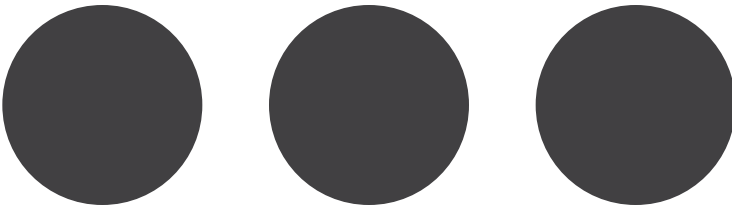




دۆي
DAWWIE
INITIATIVE
BRANDING



Dot-dot-dot

Depending on their context and placement in a sentence, ellipses (or the three dots) can indicate an unfinished thought, a leading statement, a slight pause, an echoing voice, or a nervous or awkward silence.

But in modern day internet communication they indicate a message being in progress, having our impactful sound (Dawwie) right after the silence sends a message that it's now time to speak up.

LOGO DESIGN

EMBLEM



Dot-dot-dot
- Suspension points.
- Message in progress.

LOGO DESIGN

ARABIC TYPEFACE

دوّي

BOLD, CLEAR, READABLE, STRAIGHT
AND MODERN TYPEFACE.

LOGO DESIGN

FINAL LOGO

دۆڭي ...

DAWWIE
INITIATIVE
BRANDING

LOGO
COLORING

LOGO COLORING

PRIMARY COLORS



Dark Grey (C0 M0 Y0 K90)

A neutral color for the dots to reflect the silence.



Cadet Blue (C90 M30 Y60 K30)

The color of mental clarity balanced between the green light of approval and the blue of calmness.

LOGO COLORING

SECONDARY COLORS

Colors set 01



Blue (C90 M60 Y0 K0)
The color of authority and intelligence.



Light Yellow (C0 M10 Y60 K0)
The color of optimism, success and confidence.

Colors set 02



Red (C10 M100 Y100 K10)
It indicates controlled power.



Light Green (C40 M0 Y60 K0)
To dispel the negative energy and instill inner calm.

LOGO COLORING

COLOR VARIATIONS

دۆي...

دۆي...

دۆي...

