

بذور

Pierre G. Abdelmalak   900192705   DSGN220201   Spring 2022

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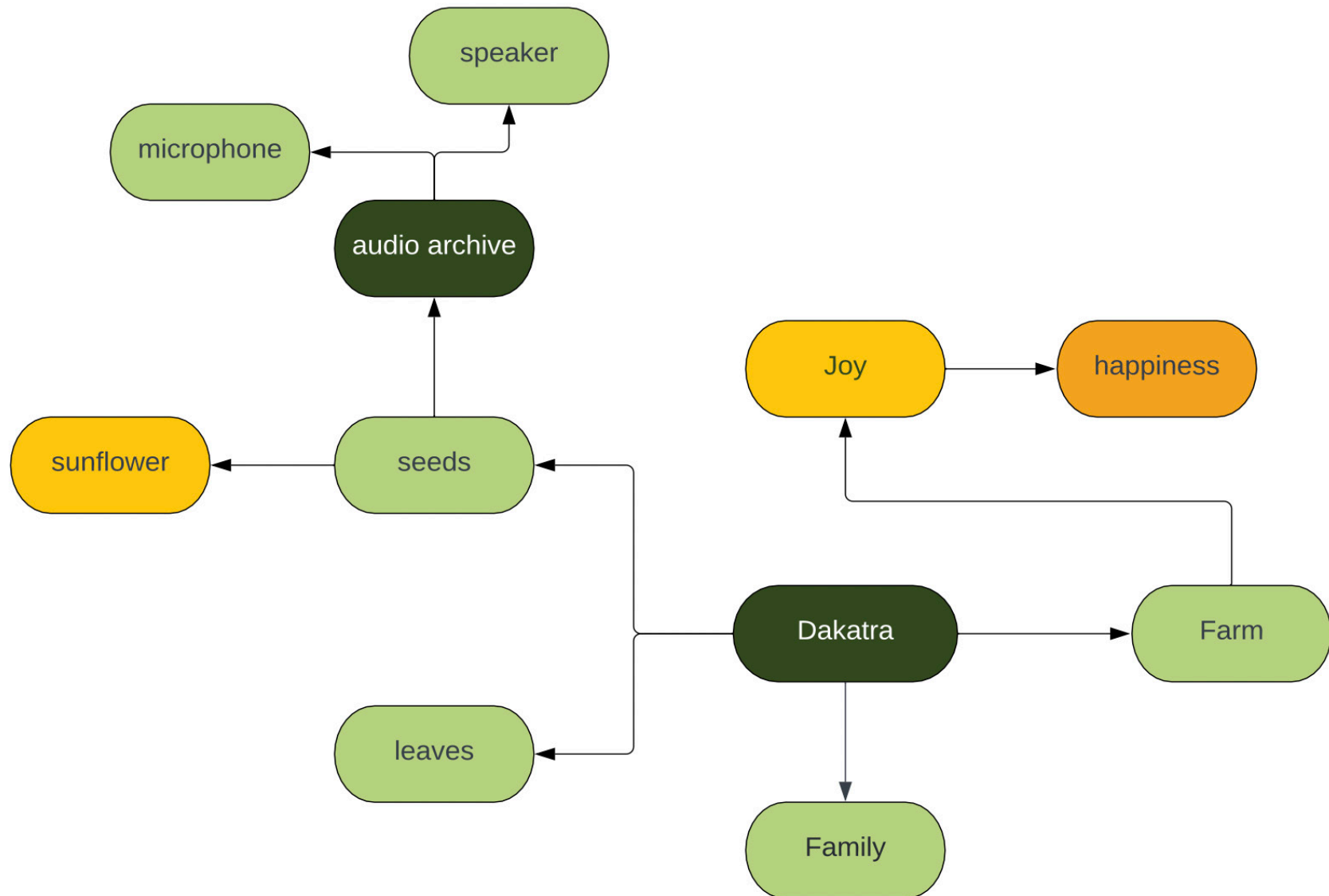


# 01 Logo Ideation

# 1. CONCEPT

Since we are a farm that already exists with the of providing people with a variety of information, happiness, and enjoyment, we wanted to combine the idea of a family farm with an audio archive. The fact that farm bring joy and peace to who ever come and spend time there, it will also give them information that they can listen to and enjoy. In the process of designing the logo, I combined two of the leaves that are already exist in the main logo with the first letter of بذور (the name of the new feature) to form a leaf and a seed to make the letter ب. By doing so, I was able to use those two aspects as the basis for my design, allowing me to express the idea on the logo also while simplifying it to get to the finished version.

