
Ayah Elgendy Brand Identity System

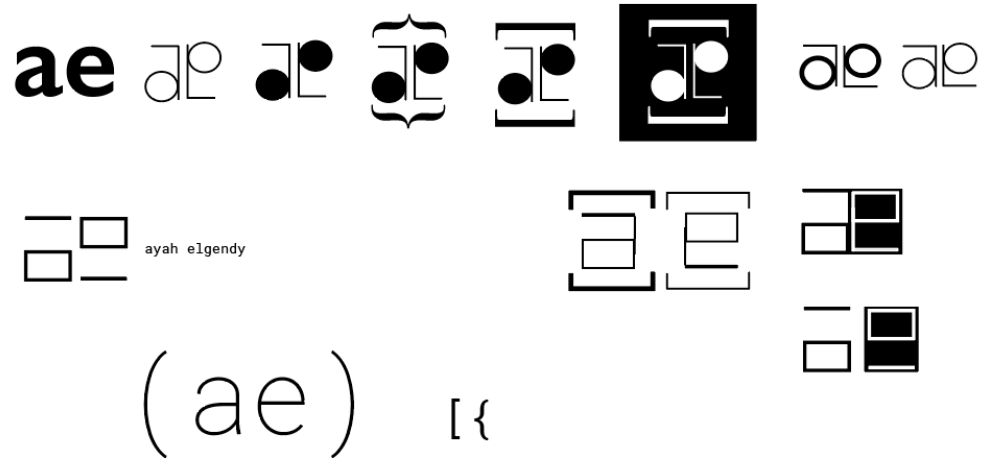


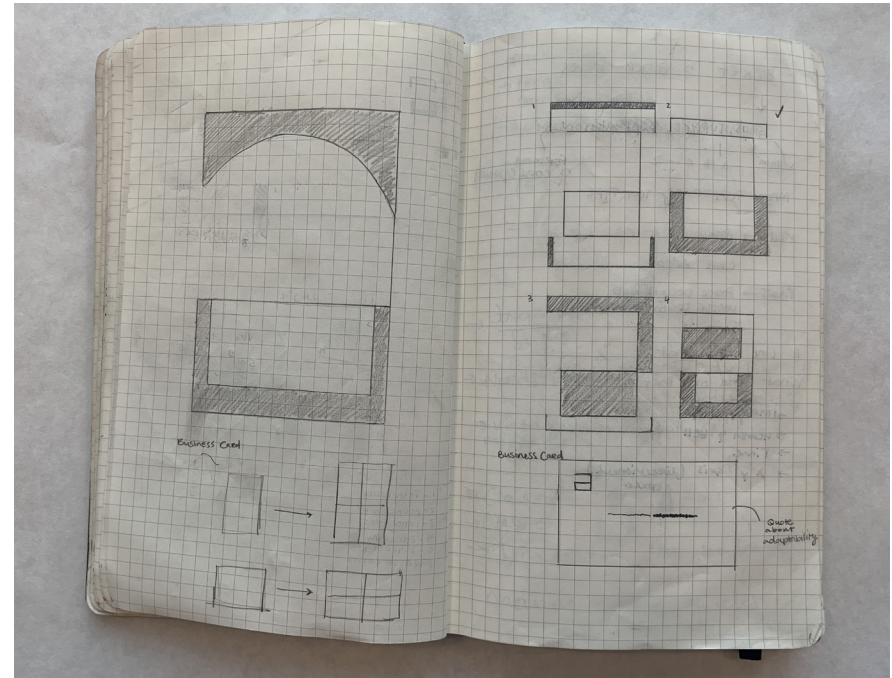
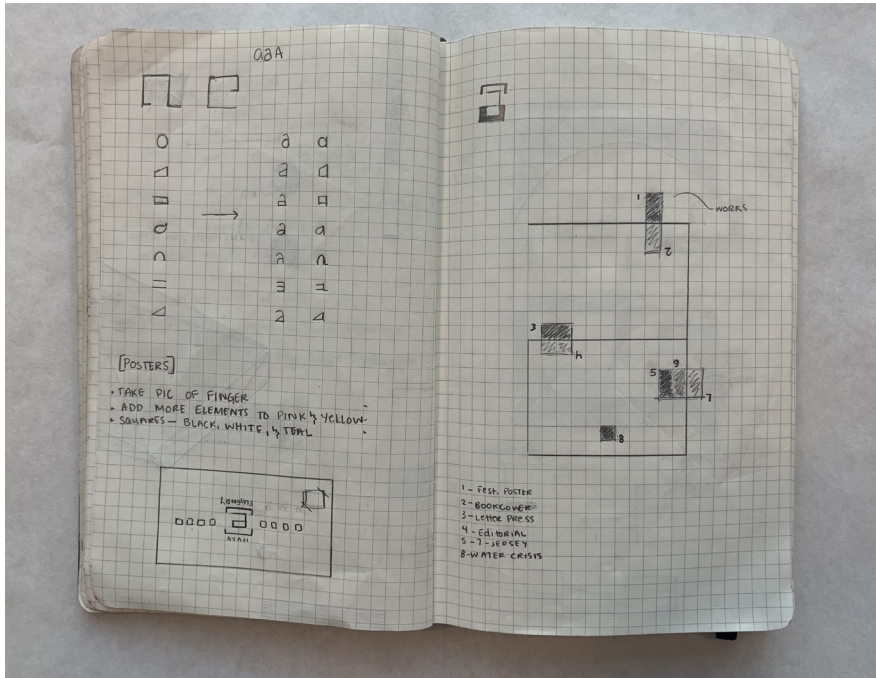
Identity Rationale

