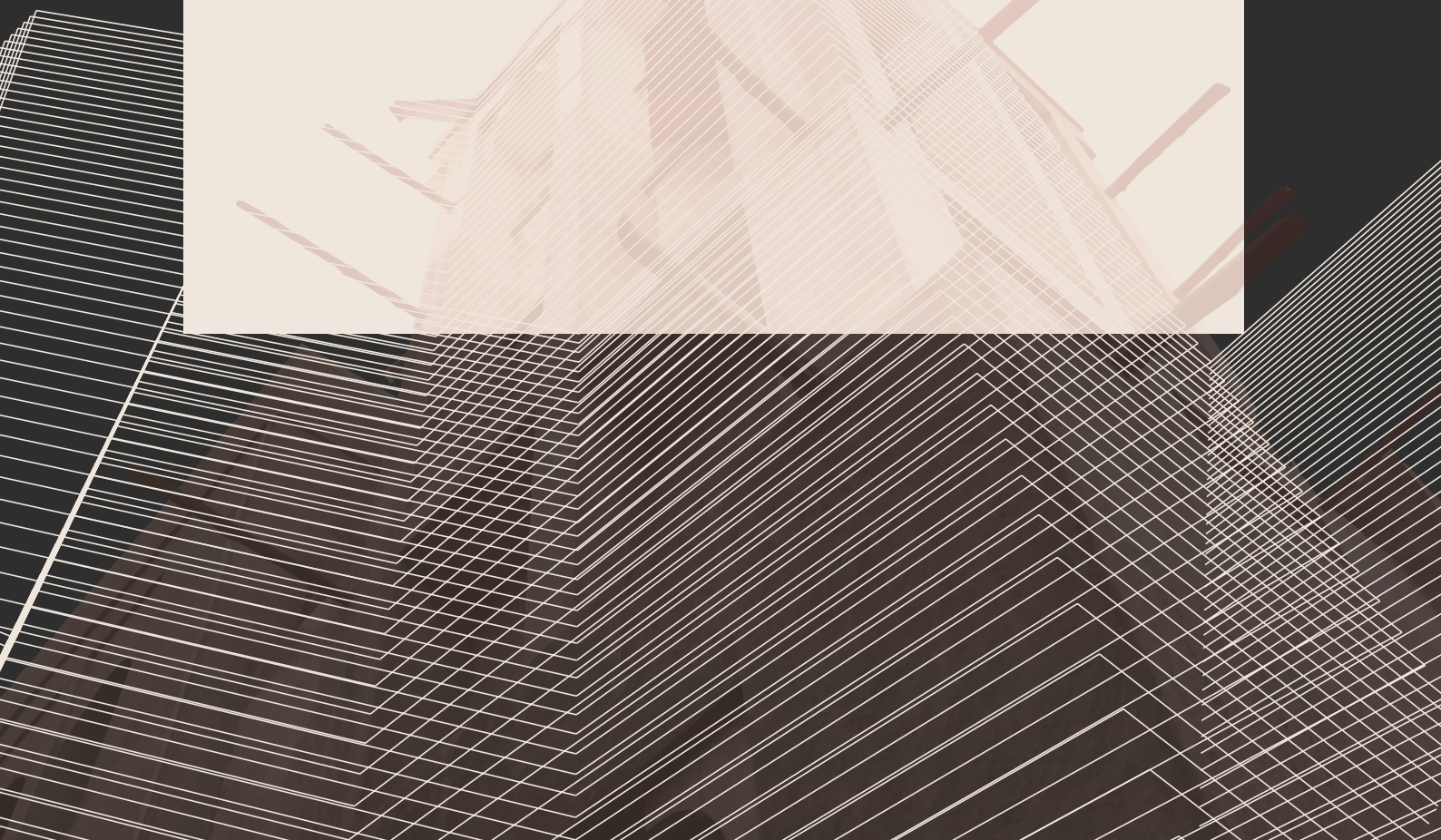


2025 THEME

# ARCHITECTURE

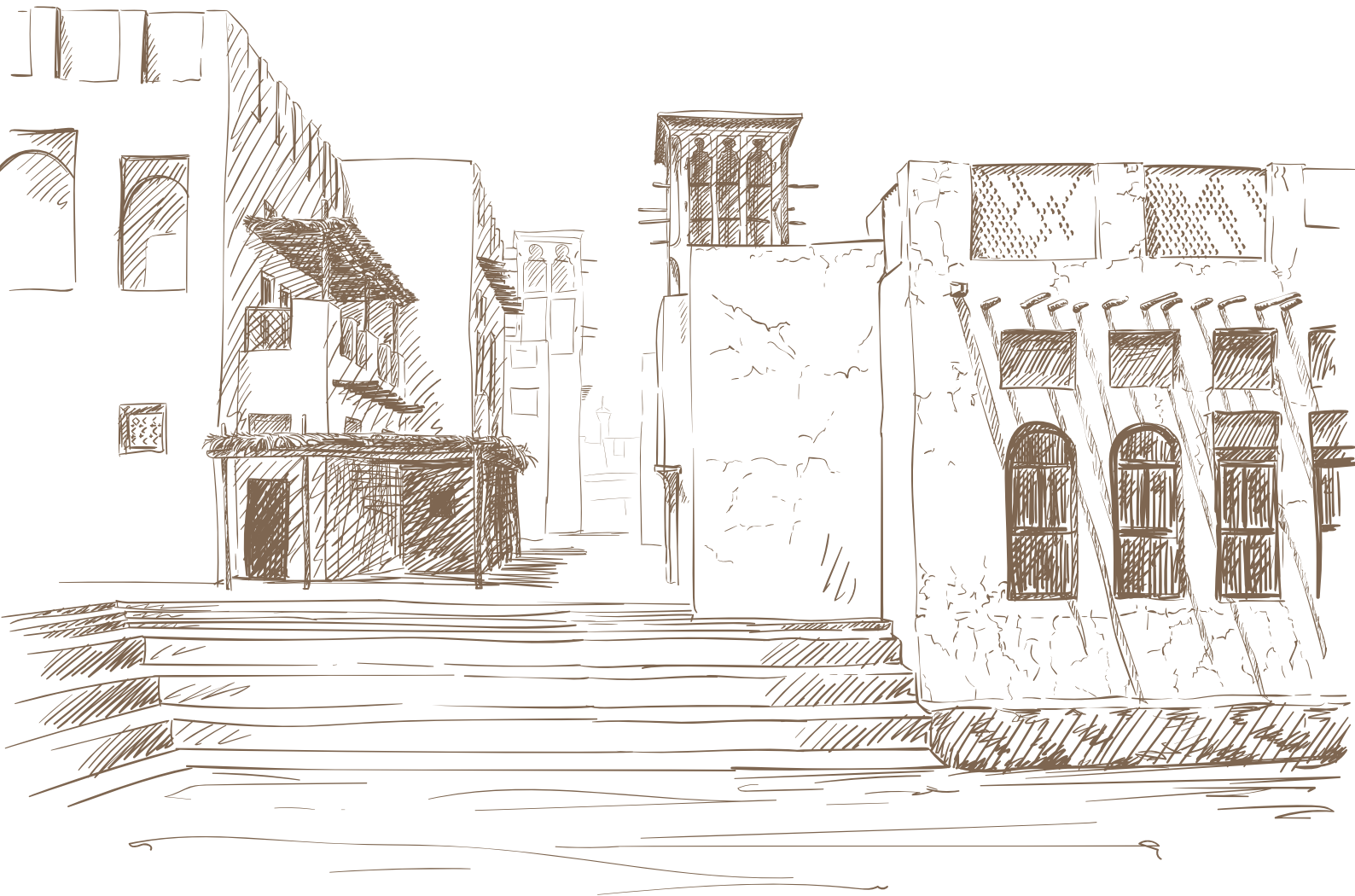




# Content:

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# DISCOVER *INSPIRATION*



# BUILD *CREATIVITY*

We are excited to unveil the theme for the World Pen Show 2025.

