



Ashare
Visual Identity Guidelines

About Ashare

Ashare is the first mobile platform in Saudi Arabia dedicated to smart and secure shared living. It connects individuals searching for shared accommodation with property owners who have available units. By combining convenience, affordability, and modern living, Ashare offers a digital solution that simplifies the co-living experience in major cities.

Vision & Mission

Vision

To become the leading platform for smart and secure co-living in Saudi Arabia by offering innovative solutions that align with the modern urban lifestyle and meet the diverse needs of individuals.

Mission

To bridge the gap between seekers of shared housing and property owners by delivering a digital experience that balances comfort, cost-efficiency, and quality of life. Ashare helps users find compatible roommates and suitable housing options with ease and confidence.

Tone of Voice

Ashare's tone is friendly, clear, and trustworthy. It reflects a modern, youth-driven mindset that values simplicity, community, and security. Whether addressing students, young professionals, or property owners, the tone remains approachable and solution-focused – always aiming to make shared living feel easy, safe, and smart.



Logo

Clear Space & Sizing

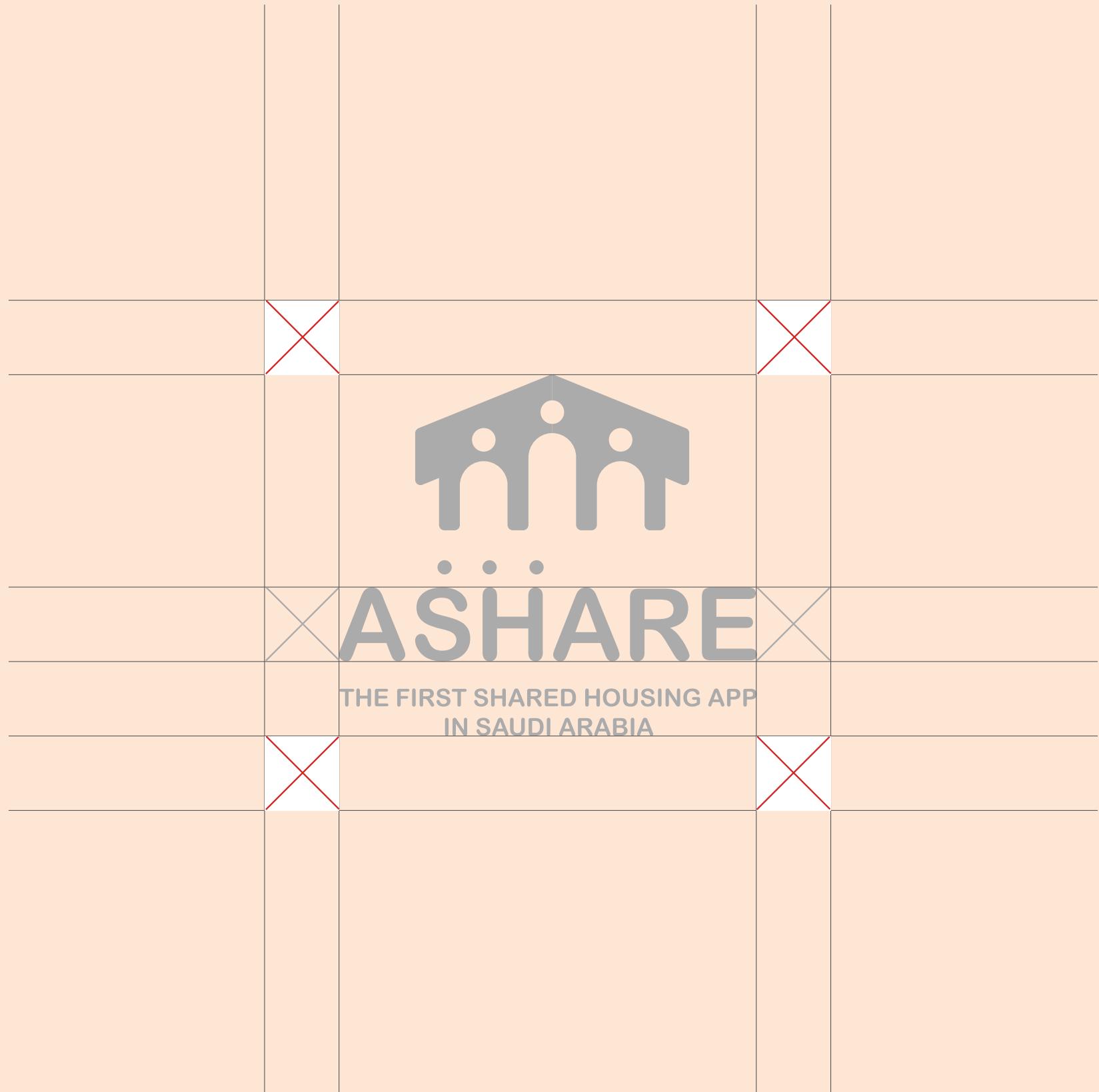
@2025



Logo

Clear Space & Sizing

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Primary Color – Deep Olive Green

Symbolizes sustainability, trust, and a grounded connection to the earth. This color evokes a sense of stability and reliability, reflecting Ashare's commitment to building long-term, secure co-living relationships.

Secondary Color – Soft Orange

Represents vitality, optimism, and positive energy. It adds a friendly, uplifting vibe to the user experience, encouraging engagement and a sense of community.

Color Philosophy