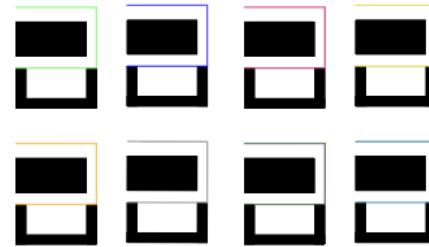
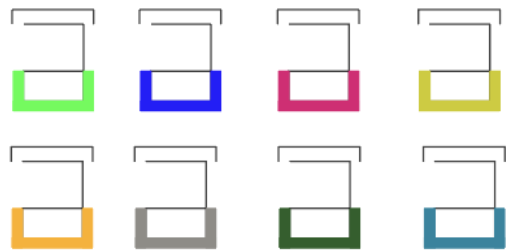
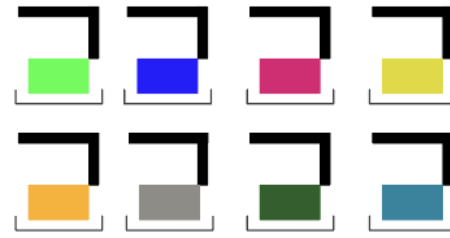
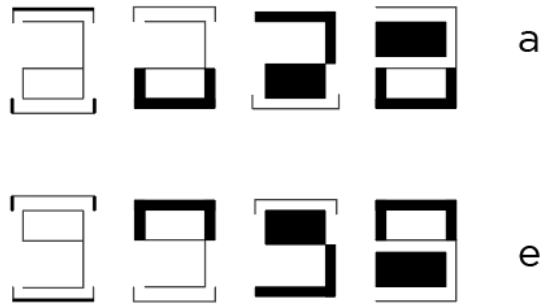
My identity rationale stems from the importance I find in adaptability.

I feel that as a designer I need to be able to work my way around any design problem no matter the obstacles. My logo and applications mimic that same idea by being able to look at it both right side up or upside down, similar to the idea of a palindrome. In arabic the verses in a Quran (Islamic Holy Book) are named Ayahs and each ayah number is held in a container which is represented by the brackets I create in my logo.