DAWWIE
INITIATIVE
BRANDING
FONTS

ARABIC FONT

Helvetica Neue LT Arabic

45 Light	٤٥ خفيف
55 Roman	٥٥ عادي
75 Bold	٧٥ سميك

ENGLISH FONT

Helvetica Neue LT Std

45 Light

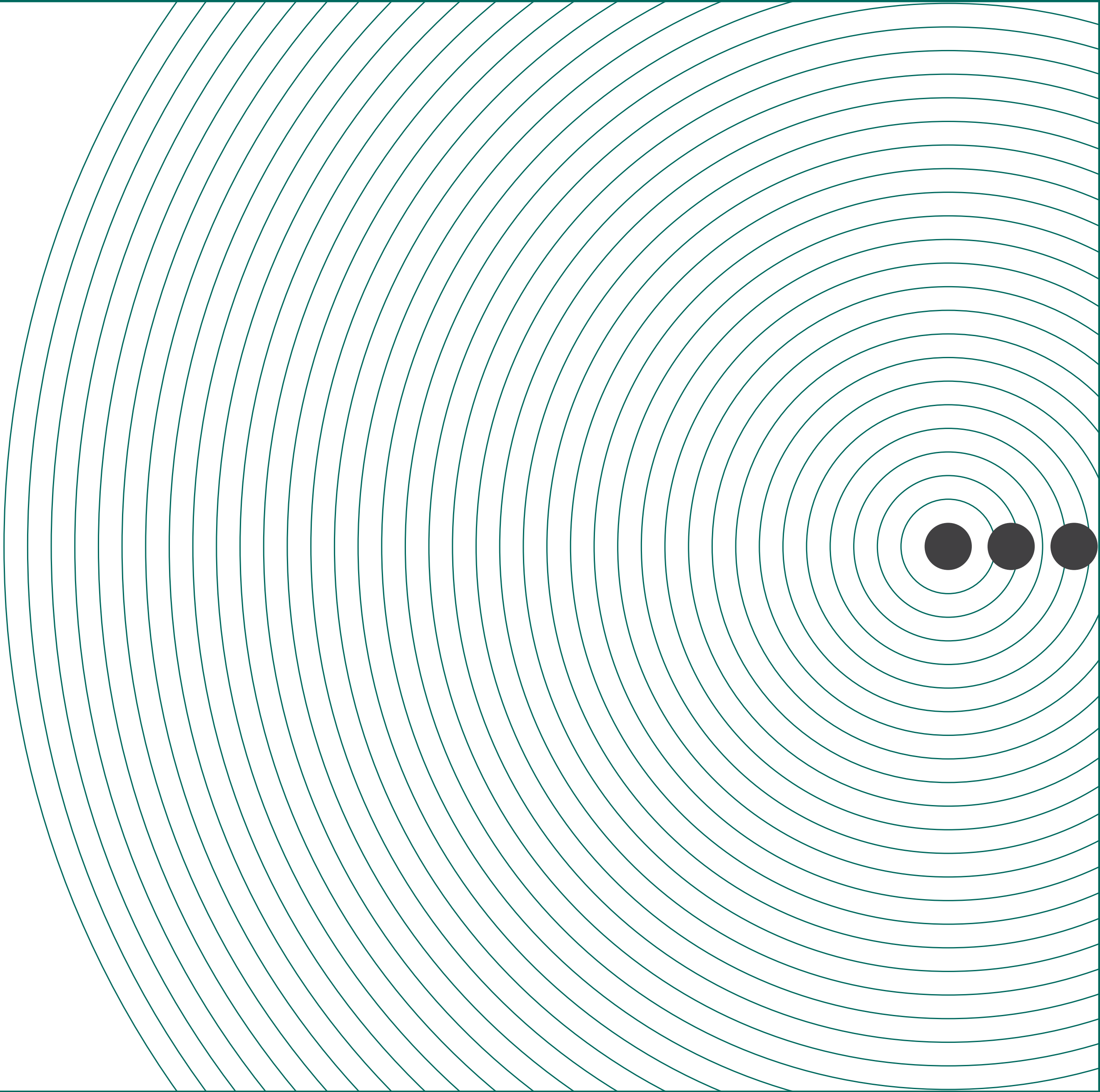
55 Roman

75 Bold

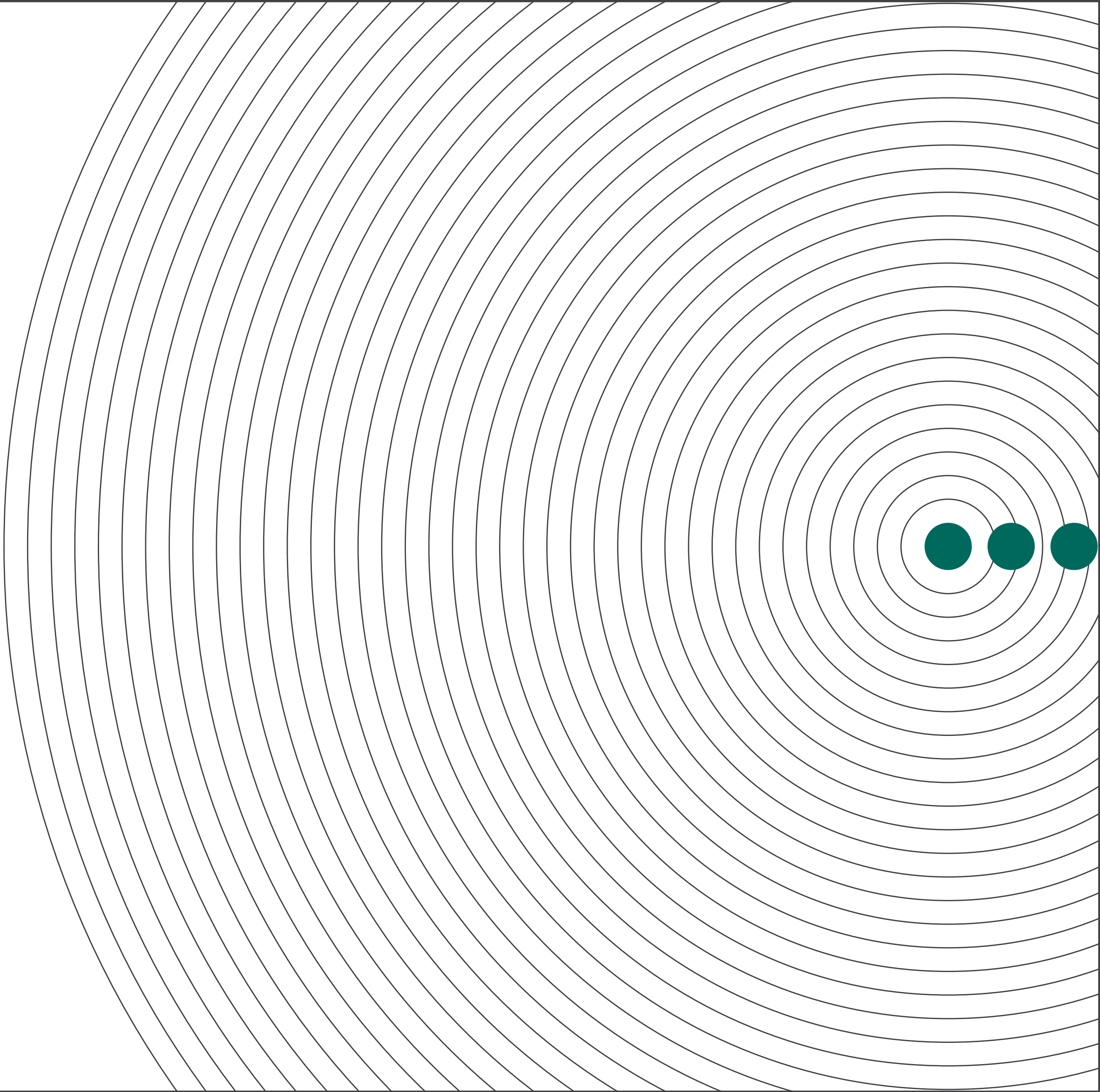
DAWWIE
INITIATIVE
BRANDING

ECHO
PATTERN

