

1. Corporate Identity



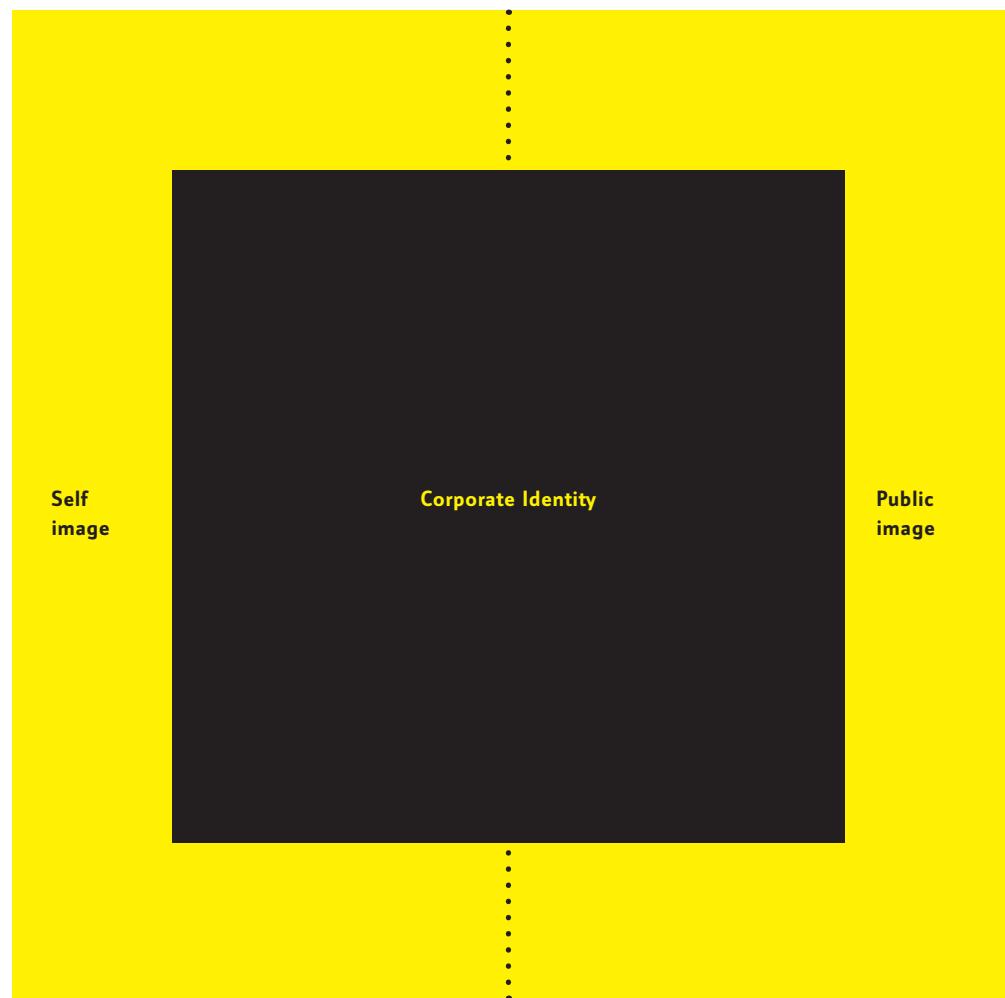
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What does Corporate Identity CI mean?

Corporate Identity is the deliberate definition of a company's identity made of its self-image and external image, which describes the company-specific values, goals and qualities. Thereby, the self-image correlates with the ideas of people from the company or the brand itself. By contrast, the external image involves the impression of the company or the brand in the public sphere, between business partners or within the target group.

In the course of CI, it is essential to unify self- and external images. The stability of the company is clearly strengthened by the consistency of both concepts. The identity of a company is built upon agreed values, guidelines and standards, which it is important to be reflected in the internal and external communication and behavior, the so-called Corporate Culture. The answers include the basic aims and competencies of oneself as well as the attitude in the environment. These considerations serve as specification and should not be neglected.



Graphic 1
Corporate identity
from self image and public image



The Corporate Identity CI – Process?

1. Identity shaping

Self-image and external image are identified and tested. Discrepancies become clear, strengths and weaknesses are revealed. The knowledge serves the orientation.

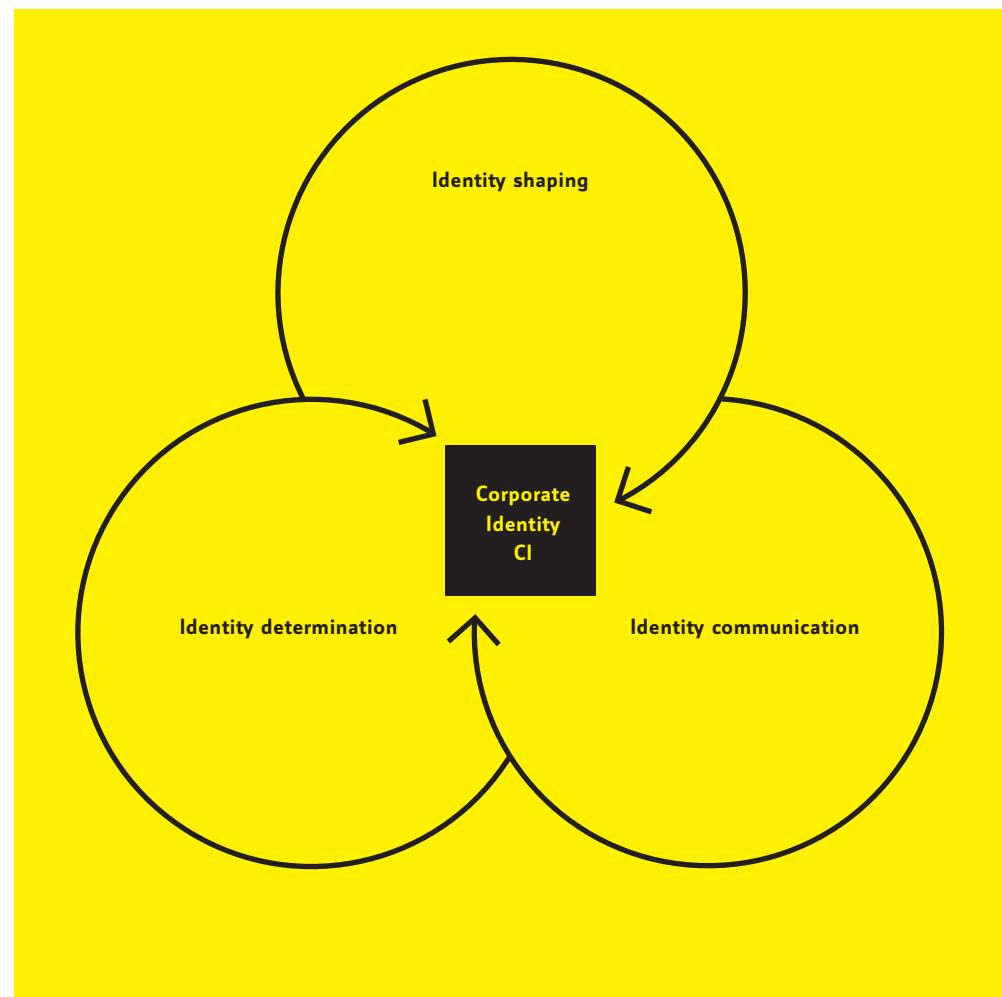
2. Identity determination

With the determination of the mission statement also: Corporate Mission, CM, the core values of the company, the competence in the market, but also the defined vision will be considered a company policy.

The selection of the company's vision is of particular importance. It determines the orientation of the company in the future.

3. Identity communication

Through an elementary coordination and a stringent application of Corporate Communication CC, Corporate behavior CB and Corporate Design CD the Corporate Philosophy will be conveyed internally and externally.



