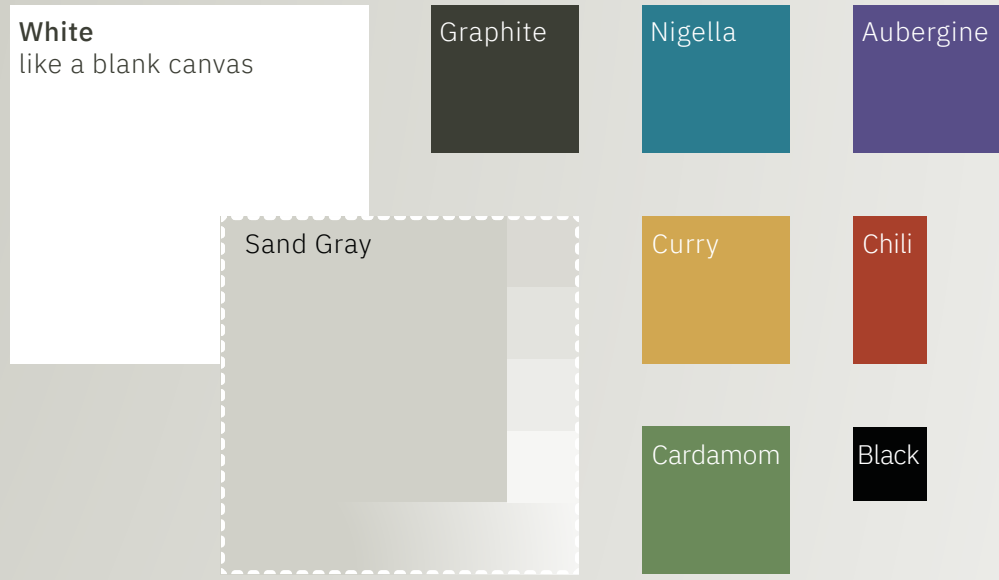


## OUR TYPEFACE — نوع الخط الخاص بنا

Plex Sans (arabic)  
modern – functional – international

## OUR COLOURS — ألواننا

sparks of diversity  
warm – friendly – tasteful



## OUR SHAPES — أشكالنا الرسومية >>>>>

blends of variety / 11° / tagline  
colourful – mixed – connected

contextual #dialogues  
on #community-based  
#participation  
for a #sustainable  
#urban\_future

## OUR SIGNETS — الرموز البصرية لمشروعنا

joining different directions / 3 variants  
multilayered – generative – permeable



variant 1: inclusive cities



variant 2: participatory cities



variant 3: cities for all

## ARRANGEMENT OF THE PARTNER LOGOS

composition options,  
depending on the space available

square block

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wide block

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