

# FabPak

## CLIENT

At Fab Pak, we specialize in creating engaging, hands-on kits that make learning Engineering and Electronics exciting! Our products empower students of all levels—from school to university—to explore, build, and innovate through dynamic projects. We believe that learning should be both educational and fun, giving students the tools they need to unleash their creativity while gaining valuable skills for the future. Whether you're just starting out or looking to deepen your expertise, Fab Pak is here to inspire your journey.

## ASSIGNMENT

FabPak approached me to develop a creative brand identity that reflects their modern approaches with a touch of technical references that differentiates them in a competitive market. The primary objective was to create a creative logo and a cohesive branding style guide, including the package, merchandise, stationary, posters, and social media designs.

## SOLUTION & PROCESS

I began by focusing on the the client, i found that they work on both software and hardware projects, so i had to bring something from the two. I then focused on the market, they are targeting kids and teenagers so i had to make the logo colorful and elegant at the same time. The color palette, typography, and graphic elements were carefully chosen to convey creativity and hard work.

## My Work Included the development of:

- Logo: A modern, clean design that symbolizes creativity and hard work.
- Package: Simple yet elegant to deliver the idea.
- Merchandise: Stylish and practical items to promote brand awareness.

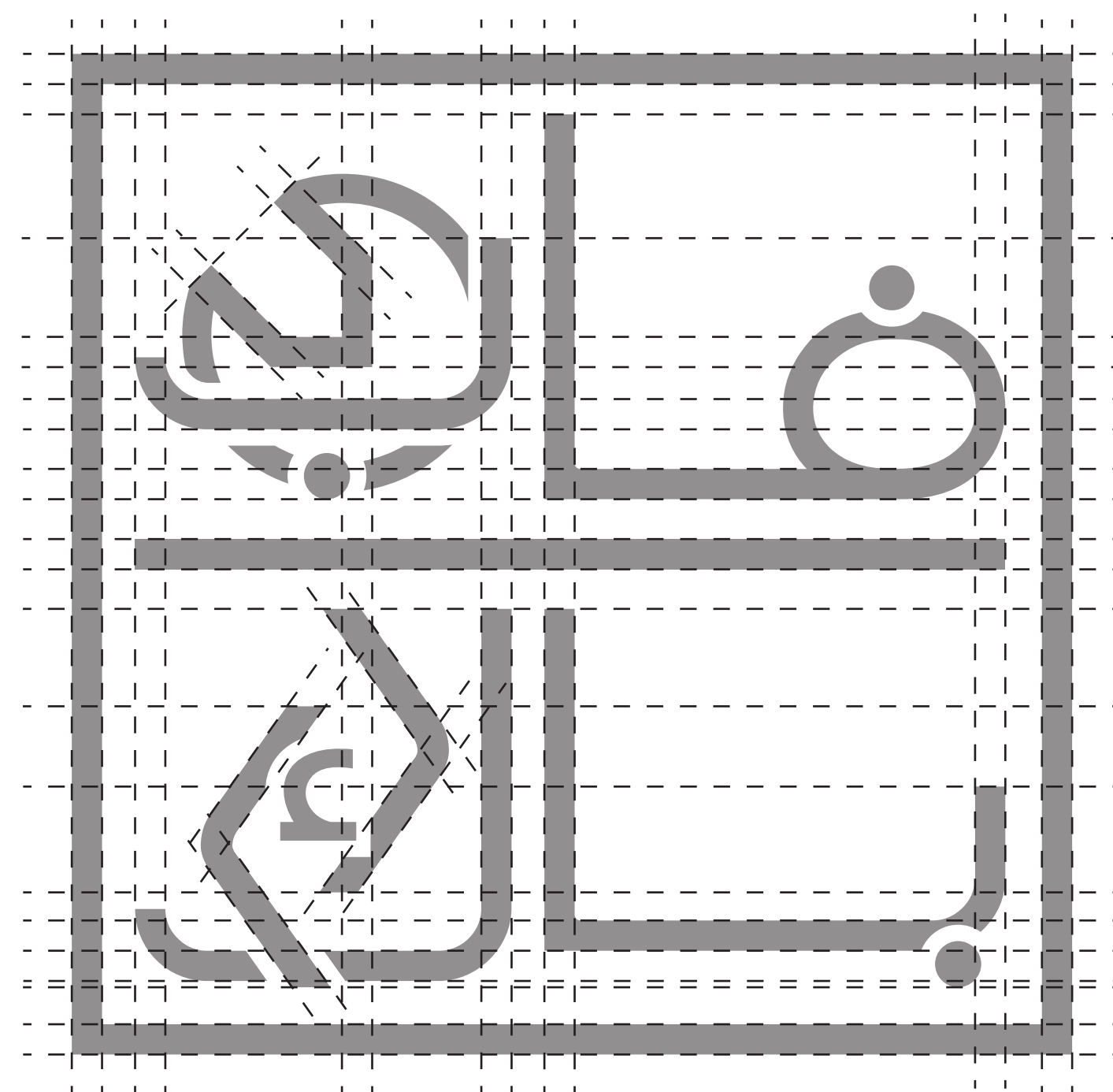
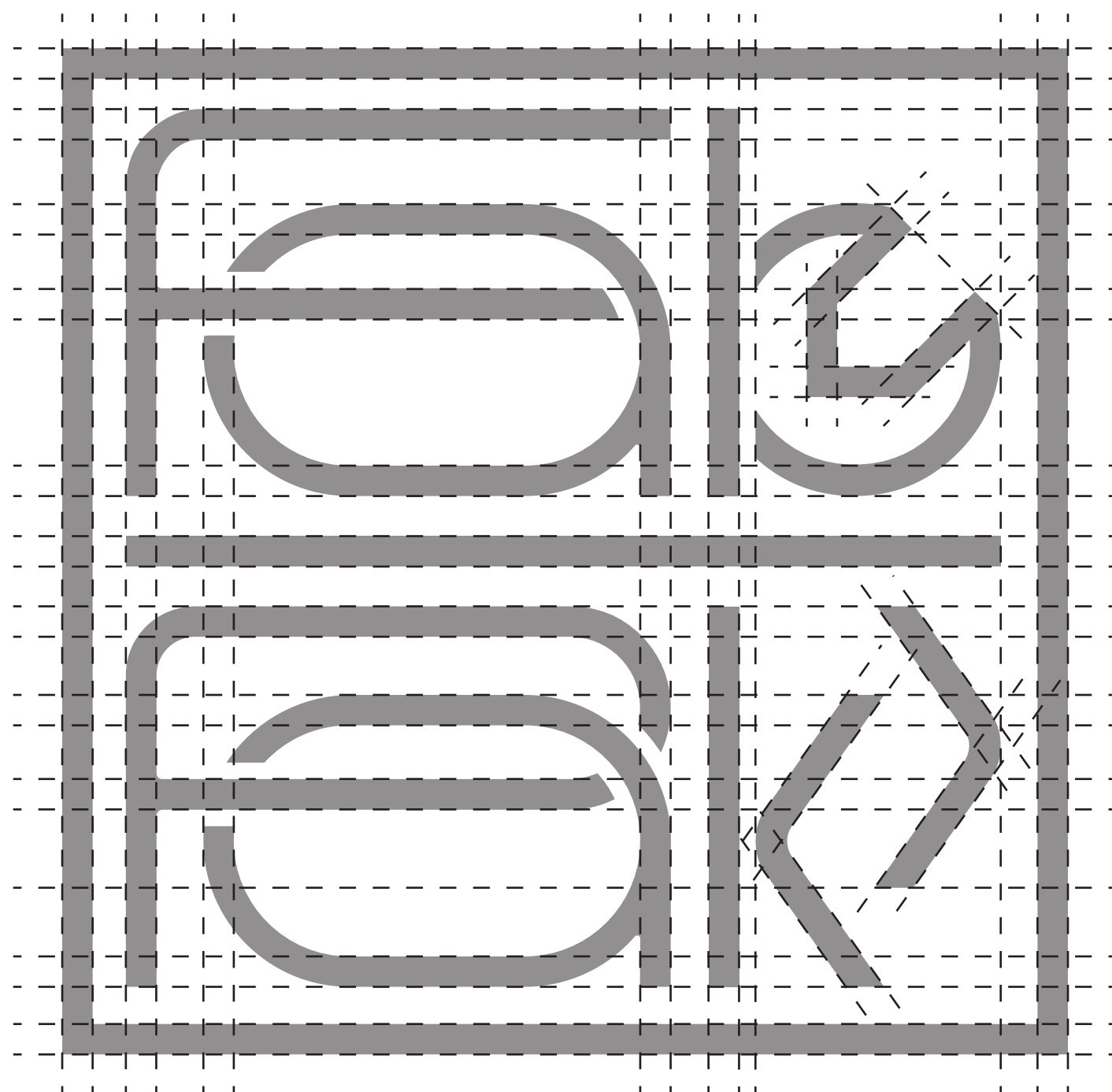
**YEAR / 2024**

