
OMRANIA

Logo + Brand Extension
Concept Design

+ Misinterpretation of logo

- The subtle tones of grey, are often not interpreted as a differentiation of languages.
- The darker grey Arabic text over powers the English text. Hierarchy is unbalanced. Without correct focal point order the logo isn't seen as a whole but fragmented parts .
- The integrated logo of both languages can be mis-read. Audiences without prior knowledge of Arabic may try to read the logo in it's entirety.

+ No vertical logo solution

- This can present an issue in social media profile settings/pictures such as facebook, instagram, twitter or linkedin.
- Can be problematic when placed on certain stationery, promotional material or alongside other logos.

+ Feedback

- “O” is not a strong enough brand element

+ Challenges of current brand guidelines

**The logo must never be placed on coloured backgrounds that don't have enough contrast with the logo.
(Content from existing guidelines)**

- Depending on the user, this guideline is too subjective. Pantone colours should be specified to ensure consistency and clarity of logo against background.

**The logo should never be used in solid black
(Content from existing guidelines)**

- Logos should always have a option to be presented in solid black, to cater for black and white printing, copying and faxing solutions that external parties may use.
- For this particular reason logos should not be dependent on colours to define key elements in their identity.

- + Quality, Reliable, Professionalism
- + Sustainable, Environmentally Friendly
- + Responsive, Contextual
- + Multi-Cultural Family, Interdisciplinary, Community, Togetherness, Collective
- + Inspiring, Making a Difference, Innovative, Forward Thinking
- + Timeless, Functional

Original logo



Omrania عمانيا

Vertical logo solution.
with the application of existing font elements.



O
omrania
عمانيا

Solution 1.



O | omrania
عمانيا

Solution 2.



O omrania
عمانيا

Solution 3.

VERTICAL + HORIZONTAL LOGO

DESIGN SOLUTION 1

04

Original logo



Omrania عمرانيا

Vertical + horizontal logo solution.
with the application of existing font elements.



Omrania عمرانيا



O
omrania
عمرانيا

VERTICAL + HORIZONTAL LOGO

DESIGN SOLUTION 1 - FONT + GRAPHIC ELEMENTS REFINED

omrania | عمرانيا

○
omrania
عمرانيا

VERTICAL LOGO

SOLUTION 1 - COLOUR SCHEME

Colour Scheme 1 + 2, Monotone Colour, Monotone Black.



HORIZONTAL LOGO

SOLUTION 1 - COLOUR SCHEME

Colour Scheme 1 + 2, Monotone Colour, Monotone Black.

○mrانيا | عمرانیا

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VERTICAL + HORIZONTAL LOGO

DESIGN SOLUTION 2

Original logo



Omrانيا | عمرانيا

Vertical + horizontal logo solution.
with the application of existing font elements.



Omrانيا | عمرانيا



O | omrania
عمرانيا

VERTICAL + HORIZONTAL LOGO

DESIGN SOLUTION 2 - FONT + GRAPHIC ELEMENTS REFINED

05

omrania | عمرانيا

omrania
عمرانيا

VERTICAL LOGO

SOLUTION 2 - COLOUR SCHEME

Colour Scheme 1 + 2, Monotone Colour, Monotone Black.



HORIZONTAL LOGO

SOLUTION 2 - COLOUR SCHEME

Colour Scheme 1 + 2, Monotone Colour, Monotone Black.

○mrانيا | عمرانیا

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VERTICAL + HORIZONTAL LOGO

DESIGN SOLUTION 3

04

Original logo

The original logo consists of the word "Omrania" in a green sans-serif font, followed by the Arabic word "عمانيا" in a grey sans-serif font.

Vertical + horizontal logo solution.
with the application of existing font elements.

A vertical + horizontal logo solution where "Omrania" is written vertically in green and "عمانيا" is written horizontally in grey to its right.A vertical + horizontal logo solution where "Omrania" is written vertically in green, and "عمانيا" is written horizontally in grey below it, underlined.

VERTICAL + HORIZONTAL LOGO

DESIGN SOLUTION 3 - FONT + GRAPHIC ELEMENTS REFINED

omrania | عمرانیا

omrania
عمرانیا

VERTICAL LOGO

SOLUTION 3 - COLOUR SCHEME

Colour Scheme 1 + 2, Monotone Colour, Monotone Black.



HORIZONTAL LOGO

SOLUTION 2 - COLOUR SCHEME

Colour Scheme 1 + 2, Monotone Colour, Monotone Black.

omrania | عمرانیا

omrania | عمرانیا

omrania | عمرانیا

omrania | عمرانیا

VERTICAL LOGOS

COMPLETE SOLUTION SUMMARY

Vertical logo with original font and graphic elements, revised and additional solution 1 option.



HORIZONTAL LOGOS

COMPLETE SOLUTION SUMMARY

Horizontal logo with original font and graphic elements



Omrانيا | عمرانيا

Horizontal logo with revised elements solution 1 + 2



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Horizontal logo with revised elements solution 3



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