

NORTHBRAND IDENTITY.

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August . 2023

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OURSTORY

August . 2023

How it all Started.

North Finishing Company Established in 2010 in Egypt, North Finishing Company goes beyond construction, crafting remarkable buildings that surpass expectations. With a skilled team of engineers and craftsmen, advanced technology, and a commitment to sustainability, we deliver tailored solutions that resonate aesthetically and environmentally, leaving a positive community footprint.



Our Story Brand Identity August . 2023 North

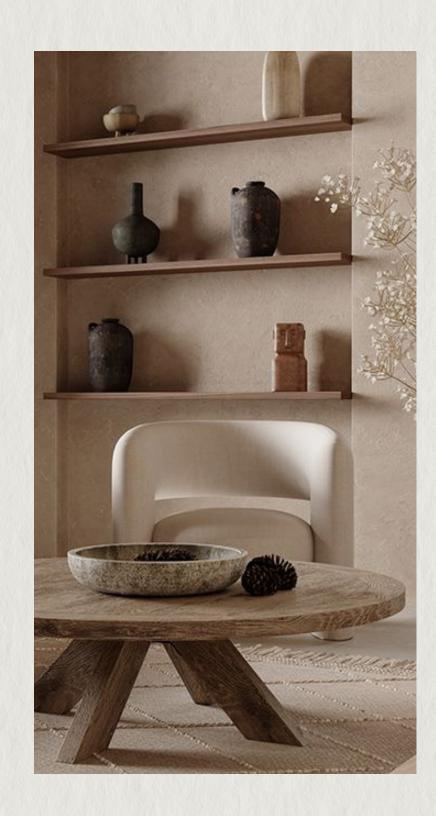
Inspiration.

Building Dreams, Shaping Futures – Your Vision, Our Creation. Crafting Foundations, Defining You – Construction that Reflects Identity.



Value Proposition.

Delivering superior customer service, transparency, and innovation in designs, materials, and technologies for client satisfaction and positive community impact.





Our Story Brand Identity August . 2023 North

Purpose.

Beyond Service: We Provide Solutions, Exceeding Speed and Innovation. Innovative Construction Solutions: Where Speed and Excellence Converge.

Values.

Committed to efficient, skilled project delivery.
Crafting excellence with advanced processes,
respecting time and budget.



Our Story Brand Identity August . 2023 North

Target Audience.

From homeowners and developers to architects and businesses, our services cater to diverse construction needs. Whether it's homes, commercial projects, or architectural designs, we're the construction partner you can trust.

Objectives.

North Construction: Redefining standards through innovation and integrity. Pioneering industry change with the North Methodology, uniting design and ethics.





BRANDMARK

August . 2023

NOSTH

Logo Design.

The presented logo is the primary logo and should be used in most istances. Avoid using at small sizes, as ill can become illegible. Always use the logo files provided. Do not re-create

Brand Mark Brand Identity August . 2023 North

Logo Concept.

Ancient people followed stars to find directions, hence cardinal directions are probably the most important directions in geography and in life: north, south, east and west, These directions help us orient ourselves wherever we are.

Evidence-based psychology suggests that your value system, or true north, are statements and qualities about you which help steer you in the right direction when you are in a state of uncertainty.

"North is a very good direction" the owner of this direction is KUBER. Kuber is a hindu deity and is known for wealth & prosperity. this direction is called wealth and career direction.

Therefore true North is your inner sense, or your calling, of what you want to accomplish in your life. It's a combination of your values, your beliefs, and your purpose.

Just as a compass points at a fixed point on the globe, your personal true north pulls you forward. it guides you on your path to your destination and helps you stay on track to become the best person and the best team leader you can be. find your true north,

Discover your authentic self.



Signature.



By using the abstract shape from letter "N" and the arrow representing the compass creating a memorable monogram, Inspired from our Creative concept.

Brand Mark Brand Identity August . 2023 North

Logo Usage.

- Safe Space



In order to ensure that the logo does not get crowded, 1x height should be left around the logo itself.

* The "N" from North brandmark is the unit of measure.

Brand Identity

August . 2023

Logo Usage.

- Incorrect Use

NORTH

Do not apply effects to the wordmark

NO2TH FINISHING

Do not distort or wrap the logo in any way.

NUZTH

Do not rotate the logo.

NO 7 TH FINISHING

Do not reproduce the logo in low resolution.

NORTH

Do not change the typeface nor recreate the wordmark.

ROZTH FINISHING

Do not outline or create a keyline around the logo.

Keep our logo consistent throughout communications. Here are ways they shouldn't appear.

North

Logo Usage.

- Logo Placement

NO2TH FINISHING NORTH FINISHING

NORTH FINISHING

NORTH FINISHING

{ Landscape}

The main logo can be placed in all areas left, right, bottom, top, center.