## English



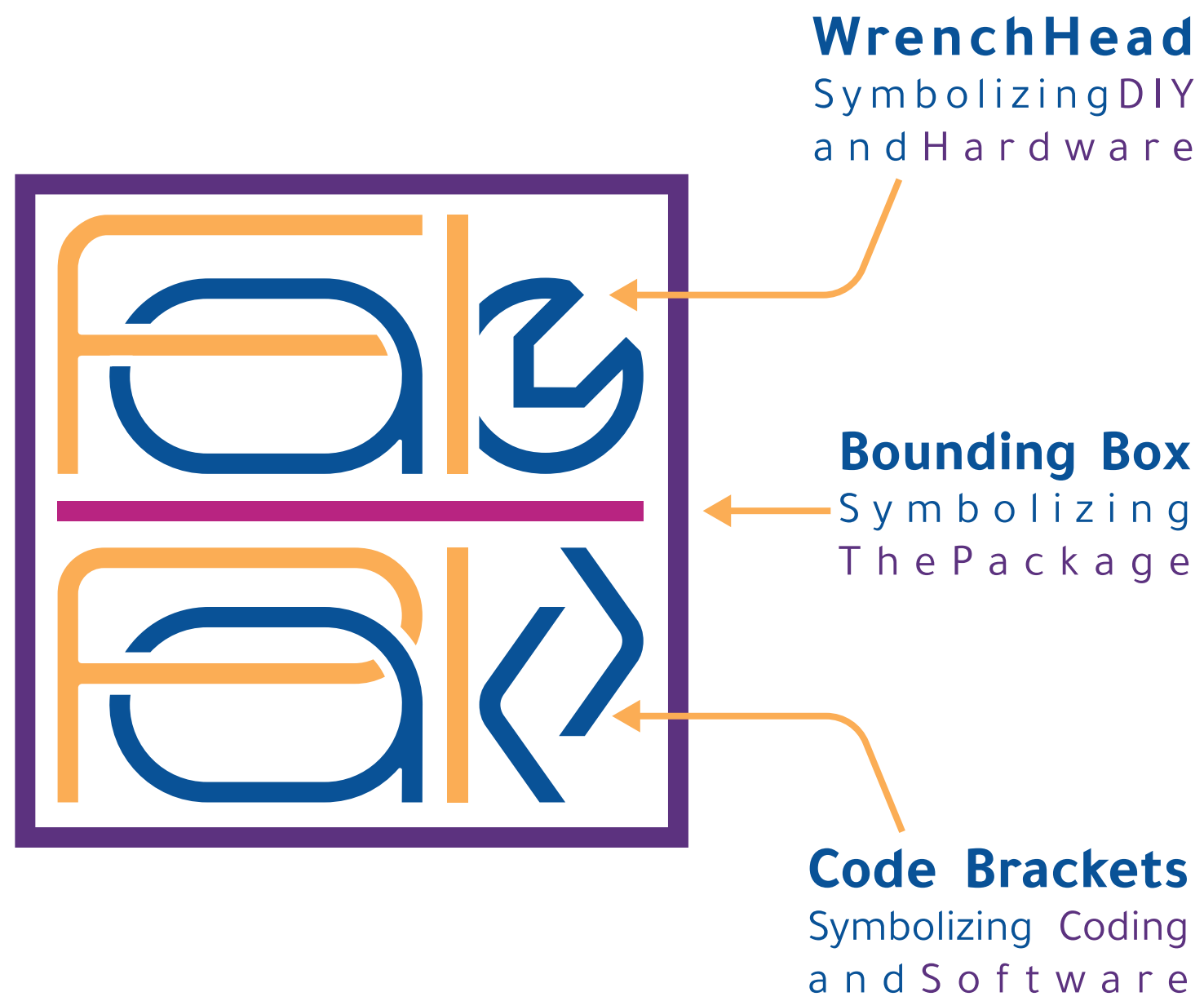
## العربية





# Meaning

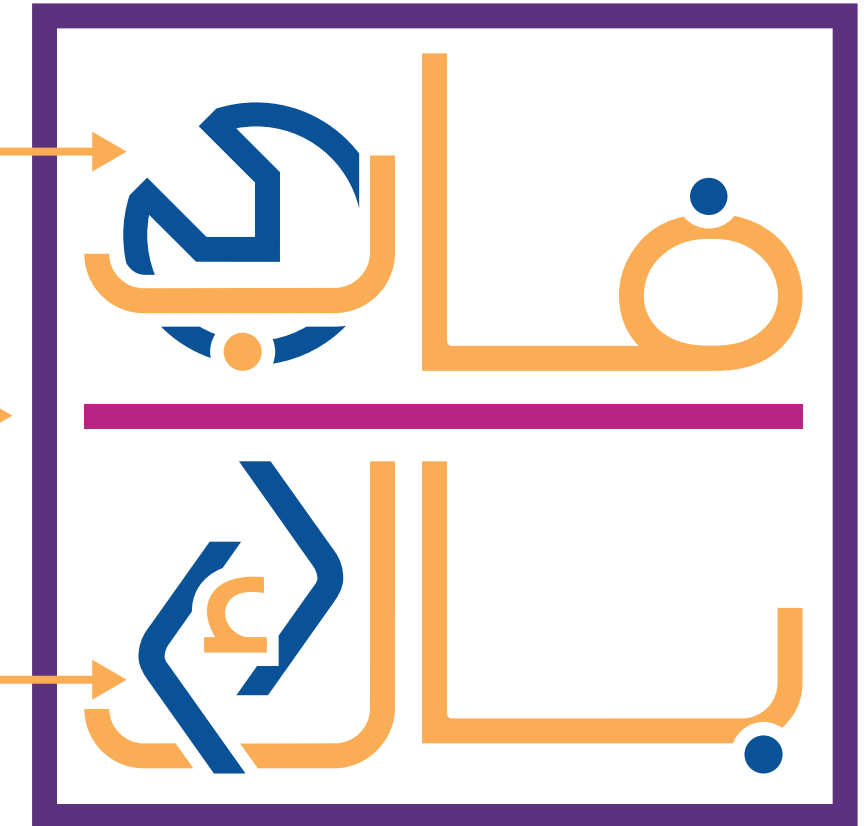
# المعنى



رأس مفتاح الربط  
يرمز إلى  
العمل اليدوي

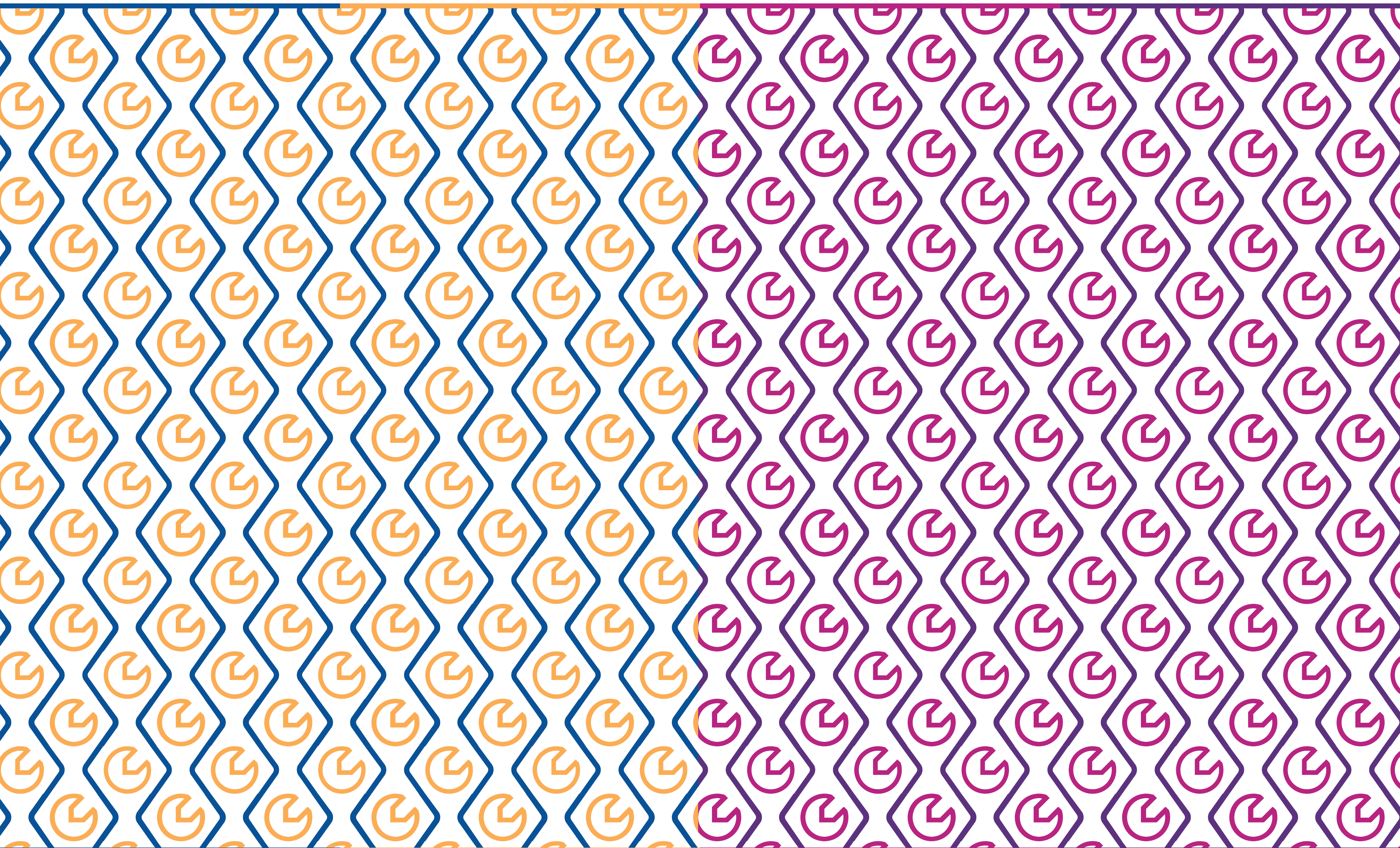
المربع المحدد  
يرمز إلى  
الطرد

أقواس الكود  
ترمز إلى  
البرمجيات



# Patterns

# الأنماط



## Colors

## الألوان

Venice  
Blue

Pale  
Orange

Red  
Violet

Purple  
Haze

#095297

#FBAD55

#B82481

#5C327F



## Tajawal

Black Bold Medium Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()



## تجاوال

اسود ثقيل متوسط عادي


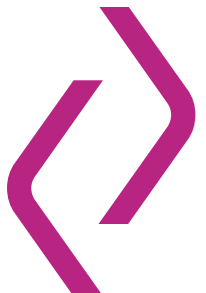
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!@£\$%^&\*()٩٨٧٦٥٤٣٢١٠



