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# Introduction

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Dania Alnahdi is a designer and developer. She is passionate about bridging the gap between people and technology through simple and functional design.



# Logo and Typeface

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This chapter introduces the essential elements to the brand's identity. It contains the logo, color scheme, and typeface for the brand's design.

## Logo Design

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# Logo Measurement

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Logo may be scaled as long as it retains a proportional ratio.



## Incorrect Usage

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Do not distort the logo.



Do not change or invert the colors of the logo.



Do not remove any parts of the logo.

## Colors

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C=67 M=61 Y=56 K=40  
R=72 G=70 B=73



C=51 M=33 Y=34 K=1  
R=134 G=150 B=155

## Typeface

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**Gotham Rounded Medium**  
Header

Gotham Rounded Book  
Body



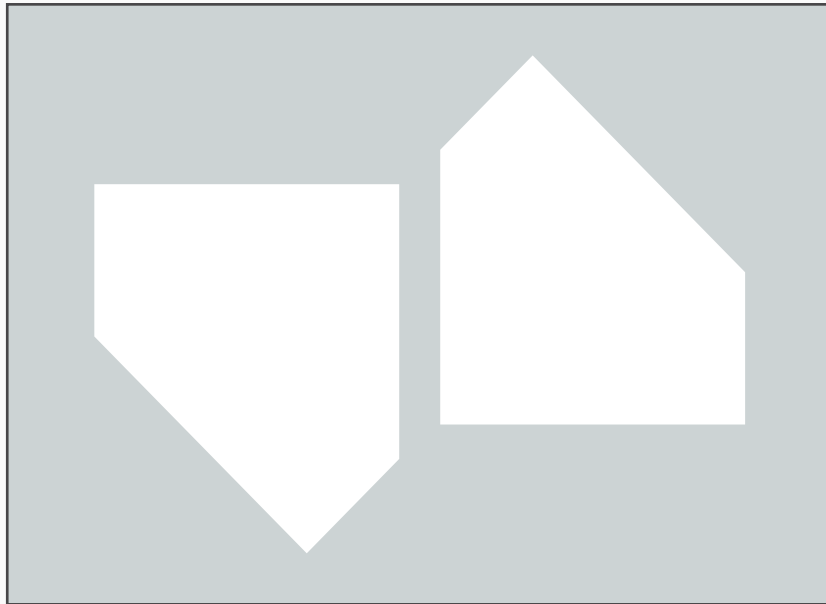
# Pattern

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This chapter introduces a pattern as a secondary design element to the brand's identity.

# Tile

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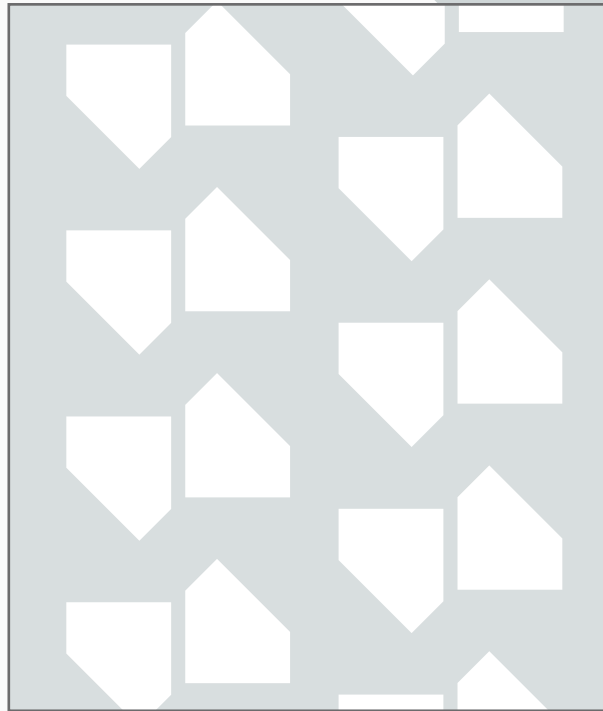


This tile, derived from the logo, introduces a dynamic element to the brand design.

The tile may be scaled as long as it retains a proportional ratio. The separated shapes may be used individually, but restrictively.

# Pattern

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Colors may be inverted. Restrictive use only.



# Stationery

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This chapter introduces the brand's stationery design, including a business card, a letterhead, and an envelope.



