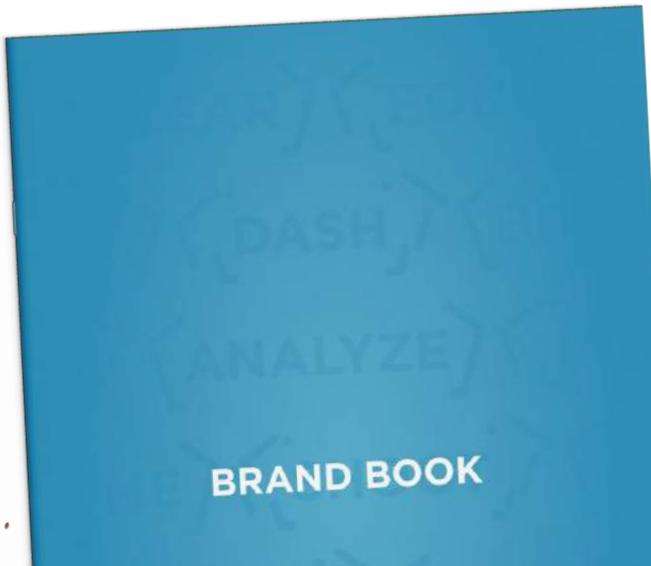
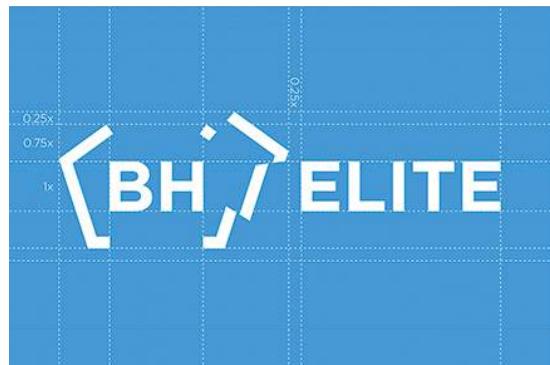




ANTON KHARBOUSH





BH Elite

corporate identity

Founded by a former Arsenal FC player and his agent, BH Elite was a place for young football players, looking for

professional training and semi-pros, looking for representation in their quest to turn pro. While the bulk of the brand was a consultancy firm, made to consult players and clubs in all things related to the business side of sports, the brand

was founded on love for football, represented by its sub-brand, BH Elite Soccer, which focused on training young players. The goal of the identity was to offer a unified look for use on both the business and sports arms of BH Elite.



GOTHAM 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**

NORSE BLUE
PMS: 75-4427 TCX
CMYK: 35, 30, 10, 0
RGB: 73, 166, 204
HEX: #49A6D8

BLUE JEWEL
PMS: 15-4515 TCX
CMYK: 35, 36, 13, 1
RGB: 25, 162, 195
HEX: #19A2C9

FONTS & COLOUR

PG. 10/20

PG. 11/20

FONTS & COLOUR

TAKES VISION. IT TAKES PASSION AND SWEAT. AND PERHAPS MORE IMPORTANTLY, IT TAKES DISCIPLINE. THE DISCIPLINE TO NEVER WAIVER FROM YOUR BRAND'S DNA AND WHAT YOUR MESSAGE TO THE WORLD WILL BE."

MILTON GLASER



BH BRACKETS

WORD

The BH Elite logo brackets can be used in a wide variety of cases to emphasize any word that can be associated with the brand.

The brackets can only be used on one word (or a whole name) in a text, poster, advert, or any kind of graphic material.

The word must be approximately 35% of the tallest bracket's height, nicely stretched, sheered or rotated, written in capital letters, in the font Gotham Bold, and must be aligned with the vertical center of the left (whole) bracket.

35%

100%

GRAPHIC ELEMENTS

PG. 12/20

PG. 13/20

GRAPHIC ELEMENTS

WORD WALL

**RIGID JUMP CL
ROAR CONSULT
PRESENT KICK
LEAP OVERCOME
ASSISTANCE FERV
SCORE EXPERIEN
MANAGE RIVAL**

WORD WALL

The word wall is a representation of all elements closely involved with BH Elite to represent the brand's identity of developing players, as well as businesses.

