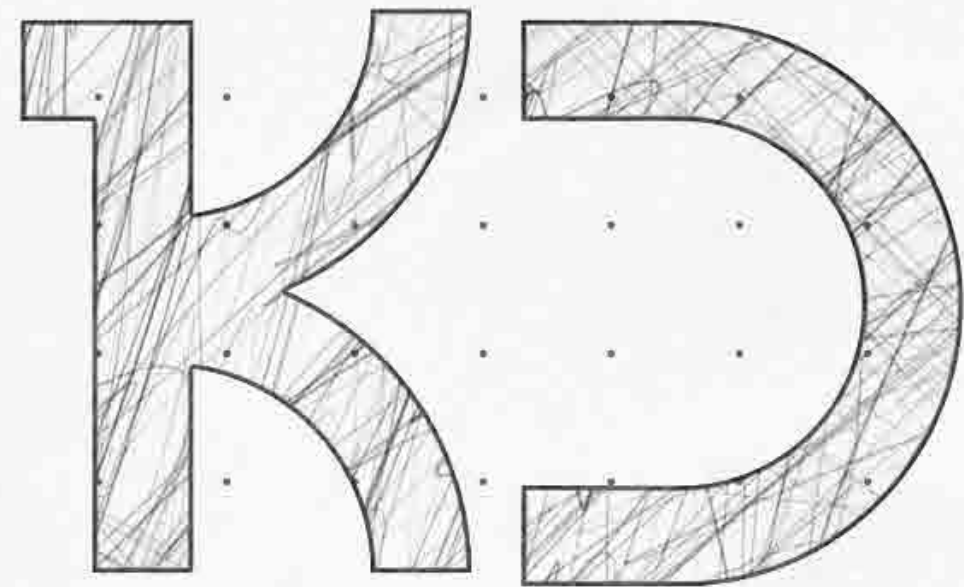
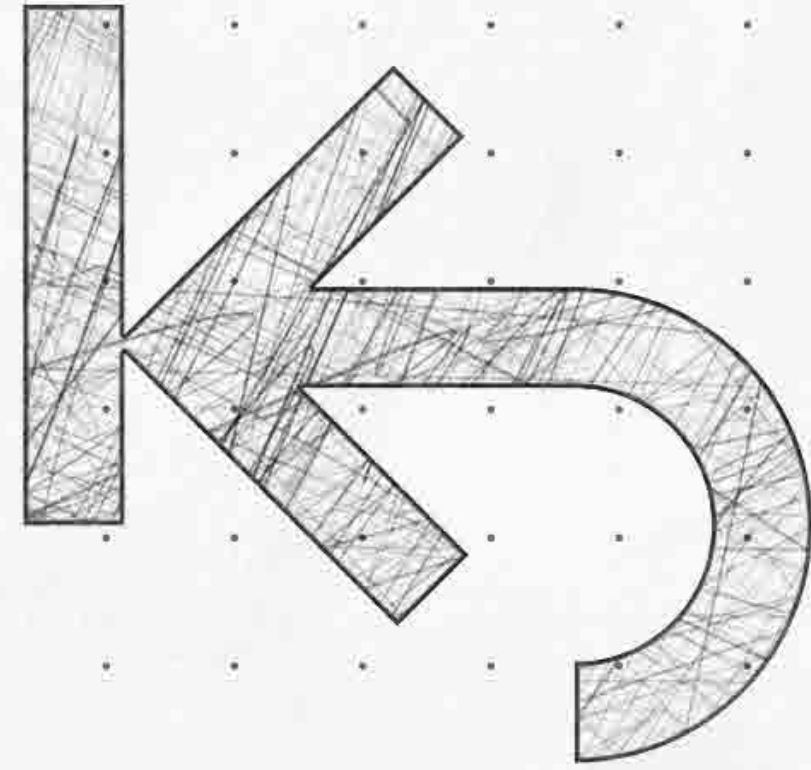
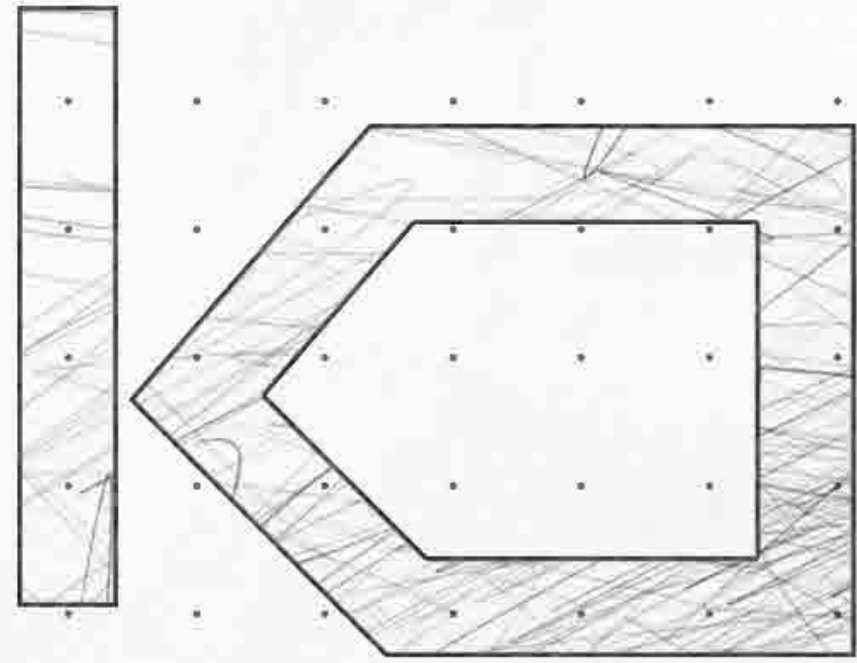


Laft agency

Gridliners award

2024





**Clear
Space**



International
Knowledge
Development

Clear Space

The clear space boundary is the margin surrounding the logo and must be free from any visual interference. The logo has been optimized to work in different sizes, in digital and in print, and never reduce below the minimum sizes stated here.



Logo Treatment

Different logo artwork files are available for varying reproduction needs. Use the full-color logo wherever possible, favoring it over greyscale or single-colored versions. Greyscale logos should be used for black-and-white reproduction, while single-color logos are ideal for BETWEEN reproduction and colored backgrounds.