## Business Card

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3.5" x 2"

# Letterhead

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Boston, MA 02115, USA  
(857) 268-9449  
daniaalnahdi.com

8.5" x 11"

# Envelope

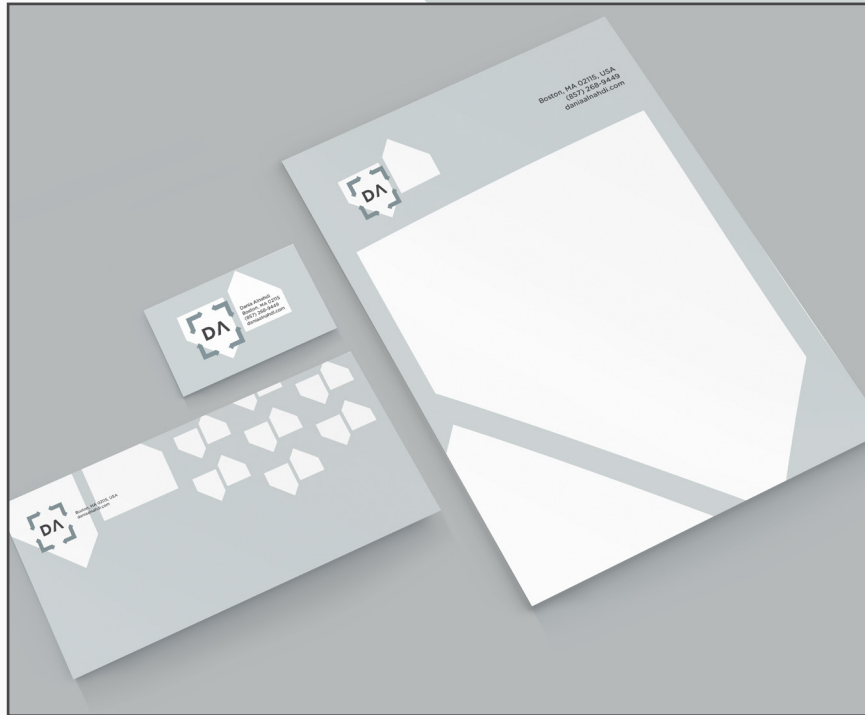
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9.5" x 4.125"

# Stationery Set

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# Poster

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This chapter introduces the design of the brand's promotional posters.

## Sequential Posters

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May be used individually.  
If used together, the order must be retained.







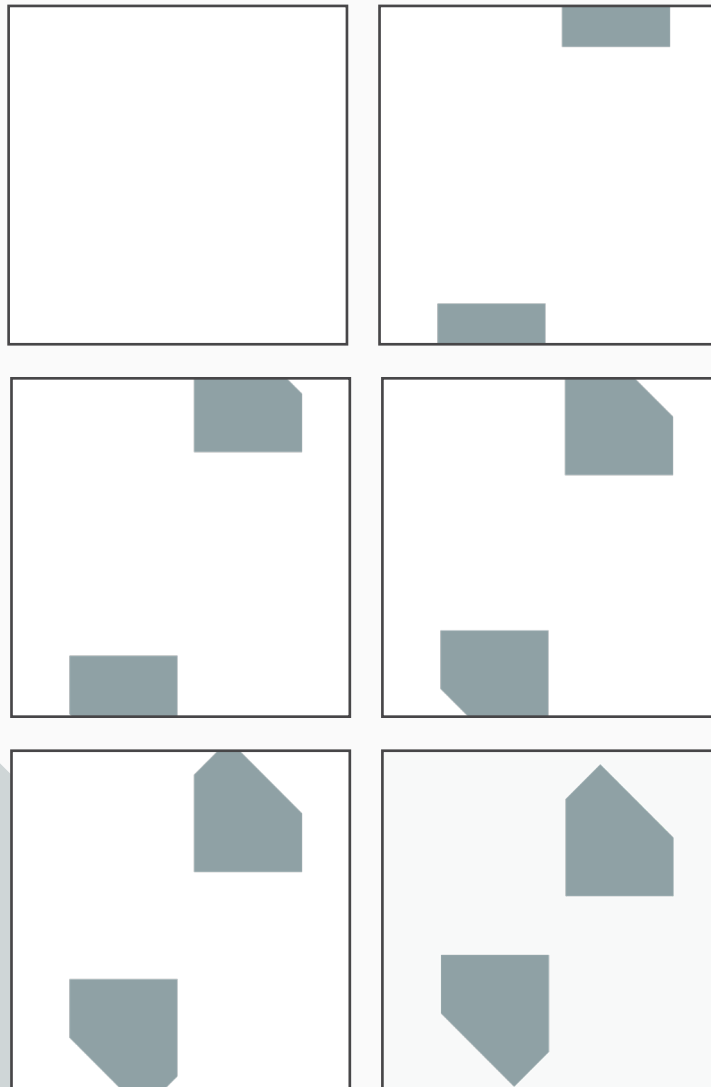
# Animation

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This chapter introduces the animation representing the brand's identity.

