

BANNA STUDIO BRAND GUIDELINE

Done by

 **Yellow** Creative

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BANNA سبنو لائوئى
STUDIO سبە

Banna is a new luxury design studio under
LV Group. Our goal is to **bring Iraqi and
Kurdish architectural heritage to life**,
focusing on beauty and creativity rather
than just profit.

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MISSION:

Bringing dynamic architectural solutions into Iraq, the Middle East, and Kurdistan Region.

VISION:

Delivering a truly global design experience by leveraging our diverse brand portfolio to introduce pioneering concepts both locally and internationally.

THE BASIC PHILOSOPHY OF DESIGN

INTRODUCTION

This guide will help everyone who works with the Banna Studio brand communicate in a consistent, high-quality way. Whether you're a team member or a partner, following these guidelines ensures that our brand always looks and sounds professional and luxurious.

If you have any questions or need guidance, feel free to contact us at aaaaaa@aaa.com

THIS GUIDE IS FOR:

Banna team members, both new and current. Sales agents and representatives, working internally within Iraq or externally in international contexts. Marketing and design agencies, collaborating with Banna on branding, events, and promotional content. Clients and strategic partners, seeking a clear understanding of our branding and communication standards.

Since the use of logos, posts, and other branding materials varies based on the target audience and geographical location, it is essential to apply the appropriate branding elements as outlined in this guide.

DESIGN CHECKLIST

- **Integrity:** We uphold the highest ethical standards in all our efforts.
- **Transparency:** We believe in open and honest communication, ensuring clarity and accountability.
- **Reliability:** Our services are dependable and consistent, delivering results on time and with precision.
- **Expertise:** Our team possesses deep knowledge and experience in accounting and auditing.
- **Innovation:** We continuously seek new and better ways to serve our clients and contribute to the field of accounting.
- **Commitment:** We are dedicated to providing exceptional service and exceeding our clients' expectations.
- **Sustainability:** We promote sustainable practices and strive to contribute to a healthier planet.
- **Social Responsibility:** We believe in giving back to the community and supporting initiatives that promote transparency and accountability.

NEW VISUAL IDENTITY FOR BANNANA

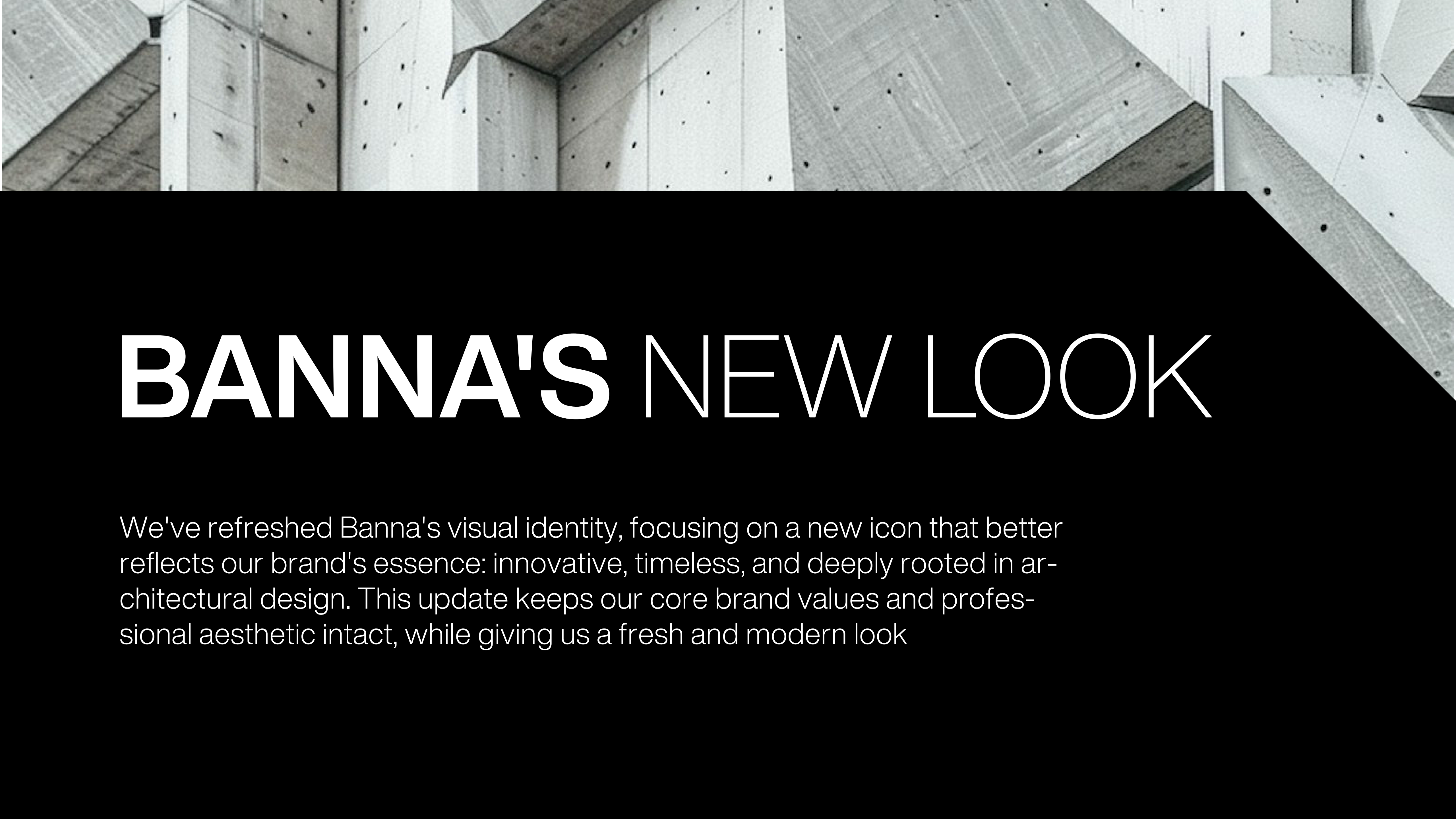


BANNA
DESIGN STUDIO

Before

BANNA
سینو لایف سٹوڈیو
STUDIO

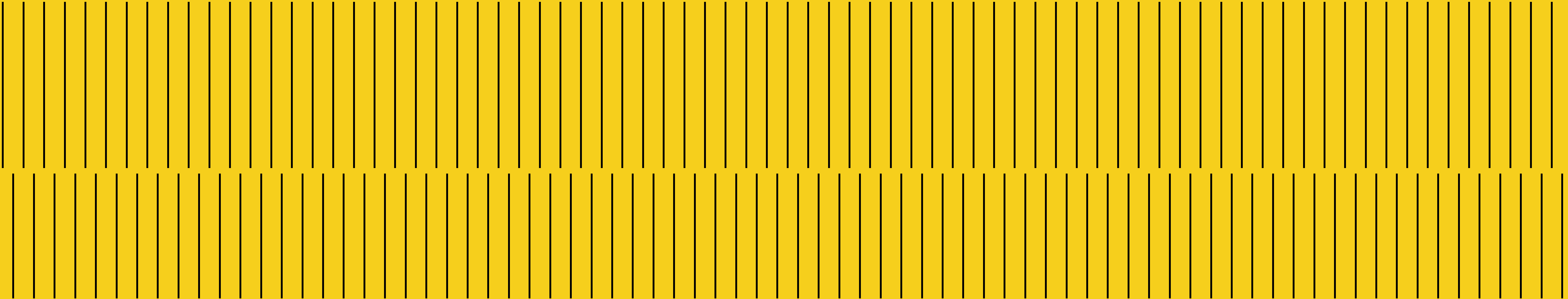
After



BANNA'S NEW LOOK

We've refreshed Banna's visual identity, focusing on a new icon that better reflects our brand's essence: innovative, timeless, and deeply rooted in architectural design. This update keeps our core brand values and professional aesthetic intact, while giving us a fresh and modern look

OUR LOGO



LOGO CONCEPT

The logo combines traditional Arabic calligraphy with modern typography to create a visually striking and memorable design. The flowing Arabic script pays homage to the rich cultural heritage of the region, while the bold English typography represents a forward-thinking approach to design. The vibrant yellow background adds a touch of energy and optimism, symbolizing the studio's creative spirit. Overall, the logo effectively communicates the studio's identity as a dynamic and innovative organization that bridges the gap between tradition and modernity.



COMBINATION

WORDMARK (AR & EN) HORIZONTAL
CONSTRUCTION

BANNA سٹوڈیو
STUDIO بے بنا

COMBINATION

WORDMARK (AR & EN) HORIZONTAL
CONSTRUCTION **VARIATION 2**

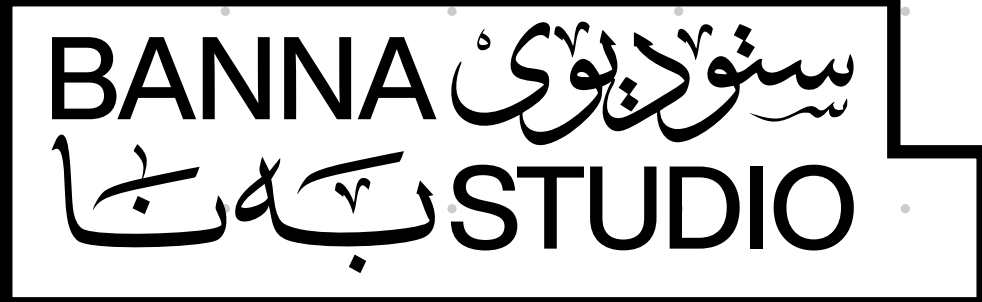
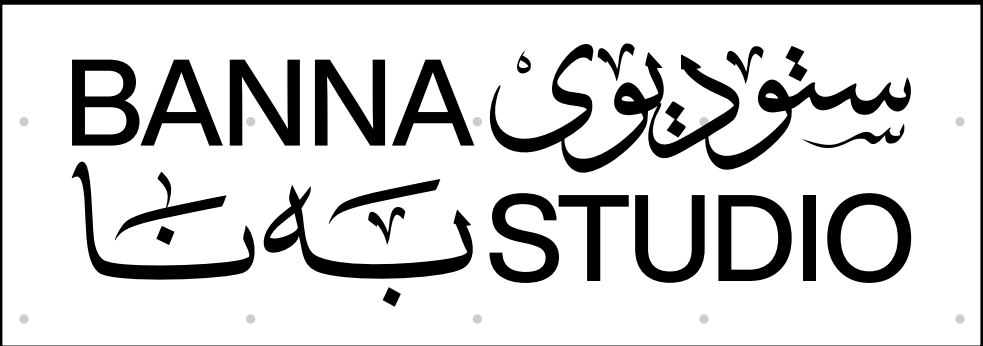
BANNA سونو سٹوڈیو
STUDIO سٹوڈیو

WORDMARK

CLEAR SPACE

BANNA سٹوڈیو
STUDIO بے بنا

LOGO VARIATIONS



LOGO VARIATIONS



LOGO VARIATIONS

سینو لائیو
بکے جی

سینو لائیو بکے جی
BANNA STUDIO

بکے جی

LOGO VARIATIONS

BANNA
STUDIO.

