



Logo Presentation

# IEEE MENASYP Tunisia 2025

Crafted by:  
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Date : Feb 17th 2025



# The MENA Identity

The logo design was informed by an in-depth exploration of **MENA cultural identity, youth representation, and visual storytelling.**

The process began with research into regional artistic heritage, historical motifs, and contemporary Arabic typography.

By analyzing architectural patterns, calligraphy styles, and color symbolism, the goal was to create a logo that resonates with both tradition and modern aspirations.

# The Tunisian Identity

Our aim is to balance authenticity and modernity, ensuring that the final design reflects the unifying spirit of the congress while highlighting Tunisia's unique role as the host.

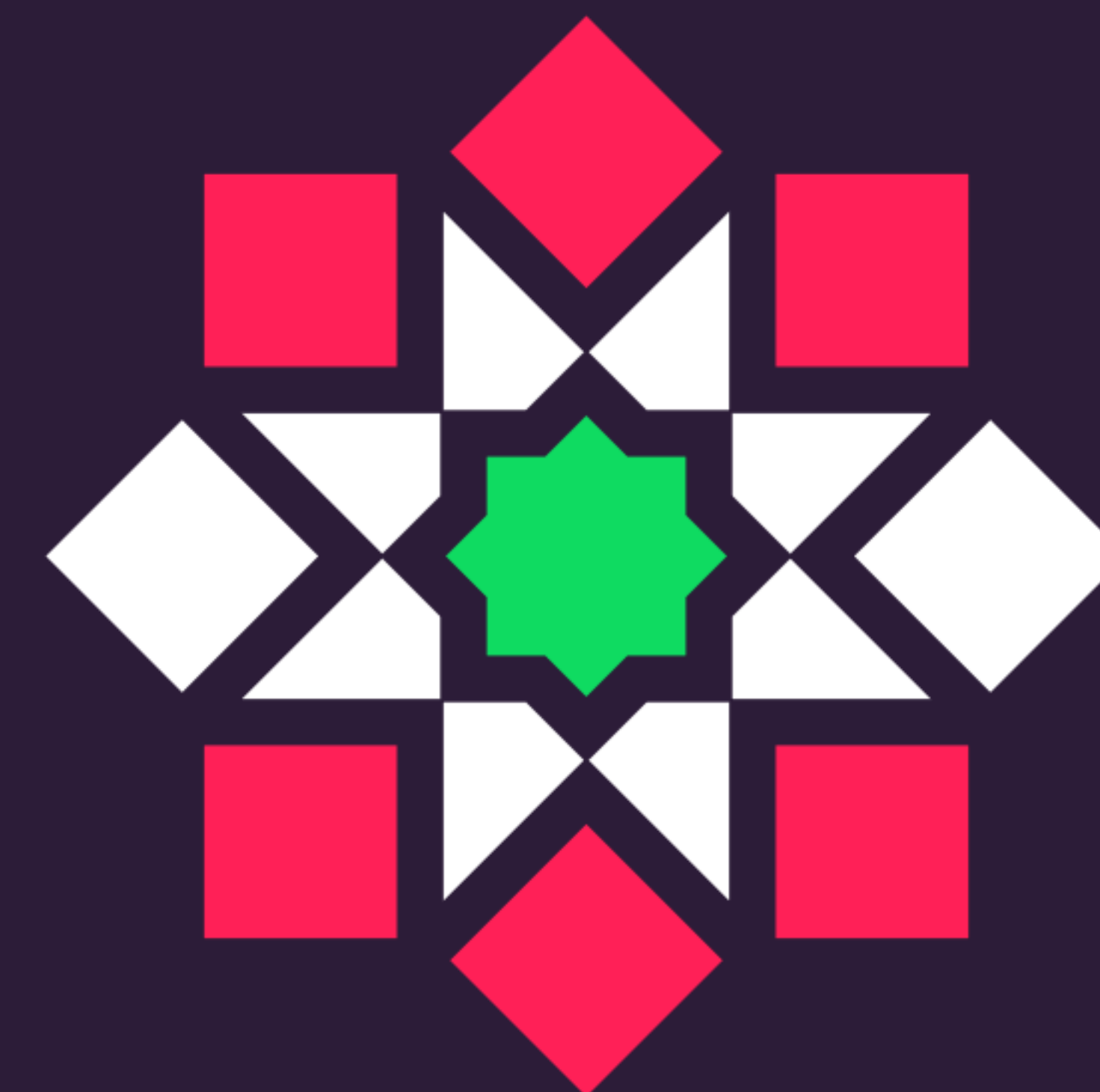
The integration of the Octagram, a motif commonly found in Islamic art, was chosen for its deep-rooted significance in MENA aesthetics.



