

INTRODUCTION TO THE CLIENT

A new pharmacy is being founded for a pharmacist called Jwana Wannous, the objective was to create a logo that resembles the pharmacy concept and connect the owner to it, while having the color Turquoise in the design as an integration with the interior design of the engineer.

DESIGN GOALS

The points we want to include in our design now are a lettermark and a logotype including variations to work on different places and platforms.

LOGOMARK

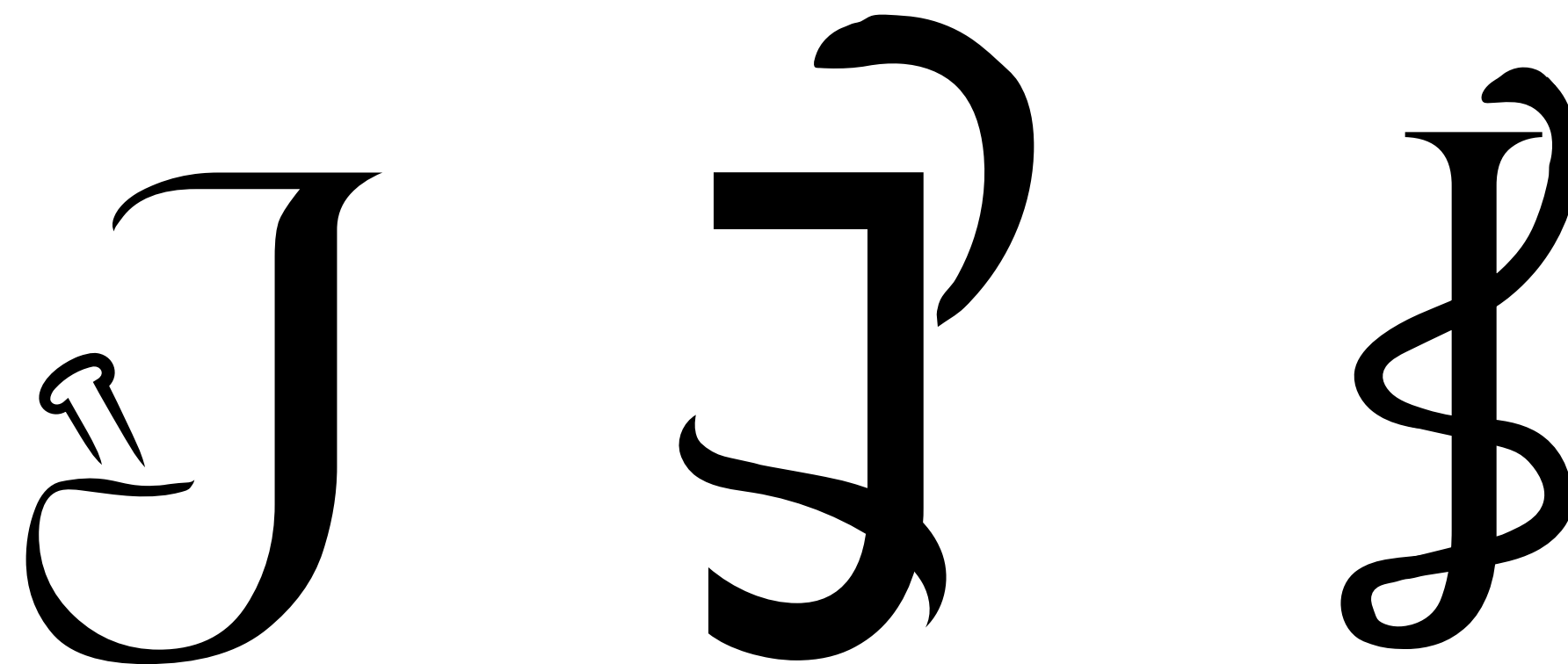
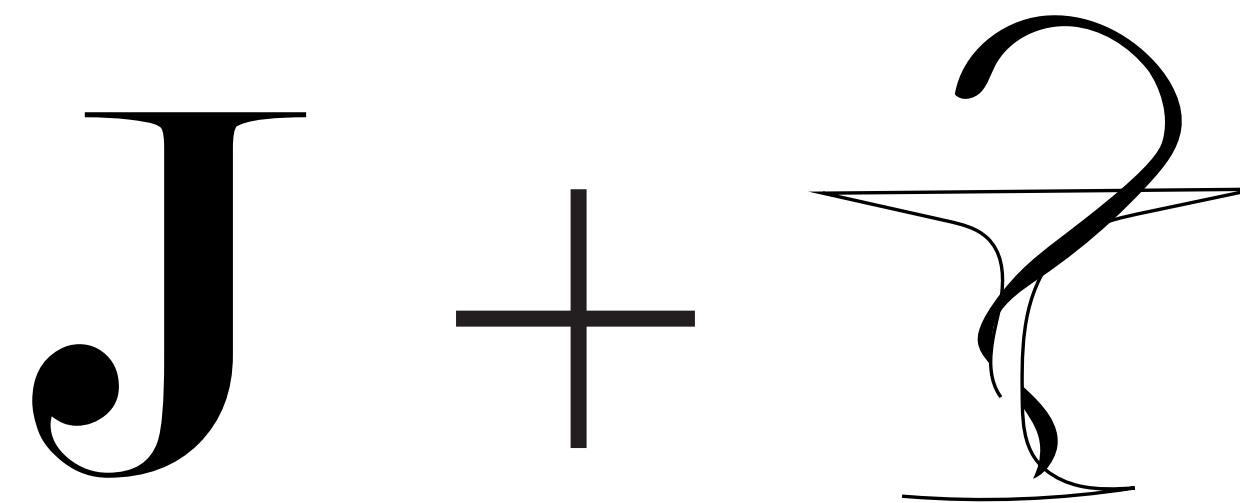
Realising that the J letter can look like a lab tube, we went for the idea of trying to demonstrate that with a simple design but it felt a little off for two reasons:

