

00 BRAND STORY

SHARM EL SHEIKH

THE CITY OF PEACE & HAPPINESS

The administrative hub of south Sinai Governorate, which includes the smaller coastal towns of Dahab and Nuweiba as well as the mountainous interior, St. Catherine and Mount Sinai. The City and holiday resort is a significant center for tourism in Egypt, while also attracting many international conferences and diplomatic meetings.

One of Egypt's best destinations if you just want to chill out on the beach, and it's a particular favorite for family-friendly holidays due to the excellent facilities on offer. Whether you're here for the sand or the sea-life, Sharm el-Sheikh is a great choice for a beach break after exploring the temples and tombs in the rest of the country.

Sharm el-Sheikh is the Sinai Peninsula's major tourism center and one of the world's top diving destinations. It was the underwater wonders of the Red Sea particularly the waters of the Ras Mohammed Marine Park just south of town that put "Sharm" center-stage in the first place, and the diving and snorkeling on offer here continue to attract flocks of diving enthusiasts each year.



01 Brand Core INSIGHTS



DIMENTION ANALYSIS

EXCITEMENT

JOY

ENTERTAINING

PEACE

DELIGHTFULNESS

360

EXPLORATION

EXPERIENCE

LUXURY

RELAXING

ADVENTURE

CHEERFULNESS



01 Brand Core

Logo Trials



































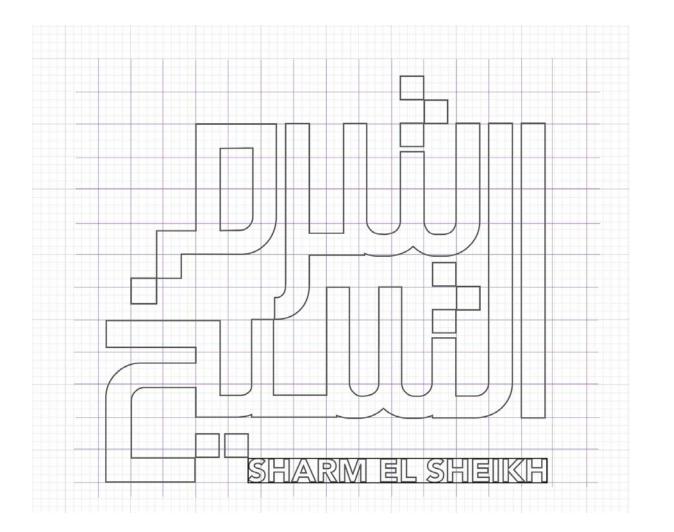
THE BASIC IDEA

الفكرة الأساسية:
يعتمد تصميم العلامة على كتابة عربية
حديثة تم تصميمها خصيصاً لهذا الغرض،
حيث يمنح التصميم تميزاً وطابعاً عربي
يجعله أكثر قدرة على جذب الانتباه
ويساعد على تمييزه وتذكره بسهوله

The Design based on Arabic typography that has been designed specially for this purpose, to give it a uniqueness and modern look, that enable recognition and enhance memorability