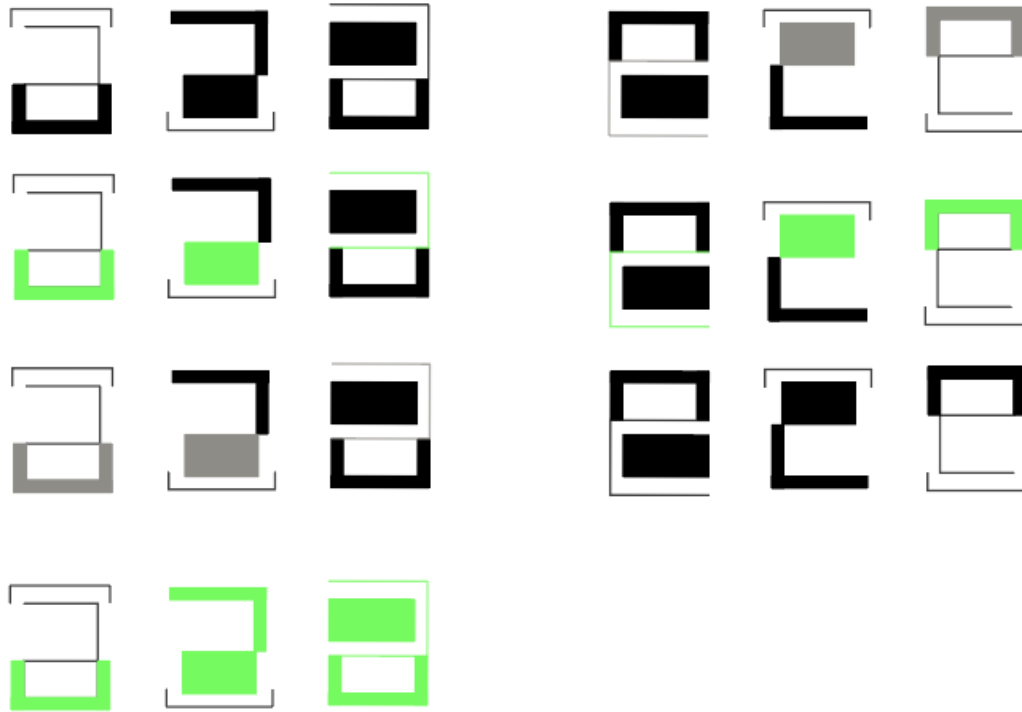
ay ah ah ay ah



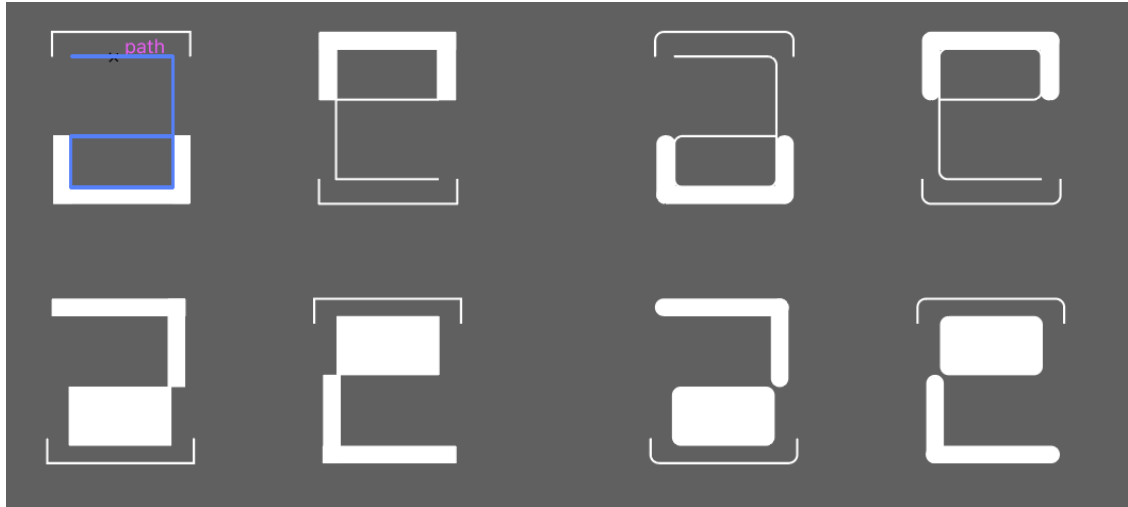




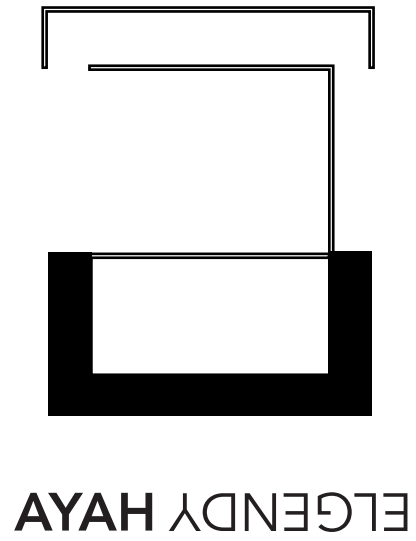