1- Although it was a simple and straight forwards idea, but it wasn't very eye catching.

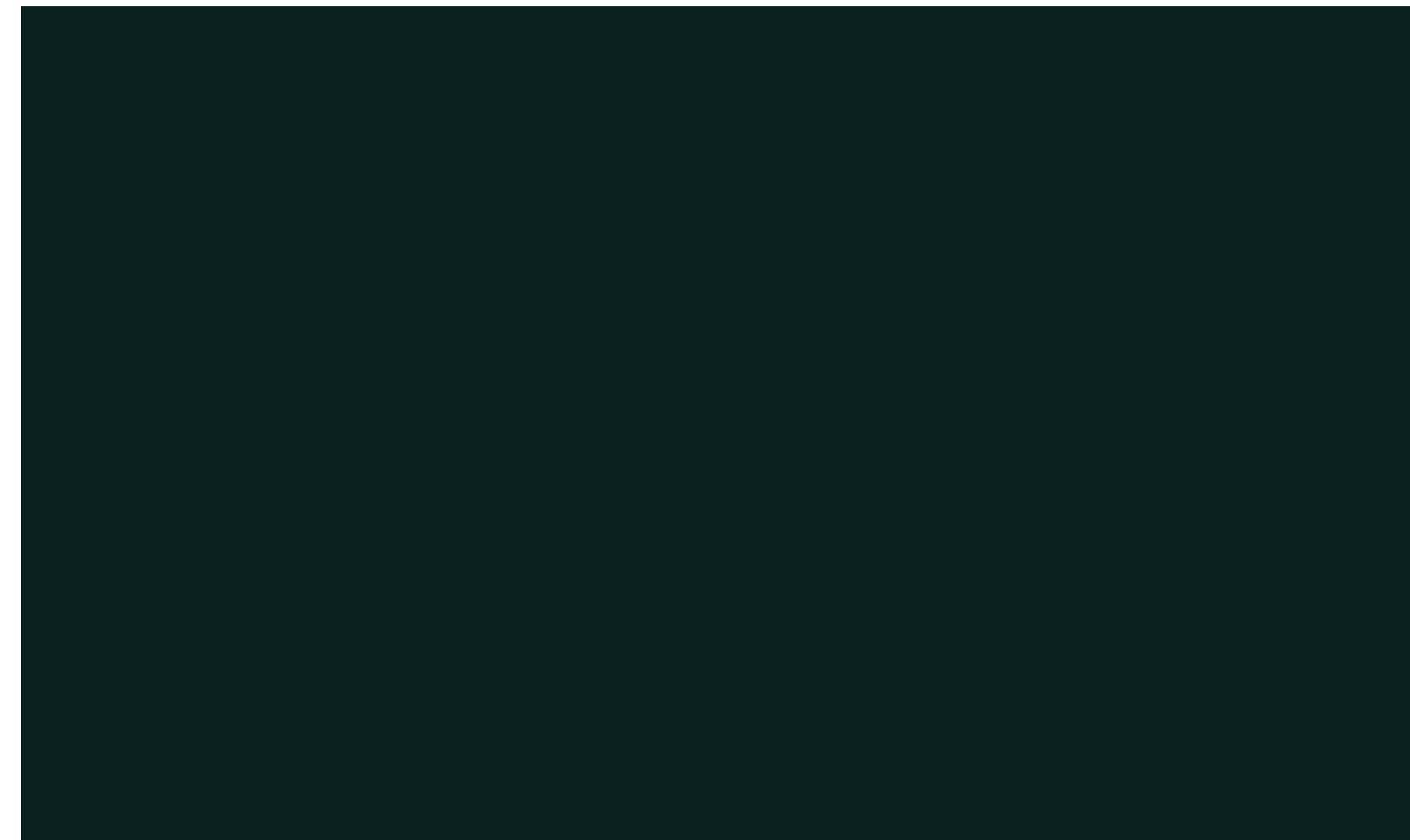
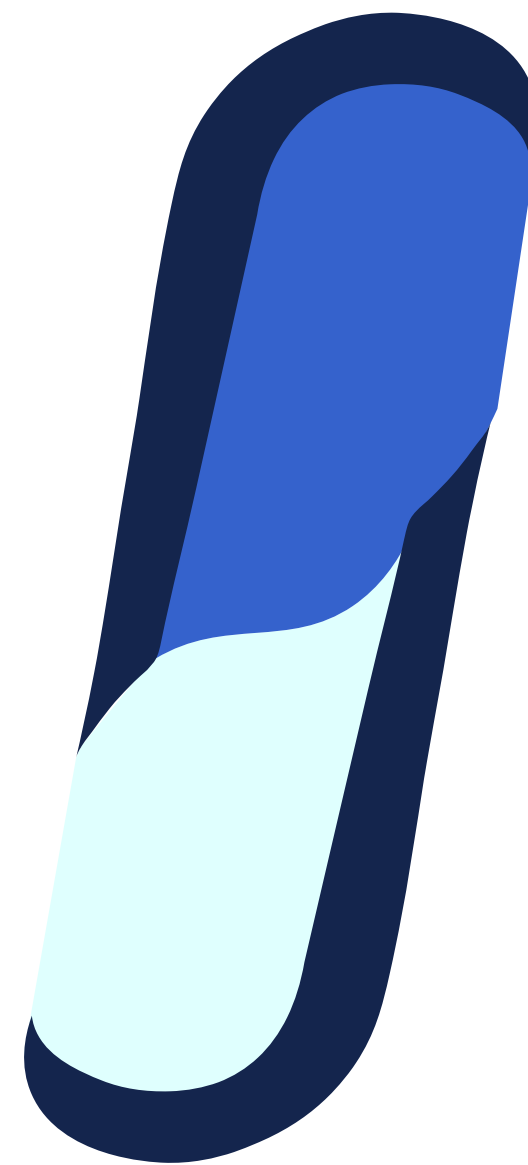
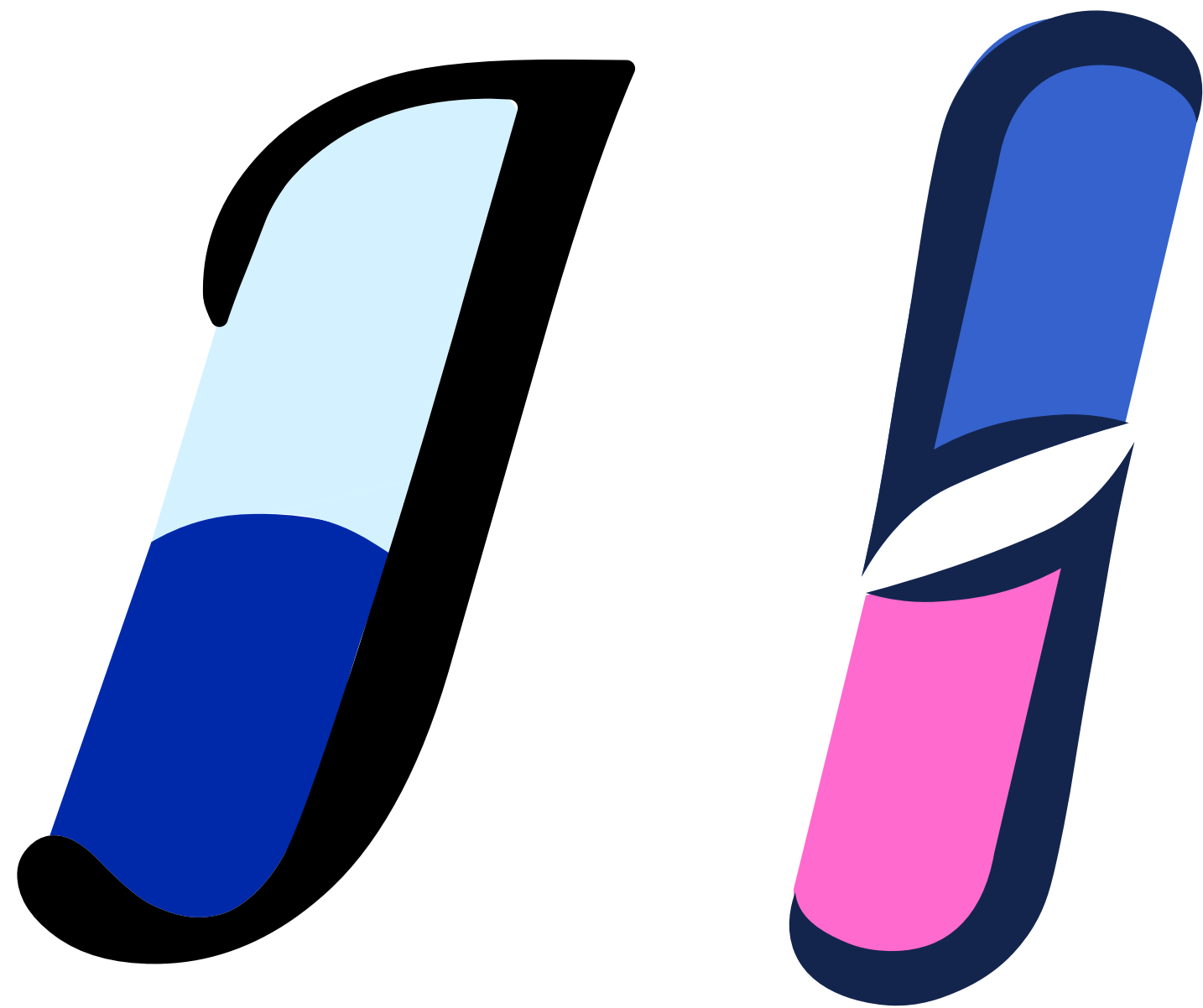
