

# East & West Logo Design & Tag Line

**SECOND ROUND**



**EASA SALEH AL GURG GROUP**



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28 Summary

TAG  
LINE



TAG LINE

OPTION 1

*Finely crafted furniture*

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OPTION 2

*Furniture crafted with style*

LOGO  
OPTION

1



## OPTION 1

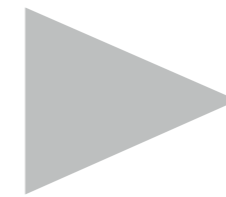
### CONCEPT FORMATION

Option 1 is inspired by the east and west directional arrows. These elements could represent:

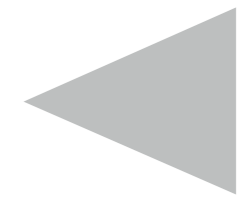
- Knowledge of design styles and trends across the world
- Good balance between tradition and innovation
- Versatility



Compass



Easterly  
Direction



Westerly  
Direction

OPTION 1-  
PRIMARY

**EAST & WEST**  
FURNITURE FACTORY

**EAST & WEST**  
FURNITURE FACTORY

**Muhammad Jamal**  
Furniture Designer

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Umm Hurrair, PO Box 48863, Dubai, UAE

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**EAST & WEST**  
FURNITURE FACTORY

**EAST & WEST**  
FURNITURE FACTORY

OPTION 1-  
SECONDARY

# الشرق و الغرب

## لصناعة الاثاث

الشرق و الغرب  
لصناعة الاثاث

محمد جمال  
مصمم اثاث

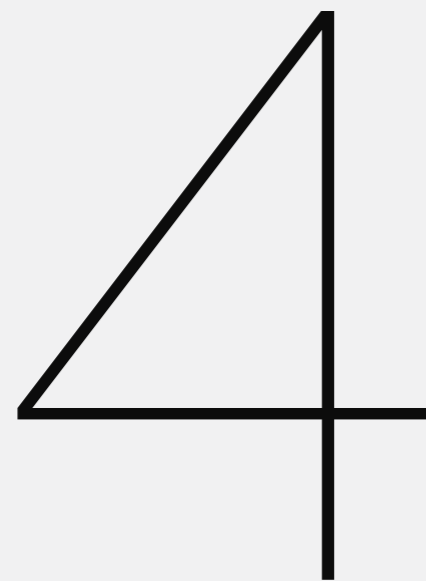
+971 4 337 0116 / m.jamal@eastwest.ae

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الشرق و الغرب  
لصناعة الاثاث

