



NIWTX

SMART CITY



GROUP INFORMATION

Track: Graphic Designer

Group Code: MNF3_DRT4_S1_DEPI3

Group Number: 518

Group Name: X-Society

Project Name: NIWTX

Instructor: Eng. Mohammad Ahmad Jamea



وزراة الاتصالات
وتكنولوجيا المعلومات

TEAM MEMBERS



**Nawal
Ebrahim**



**Hossam
Shams**



**Nehad
Afify**



**Marawan
Tamer**



**Alaa
Fawzi**



**Mohammed
Yaser**



TASKS

حسام	نوال	نيهاد
Calender Roll up banner Linkedin cover Company profile page Final pdf presentation	trifold brochure ID cards Road signs FB posts Company profile page Company profile cover	Billboard Block note FB cover & profile Bus mock up letter head Jacket folder Company profile page
محمد	لاء	مروان
Business card	Flyers	company profile page IG posts



TIMELINE DESIGN PROCESS

1

AUGEST 5 TO 15

creating the idea and
logo , typograohy , color
theme



2

AUGEST 15 TO
1 SEPTEMBER

social media designs
(facebook posts ,
instagram posts)
facebook cover
linkedin cover
ID & business card



3

SEPTEMBER 2 TO
30

Flyers
trifold brochure
Block note
letter head
Jacket folder



4

OCTOBER 1 TO 31

Roll up banner
Billboard
Road signs
Calender



5

NOVEMBER 1 TO 10

Company profile
Final pdf presentation
bus , stickers and cup





NIWTX

COMPANY OVERVIEW

ABOUT NIWTX

NIWTX is a new smart city in Egypt built on a bold idea: bringing the future to life while staying connected to the roots of ancient Egyptian culture. The city blends advanced technology, smart transport, renewable energy, innovative construction, smart education, and modern retail, all shaped with the identity of Egypt's pharaohs.

Located near the Grand Egyptian Museum and the Pyramids of Giza, NIWTX stands as a bridge between past and future. The city's design integrates symbols, monuments, and cultural elements into a modern environment, creating a destination where technology grows from history not far from it.

OUR MAIN GOAL

The main goal of NIWTX is to build a smart city that connects innovation with identity. NIWTX aims to create a future-ready community powered by advanced technology, sustainable systems, smart mobility, and modern urban design, while keeping the spirit of ancient Egypt at the center of everything.

NIWTX aims to become a global model for smart living, a hub for creativity and education, and a new landmark that represents Egypt's progress to the world.

PROJECT NAME

NIWTX is a name created from two clear foundations:

NIWT: an ancient Egyptian word meaning "city."

X: a universal symbol for technology, innovation, and the future.

Together, NIWTX represents "the city of the future."

A place where Egypt's ancient identity forms the base, and advanced technology shapes what comes next. The name carries both history and ambition in one simple, modern form.

NIWTX SMART CITY COMPONENTS

NIWTX is built on a set of core components that define how the city works, grows, and improves daily life. Each component is designed to create a fully smart, sustainable, and future-ready environment.

1. Smart Mobility

Advanced transport systems, electric vehicles, autonomous shuttles, and integrated



digital traffic management for smoother, faster, and cleaner movement.

2. Renewable Energy Systems

Solar, wind, and smart energy grids that reduce waste, lower emissions, and power the city with sustainable resources.

3. Smart Buildings & Construction

Intelligent architecture uses sensors, efficient materials, automated systems, and green designs to improve comfort and reduce energy use.

4. Smart Education & Research

Universities, labs, and innovation hubs that support creativity, digital learning, and future-focused research.

5. Smart Retail & Lifestyle

Modern malls, interactive experiences, digital payment systems, and tech-driven shopping that upgrade daily life.

6. Cultural Integration

Ancient Egyptian symbols, monuments, and design elements blended into the city to create a unique identity that connects heritage with innovation.

7. Digital Infrastructure

High-speed connectivity, IoT systems, data centers, and AI-powered services that keep the entire city running seamlessly.

8. Sustainable Urban Planning

Green spaces, waste management systems, and eco-friendly planning that support long-term growth and environmental balance.

9. Public Services & Safety

Smart healthcare, emergency systems, surveillance, and city-wide digital governance for a safer, more responsive environment.

VALUE PROPOSITION

NIWTX stands apart because it delivers a vision no other smart city can replicate: the future built on the foundation of one of the world's oldest civilizations.

Most smart cities focus only on technology. NIWTX goes further by merging:

- **Ancient Egyptian identity:** real cultural depth, not artificial themes.



- ▶ **Advanced technology:** AI, IoT, mobility, renewable systems.
- ▶ **A strategic location:** next to the Grand Egyptian Museum and the Pyramids.
- ▶ **A complete smart lifestyle:** education, transport, retail, health, and governance.

This combination creates a city with a unique value:

A smart city powered by innovation, defined by heritage, and built for the future.

NIWTX's value proposition is simple and unbeatable:

- ▶ It offers a living experience no other country can recreate.
- ▶ It positions Egypt as a leader in future cities.
- ▶ It attracts investors and visitors because it blends culture with modern life.
- ▶ It has become a global model for how tradition and innovation can grow together.

NIWTX doesn't compete, it defines its own category.

TARGET AUDIENCE

1. Real Estate & Infrastructure Investors

Who are they:

- ▶ International developers
- ▶ Egyptian real estate groups
- ▶ Private equity firms
- ▶ Smart-infrastructure investors

Why do they fit:



NIWTX offers a rare combination of cultural identity, strong strategic location, and long-term ROI supported by tourism, education, and tech hubs.

2. Technology & Innovation Enterprises

Who are they:

- ▶ AI companies
- ▶ IoT manufacturers
- ▶ Autonomous mobility firms
- ▶ Renewable-energy providers





- ▶ Smart-grid and digital-infrastructure companies

Why do they fit:

The city provides a real testing ground for advanced tech, supported by data infrastructure, integrated systems, and a government-friendly innovation environment.

3. Education & Research Institutions

Who are they:

- ▶ International universities opening satellite campuses
- ▶ Research labs in AI, robotics, sustainability
- ▶ EdTech companies
- ▶ Museums, cultural research centers



Why do they fit:

The proximity to GEM + the unique identity of NIWTX creates a global academic draw for history, archaeology, sustainability, and digital innovation.