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Brand Positioning



Logo Concept



Transformation



Home



Bird



Knowledge

Typography

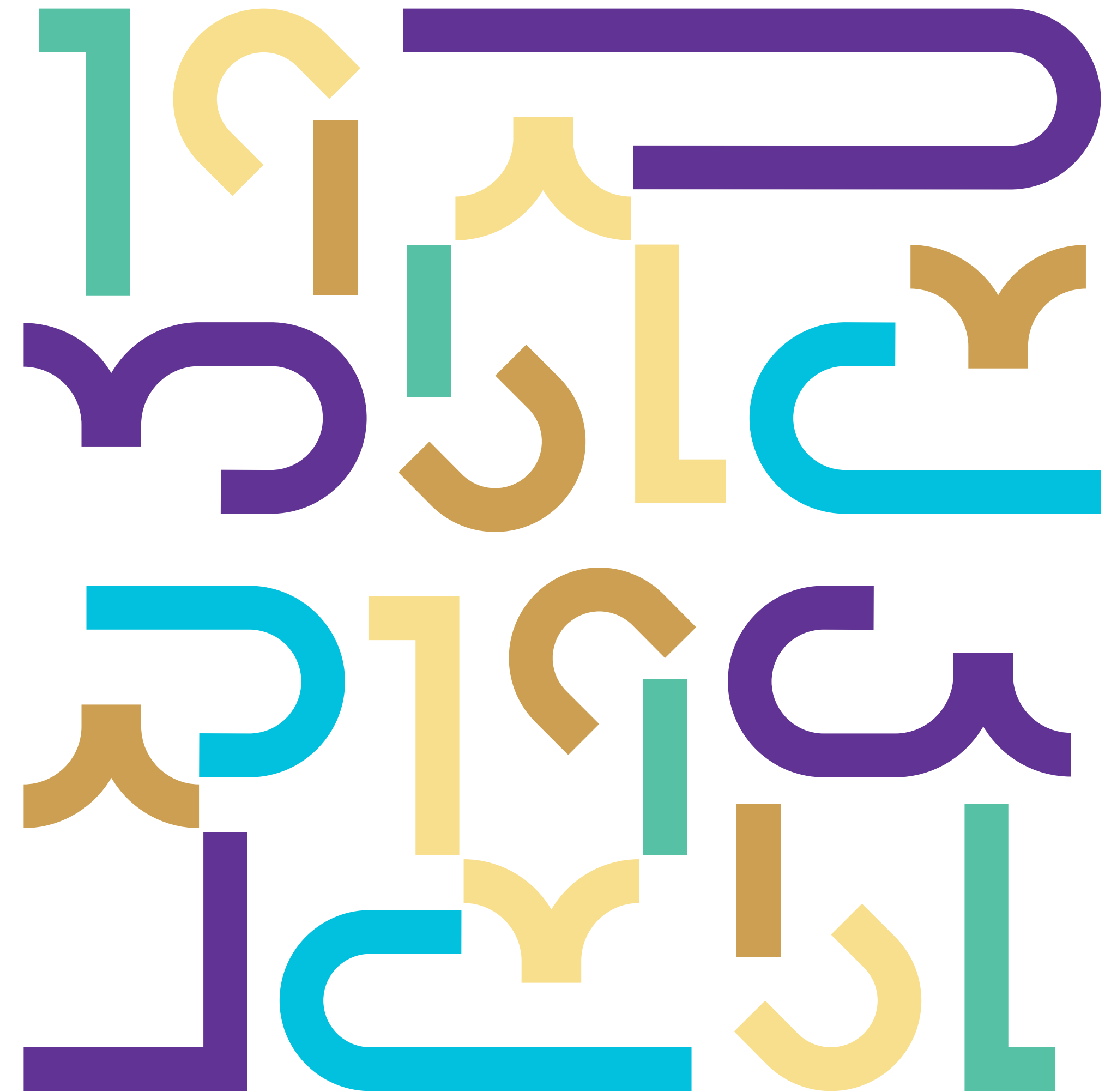
Noto Kufi Arabic

A B C 1 2 3

qwertyuiop
asdfghjkl
zxcvbnm
!@#\$%^&*

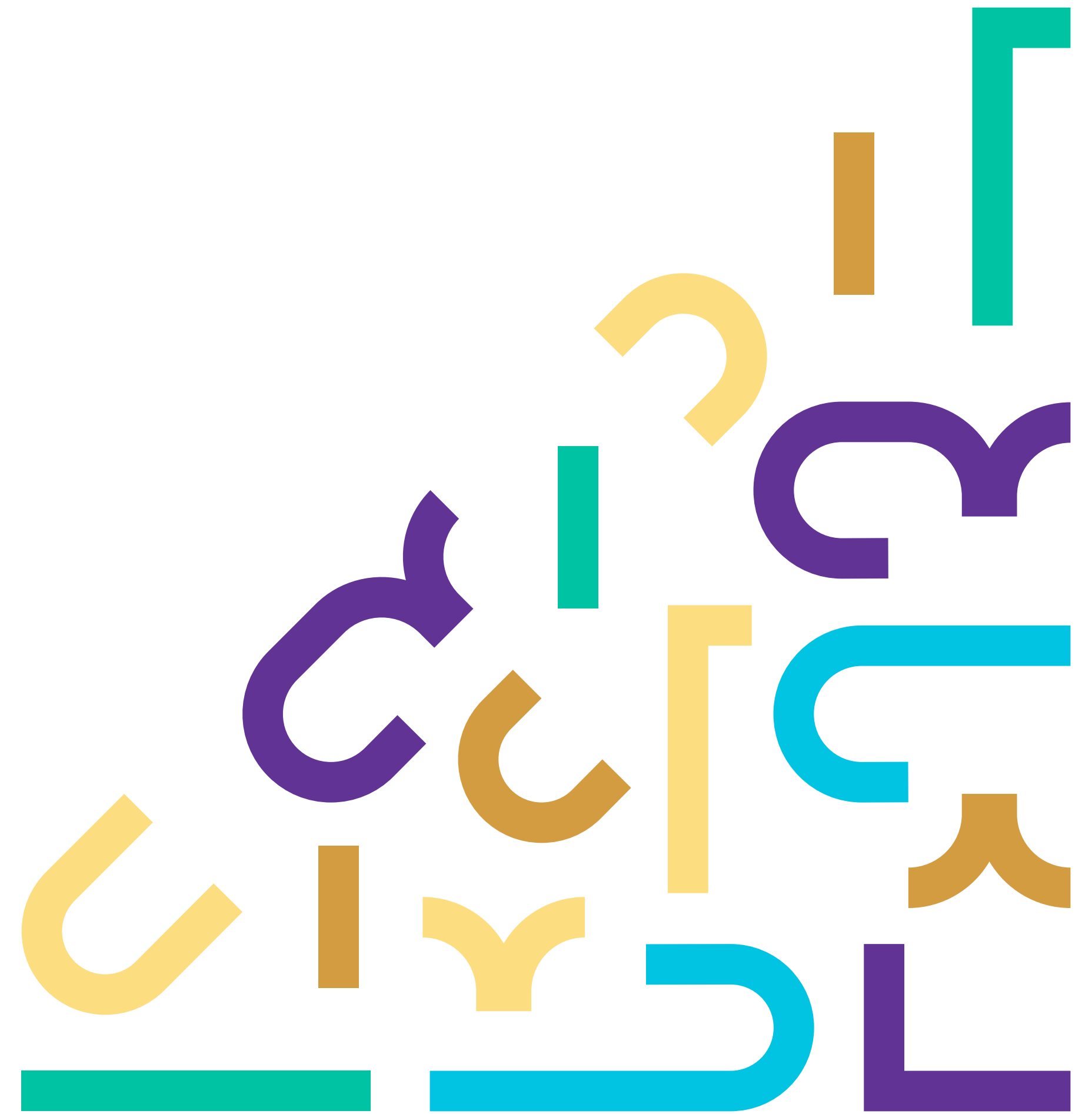
Pattern.