Graphic 2
Process Corporate Identity CI

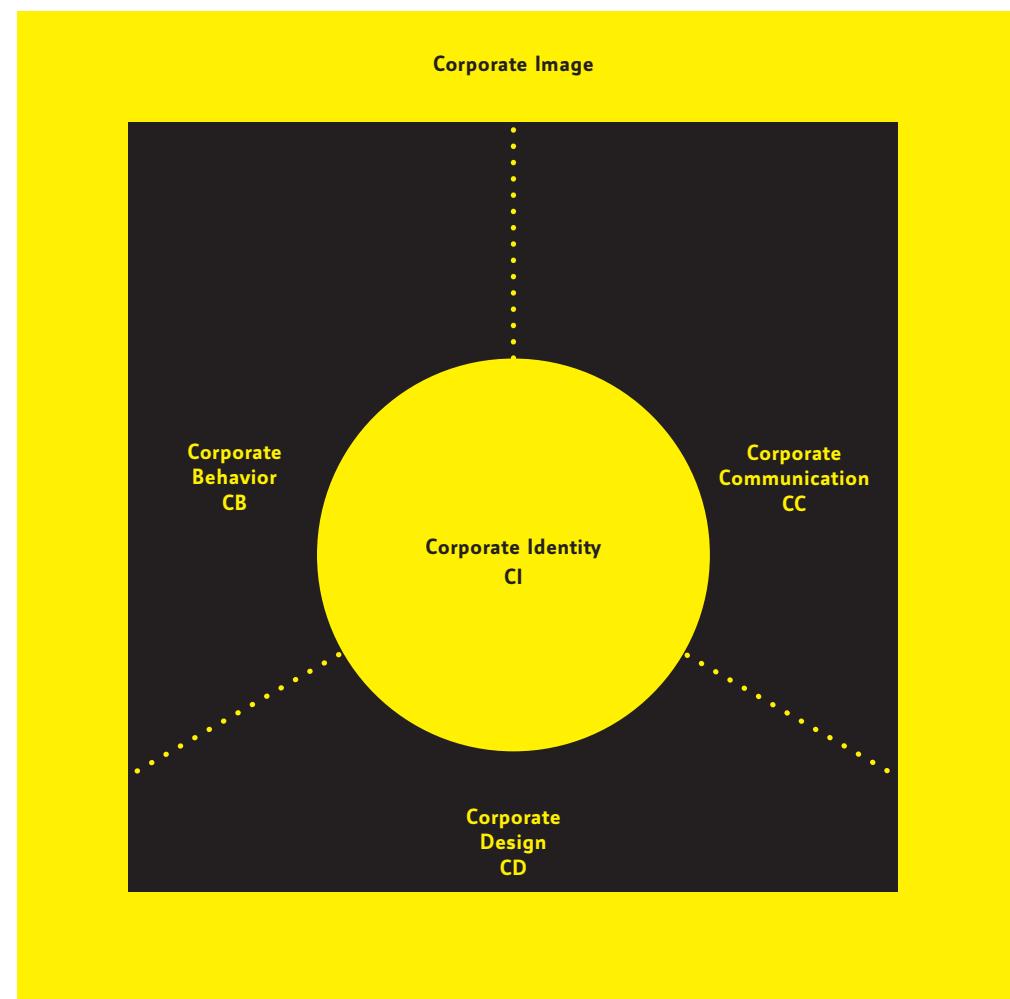
Instruments of Corporate Identity CI

CI is formed by means of three instruments, whose function is intertwined to guarantee a credible unity:

- Corporate Behavior CB
- Corporate Communication CC
- Corporate Design CD

Furthermore, a long-term strategy (also: corporate strategy) is necessary to pursue the specified goals steadily. Corporate Behavior CB is the company's behavior towards competitors, service providers, and the general public, as well as employees and diverse stakeholders. Corporate Communication CC involves any and all instruments and measures used to communicate business goals and achievements.

The Corporate Design CD as the central visual corporate identity instrument will be discussed in more detail later on.



Graphic 3
Corporate Identity is formed
by three instruments

2. Corporate Design



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What does Corporate Design CD mean?

Corporate Design represents the visual realization of the Corporate Identity. Through the coordinated use of visual elements in the corporate appearance, an aesthetic and symbolic conveyance of identity occurs.

An essential task of the Corporate Design is to give the company a unique and unmistakable self-understanding in order to shape it.

Thereby, both of static objects, such as buildings, interiors, facilities, trade fair stands, etc., and mobile objects, such as communication media, are design objects.

The CD has to be versatile.

Every element of a company's appearance characterized by the corporate design must function independently, but be recognizable as part of the associated appearance.



Graphic 4
Corporate Design CD
= the visual realization
of the Corporate Identity CI

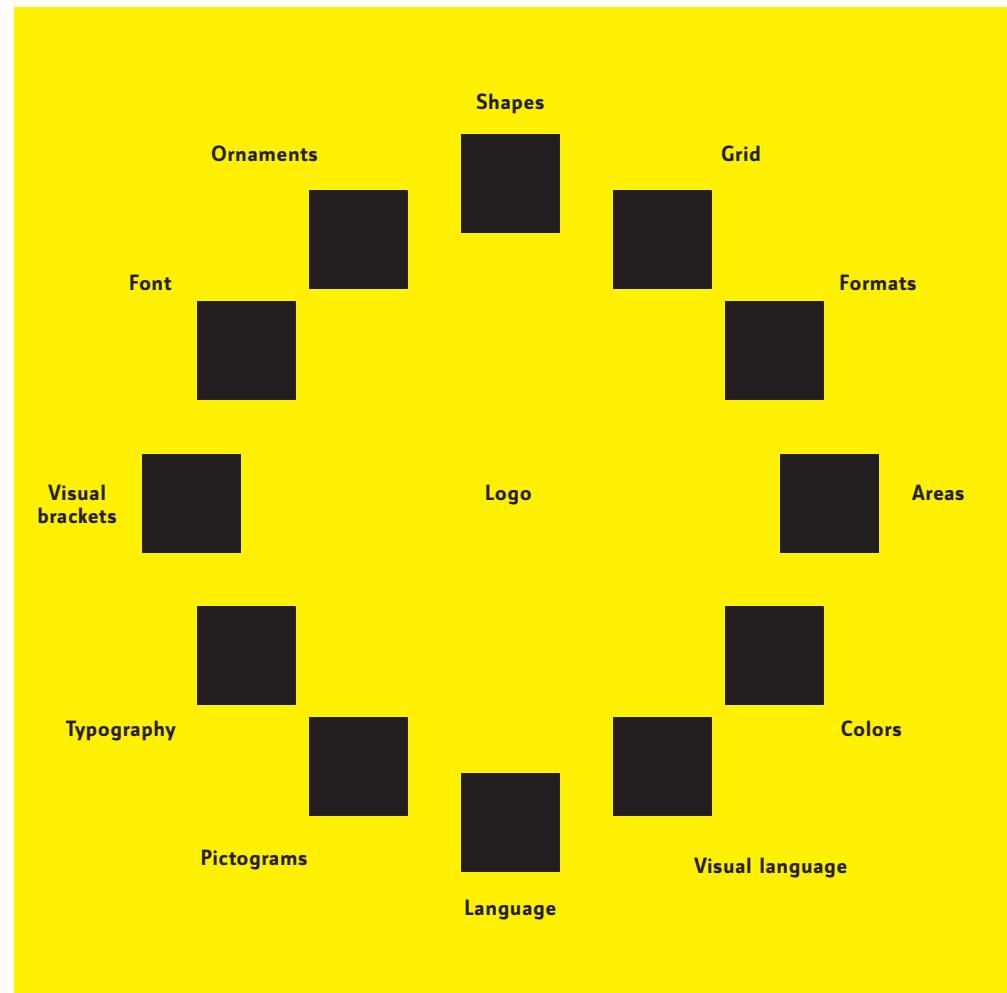


Basic applications of the CD

Basic elements of the CD

- Logo
- Font
- Typography
- Pictograms
- Icon
- Colors
- Areas
- Shapes
- Formats
- Grid
- Visual language
- Language
- Patterns
- Ornaments
- Visual brackets
- ...

The elements defined in the Corporate Design are called visual brackets. It runs according to the underlying concept as a design feature through all applications.



Grafik 5
Basic elements of the
Corporate Design

3. Logo draft



Logo sketches

Handlettering

1.



2.



3.



4.



5.



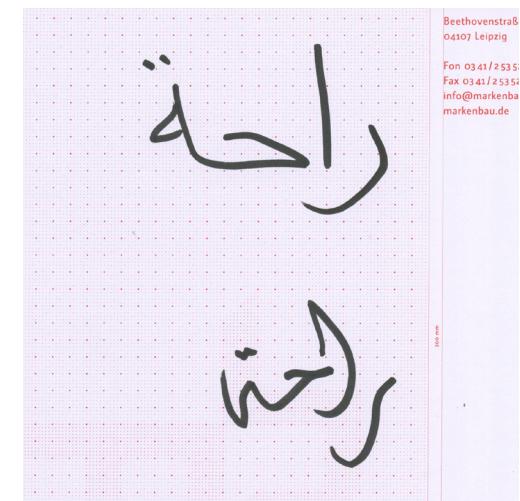
6.



7.



8.



Sketch logo draft 1

Circle sketch

9.



10.





