IDEA NETWORK.

A FULL SERVICE STRATEGY & BRANDING AGENCY

BRANDING
PORTFOLIO

CORPORATE

BLX SINGAPORE & AUSTRALIA

SINGAPORE & AUSTRALIA

BRANDING & CONCEPT GENERATION

BLX IS A HYGIENE PRODUCT THAT TARGETS WIDE RANGE OF PEOPLE WHO CARE ABOUT THEIR HEALTH AND TO KEEP EVERYTHING CLEAN.

NATURAL BALANCE
BLX
ENDURING PROTECTION

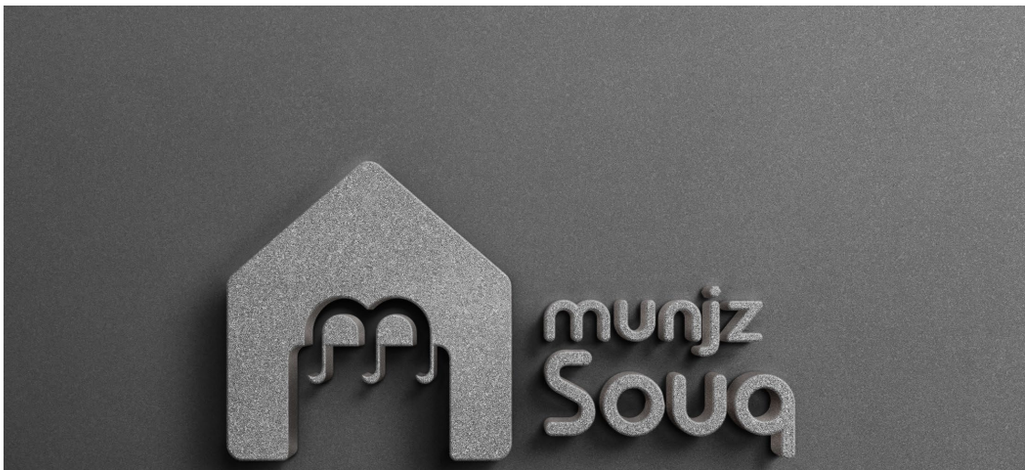
THE GRAPHICAL ELEMENTS WERE CHOSEN TO FIT THE SLEEK LOOK FOR THE BRAND, THE OUTLINED ICONS WITH THE PASTEL COLOR PALETTE OF THE BRAND IS WHAT MAKES IT LOOKS NEAT AND SLEEK.

SAUDI ARABIA

munjz Souq

Souq munjz is a sub-brand from munjz, the Saudi maintenance service company.

They created souq munjz as a selling platfrom along with the original concept of maintenance, so the logo was inspired by the shopping bag to support the e-shop while maintainig the same brand identity.



CORPORATE

AXIS

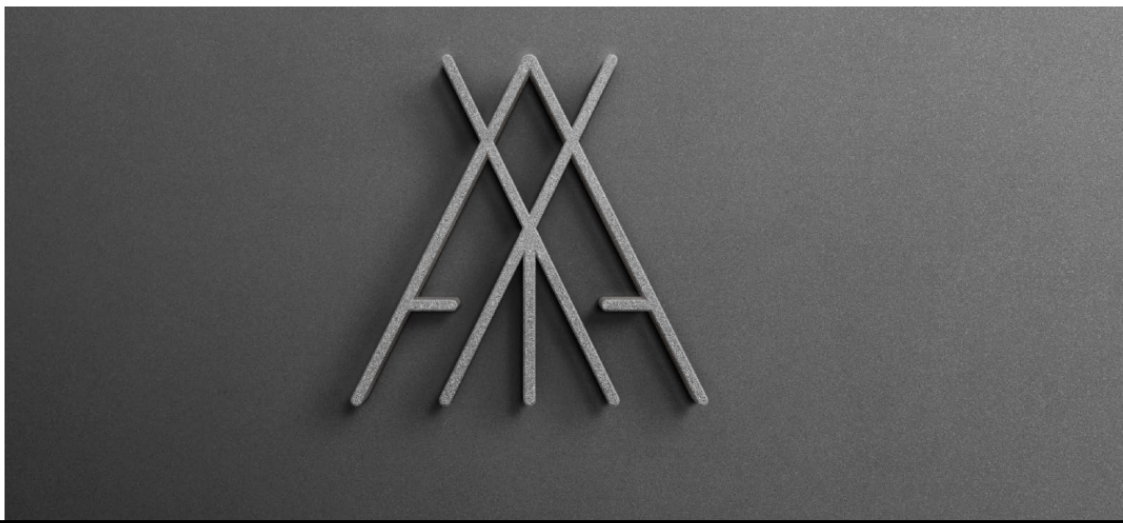
AXIS
DEVELOPMENT AND ASSET MANAGEMENT

Axis ia a development and asset management company, with a sharp and precise plan reflected in the geometric form of it's logo mark.