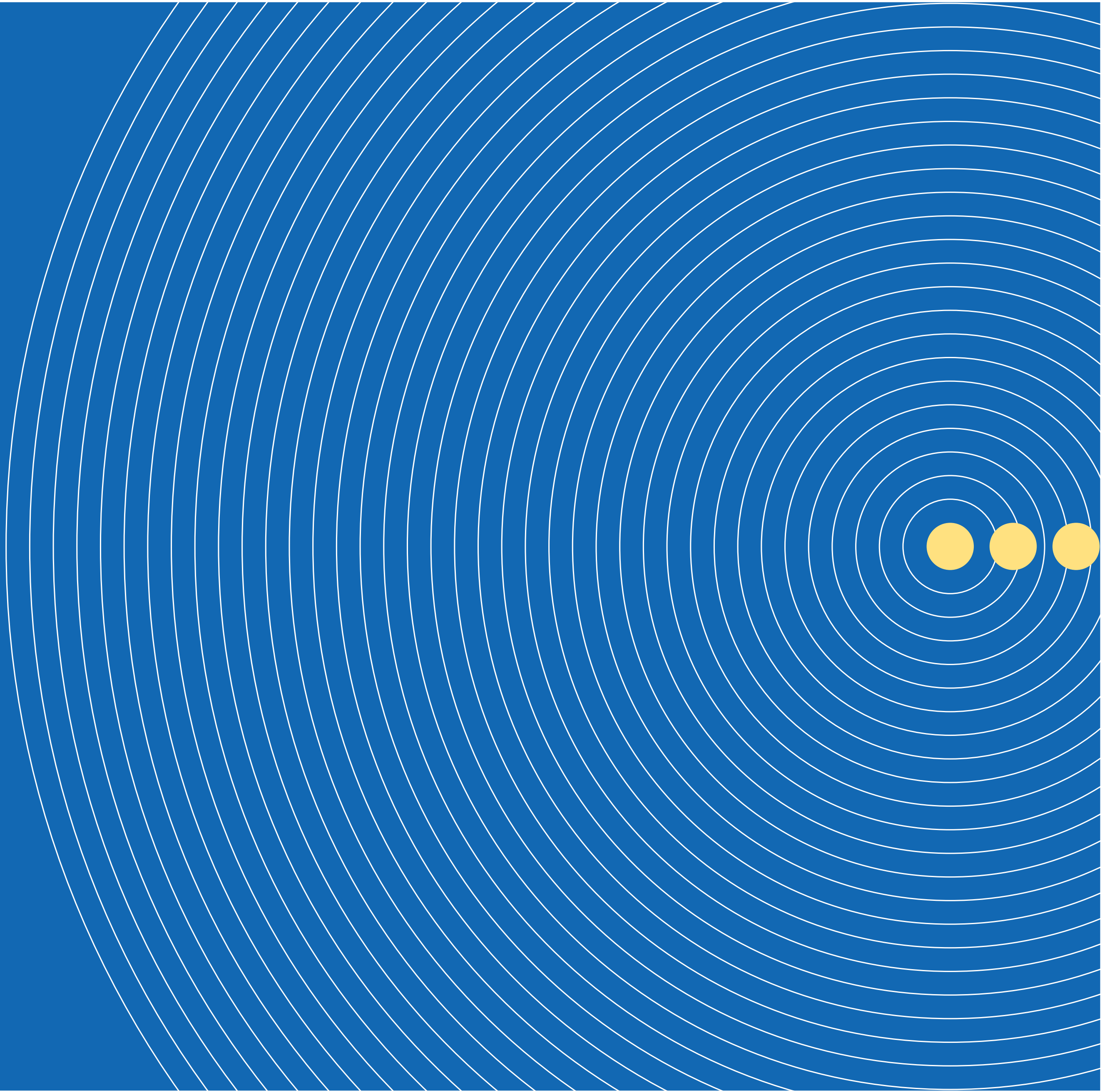
ECHO PATTERN



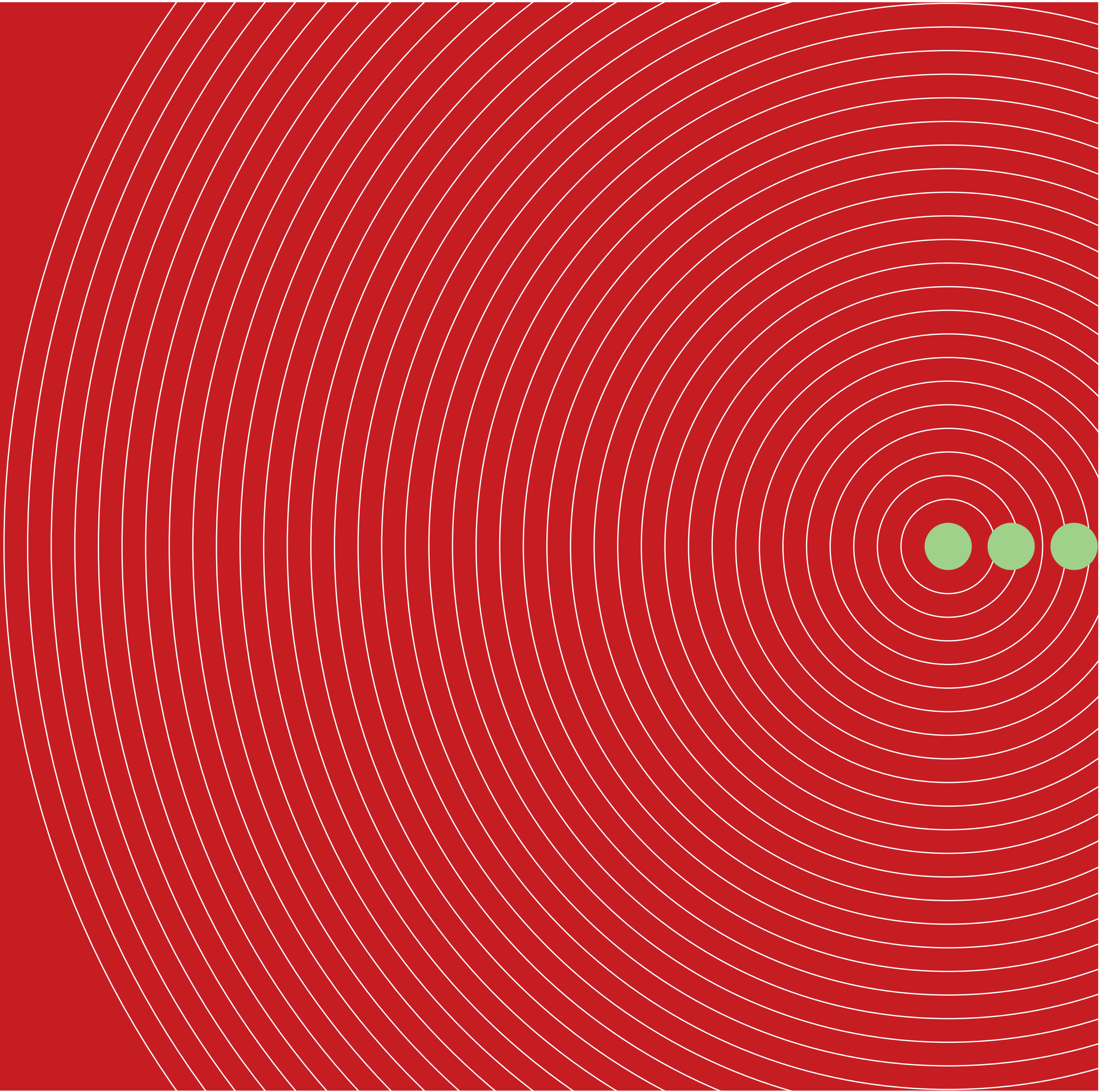
ECHO PATTERN



ECHO PATTERN



ECHO PATTERN