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Implementation logo draft 1

Circle

Sun, Active, Dynamic, Center, Resting, Enclosing, Familiar, Organic, Natural, Harmonious, Tire, Road sign





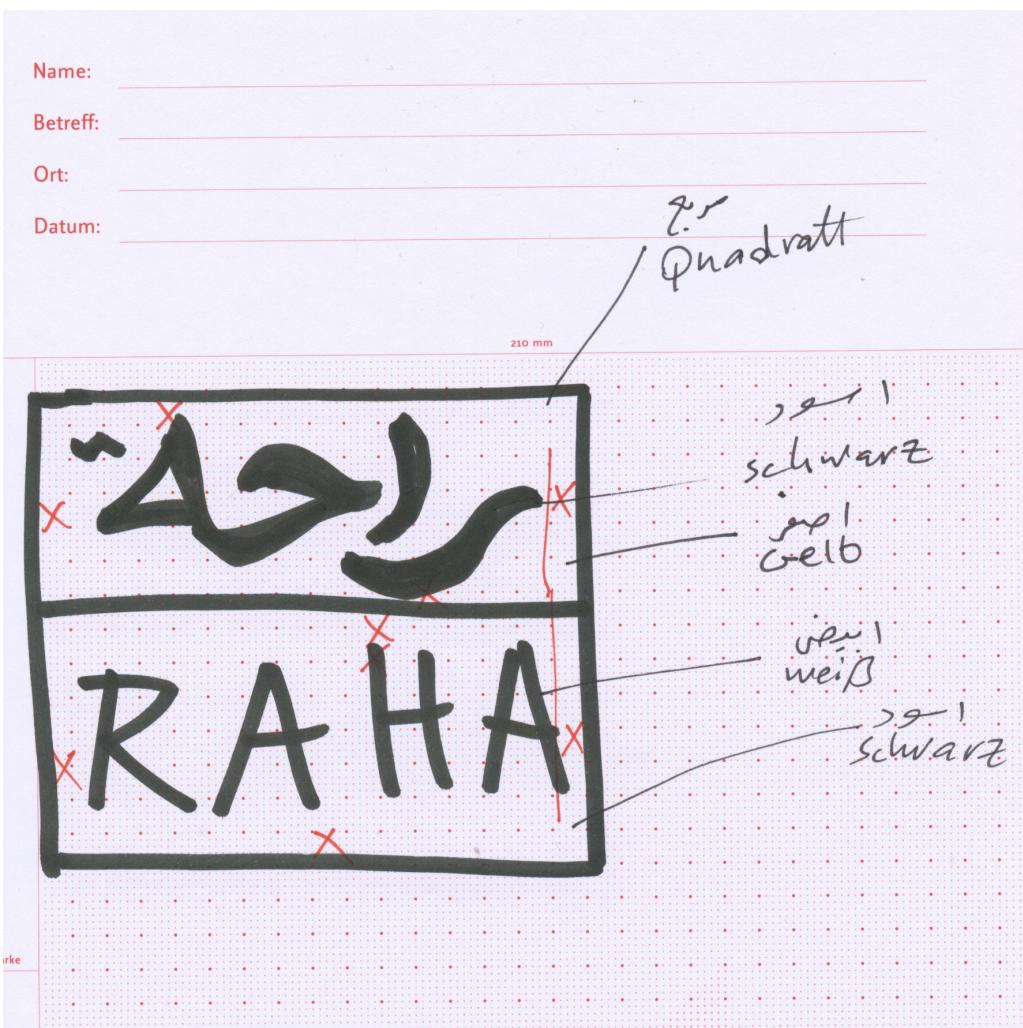
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Sketch logo draft 2 + 3

Sketch square, Sketch rectangle

11.



12.





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Implementation logo draft 2

Square

Fixed, Fundamental, Steady, Strength, Stability, Masculinity, Safety, Order, Proximity



Implementation logo draft 3

Rectangle

Peace, Space, Calming, Landscape



4. Logo Designs Summary



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Logo drafts

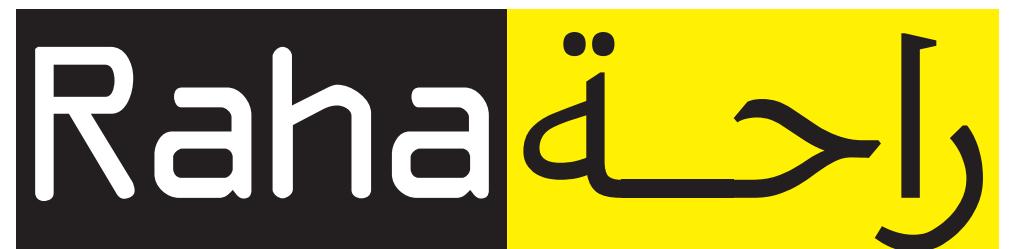
Draft 1



Draft 2



Draft 3



5. Color setting



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Colors

Yellow: Positive, Sunny, Hint, Bright, Strong, Mighty, Logic

Black: Elegance, Infinity, Safety, Leading, Clear

White: Perfect, ideal, good, businesslike, Clear, innocent, honest



Logo Colors

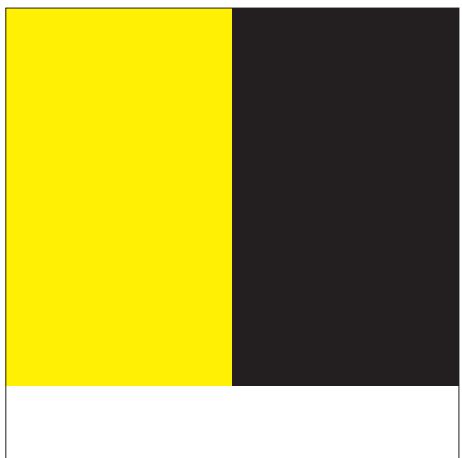


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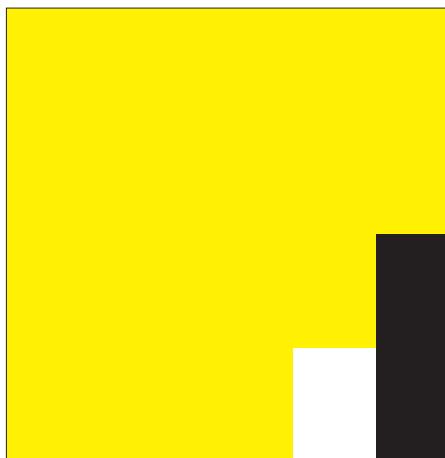
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Colors

Color scheme



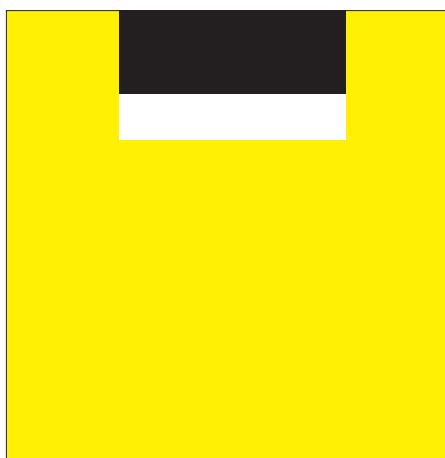
Logo



Printing
matters



Vehicle



Digital

6. Shapes and areas

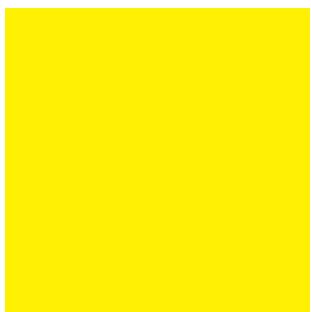


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Shapes

Square



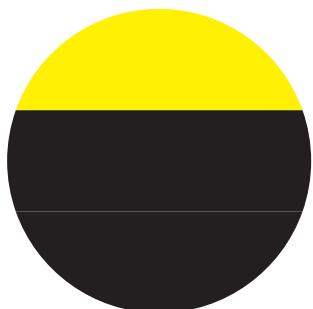
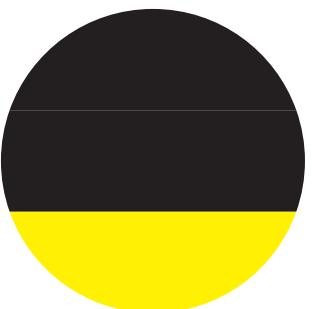
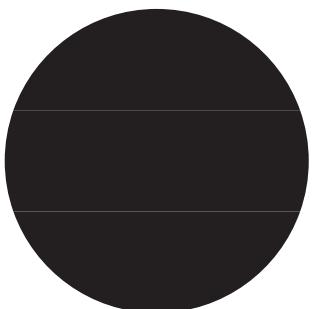
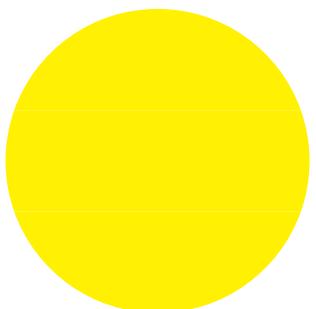
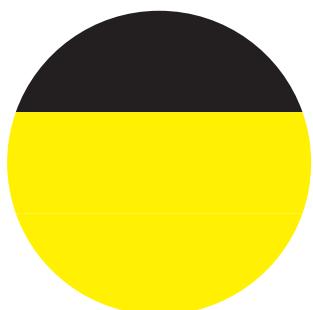
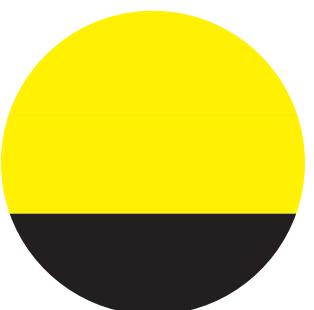
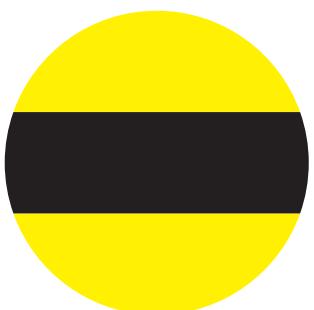
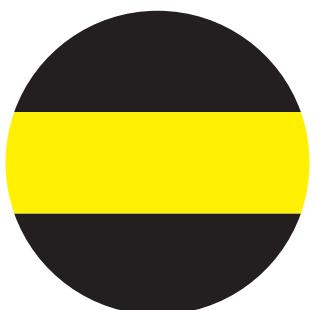