## ARCHITECTURE

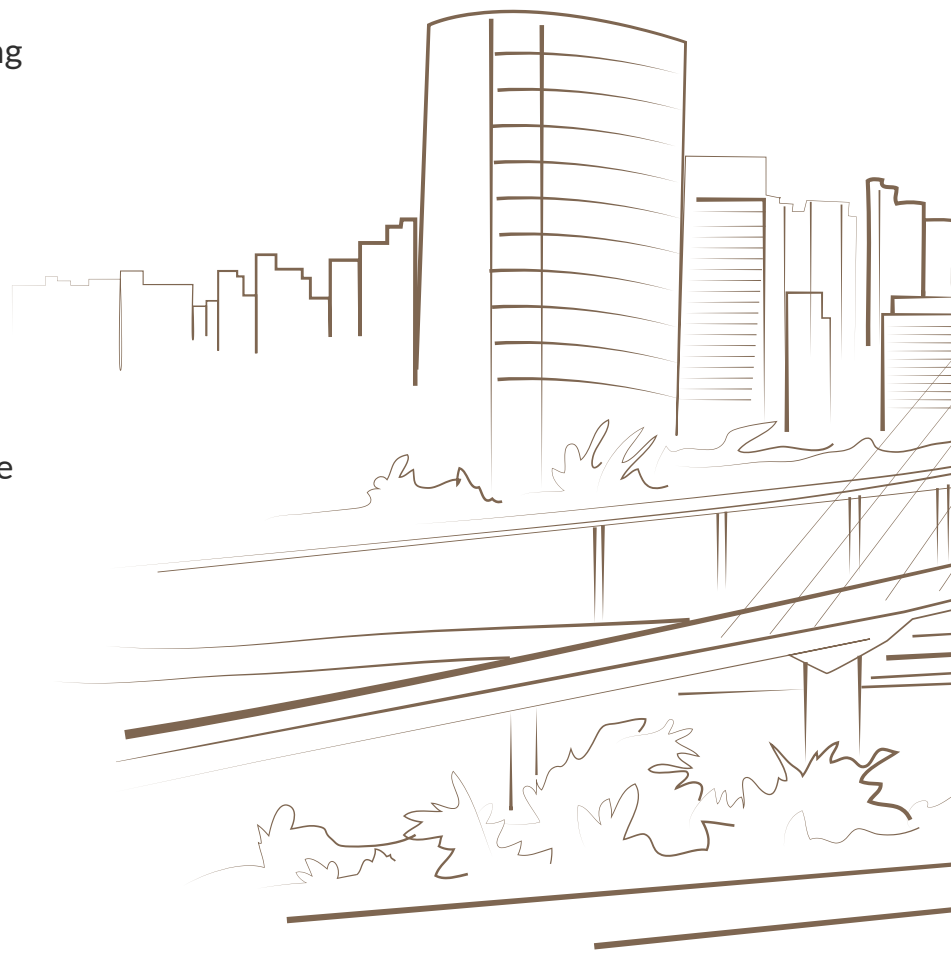
The theme invites participants to explore the intersection of design, culture, and history through writing instruments that embody the principles of this timeless art form. Architecture is not just about creating structures but about telling stories that resonate across generations.

Attending the **World Pen Show 2025** provides a unique platform to build and grow your brand, connect with a global audience, and showcase your innovation. Preparing for the next edition offers you the chance to craft designs that inspire, captivate, and position your brand as a leader in creativity.