SHARM EL SHEIKH

















THE CITY OF PEACE AND HAPPINESS



3600 OF HAPPINESS

360° OF HAPPINESS

CAMPAIGN SLOGAN اسم الحملة الإعلانية









OF HAPPINESS

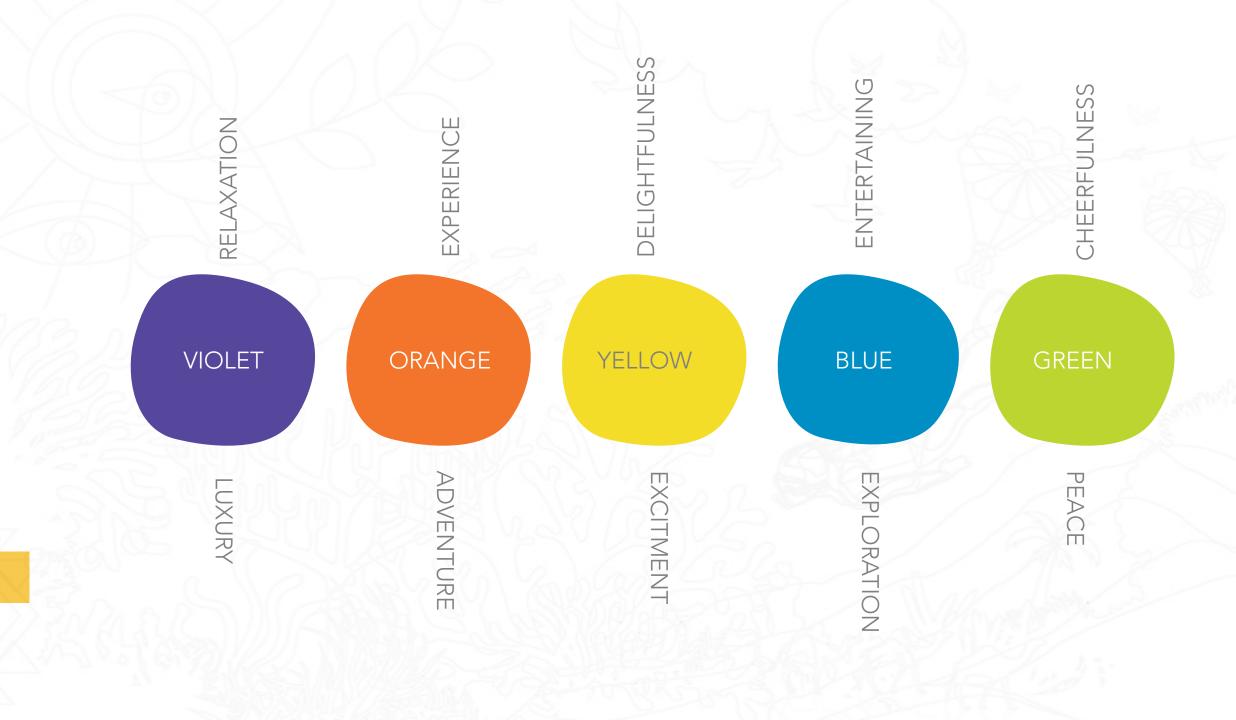


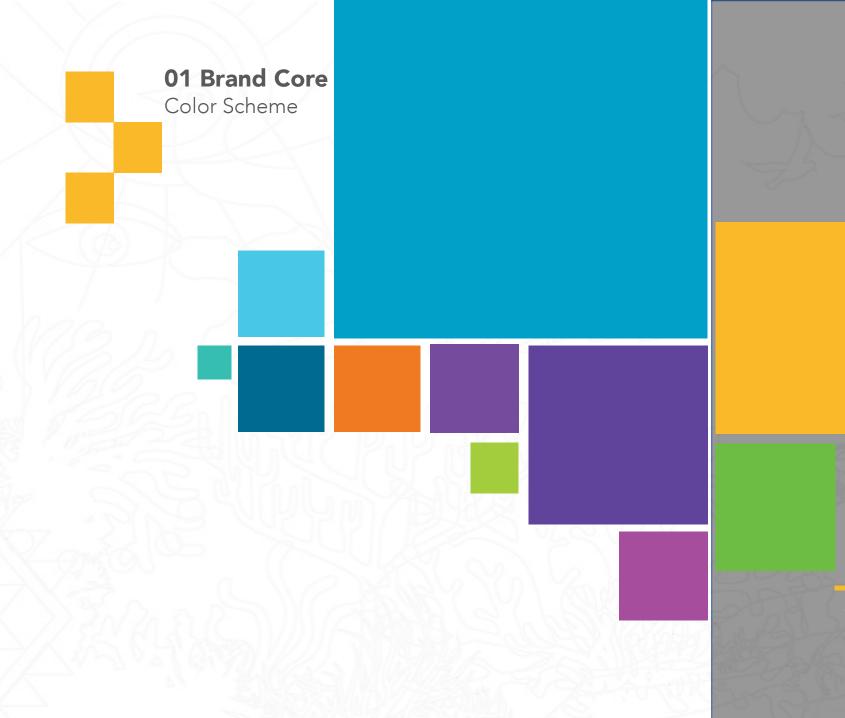
THE CITY OF PEACE AND HAPPINESS

CORPORATE SLOGAN

الجملة الإعلانية



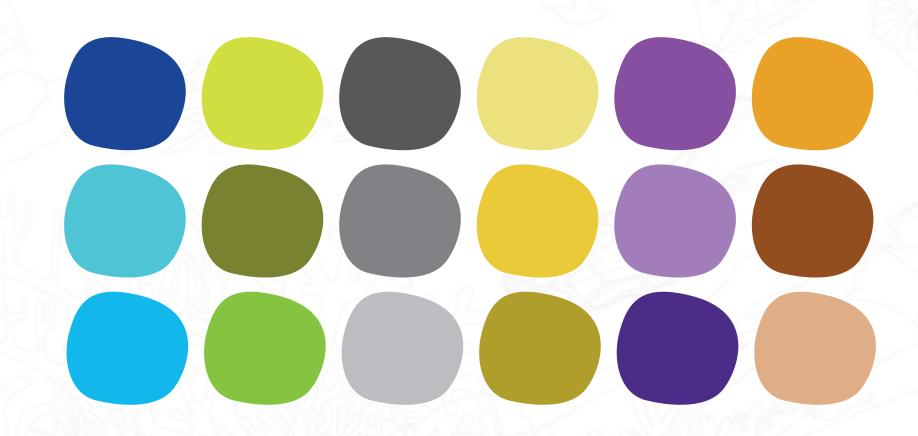




THE COLORS

الفكرة الأساسية: يعتمد اختيار المجموعة اللونية على خلق جو البهجة من خلال مجموعة فاتحة، مضيئة مع هيمنة اللون الأزرق.