An intersection of AXIS that represents the perfect alignment and balance.

AXIS

DEVELOPMENT AND ASSET MANAGEMENT

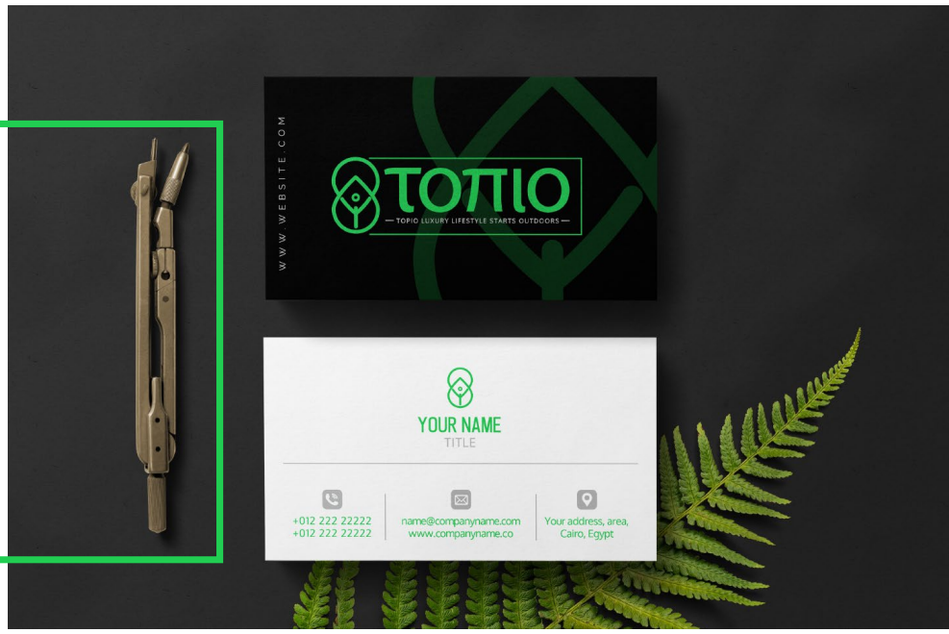


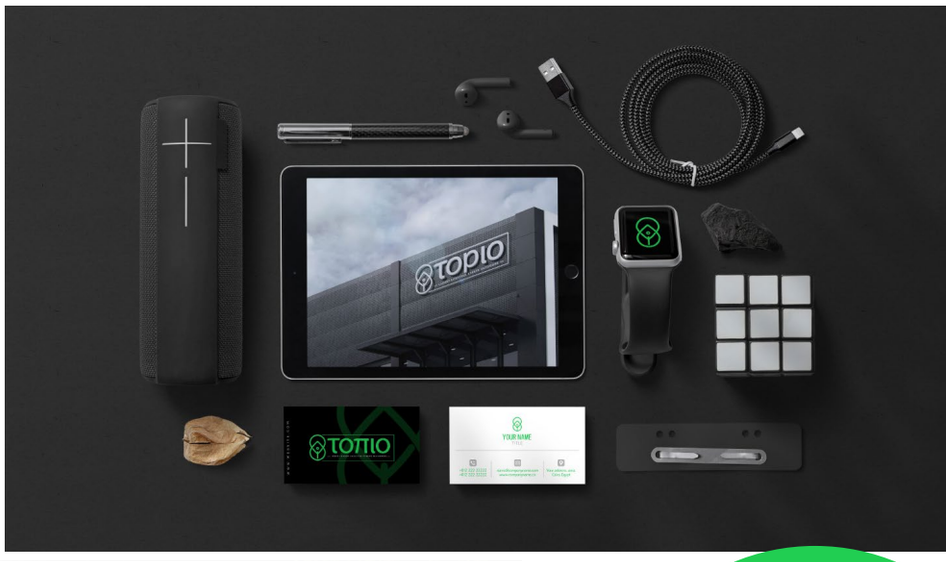
TOPIO

— TOPIO LUXURY LIFESTYLE STARTS OUTDOORS —

Topio is a luxury lifestyle brand for systems. It's sleek approach is a part of it's identity. The word play on the Pi and minimally playfull logo mark.

The outdoors concept is represented in the vibrant green color, along with gray and black for a sophisticated look.





CORPORATE

HAZEM WAHDAN

2GO

2 GO is a youthfully branded mall meant to attract the younger millenials. Focusing on the trendy approach, added the brush stroke under the O for a younger feel.

Choice of colors is based on attraction and energetic aesthetics.

CORPORATE

URBAN DEVELOPMENT

URBAN DEVELOPMENT

Urban Development's logo is a creative and dynamic logo mark, made up of UD in geometric form, to represent the brand's.

As real esate developers, developing commerical malls and office basis, the branding is a professional represntation of what the do.

IN.

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