For the word wall, various words are separated into two themes: general (surrounded by white brackets) and informed (blue brackets). The two types of words are then alternated to create a graphical element which can be used as a secondary element in ads, posters, or collateral.

The word wall is usually accompanied by a radial gradient, concordant of BH Elite's two colors, with the lighter one always being on the middle.

GRAPHIC ELEMENTS

PG. 14/20

PG. 15/20

GRAPHIC ELEMENTS

COME PLAY WITH THE BEST

BH ELITE

USAGE EXAMPLES

PG. 18/20

PG. 19/20

USAGE EXAMPLES

OUR LOGO

Our logo represents the two sides of BH Elite, the more business side, which helps companies and individuals and the more informal side, which develops young players through training and hard work.

It comes in a few variants:

- Main variant: Used on primarily dark/light backgrounds.
- White variant: Primarily for backgrounds with a color of (or similar to) blue.
- Black variant: Used in black-and-white materials.
- "BH" variant: Used only when fitting the logo inside a square area (e.g. profile pictures).
- Private management™ variant: Used on

OUR LOGO

BH Elite Sport is our sub-brand. It deals with sports development and young players, and uses a variation of the BH Elite logo, intended for activities entirely related to sports.

It comes in a few variants:

- Main variant: Used on primarily dark/light backgrounds.
- White variant: Primarily for backgrounds with a color of (or similar to) blue.
- Black variant: Used in black-and-white materials.
- Simplified variant: Intended for small print sizes (under 5 cm width).
- Horizontal variant: Specifically intended for use in banner-only banners, advertising boards, etc. that the main variant wouldn't fit into.

DON'T

1. Change the logo's orientation.
2. Add effects to the logo (e.g. Bevel and Emboss, etc.).
3. Change the logo's colours.
4. Stretch the logo unproportionately.
5. Put the logo in a busy photograph with a similar color without some kind of gradient behind it.
6. Put the logo in a box.
7. Rearrange the logo.
8. Outline the logo.

3.



Car appraisals you can use in court.

Empower your insurance claims and save money with Appraisal Engine, the car appraisal platform you can trust.

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Total Loss
Vehicle totaled?
Find out your vehicle's real replacement value.
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Loss of Use
Vehicle in repair?
Find out the real rent cost of a replacement vehicle.
[See more](#)

Fair Market Value
Need a vehicle evaluation?
Find out your vehicle's real market value.
[See more](#)

Claim Review
Want our specialists to find out if you've entitled to more money before getting an appraisal?
\$49
[PROCEED](#)

Desk Appraisal
Want our specialists to find out if you've entitled to more money before getting an appraisal?
\$149
[PROCEED](#)

Field Appraisal
Want our specialists to find out if you've entitled to more money before getting an appraisal?
\$249
[PROCEED](#)

What we will receive:
- Claim Review
- Motion for judgment
- Demand letter
- History Report
- Fifth thing

What we will receive:
- Claim Review
- Motion for judgment
- Demand letter
- History Report
- Fifth thing

What we will receive:
- Document for something
- Document for something else
- Third document for something

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Here's a selection of our partners:

KIA Holden IRME LDV

What is Appraisal Engine?
Not sure about the benefits?
Order a claim review and we'll help you figure out how much money you're missing out on.

How do I get my business listed?
Appraisal Engine powers a network, full of a wide variety of professional appraisers and offers online services to help.

What does the membership offer?
Appraisal Engine powers a network, full of a wide variety of professional appraisers and offers online services to help.

How do I get appraisal leads?
Appraisal Engine powers a network, full of a wide variety of professional appraisers and offers online services to help.

Appraisal Engine

web design, identity

Appraisal Engine's goal is to centralize all forms of car appraisal into a singular platform, through which anyone can order a car appraisal with ease.

