



## About Aeen Identity Agency

Aeen identity is one of the leading companies in the field of developing corporate visual identities and e-marketing in the Arab world, where we provide the latest innovative marketing solutions that meet the aspirations and expectations of our customers to achieve success in their businesses with the highest levels of quality and efficiency.

# Brand Attributes

INNOVATIVE

CREATIVE

SIMPLE

UNIQUE

STRATEGICAL

ASSOCIATIVE

INNOVATIVE

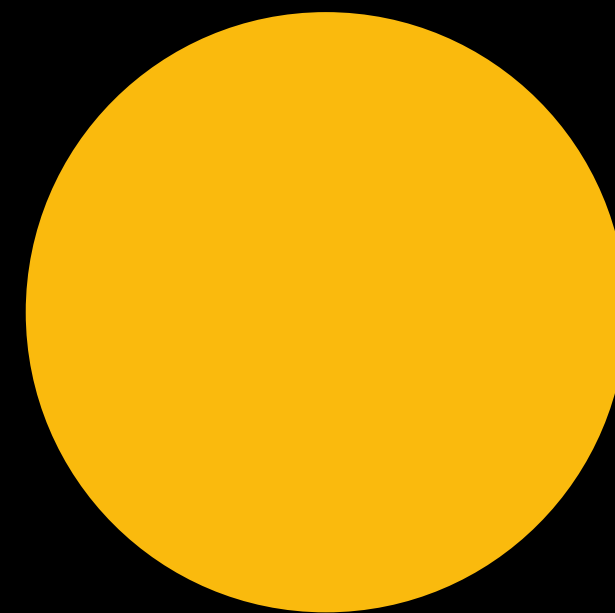
MODERN

# Logo Concept



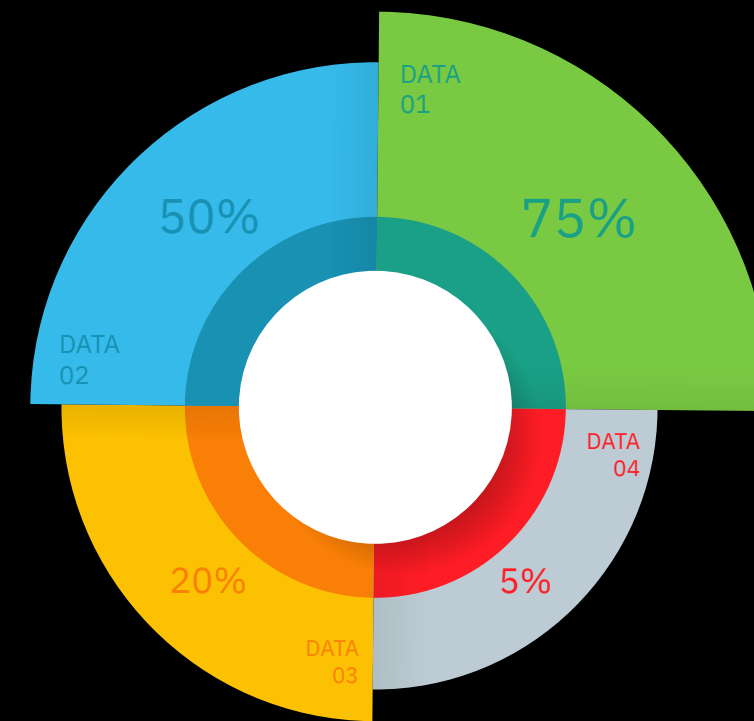
Square

+



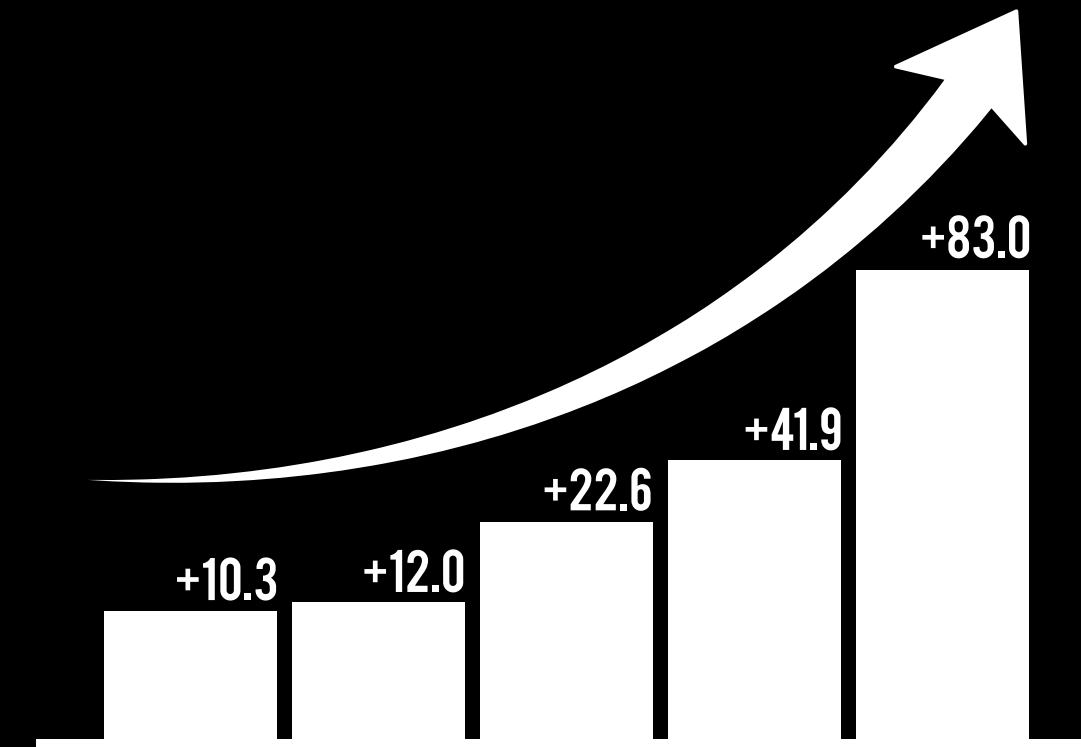
Circle

+



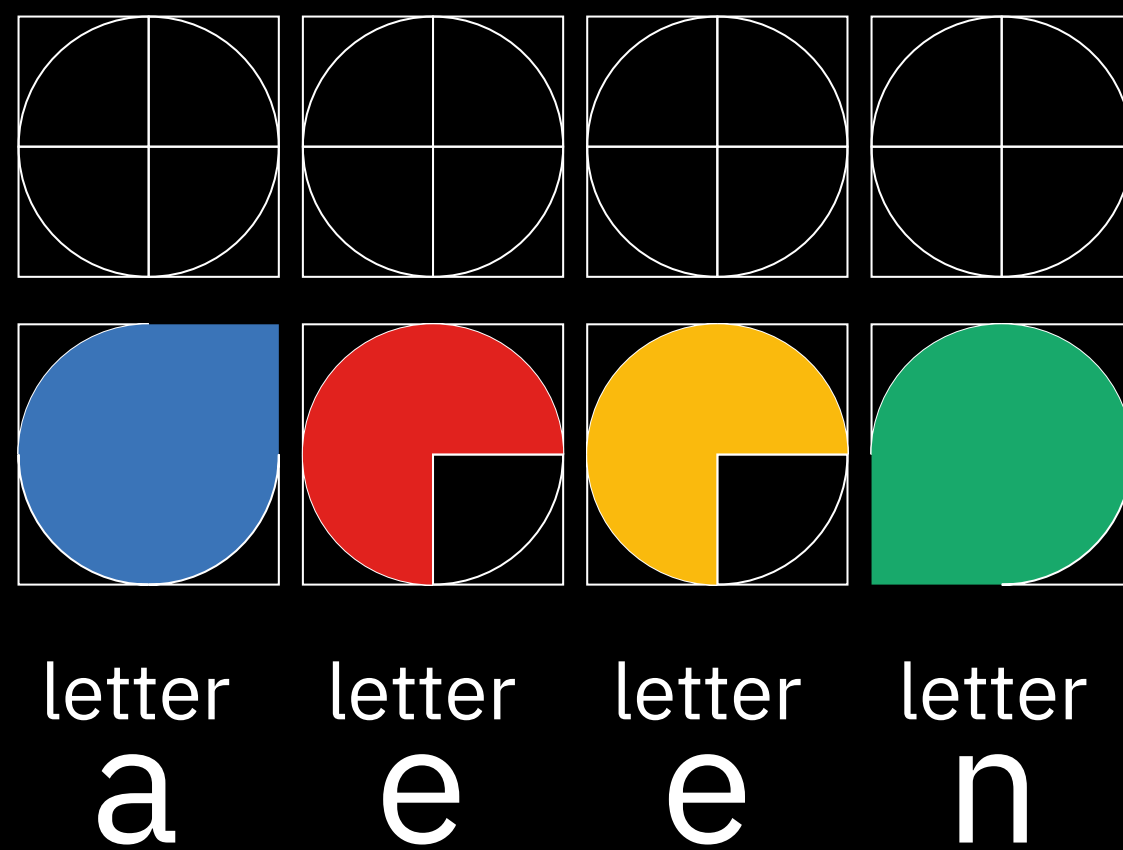
Charts

+

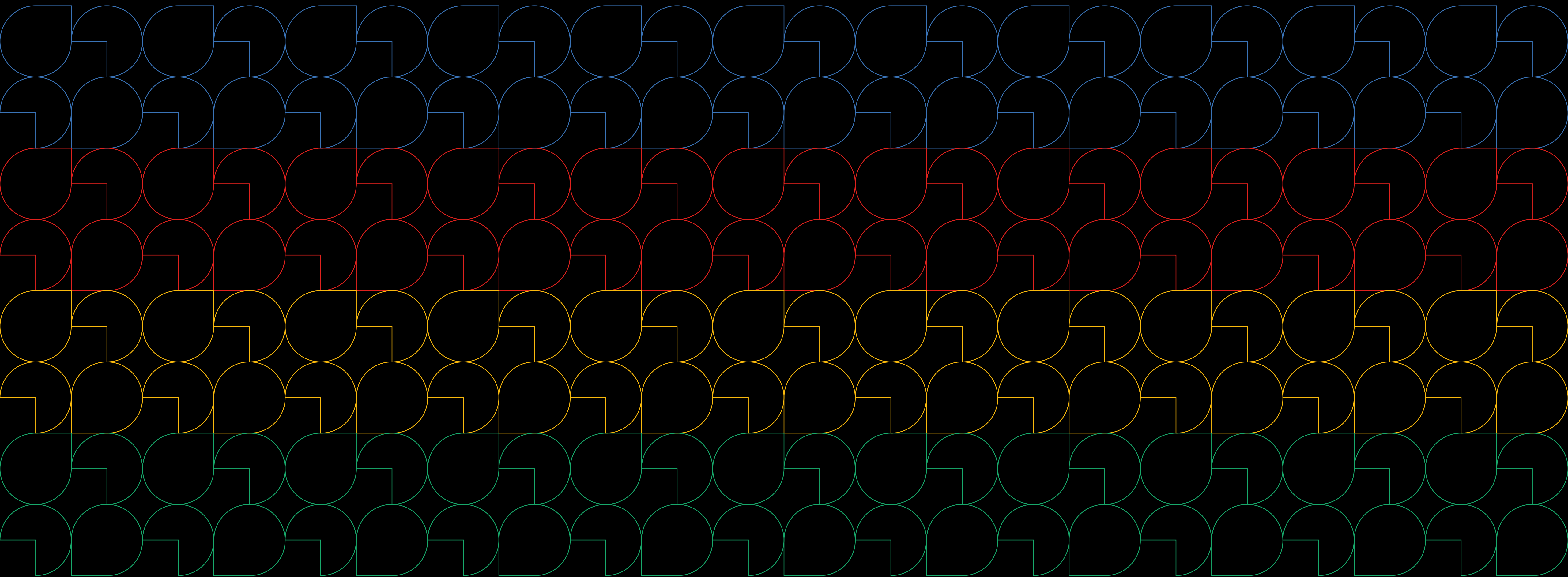


Growth