NO2TH FINISHING

August . 2023

NORTH

NO2TH FINISHING



Logo Usage.

- Logo Placement

NO 2TH FINISHING

> NO2TH FINISHING

NO2TH FINISHING

NO 2TH FINISHING NO2TH FINISHING

NO2TH FINISHING

NO2TH FINISHING

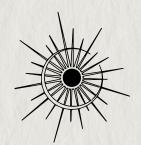
{ Portait}

The main logo can be placed in all areas left, right, bottom, top, center.

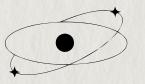
Brand Identity Brand Mark August . 2023 North

Graphic Elements.









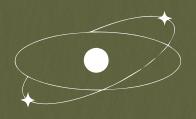
These elements are inspired from our concept, reflecting the North star which symbolizes direction, guidance, stability and purpose due to its fixed position relative to other stars it always remains at almost exactly the same point in relation to all other stars no matter how much they appear to move around.









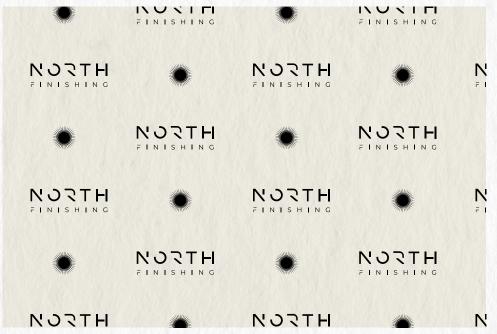


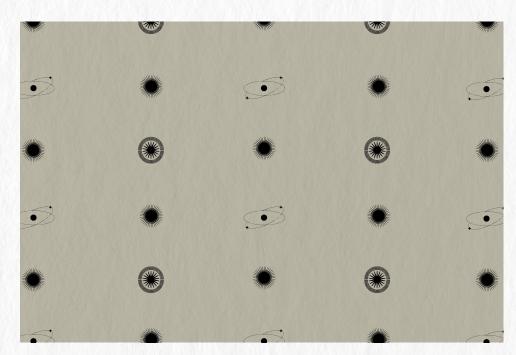
NORTH STAR AND YOU WILLALWAYS FIND YOUR WAY MD/MB

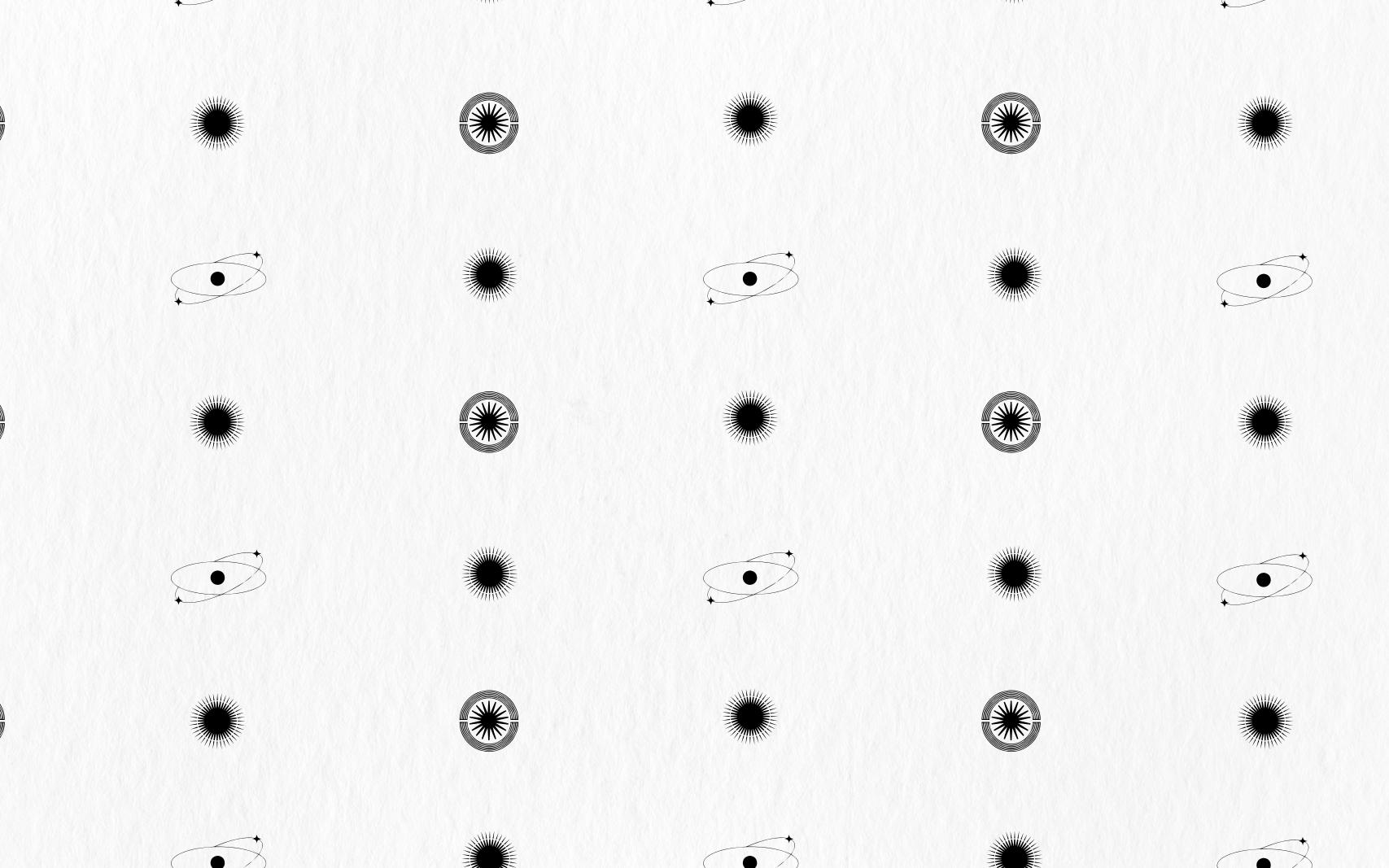
Brand Mark Brand Identity August . 2023 North

