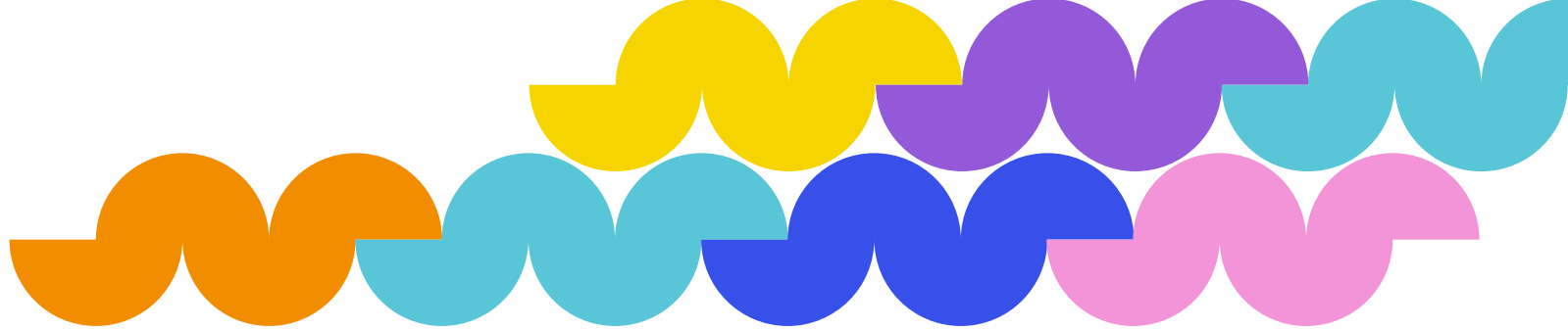


Yehhal Project

Mullenlwemena



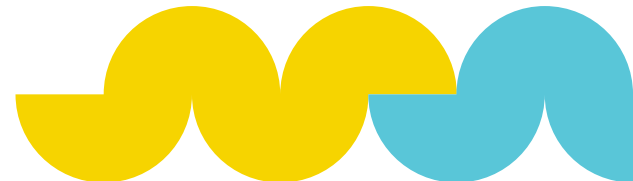
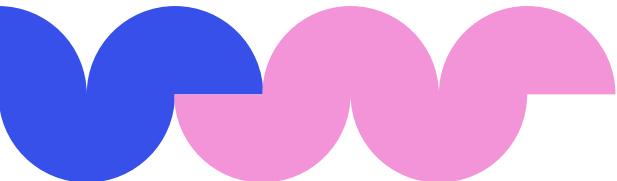
BRIEF

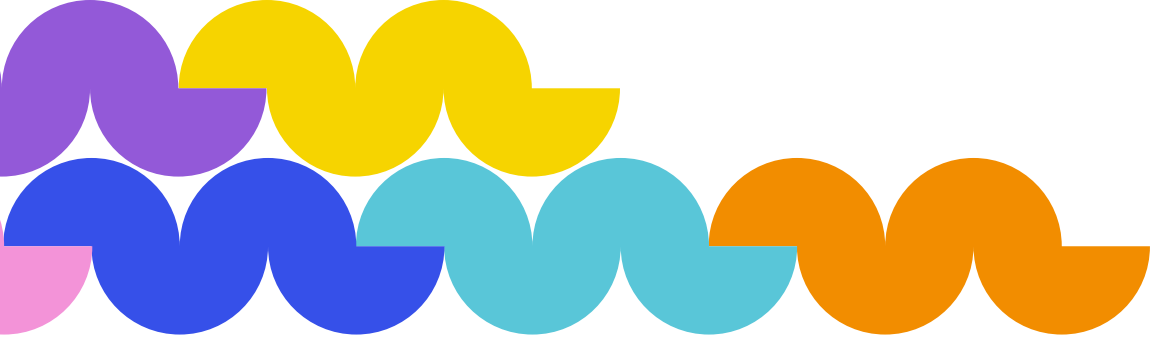
As part of the on-going always on and revenue generating moments at Zaman Awwal we are launching Yehhal, a concept that takes the tradition “kids drop and shop” experience and turns it into an Emirati educational and cultural activity for children.

Instead of having generic types of arts and crafts and activities for children, parents will be able to drop their kids in the workshop area to enjoy arts and crafts and experiences that will enrich their Emirati knowledge and culture.

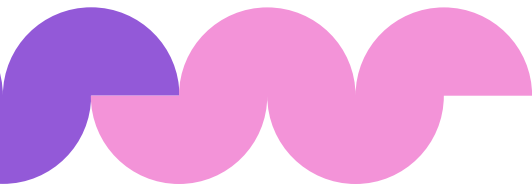
ART DIRECTION

The project's direction is to create a design concept to attract kids to the Yehhal both activity. We use a colorful theme and elements to showcase the vibe in each logo. We made two options for the branding.

