

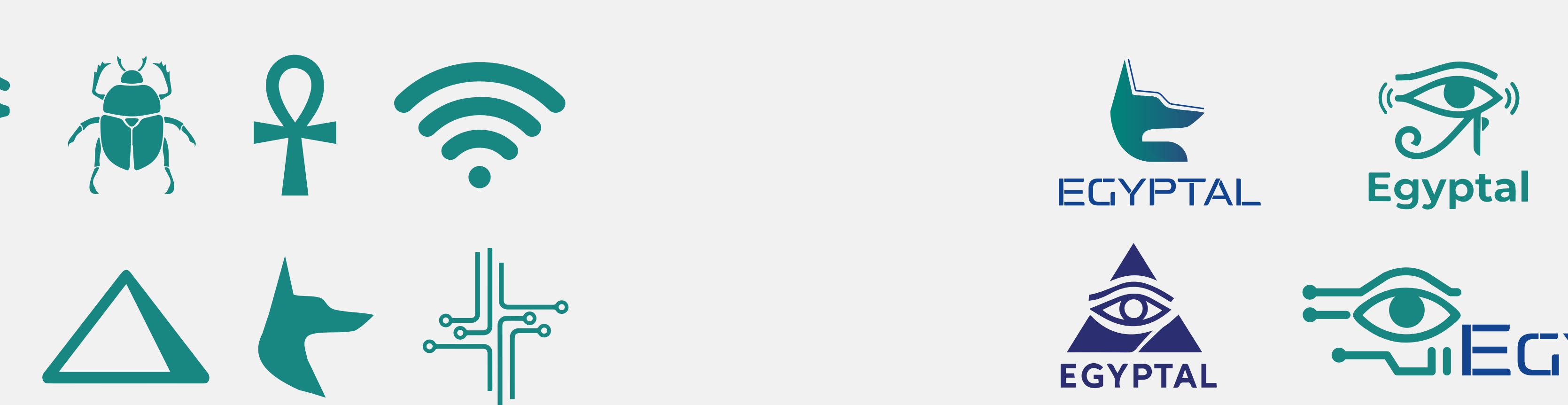


Digital transformation with an Egyptian vision.

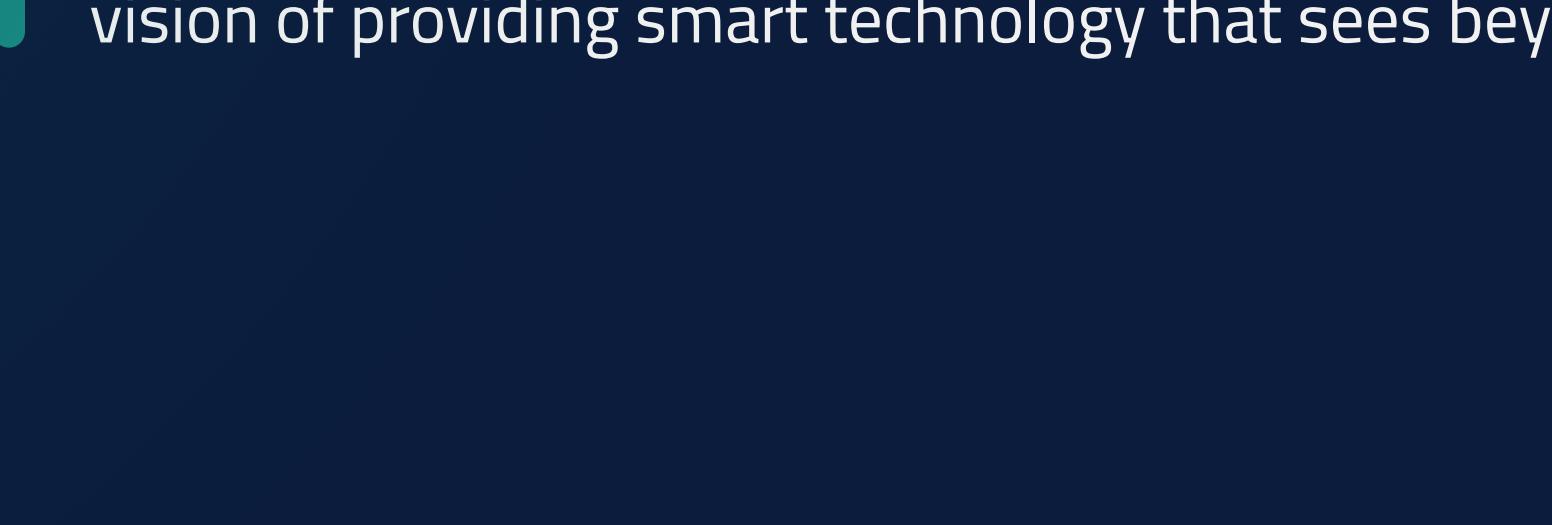
Who are we?