## 2. MindMapping



### 3. MOODBOARD



This moodboard represents the core concepts of dakatra brand which are warmness, family, and happiness. The images were used to represent these concepts symbolically.



## 4. INSPIRATION BOARD

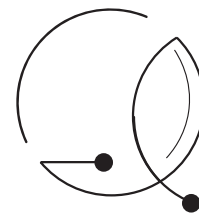
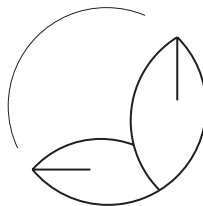
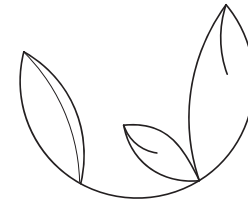
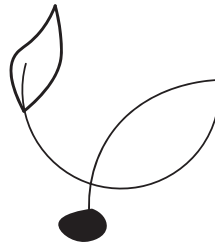
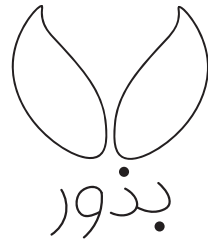
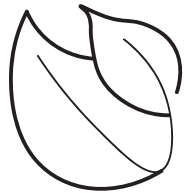
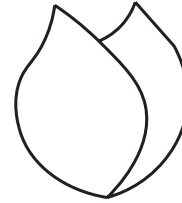
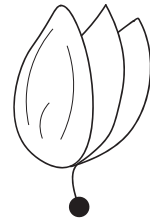
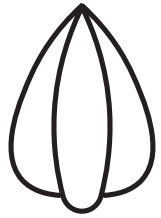


This is an inspiration board of the images which my logo was inspired by. They are a combination of different compositions, shapes, illustrations, and letters which allowed me to get inspiration from different mediums and materials.

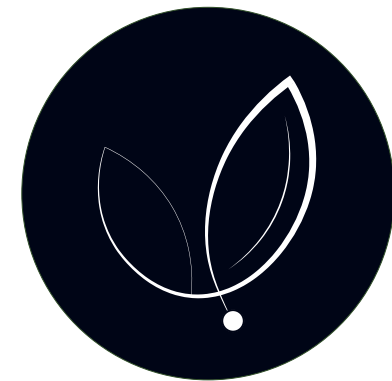
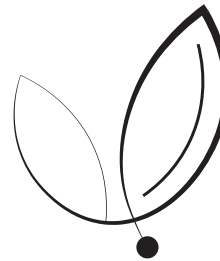
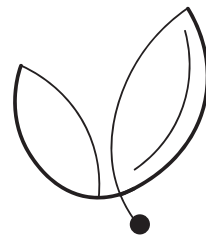
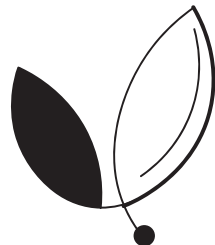
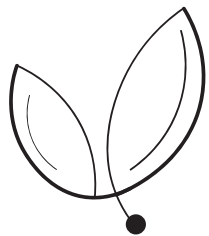
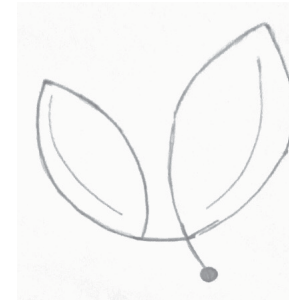
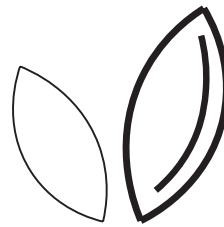
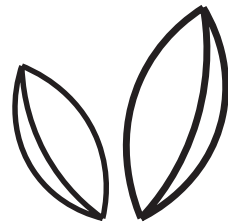


# 02 Sketching & Drafting

## 5.1 DEVELOPMENT OF THE SKETCHES



## 5.2 DEVELOPMENT OF THE SKETCHES



## 6. FINAL LOGO DESIGN



After multiple sketches, I arrived with my final logo by combining the lines of the original brand leaves to form one seed and one leaf that resemble the letter **ç**. This logo also represents the brand's freshness and modernity.