4. Tourism, Culture & Experience Brands

Who are they:

- ▶ Hospitality chains
- ▶ Cultural experience designers
- ▶ Event organizers
- ▶ Entertainment and theme brands
- ▶ High-end retail



Why do they fit:

NIWTX blends ancient Egyptian culture with futuristic experiences—a magnet for global tourism, brand activations, and destination retail.

5. Sustainable Lifestyle Seekers

Who are they:

- ▶ Young professionals
- ▶ High-income families



- ▶ Expats
- ▶ Remote workers
- ▶ Entrepreneurs and creators

Why do they fit:

Clean mobility, green infrastructure, safety, and digital systems make NIWTX a next-gen living choice.



6. Governmental & Strategic Partners

Who are they:

- ▶ Egyptian ministries
- ▶ Urban development authorities
- ▶ International smart-city organizations
- ▶ Sustainability and energy councils

Why do they fit:



NIWTX becomes a blueprint for Egypt's future smart city expansion and an international model for heritage-driven innovation.

7. Global Brands Seeking Cultural Positioning

Who are they:

- ▶ Fashion brands
- ▶ Tech giants
- ▶ Automotive innovators
- ▶ Media partners
- ▶ Architectural and design firms



Why do they fit:

NIWTX offers a narrative no other city can copy, future + pharaonic identity, making it the ideal stage for brand storytelling.

MARKET ANALYSIS

Orascom Development — Real estate / mixed-use developer

Suggested role: Investor Relations / Business Development.



Why: Top region player in integrated mixed-use developments and tourism-led cities; strong track record in Egypt.

Contact: Orascom Development — Investor Relations / Contact page. orascomdh.com

Outreach subject: NIWTX — Strategic partnership opportunity (mixed-use & tourism development)

Talaat Moustafa Group (TMG) — Large-scale residential & hospitality developer

Suggested role: Head of New Projects / Investment Committee / Partnerships.

Why: Proven capacity on massive master plans and hospitality; active in large domestic developments.

Contact: TMG — Contact / Investor Relations pages. [TMG](#)

Outreach subject: NIWTX opportunity — cultural & hospitality anchor investments

SODIC — Premium developer (SHEIKH Zayed & new communities)

Suggested role: Business Development / IR.

Why: Experience with high-end communities and commercial retail that attract quality residents.

Contact: SODIC — Contact / IR page. sodic.com

Outreach subject: Strategic JV: premium residential & retail at NIWTX

Elsewedy Electric / Elsewedy Technology — Energy & smart grid partner

Suggested role: Head of Smart Energy Solutions / Business Development.

Why: Leading energy and T&D player in Egypt; strong for microgrids, solar, and smart-grid implementation.

Contact: Elsewedy — Corporate contact pages (phone & info@). elsewedyelectric.com

Outreach subject: Smart energy microgrids for NIWTX — partnership proposal

Vodafone Egypt — Vodafone Business — Connectivity / IoT / Smart city platform

Suggested role: Enterprise Partnerships / IoT & Smart Cities team.

Why: Major telco with enterprise IoT, cloud and smart city services in Egypt.

Contact: Vodafone Egypt — Business solutions / Call-us pages.

Outreach subject: NIWTX connectivity & IoT partnership — commercial proposal



American University in Cairo (AUC) — International Partnerships / IPSO — Academic & research partner

Suggested role: International Partnerships Office / Campus Planning.

Why: AUC runs international programs and partnerships—ideal for satellite campuses and research collaboration.

Contact: AUC International Programs & Services Office (IPSO) page.

Outreach subject: Academic partnership: NIWTX satellite campus / research labs

Grand Egyptian Museum (GEM) — Stakeholder / Cultural Partner

Suggested role: Public Relations / Partnerships / Exhibitions.

Why: Primary cultural anchor near NIWTX. Partnership strengthens cultural authenticity and programming.

Contact: Grand Egyptian Museum — Contact/us.

Outreach subject: NIWTX cultural partnership proposal — community & visitor programming

Ministry of Tourism & Antiquities (Egypt) — Regulatory / strategic tourism partner

Suggested role: Partnerships / Regional Development Office.

Why: Government alignment crucial for land-use, heritage protection, and tourism strategy.

Contact: Ministry / Egyptian Monuments contact pages. Egyptian Monuments

Outreach subject: NIWTX — alignment for heritage-led smart city development

Regional Smart Mobility / Automotive Innovators (suggested partners — approach list)

Suggested companies to approach: Siemens Mobility (regional), local mobility integrators, and EV/autonomous system providers. (Use telco + mobility vendors for pilots.)

Why: NIWTX needs proven partners for autonomous shuttles, traffic management and EV infrastructure.

Tip: Lead with an urban mobility pilot and regulatory sandbox request (cite telco + infrastructure partners above). (No single contact cited — approach via official vendor regional pages or Siemens Egypt/Siemens Mobility.)



Event & Experience Agencies (sample targets for tourism activations)

Suggested companies: established Egyptian agencies and international cultural experience firms (use boutique cultural activators and destination management companies).

Why: To build immersive AR/VR cultural events, brand activations, and festival programming.

Tip: Approach with a T&Cs-based pilot: “NIWTX as a stage for annual cultural-tech festivals.



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BRAND STRATEGY

MAIN GOAL

The main goal of NIWTX's brand strategy is to position the city as a globally recognized smart city where Egypt's heritage meets cutting-edge technology. The brand communicates innovation rooted in identity, appealing to residents, investors, tourists, and partners alike.

KEY OBJECTIVES

- ▶ Premium cultural-smart identity: Showcase the integration of ancient Egyptian symbols, monuments, and modern urban design.
- ▶ Strategic partnerships: Attract national and international investors, tech firms, and research institutions.
- ▶ Innovation & lifestyle hub: Promote smart mobility, renewable energy, digital services, and sustainable living.
- ▶ Global narrative: Present NIWTX as a unique destination bridging Egypt's heritage and the world's technological future.

In essence, NIWTX's brand goal is to make the city itself a living, iconic brand — recognized for culture, innovation, and sustainability.