سنوڈیو
بنا
BANNA
STUDIO

INCORRECT
WAYS TO USE
THE LOGO



✕

BANNA سٹوڈیو
STUDIO بکھ بجا

✕

BANNA سٹوڈیو
STUDIO بکھ بجا

✕

سٹوڈیو
STUDIO
بکھ بجا
BANNA

✕

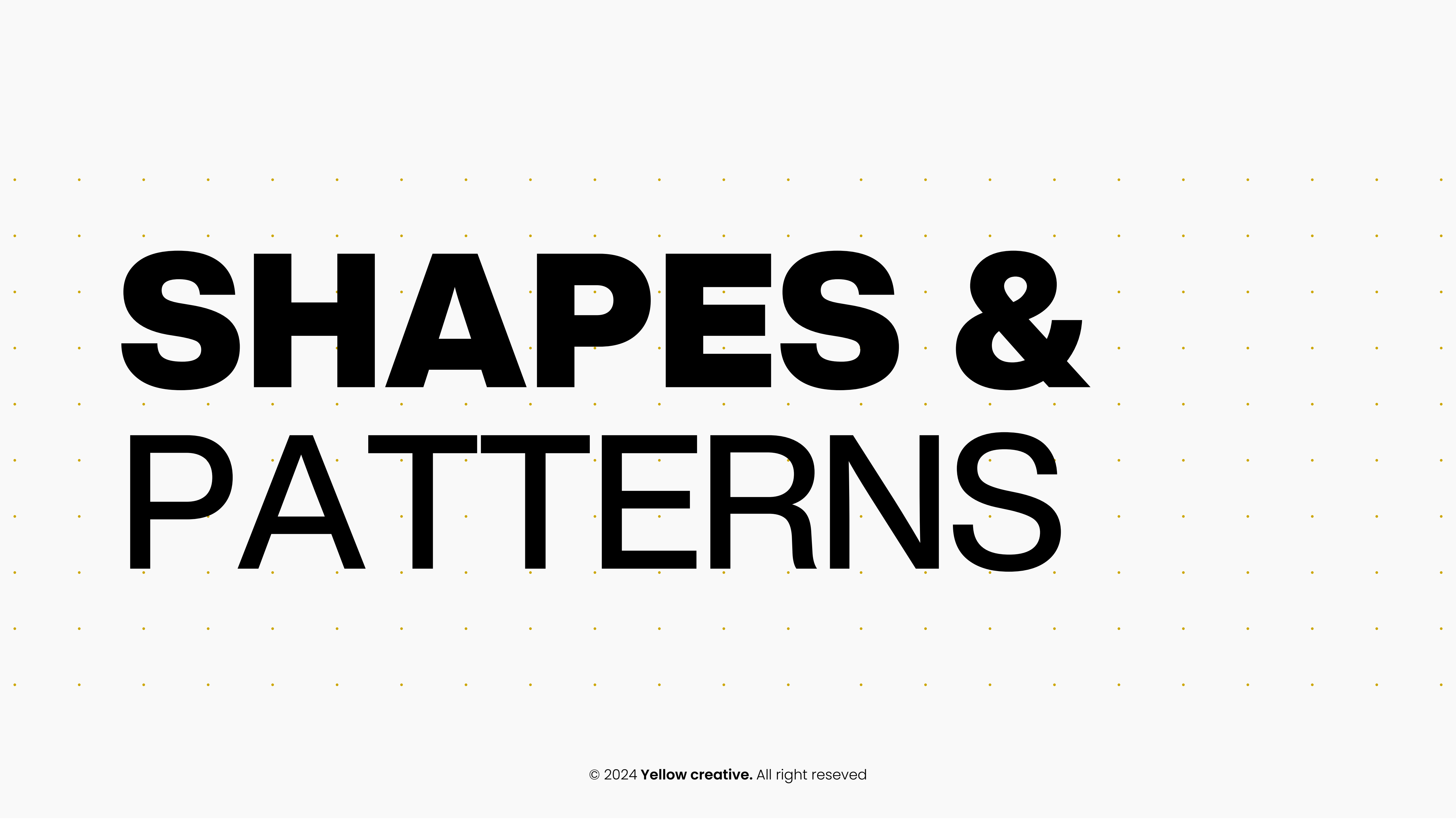
BANNA سٹوڈیو
STUDIO بکھ بجا

✕

BANNA سٹوڈیو
STUDIO بکھ بجا

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سٹوڈیو
STUDIO
بکھ بجا
BANNA



SHAPES & PATTERNS

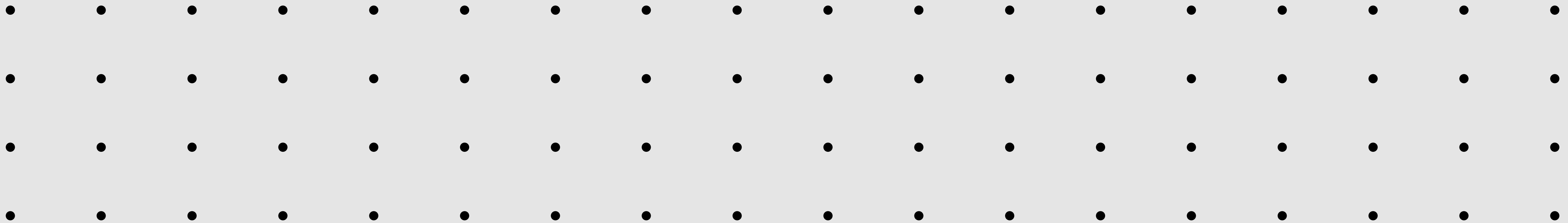


LOGO SHAPE INSPIRATION:

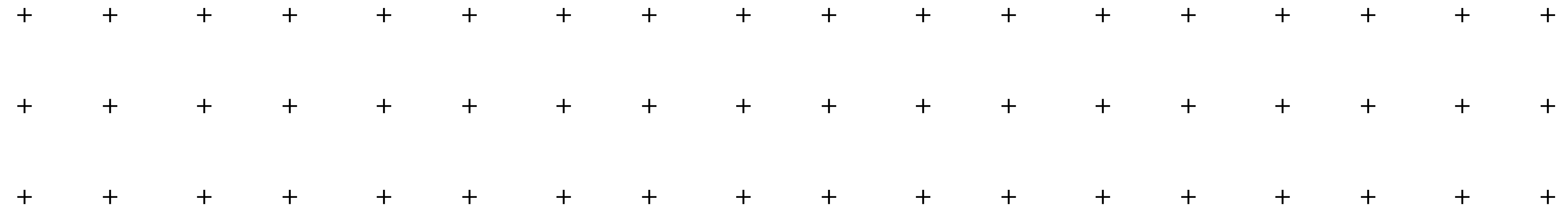
Just as Lego bricks are assembled piece by piece to create intricate structures, our approach involves building strong foundations and adding value layer by layer. We believe in the power of collaboration, innovation, and client-centricity to deliver exceptional results.

SHAPES





- PRECISION AND DETAIL: THE PRECISE PLACEMENT OF DOTS CAN SYMBOLIZE ATTENTION TO DETAIL AND METICULOUS DESIGN.
- UNITY AND RHYTHM: A PATTERN OF DOTS CAN CREATE A SENSE OF RHYTHM AND HARMONY, CONNECTING DIFFERENT ELEMENTS OF A DESIGN.
- MODERNITY AND TECHNOLOGY: DOTS CAN EVOKE A SENSE OF MODERNITY AND TECHNOLOGICAL ADVANCEMENT.
- ADDITION AND GROWTH: IT SIGNIFIES THE CONCEPT OF ADDITION AND GROWTH, IMPLYING EXPANSION AND PROGRESS.



- BALANCE AND EQUILIBRIUM: THE SYMMETRICAL NATURE OF THE PLUS SIGN CAN REPRESENT BALANCE, HARMONY, AND STABILITY.
- ORDER AND STRUCTURE: THE PARALLEL LINES CREATE A SENSE OF ORDER, STRUCTURE, AND ORGANIZATION.
- RHYTHM AND REPETITION: THE REPETITION OF LINES CREATES A VISUAL RHYTHM THAT CAN BE BOTH CALMING AND STIMULATING.

LOGO PLACEMENT

Our logo represents Banna's identity and should always be placed correctly, here's how:

Architecture That Speaks the Language of Culture

BANNA سٹوڈیو
STUDIO

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BILLBOARD

LOREM IPSUM DOLOR
SIT AMET,
CONSECTETUER
ADIPISCING ELIT, SED



INFUSING CULTURE INTO EVERY CORNER

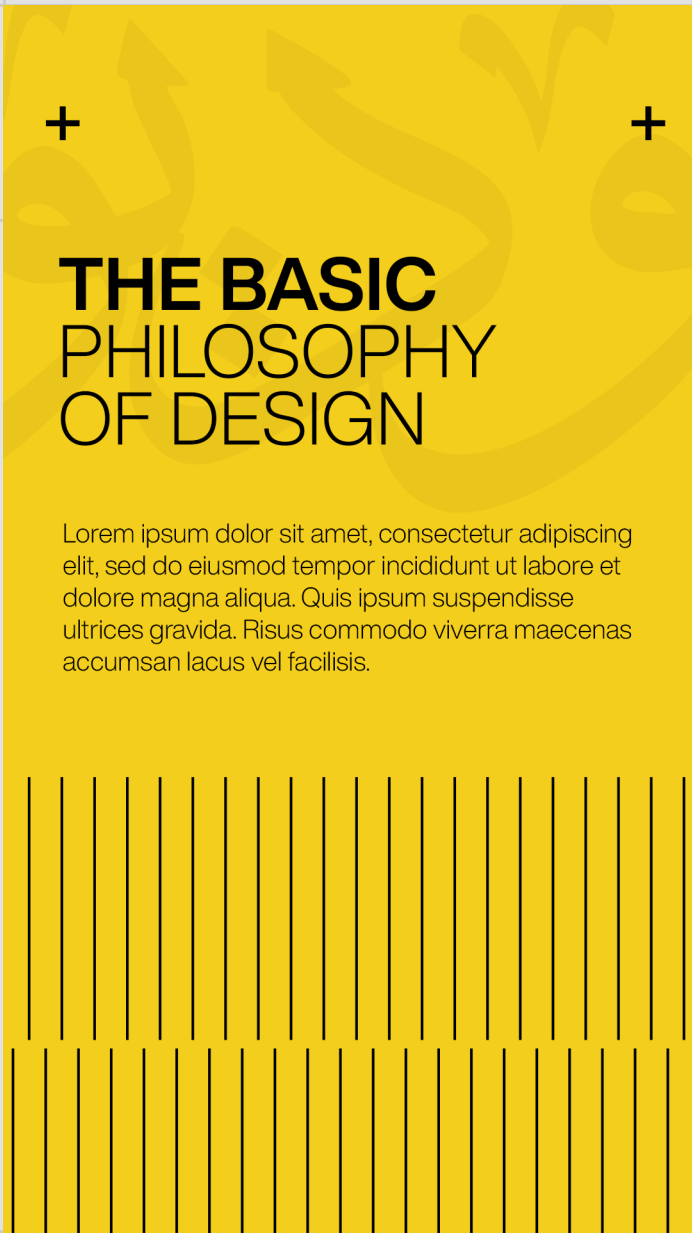
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