A user can easily choose the car appraiser most suited to their needs, or get a quick online check on a vehicle. In addition, appraisers can take advantage of various appraisal tools to facilitate the generation of client reports.

Appraisal Engine currently powers a limited number of appraisers, with plans for expansion and an official launch underway soon.

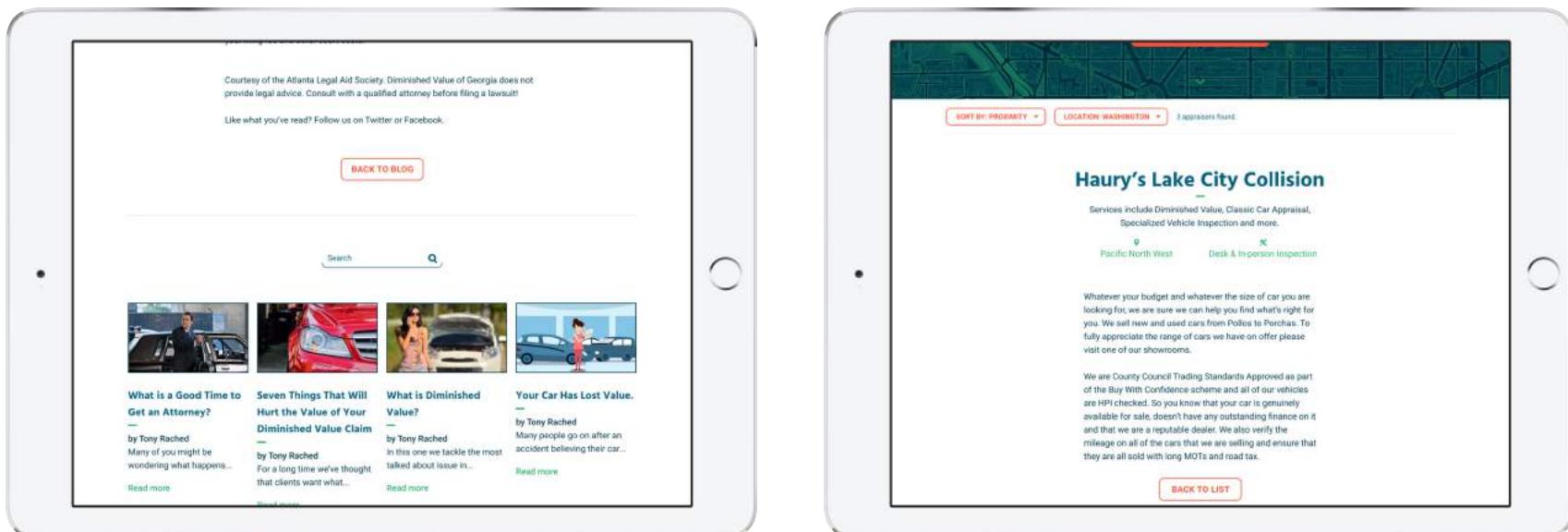
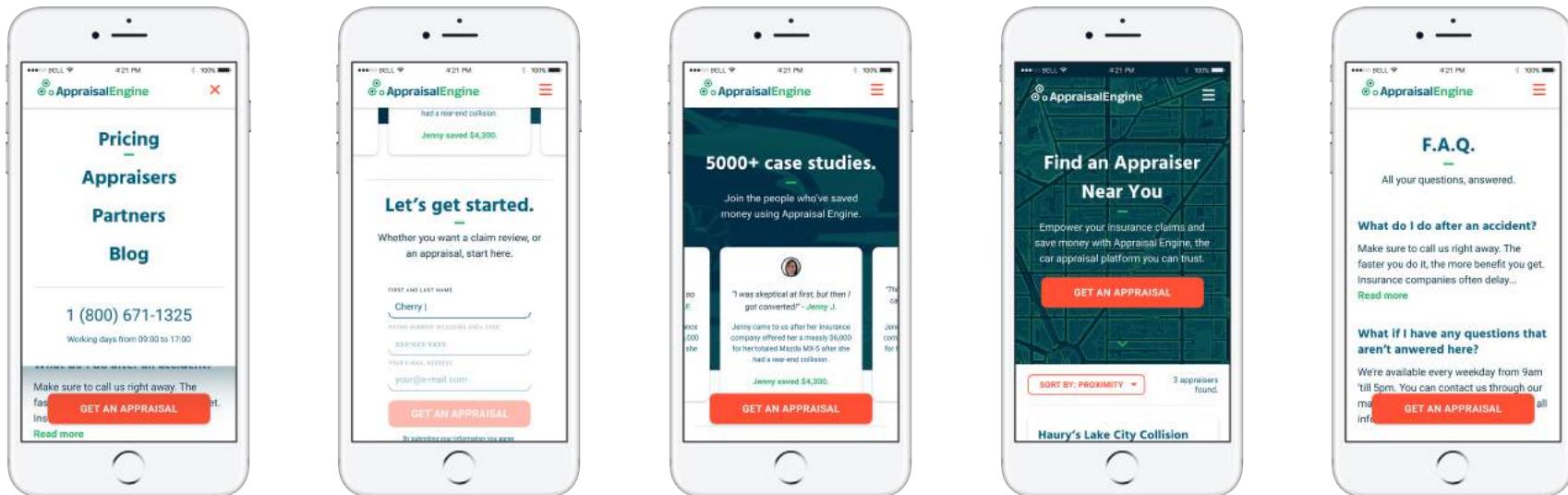
APPRAISAL ENGINE v5.0