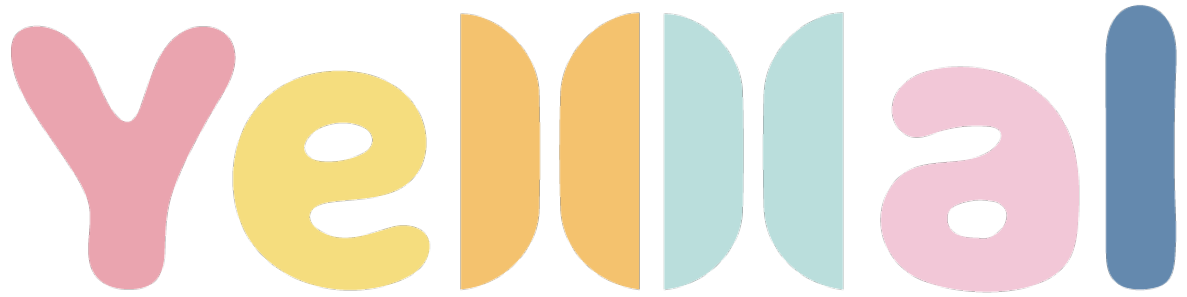




Option

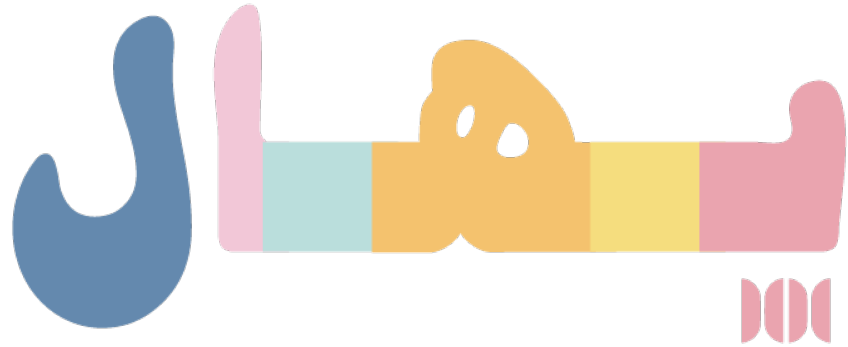


English Logo



For the logo one typefaces, we used a rounded shape typeface to showcase the soft feeling of the logo. The color palette that we used is Yellow, orange, pink shades, and blue shades. We used the kid's playground bars for the elements we can see in every kid's playground.

Arabic Logo



The Arabic version of the logo has the same design as the English logo but adds an Arabic touch.

Branding



Branding

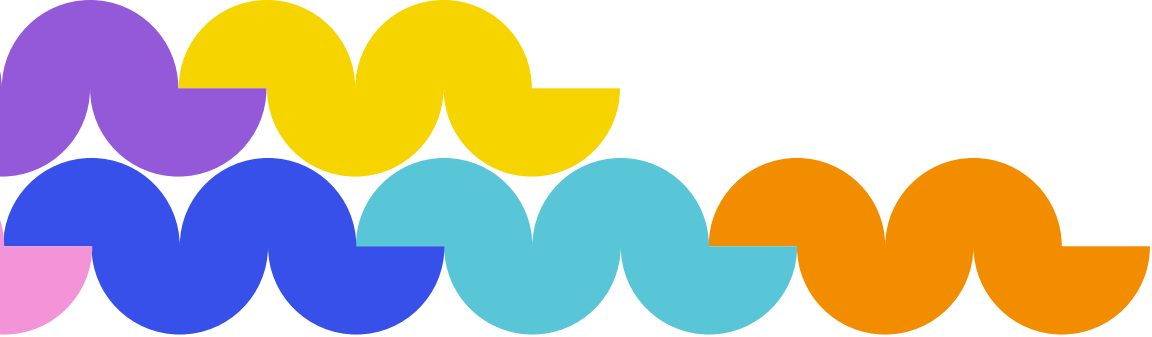


Branding

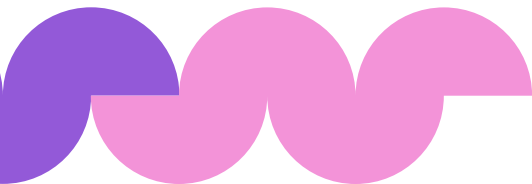


Branding





Option



English Logo



For the logo two typefaces, we used a rope shape texture typeface to showcase the rope on the playground. The color palette that we used is Yellow, orange, and pink. As for the element, we used the same rope texture on the typeface.

Arabic Logo



The Arabic version of the logo has the same design as the English logo but adds an Arabic touch.

Branding



Branding



Branding



Branding