ابنني  برمج  ابدع

Build  Code  Hack

ابنني  برمج  ابدع

Build  Code  Hack



# Unicolor Logo

# الشعار أحادي اللون

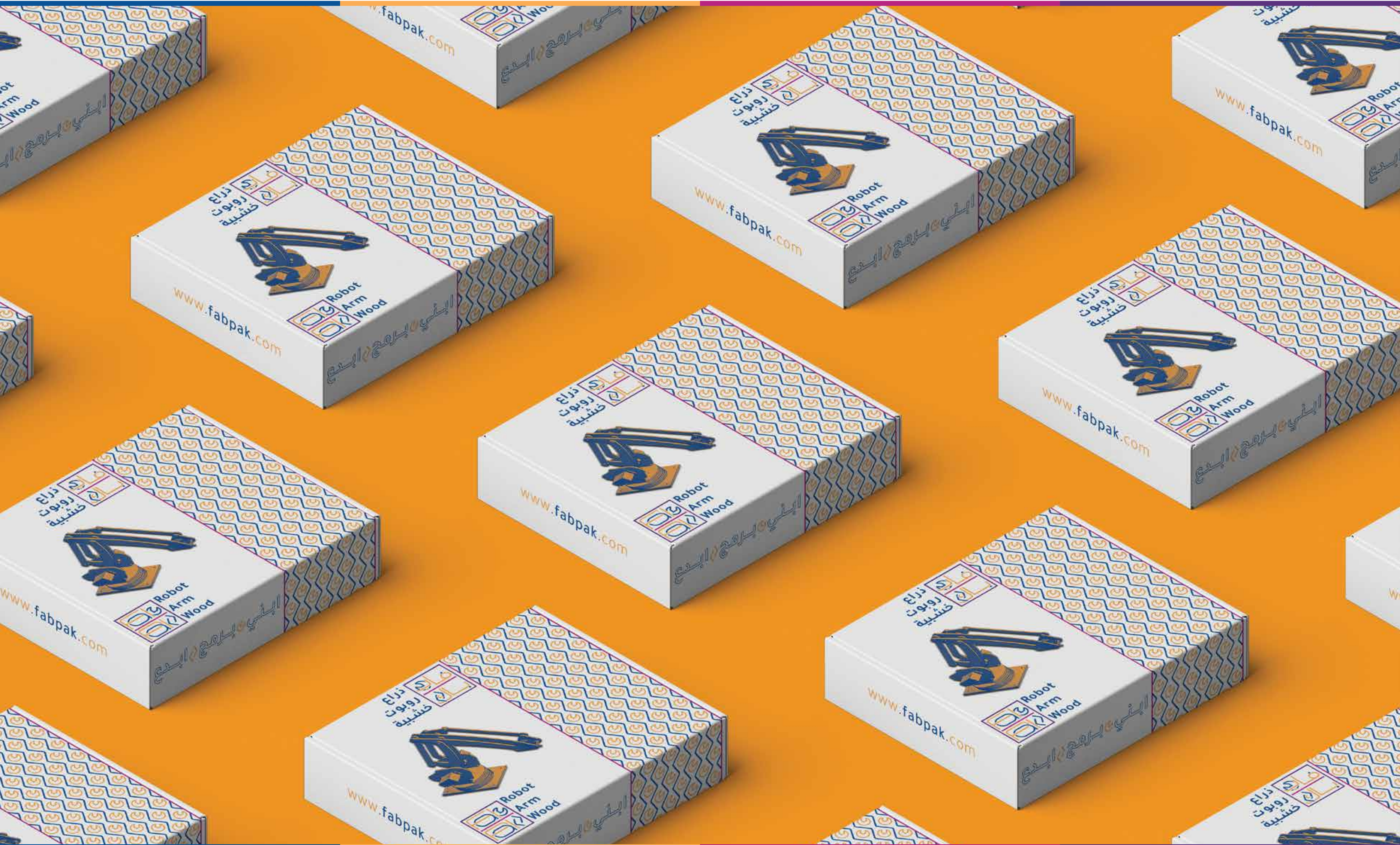






# Package

# الطرء



FabPak Brand Guide 2024

فاب باك ديل العلامة التجارية ٢٠٢٤