# *NEW* **OPPORTUNITIES** *AWAIT AT THE* *UPCOMING WPS*

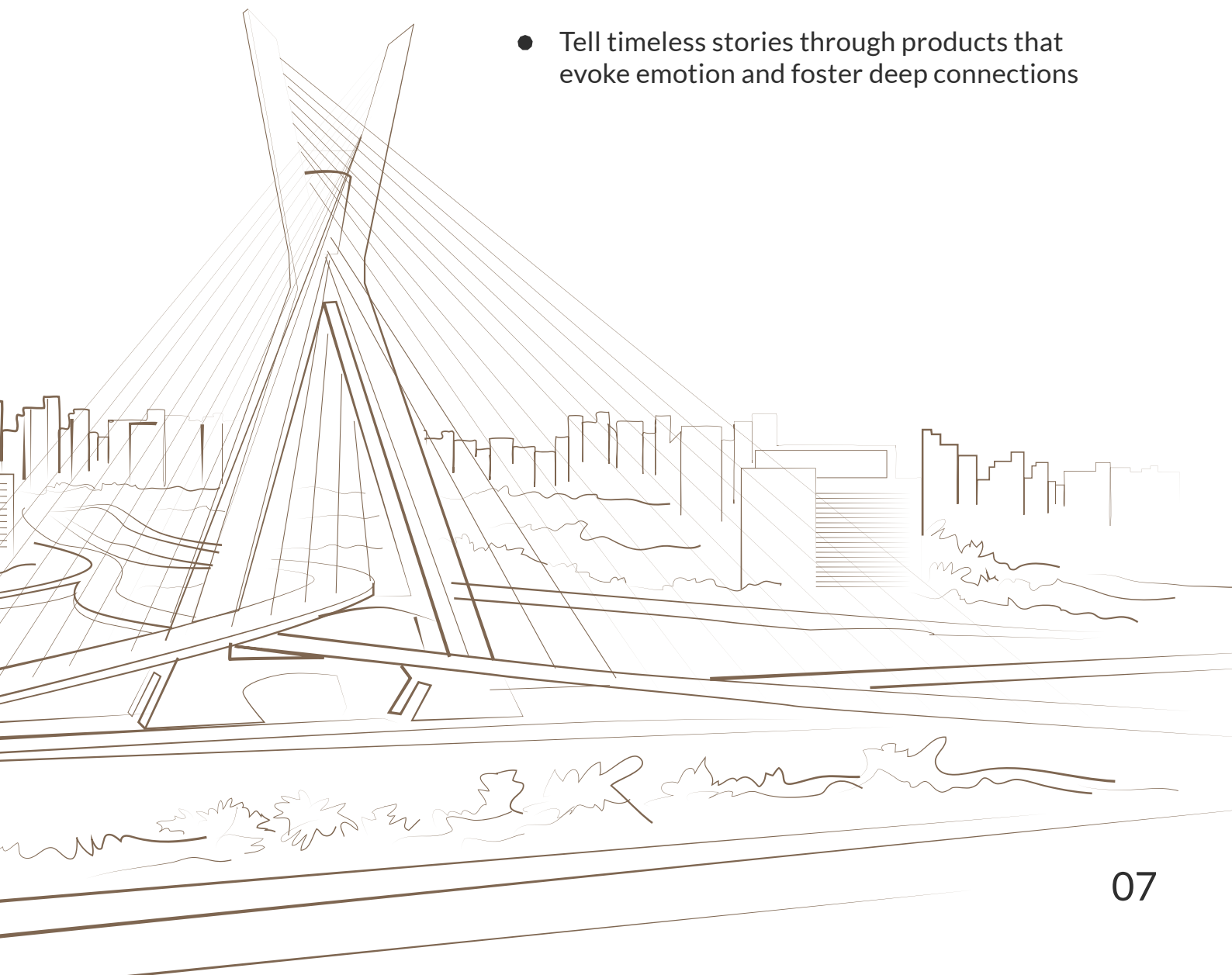
- Gain unparalleled visibility among pen enthusiasts, collectors, and creative professionals
- Infuse your products with architectural inspiration, setting new trends in design
- Align your brand with narratives of art, history, and storytelling, enhancing your market relevance



# WHY ARCHITECTURE?

Build bridges between creativity and culture with a theme that reflects the essence of culture, history, and innovation.