Pattern.





















Brand Colors Brand Identity August . 2023

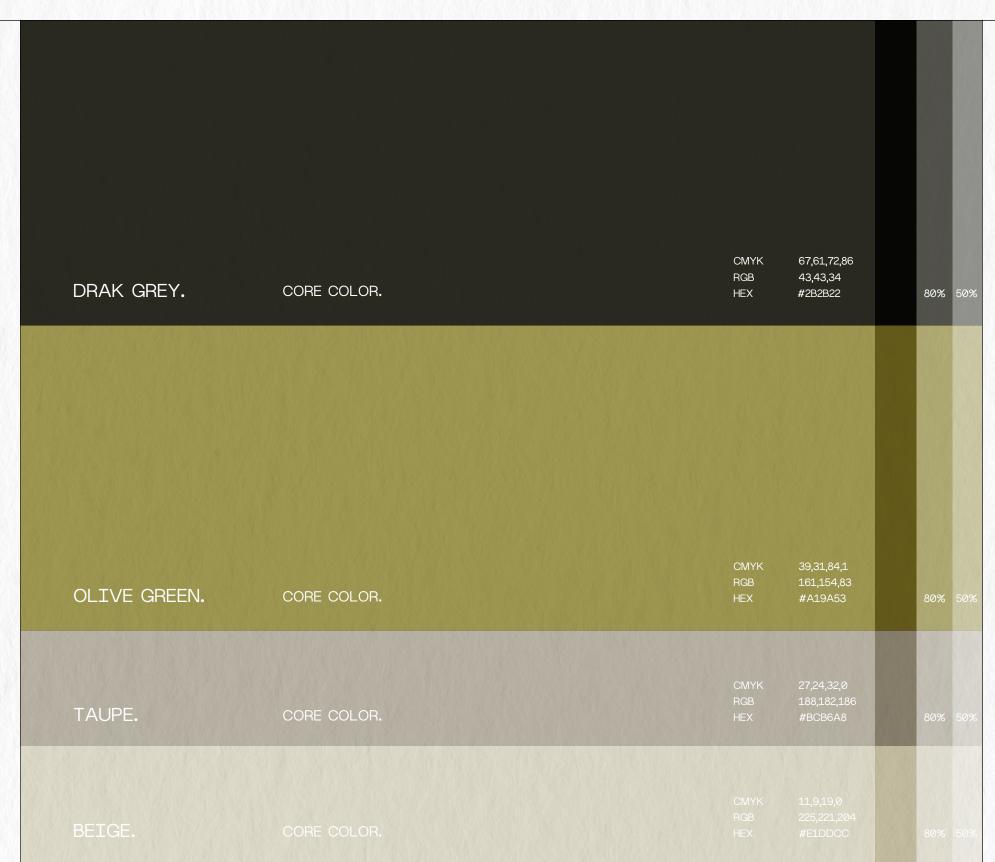
04

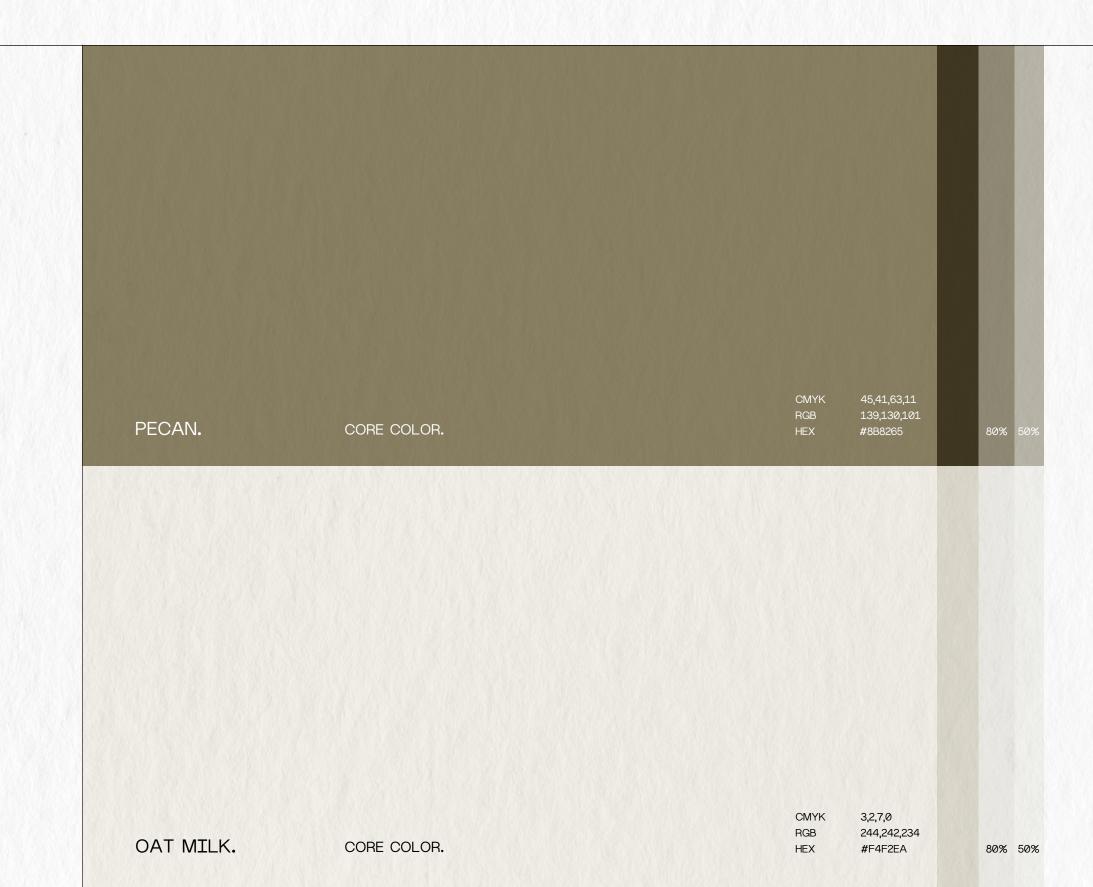
BRANDCOLORS

Primary Color Palette.

A set of colors have been identified for North conveying a bold and balanced brand identity across all marketing material.

This chart shows list of Primary colors and, for each color, three other colors based on the original color but with higher and lighter values.





Secondary Color Palette.

This chart shows list of secondary colors and, for each color, three other colors based on the original color but with higher and lighter values.



Logo Color Variation.

To ensure our brandmark stands out and is clearly visible accross all communication, make sure it holds absolute contrast when placed against color backgrounds.



NORTH

Logo Combintation.



TYPOGRAPHY

August . 2023

Typeface.

KHARKIV TONE

Regular

MESSAPIA

Regular

NORM

Font Family

All the presented typeface to be used throughout all our brand communication which includes, Social media, printed ads and collaterals.

Regular / Bolder

KHARKIV TONE Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
MESSAPIA Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
NORM Font Family	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Antro Vectra Regular / Bolder	abedefphijklunopgrstuvuxya ABCDEFGHIJKUMMOPQRSTUVUXGZ 0123456789

H1

Headline.

H2 Subtitle.

H3 Body Text.

H4 Call to action.

HEADLINE STYLE HEADLINE STYLE

*Social Media use only.

At North Finishing Company, we are more than just a construction company.

At North Finishing Company, we are more than just a construction company - we are a team of dedicated professionals who are passionate about creating exceptional buildings and spaces that exceed our clients' expectations. Founded in 2010 in Egypt.

Link in bio / Costuminge non / follow us.

Type in use.

TYPEFACE

MAIN HEADLINE

Subtitles

Norm / Regular used only in Sentence case for subtitles.

BODY COPY & PARAGRAPH

At North Finishing Company, we are more than just a construction company - we are a team of dedicated professionals who are passionate about creating exceptional buildings and spaces that exceed our clients' expectations. Founded in 2010 in Egypt.

Captions. Notes

Antro Vectra / Regular used in Sentence case for any notes or Call to action.

Norm / Light used in Sentence case for paragraphs.

Kharkiv Tone / Regular used only in uppercase

for titles.

Type in use.

Messapia / Regular used only in uppercase for titles.

Norm / Light used in Sentence case for paragraphs.



Antro Vectra / Regular used in Sentence case for any notes or Call to action.

