



نود التنويه إلى أن هذا المستند يحتوي على حقوق ملكية فكرية خاصة بشركة **اشراقية الألفا** جميع الحقوق محفوظة. يخضع هذا المستند، بما في ذلك محتواه من نصوص، أسئلة، تصميمات، وصيغ، للحماية بموجب نظام حماية حقوق المؤلف في المملكة العربية السعودية، والاتفاقيات الدولية ذات الصلة. يُمنع منقياً بائناً نسخ أو طباعة أو إعادة توزيع أو نشر أو ترجمة أو تعديل أي جزء من هذا المستند، سواء بشكل كلي أو جزئي، لأي غرض كان، دون الحصول على إذن خطي مسبق من صاحب الحق. يُعد أي استخدام غير مصرح به انتهاكاً لحقوق الملكية الفكرية، ويُعرّض المخالف للمساءلة القانونية وفقاً للأنظمة وقوانين المملكة، بما في ذلك نظام حماية حقوق المؤلف الصادر بالمرسوم الملكي رقم م/41 وتاريخ 2/7/1424هـ.

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AT ALPHA
THRIVE



ALPHA THRIVE | Logo Development | Color

BLACK

Black is the hush after eruption, the cooled breath of fire — bold, ancient, unshaken. It lies beneath your feet on Stromboli's shore, each grain a story forged in flame. Not the absence of light, but the depth of it — pressed into stone, softened by the sea. A quiet power. A canvas of mystery. A color that says everything without a sound.

COLOR PSYCHOLOGY

We chose black as a core ALPHA THRIVE brand color for its power, confidence, and timeless elegance. It reflects our authority, pairs with modern luxury, and delivers clarity across all platforms. More than a color, black evokes mystery and depth—capturing the creative edge that defines ALPHA THRIVE.

