



# مدينة القاهرة الرياضية

# Cairo Sports City

Graphic Design Department  
Angie Salama 25-1039  
G. 01

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# BRANDSTORY

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A stadium that stands on the land of our country since 1952. A story that our ancestors tell us about when they witnessed President Gamal Abd El Nasser opened it to celebrate the Egyptian Revolution. It's where our dreams are fulfilled and honoured. It had our tears of loss and joy of happiness. It's where our Egyptian pride shows in front of players from the whole world. It's our hope for the upcoming years to rely on. It's an outcome of work of many generations before us; They had a vision for it, they wanted it to be the best in Africa and even in the whole world. Now we're taking it to a better position. We might not be the best globally but we offer dreams for so many players and cheering crowds. Every moment of glory there is counted and watched by millions. And when a player knows that he'll have a match there he has an essence of respect earned from the place. It's the place where dreams are fulfilled, respect is earned, players feel motivational, and motion is held in it everywhere from the workers to the cheering crowd. It's a journey that started with a dream, and will always continue with inspiration. It's where people find joy of watching, spending a day, and enjoying what we worked so hard to achieve.

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## Vision

What do we want our brand to become?

A stadium that fulfill dreams, earn respect, and always inspire for success and winning. It reaches for an international level of sports and entertainment. It will be the window of the world to our modern country.

## Mission

What do we want to achieve a long term plan?

Innovative change to inspire for success and winning.  
Creating a Place that will be a source of Motivation for Egyptian youth. Making it an entertainment source for everyone who steps in it.

# Values

Motivational      Ethnic      Global  
Adequate              Dynamic

# MOODBOARD

My Mood board is built on a perception that all Egyptians need to feel with this stadium.

**Keywords:** Movement, Shiny, Respectable, Popular, Public, Cheers, Hope, Authority, Productive.

GRAPHIC DESIGN DEPARTMENT

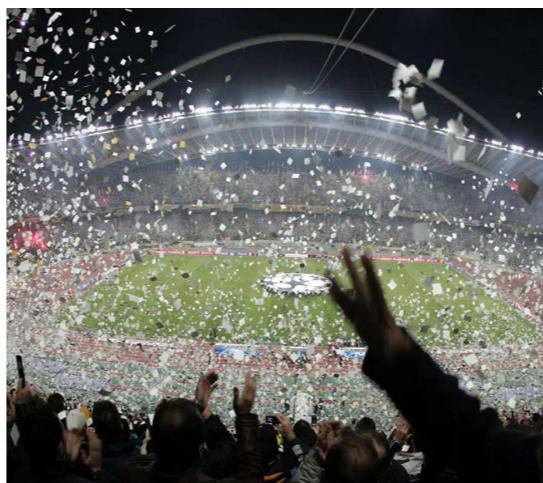
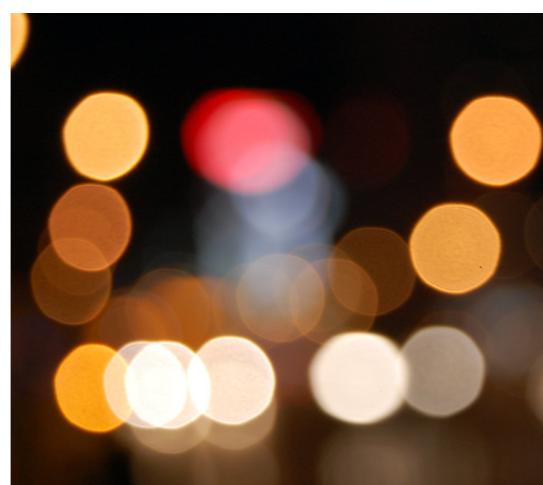
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Helvetica Neue

جي سس اثنين



004  
INTRODUCTION  
01



# BRANDTAGET

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## Geographic:

International: Middle-east & Africa.

Regional: All Egyptian areas.

## Demographic:

Age: From 15 to 50 years old.

Gender: Male.

Income: High & low.

Education: All ranges.

Marital status: All ranges.

## Psychosocial:

life style: Sporty, and Family oriented.

Standrads: Senseofrespect, Culturalawarness,  
and socio-ethics.

# BRANDMATRIX

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**Logo** Adequate  
Dynamic

**Color** Ethnic  
Dynamic  
Motivational

**Imagery** Dynamic  
Motivational

**Layout** Adequate  
Dynamic

**Typography**  
Adequate

**Secondary**  
Ethnic  
Dynamic  
Motivational

# BRANDMATRIX

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	Adequate	Ethnic	Dynamic	Motivational
Logo				
Color				
Typography				
Imagery				
Layout				
Secondary				