LOGO STYLE GUIDE



The collage consists of eight screenshots from the Appraisal Engine website, illustrating its range of services and user interface.

- Top Left:** A mobile phone screen showing the "The cost of our services" page. It features sections for "Desk Appraisal" (\$149), "Field Appraisal" (\$249), and "Custom Appraisal". It also includes a "What if I own a classic?" section and a "F.A.Q." section.
- Top Middle:** A mobile phone screen showing a "Let's get started" form. It asks for a claim review or appraisal and includes fields for name, email, and phone number, along with a "GET AN APPRAISAL" button.
- Top Right:** A mobile phone screen showing the "Get appraisal leads fast and easy" page. It highlights "Empower your insurance claims and save money with Appraisal Engine, the car appraisal platform you can trust." Buttons for "REGISTER WITH US" and "PARTNER LOGIN" are present.
- Bottom Left:** A mobile phone screen showing a blog post titled "How to Sue In Georgia's Magistrate Courts?". It includes a sidebar with search, filters, and other blog posts.
- Bottom Middle:** A mobile phone screen showing a blog post titled "How Do I File A Lawsuit?". It includes a sidebar with search, filters, and other blog posts.
- Bottom Right:** A mobile phone screen showing the "Find an Appraiser Near You" map feature. It displays locations for "Haury's Lake City Collision" and "Auto Damage Experts Oregon".





Bulgarian Presidency of the Council of the EU corporate identity

Created for Bulgaria's upcoming EU Presidency rotation in 2018, this logo

combines the Cyrillic letters 'Б' and 'Г', which comprise Bulgaria's country code of BG, to form the shape of a mountain, an important element of local culture and history. The added star pattern means to capture the essence of Bulgaria in the EU.

Предложение за лого на „Българско председателство на Съвета на Европейския съюз 2018“

1. Ключови елементи в символа:

- Кирилицата**, чито корени са дълбоко заплетени с тези на България, 3-тата официална азбука, приета в Европейския съюз и 5-тата най-често използвана писменост в света. Представена чрез инициалите на държавата „БГ“.
- Планината**, представляваща многобройните български планини и върхове, като Мусала и Вихрен (5-ти и 7-ми най-високи европейски върхове в ЕС). Планините ни и техните върхове са един от най-важните елементи от природата и историята на България. Планината е представена чрез формата, подредбата и ъгъла на буквите „БГ“.
- Звездата**, представляваща взаимоотношенията на България с Европейския съюз; символизираща страната ни, сияеща като равноправна част от ЕС.