Brand Identity

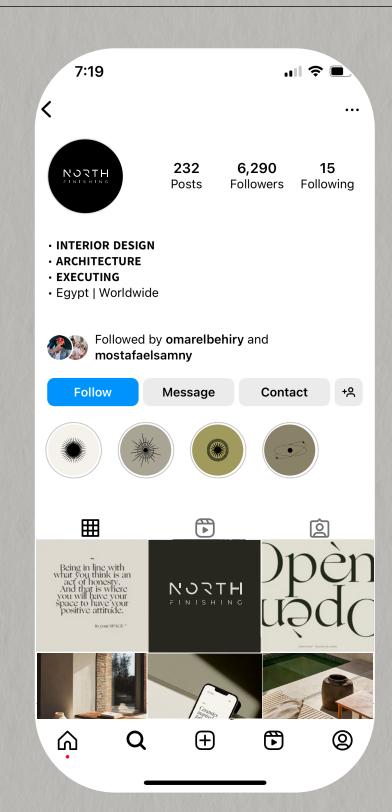
August . 2023

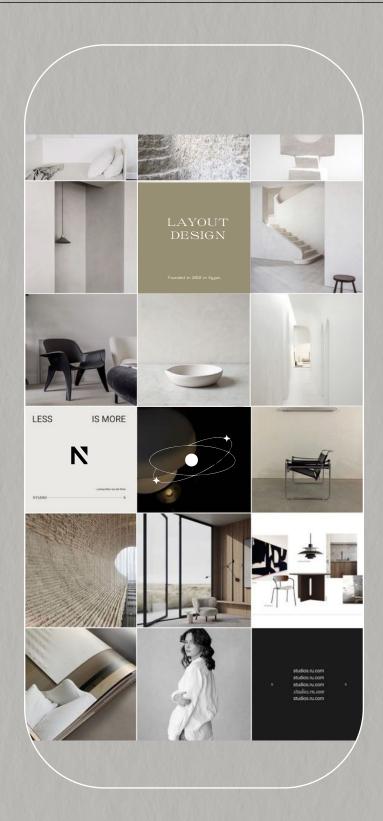
06

DIGITAL

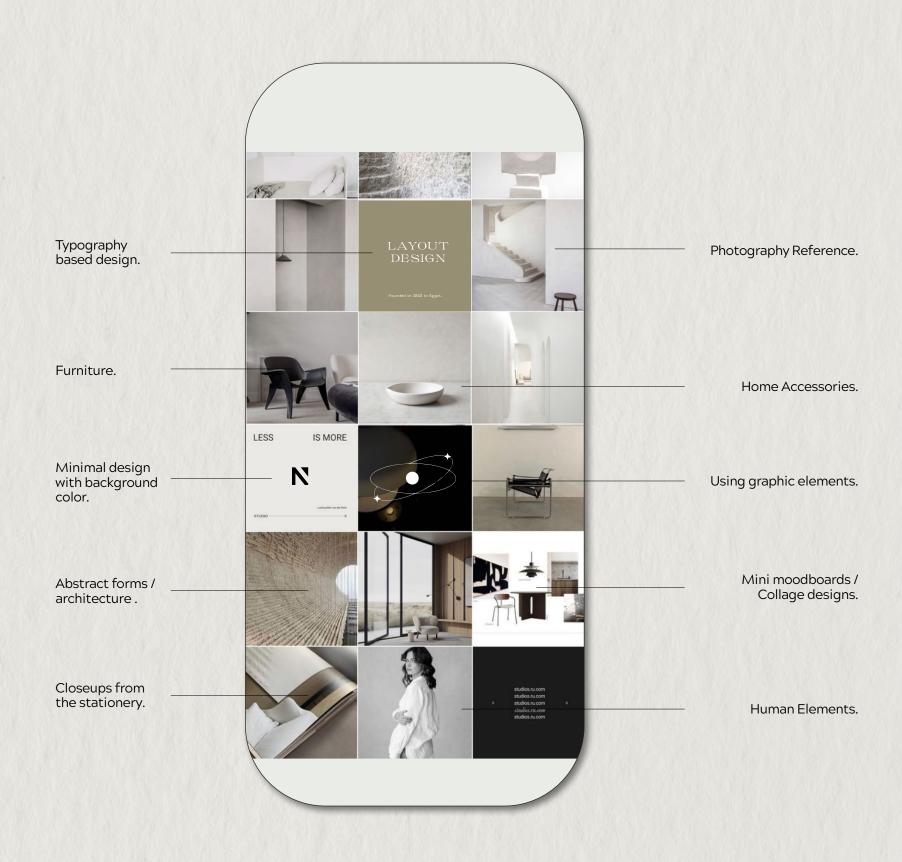
Grid Layout.

Here is an example on how our social media should look like, a mix between mixed media, photography & Graphic posts.