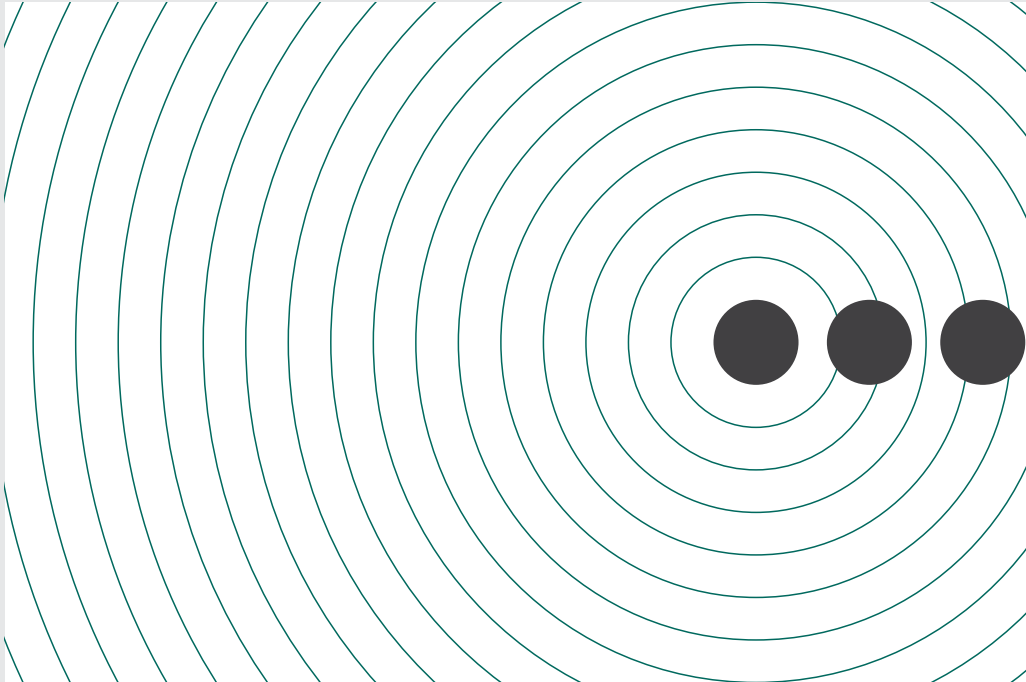


DAWWIE
INITIATIVE
BRANDING

APPLICATIONS'
EXAMPLES

APPLICATIONS

BUSINESS CARDS



APPLICATIONS

LETTERHEAD

دوّي...