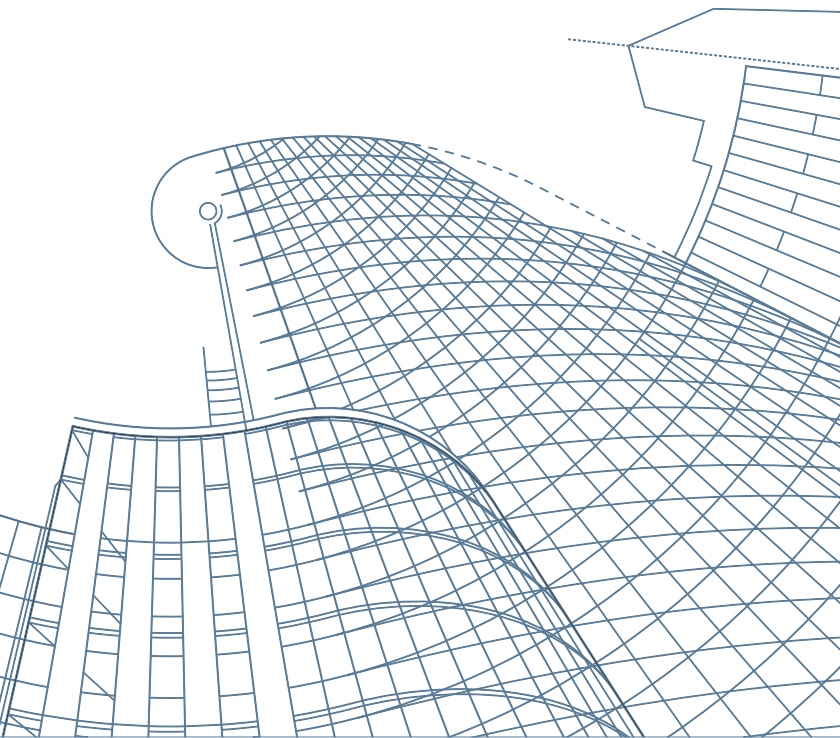
- Celebrate cultural significance and draw from architectural marvels worldwide to inspire compelling designs
- Incorporate symmetry, balance, and proportions into innovative writing instruments
- Tell timeless stories through products that evoke emotion and foster deep connections



# DESIGN INSPIRATIONS

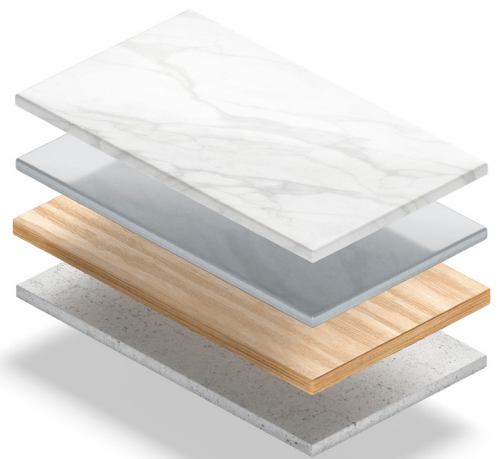
## *Form*

Reimagine iconic shapes and structures into pen designs – from the curves of classical domes to the clean lines of modern skyscrapers.