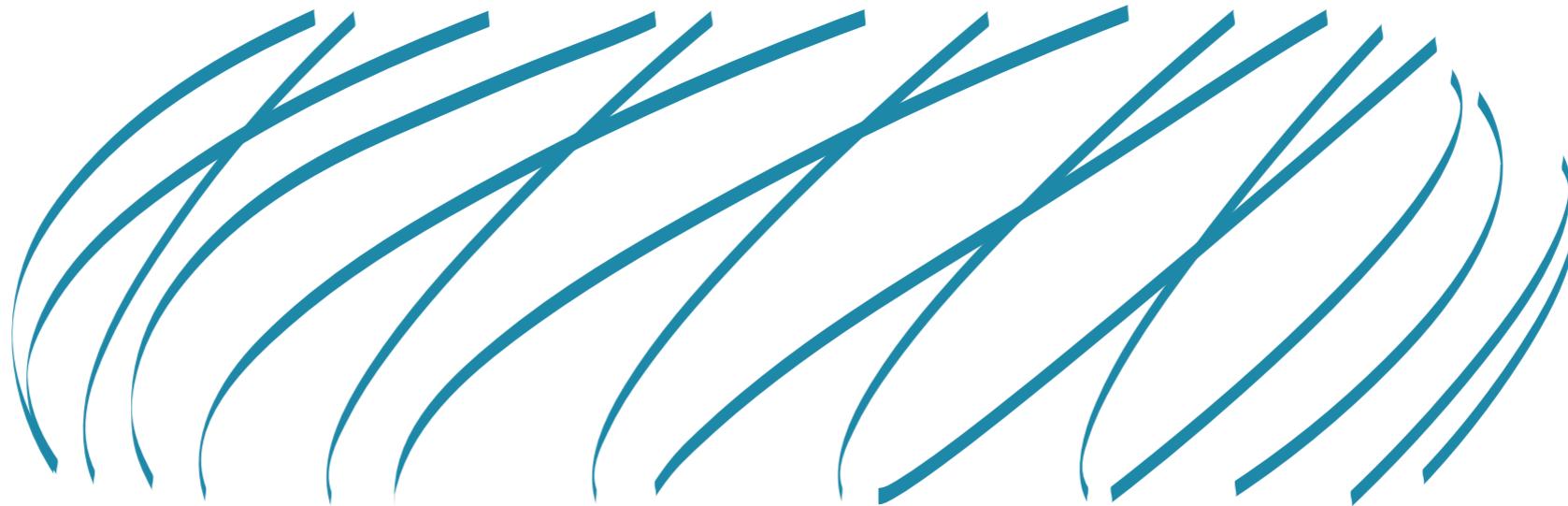
# BRANDTAGLINE

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على أرضه اتجمعنا  
Here We Gather

# LOGO FINALIZING

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Cairo Sports City

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## Logo Layout



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B&W versions



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## Main Pantone



PANTONE 7459 PC

C 76      R 0  
M 6      G 155  
Y 8      B 195  
K 15



PANTONE 419 PC

C 87      R 3  
M 74      G 5  
Y 63      B 4  
K 95



PANTONE Cool Gray 1 PC

C 3      R 240  
M 2      G 240  
Y 4      B 238  
K 5

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## MEASURMENTS



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## LOGO MIN. SIZE



10mm



20mm



30mm

Minimum Logo Size

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## SUB-LOGOS



مدينة القاهرة الرياضية  
Cairo Sports City

Football stadium & subfields



مدينة القاهرة الرياضية  
Cairo Sports City

Tennis Complex



مدينة القاهرة الرياضية  
Cairo Sports City

Swimming Pool Complex



مدينة القاهرة الرياضية  
Cairo Sports City

Squash Complex



مدينة القاهرة الرياضية  
Cairo Sports City

Hockey Stadium



مدينة القاهرة الرياضية  
Cairo Sports City

Horse Back Riding Stadium

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## SUB-LOGO Pantone

Football stadium & subfields



C 78 R 40  
M 2 G 155  
Y 98 B 55  
K 9

PANTONE 358 PC

Squash Complex



C 3 R 205  
M 92 G 44  
Y 84 B 39  
K 12

PANTONE 180 PC

Tennis Complex



C 0 R 230  
M 100 G 0  
Y 0 B 126  
K 0

PANTONE process magenta PC

Hockey Stadium



C 0 R 243  
M 50 G 146  
Y 100 B 0  
K 0

PANTONE 138 PC

Swimming Pool Complex



C 91 R 0  
M 53 G 108  
Y 0 B 197  
K 0

PANTONE 660 PC

Horse Back Riding Stadium



C 17 R 107  
M 52 G 71  
Y 87 B 21  
K 63

PANTONE 463 PC

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## Safe Zone



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## Type Kerning



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## TYPOGRAPHY

Cairo Sports City  
Helvetica Neue Thin

Cairo Sports City  
Helvetica Neue Roman

مدينة القاهرة الرياضية  
**جي سس اثنين خفيف**

**GE SS Two Light**

مدينة القاهرة الرياضية  
**جي سس اثنين ثقيل**

**GE SS Two Bold**

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## Logo Don'ts



Don't Rotate the Logo



Don't Drop Shadow



Don't Distort the shape



Don't Reflect the Logo



Don't put any version of the logo  
on a pattern



Don't Place over any colors other  
than the specified



Don't Place it over a Gradient  
Background



Don't put any version of the logo  
on any place in the poster  
except the specified