Together, these two colors balance stability with enthusiasm – creating a visual identity that feels both dependable and inviting. The palette is designed to make users feel confident and welcome as they explore co-living options through the app.

DEEP OLIVE GREEN

COLOR CODES

#345454
RGB(52 84 84)
HSL(180DEG 23.53% 26.67%)

SOFT ORANGE

COLOR CODES

#F4844C
RGB(244 132 76)
HSL(20DEG 88.42% 62.75%)

Primary Font:

«**Arial Rounded MT Bold»**

A modern, clean Arabic typeface suitable for headlines and body text.

Secondary Font:

«**Rubik»**

A lightweight sans-serif for support text and fine print.

Arial Rounded MT Bold

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
0 1 2 3 4 5 6 7 8 9
. , ; : ! ? ؟ ‘ ’ “ ” () [] { } ... - - - _ /
@ # \$ % ^ & * + = ~ ` | \ < > © ® ™

Rubik

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
0 1 2 3 4 5 6 7 8 9
.. ; : ! ؟ ؟ ‘ ’ “ ” () [] { } ... - - - _ /
@ # \$ % ^ & * + = ~ ` | \ < > © ® ™

الخط الأساسي:

«Brando Arabic»

يعكس الخط هوية "عشير" الحديثة والبساطة. يتميز بتصميمه الهندسي الواضح وسهولة القراءة، مما يجعله مثالياً للاستخدام في التطبيق والمواد الإعلانية. يتناغم مع الشعار من حيث التوازن والبساطة، ويعزز الشعور بالموثوقية والود.

Brando Arabic Text

ض ص ث ق ف غ ع ٥ خ ح ج د ش س ي ب ل ا ت
ن م ك ط ئ ء ؤ ر ل ا ي ة و ز ظ
.٩٨٧٦٥٤٣٢١

Brando Arabic Bold

ض ص ث ق ف غ ع ٥ خ ح ج د ش س ي ب ل ا ت
ن م ك ط ئ ء ؤ ر ل ا ي ة و ز ظ
.٩٨٧٦٥٤٣٢١

PRACTICAL APPLICATIONS

PRACTICAL APPLICATIONS

الزخارف في الهوية البصرية

تعكس الزخارف في هوية تطبيق عشير التنوع الثقافي الغني للمملكة العربية السعودية. تم تصميم ستة أنماط زخرفية مستوحاة من مختلف مناطق المملكة، لتكون جزءاً من تجربة المستخدم داخل التطبيق وتعزز الانتماء المحلي لكل منطقة. الهدف منها هو تخصيص نسخة مرئية من التطبيق تتناسب مع طابع كل منطقة، وتعكس روح المشاركه بأسلوب بصري مألف ومرتبط بالبيئة المحلية.

زخارف مستوحاة من الشعار

تُستخدم في الدعاية والإعلان، وتمثل الهوية الأساسية لعشير.