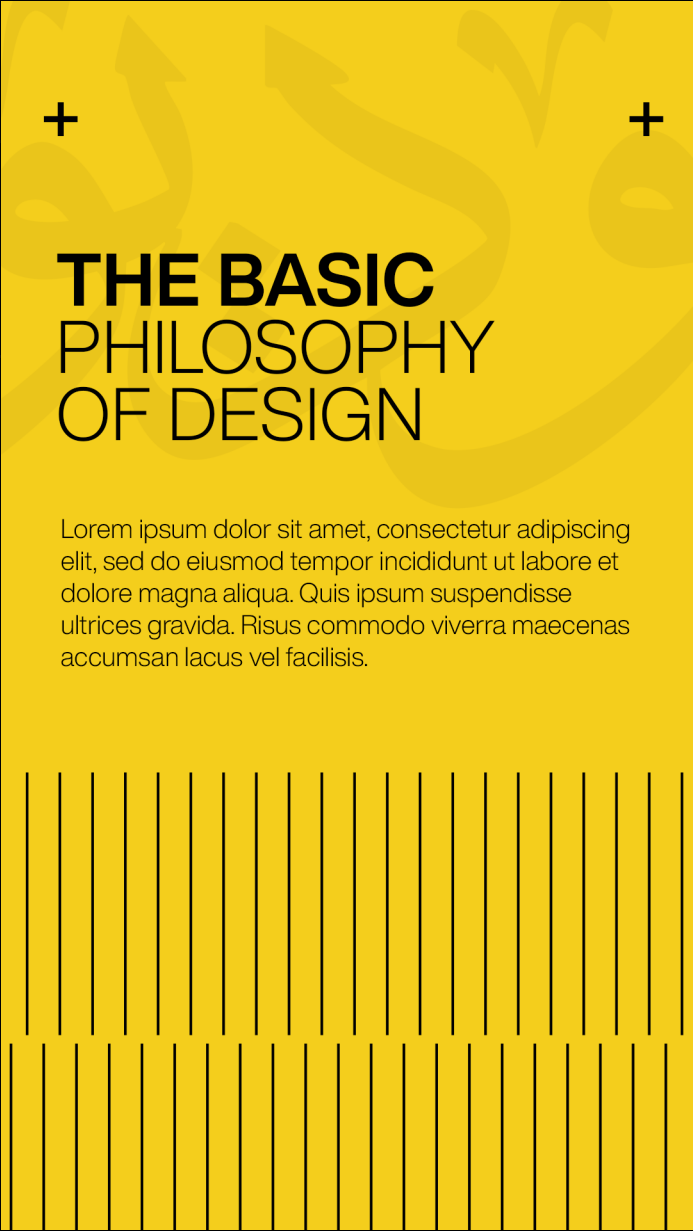
BANNA بینواری
STUDIO سٹوڈیو

SOCIALMEDIA

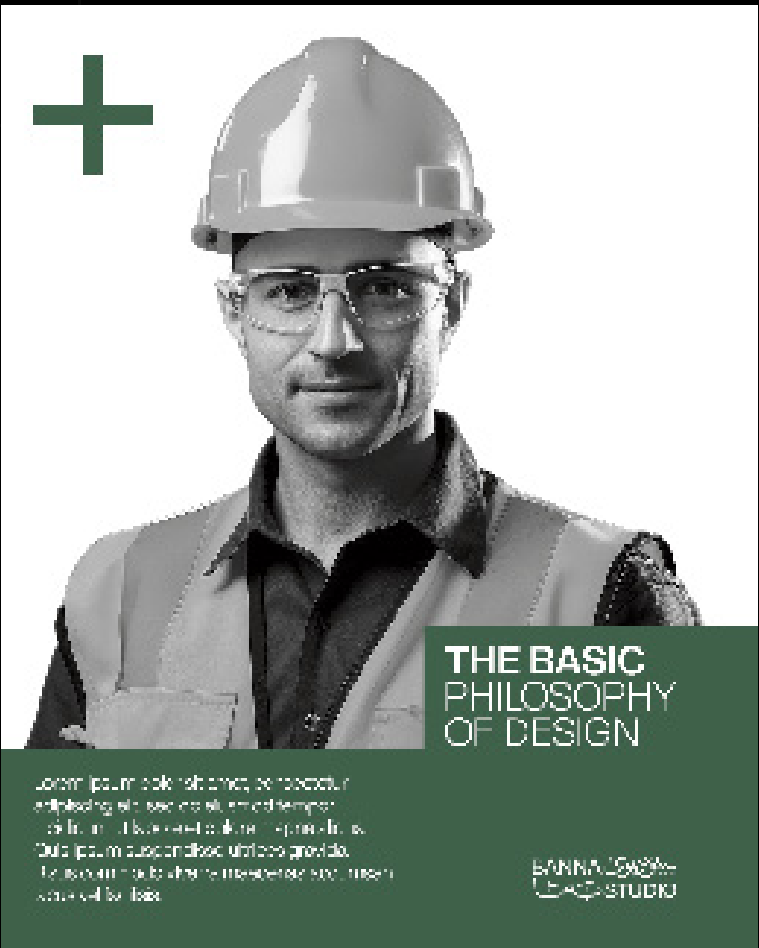
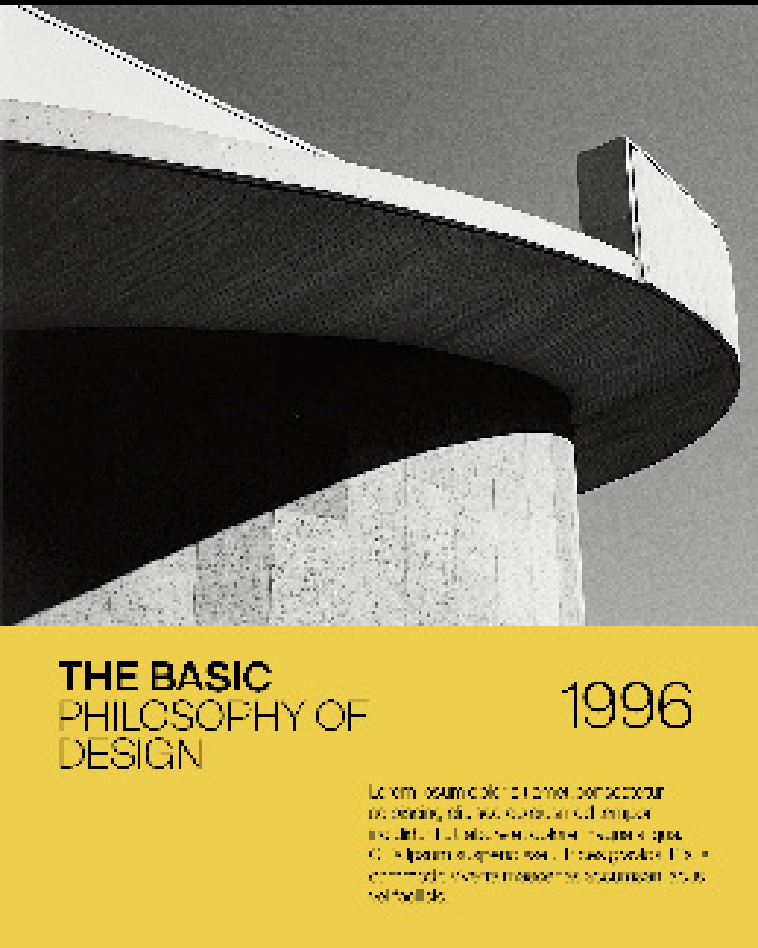
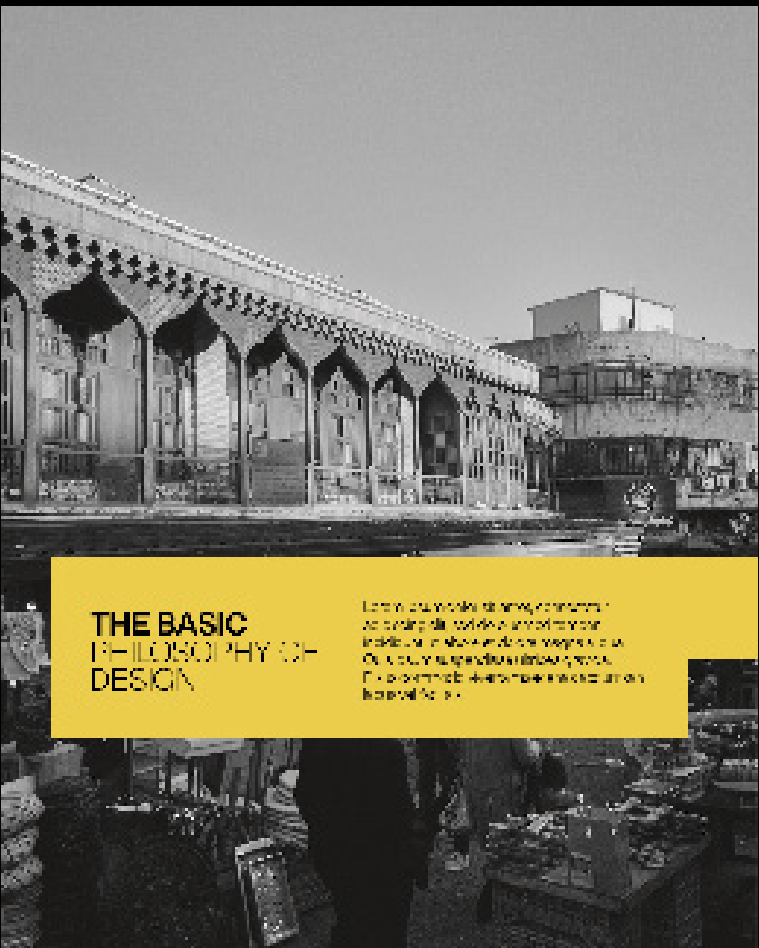
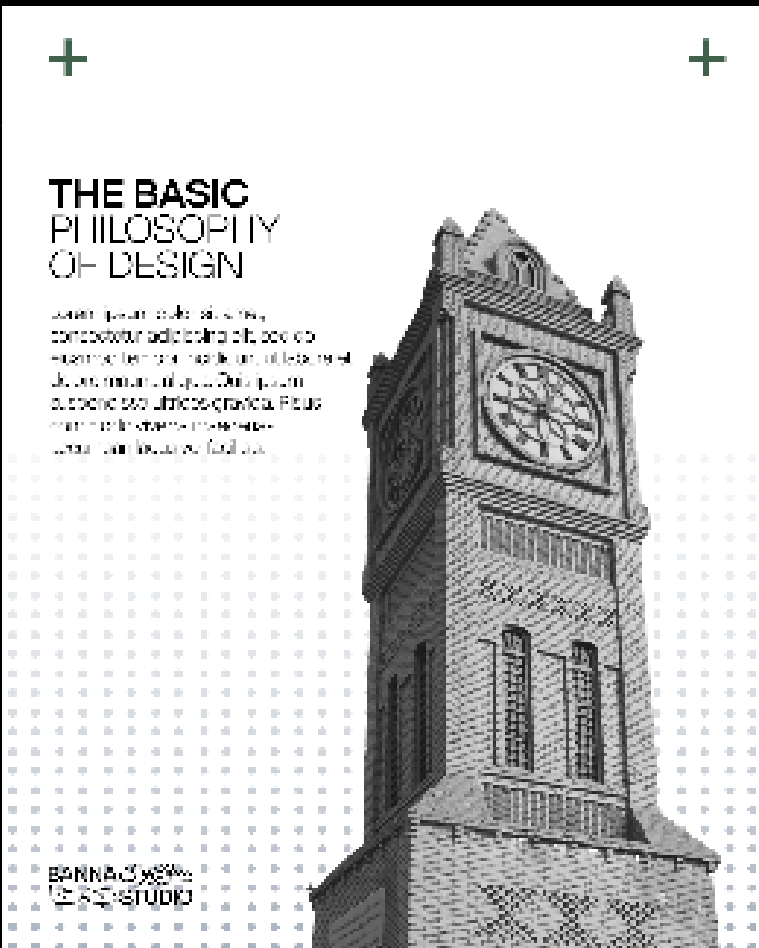
Banna's social media presence should reflect the brand's commitment to innovation, creativity, and architectural excellence. Posts should feature high-quality visuals, showcasing stunning projects and inspiring design concepts. The tone should be professional, yet approachable, inviting the audience to engage with the brand's unique perspective. Regular posting with relevant hashtags will help increase visibility and reach a wider audience.