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Shapes

Circle



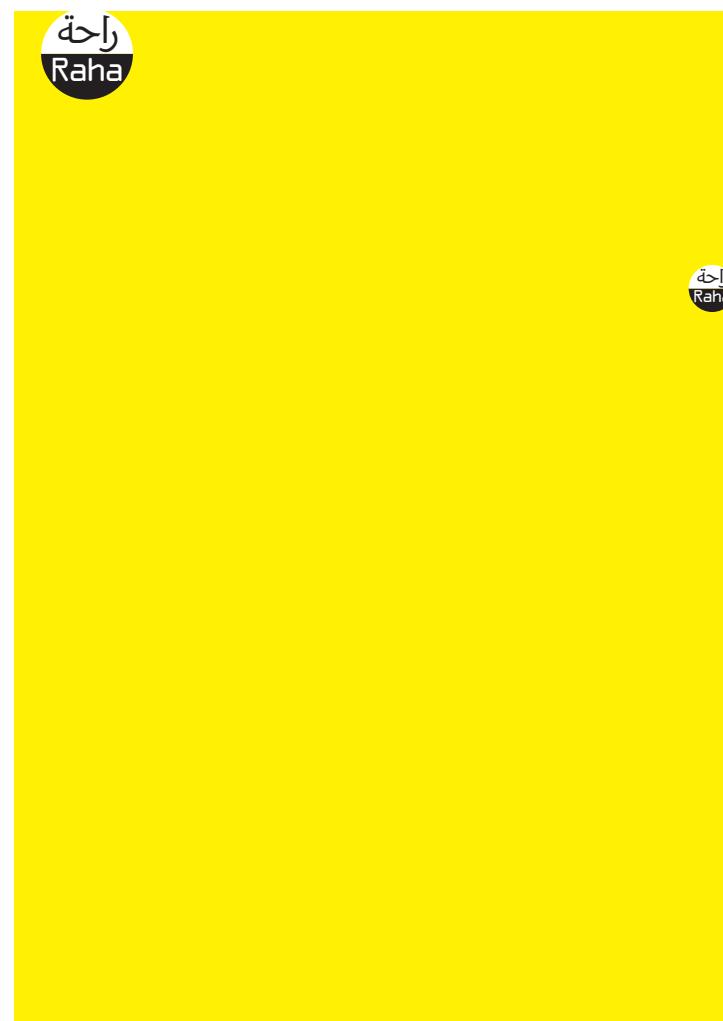
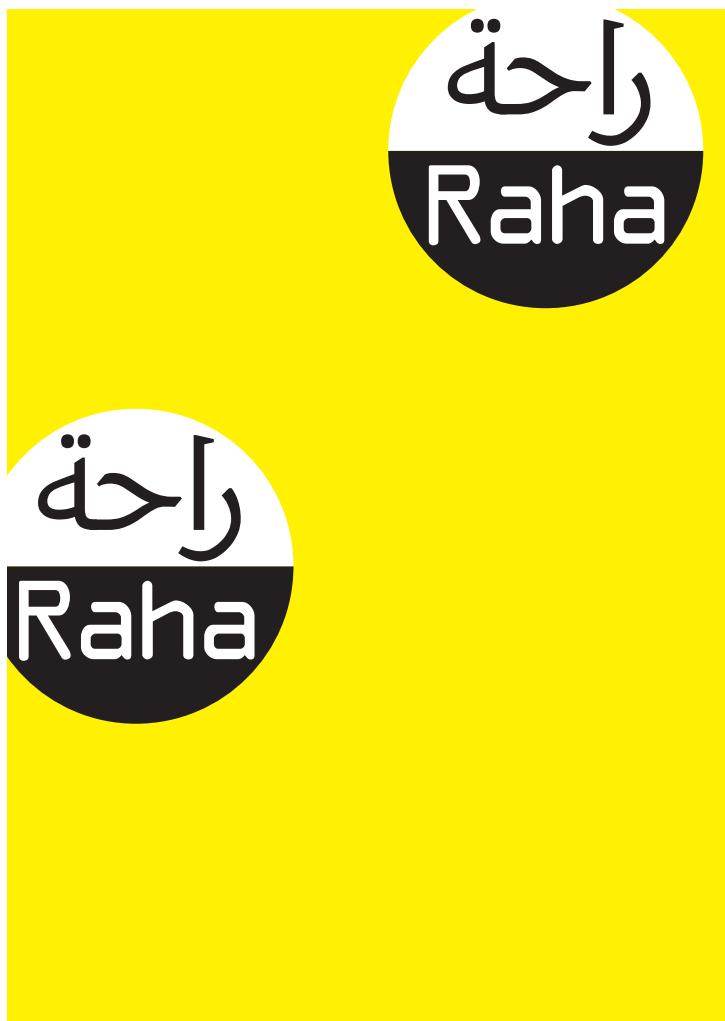


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Implementations

Logo draft 1





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Implementations

Logo draft 2



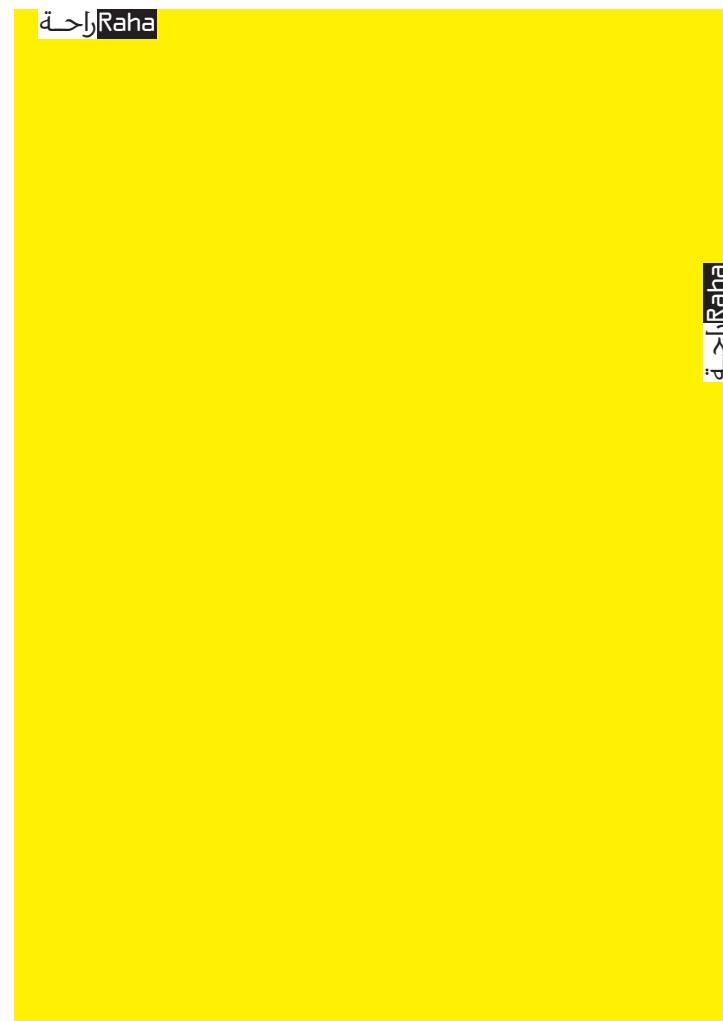
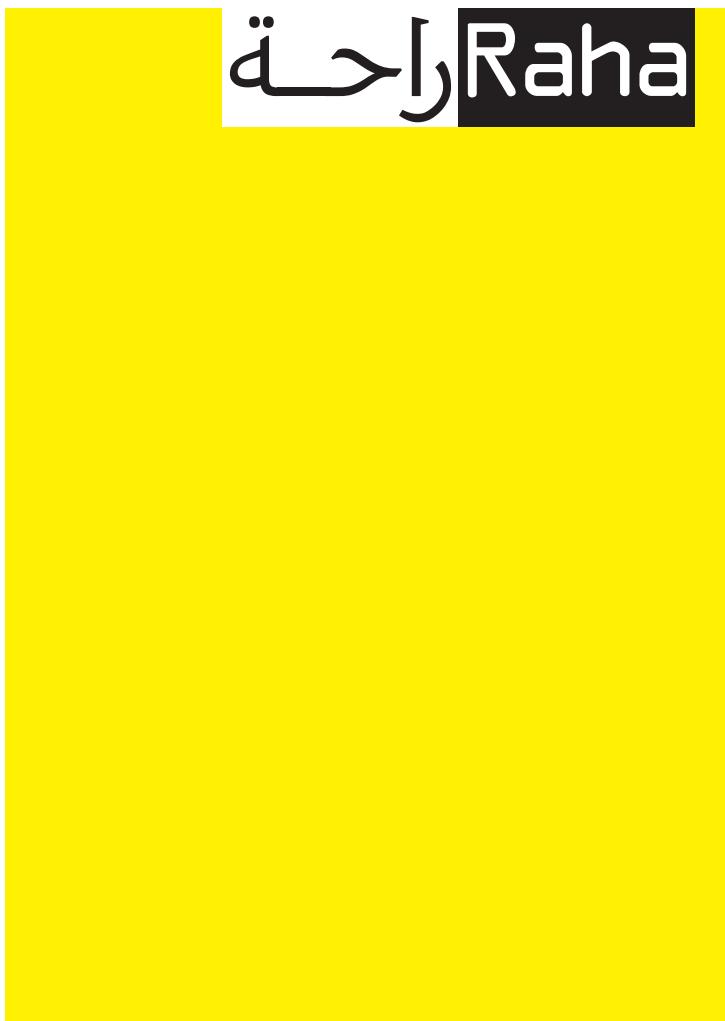


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Implementation

Logo draft 3



Claim: Sketches

راحة تقف معك دائمًا

Raha stands by you!

