



Jordan centenary
Brand proposal

Presented to you by:
Amro Al Smadi
0775 300 321

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INTRODUCTION

INTRODUCTION

This campaign is set to celebrate our country's
Centenary Anniversary

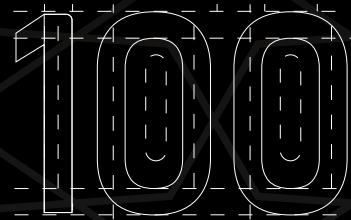


OUR BRAND AT A GLANCE

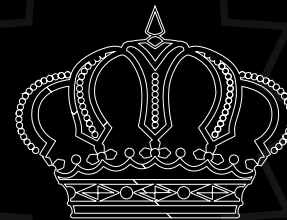
DESIGN ELEMENT



GEOMETRIC



CALLIGRAPHIC



ROYAL



THE PEOPLE
OF JORDAN

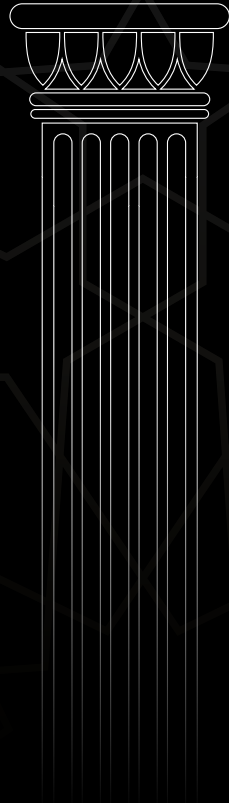
PILLARS

The Pillars are the foundation of the campaign, they will communicate in a direct and indirect ways through the campaign platforms.