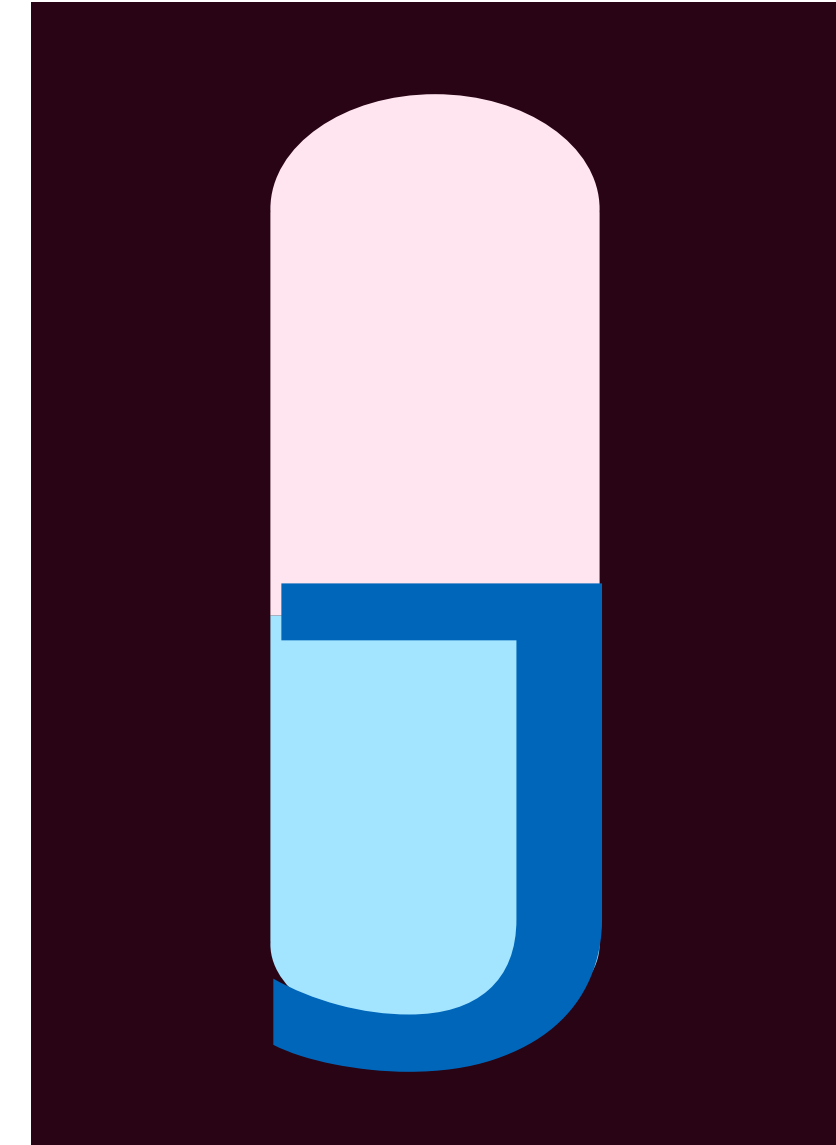
2- there was not a good balance between the letter and the snake.