CHEERFUL, LIGHT AND FRESH COLOR SCHEME WITH THE DOMINANCE OF A SEA BLUE TINT





01 Brand Core

Main visuals















DELIGHTFULNESS BEACH ACTIVITIES













ENTERTAINMENT NIGHTLIFE



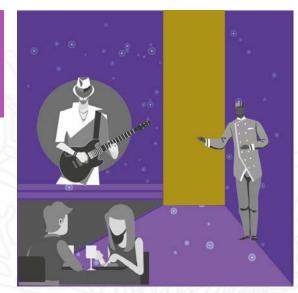


















EXPLORATION UNDERWATER















DISCOVER HISTORY







CHEERFULNESS PEACE











WATER SPORTS





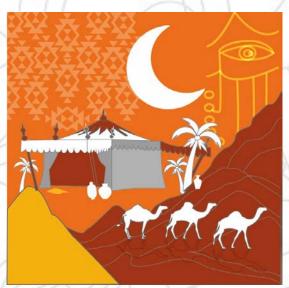
















EXPERIENCE CULTURE











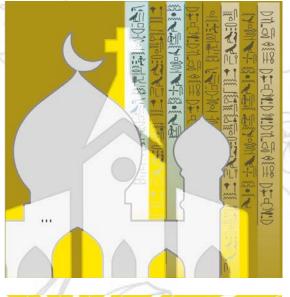




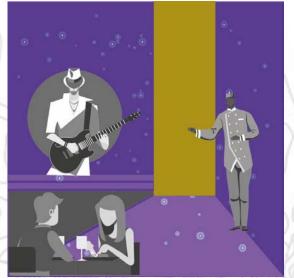
















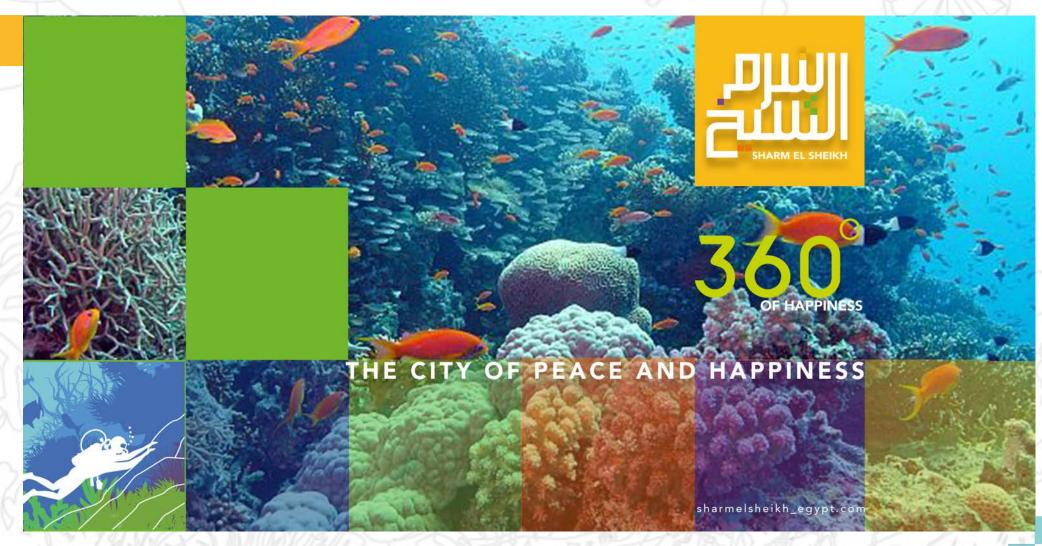




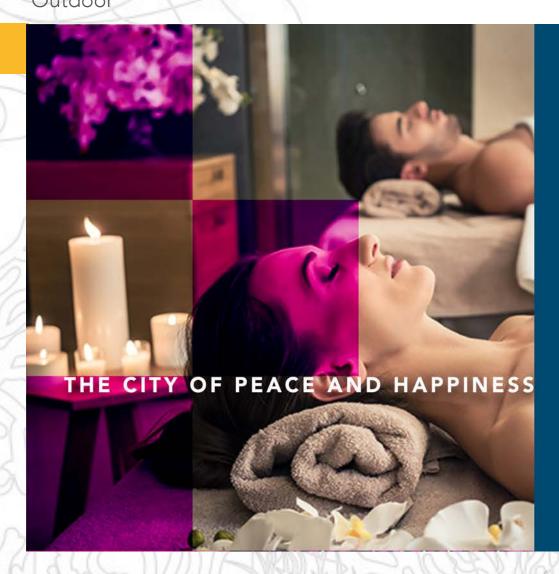


03 Brand Expansion

Outdoor



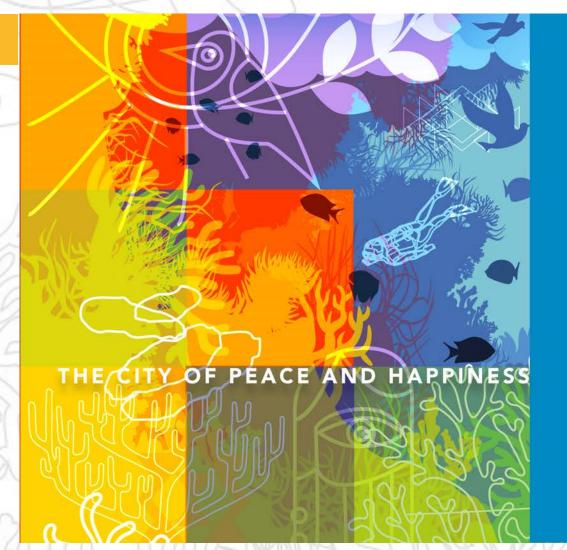
03 Brand Expansion Outdoor

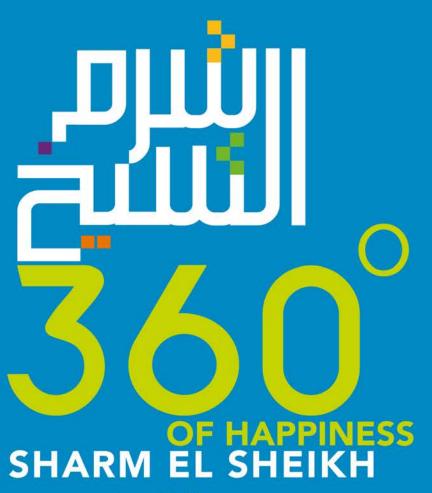




sharmelsheikh_egypt.com

Outdoor





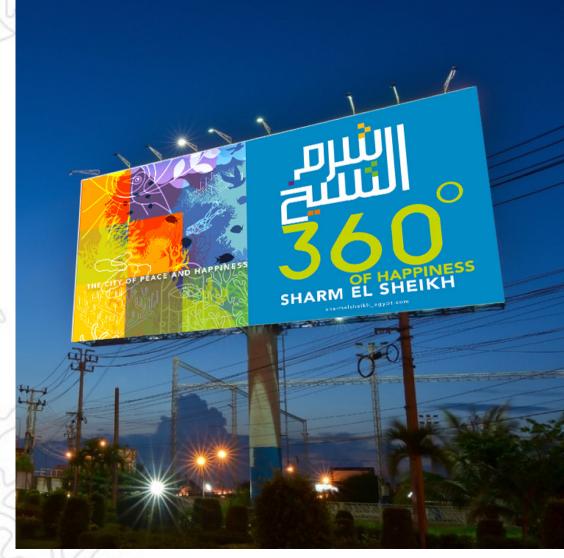
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03 Brand Expansion Outdoor