Tunisia



General Layout



Lebanon



# Keywords

**Tunisian  
Culture**

**Youth**

**Arab  
Authenticity**

**Modernity**

**Culture**

**Impact**

**Students**

**Music**

**Projects**

**Connect**

**Fresh**

**Language**

**Explore**

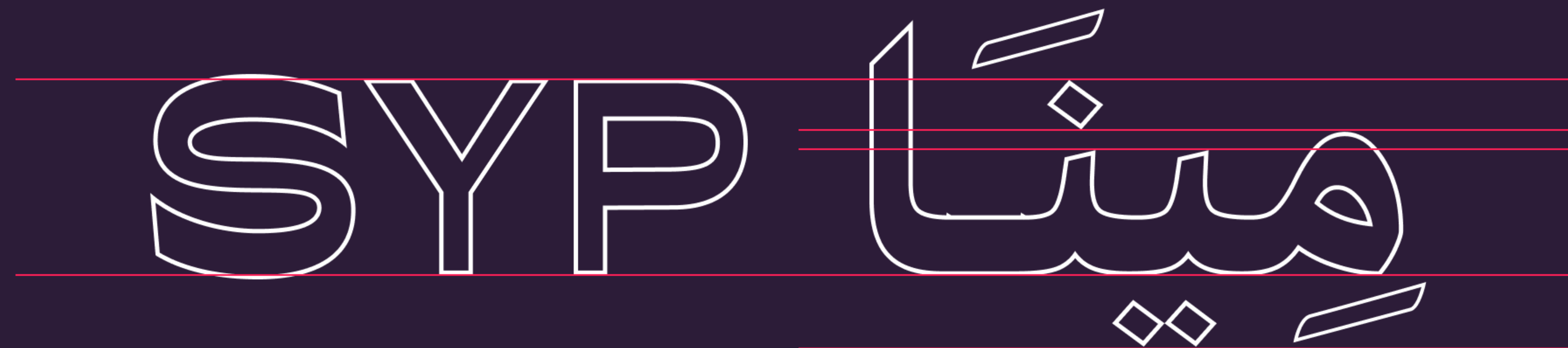
**Exchange**

**Tradition**

**Food**

# Typography

Additionally, modern Arabic typography was explored to craft a visual identity that speaks to a new generation of professionals and students.





# Color Palette

The colors are directly inspired by the flags of MENA countries while maintaining a modern and vibrant aesthetic.



## Tunisian/Awesome Red (Primary)

Identity, passion, and leadership.

#FF2057 - RGB (255, 32, 87)



## Bright White (Text)

Clarity, openness, and inclusivity.

#FFFFFF - RGB (255, 255, 255)

