

البداية...
...

Rule number 1

There is no

RULES!





What is the difference between
branding & brand design?

#1

BRANDING

Why, who, promise, message , value
personality , tone of voice , loyalty



#2

BRAND DESIGN

Logo , visuals , colors , identity
typography, iconography
patterns, layouts , giude lines .

**#2
BRAND
DESIGN**

Logo

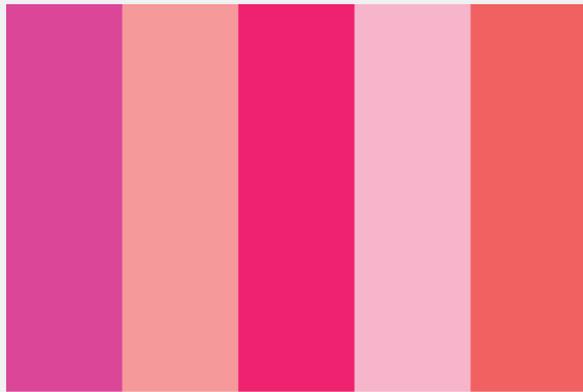


Infinix

BRAND DESIGN

Colors

women



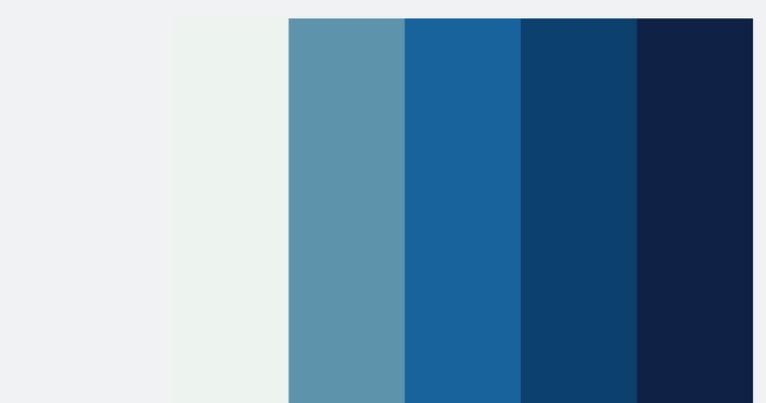
hospitals



Kids



Formal



Etch

#2

typo

FORMAL

Playful

Classic

modern

Cool

Old style

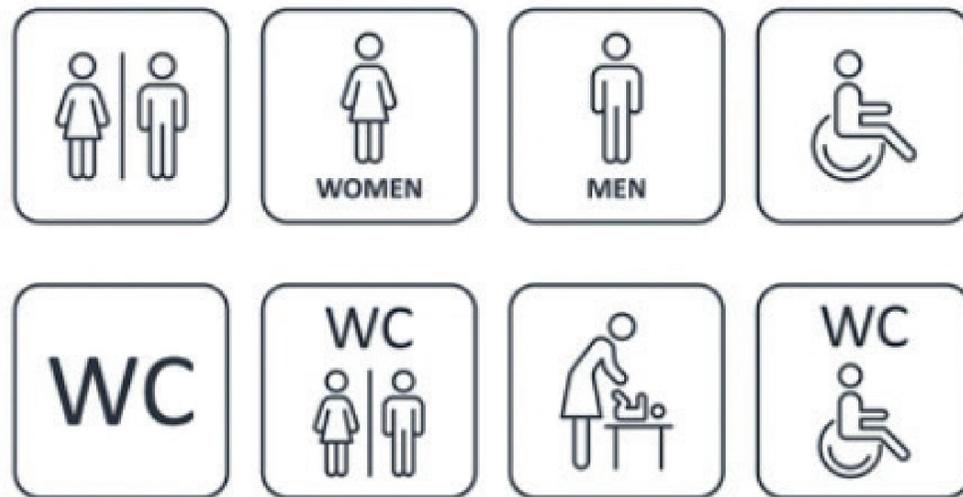
#2

pattern



#2

iconography



Logo , visuals , colors , typography, iconography ,patterns, layouts , guide lines .

Infinix

**COMING
SOON**

STRIKE FIRST. STAY AHEAD
28/07/2025 | 07:00 PM

جھینہ
کلاسیک
تفاح
گمشدی
فائق الجودة
مشروب فاکھہ

REFRESH
واشرب عصیر جھینہ

مستشفيات أندلسية
ANDALUSIA HOSPITALS

سيطر
على قولونك بذكاء

16781
للحجز والاستعلام

**We unfollow
artificial intelligence — we guide it .**

We Like It.

Not human vs. AI — human + AI.



THANK YOU

البداية ... 