## *Material*

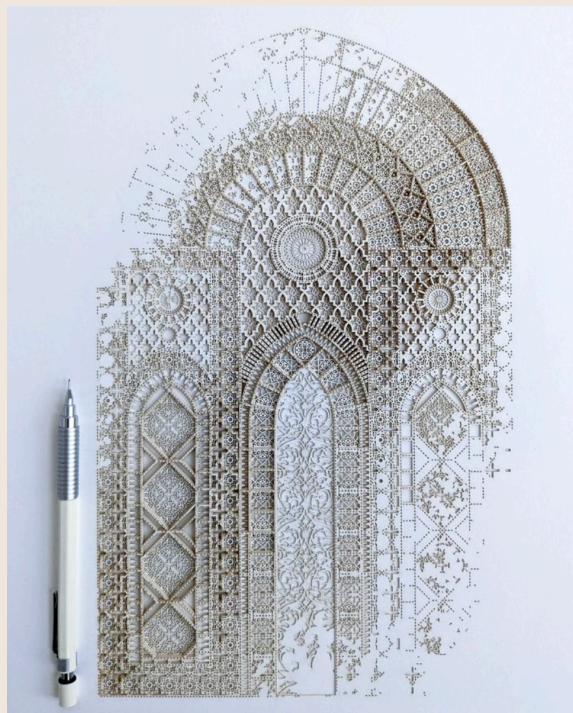
Experiment with textures and finishes that echo architectural elements like marble, metal, or wood.