Integrating lifestyle content for the general look and feel, Reflecting services that we provide.



Social Media Brand Identity August . 2023

Post Design.







Size: 1080x1080 pixels

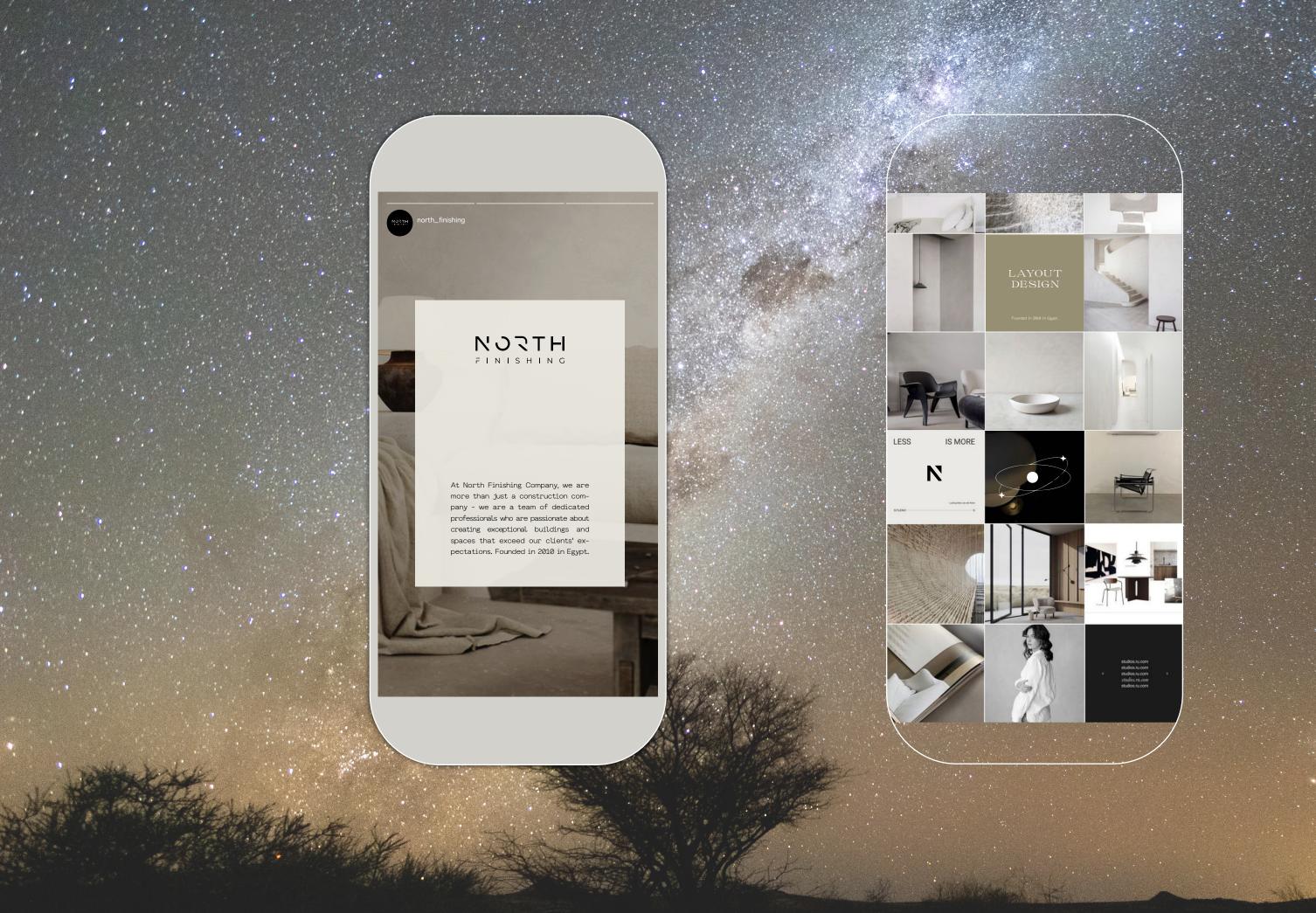
Story Design.







Size: 1920x1080 pixels



0 Creative Solution Brand Agency September 2024 HOW IT
ALL
STARTED
PRISE
/ VIES
/ PERSONALITY
/ OBJECTIVES NURTH



Advertising. Brand Identity August . 2023

07

ADVERTISING

Print Ads.









Brochure Cover.



Lookbook size: 29.7x21cm



Brochure Layout.



OUR STORY

At North Finishing Company, we are more than just a construction company - we are a team of dedicated professionals who are passionate about creating exceptional buildings and spaces that exceed our clients' expectations. Founded in 2010 in Egypt.