BRAND

Main Slogan:

"Where Pharaohs think of the Future"

Vision:

To be the world's most iconic smart city, blending Egypt's cultural heritage with cutting-edge innovation.

Mission:

To create a sustainable, connected, and culturally rich urban environment that inspires residents, attracts global talent, and drives smart innovation.

Brand Personality:

Innovative, Authentic, Visionary, Sustainable, Culturally Proud

Brand Message:

"NIWTX is a smart city where Egypt's timeless heritage and modern innovation create a vibrant, sustainable, and globally admired urban experience."



Core Values:

- ▶ **Innovation:** Harness cutting-edge technology to enhance urban life.
- ▶ **Heritage:** Celebrate and preserve Egypt's cultural identity.
- ▶ **Sustainability:** Commit to green, smart, and efficient living.
- ▶ **Community:** Foster inclusive, safe, and connected neighborhoods.
- ▶ **Excellence:** Deliver high-quality design, infrastructure, and services.

COMPETITIVE ADVANTAGE:

NIWTX uniquely combines ancient Egyptian heritage with cutting-edge smart-city technology, creating a culturally rich, sustainable, and globally appealing urban environment. No other city offers this blend of tradition, innovation, and strategic location near Egypt's primary cultural landmarks.

EMOTIONAL PROMISE:

Living, working, or visiting NIWTX evokes pride, inspiration, and wonder, connecting residents and visitors to Egypt's timeless culture while experiencing the city of the future.

FUNCTIONAL PROMISE:

NIWTX delivers smart infrastructure, renewable energy, digital services, autonomous mobility, and seamless urban living, ensuring convenience, safety, sustainability, and modern lifestyle benefits for all stakeholders.

NIWTX KEY MESSAGES

1. Residents (Local & Expat)

Message: "Live in a smart, safe, and sustainable city that combines modern urban convenience with Egypt's rich heritage."

Category: Lifestyle / Community

Focus: Smart mobility, digital services, green spaces, and cultural experiences.

2. Tourists

Message: "Experience Egypt's timeless culture in a futuristic city — from immersive heritage programs to iconic monuments in a modern urban setting."

Category: Tourism & Culture

Focus: Cultural activations, proximity to Grand Egyptian Museum and Pyramids,



experiential tourism.

3. National Investors & Developers

Message: "Partner with NIWTX to develop high-value residential, commercial, and mixed-use districts that set new standards in innovation and sustainability."

Category: Investment / Real Estate

Focus: Premium projects, long-term returns, infrastructure collaboration.

4. International Investors & Partners

Message: "Invest in a globally recognized smart city that merges heritage with advanced technology, offering strategic growth and global visibility."

Category: Investment / Strategic Partnerships

Focus: Smart infrastructure, renewable energy, technology integration, international positioning.

5. Technology & Innovation Enterprises

Message: "Deploy, test, and scale cutting-edge smart-city solutions in a living urban laboratory designed for innovation and digital transformation."

Category: Technology / Innovation

Focus: AI, IoT, smart mobility, energy management, urban data systems.

6. Universities & Research Institutions

Message: "Collaborate in world-class research, education, and innovation programs within a smart city that bridges Egypt's heritage and future technology."

Category: Academia / Research

Focus: R&D labs, satellite campuses, knowledge exchange, smart-city innovation programs.

7. Cultural & Experience Brands

Message: "Leverage NIWTX as a platform to create immersive cultural experiences and events that connect visitors to Egypt's identity in a futuristic setting."

Category: Tourism / Lifestyle / Events

Focus: Cultural programming, brand storytelling, experiential activations.

8. Government & Regulatory Bodies

Message: "Partner with NIWTX to develop a sustainable, digitally enabled city that sets



a benchmark for Egypt and the region in governance, infrastructure, and smart urban planning."

Category: Governance / Strategic Development

Focus: Smart urban planning, regulations, public services, sustainable infrastructure.



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VISUAL IDENTITY

COLOR SELECTION

Deep Navy Blue = Technology + Stability + Intelligence

- ▶ Deep navy blue is scientifically associated with:
- ▶ Trust and authority → essential for a smart city built on security and data systems
- ▶ Logical and analytical thinking → matches NIWTX's tech-driven infrastructure
- ▶ Depth and heritage → connects visually to ancient Egyptian night skies, stone, and architecture

How it reflects NIWTX:

- ▶ It represents the smart, intelligent, and stable technological backbone of the city.
- ▶ It also respects Egyptian identity through its mature, formal, timeless appearance.

Metallic Gold = Egyptian Legacy + Innovation + Excellence

- ▶ Metallic gold represents:
- ▶ Royal Egyptian heritage (pharaohs, monuments, artifacts)
- ▶ Innovation and forward movement—gold activates brain centers linked to progress and attention
- ▶ High standards and premium quality

How it reflects NIWTX:

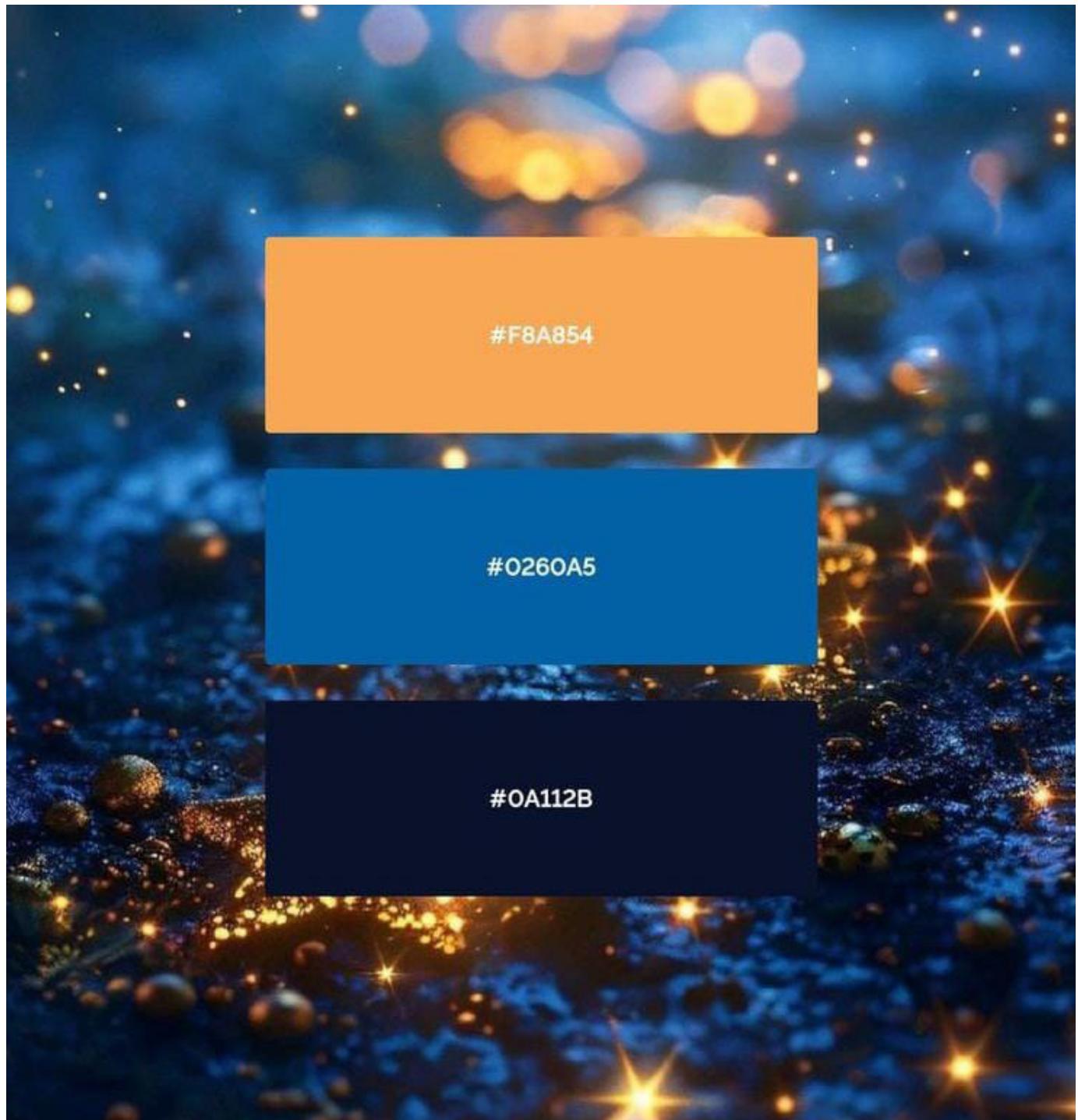
- ▶ It connects directly to the golden era of Ancient Egypt, reminding people of civilization, power, and identity.
- ▶ At the same time, gold symbolizes the bright, innovative future of NIWTX.

Why This Palette Works So Well Together

- ▶ Perfect balance of cold (tech) + warm (culture)
- ▶ The two blues = technology, modernity, trust.
- ▶ The gold = heritage, luxury, humanity.
- ▶ High contrast → clean, readable, professional visuals
- ▶ Dark navy with bright gold gives premium identity.
- ▶ Mid-blue gives functional clarity.



- ▶ Visually tells the NIWTX story instantly Ancient + modern, smart + sustainable, cultural + futuristic. All in one harmonious palette.
- ▶ Versatile across branding, UI, posters, maps, and presentations
- ▶ This palette scales beautifully from printed banners to digital dashboards.





TYPOGRAPHY

Montserrat is the perfect typography for NIWTX because its geometric, urban-inspired design captures the essence of a futuristic smart city while staying rooted in human-made architectural forms. It offers clean readability, a modern technical feel, and a balanced elegance that aligns with NIWTX's vision: a smart, sustainable, culturally connected city of the future.