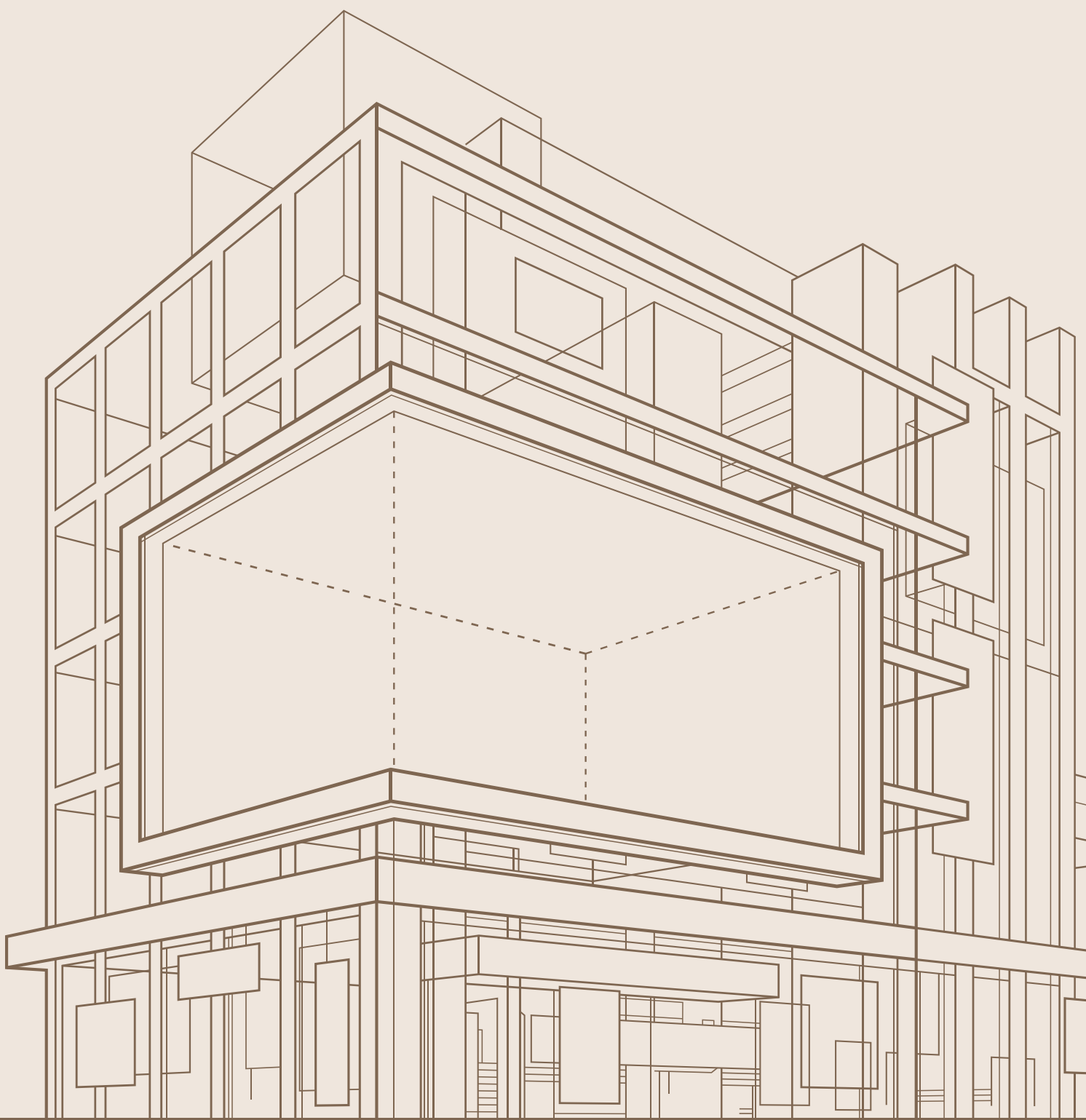
## Colors

Use palettes inspired by specific architectural styles, such as vibrant Moroccan tiles or the minimalist tones of Scandinavia.