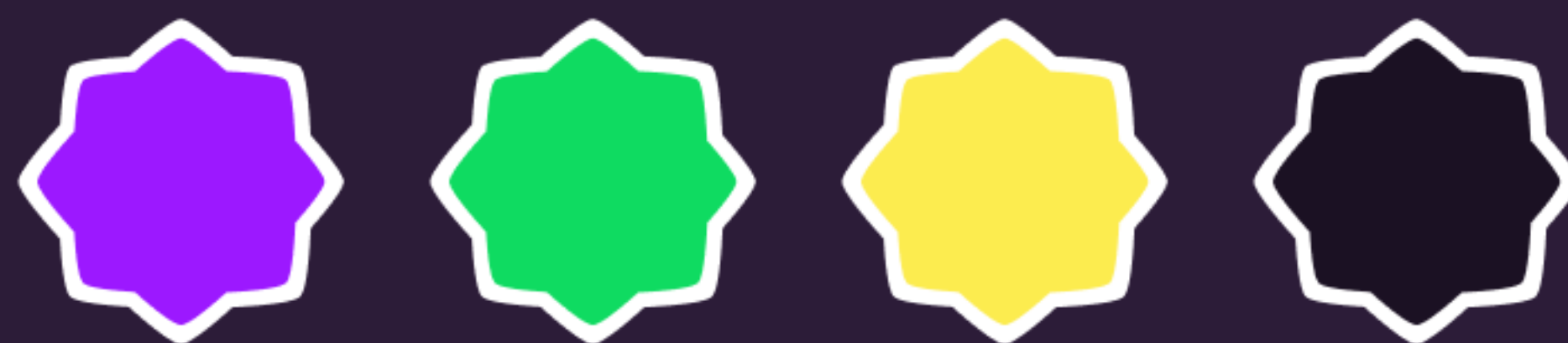


## Dark Purple (Background)

Depth, sophistication, and modernity

#2C1C38 - RGB (44, 28, 56)

## Secondary Colors (Used for flags)



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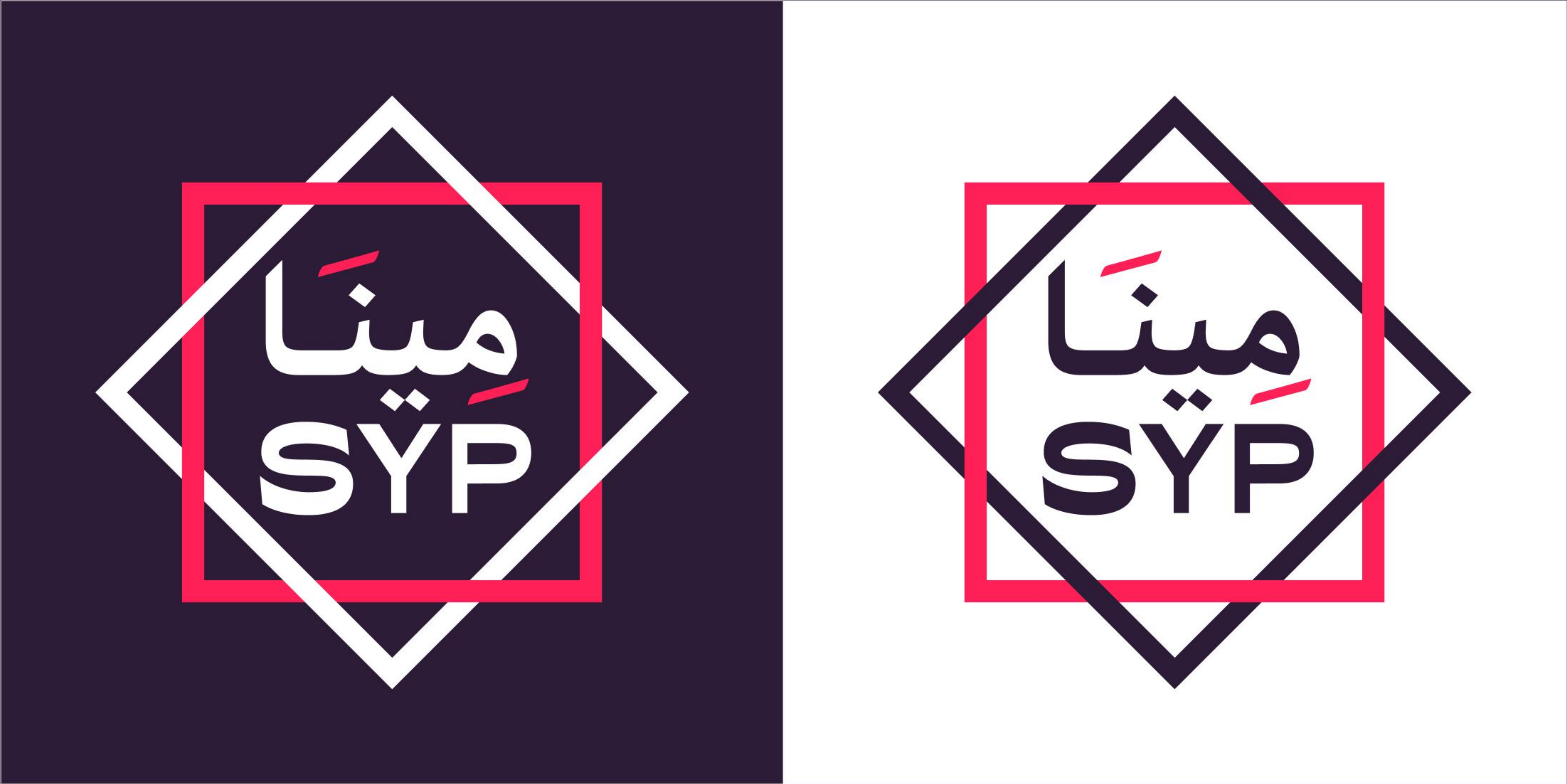