# Logo Construction



# Pattern



# Typograrhy

# IBM Plex Sans Arabic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

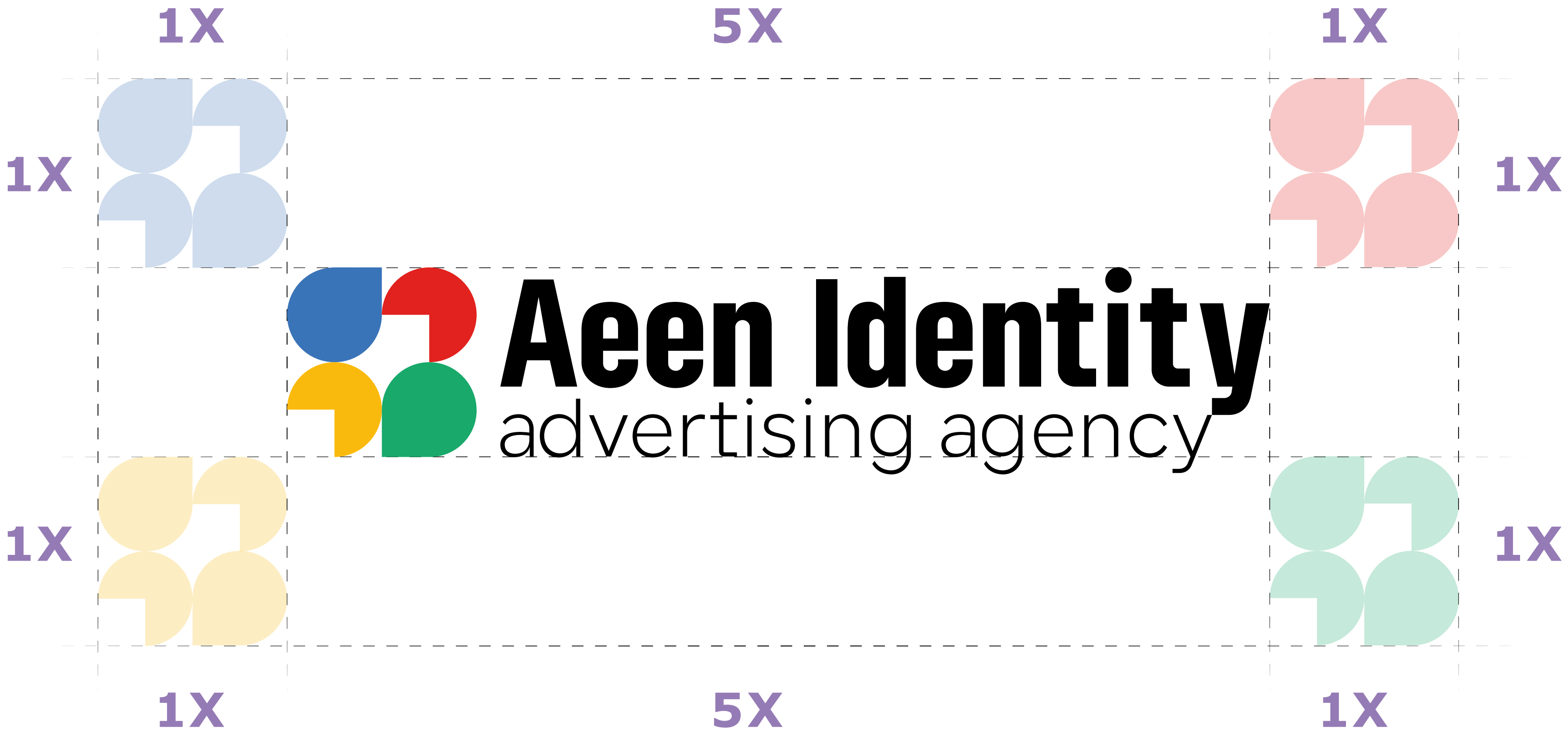
IBM Plex Sans Arabic الخط العربي

شركة عين الهوية من الشركات الرائدة في مجال تطوير  
الهويات البصرية للشركات .  
٠١٢٣٤٥٦٧٨٩

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٠١٢٣٤٥٦٧٨٩

# Logo spacing





# Color Palette

Professional  
Reliable  
Intelligent

Primary Color  
Pantone PVPV C

Practical  
Versatile  
Mature

Secondary Color  
Grayscale 70 %

Action  
Excitement  
Bold

Supporting Color 1  
Pantone 485 C

Vibrant  
Confident  
Cheerful

Supporting Color 2  
Pantone 1235 C

Growth  
Inviting  
Science

Supporting Color 3  
Pantone 3405 C

# Color Options

