1

LOGOS

Logos are a crucial element of brand identity, serving as a visual representation of a company's values, mission, and personality. A well-designed logo is instantly recognizable, memorable, and helps establish a connection with consumers. Logo variation refers to the different versions or adaptations of the primary logo that a brand uses across various platforms and contexts.

Primary Logo

Secondary Logo

Word Mark

Logo Mark

Primary Logo

The primary logo is crucial for brand recognition, helping consumers identify the company at a glance, whether on product packaging, websites, or advertisements. Consistent use of the primary logo across all touchpoints strengthens brand visibility, fosters trust, and creates a cohesive image that resonates with the target audience. It is the foundation upon which other brand assets, such as secondary logos or icons, are built.

Secondary Logo

It's especially useful for smaller spaces like social media profiles, favicons, or promotional items where the full logo might be too complex or visually overwhelming. By offering a more adaptable solution, the secondary logo ensures the brand remains recognizable across diverse platforms while preserving its visual identity.

Word Mark

TIBA
AGRITECH

The simplicity and clarity of a wordmark allow for easy legibility across various media, helping consumers quickly associate the brand name with its identity. Additionally, a well-designed wordmark reinforces the brand's personality, whether it's modern, classic, playful, or professional.

Logo Mark

This type of logo is particularly valuable for creating a strong, visual identity that can be easily recognized even without the brand name. The usage of a logo mark is crucial in situations where space is limited or when the brand wants to be identified universally, transcending language barriers

Logo Safe Space

Logo safe space, also known as logo clear space, refers to the area surrounding a logo that must remain free of other text, graphics, or visual elements to ensure the logo maintains its visibility and impact. This buffer zone helps preserve the integrity of the logo by preventing it from becoming cluttered or visually lost in its surroundings.

Logo Misusage

Do not: Distort the logo by Stretching, squashing, or altering the proportions of the logo.

Do not: Use colors that are not part of the brand's official color palette

Do not: Display the logo at an incorrect angle or upside down.

Do not: Place the logo on a background

Do not:

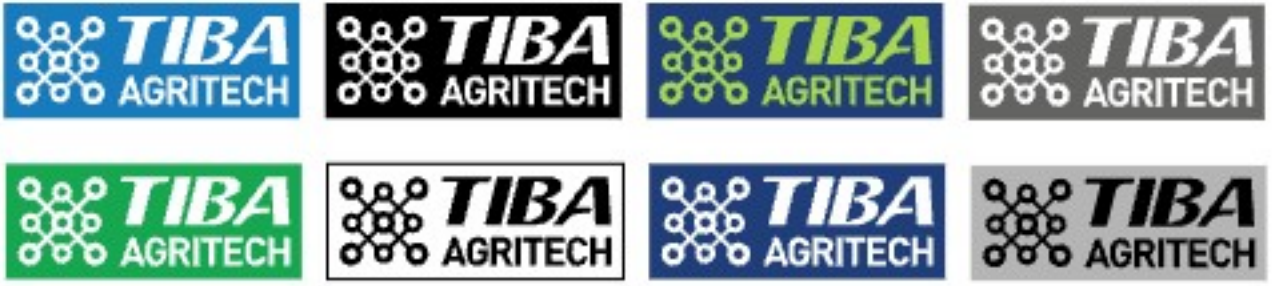
Do not: Place the logo on backgrounds with poor contrast, such as light-colored logos on light backgrounds or dark logos on dark backgrounds, making it hard to distinguish.

Do not: Add a stroke on the logo

Do not: Add any color gradients

Do not: Use the logo as a faint or overly transparent watermark, which diminishes its visual prominence and clarity

Application on Backgrounds



Using appropriate background colors for a logo is crucial in ensuring the logo remains visible, legible, and impactful. The background color directly affects how the logo is perceived, and a poor choice can make the logo blend in or become difficult to read. The right background enhances the logo's clarity and contrasts effectively with the logo's colors, allowing it to stand out.

2

A brand's color palette is a key element in shaping its visual identity and overall perception. It helps establish a consistent and cohesive look across all touchpoints, creating a unified experience for the audience. The choice of colors can influence how the brand is perceived, conveying specific emotions, values, and attributes.