The style was inspired by the main logo and the idea of accessibility was creatively employed to deliver a fresh, innovative approach. The design emphasizes seamless connection while maintaining a visually engaging and memorable aesthetic, reflecting the core values of the brand.



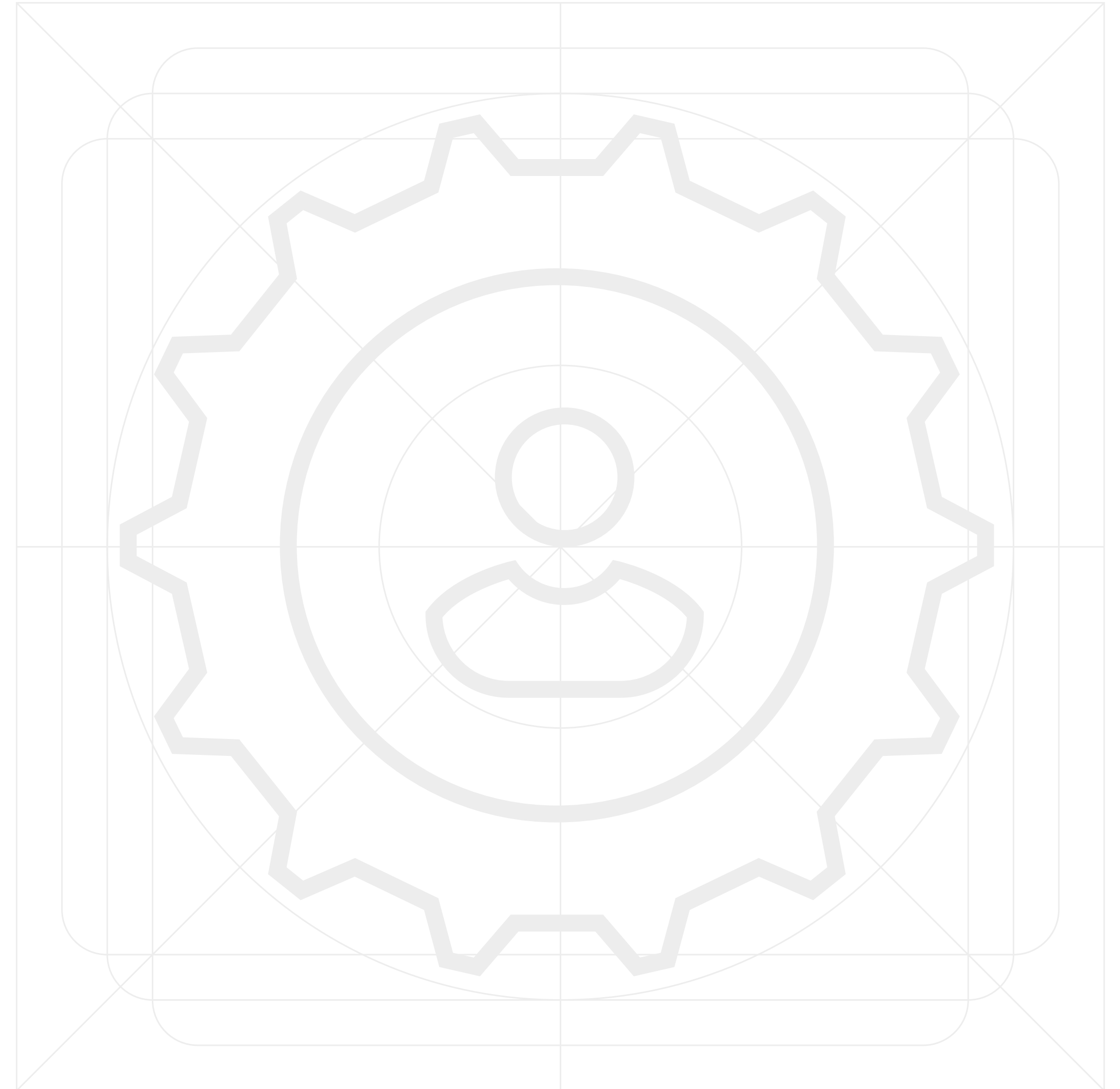
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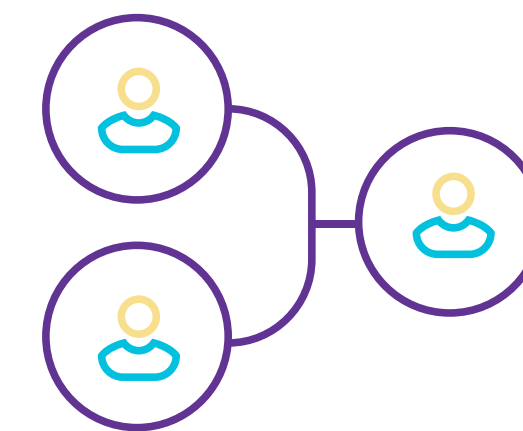
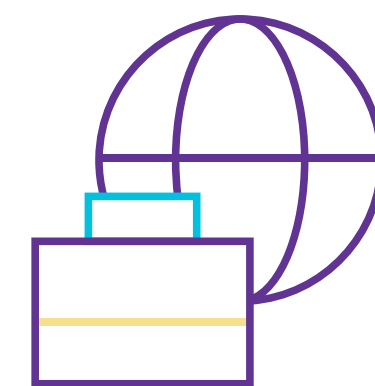
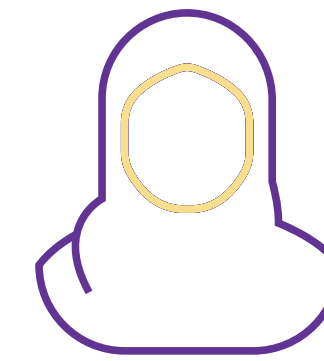
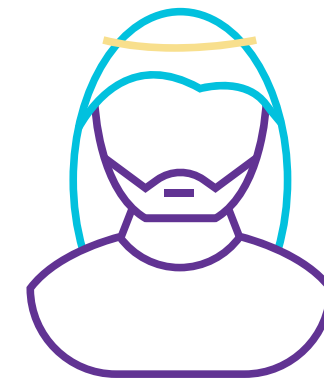
Icon graphy