MONTSERRAT

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
0 1 2 3 4 5 6 7 8 9

MONTSERRAT HAIRLINE
MONTSERRAT ULTRA LIGHT
MONTSERRAT LIGHT
MONTSERRAT REGULAR

MONTSERRAT SEMI BOLD
MONTSERRAT BOLD
MONTSERRAT EXTRA BOLD
MONTSERRAT BLACK

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LOGO DESIGN PROCESS

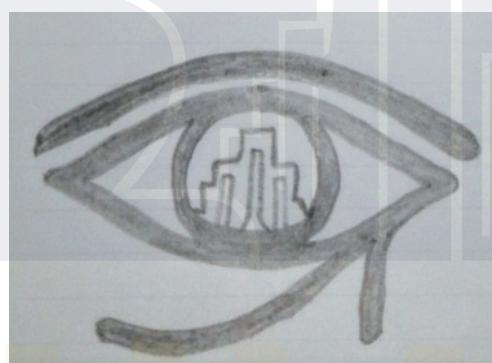
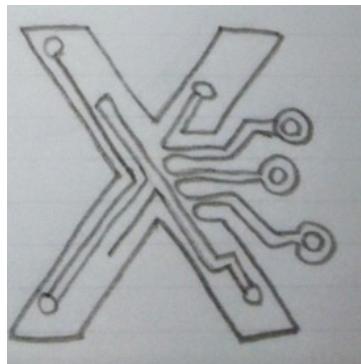
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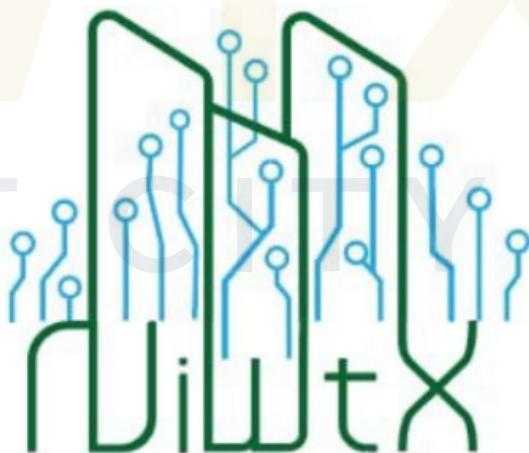
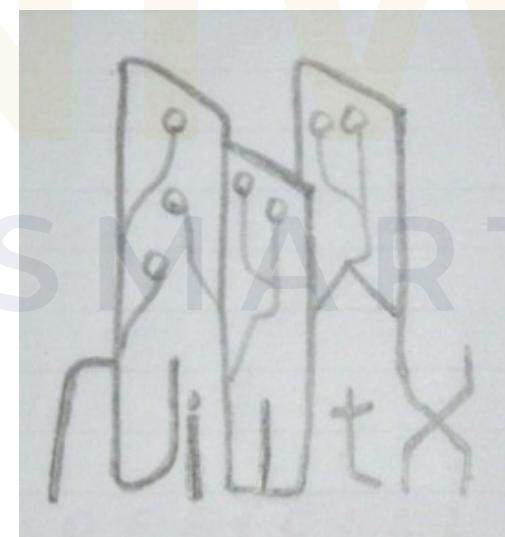
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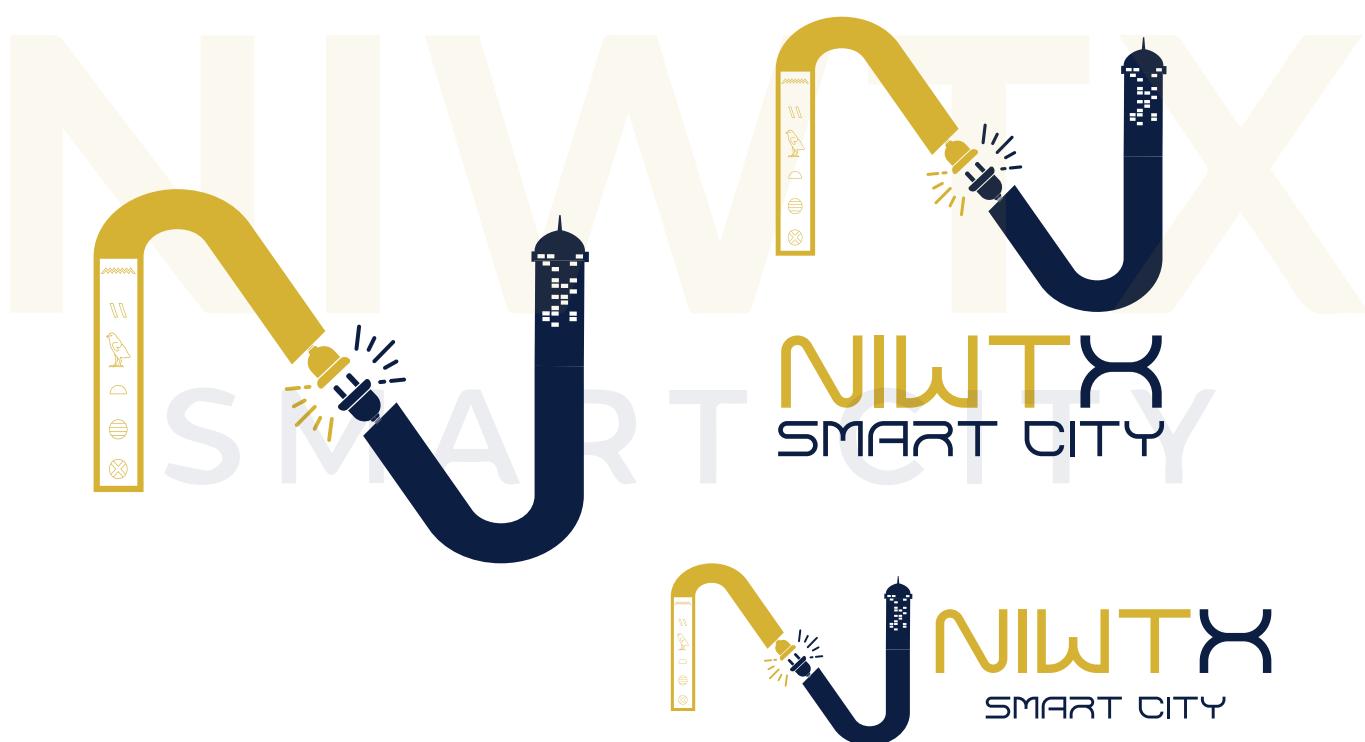


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NIWTX

NIWT





OUR FINAL LOGO

The NIWTX logo merges the power of Egypt's ancient identity with the vision of a fully connected future. The Sphinx represents heritage, stability, and Egypt's timeless influence, while the rising smart-city skyline symbolizes growth, innovation, and modern living. The wireless signal above the central tower reflects the city's core, intelligent systems, digital integration, and continuous connectivity.

By combining a historic icon with futuristic architecture in one unified mark, the logo expresses exactly what NIWTX stands for: a city where the past inspires the future, and technology elevates culture. It's bold, memorable, and instantly communicates the unique identity that sets NIWTX apart from any smart city in the region.



