

# East & West Branding

**ROUND 3**



EASA SALEH AL GURG GROUP



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CHOSEN  
LOGO



COLOURS WILL BE AS PER FINAL SELECTION.

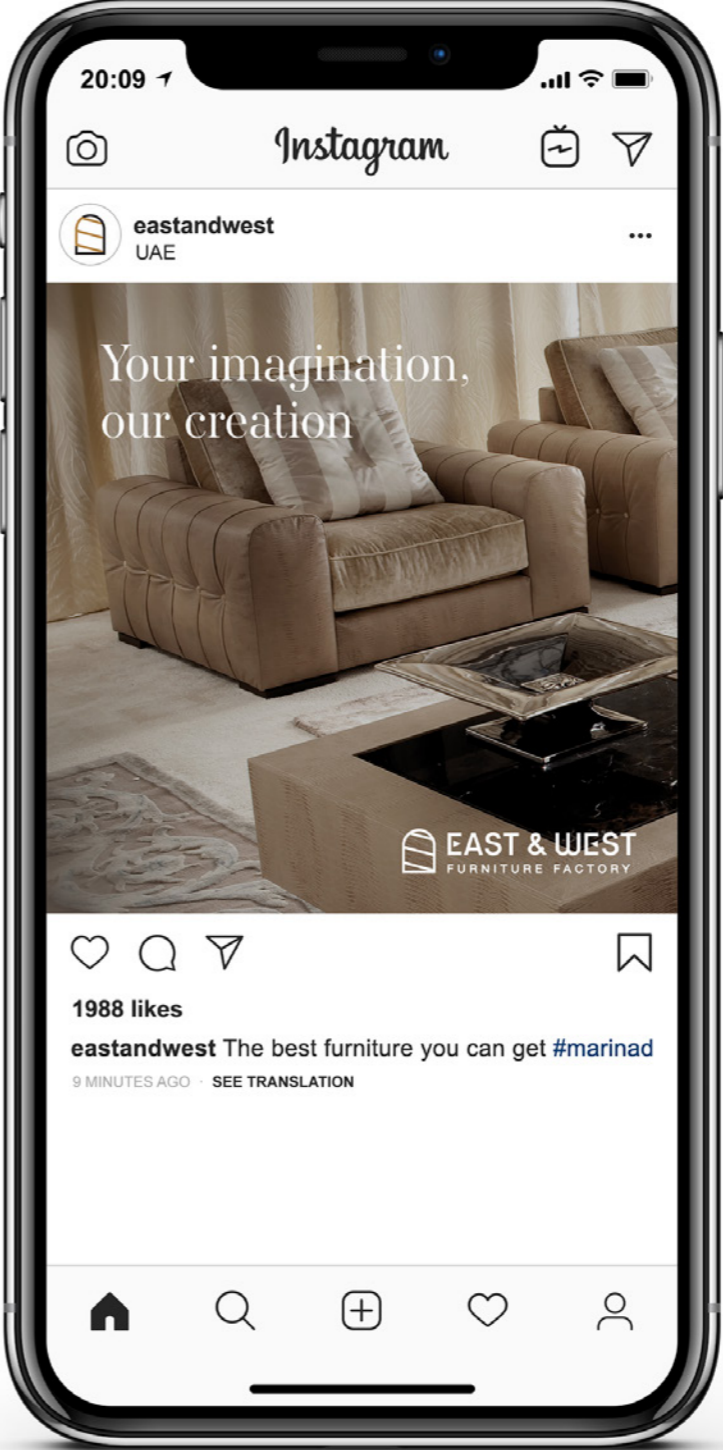
SUGGESTED ENGLISH VERSION  
(WITHOUT ARROWS)



MONOGRAM  
LOGO



MONOGRAM LOGO



COLOURS WILL BE AS PER FINAL SELECTION.