Revised Color



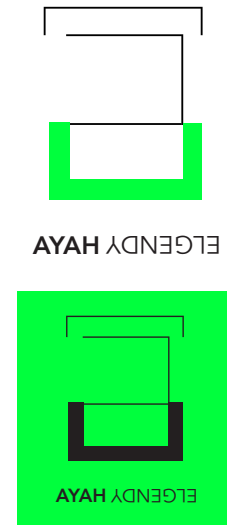
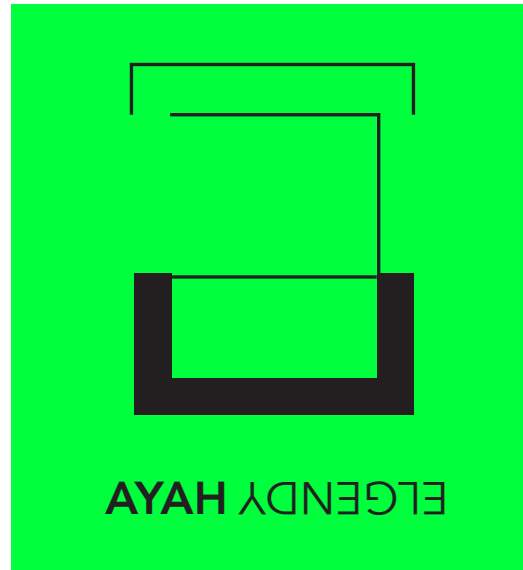
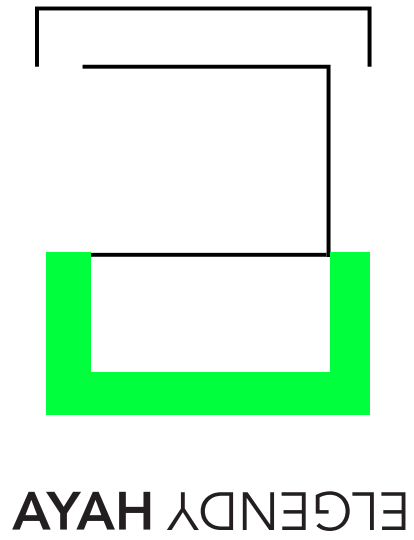
Experimentation