راحة تدعمك

Raha supports you!

مع راحة كل الناس مرتاح

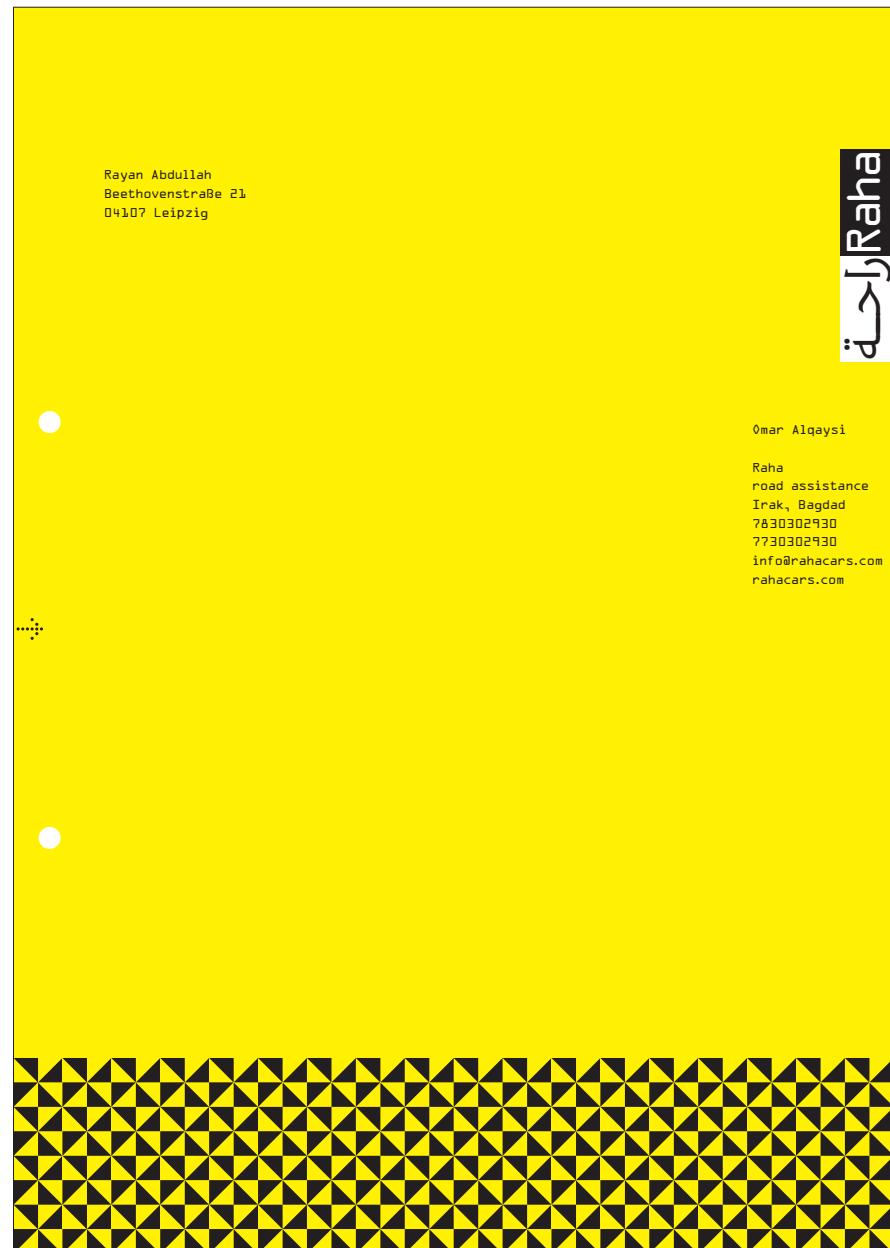
With Raha
all the people
are comfortable!



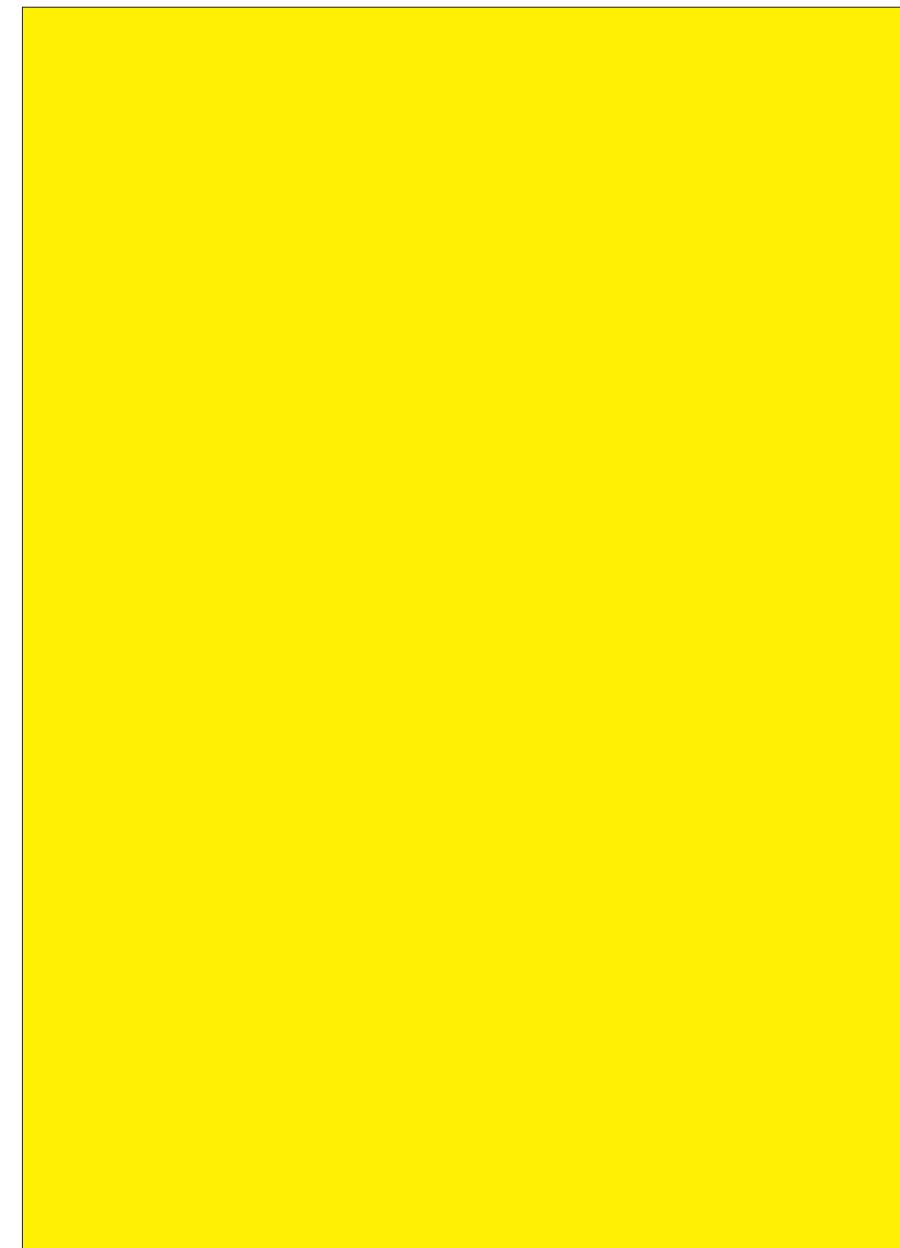
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Letterhead



Front



Back

Business card

Front

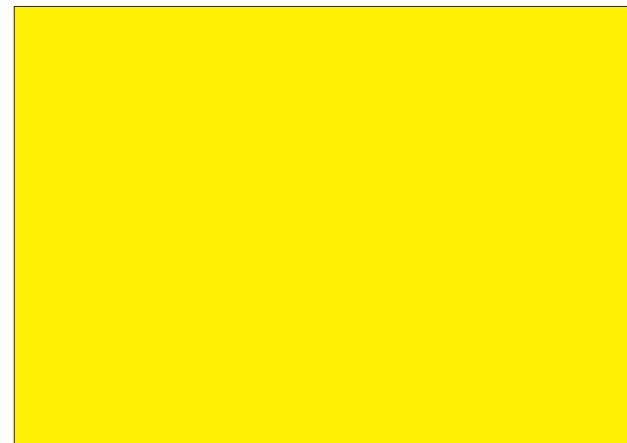
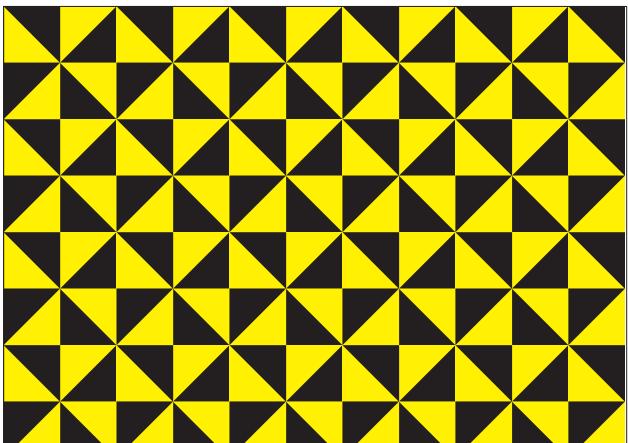
Latin



