

# WONDERWALL

Corporate style  
recommendations

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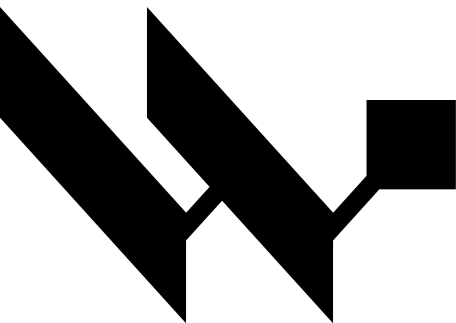
# Logotype

It is an inscription with the name of the company in combination with an emblem formed from the capital letter - W.



Logotype variations

WONDERWALL



Font

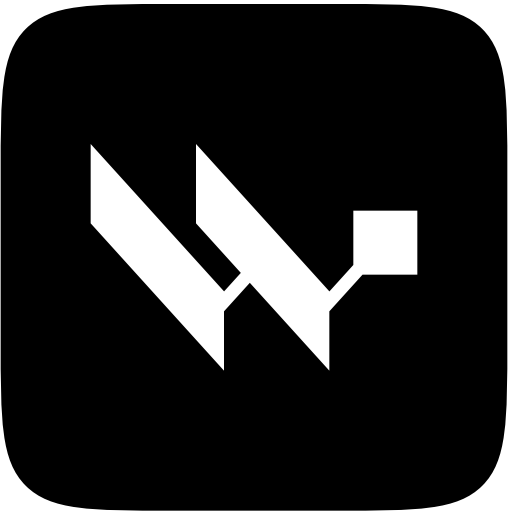
Emblem



Umbelliferous



Combined



Icon



# Fonts

## Helvetica Neue

[Download](#)

Font for text blocks, descriptions in English and Russian

Hello

Helvetica Neue  
Regular

## Damascus

[Download](#)

Arabic text font

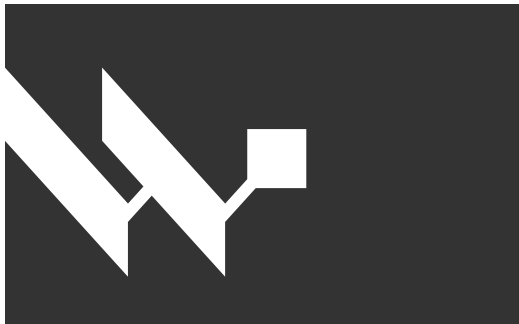
أهلاً

Damascus  
Regular

# Brand color scheme

## Monochrome basic

Mainly for documentation that does not require the use of colored ink (forms, contracts)



## Orange accent

Orange was chosen as the main color to create or increase user loyalty, it entices and stimulates inner desires



The style-forming component of the brand is also white noise superimposed on top of gradients - it refers to the hot desert and oriental flavor, thus making the brand closer to the user

# Color scheme of umbrella brands

Umbrella holding and supporting development vector.  
Allows you to differentiate areas  
The colors are chosen according to the style of the Eastern world.

Color fill



Gradient + Noise



\* Red-orange symbolizes fame, success, wealth, triumph.  
Green - oasis, nature, life, relaxation.  
Blue is the color of the sky, the sea, boundless distances and endless depths.



# Color scheme of umbrella brands





# Photo stylistics

In photographs, it is recommended to use images of people mainly with colorful, characteristic attributes in clothing.

- Apply a red filter 30% #FF3434 on top of all photos in Soft Light mode



We fill the entire space of the canvas with dark photographs, the inscriptions - with white. On the background - a white icon of the logo with 10% transparency, we hide fragments with a mask, where the sign enters the main object



Light photos are designed in a strict style - black text on a white background, the photo takes up half the canvas space



Wonderwall  
keep things simple

ووندر وول ابقاء الامور بسيطة



Real Estate &  
Hospitality Holding





# Graphics style

Generative graphics are used in the corporate colors of the brand book, where the main color of the image is tied to the umbrella brand. The picture shows local landscapes (desert, oasis, palm trees) and modern skyscrapers / city panoramas / streets