Don't Use any color different  
than the main pantone ones



Don't Use Gradient effect on  
the Logo



Don't Mix Sub Logos colors  
differently than what's specified

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## Logo Do's



Use the B & W version on  
Images



Change the black in the sub  
logo into white to fit a black  
background



Put The logo on a plane area in  
an imagry poster

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## STATIONARY



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## STATIONARY

023  
APPLICATIONS  
03

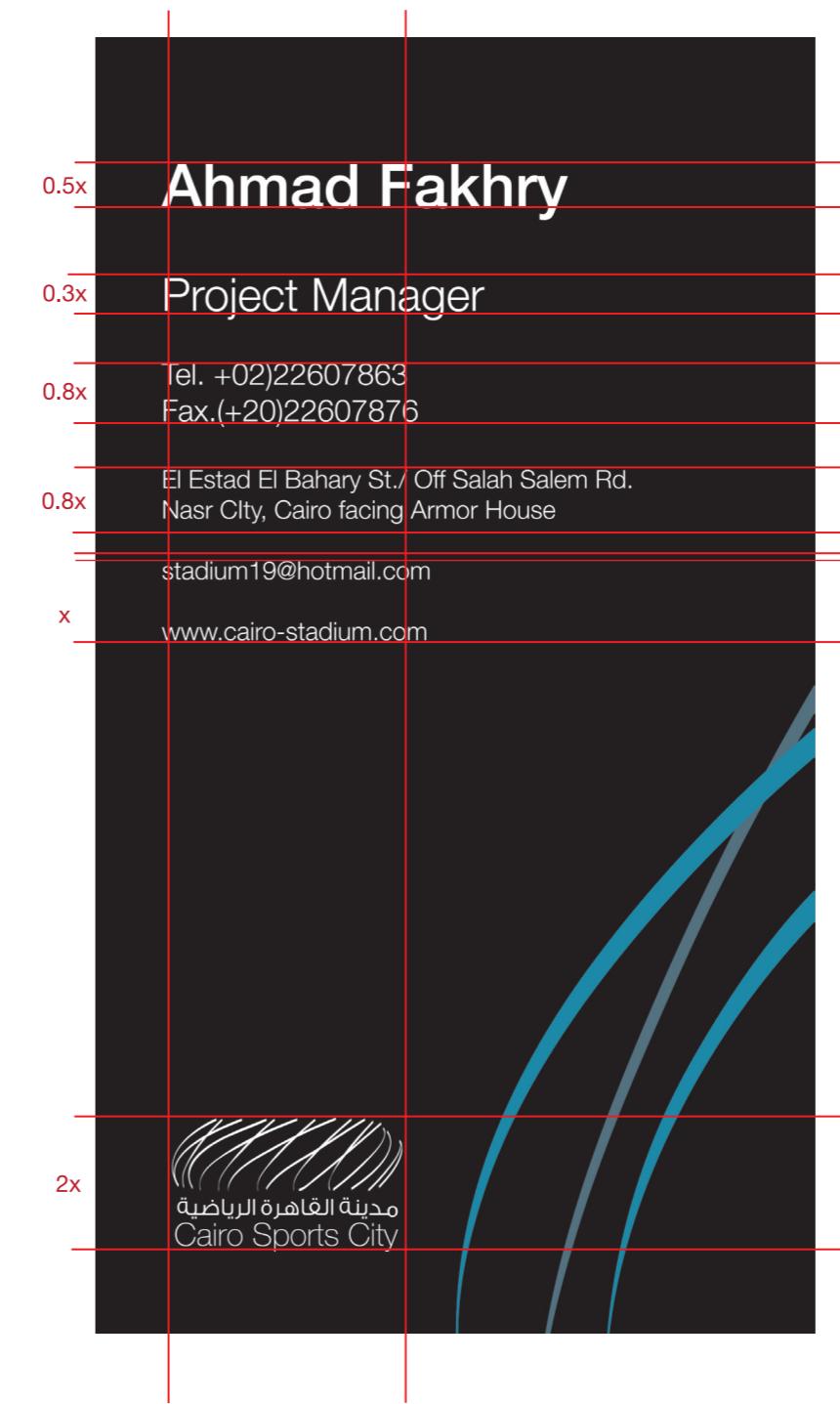
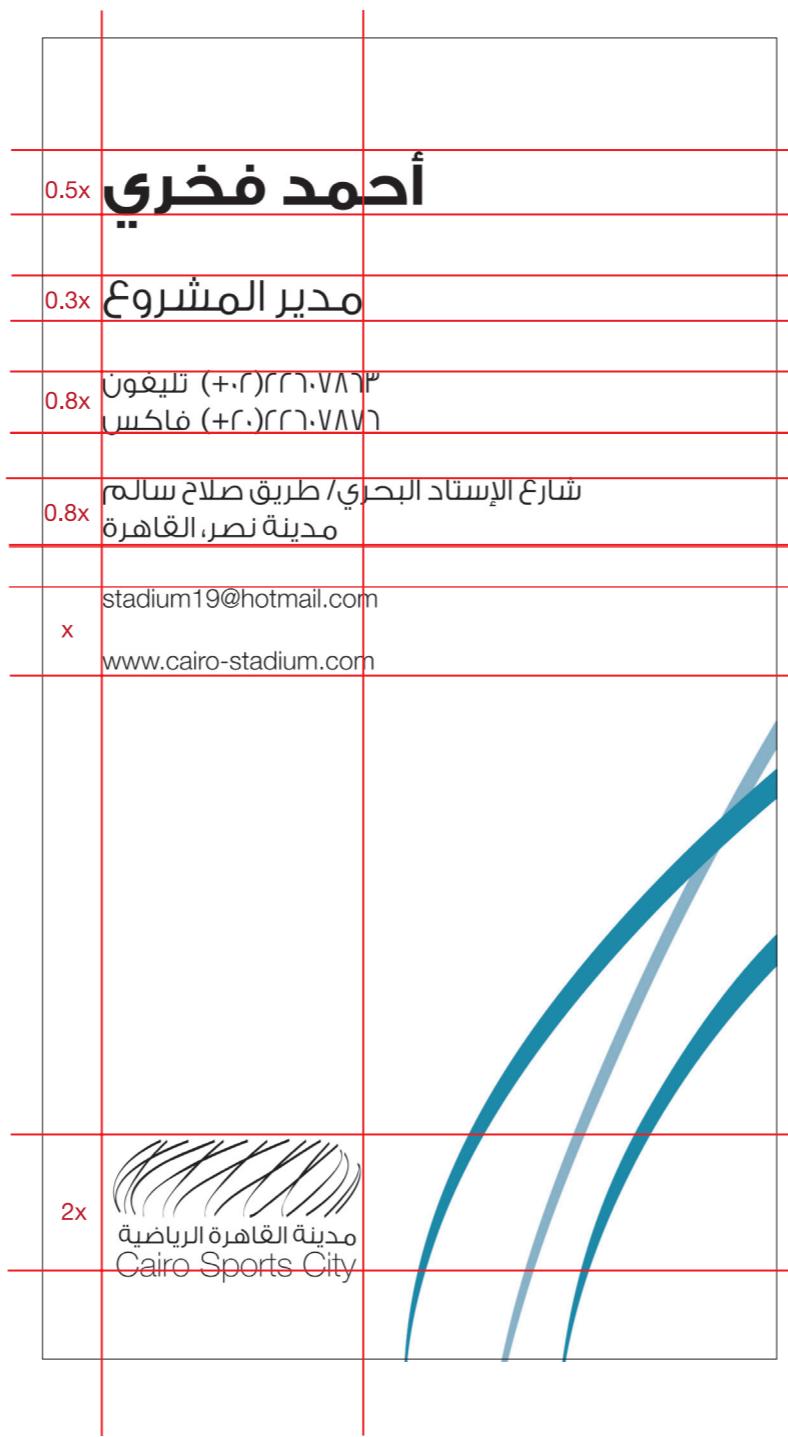