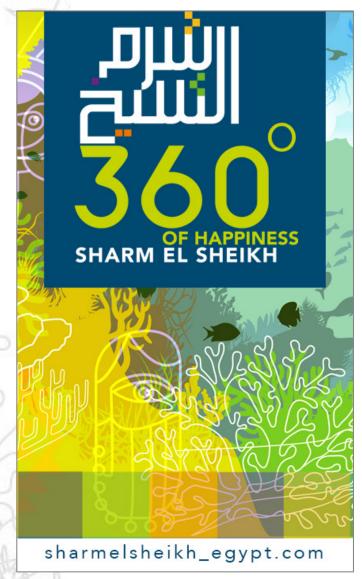






03 Brand Expansion Outdoor







03 Brand Expansion Brochure Things to Do III El Shelkh



Things to Do in **Sharm El Sheikh**

Diverse marine life and hundreds of had Sea cora free fishes male Sharm IL Sheikh a magnet for divers and co-lourists. The burst economy of this Small Pentreuals city has grown services and post individual services and post ingitities. The waters resulting in an upcrop of first-class resorts and posh nightlife. The waters read the services of Rss Mohamed National Park are abundant with schools of fish and cody, blottler – barries to the bethroom ship that sark during a split storm. Diverse marine file and hundreds of Red Sea coral red sites males Sharm IL Diverse marine file and hundreds of Red Sea coral red sites males Sharm IL Sheikh an amagnet for diverse and occiloratists. The bounds concern of Red Sea Coral red sites make show the last five decades, resulting in an upcrop of first-class resorts and post ingitific. The values active of Red Mohamed National Park and shoundart with schools of fish and, future being transported by a camp ship that sark during a sight storing a sight storing as sight sometimes.



The city and holiday resort is a significant centre for tourism in Egypt, while also attracting many international conferences and diplomatic meetings.



Water Sports
Air. Helicopter & Balloon Tours
Cruises, Sailing & Water Tours
Cultural & Theme Tours
Day Trips & Excursions
Food, Wine & Nightlife





Diverse marine life and hundreds of Med Sao cont red fatter make Sharm El Shelkh a magnit for divers and Shelkh a magnit for divers and hundred shelkh shelk shelkh sh



Sharm el-Sheikh is an Egyptian resort town between the desert of the Sinai Peninsula and the Pled Soa. It's Irovan for its sheltered sandy beaches, clear waters and coral reds. Naman Bay, with a palm tree-lined promenade, is filled with base and residuariests. Risk Muhammad National Park is a major diving destination, with marrier life around the Shark and Volunda reefs and the Tishstipporm wreck.