Arabic



Back





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7. Type



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Type

Particularities

Latin: Curves

Arabic: Angular

Font name: OCR-A Regular

Raha

Font name: Cordale Arabic

ö d i



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Type

The „R“ is reminiscent
to an abstracted tow truck





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Presentation Raha CI CD

Font name: OCR-A Regular

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
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

Font name: Cordale Arabic

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ض ط ظ ع غ ف
ق ك ل م ن ه و ي
@ <> : ; , _ - ' # * + ^ ?) (* & ^ % # @ !
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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
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
! ؟ د خ د خ & / () = ? ^ + * # ' - _ ، . : < > @
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ض ط ظ ع غ ف
ق ك ل م ن ه و ي
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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
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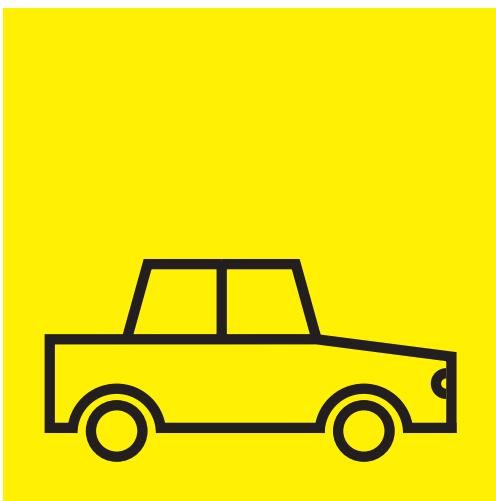
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7. Pictograms

Pictograms

Vehicles

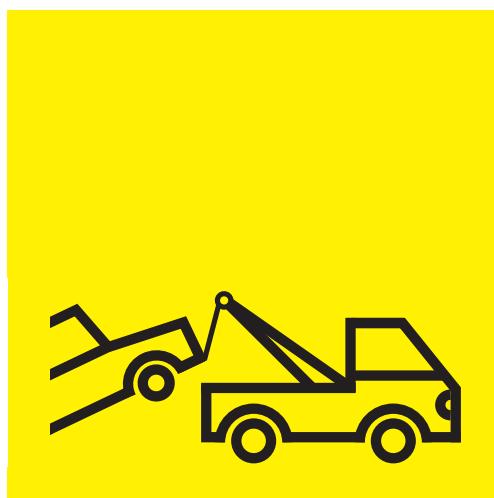
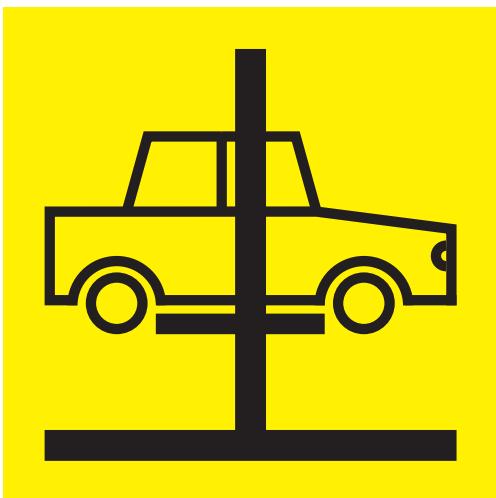
Car, Bus, Small Truck, Big Truck, Camper Vans, Tractor, Motorcycle



Pictograms

Repair-service

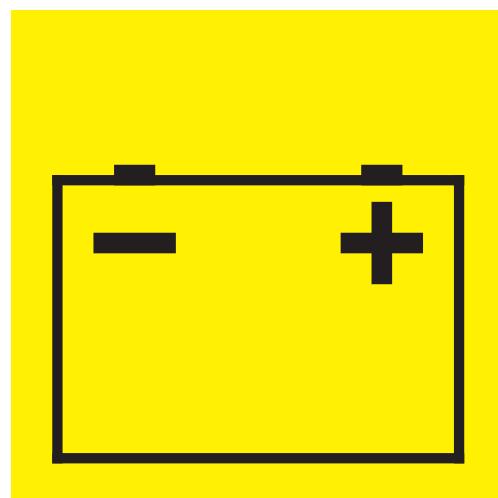
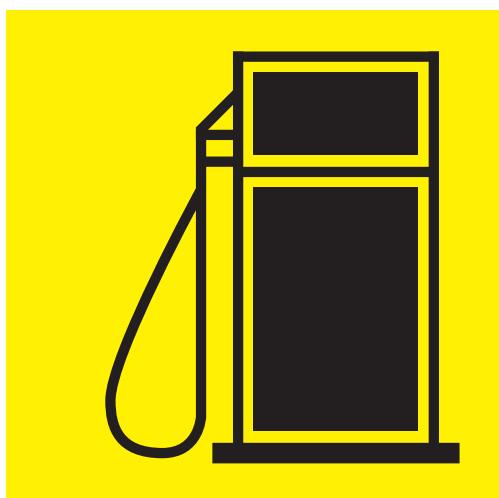
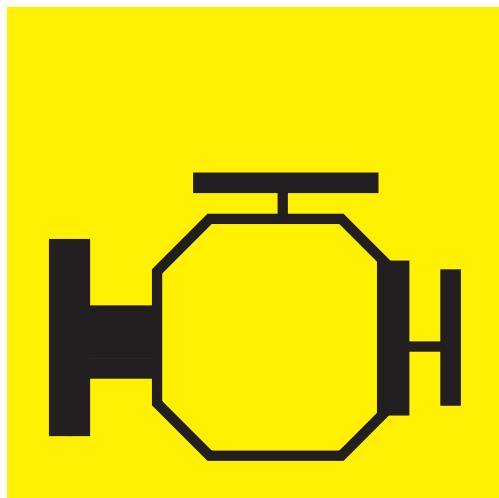
Repair, engine damage, repair on site, accident assistance, towing service,
roadside assistance



Pictograms

Service

Battery charging, fuel service, engine failure, oil change



Pictograms

People

Woman, man, people with disabilities, toilet woman and man, car mechanic, shower, wardrobe



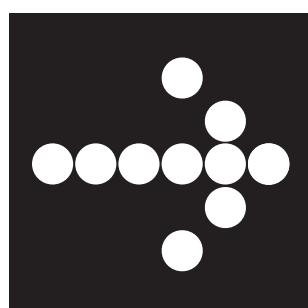
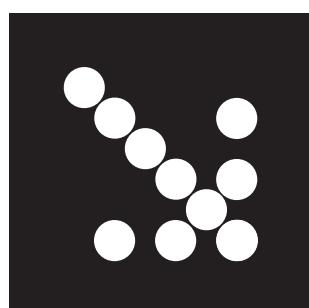
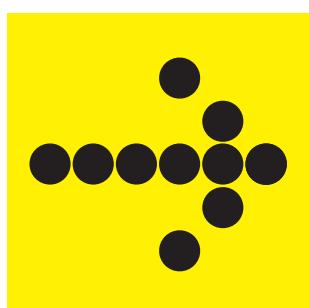
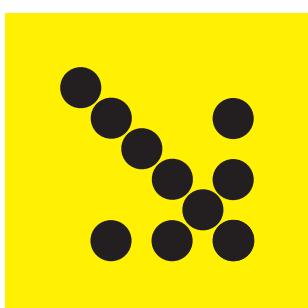
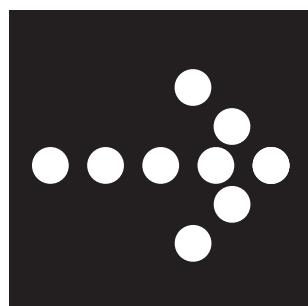
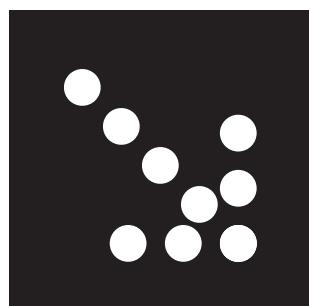
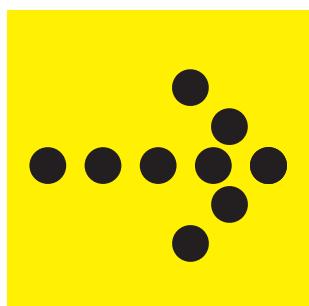
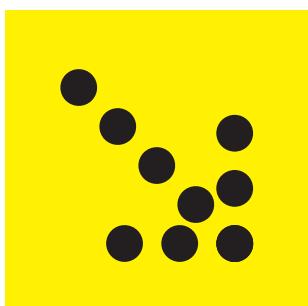
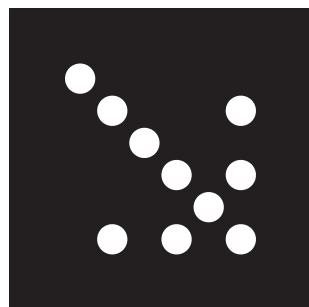
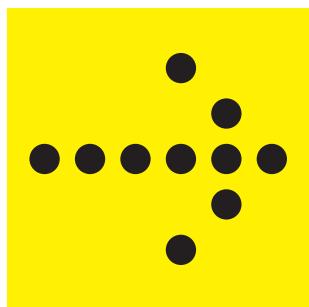
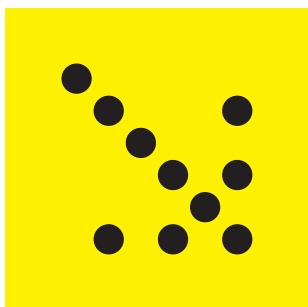


