



سواقى للتنمية الحضرية
Sawaqi Urban Development

**WE PLAN
WE EXECUTE**

Crafted by: Markrise
Studio
10/10/2030

Intended for: Sawaqi
Urban
Development

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Welcome to Our Brand

Welcome to the official brand guidelines for Sawaqi Urban Development. This document serves as a comprehensive guide to understanding and applying our brand elements consistently. Our goal is to ensure a unified and recognizable brand presence across all platforms.

Core Values

Our Mission

Creating Comfortable Environments: Green areas offer a peaceful escape from daily hustle, helping to lower ambient temperatures and enhance the local climate.

Promoting Well-being: Studies consistently show that living in proximity to nature reduces stress and increases happiness and productivity.

Our Vision

Breathing Life into Spaces, At the heart of Sawaqi Urban Development's philosophy is the profound belief that every "empty space" holds a promise of a brighter tomorrow

Integrity

The company believes in maintaining open and transparent relations with project partners and stakeholders.

Empathy

Sawaqi Group maintains a social focus and is conscious of its responsibilities to project partners and financing institutions

Excellence

The company aims for engineering excellence and uses innovative solutions for design and construction challenges.

Perseverance

Sawaqi ensures post-handover support, including maintenance engineering and facilities management services.

04

LogoUsage



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Sawaqi Urban Development



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Sawaqi Urban Development



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Sawaqi Urban Development

Primary Logo

Use the primary logo in its original form and colors. Ensure sufficient spacing around the logo to maintain its visibility and impact.



Logo Variations

Use these variations when the primary logo is not suitable. Do not alter the logo's proportions, colors, or orientation.



LOGO VARIATION

This page will show the approved formats and arrangements of the brand's logo, including horizontal, vertical, stacked, and icon-only versions. These variations are thoughtfully designed to preserve clarity, balance, and legibility across different sizes, backgrounds, and applications. Using the appropriate logo variation ensures visual consistency and integrity of the brand identity in every contexts.

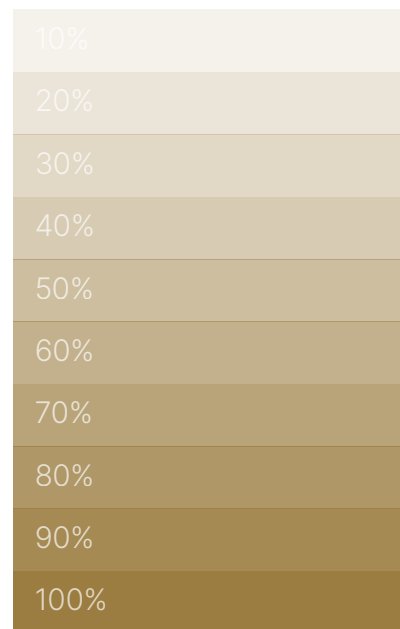
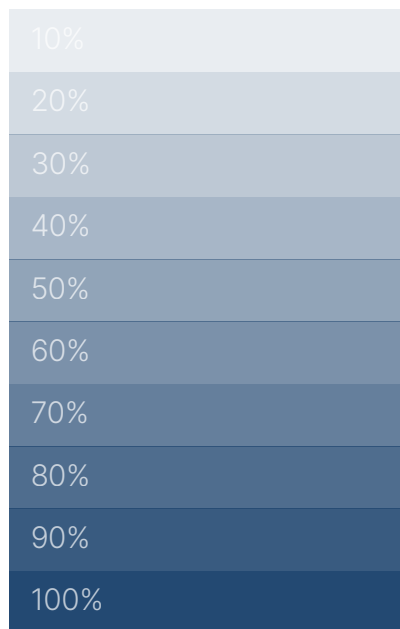


08

Color Palette

Color Palette

Our color palette reflects our brand personality and should be used consistently across all materials.