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## BUISNESS CARD

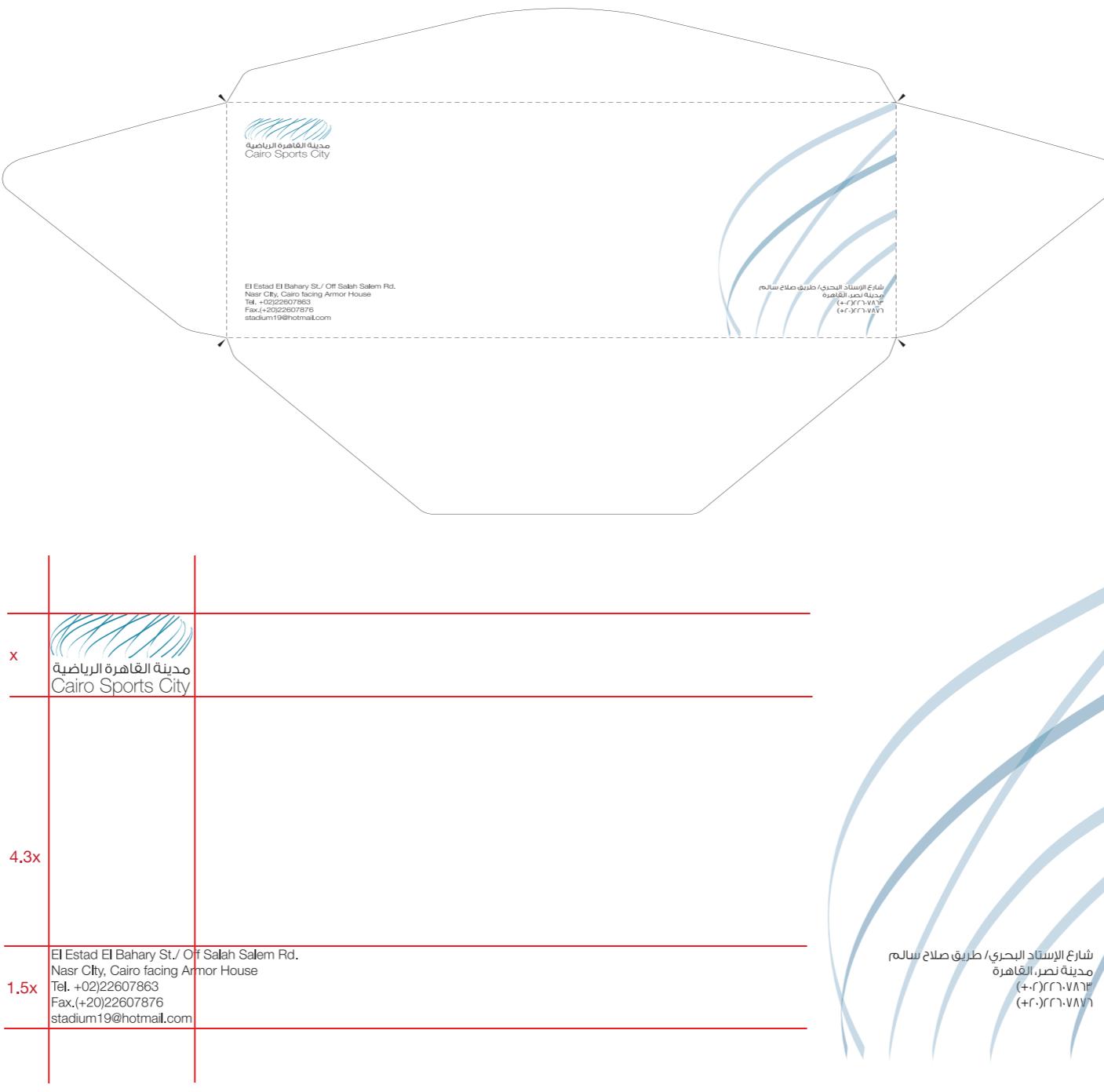
024  
APPLICATIONS  
03