Vertical Logo



Horizontal Logo

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Icon

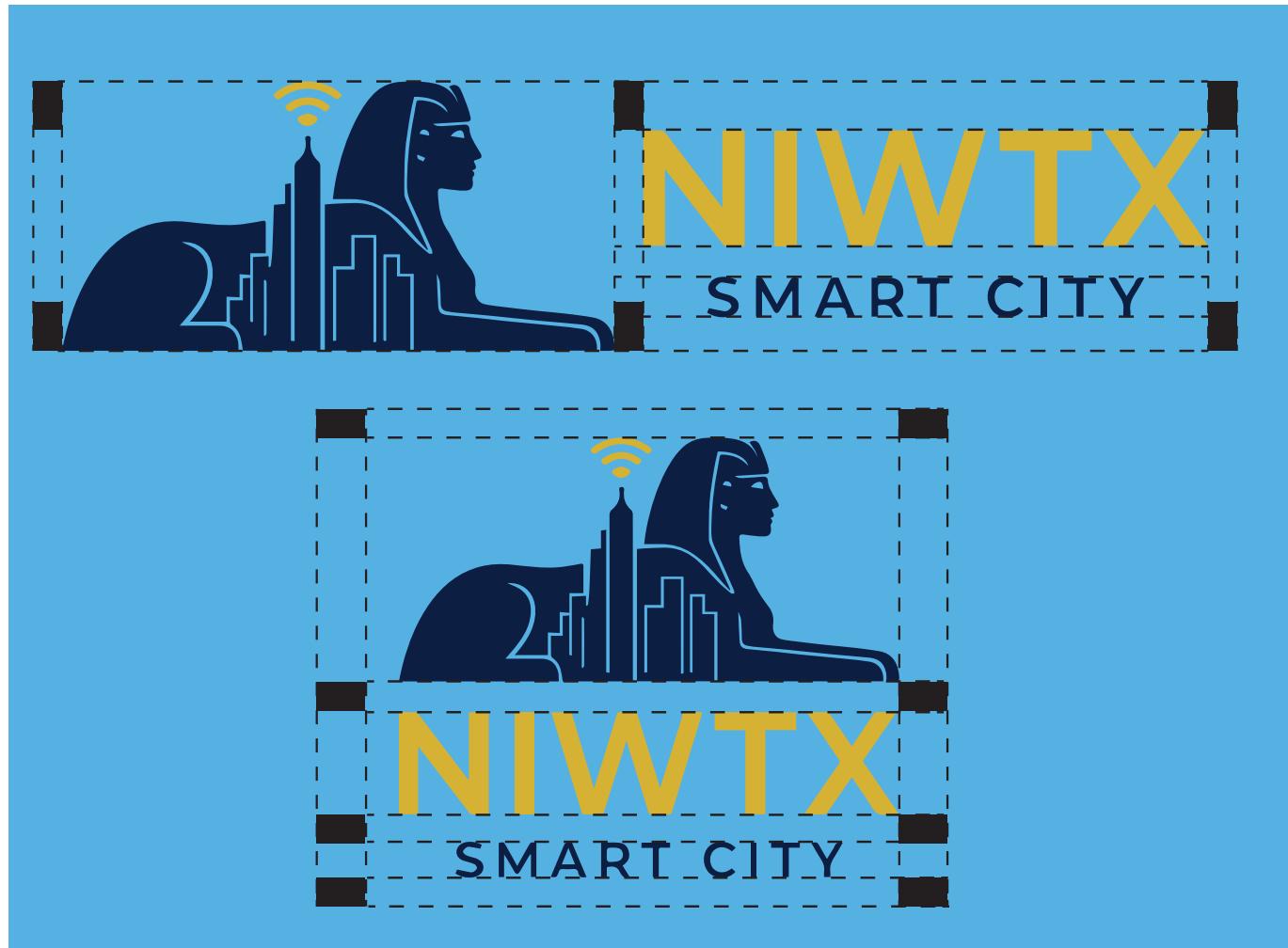


LOGO IDEA





LOGO SCALING

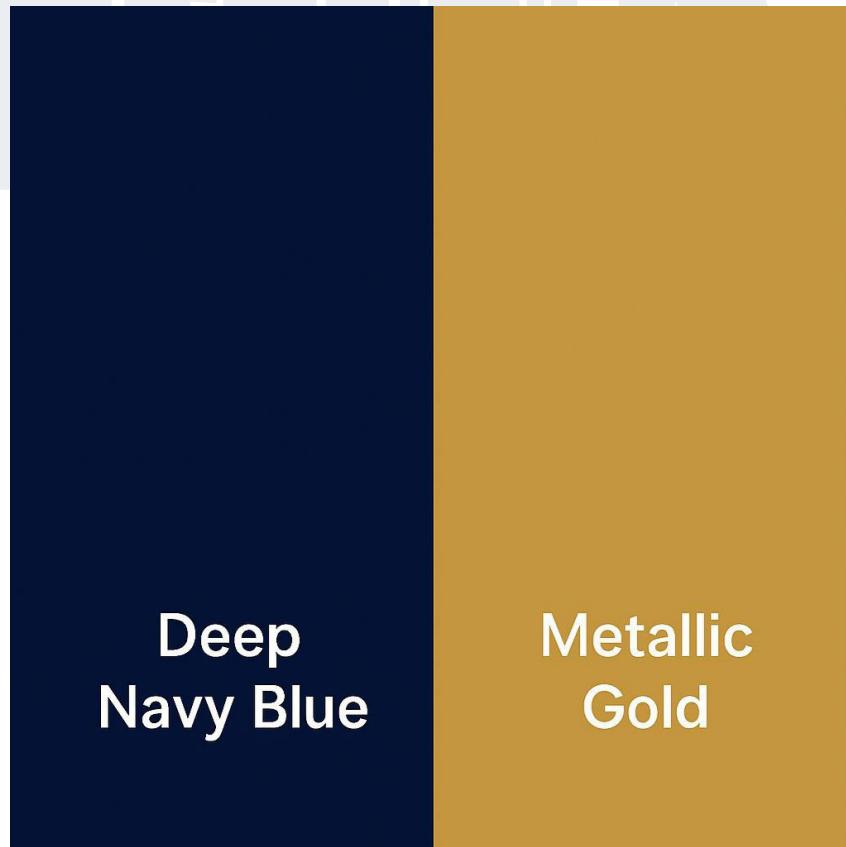
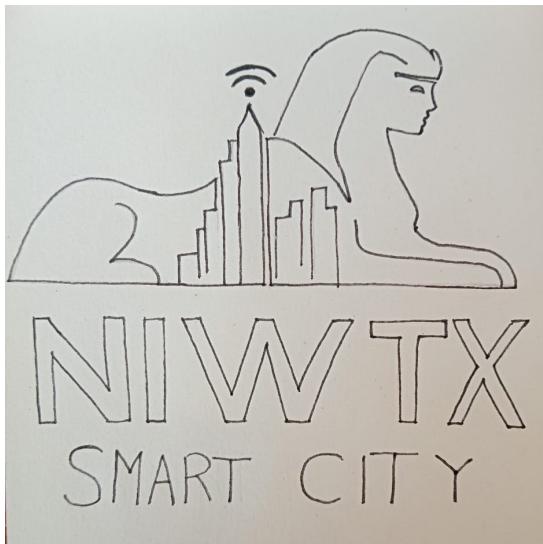


LOGO COLORS





LOGO CREATION PROCESS





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وزراة الاتصالات
وتقنيه موجيا المعلومات