JWANA
PHARMA

JWANA
WANNOUS



the idea of the pill was a smooth one for
the J letter but it wasn't obvious enough
while maintaining the aesthetics of the
logo



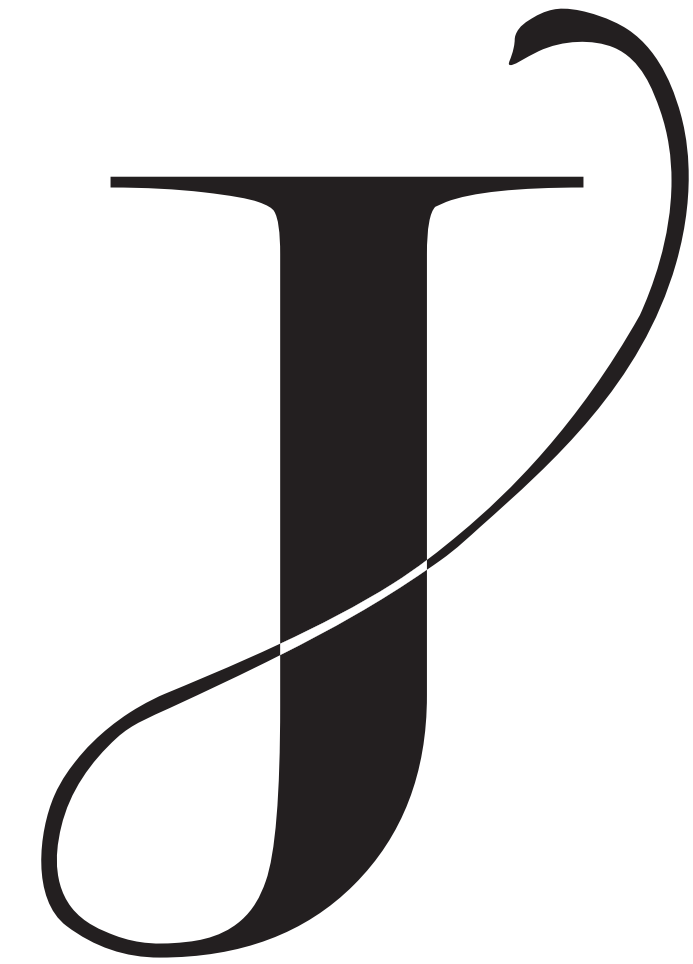
J W A N A
N O U S

J W A N A

another approach for the logo as
trying to work around the idea
of having similarity between the
first and last name which is
(WAN)

and we tried to emphasize that
first with big letters, then we
went to do this later by coloring.
(more on that later)

We went back for the first idea and made some adjustments, we made less loops and thinned the snake to make the letter stand out better.



To contain the logo and make a standing point we needed a shape that shows unity and safety which can be communicated by an arch.

TYPOGRAPHY

Now getting for the font we wanted something elegant and simple, something like the ZARA brand. There were a couple of fonts but the final choice was the modern 20, it was great for the logotype and a fine J for the main logo.