Color Philosophy

Bronze Mist

About this Color

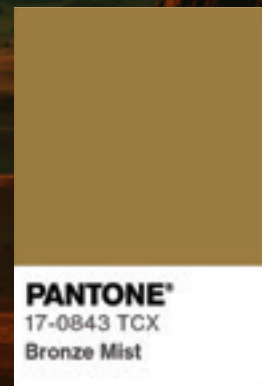
Color Number:17-0843 TCX

Color Name:Bronze Mist

Color System:Fashion, Home + Interiors

Color Library:Cotton TCX

Color Family:Yellow



TAP SHOE

About this Color

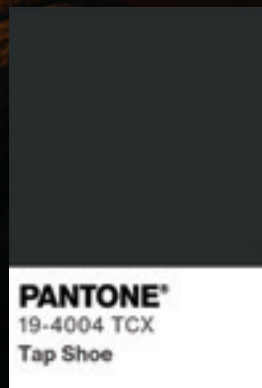
Color Number:19-4004 TCX

Color Name:Tap Shoe

Color System:Fashion, Home + Interiors

Color Library:Cotton TCX

Color Family:Neutral



Sugar Swizzle

About this Color

Color Number:11-0607 TCX

Color Name:Sugar Swizzle

Color System:Fashion, Home + Interiors

Color Library:Cotton TCX

Color Family:Neutral



Color Philosophy

Set Sail

About this Color

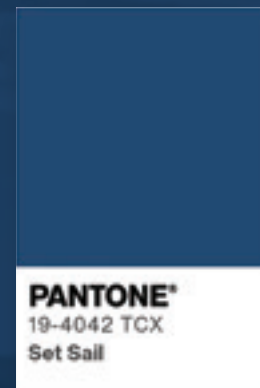
Color Number:19-4042 TCX

Color Name:Set Sail

Color System:Fashion, Home + Interiors

Color Library:Cotton TCX

Color Family:Purple-Blue



Midnight

About this Color

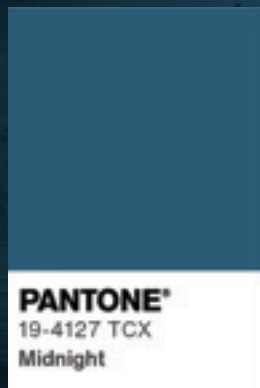
Color Number:19-4127 TCX

Color Name:Midnight

Color System:Fashion, Home + Interiors

Color Library:Cotton TCX

Color Family:Purple-Blue



Niagara

About this Color

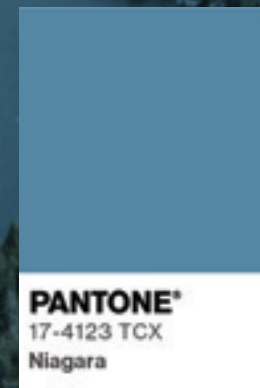
Color Number:17-4123 TCX

Color Name:Niagara

Color System:Fashion, Home + Interiors

Color Library:Cotton TCX

Color Family:Purple-Blue



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Typography

Typography

Typography is a key element of our brand identity. Use the specified fonts to maintain a cohesive and professional appearance.

English fonts

Logo font

SangBleu Sunrise
San Serif font

ABCDEFGHIJ
abcdefghijkl

Font Weight
6 Variant weight

SangBleu Sunrise	Air
SangBleu Sunrise	Light
SangBleu Sunrise	Regular
SangBleu Sunrise	Liver
SangBleu Sunrise	Medium
SangBleu Sunrise	Bold

Arabic fonts

Heading
&
Body

Beirut | 
Regular

Font Weight
6 Variant weight

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- | | |
|--------|----------|
| Beirut | Thin |
| Beirut | Light |
| Beirut | Regular |
| Beirut | Medium |
| Beirut | SemiBold |
| Beirut | Bold |
| Beirut | Black |

English fonts

Body

Inter Tighttt
Serif font

ABCDEFGHIJ
abcdefghijkl

Font Weight
7 Variant weight

Inter Tight	Thin
Inter Tight	Light
Inter Tight	Regular
Inter Tight	Medium
Inter Tight	SemiBold
Inter Tight	Bold
Inter Tight	Black

Body Text



سواقى للتنمية الحضرية
Sawaqi Urban Development

Regular / 60pt

Regular / 15pt

Headline Here

Sub Headline Here

1234567890

Numeric / Symbols

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vul-

! @ # \$ % ^ & * () _ + - = < > ? /

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Pattern

pattern-1



pattern-2



20 Tone of Voice



SAWAQI URBAN DEVELOPMANT

Tone of Voice

Here are some examples of different tones of voice that can be included in brand guidelines

Friendly and Approachable

Example: "Hey there! We're here to help you find what you need. Feel free to reach out anytime!"

Professional and Formal

Example: "Thank you for your inquiry. We will respond to your request within 24 hours."