Our brand icons serve as key elements in global communication. They are designed on a 24x24 square grid with a concentric visual structure, ensuring consistency and harmony across all platforms. To enhance the brand's influence, we emphasize the prominent use of the signature corner, which reinforces the brand's identity and strengthens its visual presence.



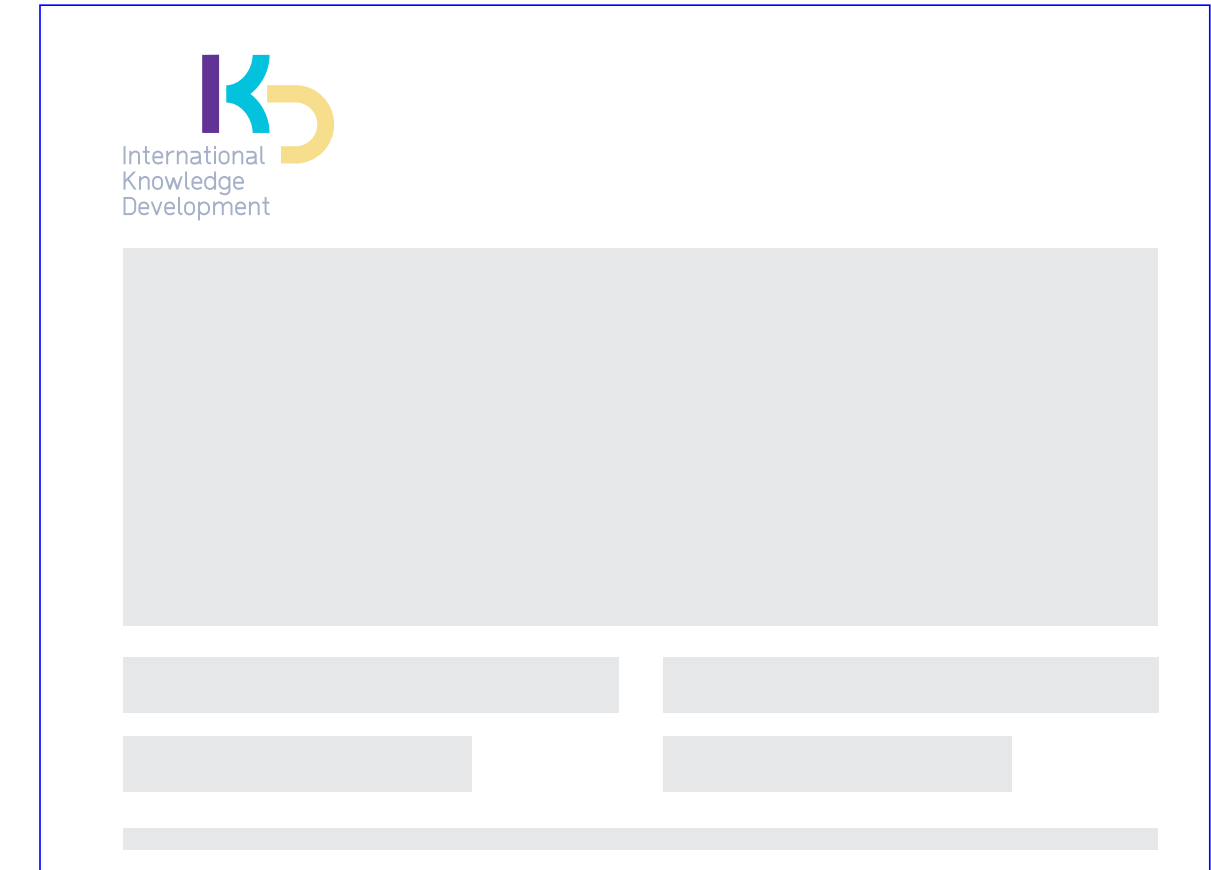
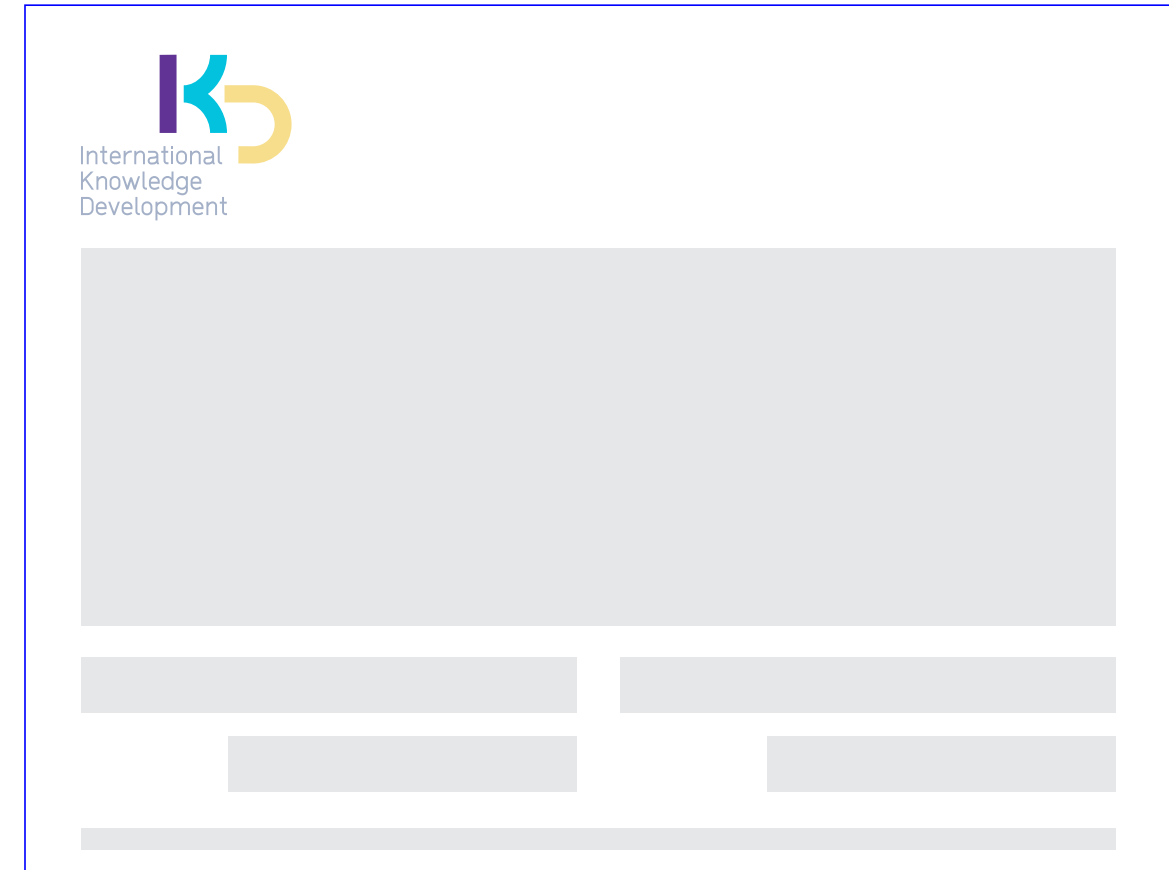
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Layout