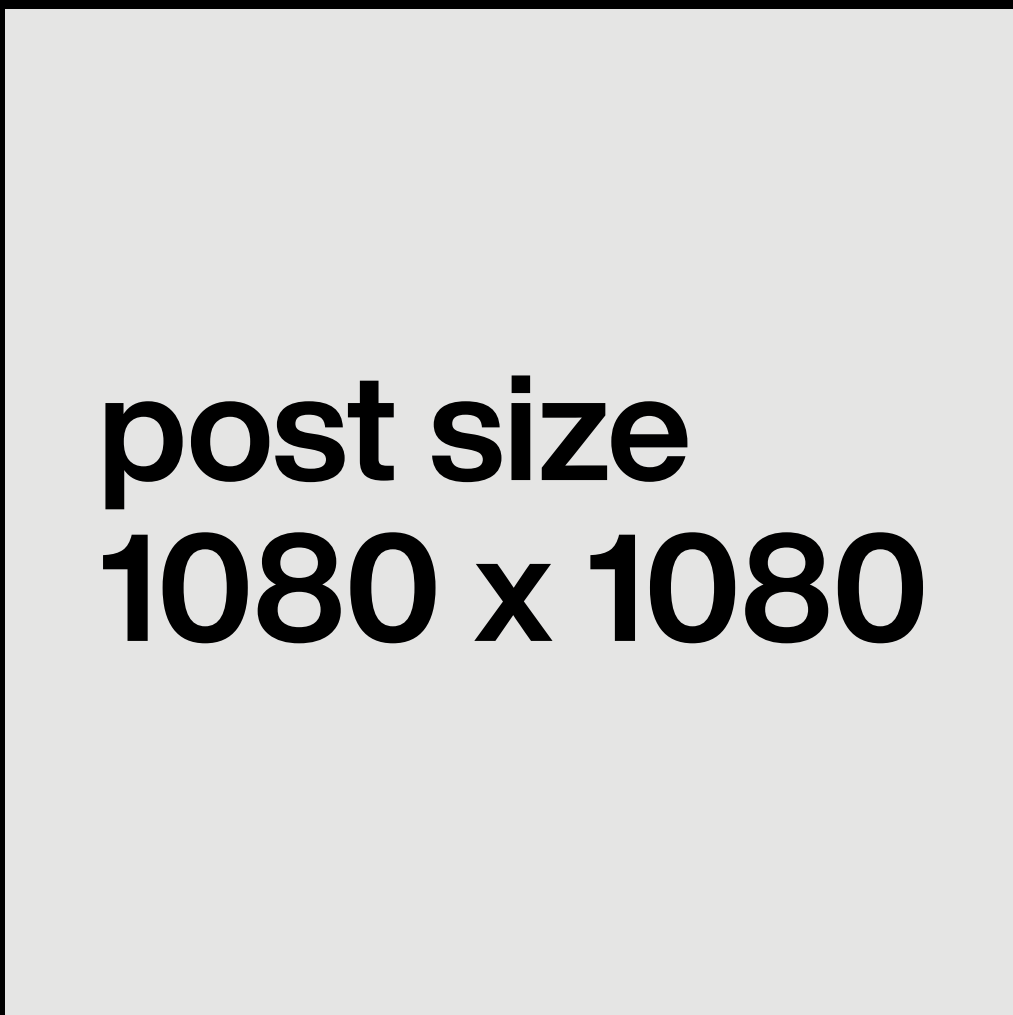
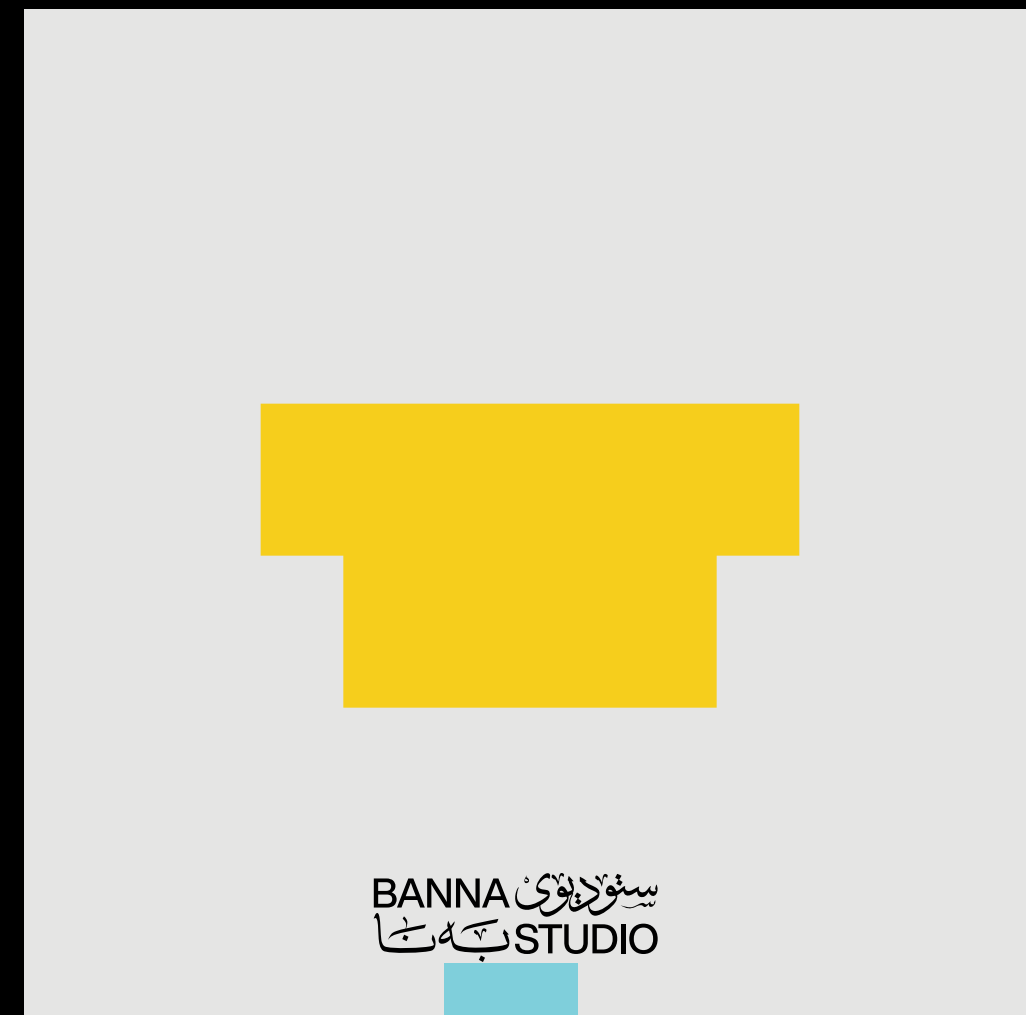
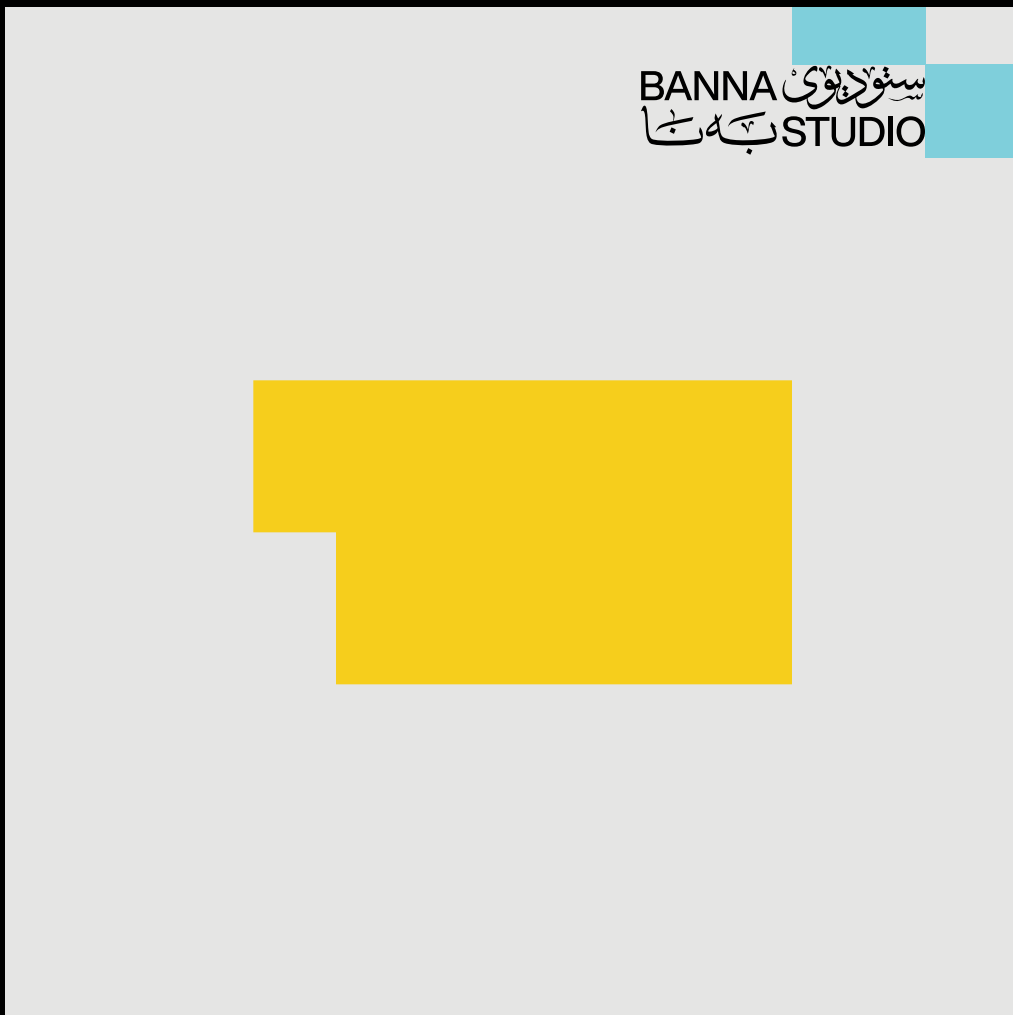
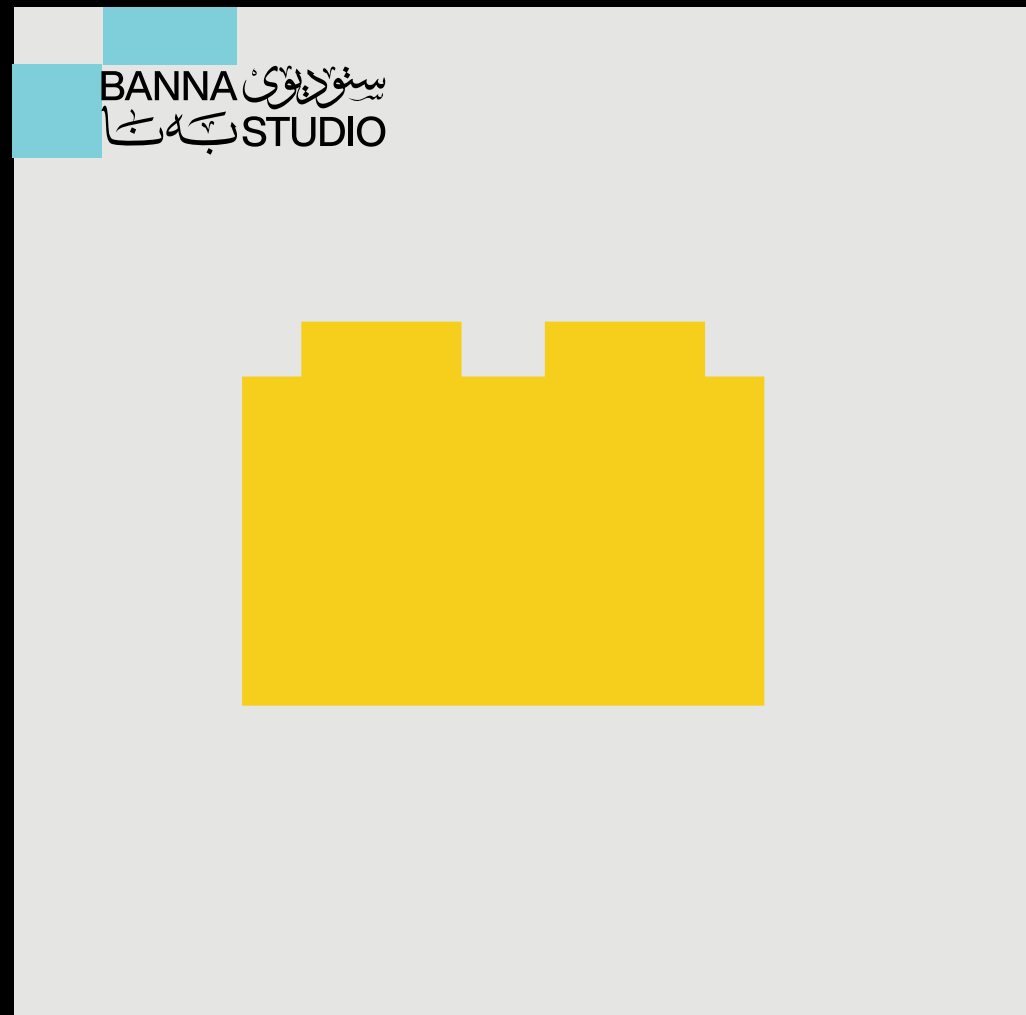
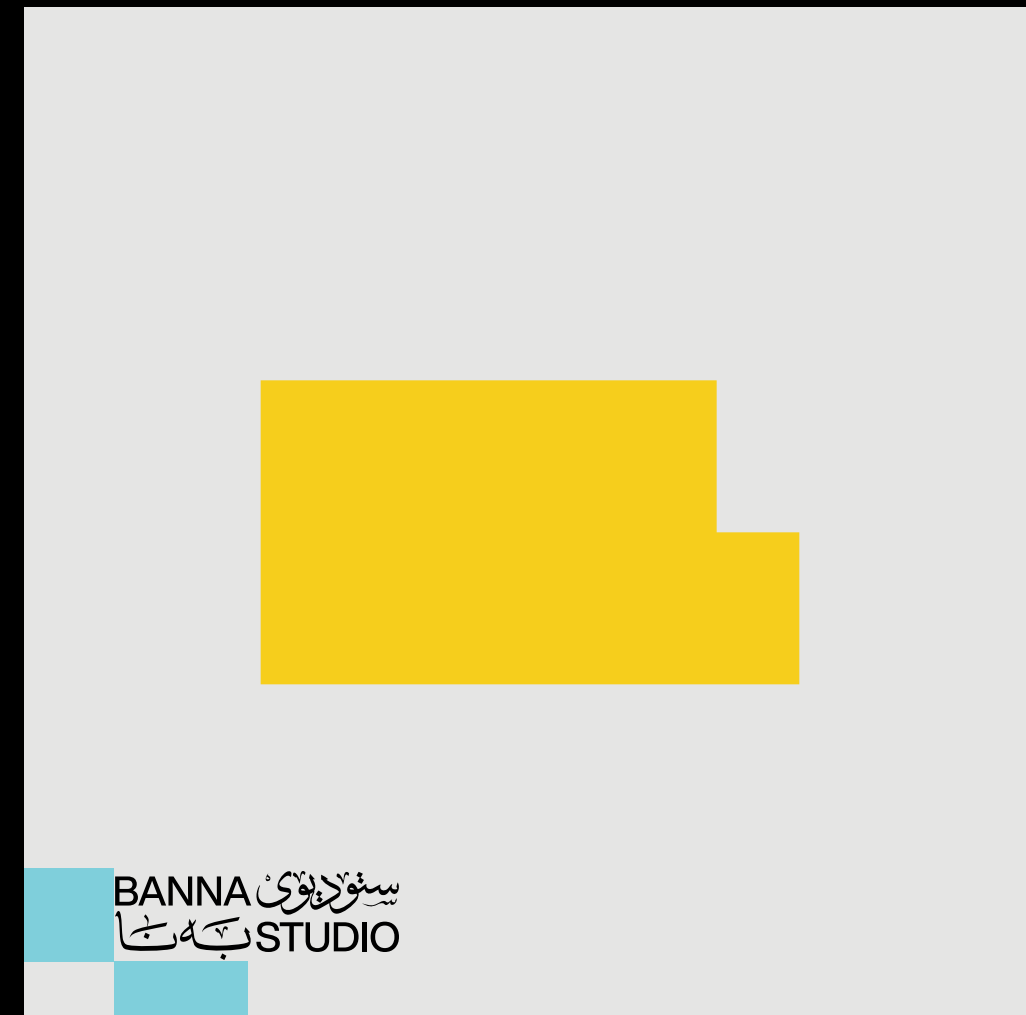