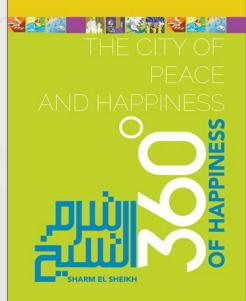
















03 Brand ExpansionPrinted Materials











Flags













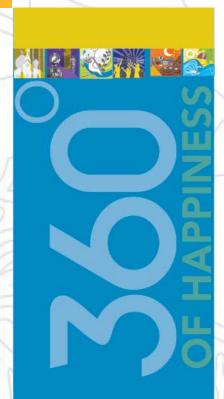




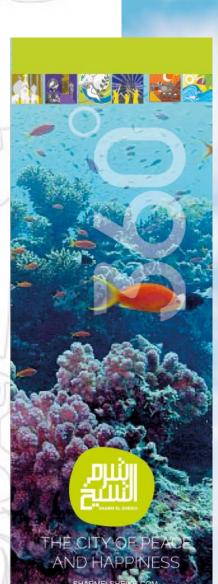




03 Brand Expansion Flags











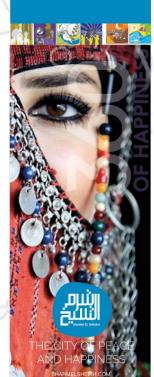
Printed Materials



















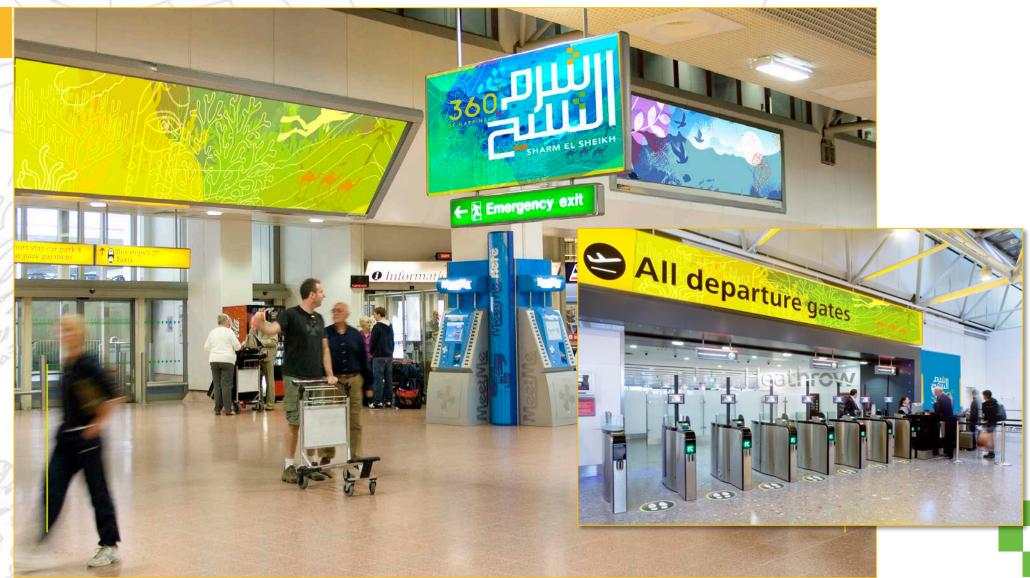






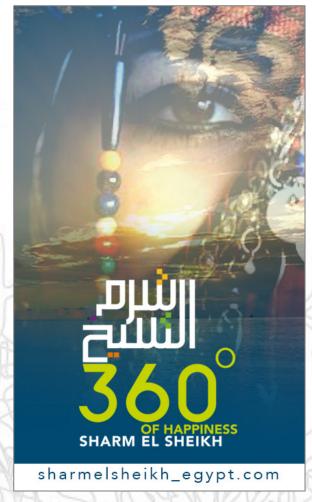


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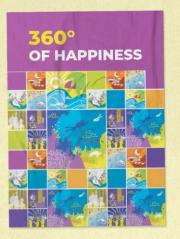