A well-structured layout enhances visual hierarchy, improves readability, creates balance, facilitates navigation, strengthens branding, optimizes space, boosts engagement, enhances functionality, and adds aesthetic appeal.



for arabic layout

for english layout

Tagline

"Bigger Step" represents a bold move forward, symbolizing progress, innovation, and taking significant strides toward achieving a goal. It emphasizes growth, ambition, and the willingness to challenge boundaries in pursuit of greater success. The concept suggests that sometimes, a larger, more confident step is needed to make impactful changes and reach new heights.

**Bigger
Step!**

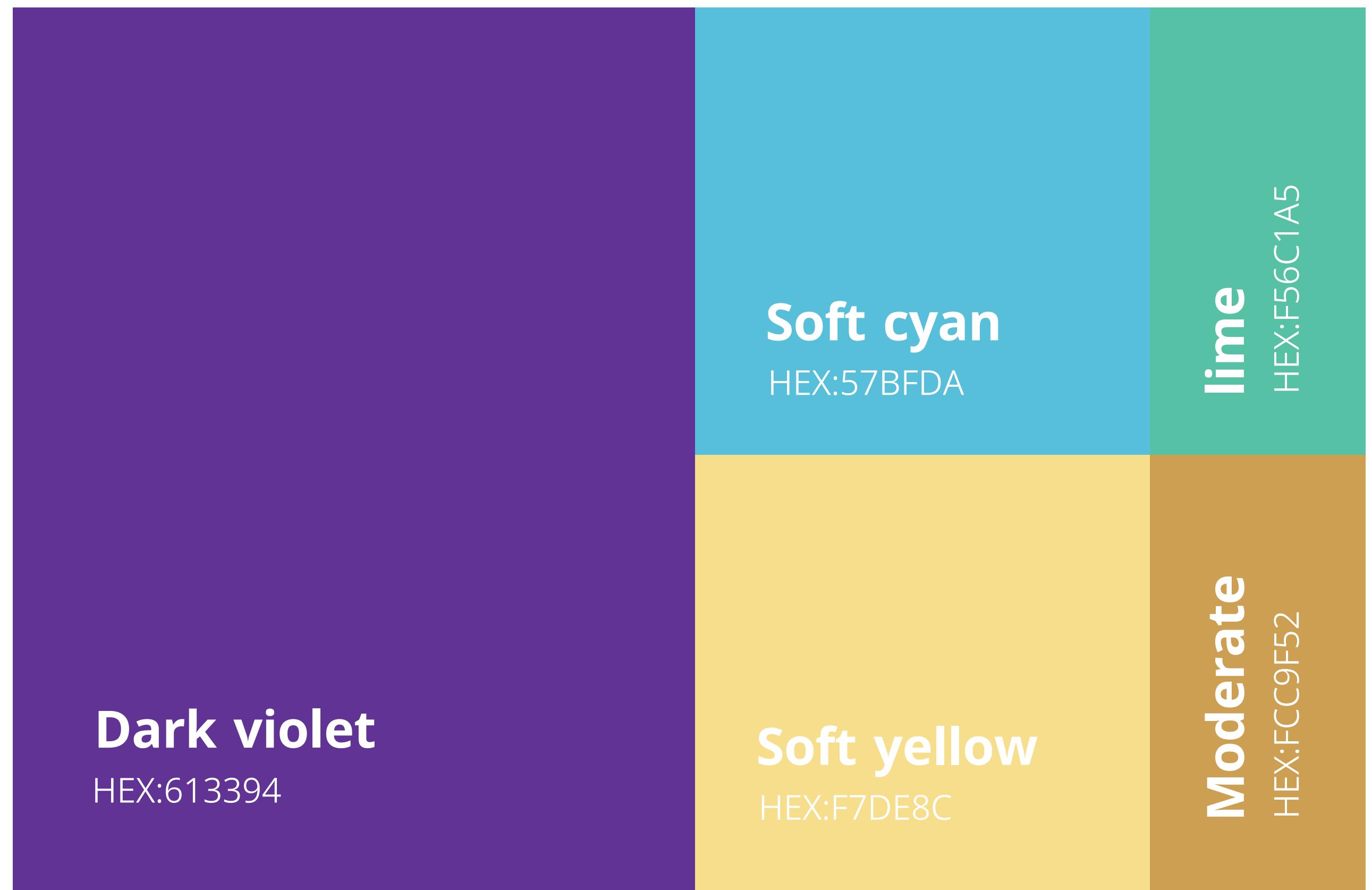
Colour palette.