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## ENVELOPE

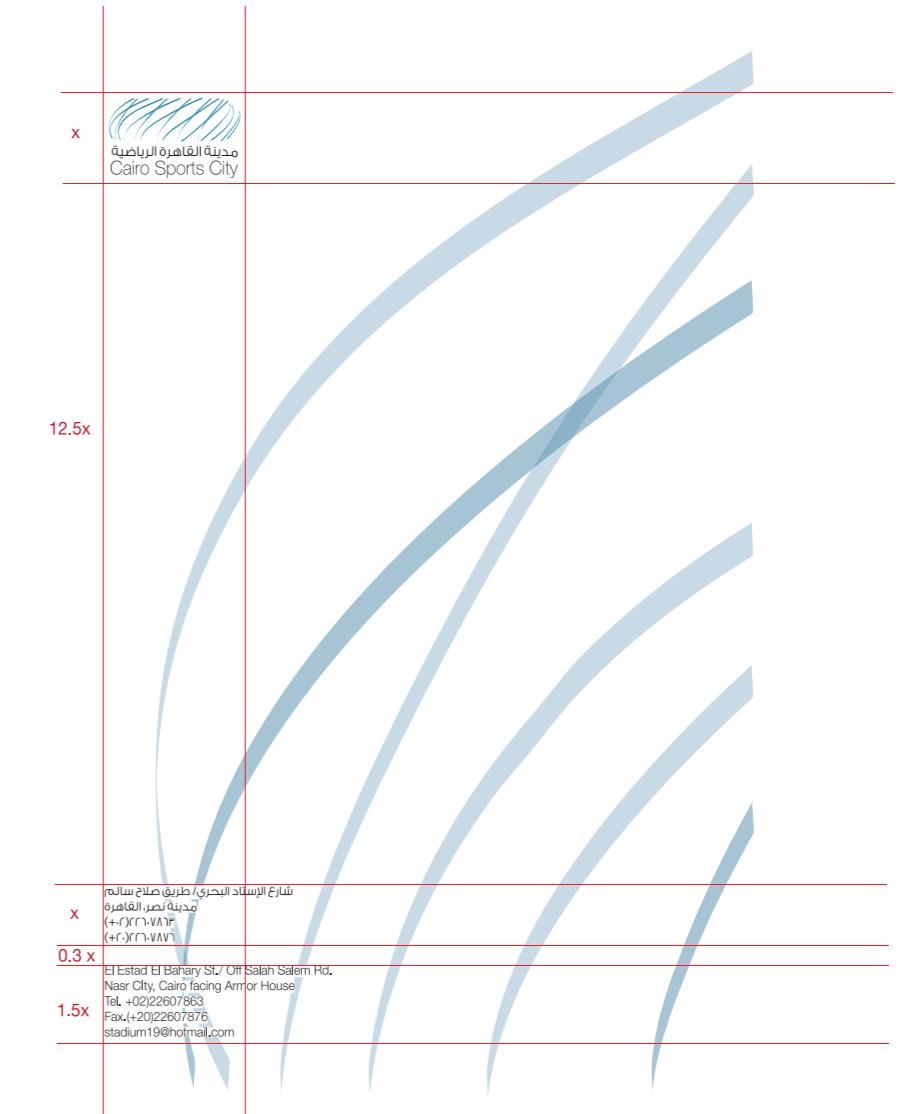
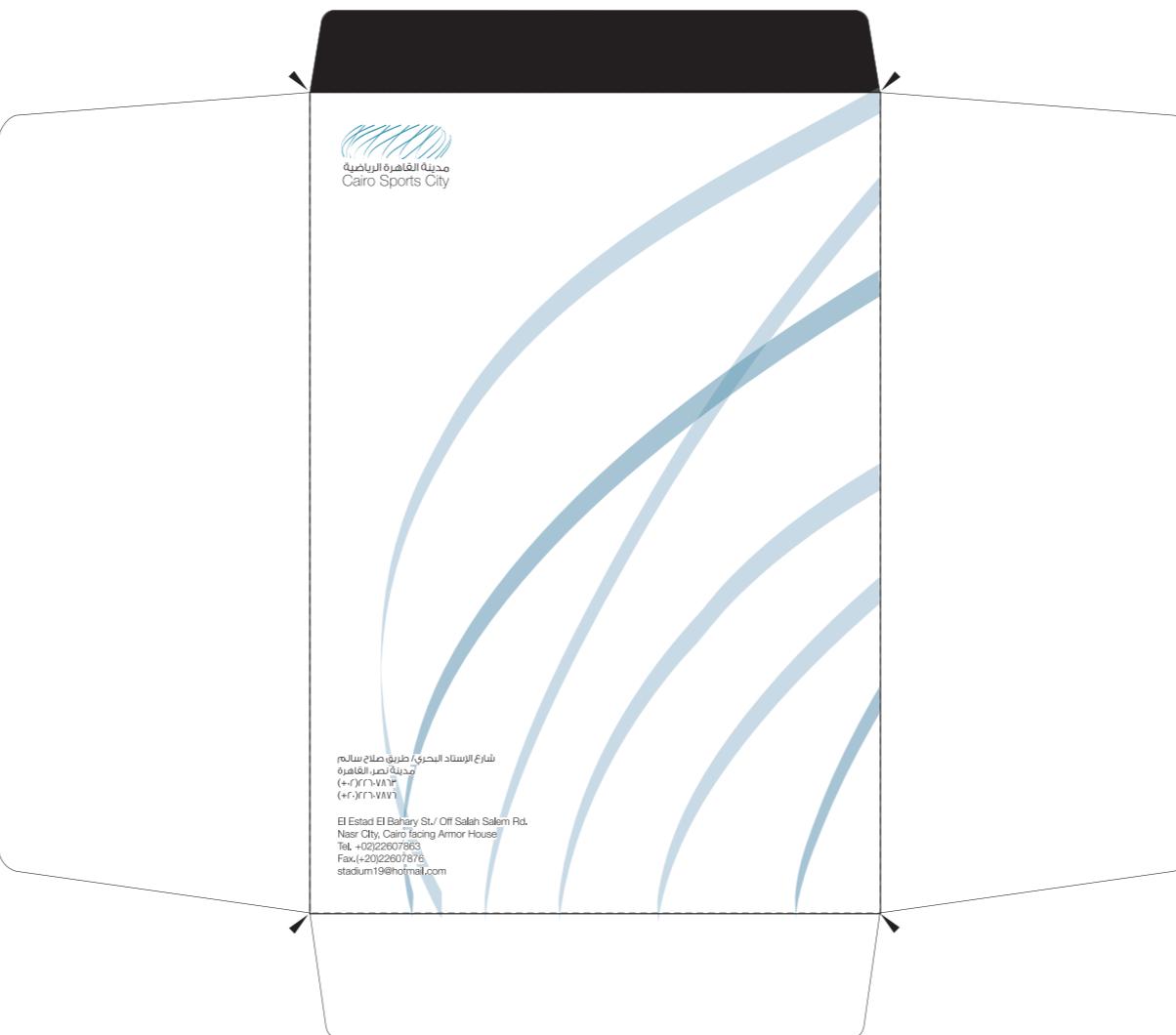