Main

Umbelliferae



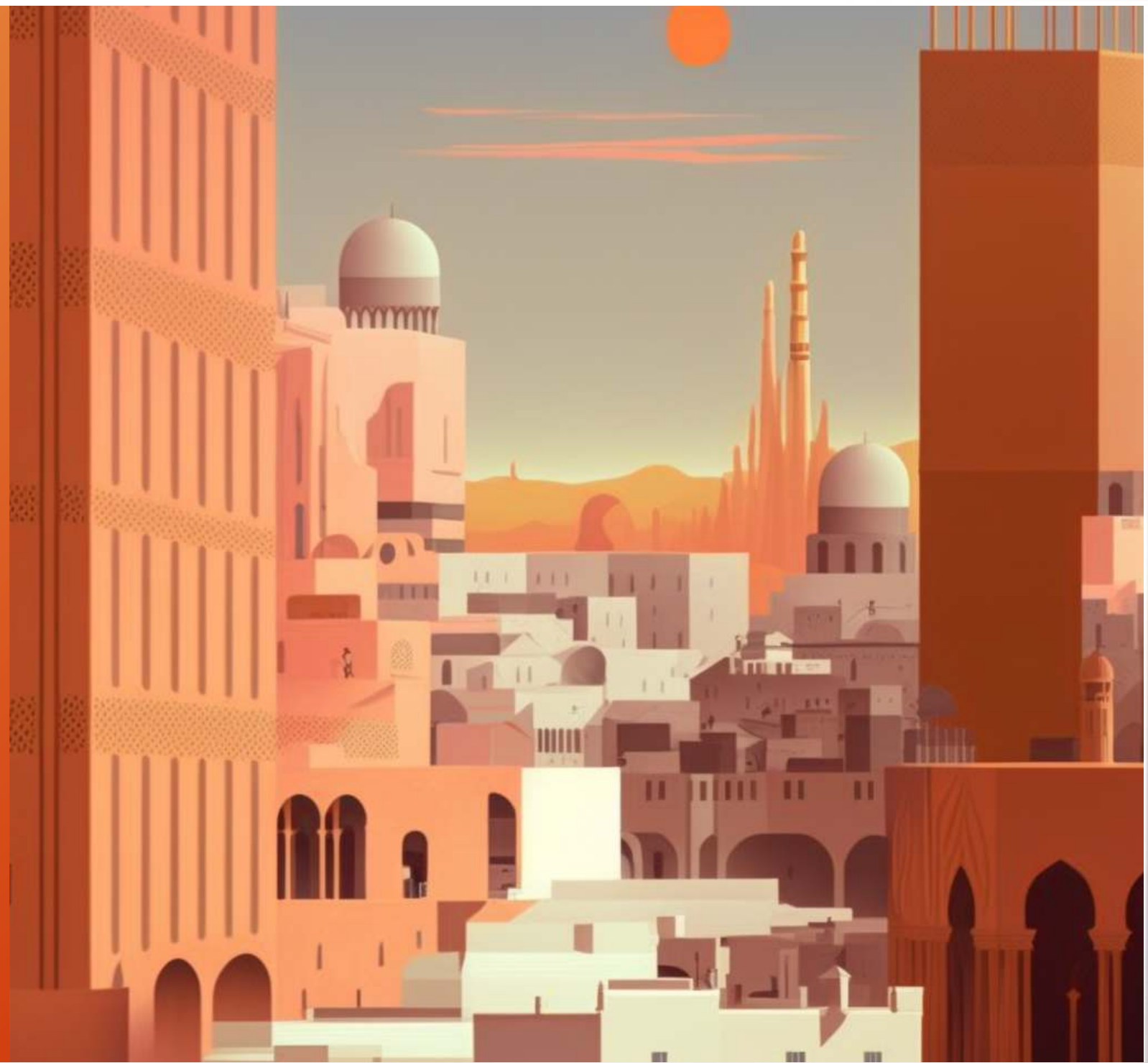


# Wonderwall keep things simple

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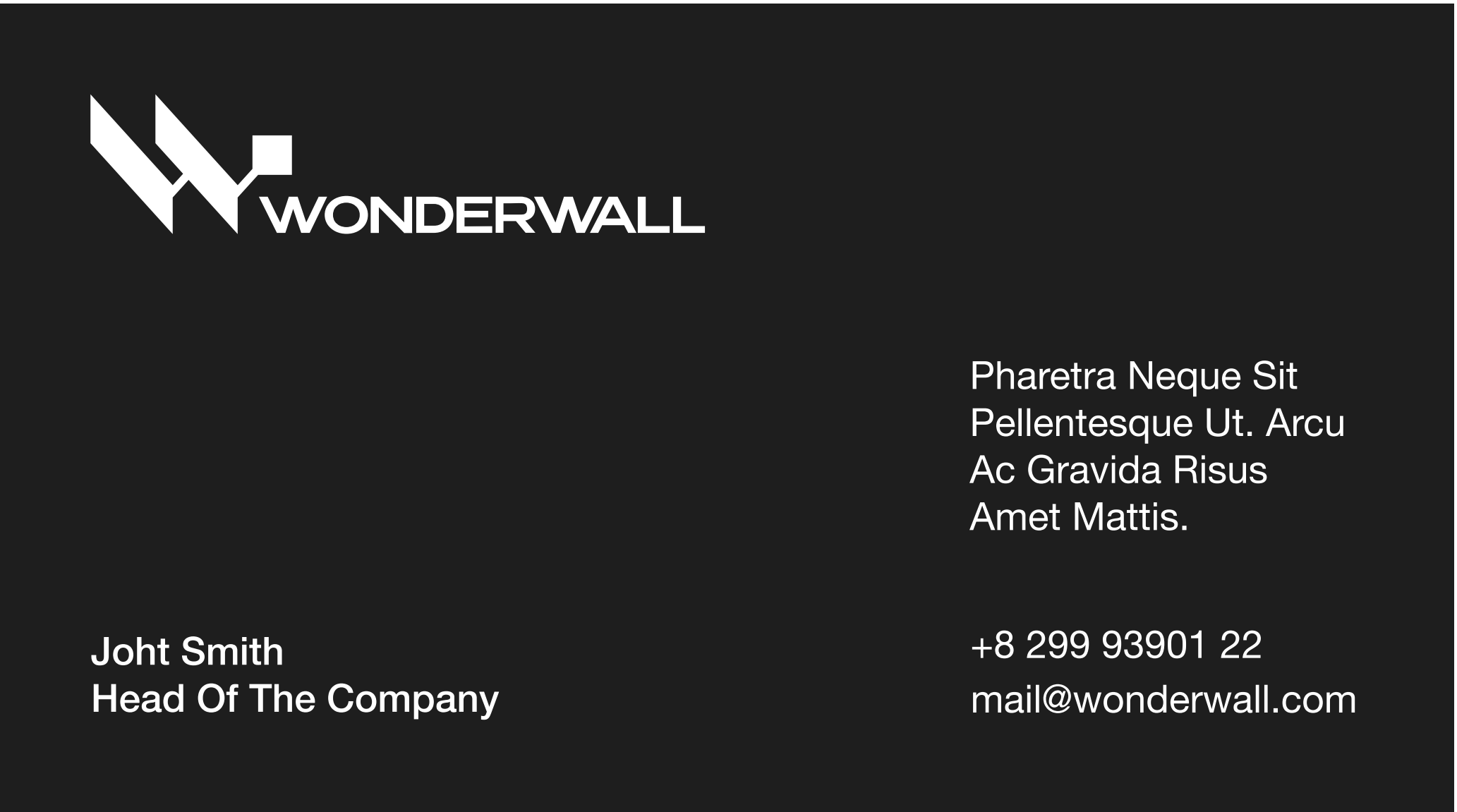
# Promotional materials