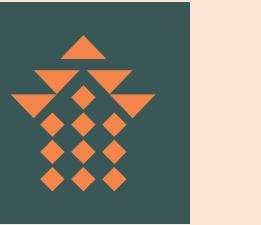
Patterns in the Visual Identity

Ashare's decorative patterns celebrate the cultural diversity of Saudi Arabia. Six unique styles were developed to reflect different regions of the Kingdom, offering users a localized visual experience that resonates with their heritage. These patterns are integrated into the app's visual system to reinforce connection, familiarity, and pride in one's region.

Logo-Based Patterns

Inspired by the Ashare logo and used in marketing and promotional materials to reflect the





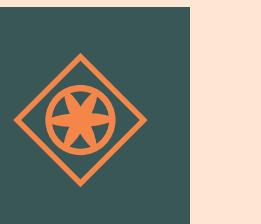
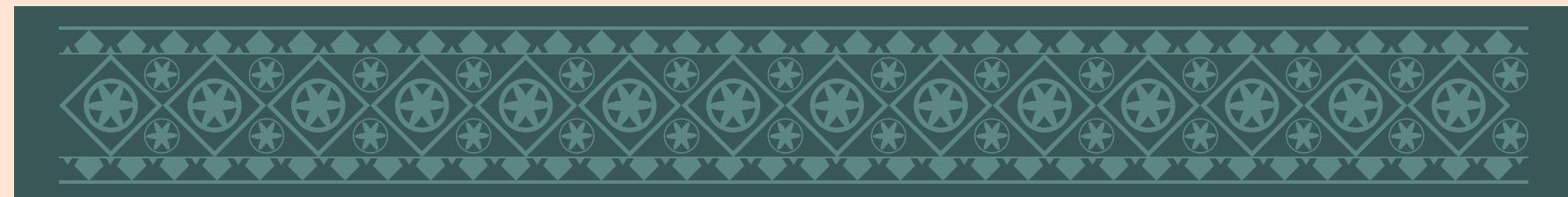
زخارف السدو (شمال المملكة)

مستوحاة من نسيج السدو البدوي، وتعبر عن الأصالة والبساطة.



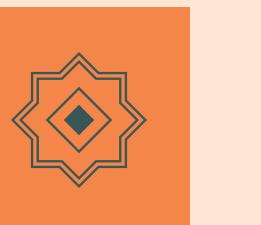
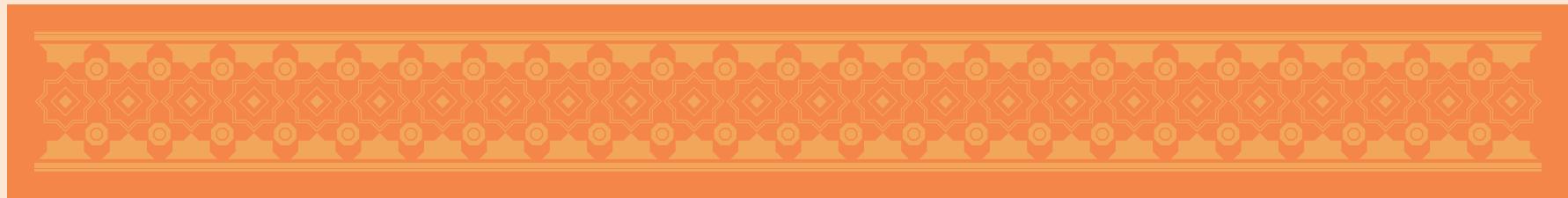
زخارف القط العسيري (جنوب المملكة)

ألوان وزخارف هندسية ترمز للفن النسائي والبهجة في العمارة الجنوبية.



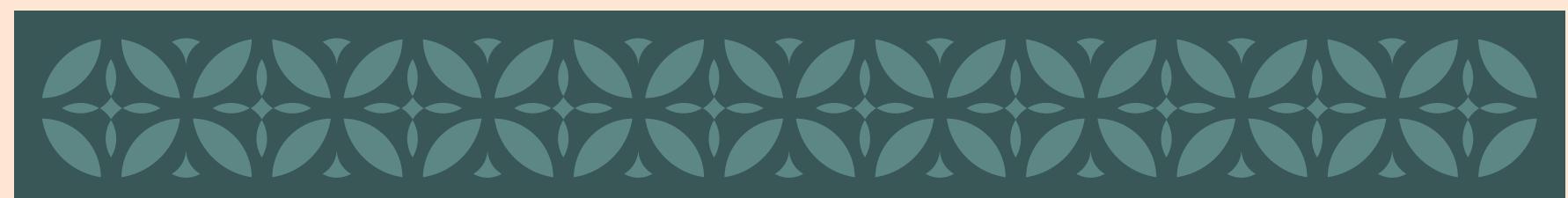
زخارف الأبواب النجدية (وسط المملكة)