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## ENVELOPE 2

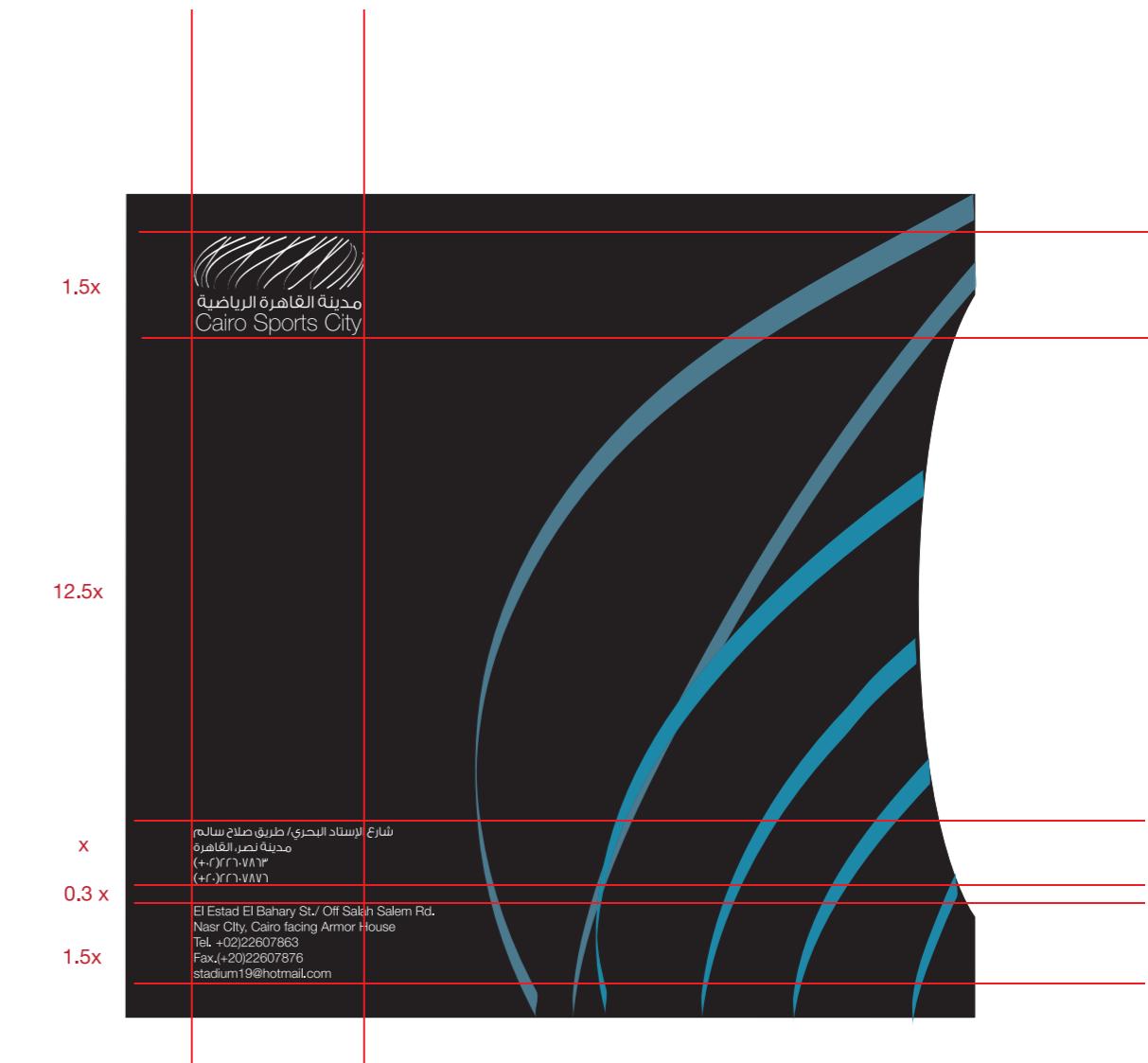
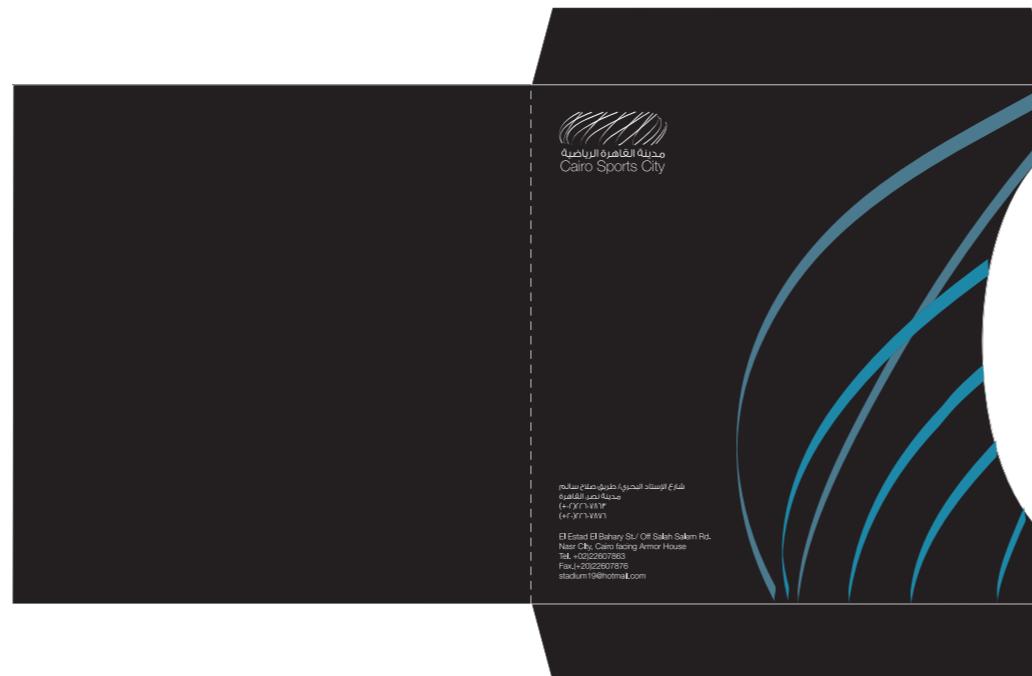
026  
APPLICATIONS  
03



