Neo life

Team

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In This Presentation

Project Overview

Neolife is a real estate project aimed at building a fully AI-powered city while preserving the environment and utilizing solar energy as the primary power source.

Project Overview

Vision

To build a smart, sustainable city powered by AI and solar energy, enhancing modern living while preserving the environment.

Mission

"To develop an integrated city that utilizes AI and renewable energy, ensuring sustainability and a balance between technology and nature."

Neolife Logo Analysis

The Neolife logo consists of elements that reflect the concept of a smart and sustainable city:

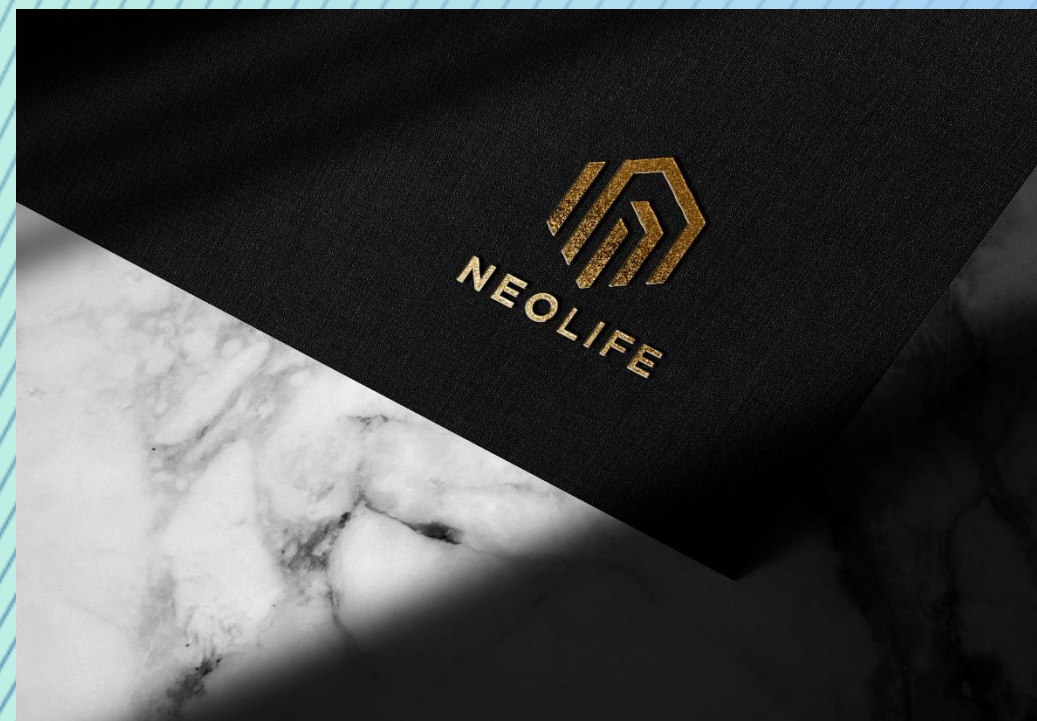**Geometric Shape:** Represents modern and futuristic infrastructure.

Blue and Black Colors: Blue symbolizes technology and progress, while black represents strength and sustainability.

NEOLIFE

Logo Mokups

Software Used for Implementation

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Target Audience and Their Needs:

Businessmen and Investors
Seeking investment opportunities in smart and sustainable cities.

Modern Families
Ensuring the well-being of passengers and pedestrians

Government Entities
Commitment to eco-friendly practices

Preparation Plan for Project Implementation

- Market research and competitor analysis.
- Initial planning for the city's infrastructure.
- Designing the project's visual identity.
- Preparing marketing materials.
- Developing an execution plan to kickstart the project.

Elements to Be Implemented in the Project:

- Designing the full visual identity of the project.
- Creating marketing and advertising materials.
- Designing logos and printed materials related to the project.
- Developing visual and graphic content for the project

Challenges Faced During Execution

- Defining a visual identity that reflects the concept of a smart and sustainable city.

- Selecting appropriate colors and typography that represent technology and sustainability.

- Organizing teamwork among members to achieve a unified vision.

Solutions Reached

- Conducting extensive research on modern designs and smart cities.
- Using colors and typography that represent modernity, technology, and sustainability.
- Clearly distributing tasks among team members to ensure higher productivity.

THANK YOU