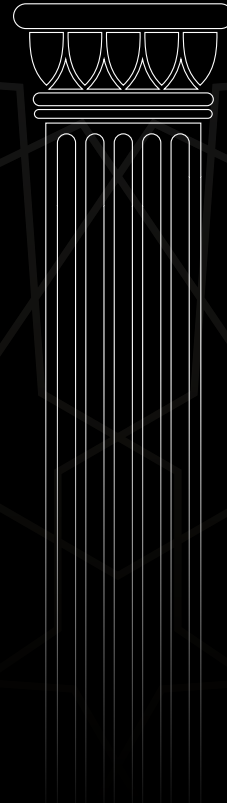
LEADERSHIP



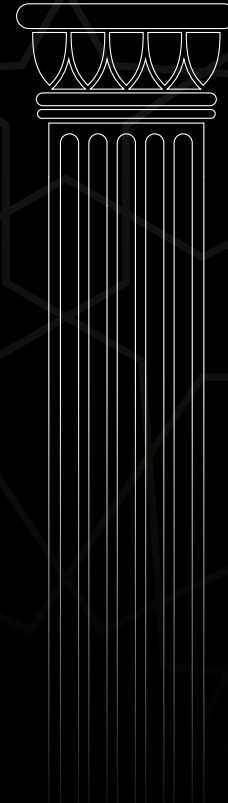
PERMANENCE



TOPOGRAPHIC
LOCATION



THE PEOPLE
OF JORDAN





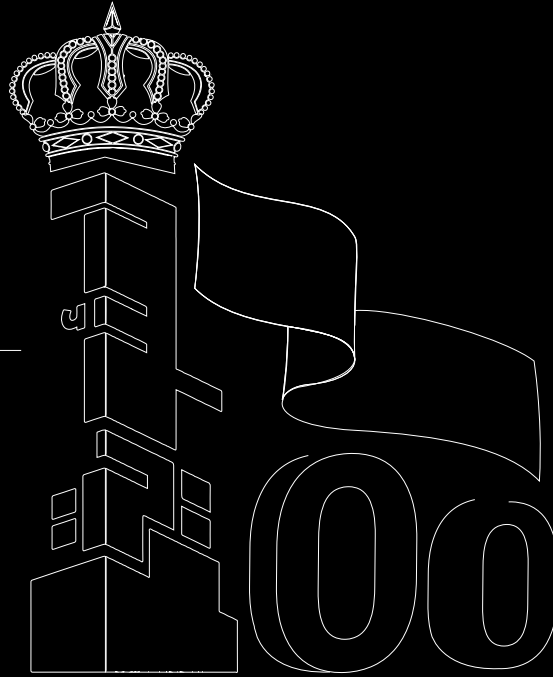
LOGO OPTION
ONE

LEADERSHIP

PERMANENCE

TOPOGRAPHIC
LOCATION

100



Logo opt1



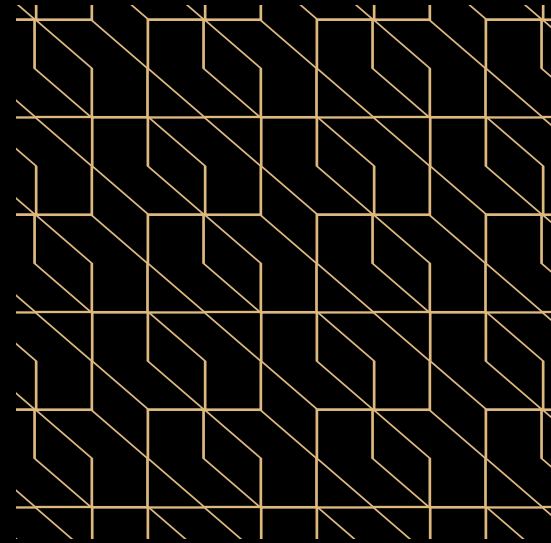
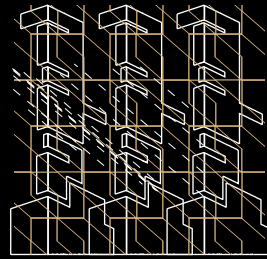
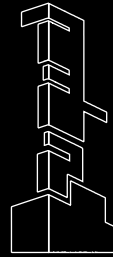
Logo opt1

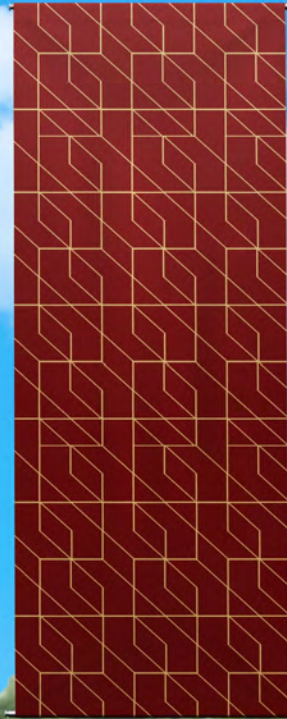
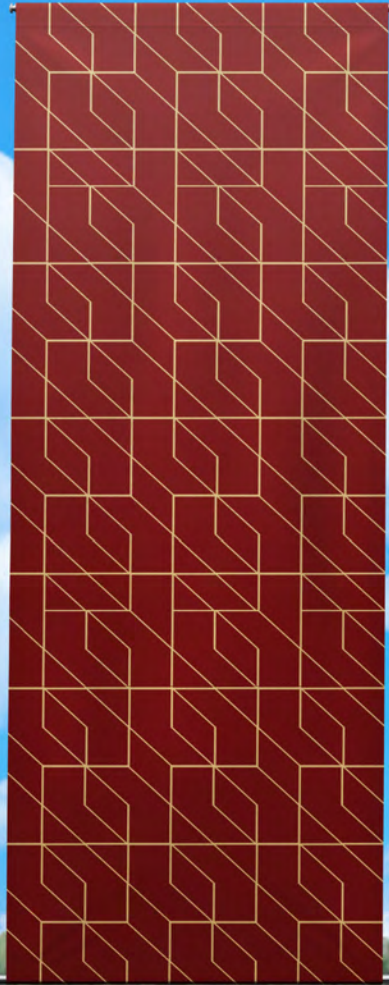