SOCIALMEDIA STORY



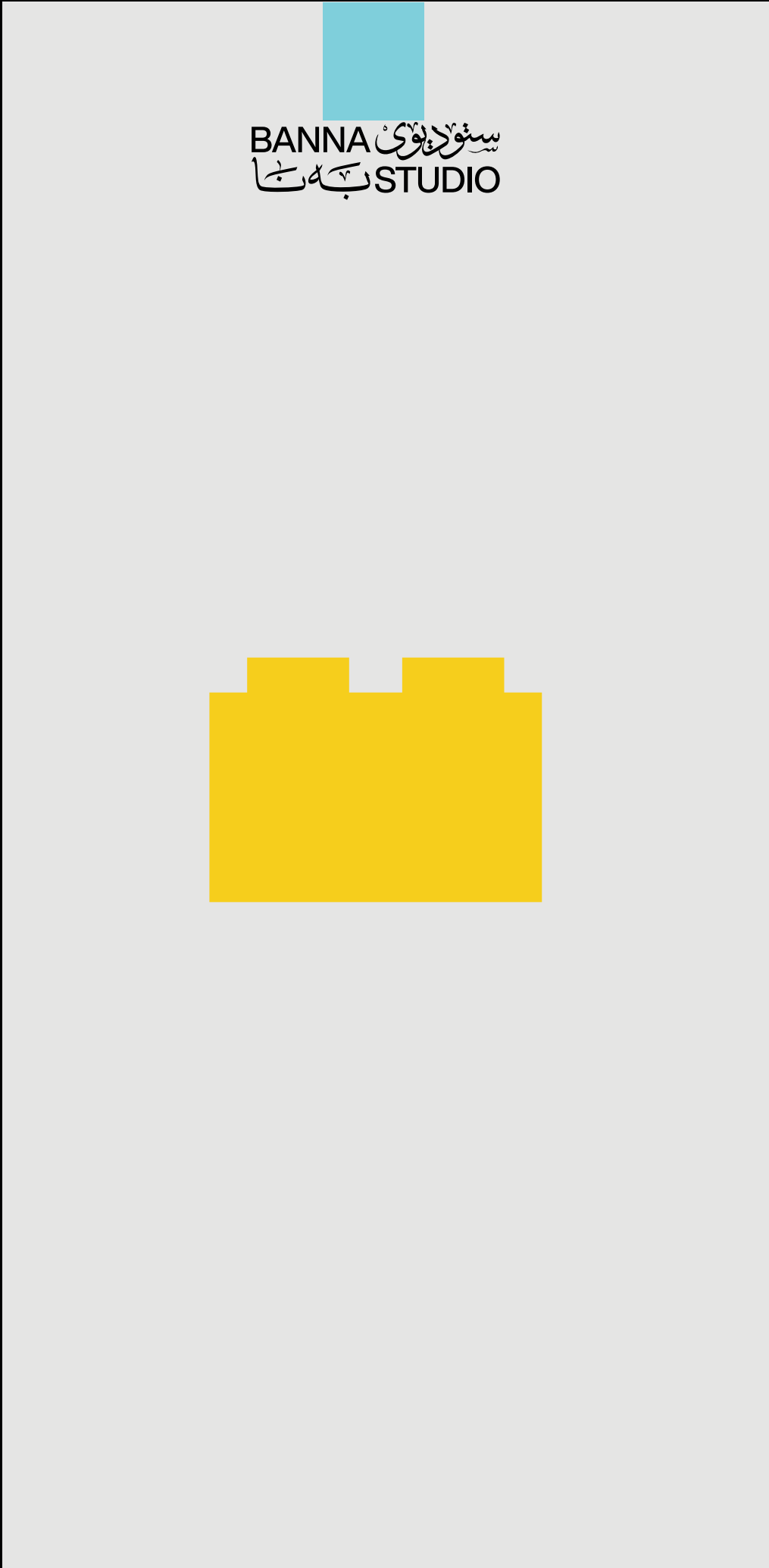
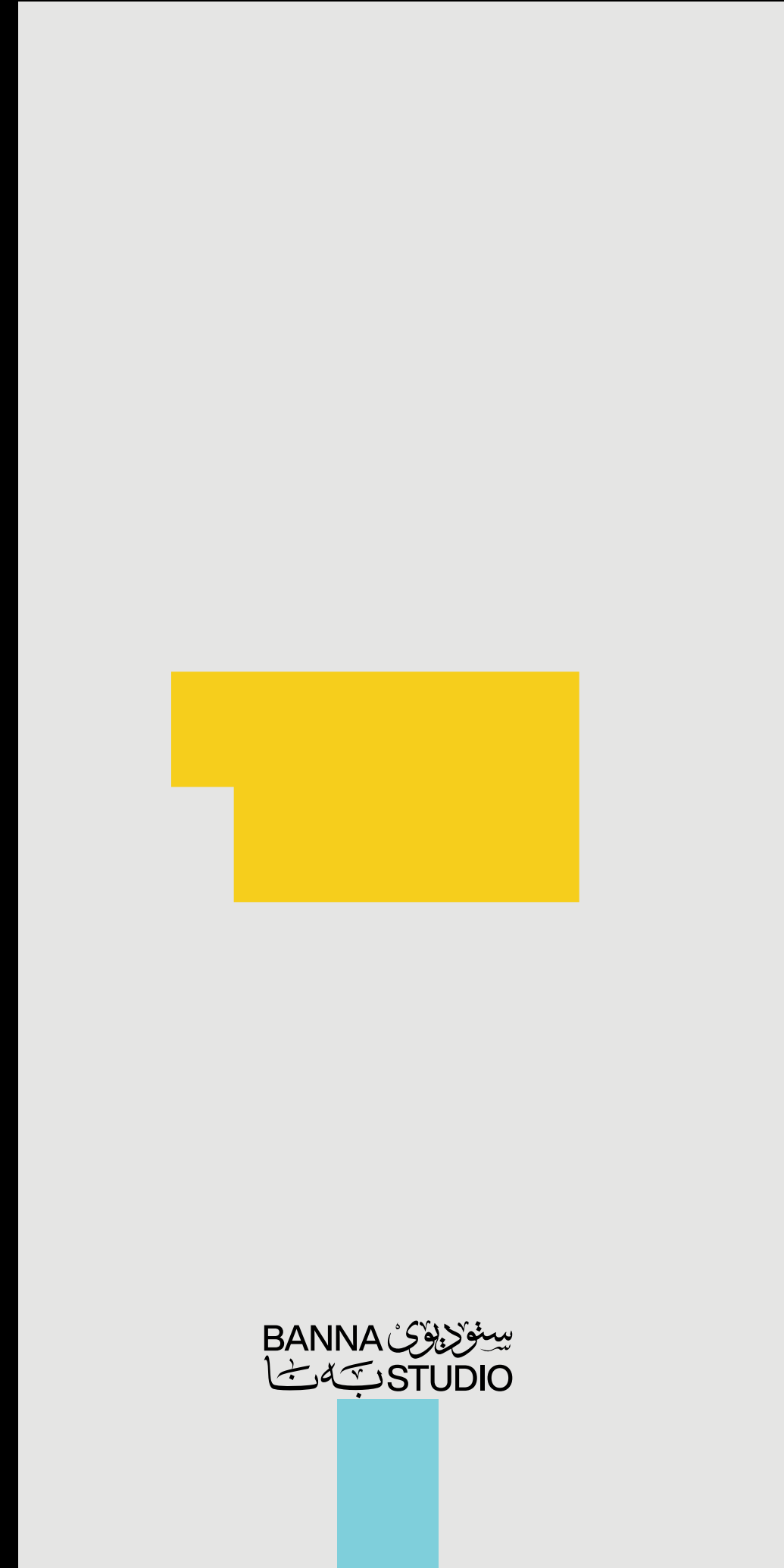
SOCIALMEDIA POST



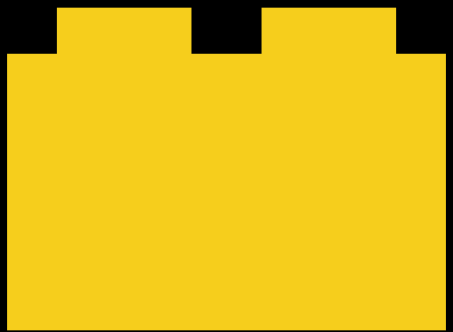


Social Media





Social Media





باننا سٹوڈیو
STUDIO

THE BASIC
PHILOSOPHY OF
DESIGN

STATIONARY

STATIONERY DESIGN IS A POWERFUL TOOL THAT SHAPES YOUR BRAND'S IDENTITY. CONSISTENT USE OF LOGO, COLORS, AND TYPOGRAPHY STRENGTHENS BRAND RECOGNITION AND CONVEYS PROFESSIONALISM. A WELL-DESIGNED STATIONERY SET MAKES A POSITIVE FIRST IMPRESSION, ENHANCES COMMUNICATION, AND ELEVATES BRAND PERCEPTION. BY ADHERING TO THESE GUIDELINES, WE CAN ENSURE OUR STATIONERY PROJECTS A STRONG AND CONSISTENT BRAND IMAGE.







A bright yellow ceramic mug is centered in the frame. It has a simple, modern design with a C-shaped handle on the right side. The mug is placed on a dark, flat surface. The background consists of dark, draped fabric that creates soft, flowing folds and subtle highlights. The lighting is directional, coming from the upper left, which creates a strong highlight on the top rim of the mug and on its handle, while casting a soft shadow to the right. The text 'THE BASIC PHILOSOPHY OF DESIGN' is printed in a clean, black, sans-serif font on the front of the mug. The words are arranged in three lines: 'THE BASIC' on the top line, 'PHILOSOPHY' on the middle line, and 'OF DESIGN' on the bottom line.

THE BASIC
PHILOSOPHY
OF DESIGN

BANNA سَنَوْرَیْوُیْ
STUDIO سَنَیْ

BANNA سَنَوْرَیْوُیْ
STUDIO سَنَیْ

simple mockup created
by [mockups-design.com](https://www.mockups-design.com)

BANNA سَنَوْرَیْوُیْ
STUDIO سَنَیْ

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BUSHRA OMER

INTERIOR DESIGNER

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BUSHRA@BANNA-LV.COM

BANNA سٹوڈیو
STUDIO

BANNA سٹوڈیو
STUDIO

The Basic Philosophy of Design

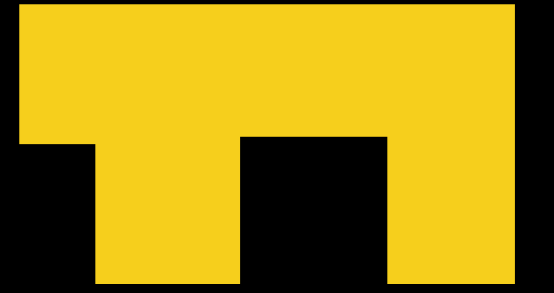
ROOTED IN
HERITAGE
DESIGNED FOR
THE FUTURE.





ROOTED IN HERITAGE DESIGNED FOR THE FUTURE.

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ARCHITECTURAL **WONDERS** BY BANNA STUDIO

BANNA'S ARCHITECTURAL WONDERS

is a captivating social media series that delves into the rich history of architecture, with a particular focus on Mesopotamian marvels. By sharing insightful videos and engaging content, we aim to not only entertain but also educate our audience about the remarkable achievements of ancient civilizations.

WHY THIS PROJECT?

As an architectural design studio rooted in Sulaimaniya, Banna recognizes the importance of preserving and promoting the region's architectural heritage. By highlighting the stunning structures and innovative techniques of the past, we hope to inspire future generations of architects and designers.