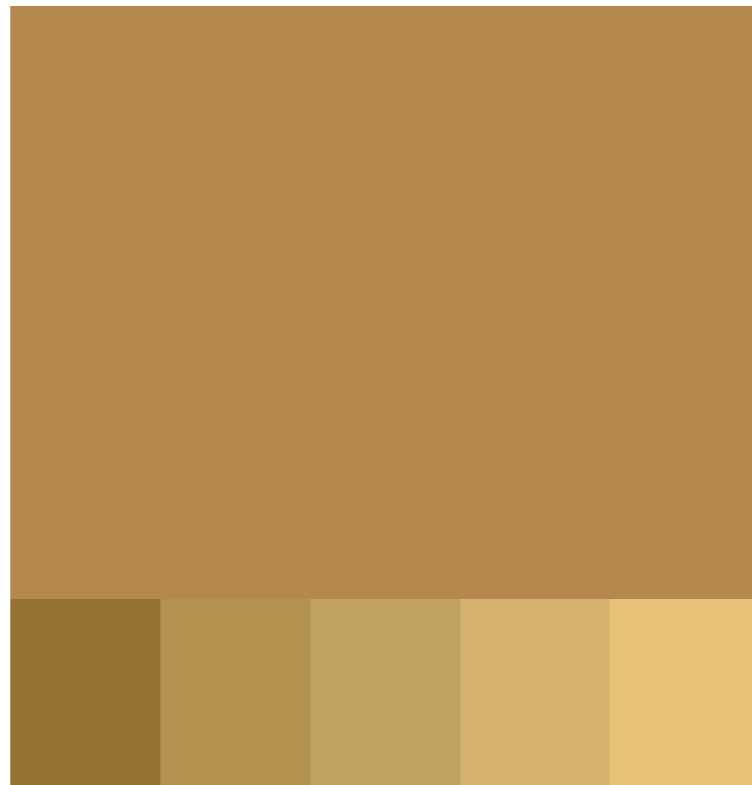
LOGO  
COLOUR  
OPTIONS



COMPETITOR COLOURS



OPTION 1  
GOLD & BLACK COLOUR



 **EAST & WEST**  
FURNITURE FACTORY

 **EAST & WEST**  
FURNITURE FACTORY

Muhammad Jamal  
Furniture Designer

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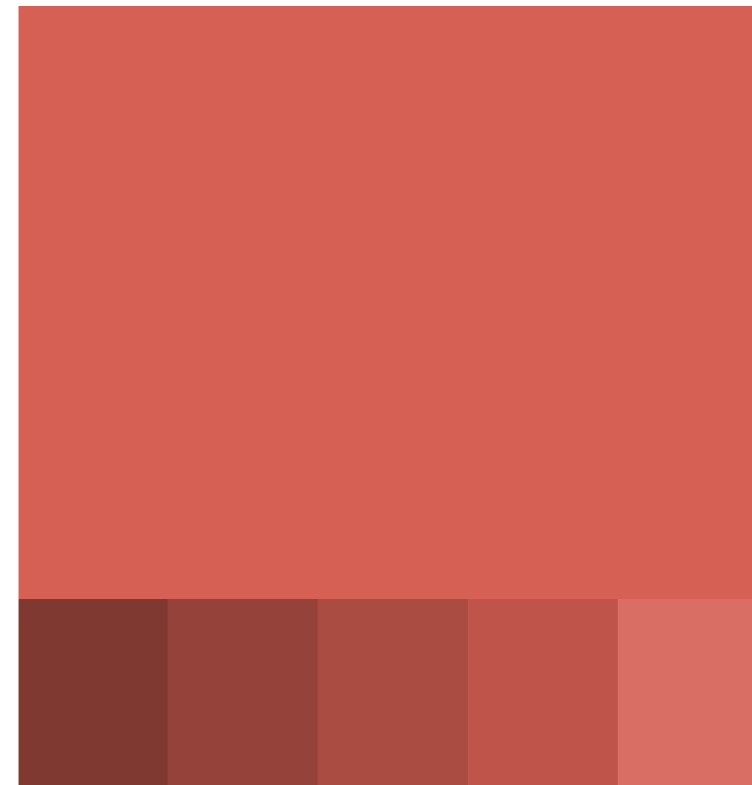
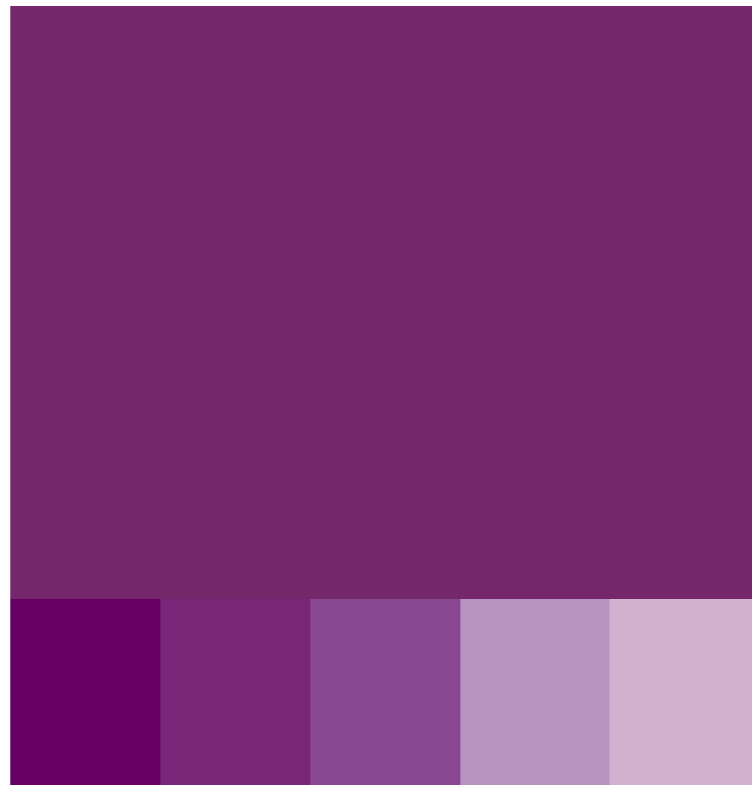
+971 4 337 0116 / [m.jamal@eastwest.ae](mailto:m.jamal@eastwest.ae)