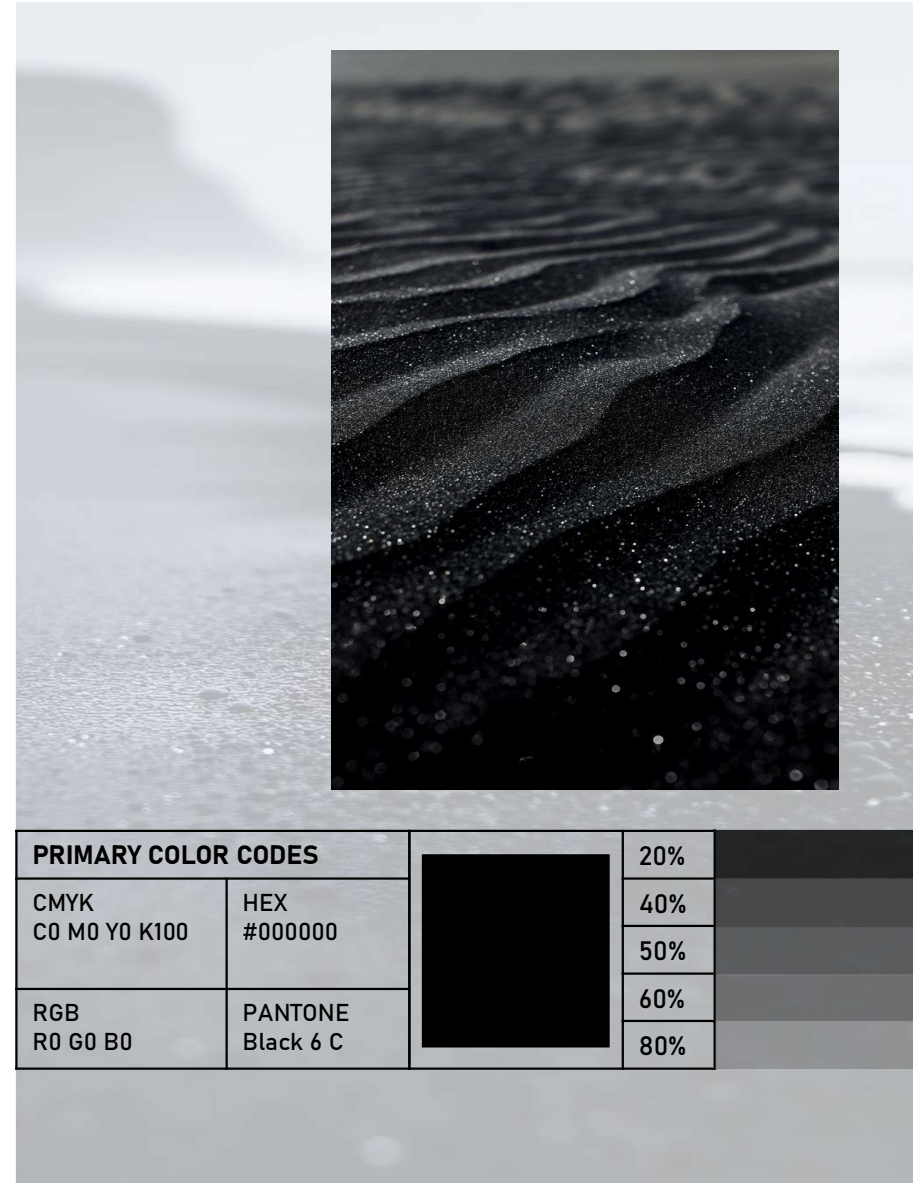
VALUES

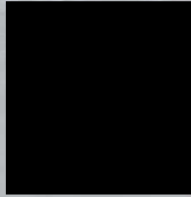
POWER & AUTHORITY

VERSATILITY &
CONTRAST

TIMELESS ELEGANCE

MYSTERY & INTRIGUE



PRIMARY COLOR CODES			20%
CMYK C0 M0 Y0 K100	HEX #000000		40%
			50%
			60%
RGB R0 G0 B0	PANTONE Black 6 C	80%	



ALPHA THRIVE | Logo Development | Color

SPANISH GRAY

Spanish Gray, echoes the stone streets of Florence and the soft light over Tuscan hills. It's the color of Italian restraint and timeless design—neutral, elegant, and effortlessly sophisticated. Like a Milanese gallery wall, it lets bold elements shine while grounding them in quiet confidence.

VALUES

BALANCE

MODERN


MATURITY

SUPPORTIVE PRESENCE

COLOR PSYCHOLOGY

In the visual identity of ALPHA THRIVE, Spanish Gray acts as the steady foundation beneath ambition. It embodies our belief in modern strength without noise, clarity without excess, and the quiet confidence that drives long-term growth.



PRIMARY COLOR CODES			20%
CMYK C0 M0 Y0 K40	HEX #999999		40%
			50%
			60%
RGB R153 G153 B153	PANTONE Cool Gray 7C	80%	



ALPHA THRIVE | Logo Development | Color

PURE WHITE

Pure White is the color of light—clean, infinite, and full of promise. It reflects the elegance of Italian design, from Amalfi linen to Roman marble. White is never empty—it's a canvas for bold ideas and a symbol of clarity and timeless sophistication.

VALUES

CLARITY

OPENNESS


TRANSPARENCY

INTEGRITY

COLOR PSYCHOLOGY

In the visual identity of ALPHA THRIVE, white provides balance, allowing other elements to breathe. It reflects our commitment to honesty, focus, and uncompromising precision and integrity. Just as light contains all colors, Pure White carries all potential—a symbol of infinite possibility.



PRIMARY COLOR CODES			20%
CMYK C0 M0 Y0 K0	HEX #FFFFFF		40%
			50%
			60%
RGB R255 G255 B255	PANTONE N/A	80%	



AT ALPHA THRIVE



AT ALPHA
THRIVE



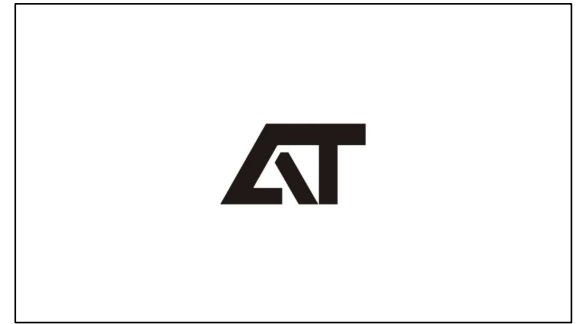
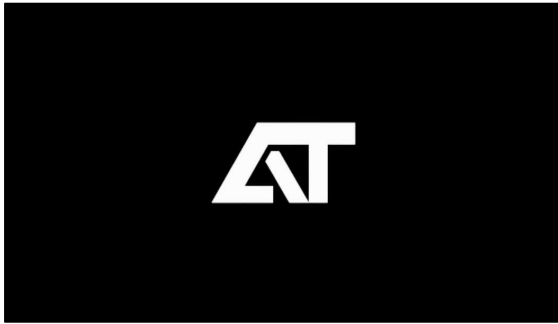
AT
ALPHA
THRIVE

ALPHA

The word 'ALPHA' is rendered in large, bold, white letters. Each letter is filled with a different image: 'A' shows white clouds; 'L' shows a row of white classical columns; 'P' shows a dark, rocky beach under a cloudy sky; 'H' shows a narrow, cobblestone street between old stone buildings; the second 'A' shows a white sports car driving on a winding road through a mountainous landscape.