Monochrome



PATTERN







100

مئوية الأردن ملكية الهاشمية

1921-2021



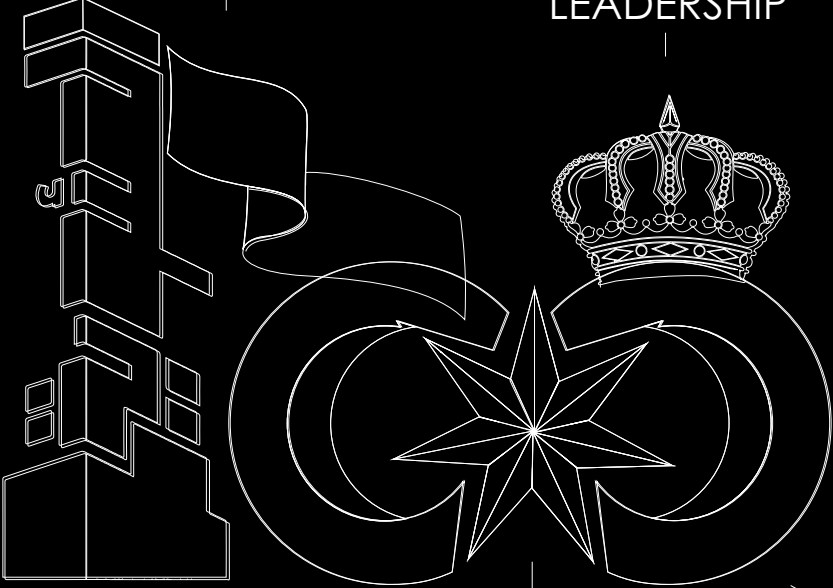


LOGO OPTION
TWO

TOPOGRAPHIC
LOCATION

LEADERSHIP

PERMANENCE



PEOPLE

100

Logo opt 2



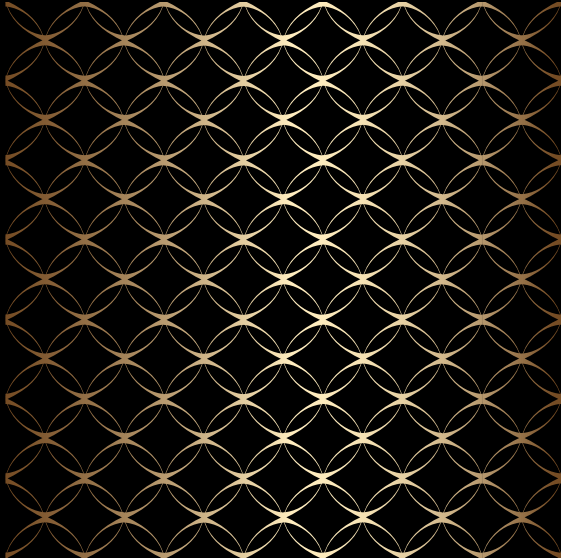
Logo opt 2



Monochrome



PATTERN







مِئْتَةُ الْمَلَكِ كِتَابُ الْأَرْضِ الْهَاتِمِ

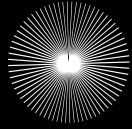
1921-2021



مئة أعوام المملكة الأردنية الهاشمية
1921-2021

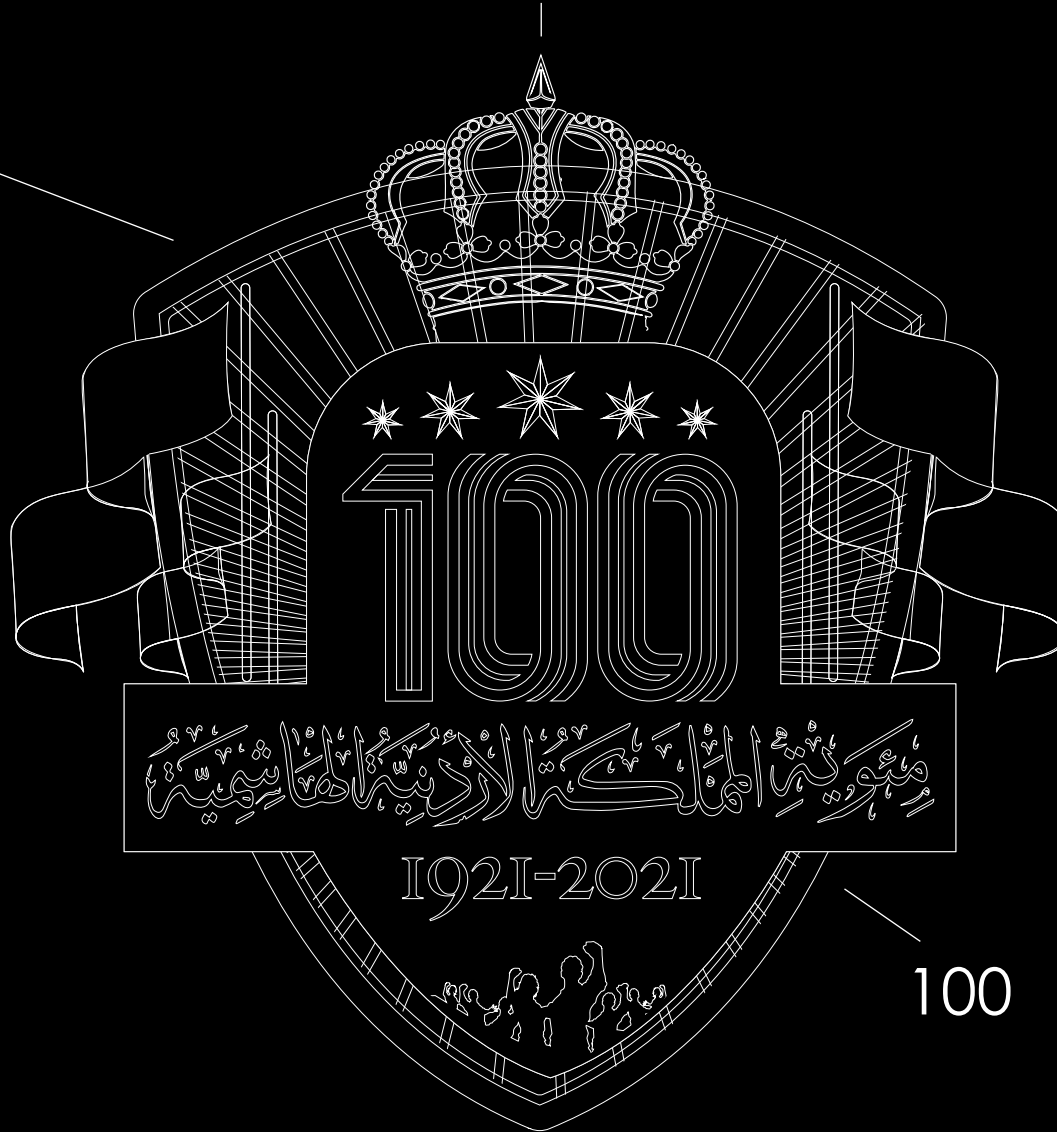


LOGO OPTION
THREE



PERMANENCE
'SUNRAY'