JWANA

We altered the typography a bit for balance and changed the colors to fit the visual identity and to emphasize the WAN in the name, ending with this:



COLORS

Now applying the colors was depending on the turquoise with the shades and the tints of it.



The Shade

The Hue

The Tint



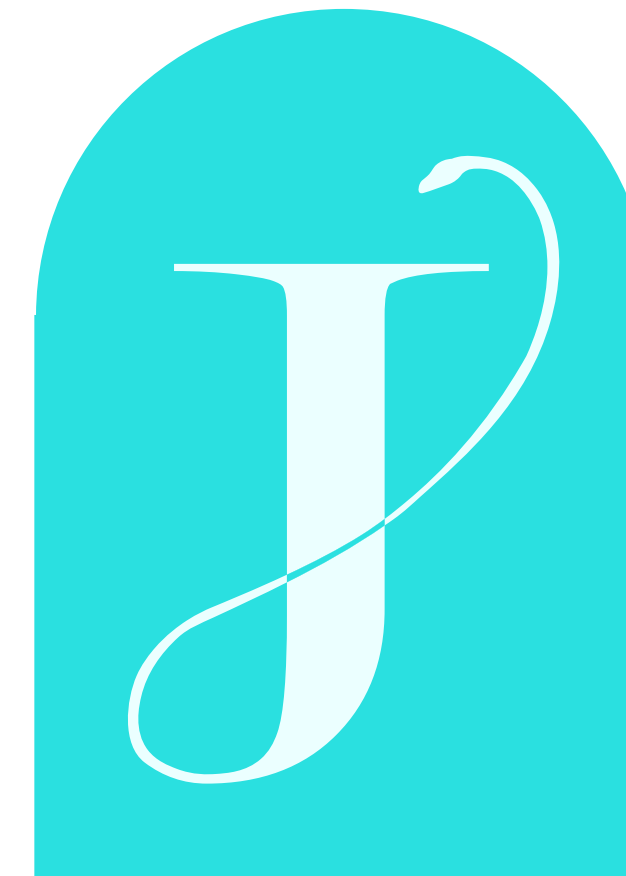
JWANA
Wannous Pharmacy

JWANA

MAIN LOGO