THIRVE

The word 'THIRVE' is rendered in large, bold, white letters. Each letter is filled with a different image: 'T' shows a view of a valley through an archway; 'H' shows a view of a lake and mountains through an archway; 'I' shows a view of a lake and mountains through an archway; 'R' shows an outdoor seating area with red patterned rugs and cushions; 'V' shows an outdoor seating area with red patterned rugs and cushions; 'E' shows an outdoor seating area with red patterned rugs and cushions.





ALPHA THRIVE
Building Authenticity

To: Marceline Anderson
+123 - 456 - 7890
www.marceline.com
hello@marceline.com

Date: 15 September 2025

Dear Mrs. Marceline Anderson,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tincidunt vestibulum sem et venenatis. Pellentesque porttitor justo a venenatis ultricies. Nullam finibus nunc a dolor luctus euismod. Nullam cursus ipsum et hendrerit porta. Duis ac nisl vel dui luctus rutrum eget eu mi. Pellentesque lobortis eu leo blandit malesuada. Praesent ex erat, venenatis porta vulputate vel, tincidunt ac magna. Nulla sed enim nec erat pharetra dignissim non sit amet nulla. Cras at metus luctus, commodo orci ut, posuere sapien.

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Sincerely,
Anna Katrina Marchesi

✉ information@alphathrive.org

🌐 www.alphathrive.org

📍 89861 Province of Vibo Valentia Italy



ALESANDRO TUCCINI
SR. ARCHITECT

INVOICE

#004

BILLED TO: Company
DATE: 02 June, 2023

DESCRIPTION	RATE	HOURS	AMOUNT
Service 1	\$50/hr	4	\$200.00
Service 2	\$50/hr	2	\$100.00
Design 1	\$50/hr	5	\$250.00
		Sub-Total	\$450.00
		Package Discount (30%)	\$135.00
		TOTAL	\$315.00

PAY TO:
Bank: Borcelle Bank
Account Name: Samira Hadid
Account Number: 0000 0000

89861 Province of Vibo Valentia Italy - +39 123-456-7890 - information@alphathrive.org

PROJECTS PORTFOLIO



RESIDENTIAL PROJECTS

ALPHA THRIVE presents a collection of five private villas, each designed with a distinct interior style to offer a unique living experience:

- 1- Modern Minimalist – Sleek lines, open layouts, and a soft neutral palette create a calm, elegant space.
- 2- Moroccan-Inspired – Rich colors, handcrafted details, and arched forms evoke warmth and cultural depth.
- 3- Japanese Contemporary – Natural materials, clean forms, and indoor gardens reflect harmony and simplicity.
- 4- Industrial Chic – Exposed concrete, metal accents, and bold art give an edgy, urban feel.
- 5- Classic European Elegance – Ornate finishes, timeless textures, and refined details blend luxury with tradition.

Each villa is a fully immersive design statement—crafted with purpose, personality, and ALPHA THRIVE'S signature quality.

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PROJECTS PORTFOLIO



INSTITUTIONAL PROJECTS

ALPHA THRIVE was proudly entrusted with the design and supervising execution of the Slovak Embassy in Riyadh as a design consultant, reflecting the warmth and cultural identity of Slovakia. The space combines natural materials, soft lighting, and refined finishes to create a welcoming, diplomatic environment that honors both Slovak charm and Saudi context.

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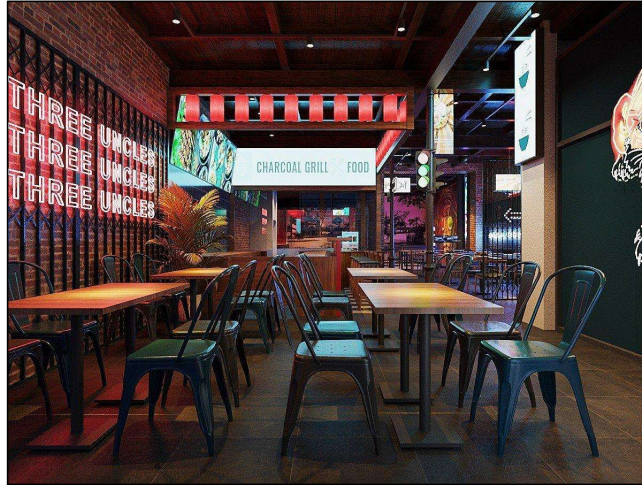
AT PROJECTS PORTFOLIO

COMMERCAIL PROJECTS

ALPHA THRIVE has successfully designed over 15 restaurants across Saudi Arabia, Italy, and London—each tailored to reflect its unique culinary identity and cultural setting. From contemporary fine dining to vibrant casual concepts, our work blends function, atmosphere, and brand storytelling with architectural precision.



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