"EGYPTAL" is a national awareness campaign aimed at integrating citizens into Egypt's digital transformation journey, offering easy, reliable, and time-saving digital solutions as an alternative to queues. Our visual identity reflects the fusion of technological insight (the Eye of Horus) with governmental credibility. The campaign is designed to ensure its message reaches all segments of society clearly and effectively, from senior citizens and housewives to the younger generation.

COMPETITORS



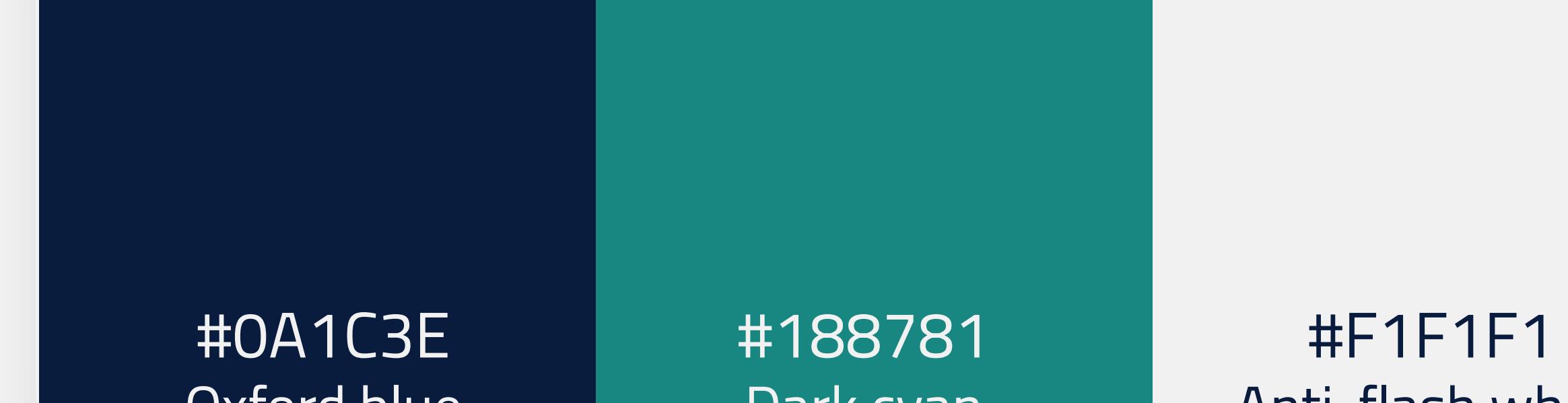
SYMBOLS



LOGO IDEAS



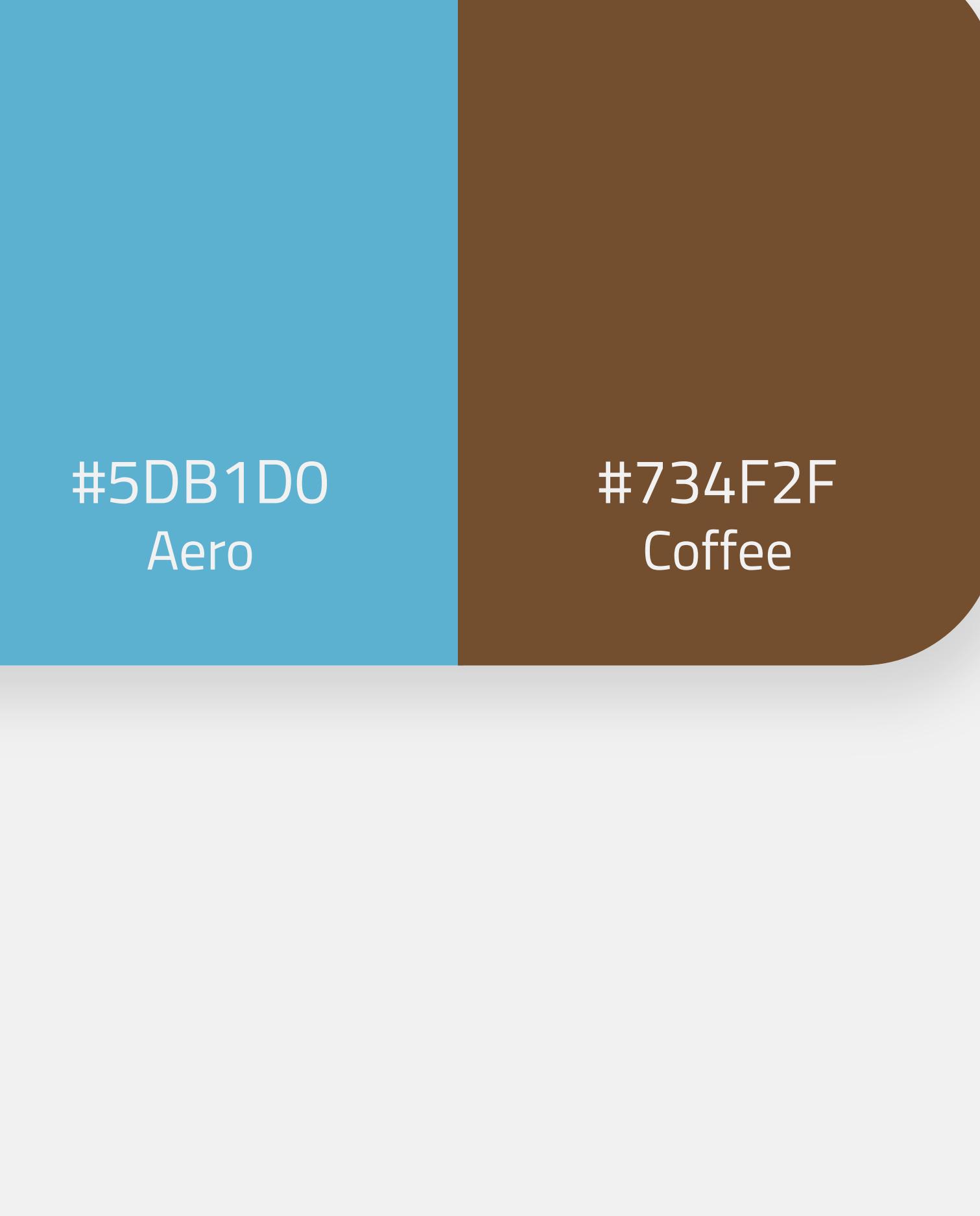
LOGO



$$\text{Eye} + \text{Technology} = \text{Smart Vision}$$

Logo concept

The choice of the Eye of Horus specifically came about because of its symbolism of awareness, insight, and protection, which reflects the brand's vision of providing smart technology that sees beyond the ordinary.



COLOR PALLETE



TYPOGRAPHY

A well-designed typeface will have consistent design characteristics throughout the entire character set, which includes numerals, punctuation, and some symbols.

Primary Typeface

NEBULOSA BLACK DISPLAY STENCIL

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface

Cairo Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore Et dolore magna aliqua! Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat adipisciing elit.

Cairo Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore Et dolore magna aliqua! Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat adipisciing elit.

Cairo Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore Et dolore magna aliqua! Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat adipisciing elit.

Cairo Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore Et dolore magna aliqua! Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat adipisciing elit.

THANKYOU