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Email: info@dawwie.org
www.dawwie.org

وقت السكوت خلص

APPLICATIONS

ENVELOPE



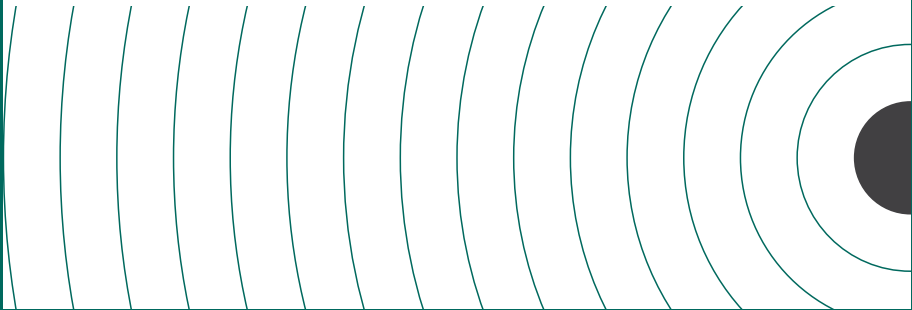
APPLICATIONS

NAME TAG

دۆي ...

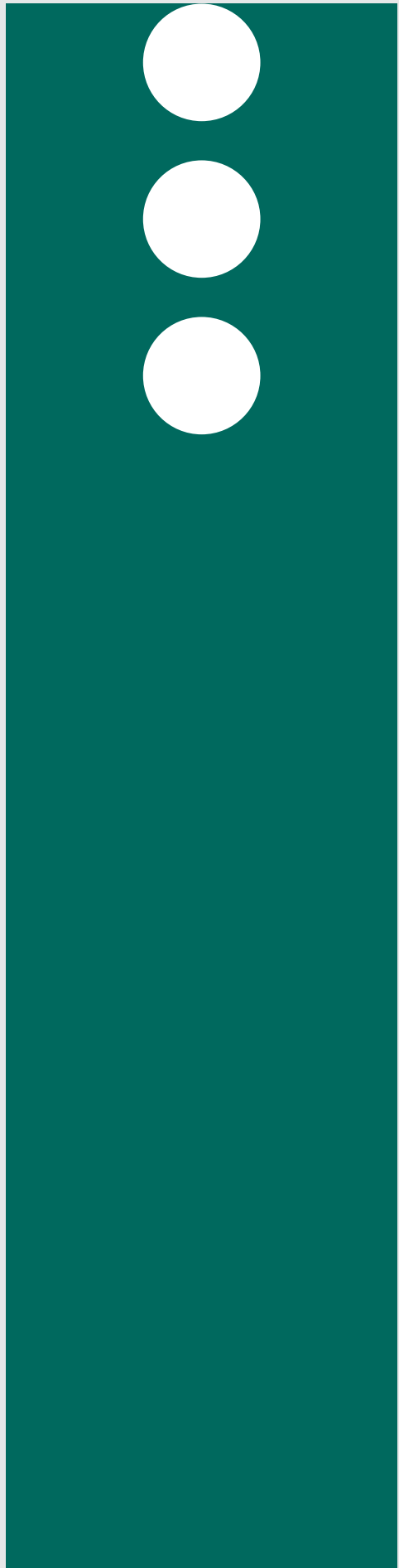
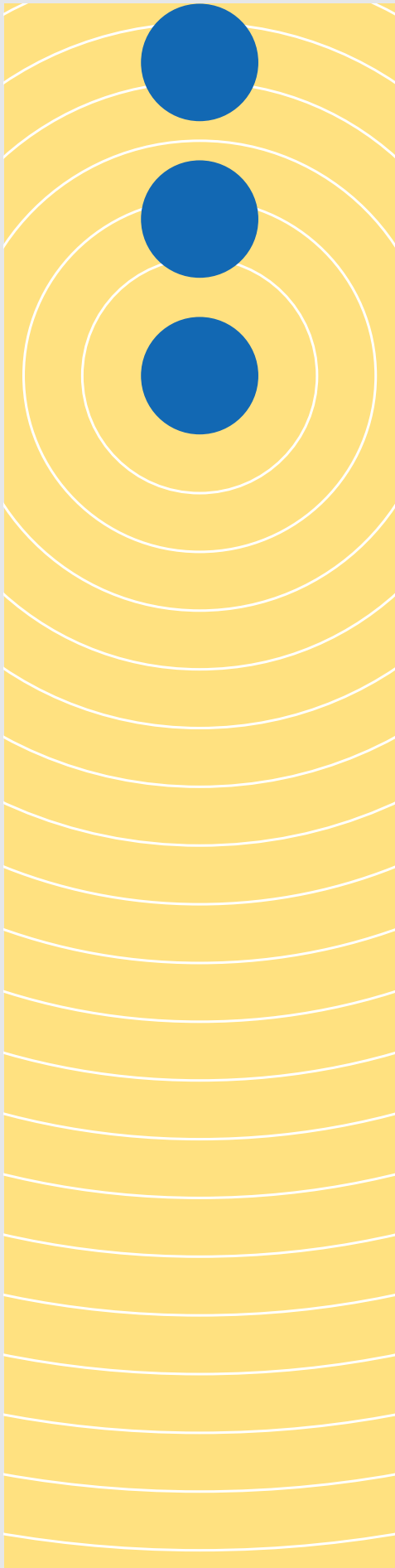
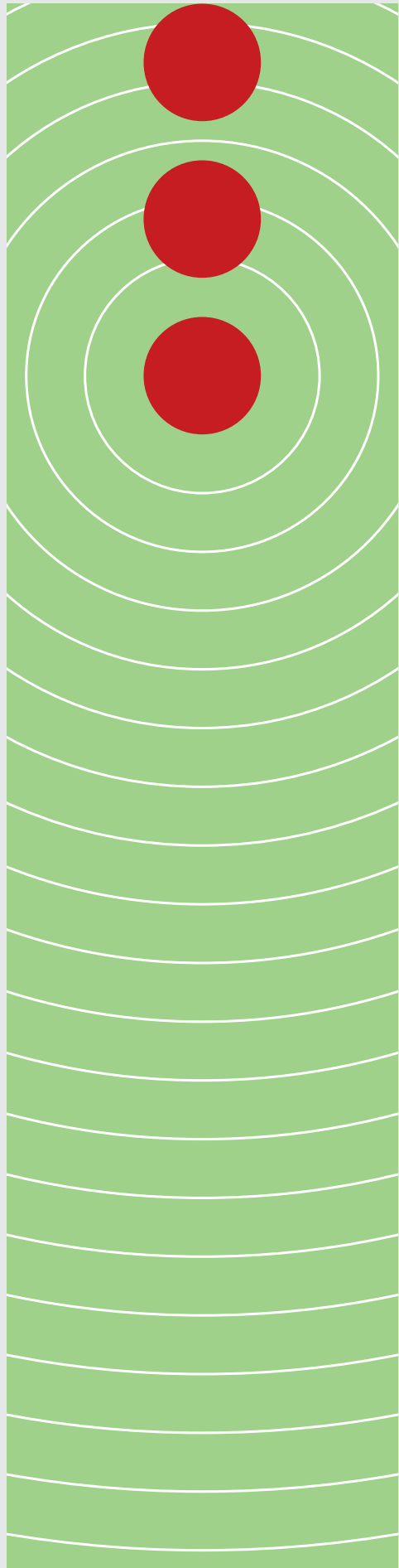
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APPLICATIONS