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Algeria



Bahrain



Egypt



Iran



Iraq



Jordan



Kuwait



Lebanon



Libya



Morocco



Oman



Palestine



Qatar



Saudi Arabia



Tunisia



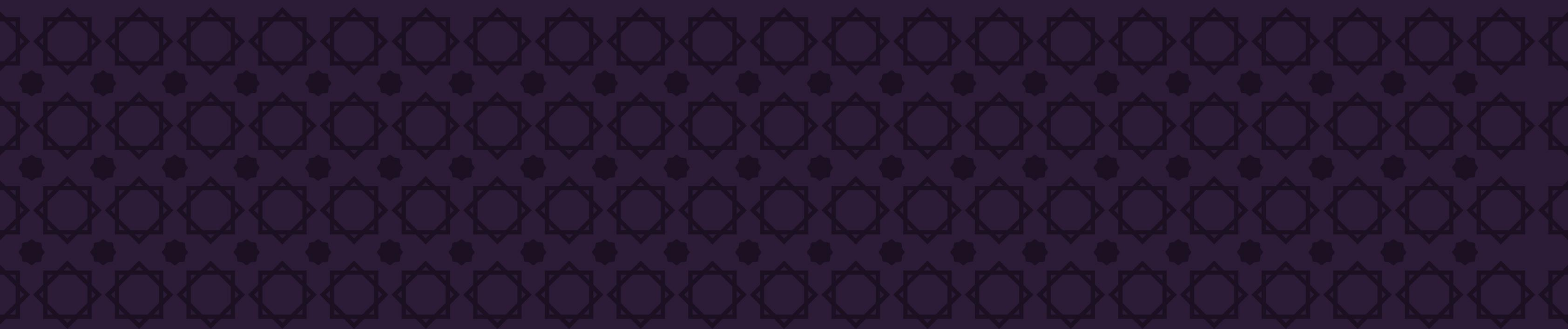
UAE



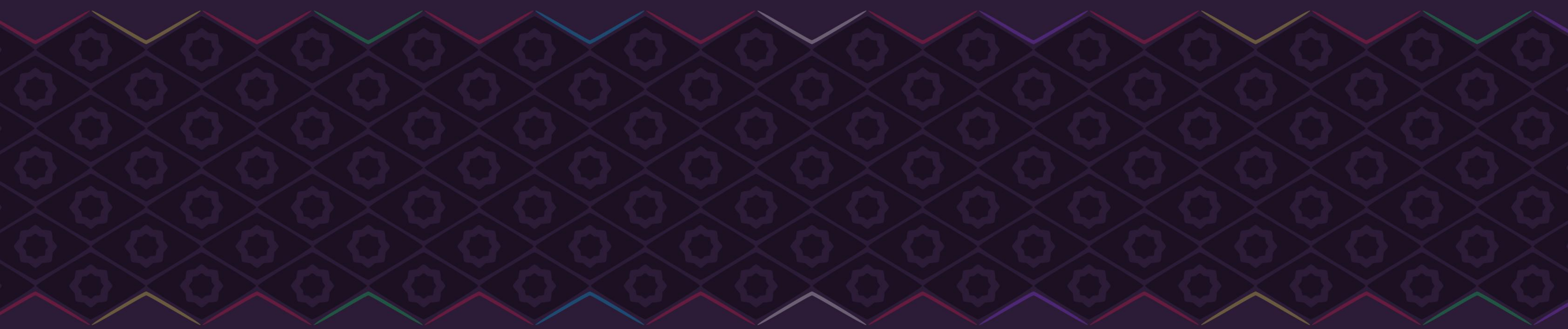
Yemen



# Filler Pattern



# Footer Pattern







# Having any question?

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Monday Feb 17th 2025