HOW IT
ALL
STARTED
/ PRINTISE
/ PRINTISE
/ PERSONALITY
/ OBJECTIVES





COLLECTION

At North Finishing Company, we are more than just a construction company - we are a team of dedicated professionals who are passionate about creating exceptional buildings and spaces that exceed our clients' expectations.

Founded in 2010 in Egypt.



At North Finishing Company, we are more than just a construction company - we are a team of dedicated professionals who are passionate about creating exceptional buildings and spaces that exceed our clients' expectations.



At North Finishing Company, we are more than just a construction company - we are a team of dedicated professionals who are passionate about creating exceptional buildings and spaces that exceed our clients' expectations.

Founded in 2010 in Egypt.

Lookbook size: 29.7x21cm

Stationery Brand Identity

08

STATIONERY

August . 2023

Collective.

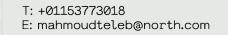




Business Card.







A: 5th Settlement, New Cairo, Egypt.



CEO & FOUNDER

N



Business Card size: 9x6cm

Letter Head.

MUDRITHINO RIH

Dear Mr. George Brooks.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

+2022759951

Best Regards Fredirck

finishing@north.com

New Cairo, Egypt.

Dear Mr. George Brooks.

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Best Regards Fredirck

January '23

finishing@north.com

+2022759951

5th Settlement, New Cairo, Egypt.

Letter Head size: A4

Invoice.



INVOICE.

Invoice No. 43439493495352494

January.12

Expired Day. January.20

Invoice To. John Douglas Head of Finance Payment Terms.

Lorem ipsum dolor sit amet, consectetuer adipiscing.

)	DESCRIPTION	HOURS	RATE	AMOUNT
	Building 1 Building 2 Building 3 Building 4	100 25 50 80	\$10 \$10 \$20 \$50	\$1,000 \$1,250 \$600 \$800
				# 0556

SUBTOTAL TAX 30%

TOTAL

\$3,315.00

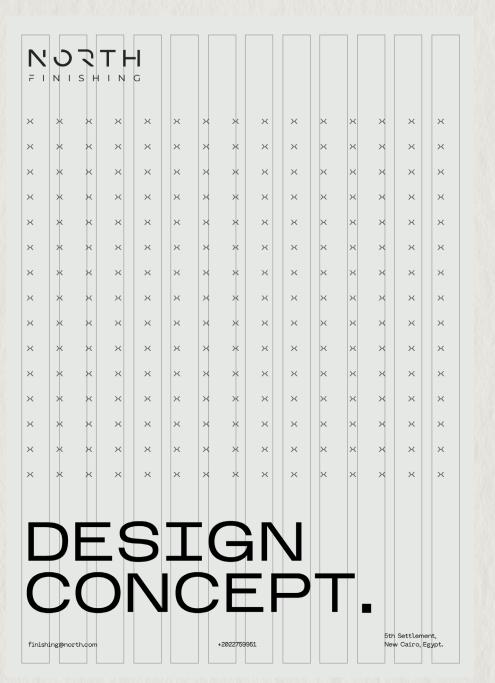
finishing@north.com

+2022759951

5th Settlement, New Cairo, Egypt.

Invoice size: A4

Draft Paper.



> 5th Settlement, New Cairo, Egypt.

NOZTH

finishing@north.com

Paper size: A4

Envelopes.





Envelope size: American

Envelopes.









Envelope size: DL



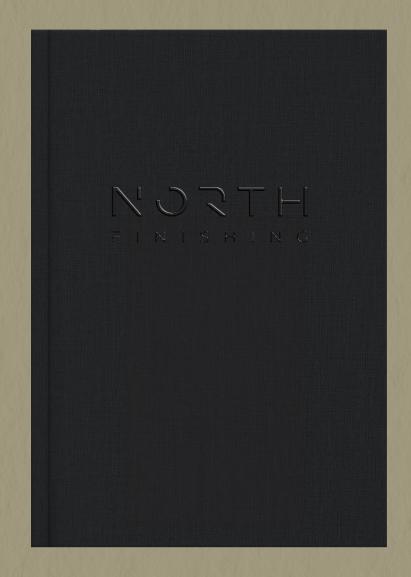
Giveaways Brand Identity August . 2023

09

GIVEAWAYS

Giveaways.

Notebook



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參與者 /			
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	日期 /	聯絡人 /	
	日期 /	聯絡人 /	狀態 /
事項 / 總結 /	日期 /	聯絡人 /	狀態 /

Giveaways.