Inspirational and Motivational

Example: "Believe in yourself and all that you are. Know that there is something inside you that is greater than any obstacle."

Authoritative and Confident

Example: "We guarantee the highest quality in every product. Our expertise is unmatched."

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Imagery



SAWAQI

Sawaqi Urban Development: Engineering Life, Greening the Future

In a world defined by rapid growth, urban development has transcended the mere act of creating concrete structures. Today, it is an art form that merges current needs with future sustainability, placing human well-being at its very core. In this evolving landscape, Sawaqi Urban Development stands out as a visionary and operational leader, breathing life into spaces and transforming dormant landscapes into vibrant centers of modern living.

URBAN DEVELOPMENT

SA WA QI

Breathing Life into Spaces

At the heart of Sawaqi Urban Development's philosophy is the profound belief that every "empty space" holds a promise of a brighter tomorrow. We do not see undeveloped land as vacant ground; instead, we view it as a blank canvas awaiting an innovative touch to convert it into a thriving, integrated urban center. Our mission is not just physical expansion but "profound urban revitalization," where every square meter is utilized to enhance social connection, create sustainable communities, and elevate the quality of life for all residents.

URBAN DEVELOPMENT



SAWAQI

Every project undertaken by Sawaqi Urban Development is fundamentally centered on the human experience. Our operational policies prioritize the provision of comprehensive and essential services, ensuring an exceptional living and working experience for all citizens. We do not just build units; we surround them with a carefully planned network of vital amenities, ranging from modern healthcare and education facilities to diverse commercial centers and well-equipped infrastructure. Our ultimate goal is to put everything a person needs within easy reach, thereby fostering well-being, enhancing productivity, and creating environments conducive to long-term stability and prosperity.

URBAN DEVELOPMENT

26 Brand Applications

Branding Applications

Business Card

حسام سويلم
المدير التنفيذي



سواقي للتنمية الحضرية
Sawaqi Urban Development

01029585436 - 01143893912



sy.swaqui@gmail.com



١٠٠ السابعة عمارات المجاورة الثانية
مدينة الشروق - القاهرة



سواقي للتنمية الحضرية
Sawaqi Urban Development

Branding Applications

Email Signatures



The email signature template features a two-tone background: a gold header bar and a dark blue body. The logo 'Sp سواقي للتنمية الحضرية Sawaqi Urban Development' is in the top left. The name 'Hosam Sewelam' is in large gold letters, followed by 'Executive Manager' in white. The email 'sy.swaqi@gmail.com' and two phone numbers are at the bottom, with the address '100 السابعة عمارات المجاورة الثانية مدينة الشروق - القاهرة' on the right.

Sp سواقي للتنمية الحضرية
Sawaqi Urban Development

Hosam Sewelam
Executive Manager

sy.swaqi@gmail.com

01143893912
01029585436

100 السابعة عمارات المجاورة الثانية
مدينة الشروق - القاهرة



This version of the email signature template has a white background. The logo is in the top left. A large grey rectangle is in the top right. The name 'Hosam Sewelam' is in large gold letters, followed by 'Executive Manager' in blue. The email 'sy.swaqi@gmail.com' and two phone numbers are in the middle, with the address '100 السابعة عمارات المجاورة الثانية مدينة الشروق - القاهرة' on the right. A large gold 'U' shape is at the bottom.

