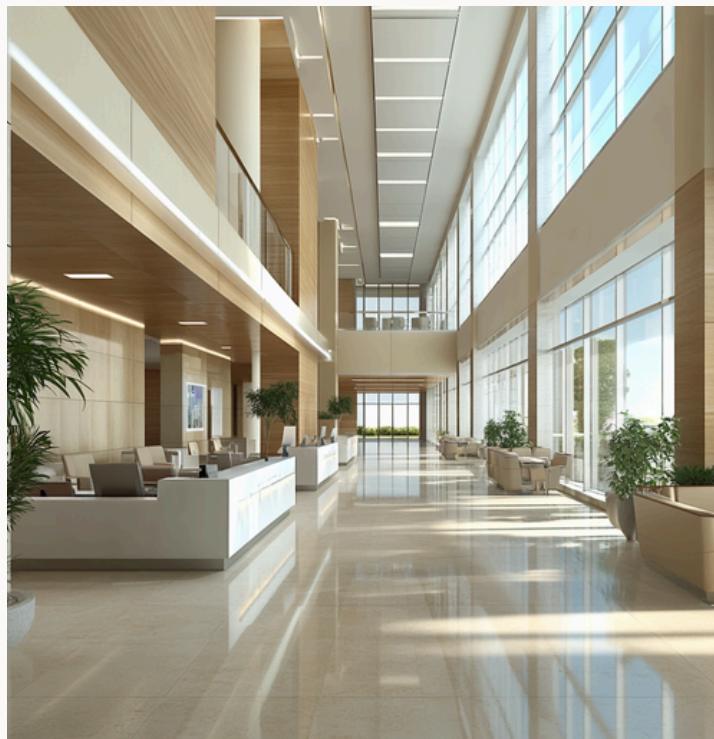




BRAND KIT

OUR BRAND

DHA Quetta's vision is a flourishing community, where convenience, comfort, and safety blend seamlessly, fostering a strong sense of belonging. We aspire to create a truly livable and exceptional housing scheme, standing as a shining beacon of unparalleled excellence in Pakistan.





LOGO DESIGN

The DHA Quetta logo is a powerful representation of strength, heritage, and progress. It seamlessly blends the historical significance of Quaid-e-Azam's Ziarat Residency with the rugged beauty of Quetta's mountains, symbolizing the authority's commitment to preserving tradition while fostering a prosperous future. The design embodies a vision of excellence, security, and community, reflecting the core values of DHA Quetta.

LOGO USAGE



As a standalone logo

The primary logo can be used as a standalone logo, without any additional text. This is the most common way to use the logo.



Variations

The primary logo can be reversed, so that the white elements are black and the black elements are white. This is a good option for use on dark backgrounds.



BRAND COLORS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ut lectus risus. Aliquam id quam ut turpis iaculis congue et eget ipsum. Etiam ultrices nibh at metus tempus, sit amet varius eros ultricies.

PRIMARY



#012E0E

PRIMARY



#AF9272

PRIMARY



#FFFFFF

SECONDARY



#4BB8E3

SECONDARY



#008080

THIS IS YOUR HEADING

BOOK ANTIQUA

INTER is a sans-serif font that is known for its clean and modern look. It is a good choice for headings because it is easy to read and understand. It is also a good choice for body text because it is relatively lightweight and does not take up too much space.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } : " < > ? [] ; ' , . /

A a

TAGLINES

AGENCY FB BOLD

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD
TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ +
{ } : " < > ? [] ; ' , . /

A a

BODY TEXT ————— POPPINS

Greycliff is a serif font that is known for its classic and elegant look. It is a good choice for body text because it is easy to read and understand. It is also a good choice for headings because it can add a touch of sophistication to the design.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0!
@ # \$ % ^ & * () _ + { } : " < > ? [] ; ' , . /

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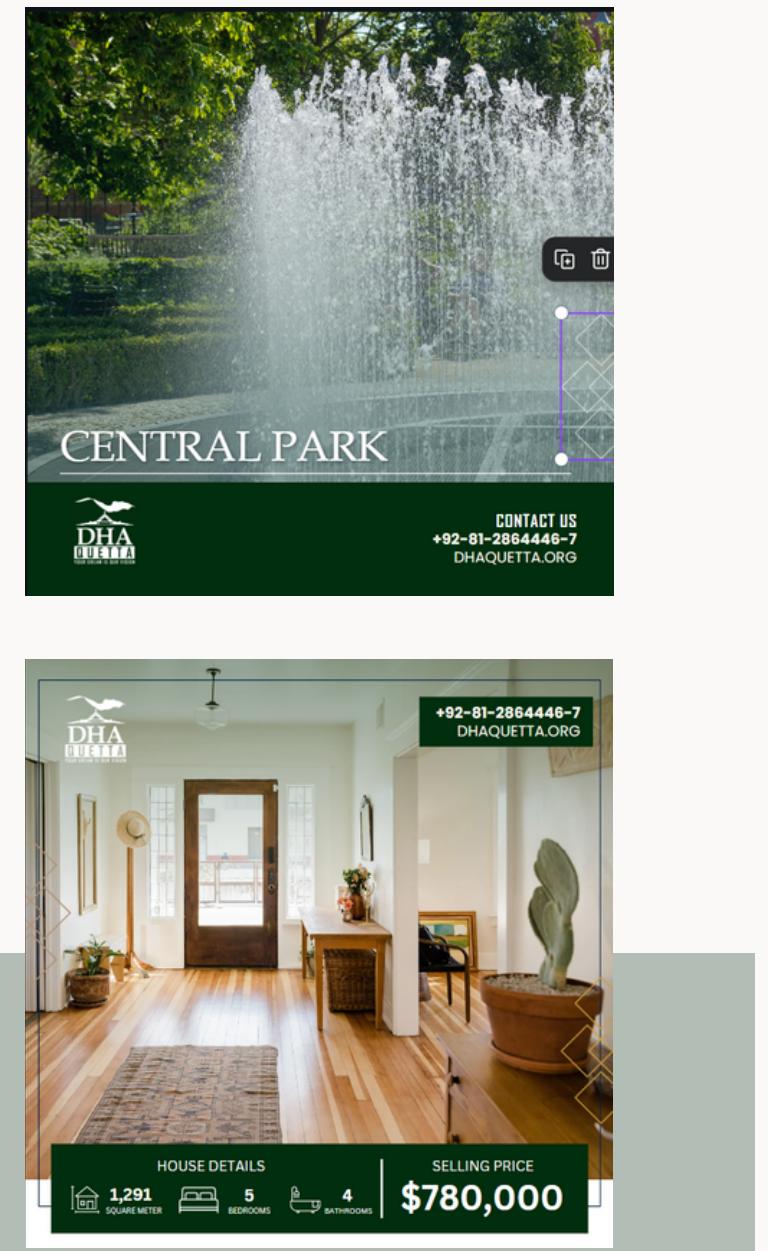
MOODBOARD



INSPIRATION



SOCIAL MEDIA



INSPIRATION

ICONOGRAPHY

11





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