VIDEO FORMAT:

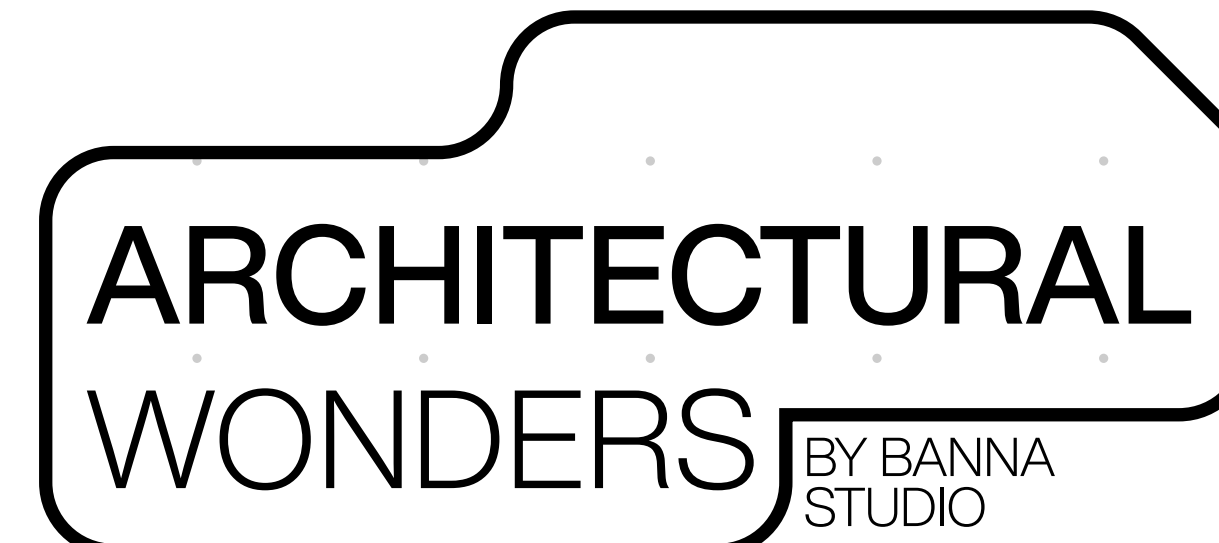
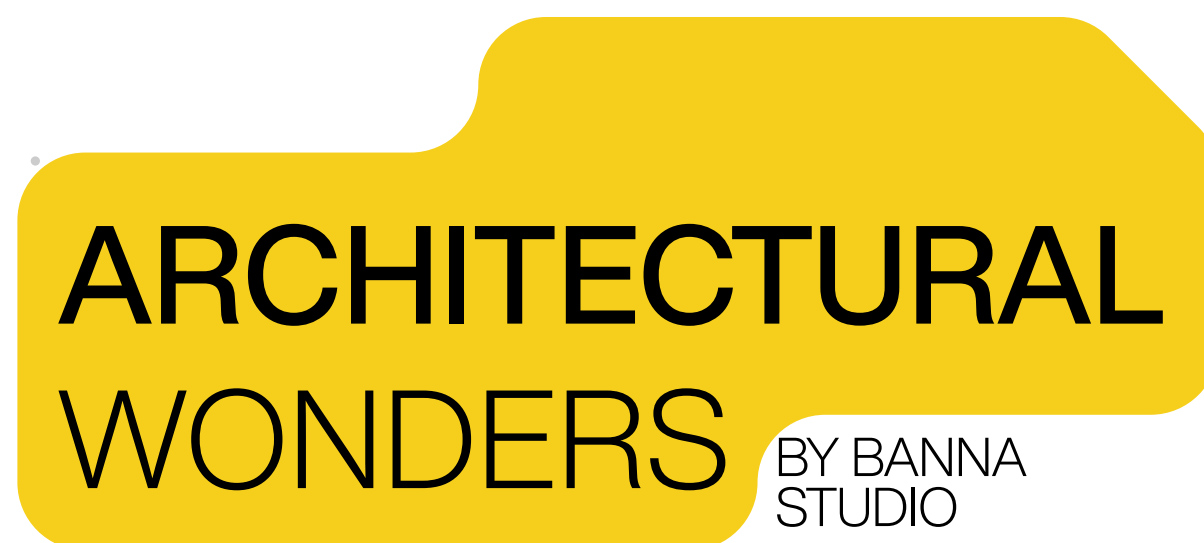
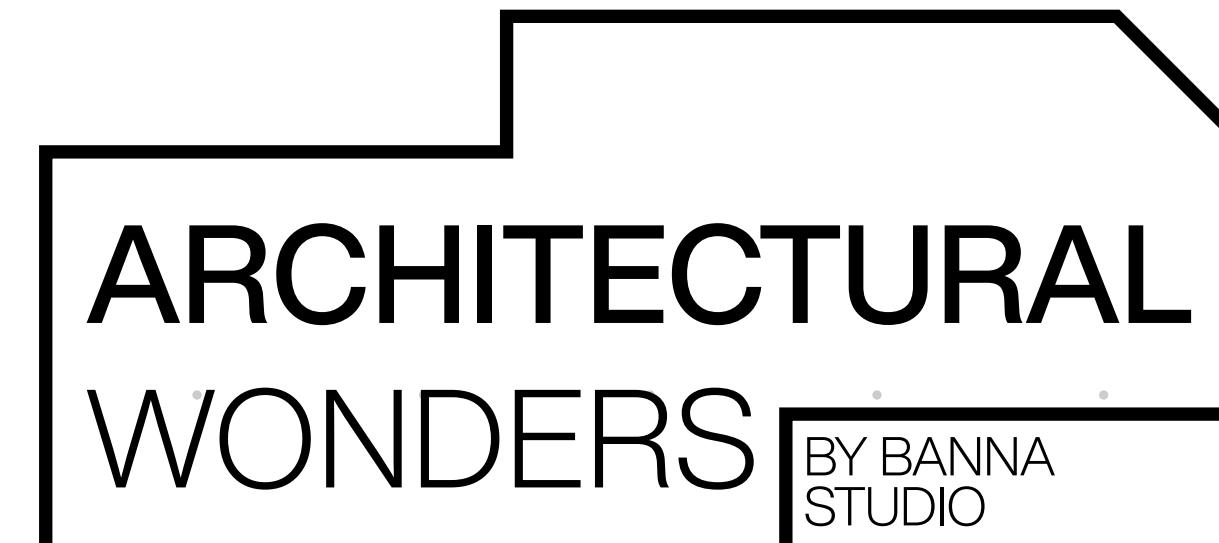
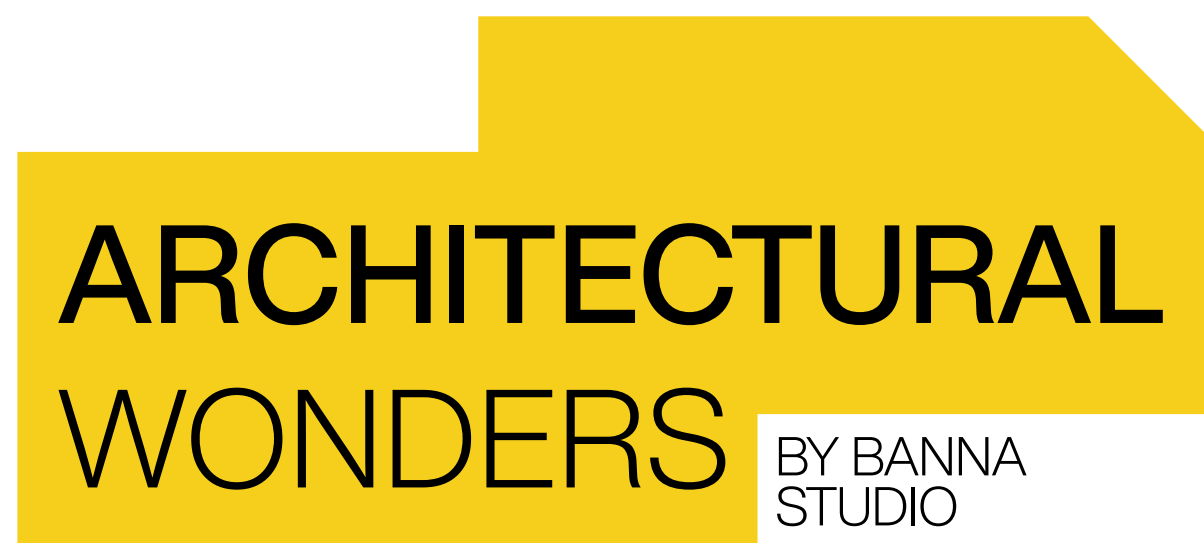
Our short-form videos will typically range from 30 to 60 seconds, including a captivating introduction, a concise explanation of the architectural wonder, and a visually striking conclusion. To enhance the viewing experience, we will employ a loop technique, seamlessly transitioning from the ending back to the beginning.

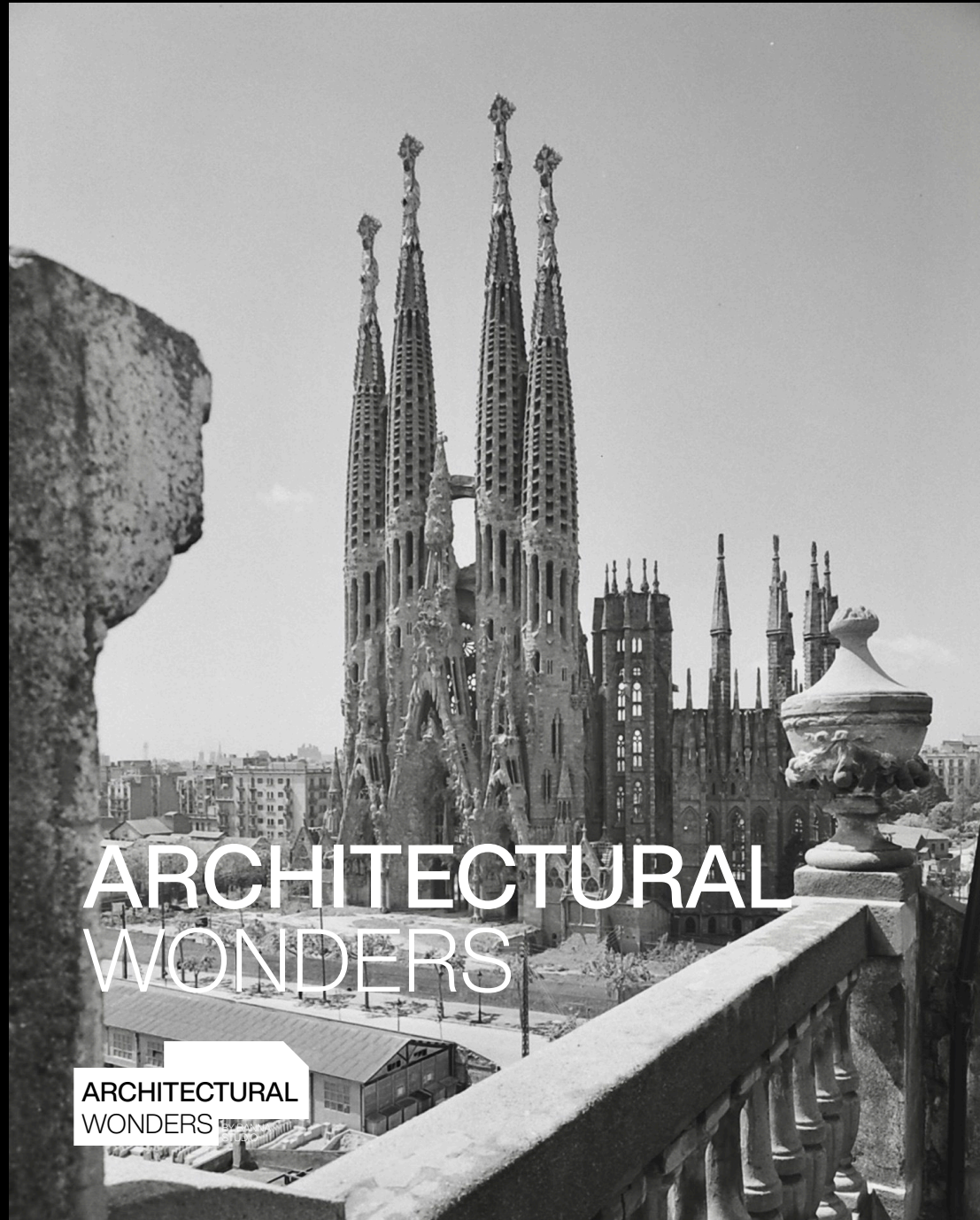
CONTENT STRATEGY:

We will initially focus on exploring the iconic structures of Mesopotamia, such as the Tower of Babel, the Ziggurat of Ur, and the Ishtar Gate of Babylon. Once we've exhausted the Mesopotamian architectural wonders, we will expand our scope to include other historical and architectural marvels from around the world.