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.



Dark violet

HEX:613394
5RGB:97, 51, 148
CMYK:34, 66, 0, 42

Soft cyan

HEX:57BFDA
5RGB:87, 191, 218
CMYK:60, 12, 0, 15

lime

HEX:F56C1A5

80%
60%
40%

Soft yellow

HEX:F7DE8C
5RGB:96.9, 87.1, 54.9
CMYK:0, 10, 43, 3

Moderate

HEX:FCC9F52

80%
60%
40%

80%
60%
40%







International
Knowledge
Development

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International Knowledge Development

دراسة اللغة الانجليزية

مستندات

دراسة

الاطفال

دراسة ودراسة

@Kdiaus
+966 58 235 7717
kdinternational.com.au

KD
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ادارة

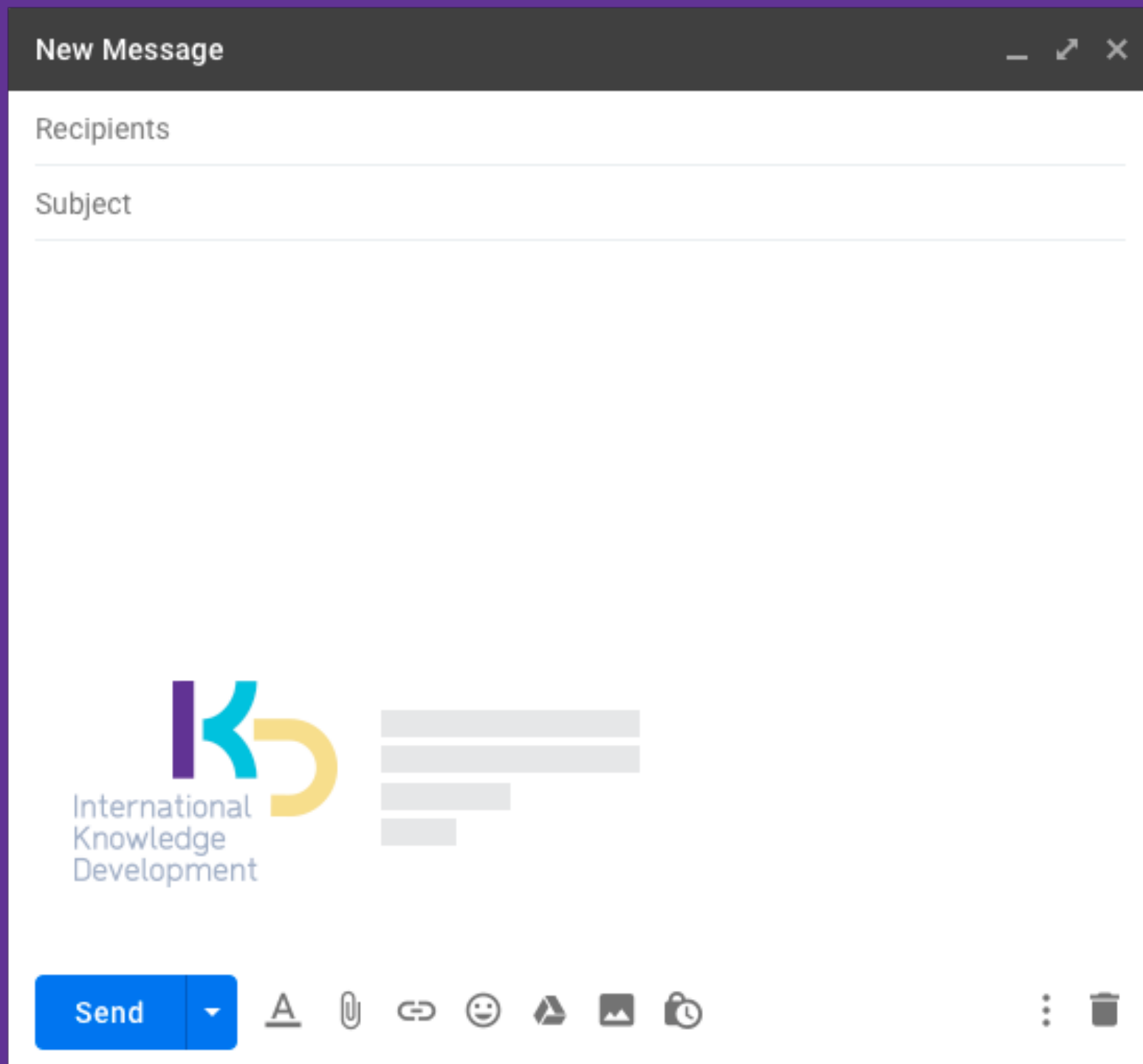
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دراسية