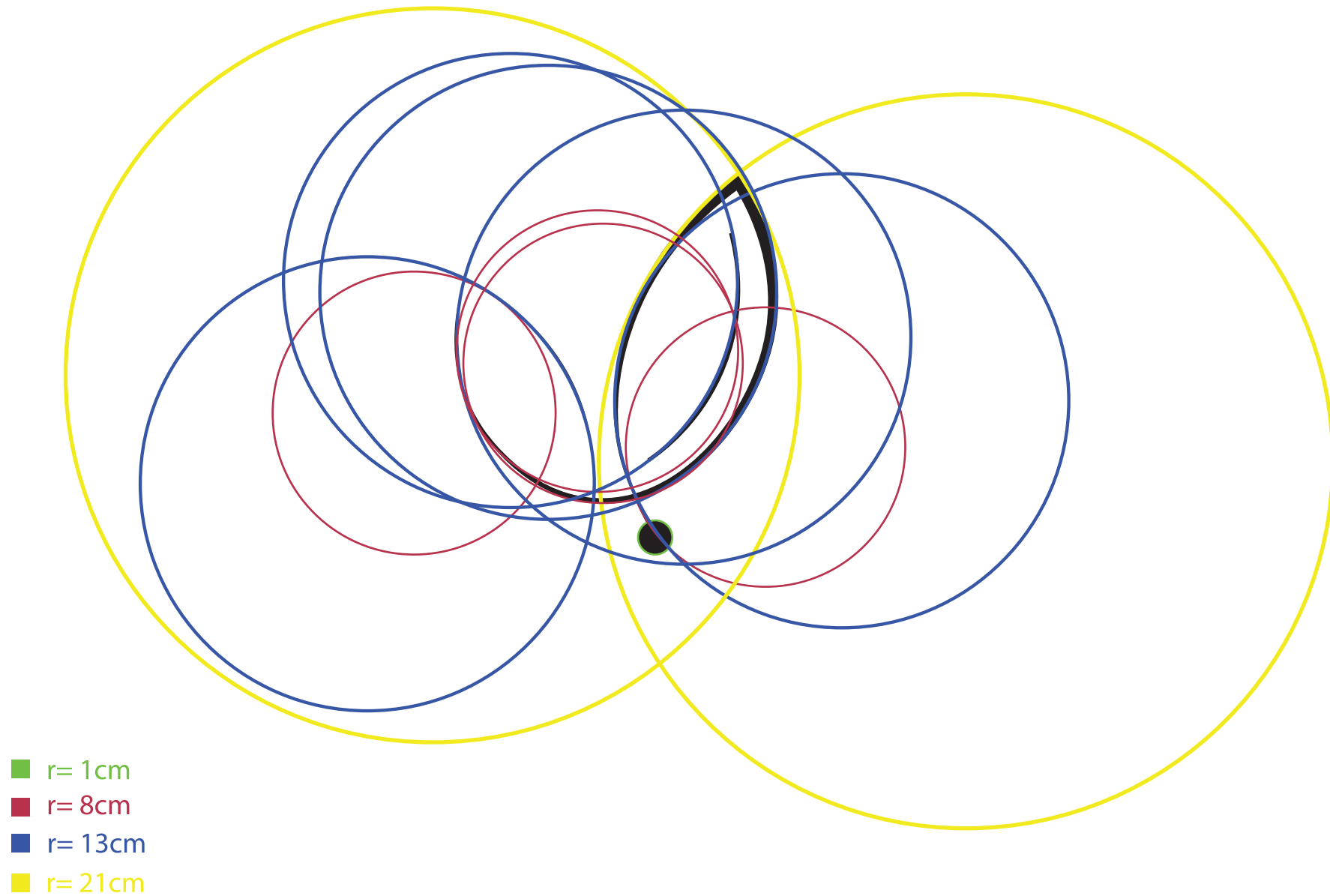






# 03 Logo Development

## 7. GEOMETRIC APPROPRIATION



## 8.1. LOGO VARIATIONS



بذور



بذور

## 8.2. LOGO VARIATIONS



بذور

### 8.3. LOGO VARIATIONS



بذور

## 9.1. COLOURS



R 125

G 167

B 89

#7da759

C 54%

M 12%

Y 77%

K 0%

To represent the freshness and modernity concept of the brand, I selected this bright and fresh color that was inspired by some leaves in the farm. The color is also a representation of life, fertility, renewal, and energy which is also represented by the brand tonality.

## 9.2.COLOURS



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### 9.3.COLOURS



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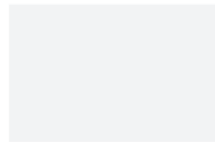


## 9.4.COLOURS



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## 10. GRAYSCALE



# ffffff



# 686868

## 11. Typography

### El Messiri Light

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