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Pictograms

Arrows

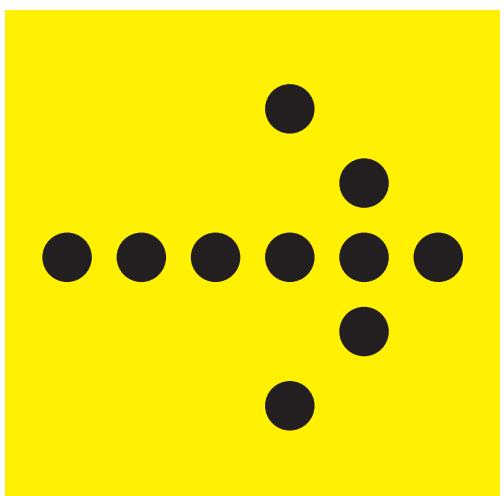
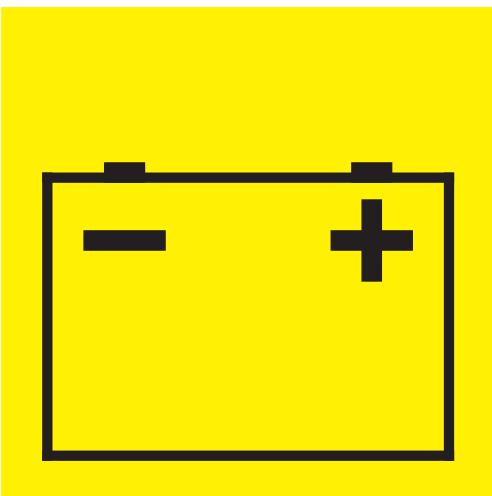
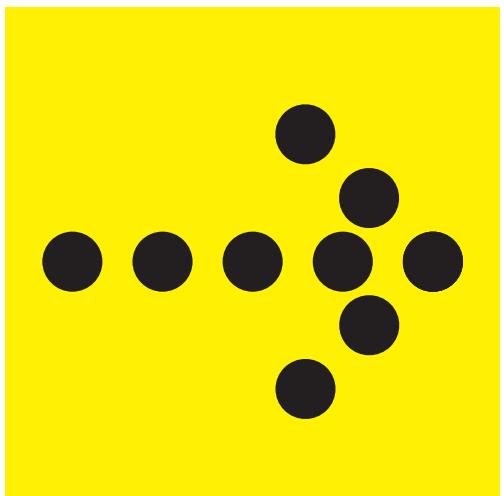




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Pictograms

Arrow + pictogram combination



8. Visual language



Visual language

- Professional
- Reliable and safe
- Easy and fast
- Technically
- Human





Raha راحة



راحة تقف معك دائمًا

Raha stands by you!

راحة
Raha

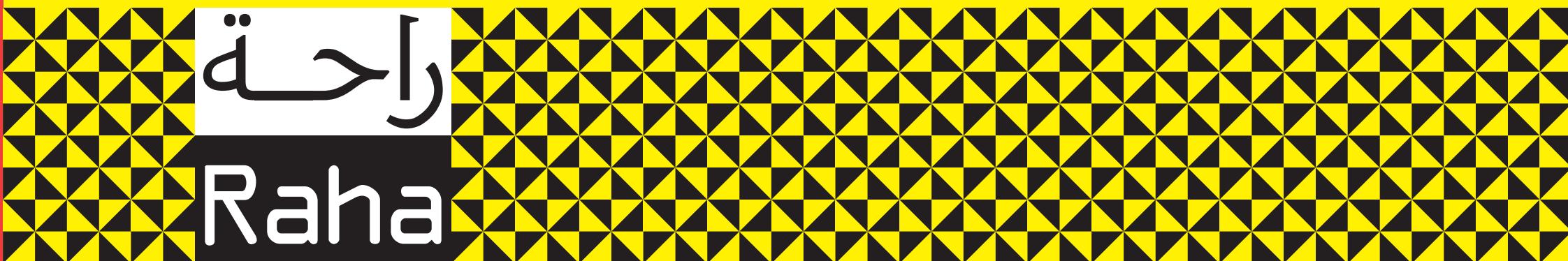
9. Ornament



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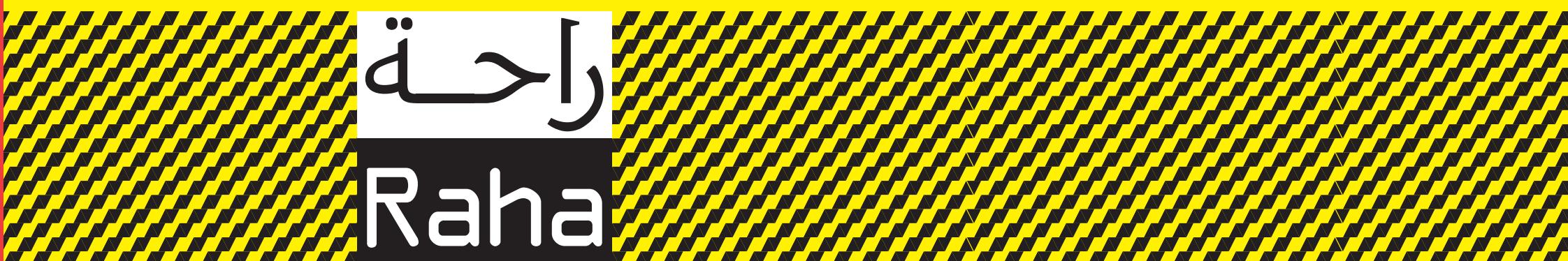
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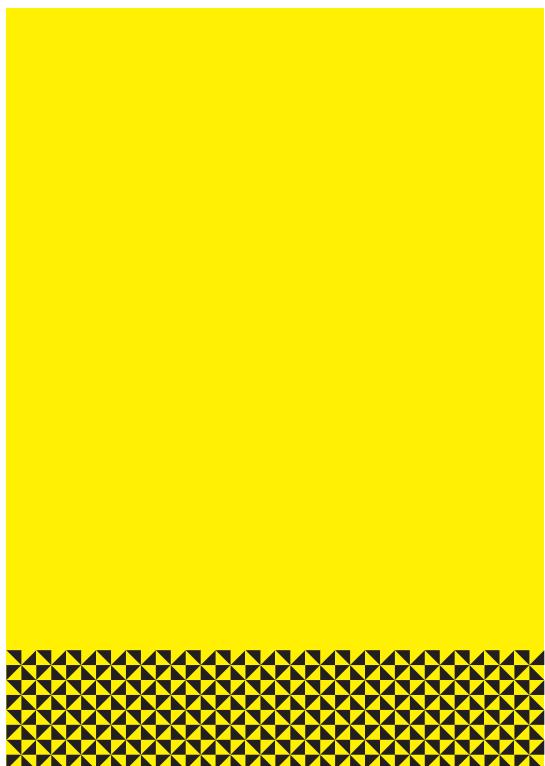
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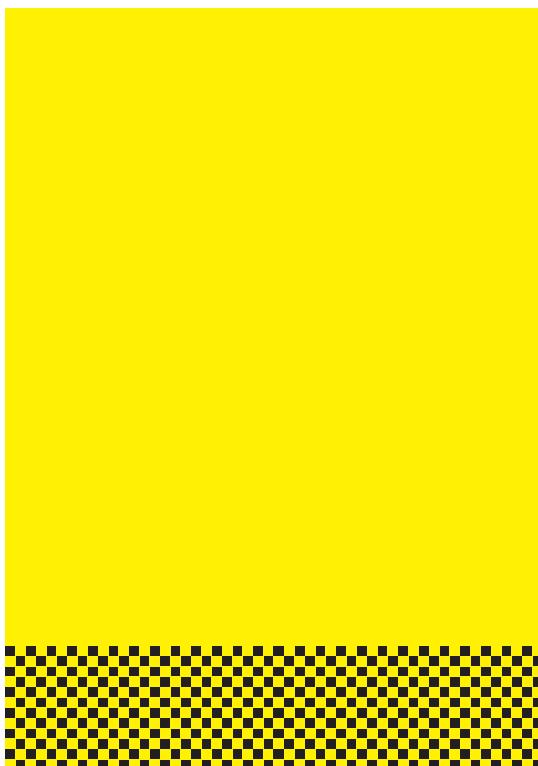
Ornament