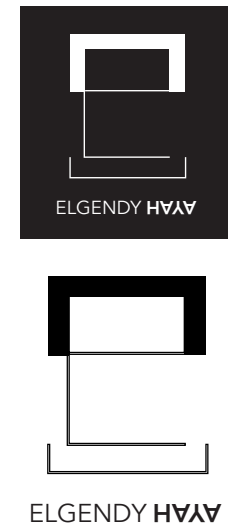
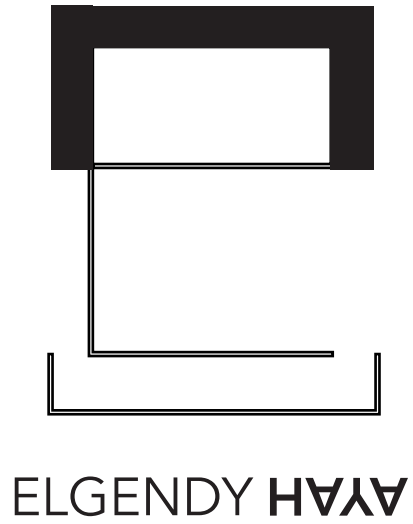
Final Logo



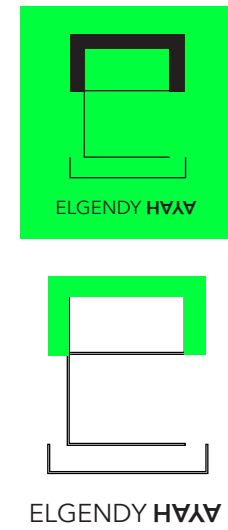
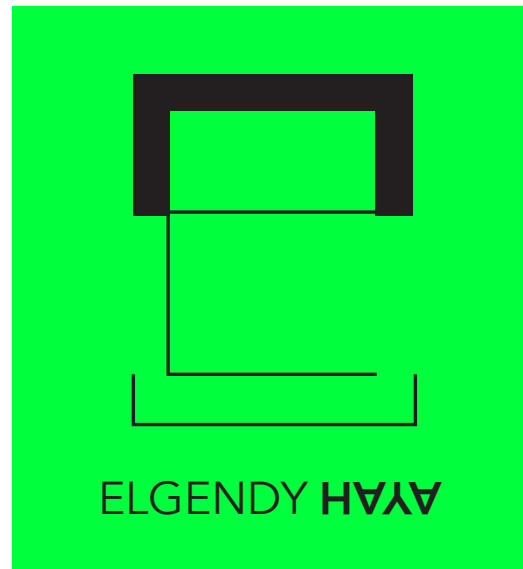
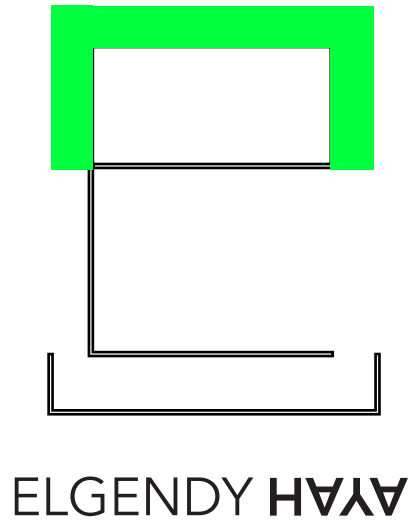
Final Logo Clolor