مؤتمرات
للمدرسة

مؤتمرات
للطلاب



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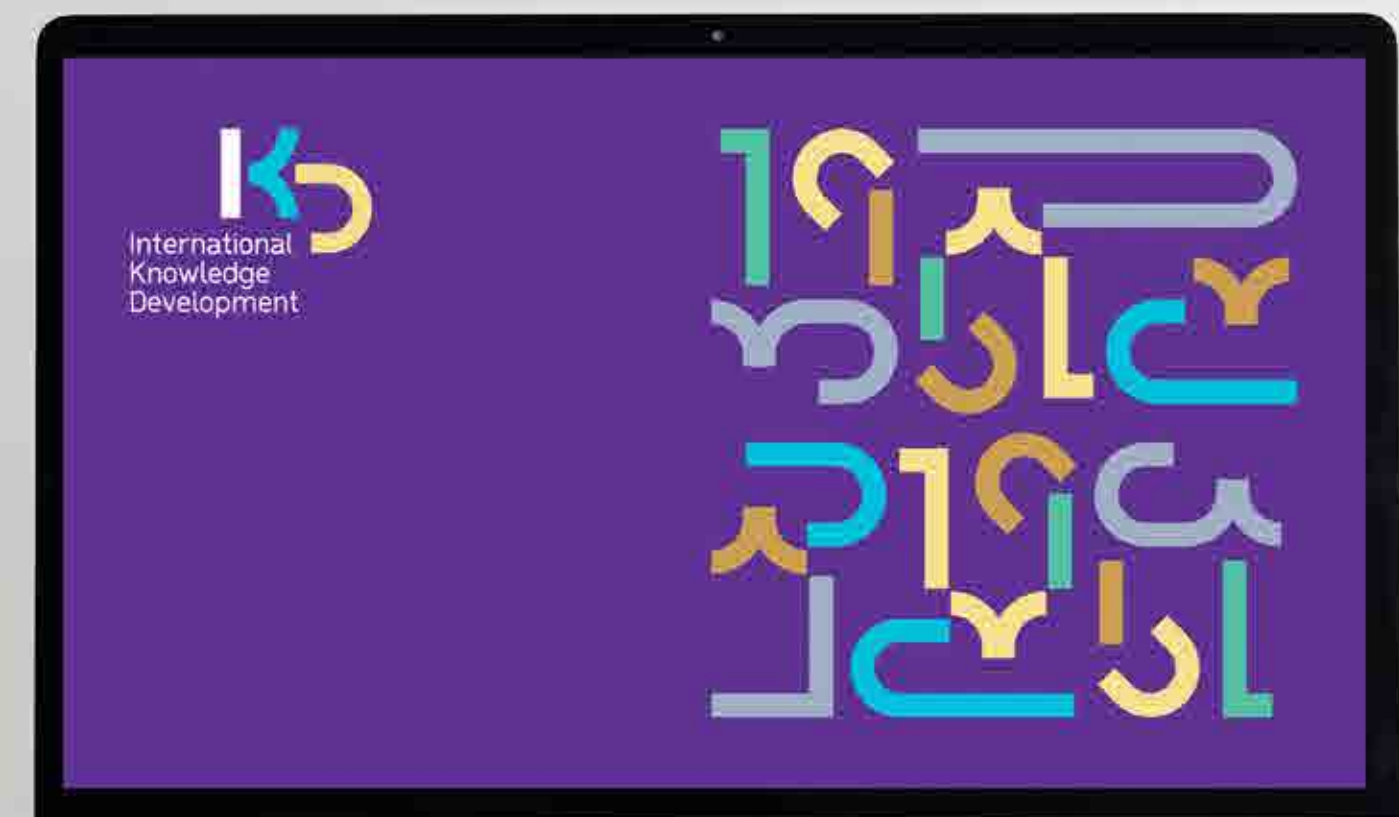
**Radhi
Alhalabi**