# Business card

Front side



Back side







Joht Smith  
Head Of The Company

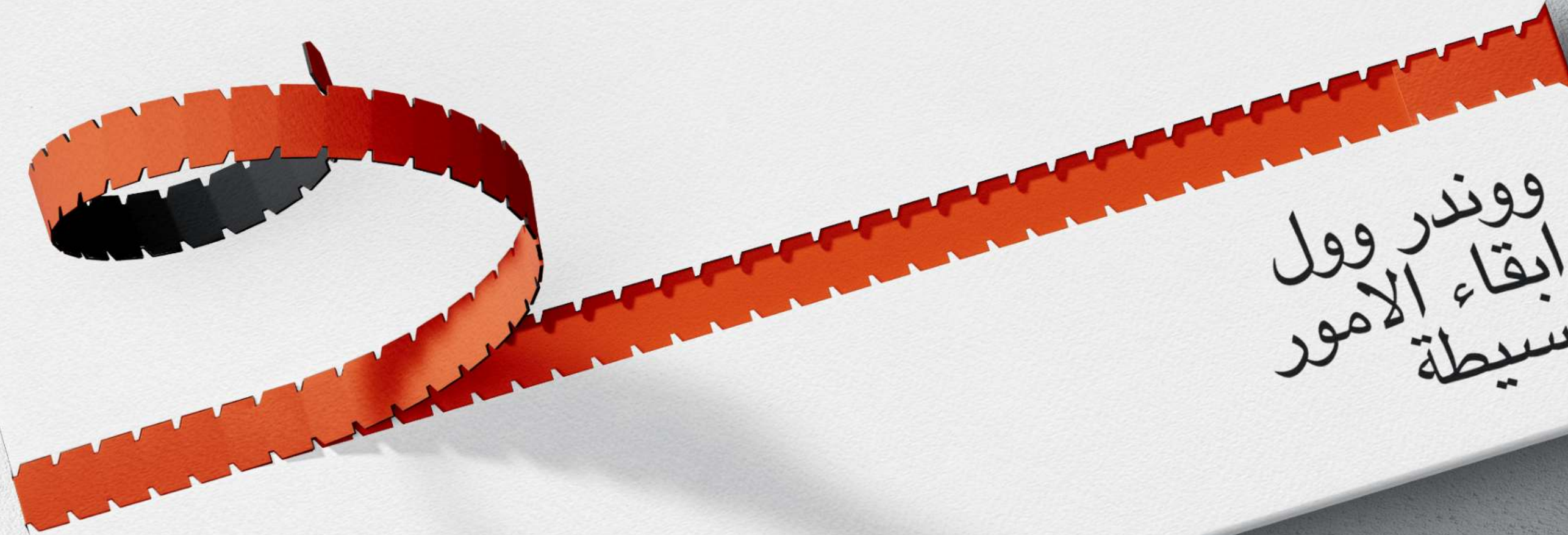
Pharetra Neque Sit  
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+8 299 93901 22







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simple



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Pharetra neque sit pellentesque ut.  
Arcu ac gravida risus amet mattis.

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# Wonderwall follows great hospitality services

Posuere porta varius sit mauris  
lacus tellus pharetra enim id.  
Condimentum elit scelerisque et.

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## Wonderwall follows great hospitality services

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lacus tellus pharetra enim id.  
Condimentum elit scelerisque et.







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