Final Logo



Final Logo Color





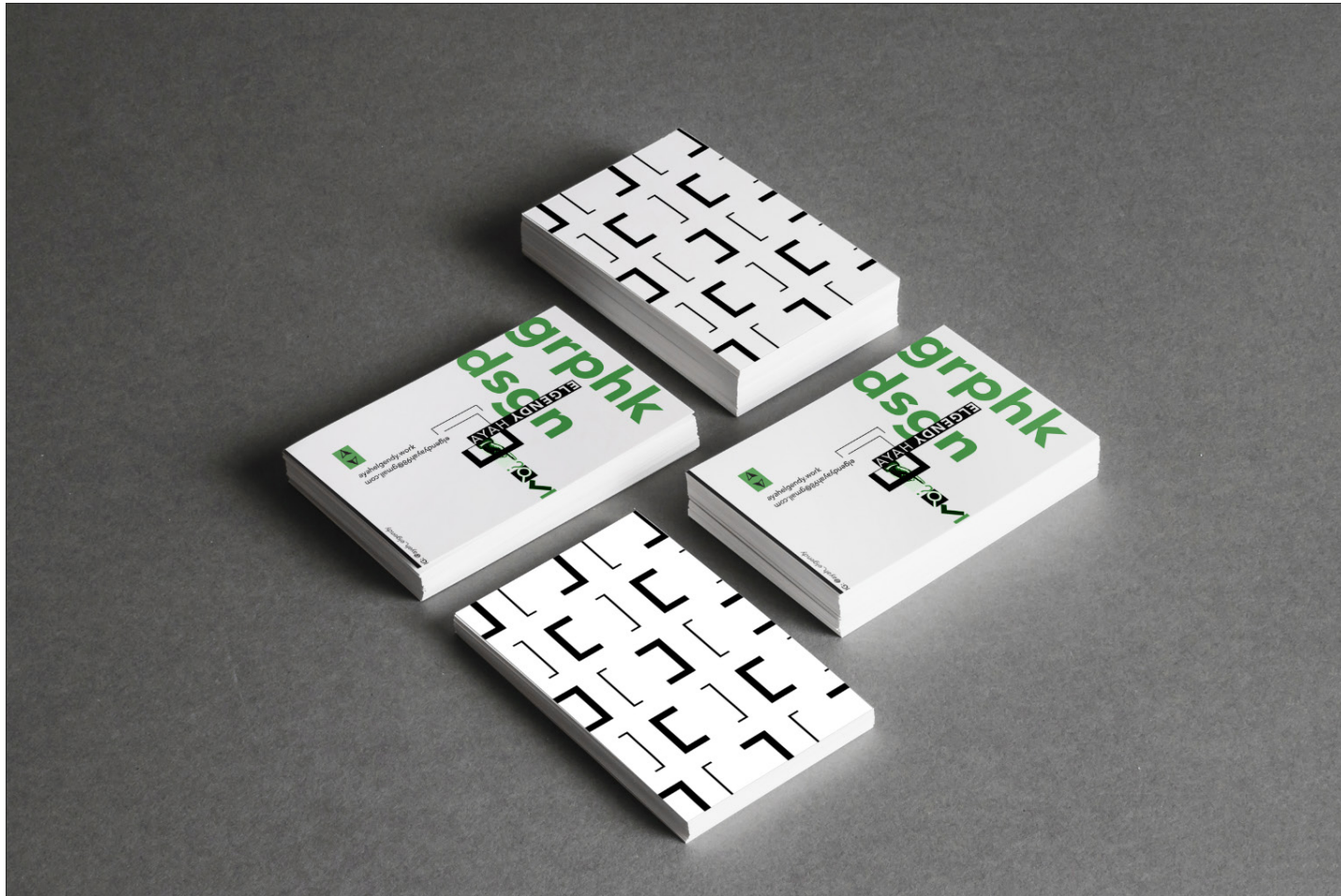
r0 g255 b60
Highlighter Green

AYAH | Avenir Book
ELGENDY | Avenir Heavy



Applications

Business Cards





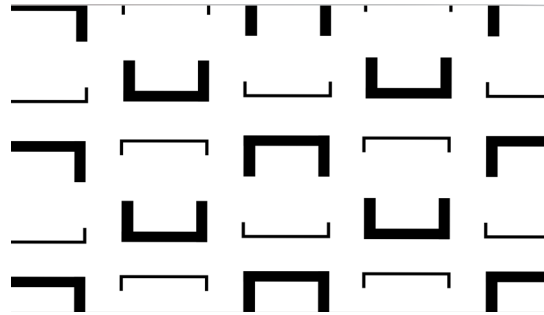


Represents design process:

- /a/ Question Problem
- /b/ Research
- /c/ Solve



Adaptability



Pattern

Thank you