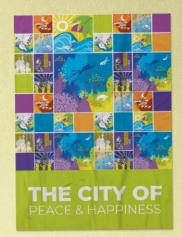






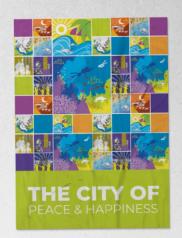


































Transportation

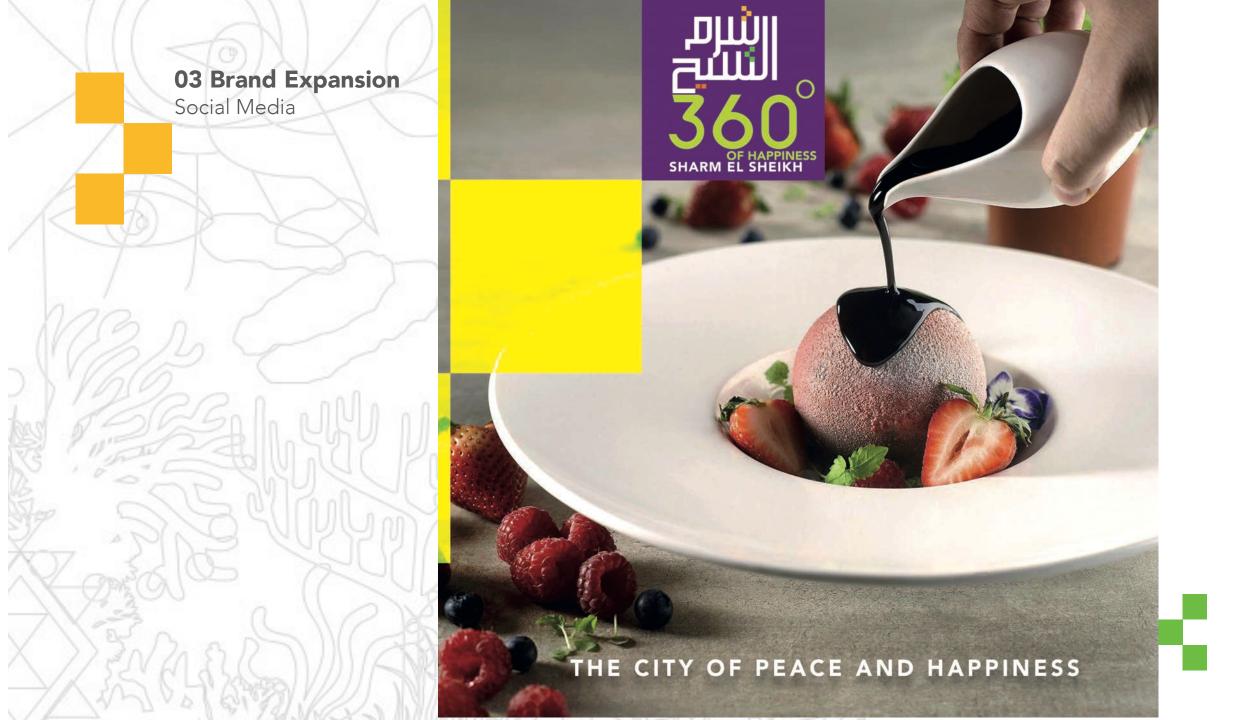




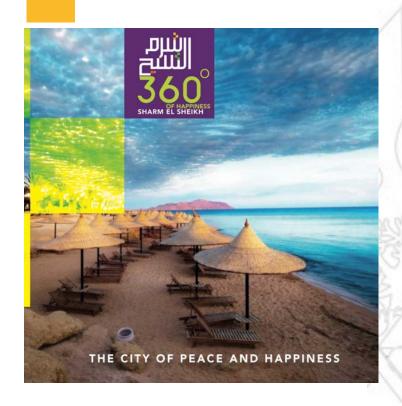


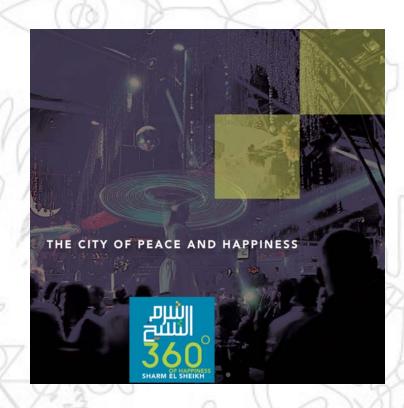


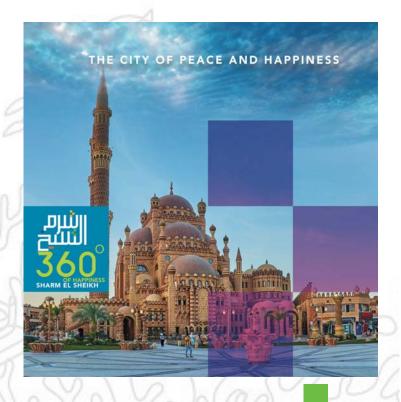




Social Media



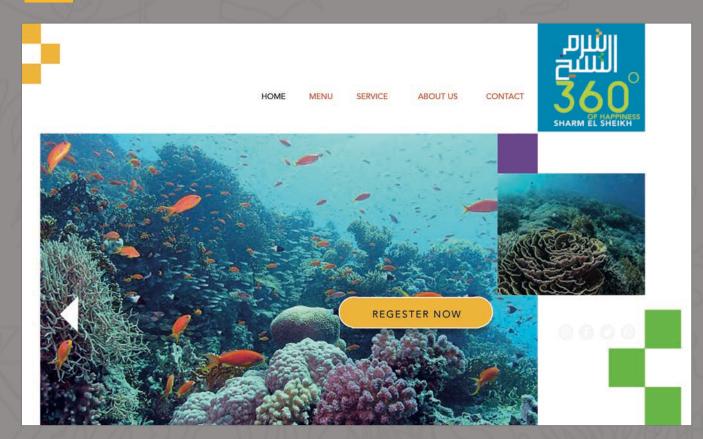


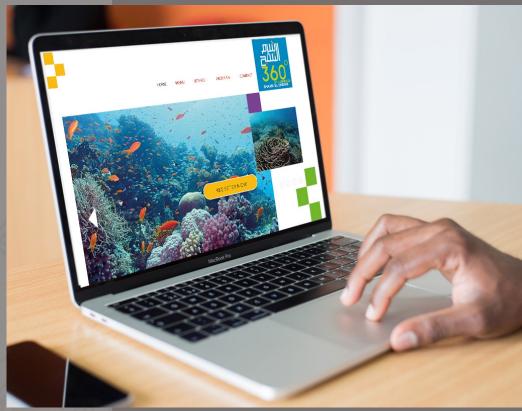


Website

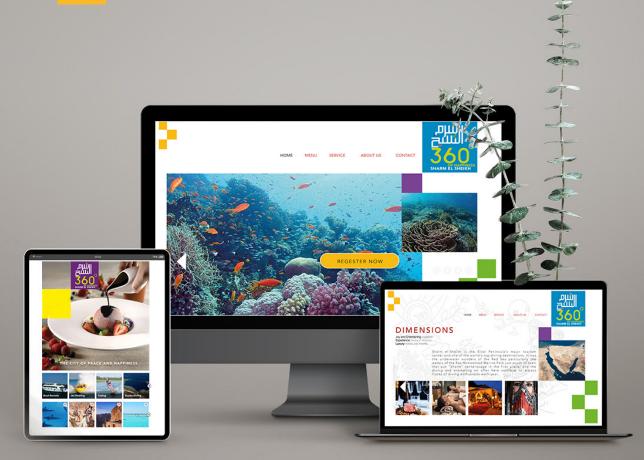


03 Brand ExpansionWebsite





03 Brand ExpansionWebsite