مستوحاة من نقوش الأبواب التقليدية، تعبر عن العمق التاريخي والبساطة المعمارية.



زخارف الروشن (منطقة الحجاز)

مستوحاة من شبابيك الروشن الحجازية، ترمز للتراث والانفتاح الحضاري.

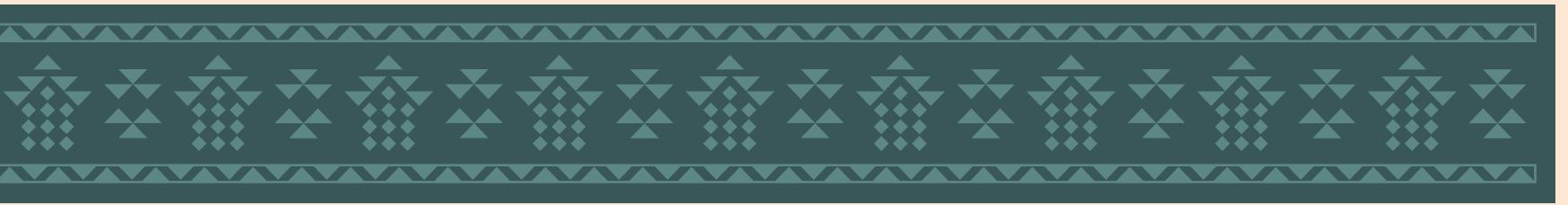
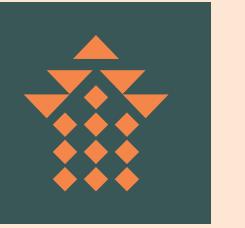


الزخارف الجصية (المنطقة الشرقية - الأحساء)

نقوش متكررة من الجبس المستخدم في العمارة التقليدية، ترمز للفخامة والدقة.

Sadu Patterns (Northern Region)

Traditional Bedouin woven designs symbolizing simplicity and authenticity.



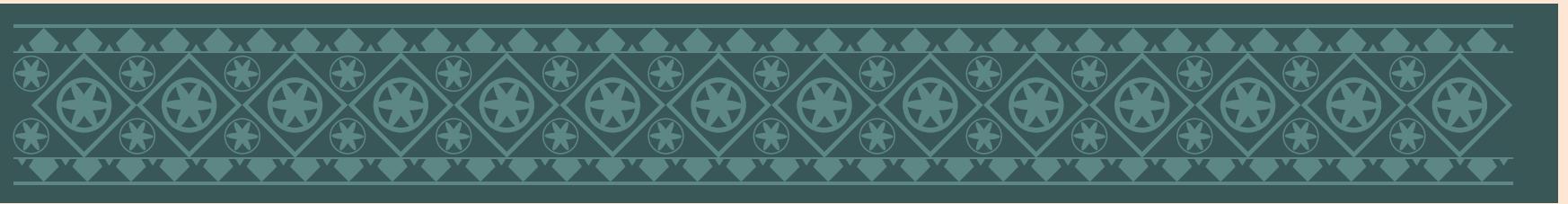
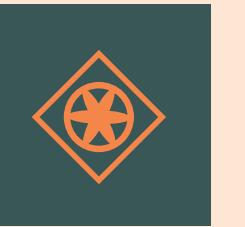
Al-Qatt Al-Asiri (Southern Region)

Colorful geometric motifs representing joy and feminine creativity in southern architecture.