## Patterns and Motifs

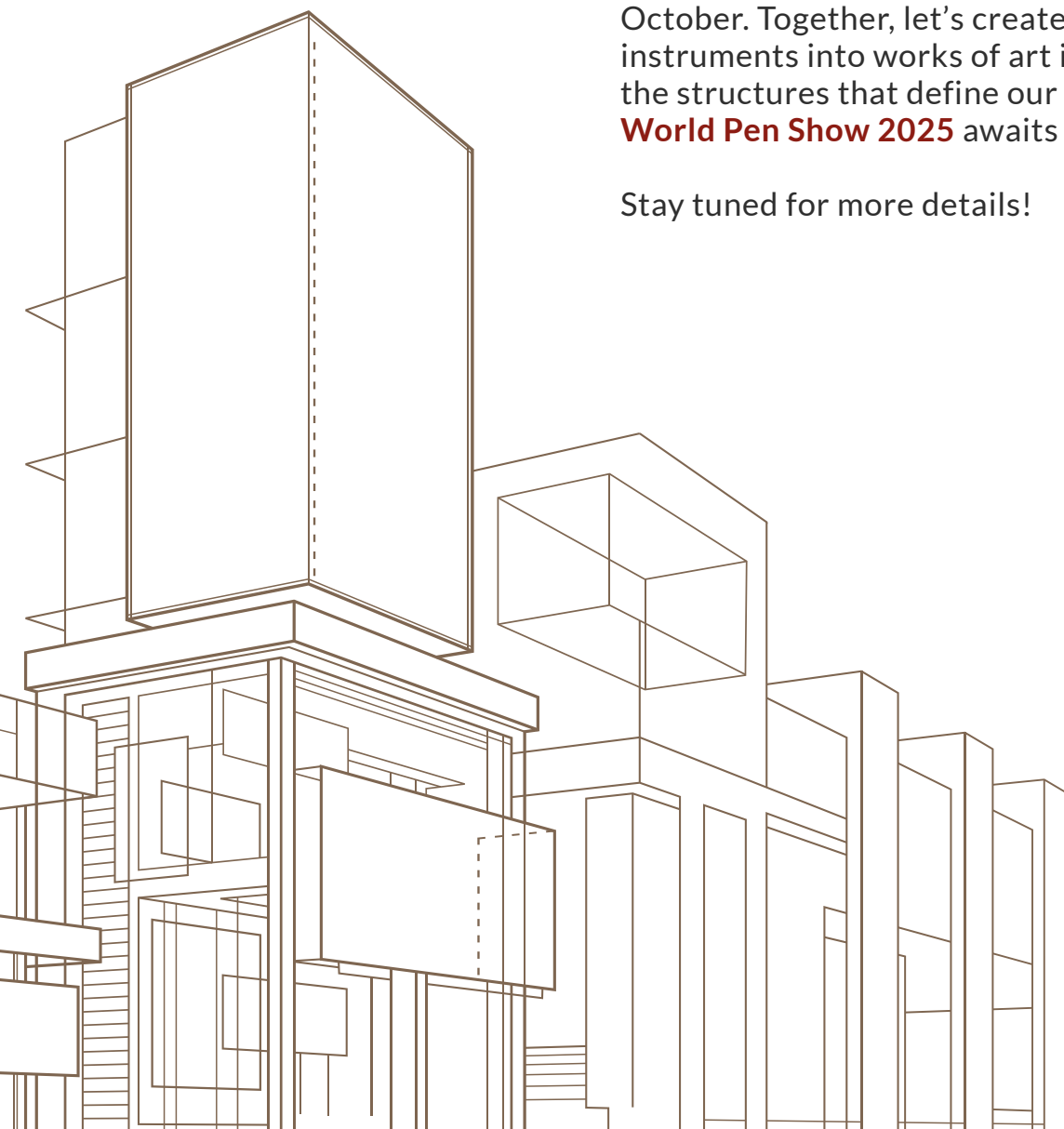
Incorporate intricate patterns like lattice designs or geometric art – to add cultural depth to your products.