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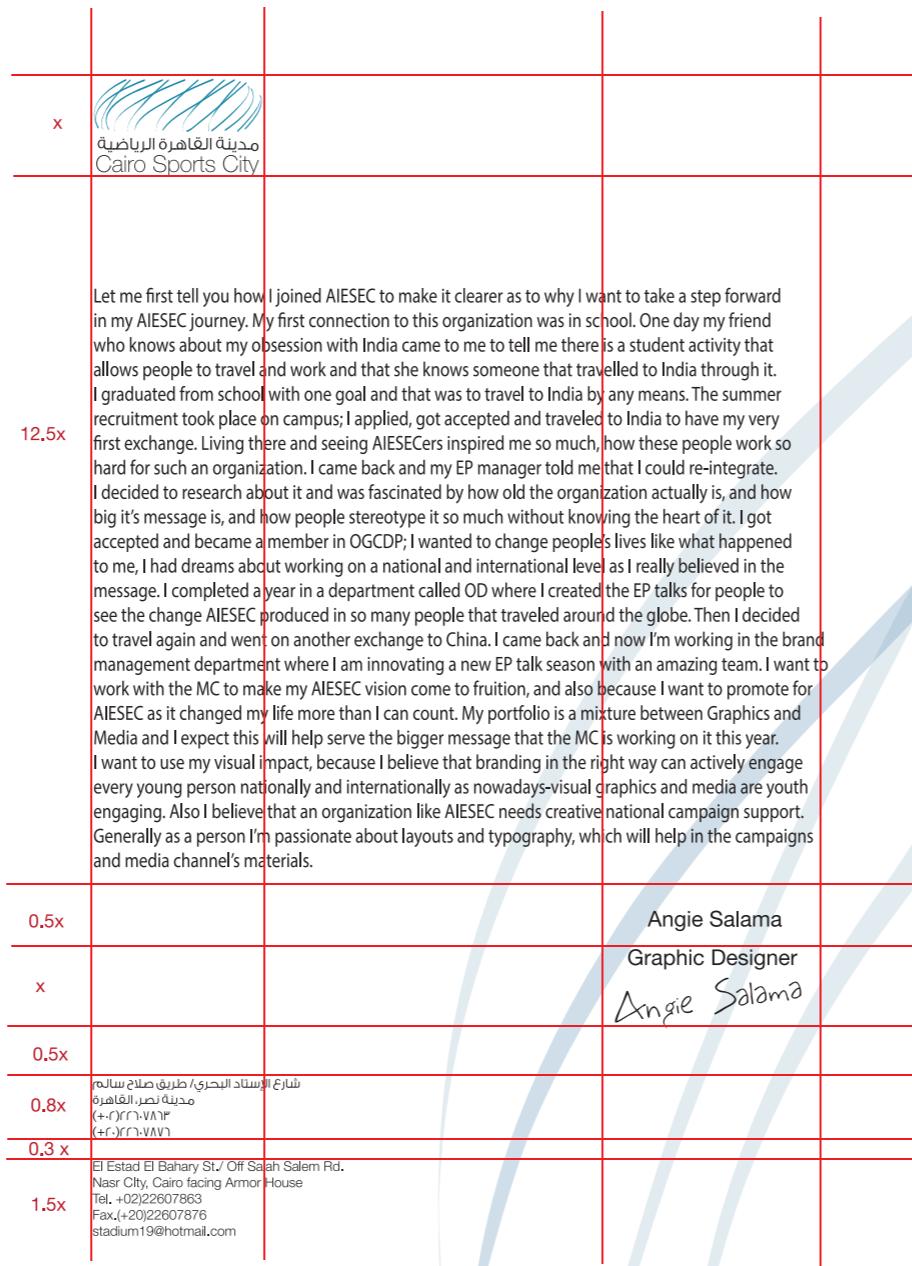
## CD & COVER