FLAGS



APPLICATIONS

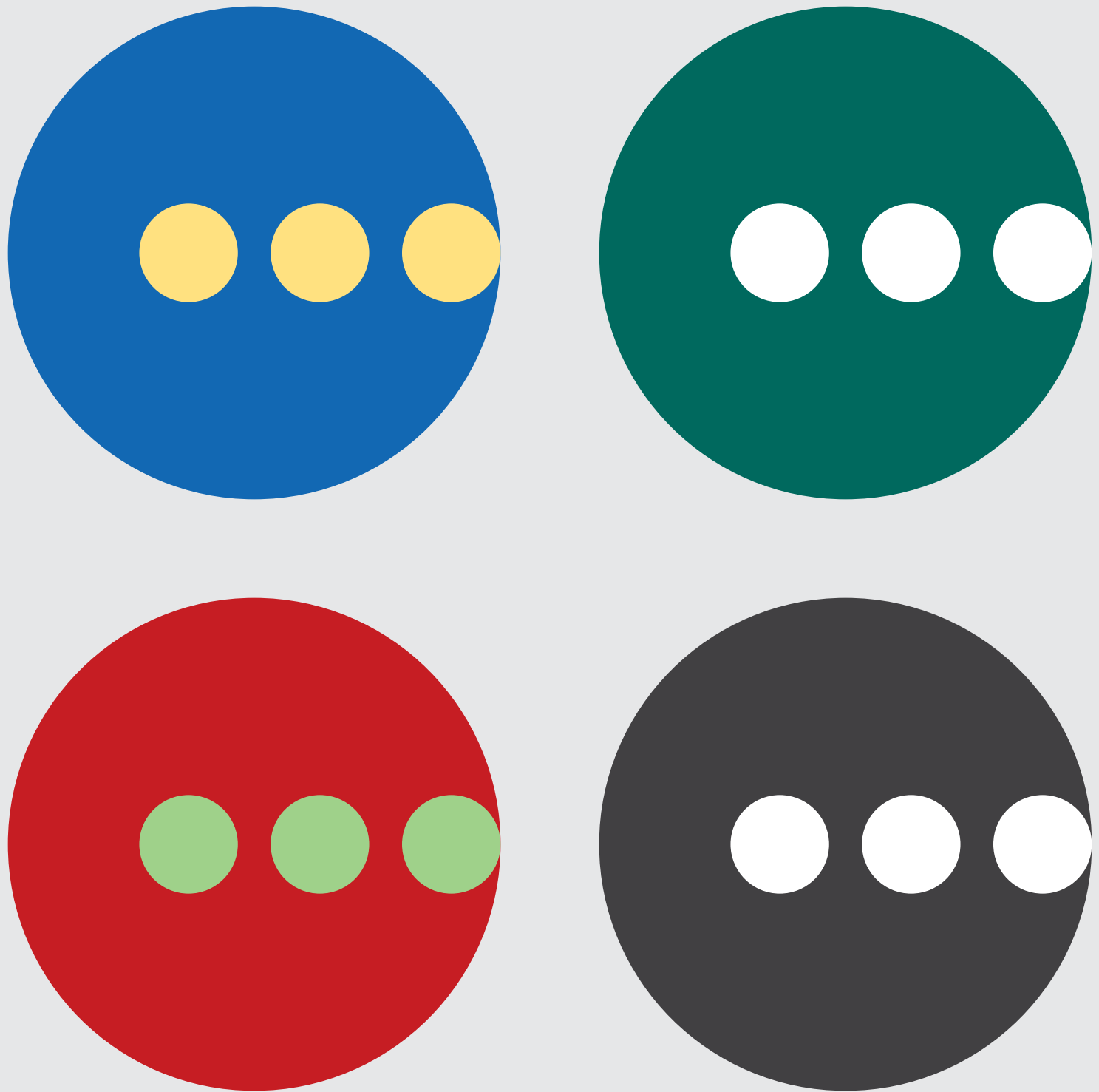
MOBILE APP



Dawwie

APPLICATIONS

PINS



APPLICATIONS

POSTERS

● ● ●

مؤمن بتواجد
المرأة في كل
كل مجالات الحياة
اليومية، حتى
تستطيع أن تتفوق
وتبدع ويُصبح لها
دور حقيقي.

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... دؤي

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تعرضت أو مازالت
تتعرض
لمضايقات في
بيتها، عملها أو أي
مكان، أن تتكلم
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... دؤي

THANK YOU...