SECONDARY LOGO



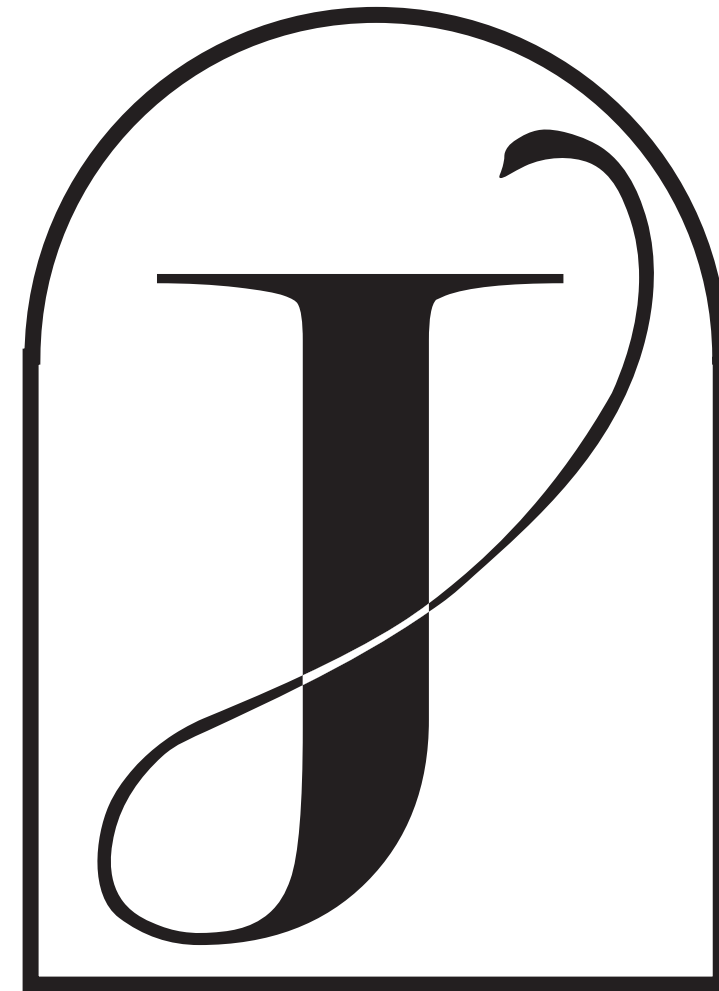
LOGOTYPE



WORDMARK

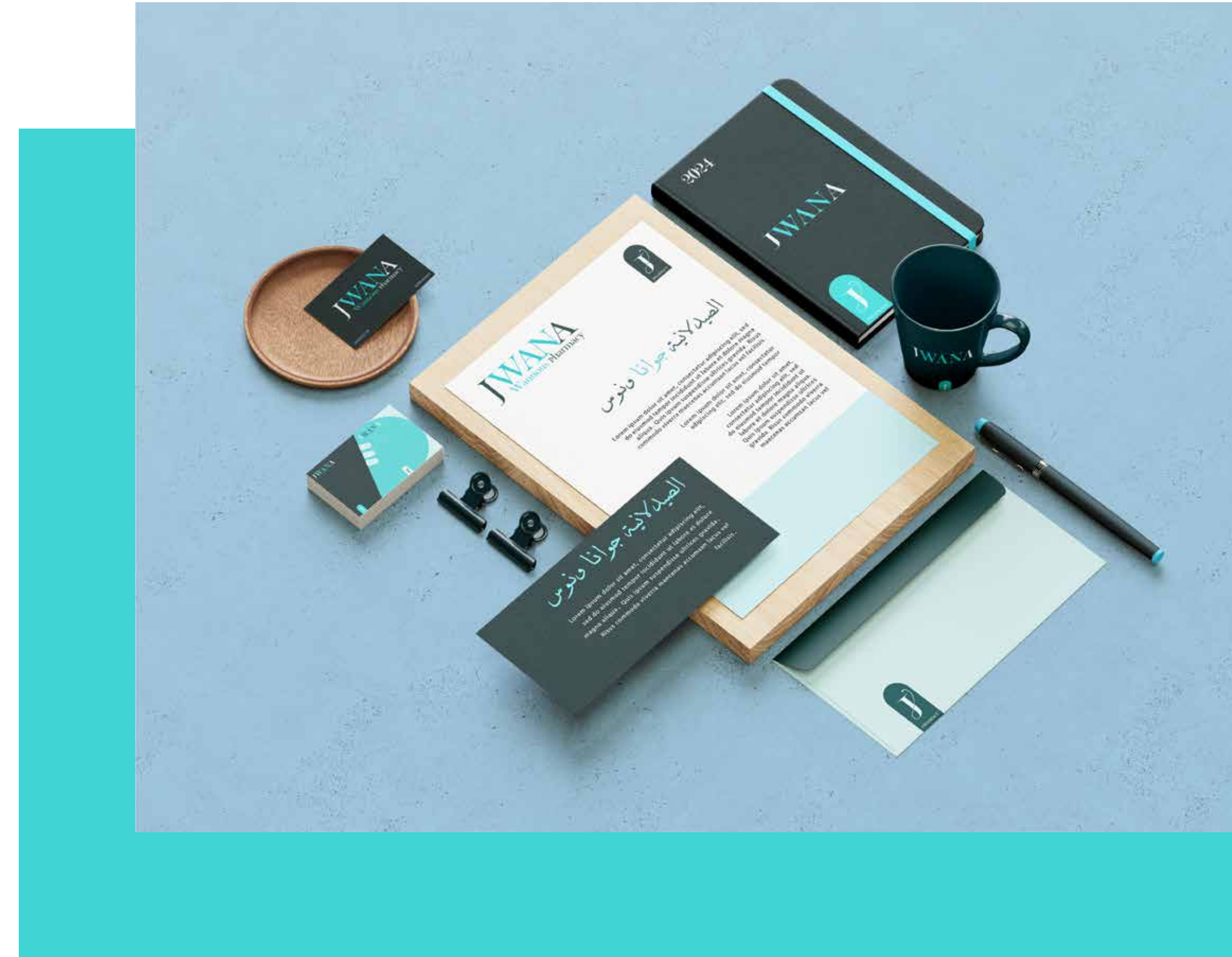


BLACK AND WHITE TEST:



USE TEST:

Testing the logo here was something essential because pharmacist have a larg amount of stationaries so it's important to ensure that the logo is suitable and works on all props



THANK YOU.

Desi gned by
Mohamad Al moui e

from
VISION