HOME

MENU

SERVICE

ABOUTUS

CONTACT



DIMENSIONS

Joy and Entertaining: Nightlife Experience: Bedouin lifestyle Luxury: hotels and resorts

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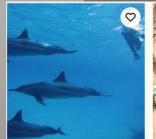
































03 Brand Expansion

Giveaways









03 Brand Expansion

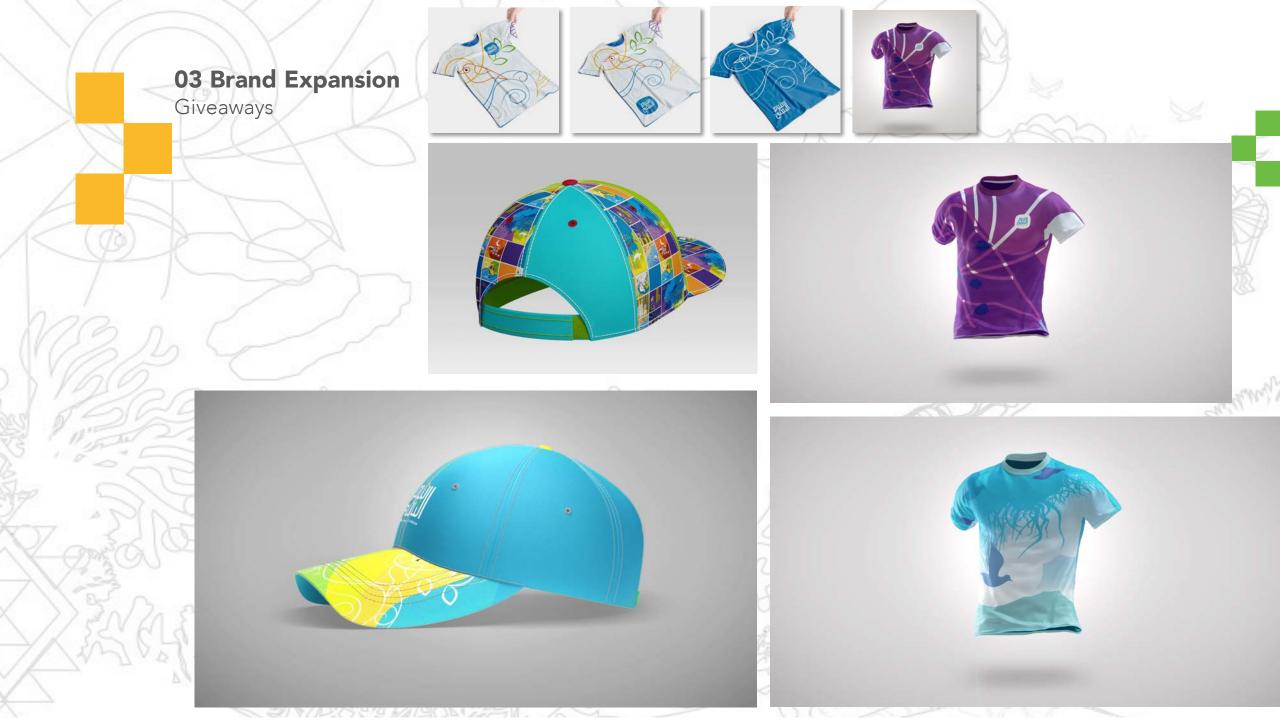
Giveaways













03 Brand Expansion

Bottles











Brand Voice SLOGAN CAMPAIGN **OF HAPPINESS** ٣٦٠ درجــــة من السعــــادة