LEADERSHIP



TOPOGRAPHIC
LOCATION

100

PEOPLE

Logo opt 3



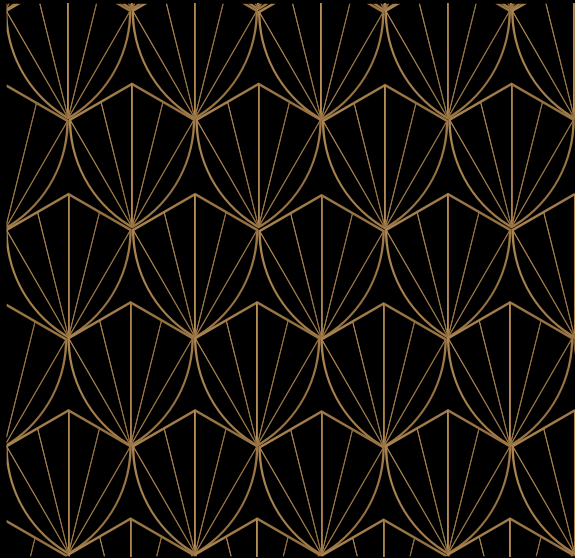
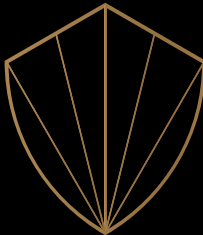
Logo opt 3



Monochrome



PATTERN











LOGO OPTION
FOUR

LEADERSHIP

TOPOGRAPHIC
LOCATION

PERMANENCE
'SUNRAY'

PEOPLE

100



Logo opt 4



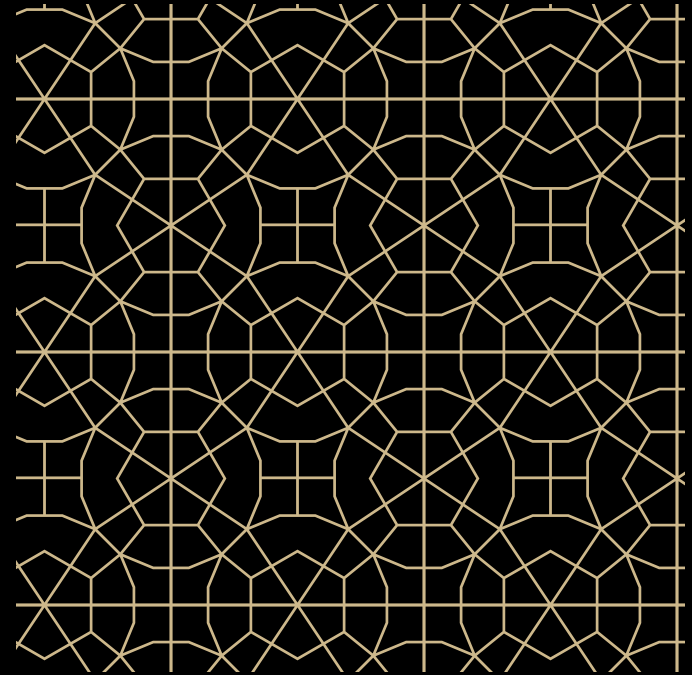
Logo opt 4



Monochrome



PATTERN







مَبْعُوثَةٌ إِلَى الْمَلِكِ تَارِيقِ الْأُرْدُنِيِّهَا شَمِيمًا

1921-2021

1921 * 2021





THNAK YOU

Presented to you by:
Amro Al Smadi
0775 300 321