Sp سواقي للتنمية الحضرية
Sawaqi Urban Development

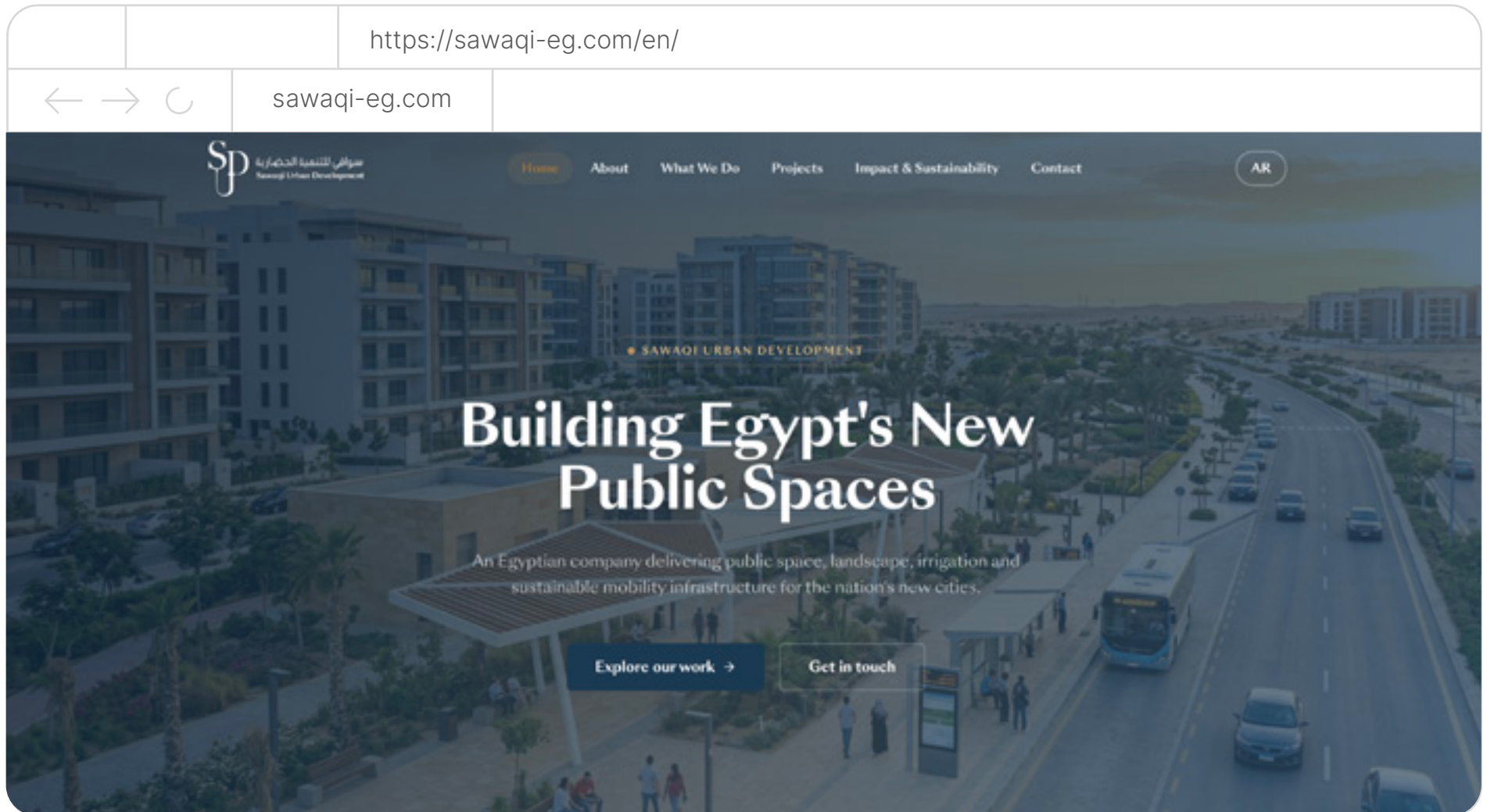
Hosam Sewelam
Executive Manager

sy.swaqi@gmail.com

01143893912
01029585436

100 السابعة عمارات المجاورة الثانية
مدينة الشروق - القاهرة

Branding Applications



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis

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تواصل معنا

sy.sawaqi@gmail.com 01029585436 - 01143893912 ١٥٥ السابعة عمارات المحاوره الثانية مدينة الشروق - القاهرة



سواقي للتنمية الحضرية
Sawaqi Urban Development

Branding Applications

Stationery

App Icons and Social Media



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Contact Information

Thank You from Creator

We extend our heartfelt gratitude for your continued support and belief in our vision. Crafting these brand guidelines has been a labor of love, reflecting our dedication to consistency, creativity, and excellence. Your trust empowers us to push boundaries and innovate, ensuring our brand remains vibrant and impactful. Thank you for being an integral part of this journey; together, we are shaping a legacy of distinction and inspiration.

Markrise Studio

Contact Information

For any inquiries or further information regarding the brand guidelines, please feel free to reach out to our brand development team. We are here to assist you with any questions or support you may need.

Feel free to adjust any details to better fit your needs!

sy.swaqi@gmail.com

[01143893912](tel:01143893912)
[01029585436](tel:01029585436)

١٥٥ السابعة عمارات المجاورة الثانية
مدينة الشروق - القاهرة