Pens



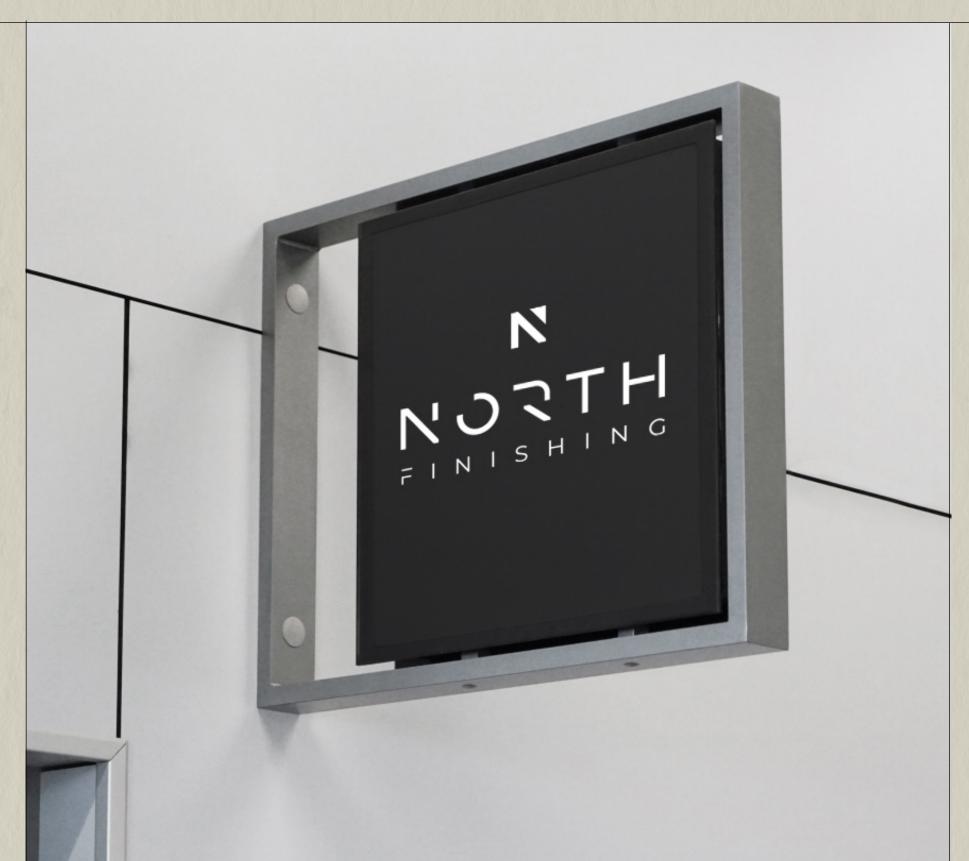
Giveaways.

Mugs

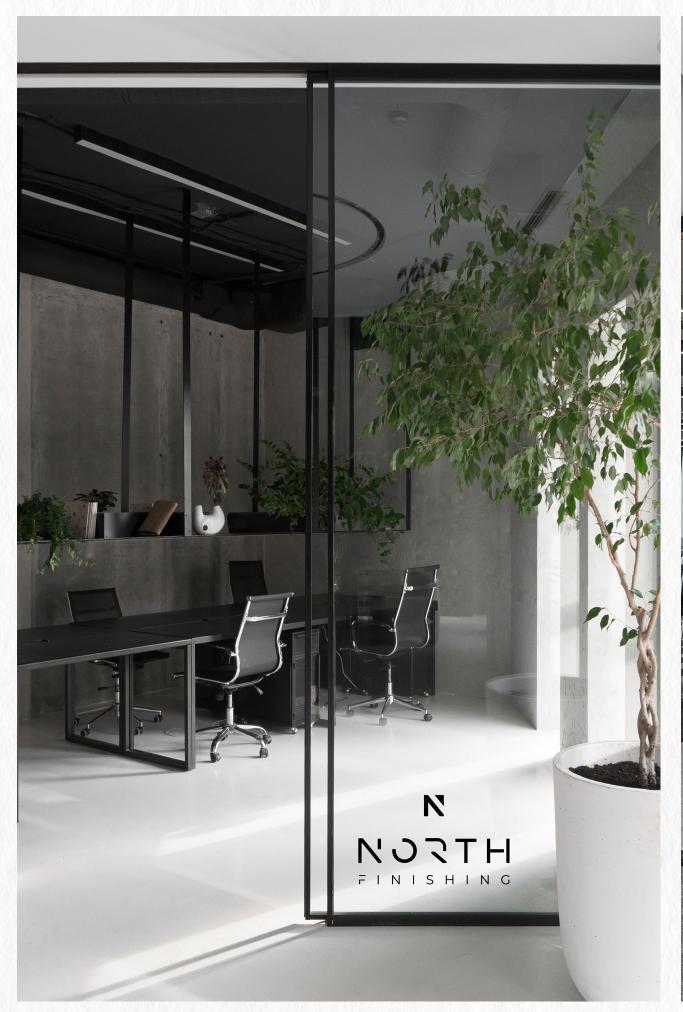


SIGNAGE

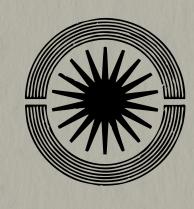
Outdoor Signage.











THANK YOU.