# Storyboard

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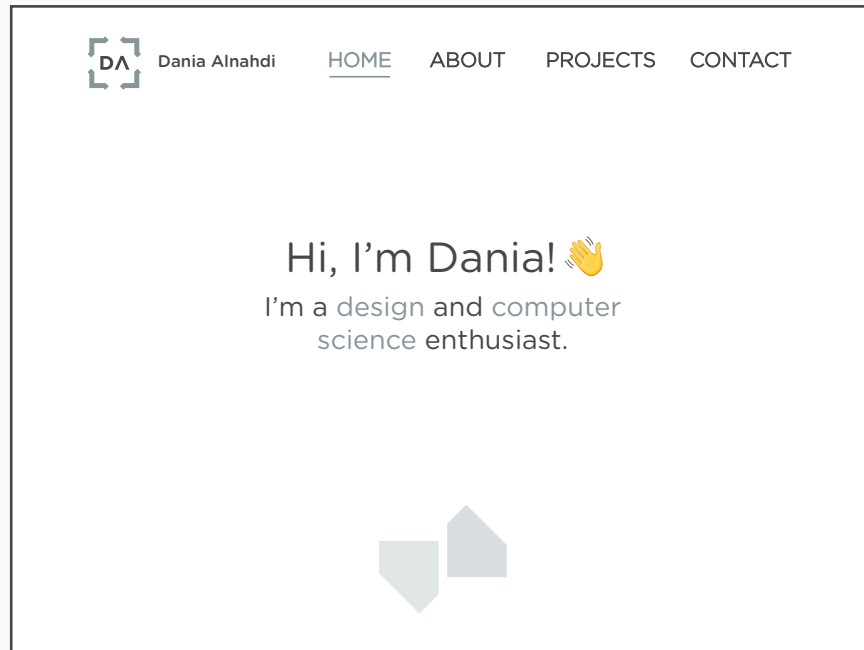
# Web

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This chapter introduces the design for the brand's website.

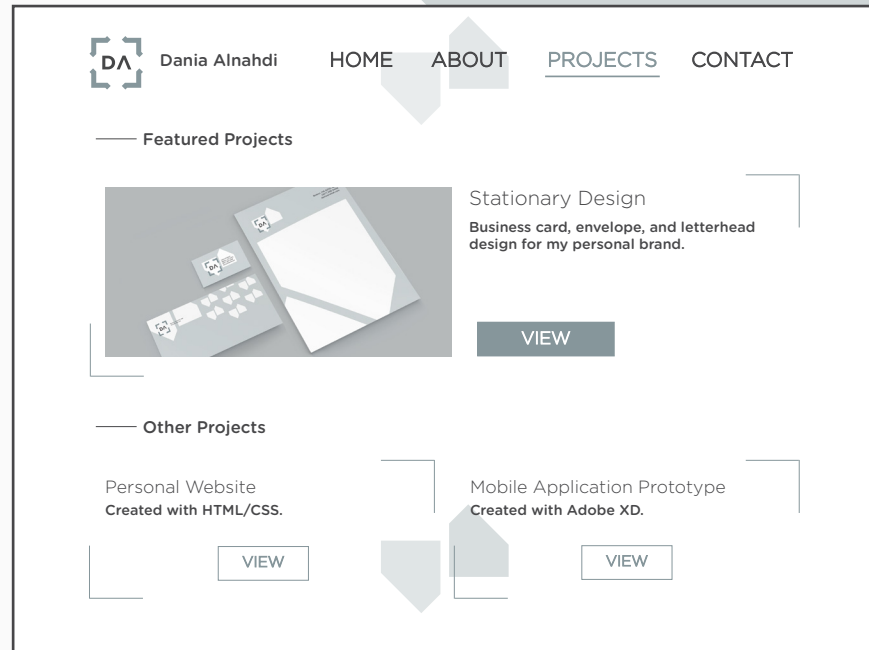
# Homepage

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The website's contents are all displayed on one page, and are divided by different sections. To navigate sections, use the navigation bar or scroll downwards.

# Projects Section









daniaalnahdi.com