

East & West Logo Design

PRIMARY LOGO



EASA SALEH AL GURG GROUP

OPTION 1 INSPIRATION

- Windows define the main style of a space. Windows represent change - entry of fresh air and new lights.
- Simple and clean lines
- The letter “E” for East
- The (inverted) letter “W” for West



OPTION 1





YOUR NAME HERE
Designation

+12 345 67 89 01 / yourmail@mail.com

your address goes here / company city



OPTION 2 INSPIRATION

The primary inspiration of this option is the East and West directional arrows. This could speak of:

- Understanding of all design culture and trends across the world
- Good balance between tradition & innovation
- Flexibility



OPTION 2

EAST & WEST
FURNITURE FACTORY

EAST & WEST
FURNITURE FACTORY

YOUR NAME HERE
Designation

+12 345 67 89 01 / yourmail@mail.com

your address goes here / company city

EAST & WEST
FURNITURE FACTORY

OPTION 3 INSPIRATION

Option 3 is minimal and straightforward. It's main inspiration is the tape measure, a key instrument to achieve:

- Customisation
- Precision
- Efficiency



OPTION 3

EAST & WEST
FURNITURE FACTORY

EAST & WEST
FURNITURE FACTORY

YOUR NAME HERE
Designation

+12 345 67 89 01 / yourmail@mail.com

your address goes here / company city

EAST & WEST
FURNITURE FACTORY

OPTION 4 INSPIRATION

Option 4 is an homage to the Interiors logo, a local icon of:

- Elegance
- Quality
- High end home furnishings

The typography and colours used are identical to that of the Interiors logo.



OPTION 4

East & West
FURNITURE FACTORY

East & West
FURNITURE FACTORY

YOUR NAME HERE
Designation

+12 345 67 89 01 / yourmail@mail.com

your address goes here / company city

East & West
FURNITURE FACTORY

OPTION 5 INSPIRATION

A tree stump represents East & West's key raw materials. This, along with a modern typography signify:

- Select materials
- Fine craftsmanship
- Latest wood processing technology



OPTION 5





East & West
Furniture Factory



East & West
Furniture Factory

YOUR NAME HERE
Designation

+12 345 67 89 01 / yourmail@mail.com

your address goes here / company city

ALL OPTIONS



1



2



3



4



5



EASA SALEH AL GURG GROUP