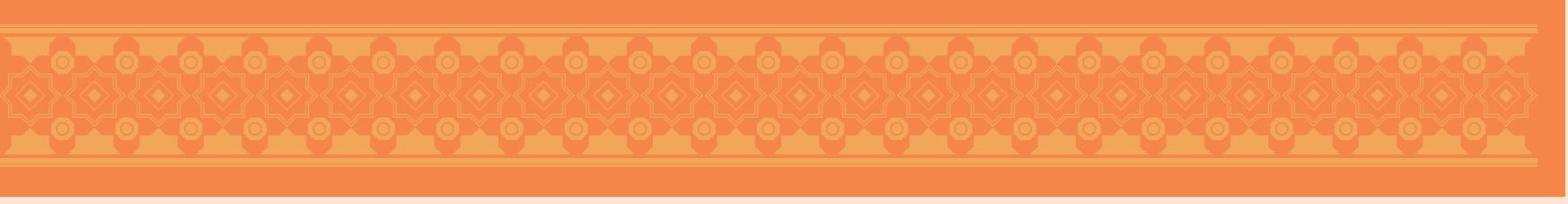
Najdi Door Patterns (Central Region)

Derived from classic carved wooden doors, expressing heritage and architectural elegance.



Roshan Patterns (Hijaz Region)