DESIGNS

Envelope



company Profile





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وتقنيه موجيا المعلومات

Compnay Profile Cover & Back





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FaceBook

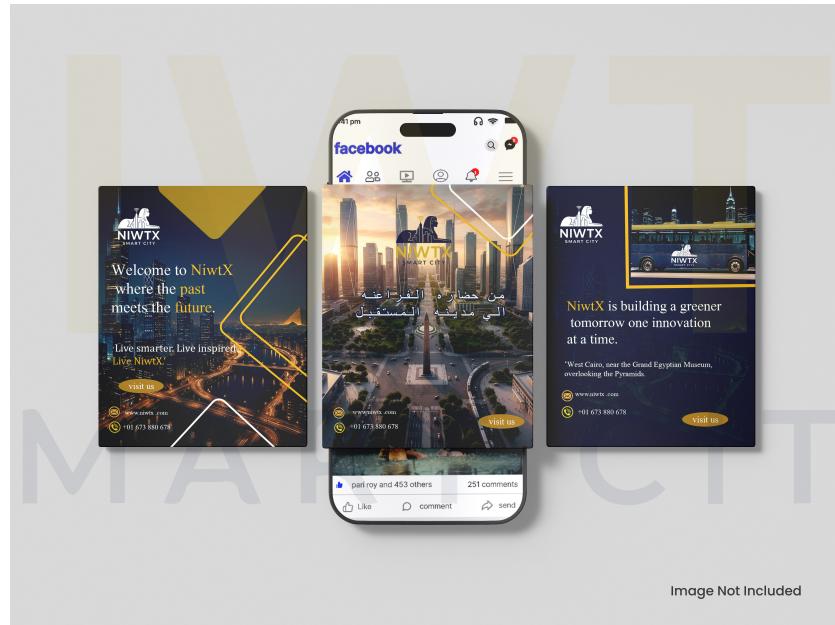
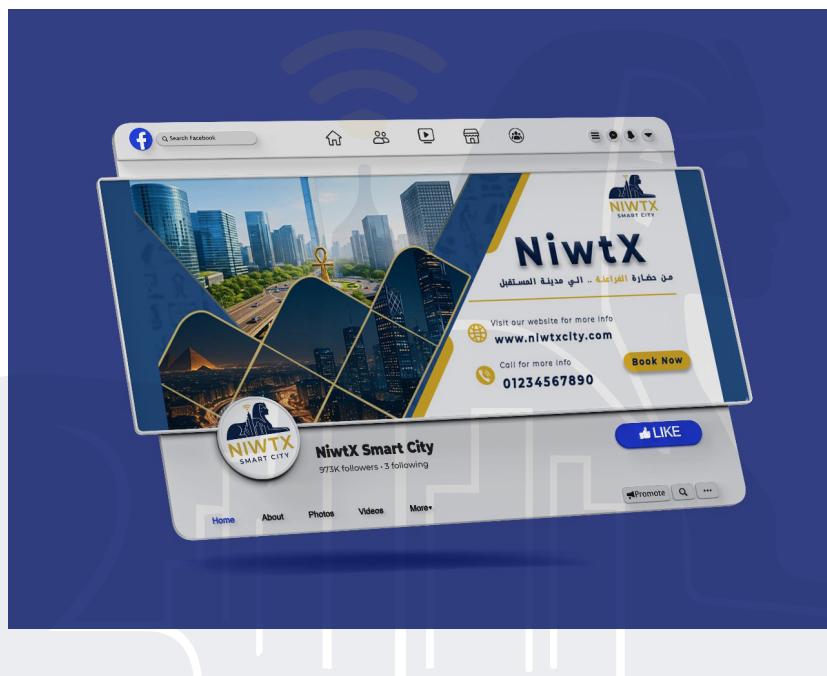