الشرق والغرب  
مصنعة الأثاث

LOGO  
OPTION

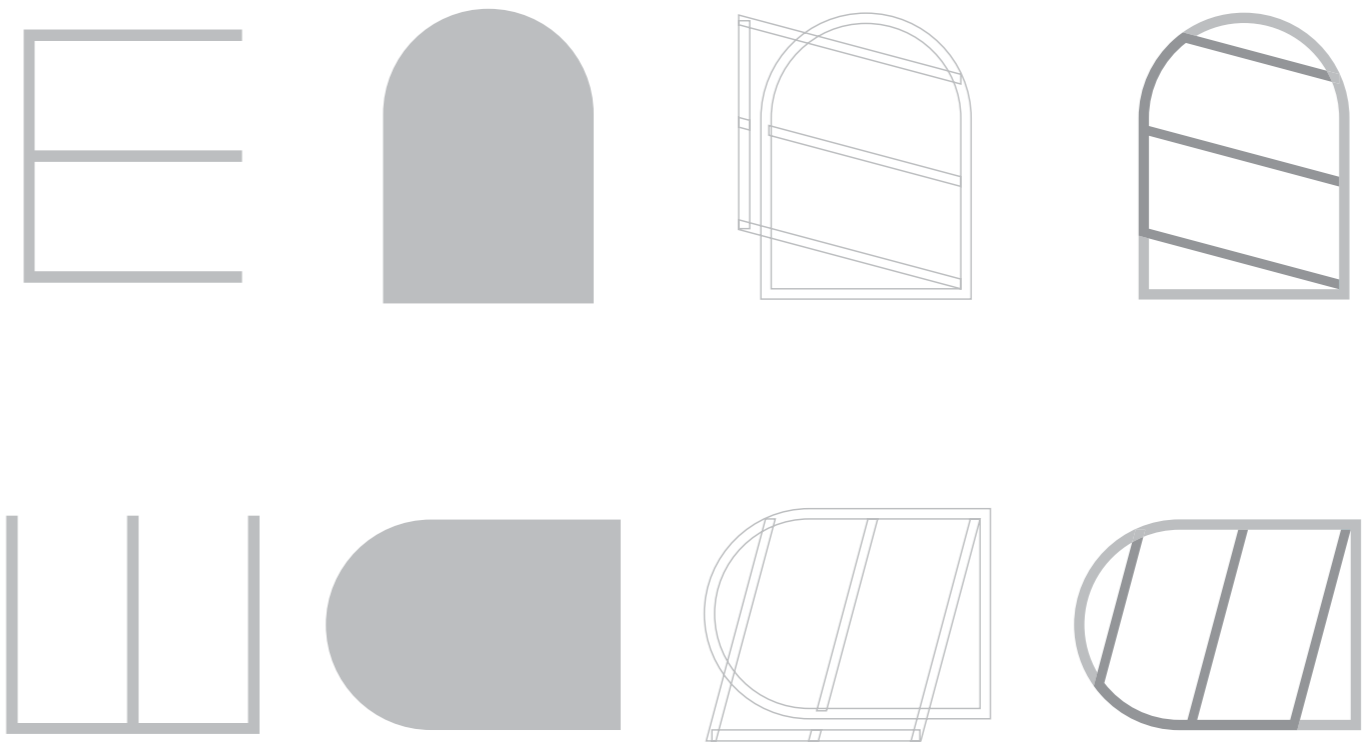


## OPTION 4

### CONCEPT FORMATION

Option 4 is a union of multiple visual inspirations.

- Noticeable use of letter “E” and its inverted version (“W”) - The short depiction of the 2 main words can give a strong logo recall.
- Windows - They define the main style of a space. Windows can influence the choice of furniture, curtain and lighting - factors that can impact a home’s overall habitability.
- Simple and clean lines.



OPTION 4 -  
PRIMARY



 **EAST & WEST**  
FURNITURE FACTORY

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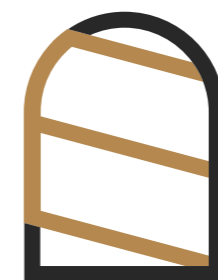
 **EAST & WEST**  
FURNITURE FACTORY

The logo is a stylized icon of a chair or furniture piece, rendered in yellow and black. It features a curved top and a rectangular base with a horizontal bar across the middle.

**EAST & WEST**  
FURNITURE FACTORY

OPTION 4 -  
SECONDARY

الشرق و الغرب  
مصنعة الاشياء



الشرق والغرب  
لمناعات الاثاث



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الشرق والغرب  
لمناعات الاثاث



الشرق والغرب  
مصنعة الاشراك



LOGO  
OPTION

6



OPTION 6 -  
PRIMARY



 **EAST & WEST**  
FURNITURE FACTORY

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 **EAST & WEST**  
FURNITURE FACTORY

The logo consists of a stylized chair icon with a yellow seat and a black frame, positioned to the left of the company name.

**EAST & WEST**  
FURNITURE FACTORY

OPTION 6 -  
SECONDARY

الشرق و الغرب  
مصنعة الاشاث



الشرق و الغرب  
لصناعة الاثاث



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الشرق و الغرب  
لصناعة الاثاث



الششرق والغرب  
مصنعة الأثاث



# ALL OPTIONS - PRIMARY & SECONDARY

1



4



6



# WHAT MAKES A GOOD LOGO?

Simple



Simple logos are easier to remember

Distinctive



Does not resemble other logos

Versatile



All elements are visible even in silhouette

Message



Amazon sells anything from A to Z

Timeless



Stands the test of time



**EASA SALEH AL GURG GROUP**