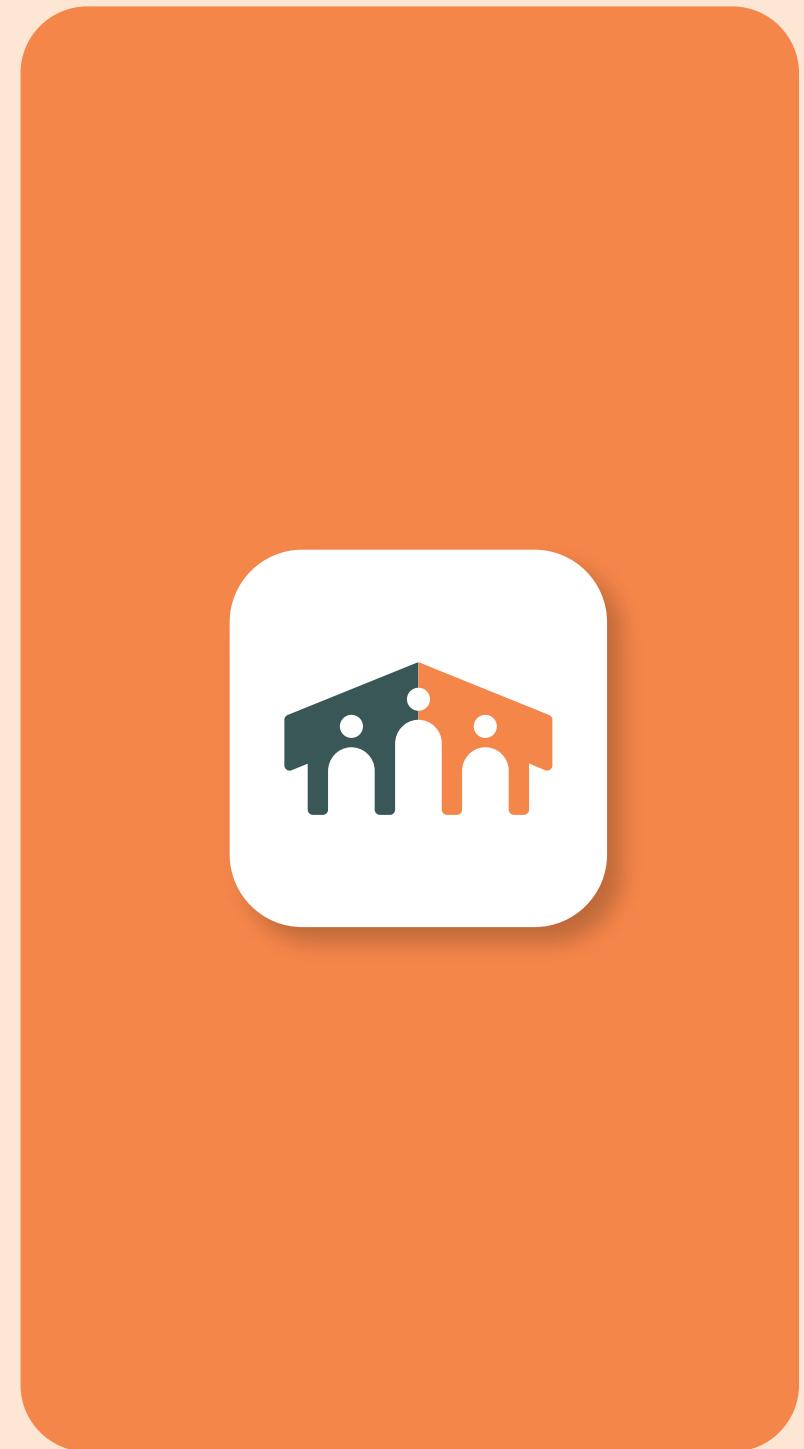
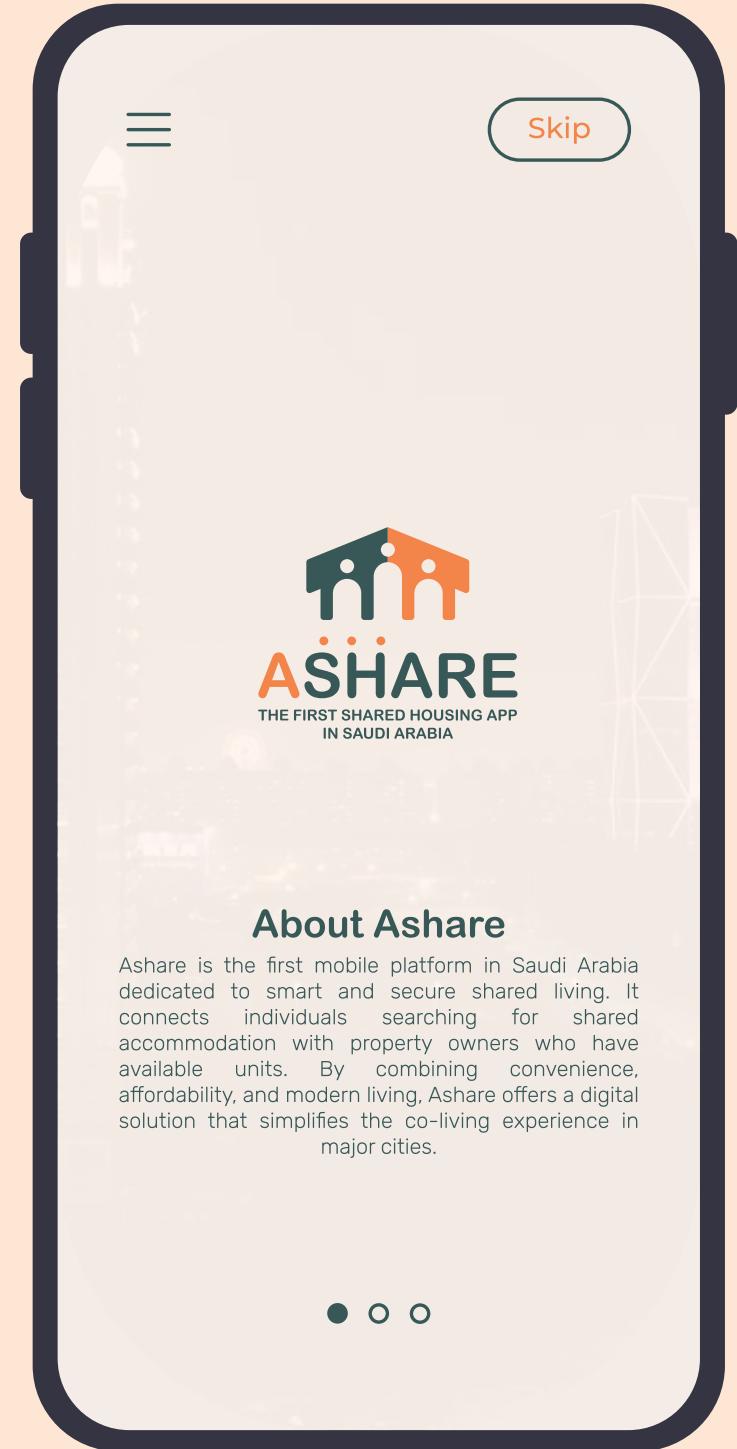
Inspired by traditional lattice windows, reflecting openness and cultural depth.