# GET READY BE PART OF THE **VISION**

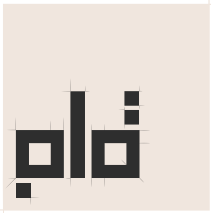
Prepare to showcase your creativity and innovation at **World Pen Show 2025** in October. Together, let's create writing instruments into works of art inspired by the structures that define our world. The **World Pen Show 2025** awaits your vision.

Stay tuned for more details!

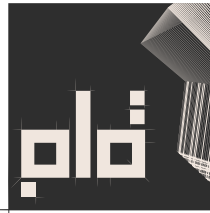


# BRAND ELEMENTS

## LOGO PORTRAIT



المعرض الدولي للقلم  
WORLD PEN SHOW

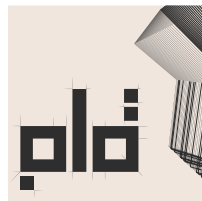


المعرض الدولي للقلم  
WORLD PEN SHOW

## LOGO LANDSCAPE

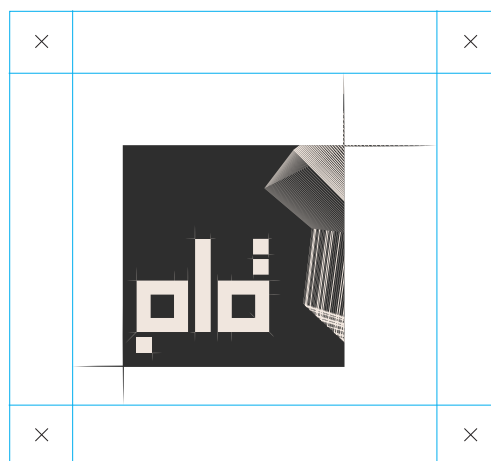
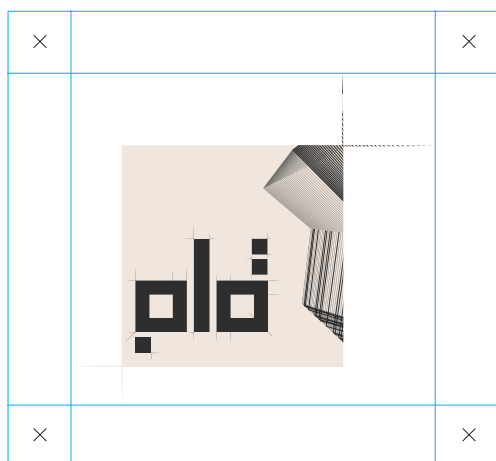


المعرض الدولي للقلم  
WORLD PEN SHOW



المعرض الدولي للقلم  
WORLD PEN SHOW

## LOGO CLEAR SPACE



## COLOR PALETTE



## PATTERN