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Umm Hurrair, PO Box 48863, Dubai, UAE

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OPTION 2  
PURPLE & DUSTY ORANGE GRADIENT



 **EAST & WEST**  
FURNITURE FACTORY

 **EAST & WEST**  
FURNITURE FACTORY

Muhammad Jamal  
Furniture Designer

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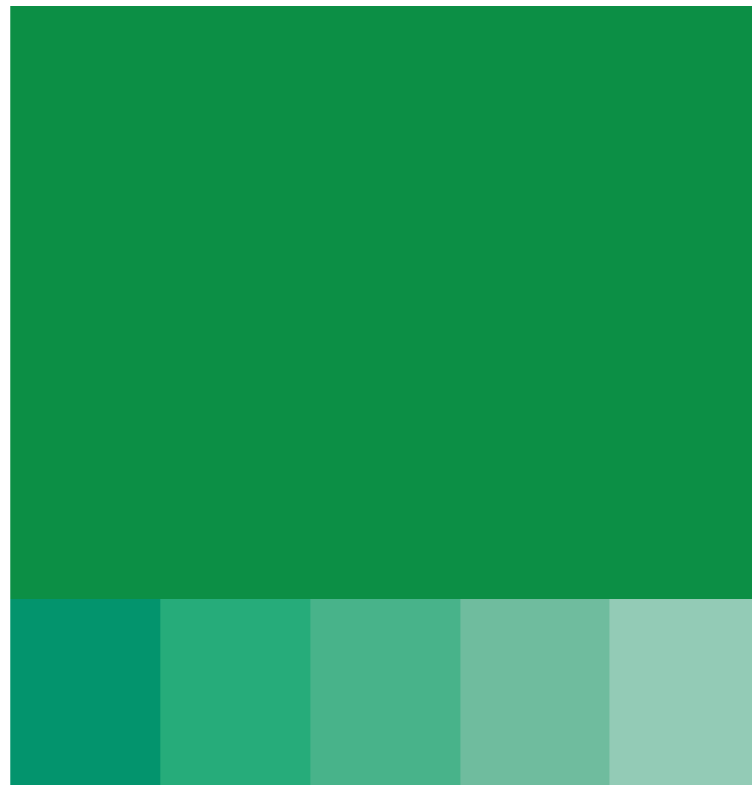
+971 4 337 0116 / [m.jamal@eastwest.ae](mailto:m.jamal@eastwest.ae)