Gypsum Motifs (Eastern Region – Al-Ahsa)

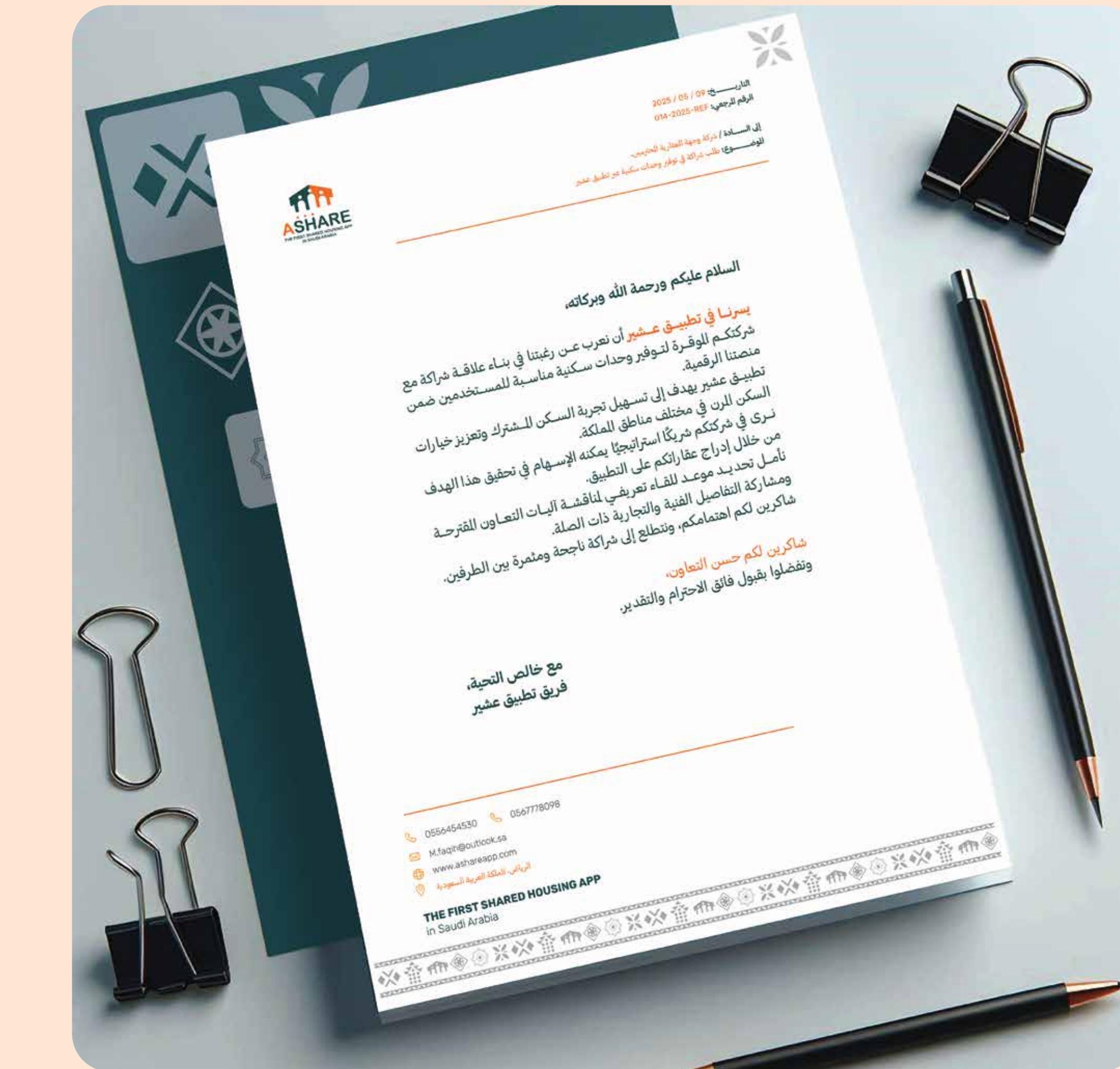
Ornamental plasterwork that conveys sophistication and artisanal craftsmanship.











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شكراً
Thank you

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Marketlysa