Admission
Officer

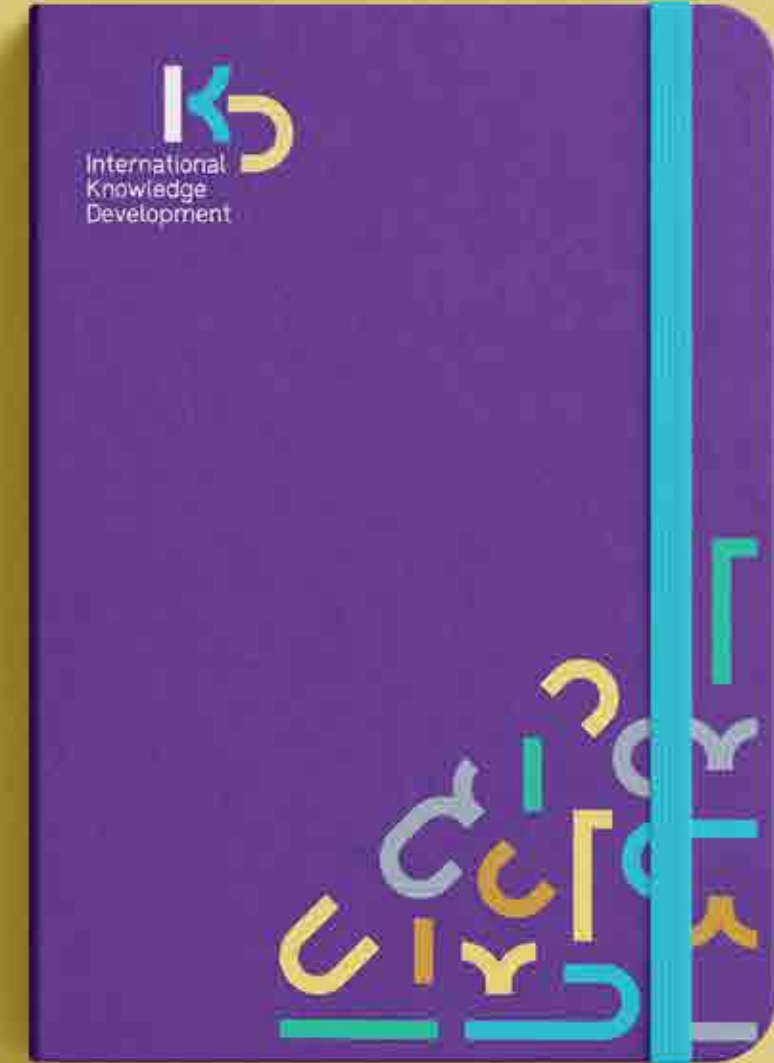




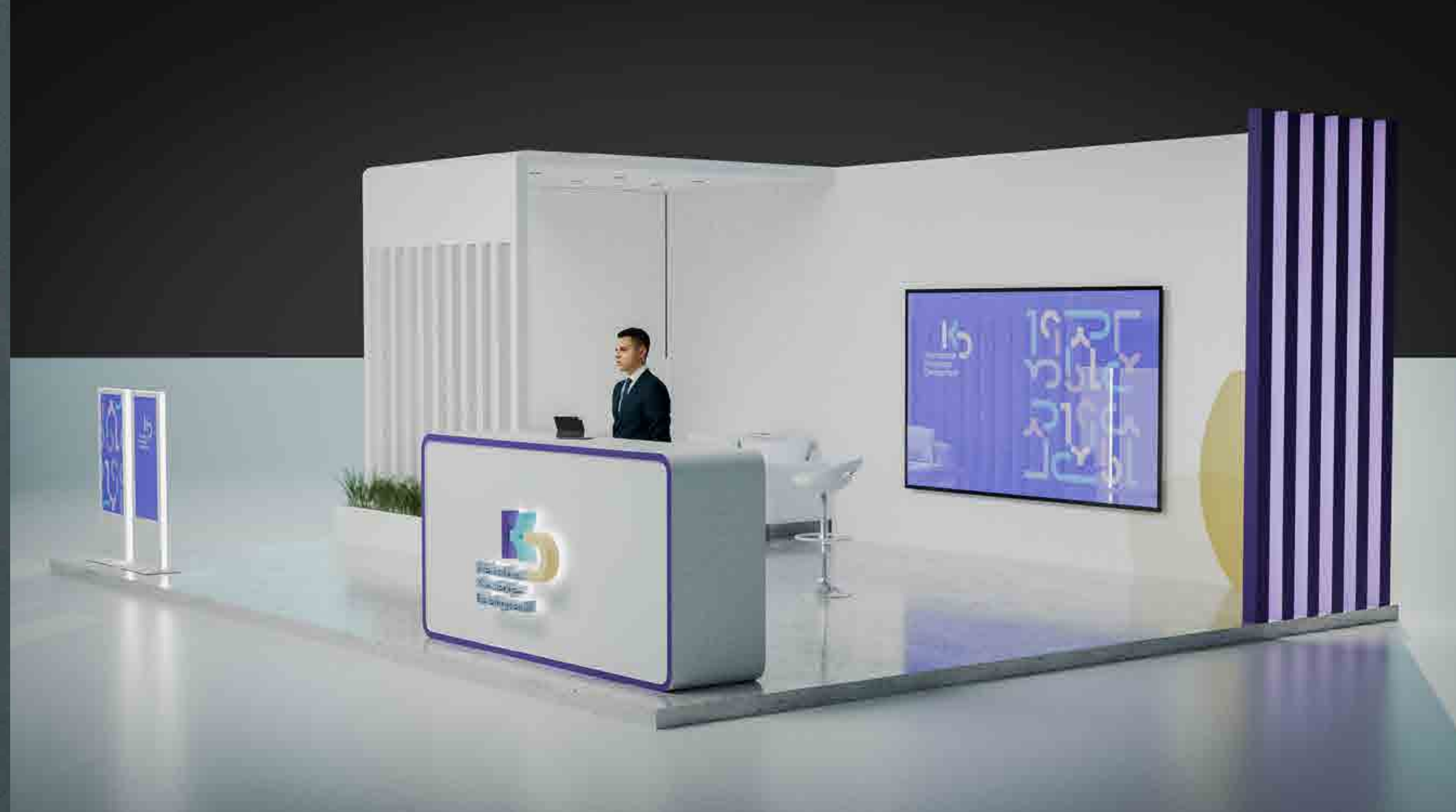
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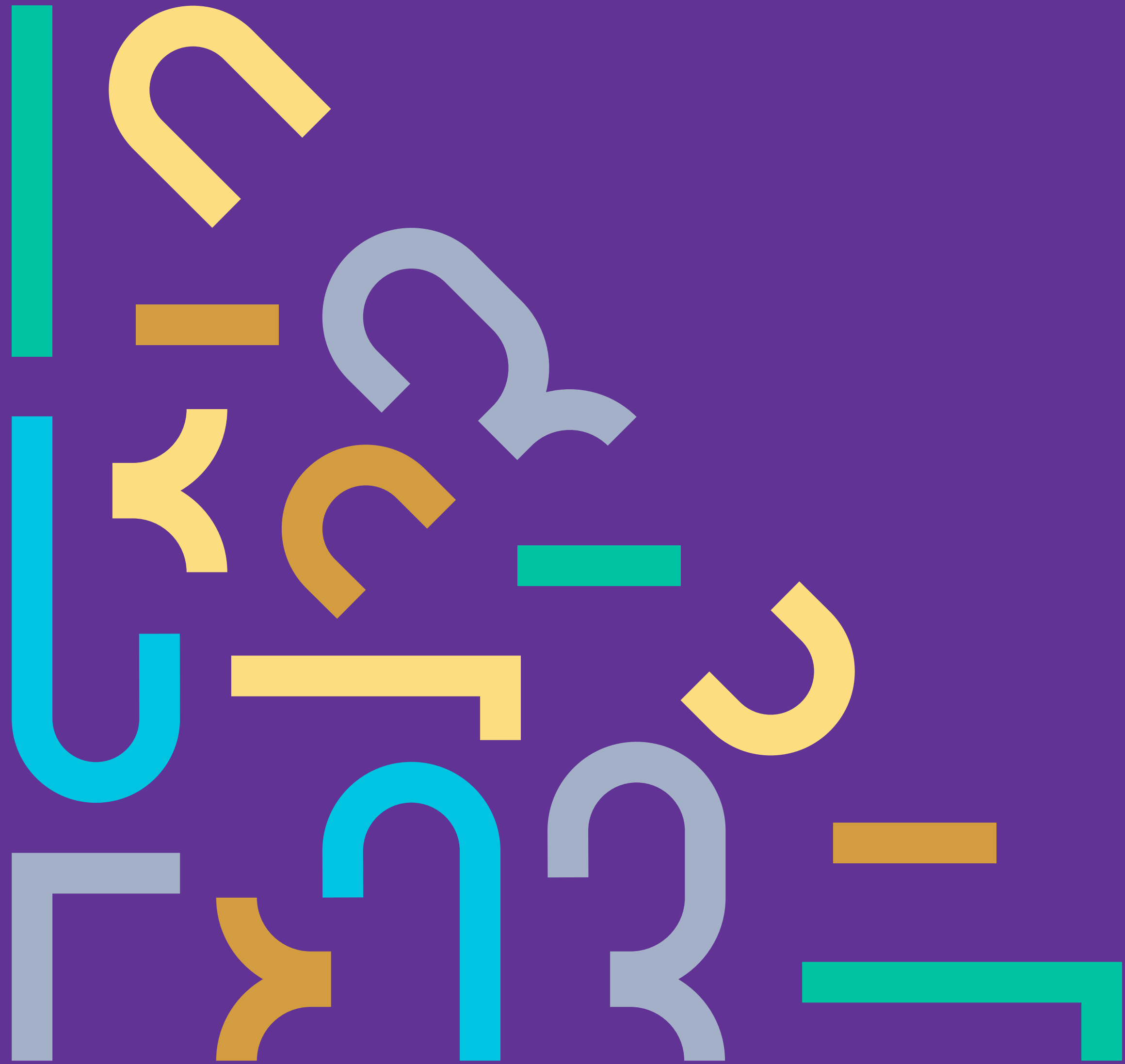












**Thank
You**