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OPTION 3  
GREEN & GREY COLOUR



 **EAST & WEST**  
FURNITURE FACTORY

 **EAST & WEST**  
FURNITURE FACTORY

Muhammad Jamal  
Furniture Designer

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OPTION 4  
NAVY BLUE & DARK GOLD COLOUR



 **EAST & WEST**  
FURNITURE FACTORY

 **EAST & WEST**  
FURNITURE FACTORY

Muhammad Jamal  
Furniture Designer

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ALL COLOUR OPTIONS



1



2



3



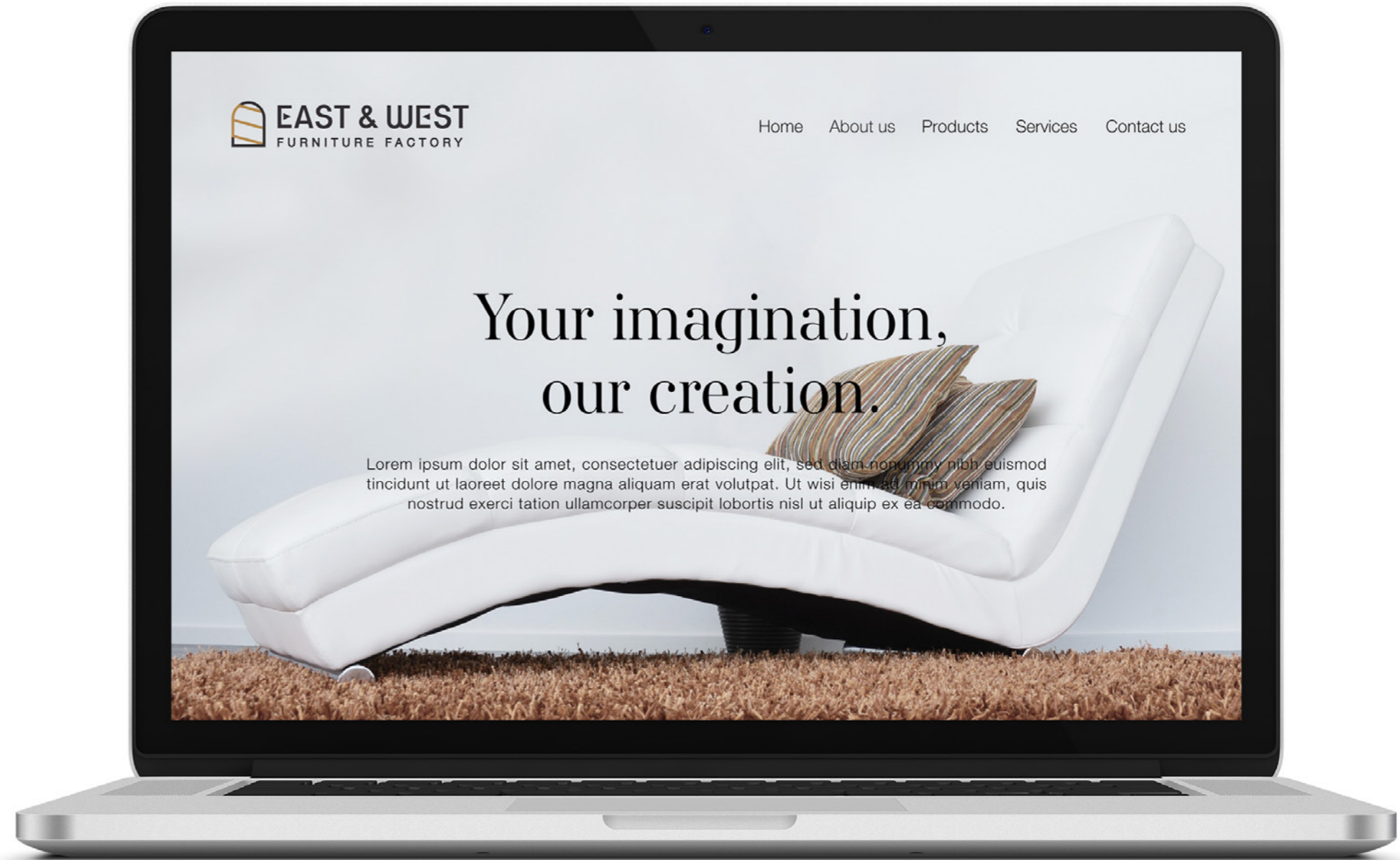
4

# TYPOGRAPHY



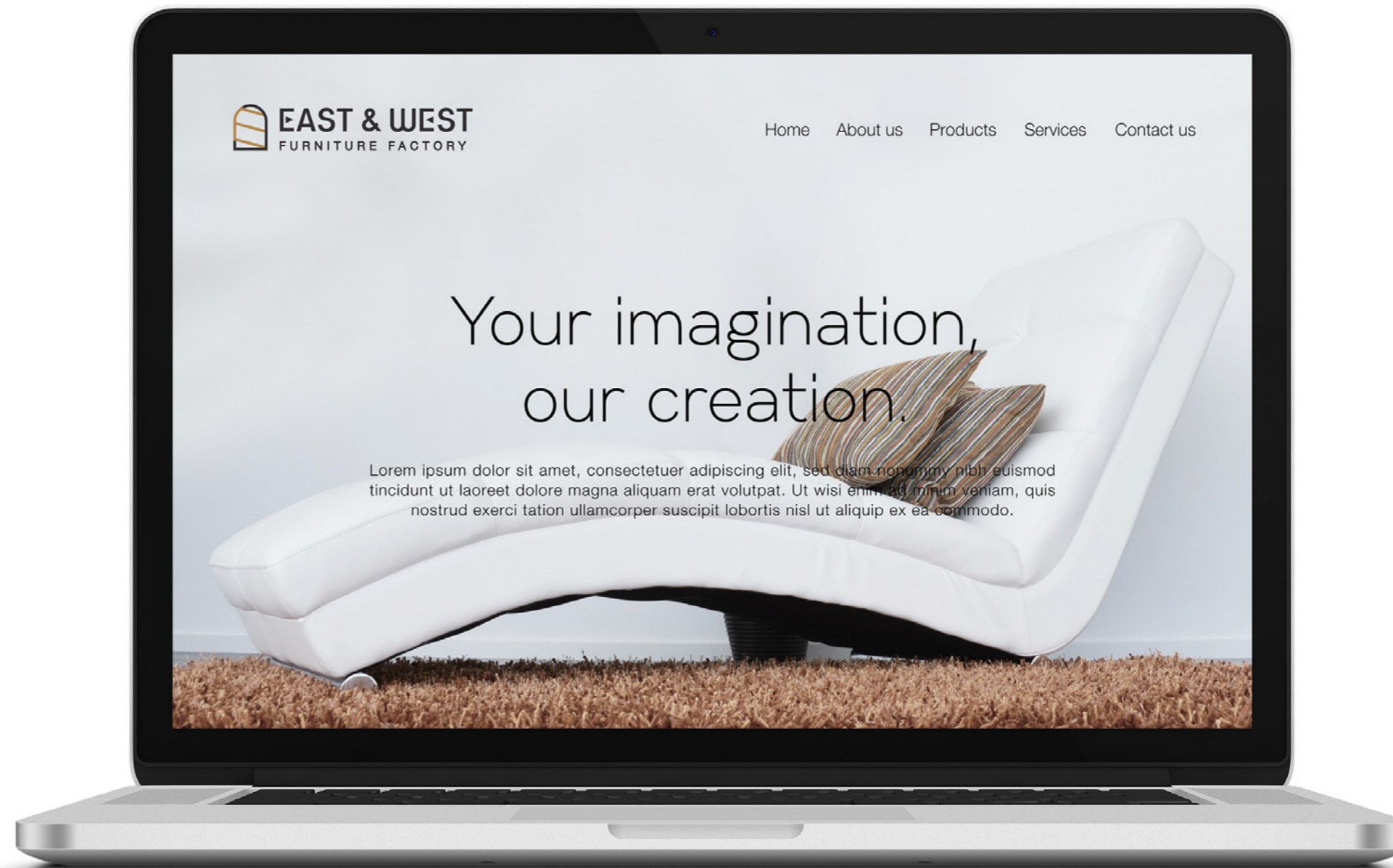
HEADING FONT  