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## LETTERHEAD



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## IMAGERY STYLE

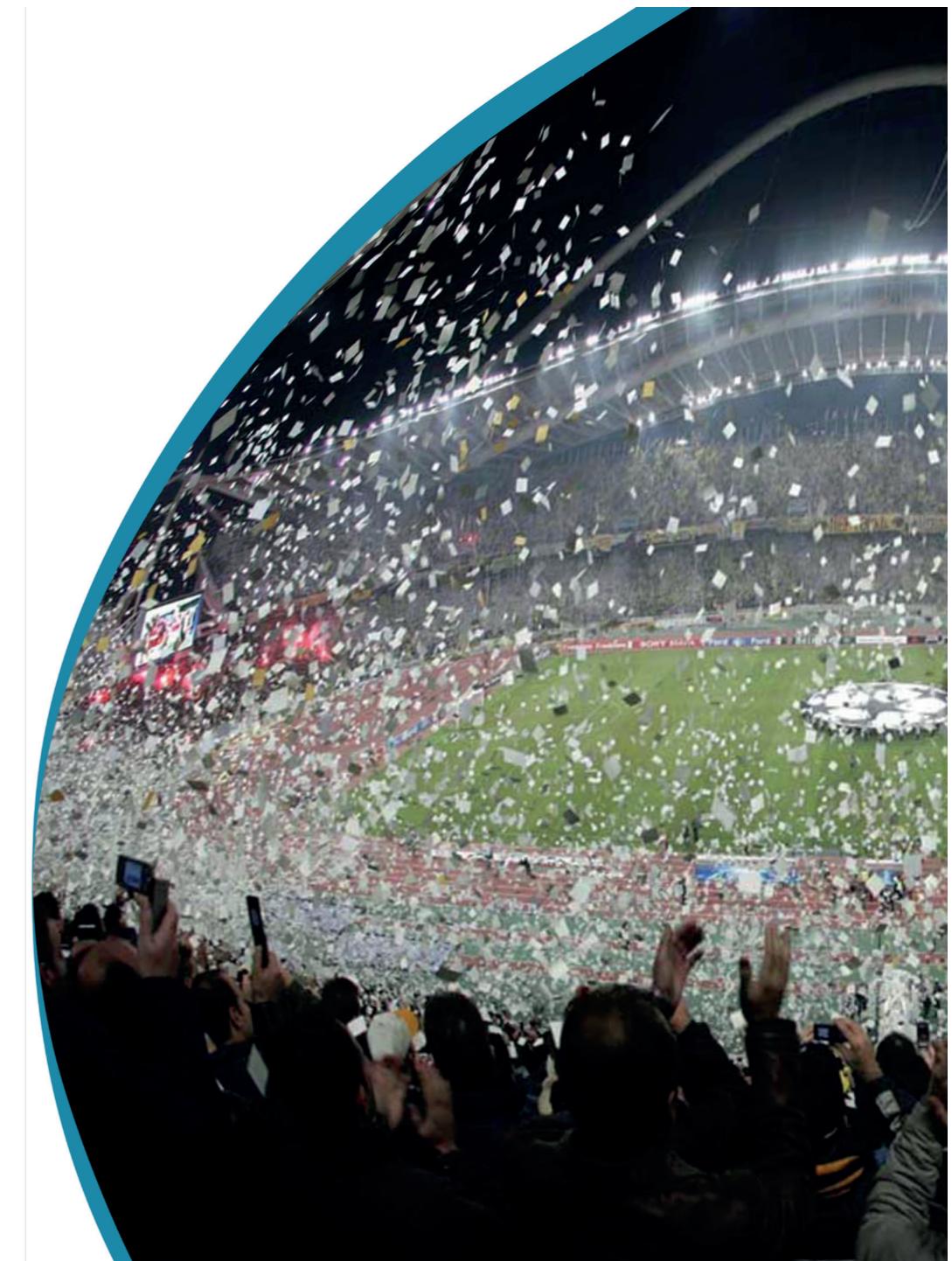


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## FOCUS WINDOW

030  
APPLICATIONS  
03



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## Indoor Posters



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## Billboards

032  
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03



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## Billboards



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## Billboards

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## Garments T-Shirt



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## Garments Sweater

036  
APPLICATIONS  
03



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## Garments ZIP-UP

037  
APPLICATIONS  
03



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## Garments Hoodie

038  
APPLICATIONS  
03



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Office Supplies  
Mug

039  
APPLICATIONS  
03  
—



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Office Supplies

Coasters



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## Office Supplies Notebook



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## Office Supplies Planner



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## Office Supplies

### Binder



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On The Go  
Cap

044  
APPLICATIONS  
03  
—



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## On The Go Pins



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## On The Go Laptop Sleeve

046  
APPLICATIONS  
03



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On The Go  
Back Pack



047  
APPLICATIONS  
03

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## On The Go Tote Bag



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## On The Go Thermal Cup



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## On The Go Phone Cover



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## On The Go USB Stick



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## Football Shoes



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## Football Shoes



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## Hockey Helmet



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## Hockey Gloves



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## Swimming Towel



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### Swimming Swim Cap



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## Squash T-shirt



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## Squash Bag



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## Tennis T-shirt



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## Tennis Balls



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### Horse Ridding T-shirt



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## Hourse Ridding Pants