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وتقنيه مجيا المعلومات

Flyers







ID & Business Cards



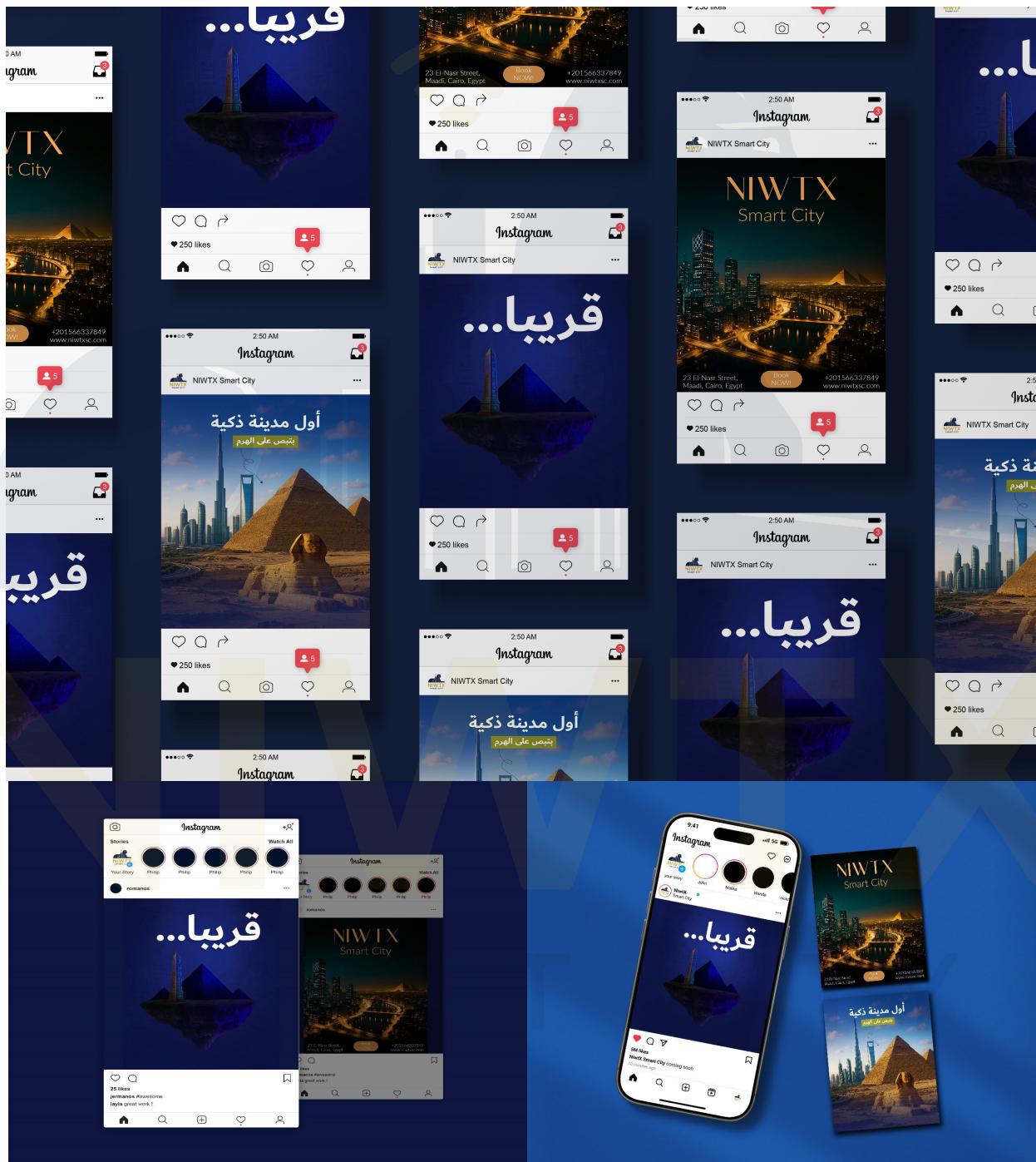


Rollup Banners





Instagram Posts





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Promotional Calendar





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Note





Jacket Folder





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وتكنولوجيا المعلومات

Street Sign



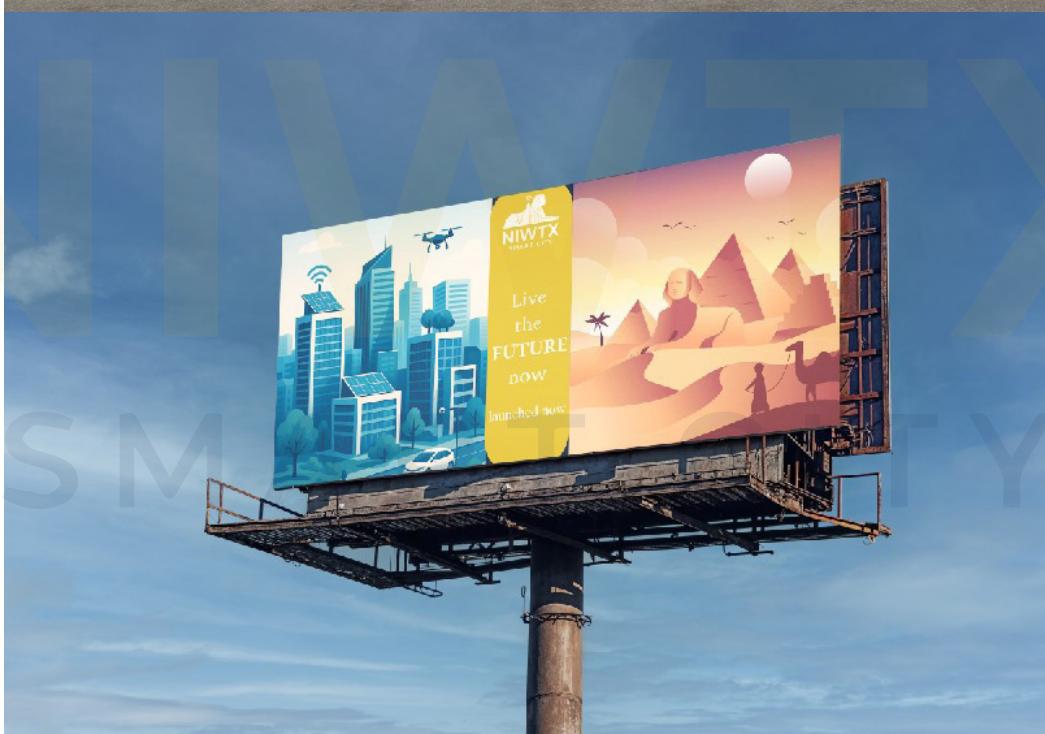
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BillBoard





BillBoard



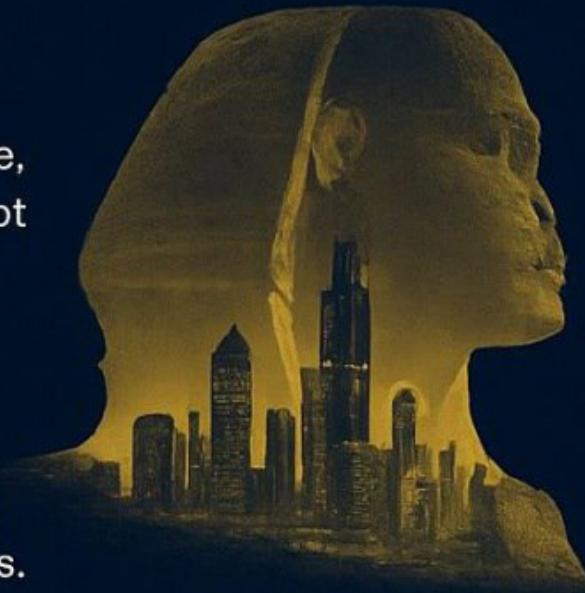
NIWTX
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WHERE ANCIENT LEGACY MEETS THE FUTURE

WHO WE ARE

NIWTX is more than a place—it is a vision of what future cities can become. Rooted in the ancient Egyptian concept of “Niwt” (city), NIWTX represents the evolution of a civilization that has been shaping human history for thousands of years, now empowered by cutting-edge smart systems, green mobility, and integrated digital services.



OUR PURPOSE

SUSTAINABLE

A clean, green, and eco-friendly urban fabric

INTELLIGENT

Real-time data sys

CULTURALLY INSPIRED

AI-prevenpising clta lrlly

OUR MISSION

To create a smart, secure, and sustainable city that enhances quality of life.

To merge cultural identity with technological excellence

To empower a thriving community of innovators and modern families