OPTION 1

AWConqueror Std Didot light



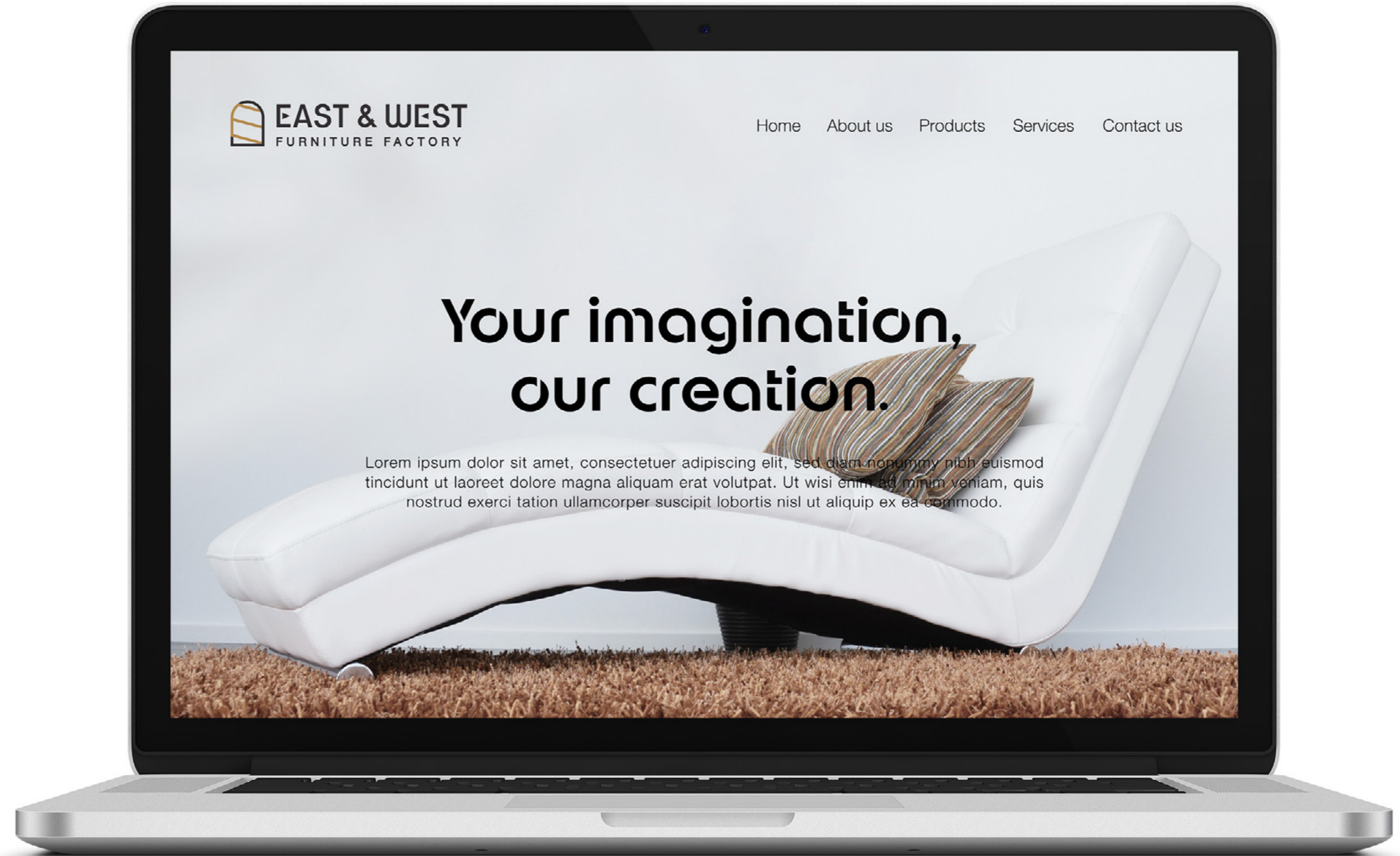
HEADING FONT  
OPTION 2

Gabriel Sans light  
(Paid font)



HEADING FONT  
OPTION 3

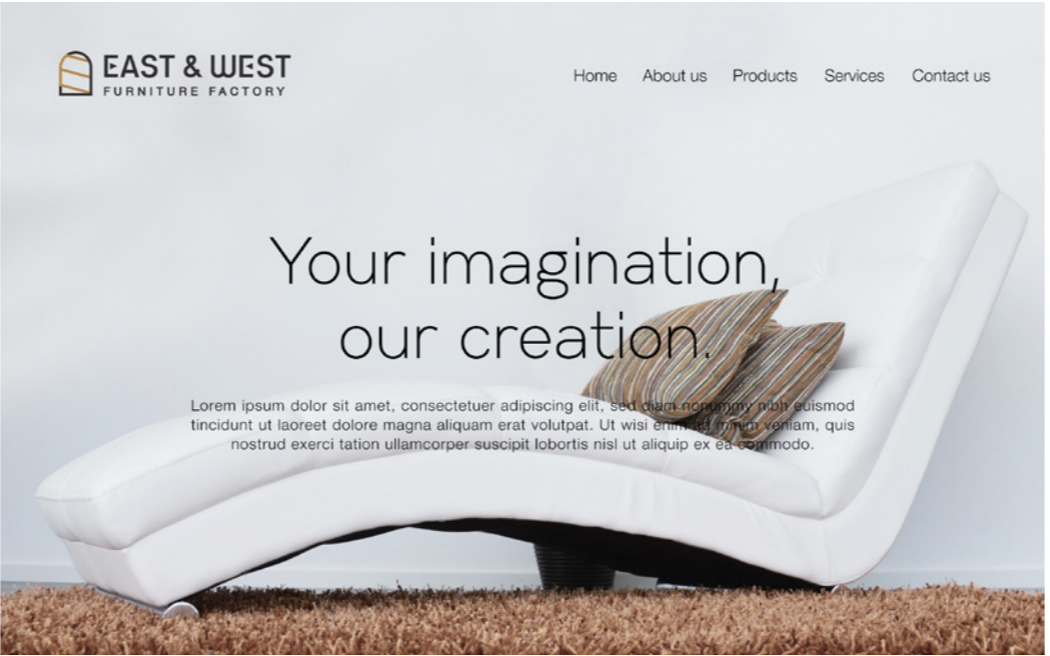
Kitami bold  
(Paid font)



# ALL HEADING FONT OPTIONS



1. AWConqueror Std Didot light



2. Gabriel Sans light



3. Kitami bold

ARABIC FONT WILL BE PROVIDED BASED ON THE CHOSEN ENGLISH FONT.

## PARAGRAPH FONT OPTIONS

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### 1. Aileron light

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### 2. Hero light



**EASA SALEH AL GURG GROUP**