Primary

Honuolulu Blue

HEX: #177BBE
RGB: (23, 123, 190)
HSV: 204°, 88%, 75%

Secondary

Yele Blue

HEX: #203E79
RGB: (32, 62, 121)
HSV: 220°, 74%, 47%

Secondary

Pigment Green

HEX: #16A750
RGB: (22, 167, 80)
HSV: 144°, 87%, 65%

Secondary

Black

HEX: #000000
RGB: (0, 0, 0)
HSV: 0°, 0%, 0%

3
TYPOGRAPHY

A brand's typography is a fundamental aspect of its visual identity, influencing how messages are communicated and perceived. The choice of typefaces, their arrangement, and how they interact with other design elements can significantly impact a brand's tone and clarity. Typography sets the mood—whether formal, approachable, modern, or classic—and helps convey the brand's personality.

Roboto

PRIMARY TYPEFACE

Bold

**ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcedfghijklmnopqrstuvxyz
12345678907!.,**

Aa

Regular

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcedfghijklmnopqrstuvxyz
1234567890?!.,

Aa

Light

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcedfghijklmnopqrstuvxyz
1234567890?!.,

Aa

Helvetica

SECONDARY TYPEFACE

Bold

ABCDEFGHIJKLMNOPQRS
TUVWXYZ
abcedfghijklmnopqrstuvxyz
1234567890?!.,

Aa

Regular

ABCDEFGHIJKLMNOPQRS
TUVWXYZ
abcedfghijklmnopqrstuvxyz
1234567890?!.,

Aa

Light

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcedfghijklmnopqrstuvxyz
1234567890?!.,

Aa

Cairo

ARABIC TYPEFACE

Bold

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض، ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و، ي.
١٢٣٤٥٦٧٨٩٠.،

Regular

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض، ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و، ي.
١٢٣٤٥٦٧٨٩٠.،

Light

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض، ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و، ي.
١٢٣٤٥٦٧٨٩٠.،

4
SIGNS

A brand's sign is a powerful visual representation of its identity and serves as a key point of contact between the brand and its audience. Whether it's a physical storefront sign or a digital logo, it acts as a first impression, conveying the essence of the brand in a single glance.

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AGRITECH

TIBA
AGRITECH

TIBA AGIRTECH

5
STATIONARY

A brand's stationery design is an extension of its visual identity and plays a crucial role in maintaining a consistent and professional image across all written communications. From business cards and letterheads to envelopes and notepads, every piece of stationery is an opportunity to reinforce the brand's values, tone, and aesthetic.

TIBA
AGROTECH
NAME HERE
Chemist

TIBA
AGRITECH

TIBA
AGRITECH

TIBA
TIBA
TIBA

TIBA

6
UNIFORM

A brand's uniform is an essential element of its visual identity and plays a key role in shaping how the brand is perceived by both employees and customers. Beyond simply providing attire for staff, uniforms serve as a mobile representation of the brand's values, culture, and professionalism. The design, colors, and materials used in the uniform should align with the brand's overall aesthetic and messaging, creating a cohesive look that reinforces the brand's image.

INSERT NAME
Occupation
TIBA
AGRITECH
TIBA
AGRITECH

7
GIVEAWAYS

A brand's giveaways are a strategic tool for increasing visibility, fostering customer loyalty, and reinforcing brand identity. Whether through promotional items like branded pens, tote bags, or custom apparel, giveaways serve as tangible reminders of the brand, keeping it top of mind long after the initial interaction.

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TIBA AGRITECH

8
PACKAGING

A brand's packaging is a critical touchpoint that blends functionality with visual appeal, serving both as a protective container and a powerful marketing tool. Well-designed packaging reflects the brand's identity, values, and messaging, offering a first impression that can strongly influence consumer perception.

