

BRANDING

ROZANA

"Rozana" is a logo design for a real estate company in Saudi Arabia. The icon depicts a distinctive pattern commonly found on walls of buildings in Saudi Arabia, representing Arab identity and heritage.

Iconography: The icon is inspired by the renowned geometric patterns adorning walls in Saudi Arabian architecture. These patterns symbolize the rich cultural heritage and architectural identity of the region.

Color Scheme: The color palette chosen for the logo may incorporate earthy tones such as beige, sand, or terracotta, reflecting the natural hues often seen in Saudi Arabian landscapes and architecture. These colors evoke a sense of warmth, tradition, and connection to the environment.

Typography: The font used for the company name should balance modernity with a touch of elegance, conveying professionalism and reliability. Sans-serif fonts are often preferred for their clean and contemporary appearance, complementing the intricate details of the icon.

Simplicity and Sophistication: The design aims for simplicity to ensure easy recognition and scalability across various mediums, while also exuding sophistication and cultural authenticity.