2. Общи бележки:

- Заоблените ъгли в символа „БГ“ (по-специално края на буквата „Г“) заглавят движение, продължаващо нагоре.
- Версията на български използва специално направена версия на шрифта "Gotham", адаптиран за българска кирилица.
- Леките сенки зад всяка от „вълните“, излизящи от сияещата звезда придават обем на логото. Символът „БГ“ действа като прозорец, отвъд

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Sofia, BG



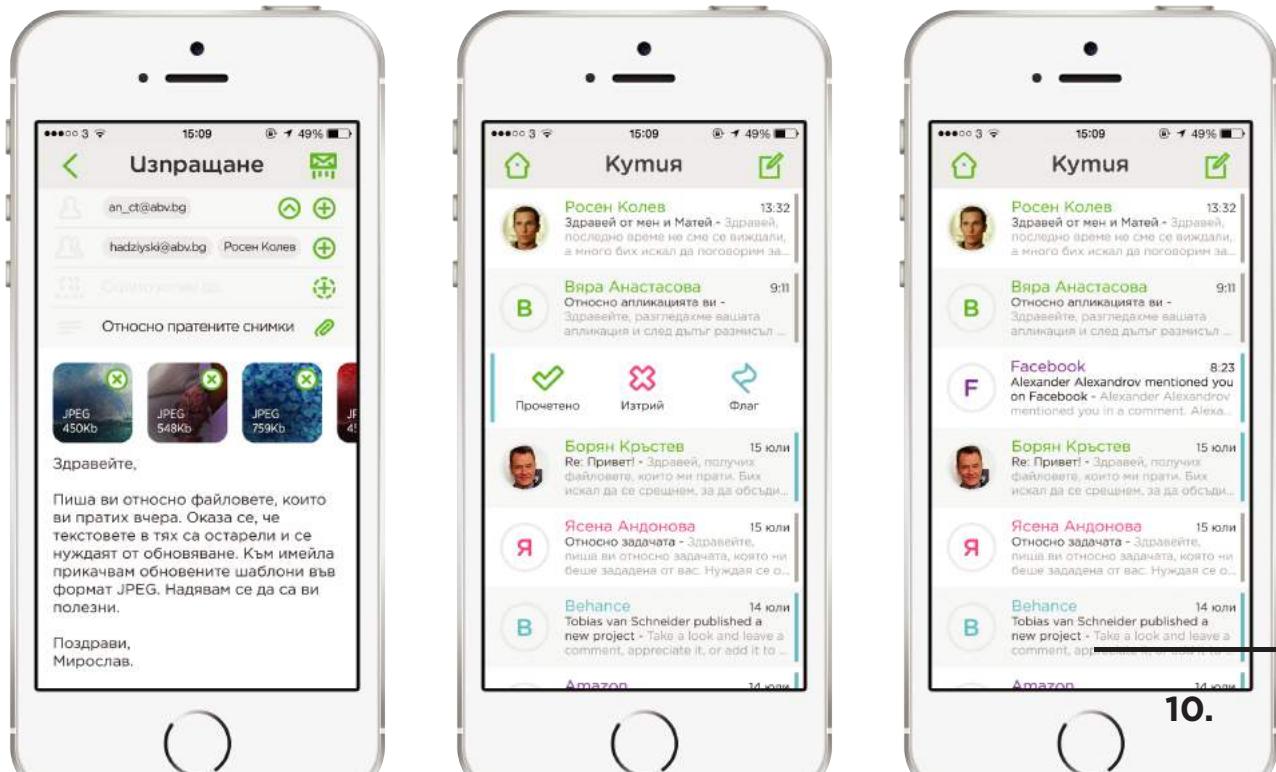
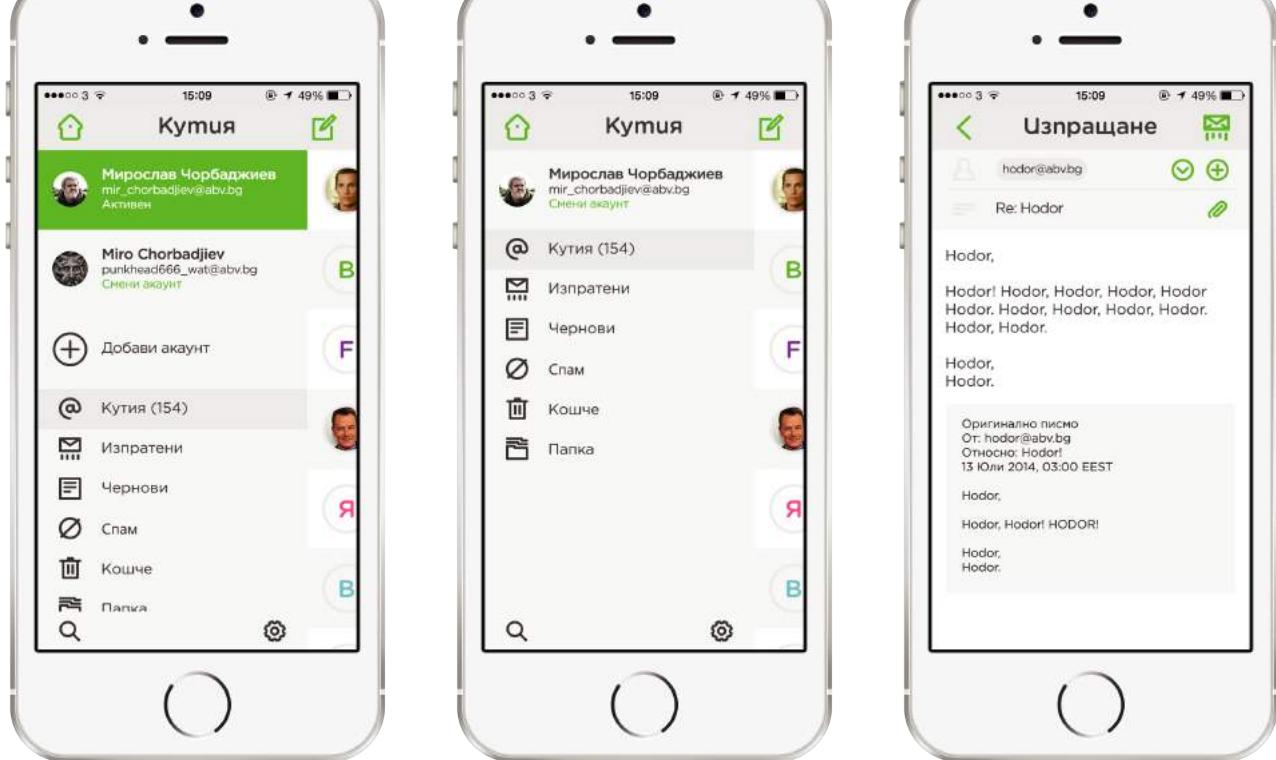


ABV.bg mobile application design

Several years ago, Bulgaria's biggest email provider hosted a competition to redesign their mobile application.

The solution that I offered featured fun, on-brand colors and typography, a customized Gotham Pro font, modified for Bulgarian Cyrillic, and a custom icon set.

In addition, I distilled the most important actions for the user. A swipe left would bring up message options, while a swipe right from anywhere would show the application's menu.





Tsvetna Kindergarten

identity, student project

The word Tsvetna means “colourful” in English, which is reflected in the brand's vibrant colours.

The typeface features a slightly customized version of a font specifically constructed for Bulgarian Cyrillic, while the symbol meshes 2 letterforms to form a butterfly shape. Pictograms complete the brand with a consistent look.





L U T E C E

A DECORATIVE GEOMETRIC TYPEFACE



Lutece

type design, personal project

With its quirky shapes and 45-degree angles, Lutece channels an art deco style with a modern twist.

Initially thought out as a typographical experiment using a simple singular grid and limited angle and width variety for every letter form, Lutece is a fully functional font that infuses every letter with unique character.

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



ANTON@KHARBOUSH.COM