TIBA
AGRITECH
PRO-MAG
برو- ماج
TIBA
AGRITECH
PRO-ZINC
برو- زنك
TIBA
AGRITECH
Mn
PRO-MN
برو-منجنيز
TIBA
AGRITECH
PRO-ZINC
برو- زنك
TIBA
AGRITECH
Mg
PRO-MAG
برو- ماج

TIBA
AGRITECH
Mg
PRO-MAG
برو- ماج
TIBA
AGRITECH
PRO-ZINC
برو- زنك

TIBA
AGRITECH
TERRA
تيرا
TIBA
AGRITECH
TERRA
تيرا
TERRA
تيرا

TIBA
AGRITECH
POTASSIUM SULPHATE
بوتاسيوم سلفات
TIBA
AGRITECH
CALCIUM NITRATE
كالسيوم نيترات
TIBA
AGRITECH

TIBA
AGRITECH
CALCIUM NITRATE
TIBA
AGRITECH
POTASSIUM SULPHATE
TIBA
AGRITECH
MAGNESIUM SULPHATE

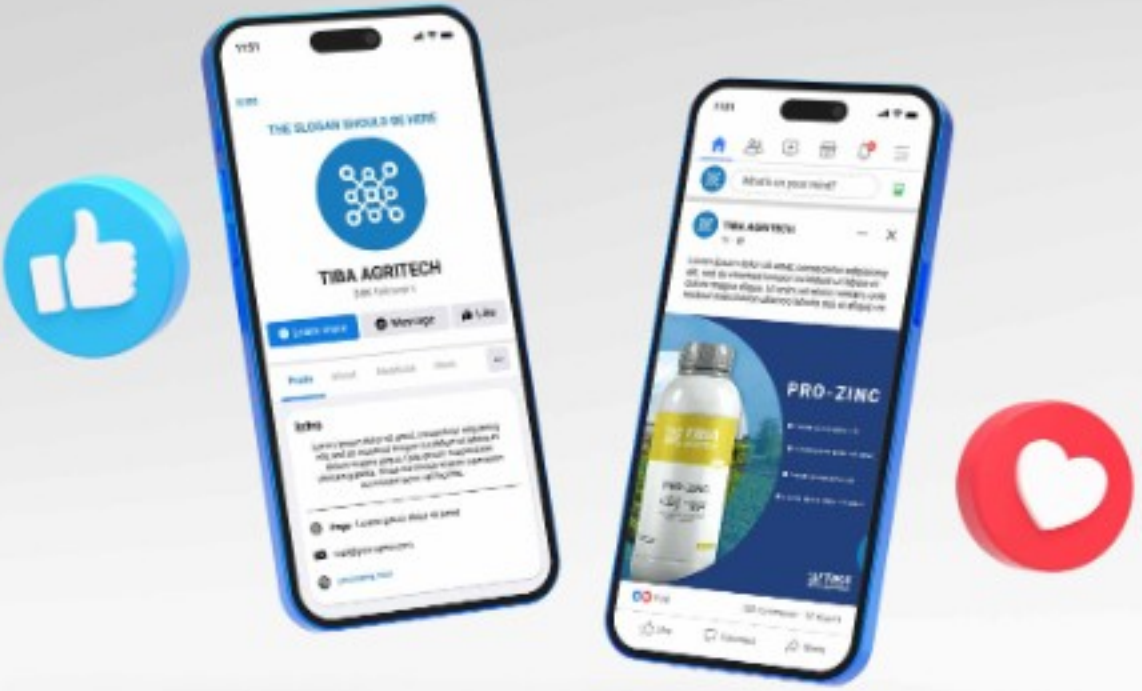
TIBA
PRO-MN
برو-منجنيز
TIBA
PRO-CAL
بروكال
TIBA
PRO-MAG
برو-ماج
TIBA
PRO-MN
برو-منجنيز
TIBA
PRO-CAL
بروكال

TIDA
AGRITECH
MANIVERT
TERRA
مانفرت
تيرا
TIDA
AGRITECH
MANIVERT
TERRA
مانفرت
تيرا
TERRA
تيرا

9
SOCIAL MEDIA

Minimalistic social media designs focus on simplicity, clean lines, and a clear visual hierarchy, allowing the core message to stand out without distraction. By stripping away excess elements, these designs prioritize the use of space, subtle typography, and limited color palettes to create a visually cohesive and sophisticated aesthetic.

THE SLOGAN SHOULD BE HERE
TIBA AGRITECH


THE SLOGAN SHOULD BE HERE
TIBA AGRITECH
PRO-ZINC

PRO-ZINC

facebook
PRO-MAG

PRO-MAG

TIBA agritech
PRO-ZINC
PRO-ZINC
برو- زنك

TIBA agritech
PRO-MAG
PRO-MAG
برو- ماج

TIBA agritech
PRO-MAG
PRO-MN

PRO-MAG
PRO-ZINC
PRO-MAG