Example implementation

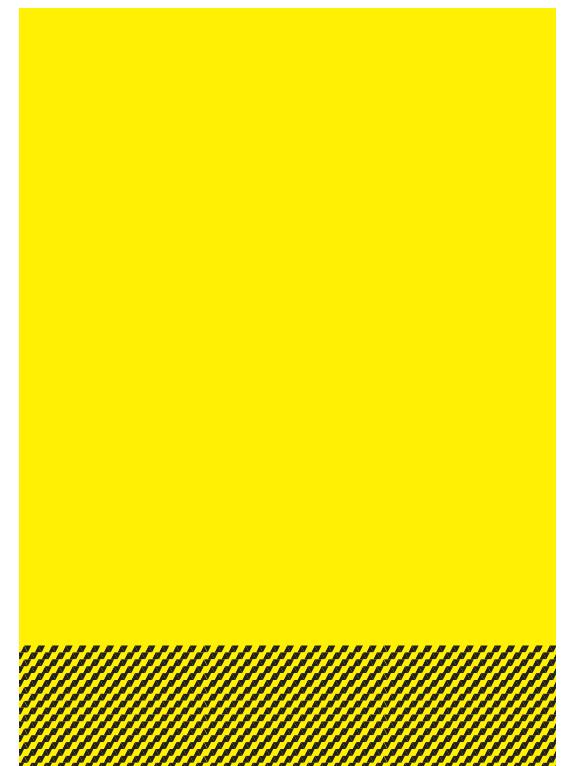
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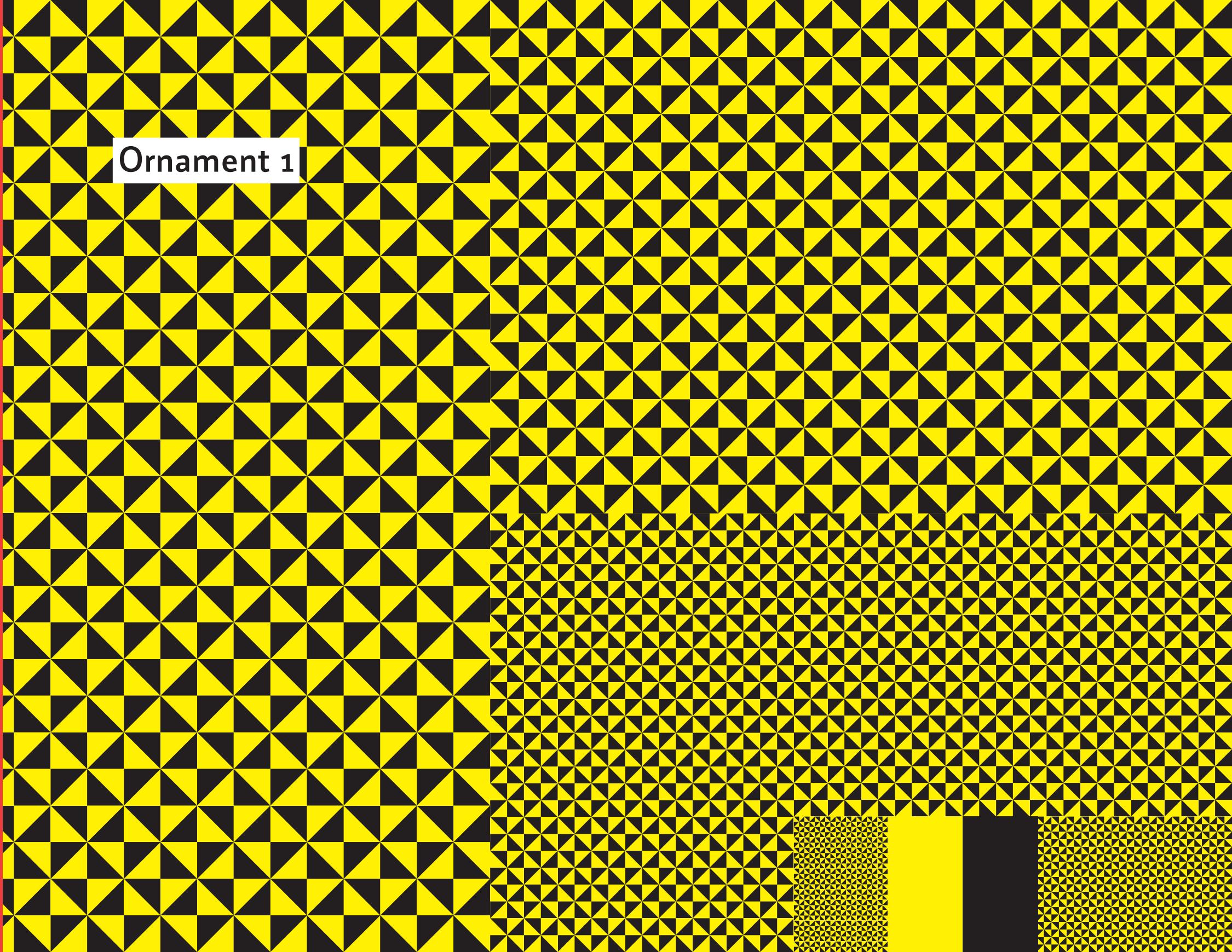




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Ornament 1





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Ornament 2

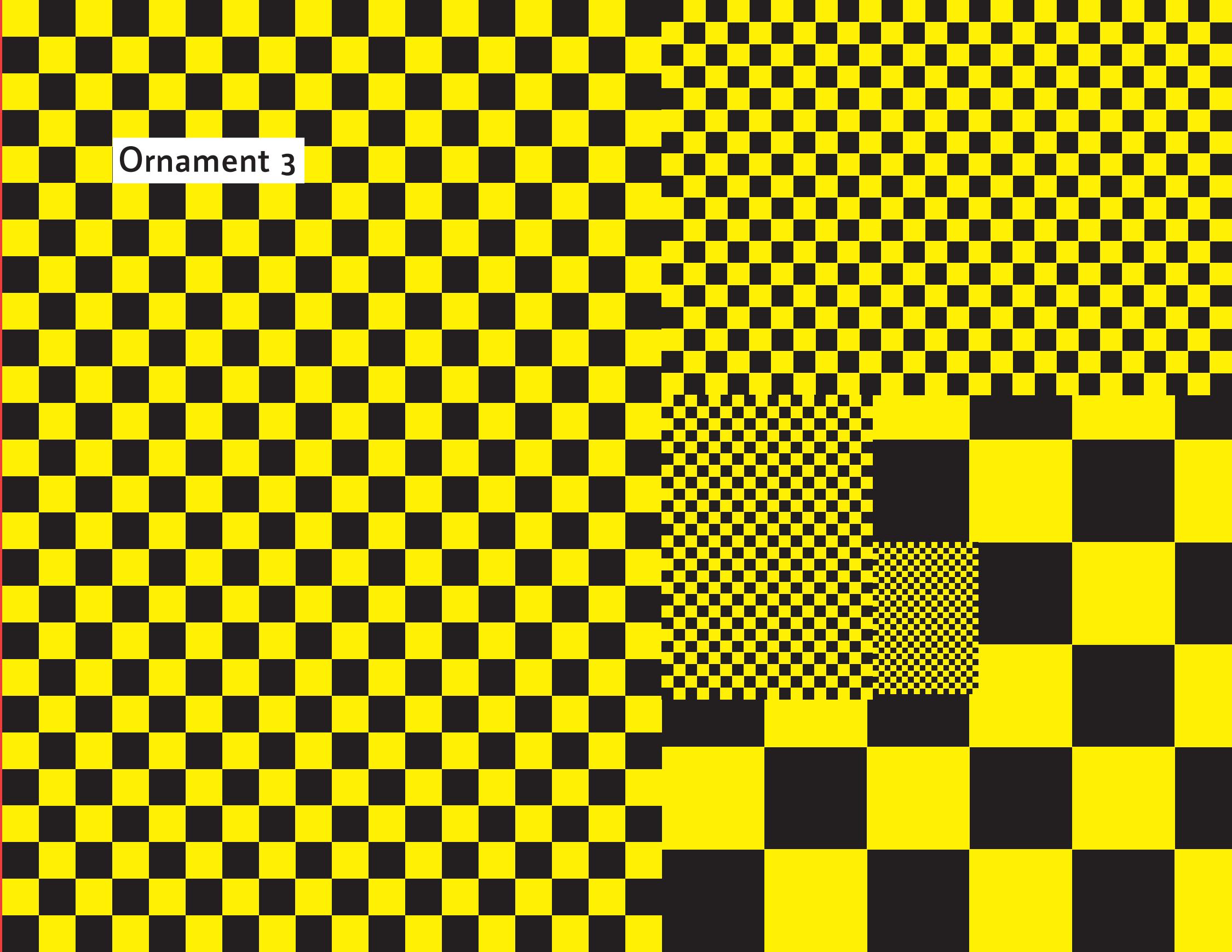




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Ornament 3





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Thank you for your attention!