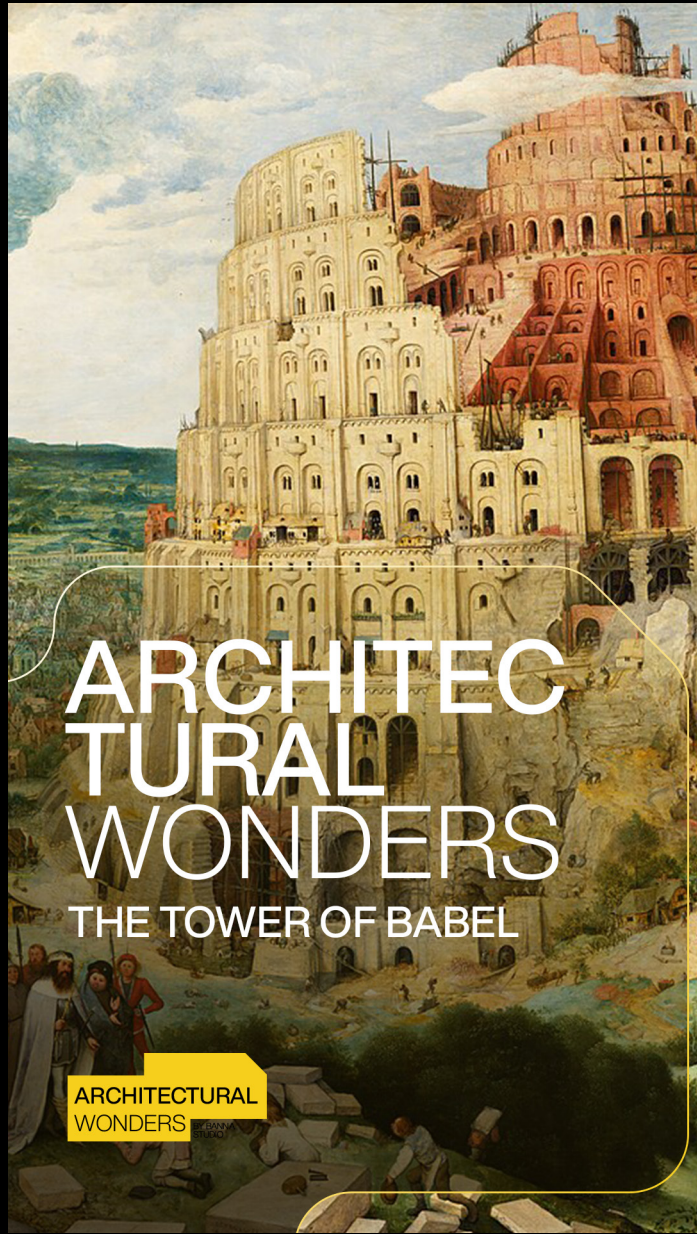
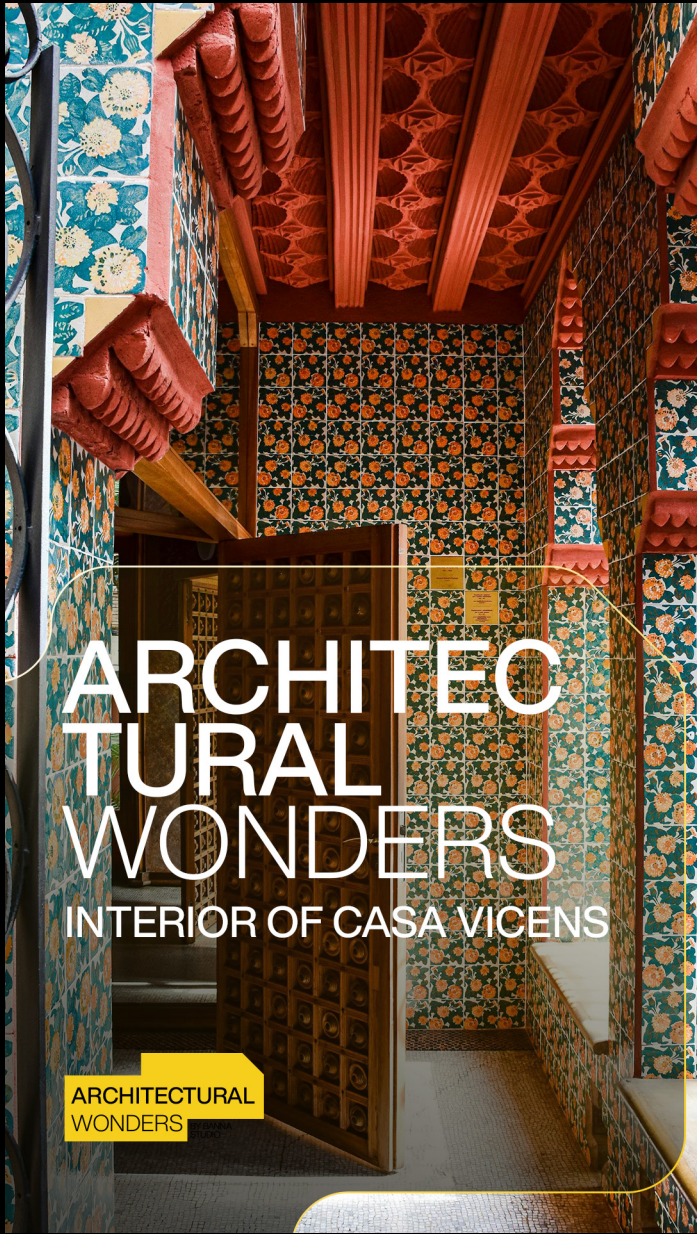
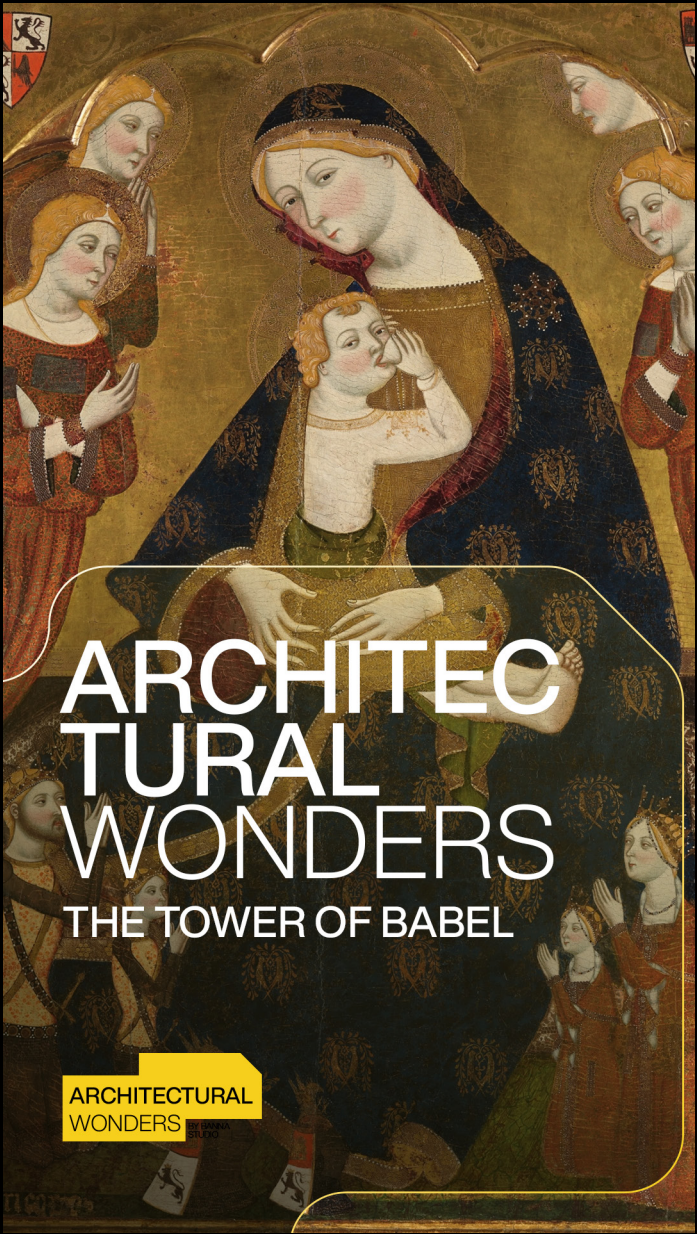
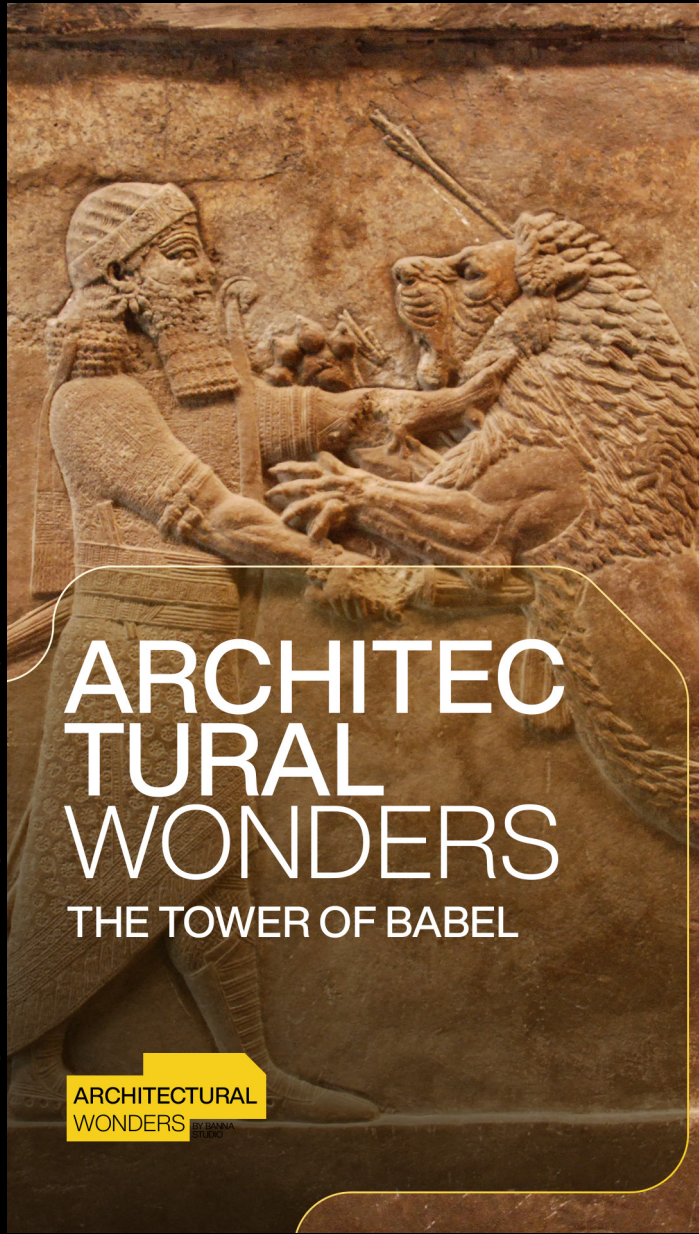
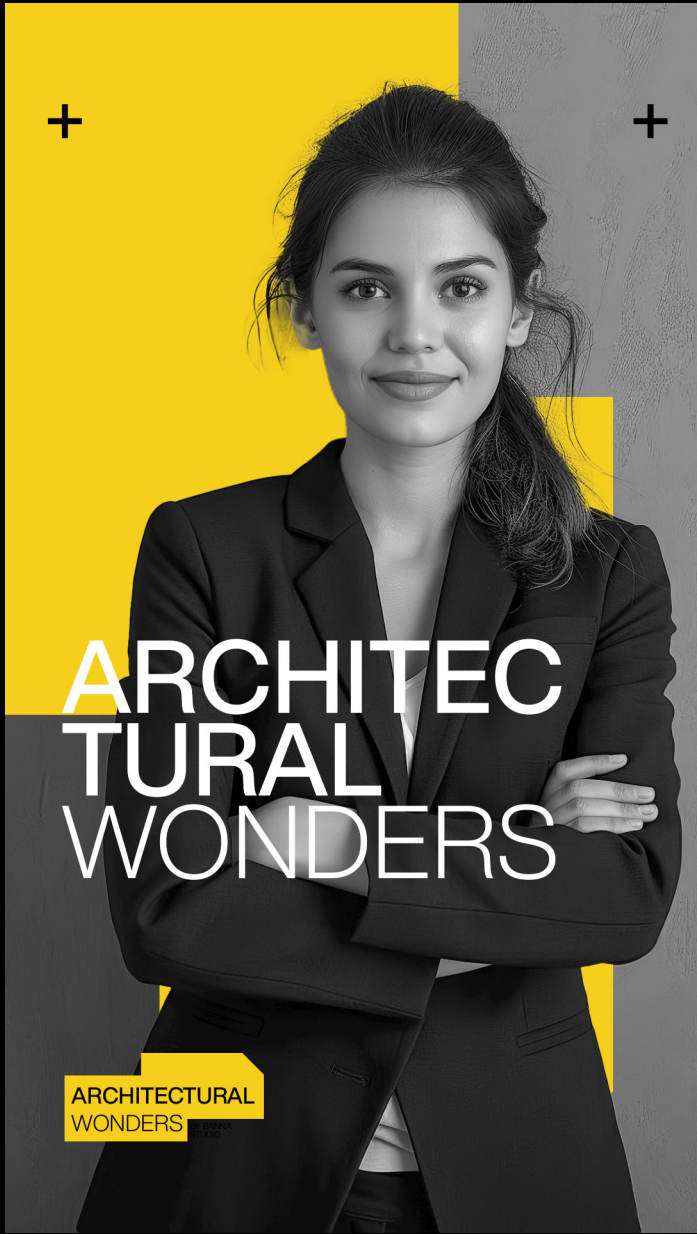
SOCIAL MEDIA ENGAGEMENT:

To maximize the impact of our Architectural Wonders series, we will utilize relevant hashtags to reach a wider audience. These hashtags include: #Mesopotamia #Babel #MesopotamianArchitecture #TowerofBabel





SOCIALMEDIA





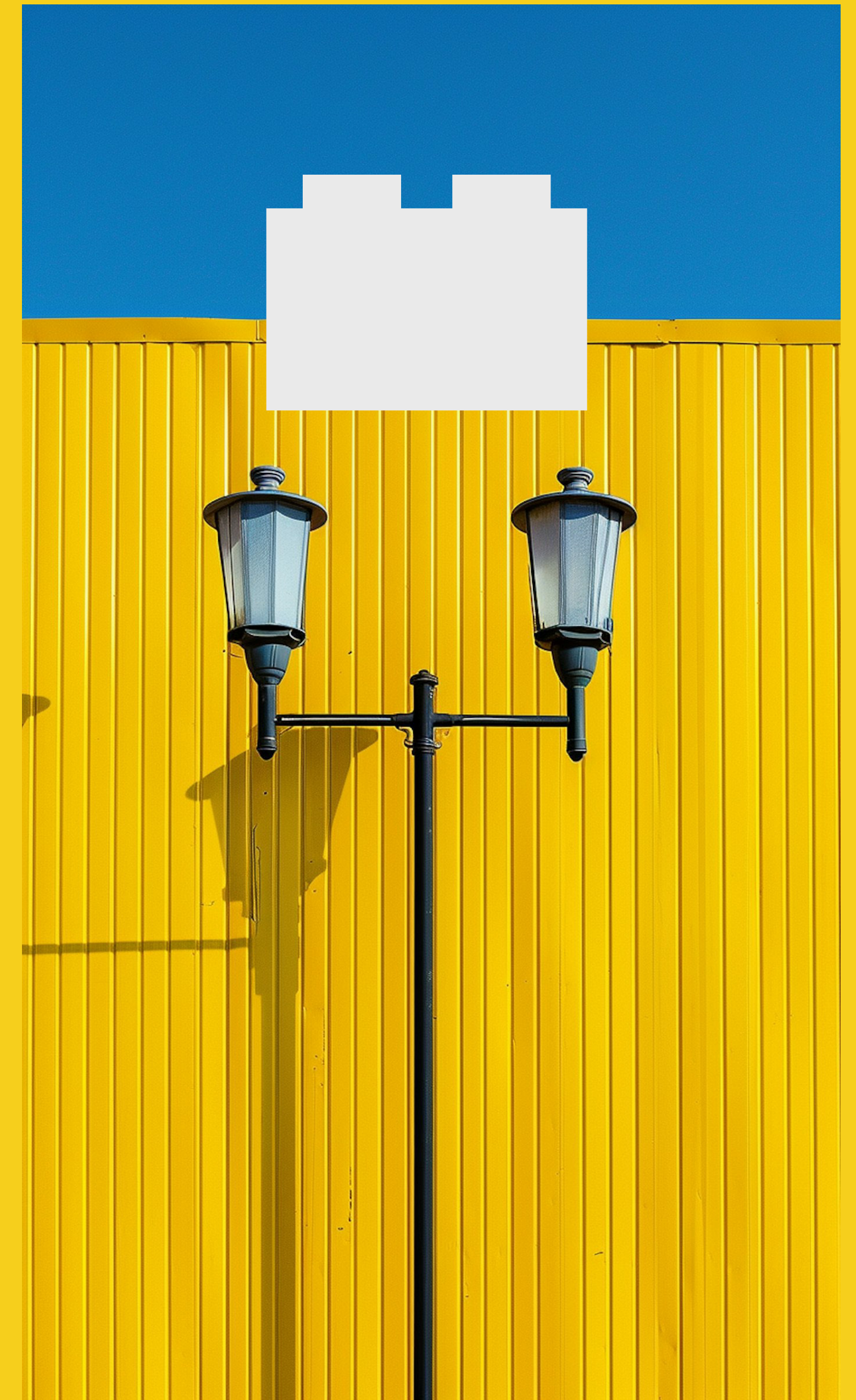
COLOR PALLETTE

PRIMARY COLOR YELLOW

- Hexadecimal Code: #f6cf1c
- RGB Values: (246, 207, 28)
- Color Name: A bright, slightly orange-tinted yellow
- Pantone Code: Approximately 11-0710 TCX

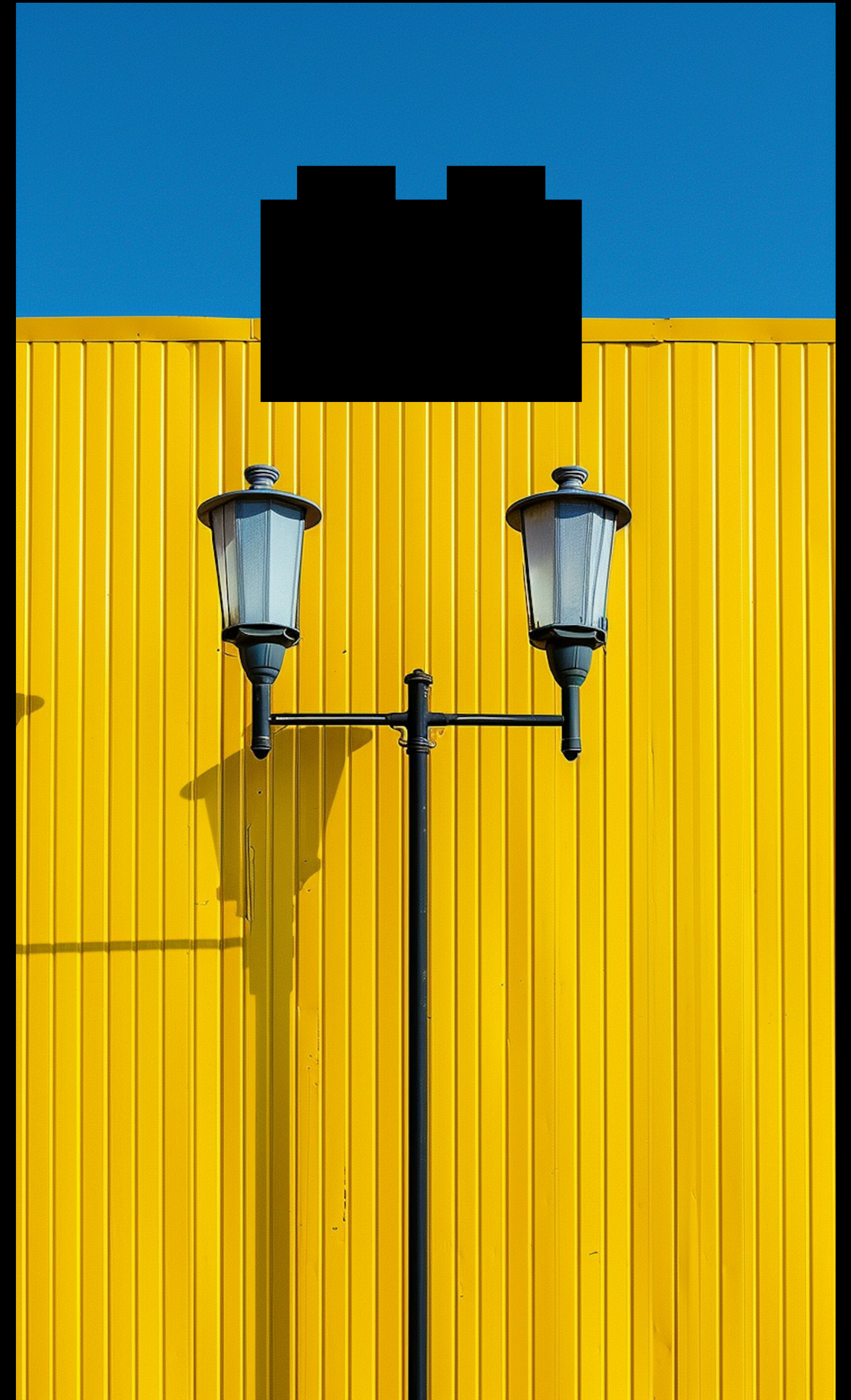
This color is often associated with:

- Happiness and optimism: It's a cheerful and vibrant color that can evoke positive emotions.
- Energy and enthusiasm: It can be used to create a sense of excitement and energy.
- Warmth and friendliness: It can convey a sense of warmth and friendliness.



SECONDARY COLOR \ BLACK

- Hex Code: #000000
 - RGB: 0, 0, 0
 - CMYK: 100, 100, 100, 100
 - Pantone: Black C
 - Meaning: Often associated with power, elegance, formality, and mystery. It can also symbolize mourning or negativity.



SECONDARY COLOR \ LIGHT GREY

Hexadecimal Code: #D3D3D3

RGB Values: (211, 211, 211)

Color Name: Light Grey

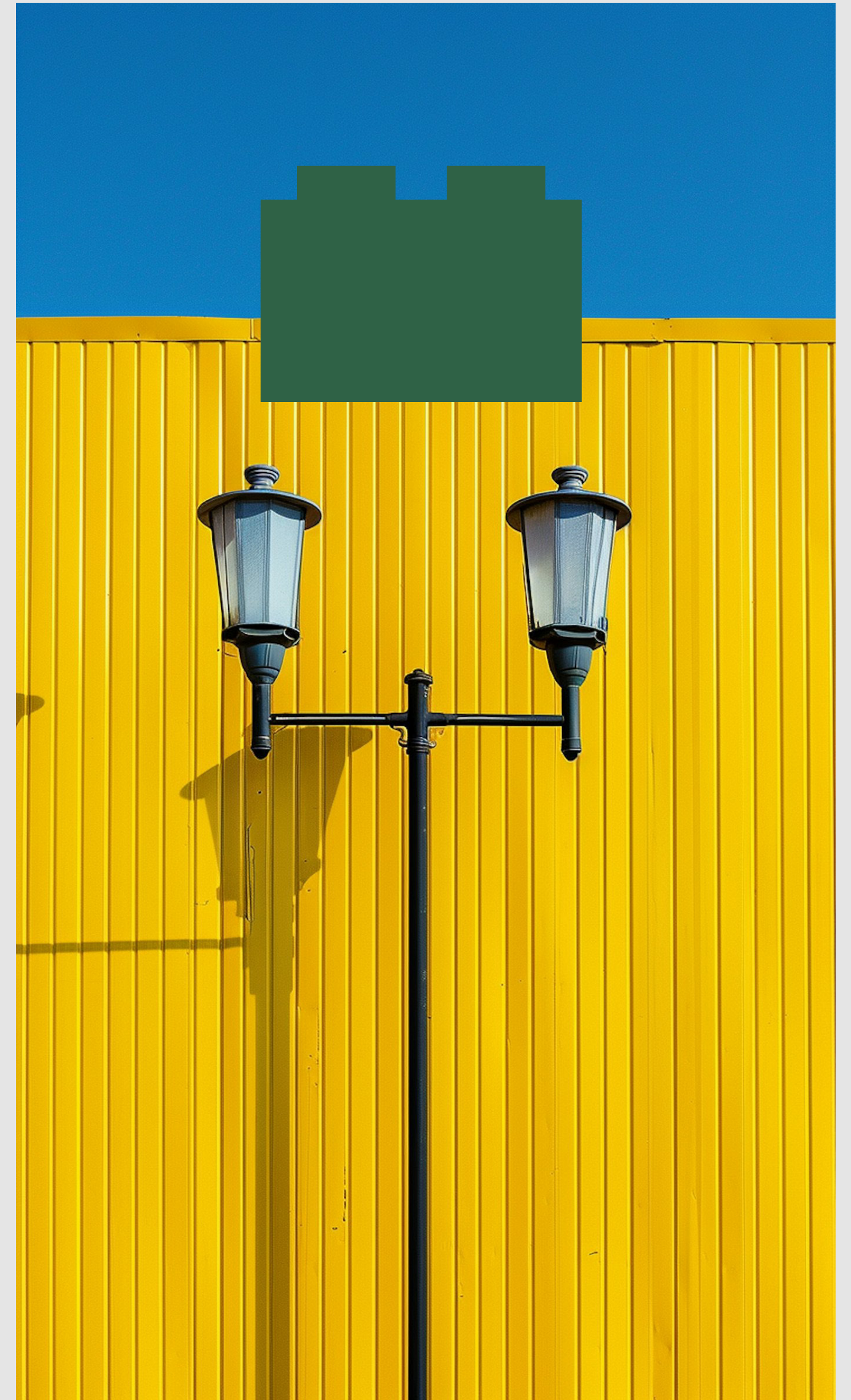
Pantone Code: N/A (Grey is not typically assigned a Pantone code)

Neutrality: Like darker shades of grey, light grey is associated with neutrality, balance, and objectivity.

Softness: It conveys a sense of softness and calmness.

Minimalism: It's often used in minimalist designs to create a clean and airy aesthetic.

Background: It's a common choice for background colors, especially in digital design.

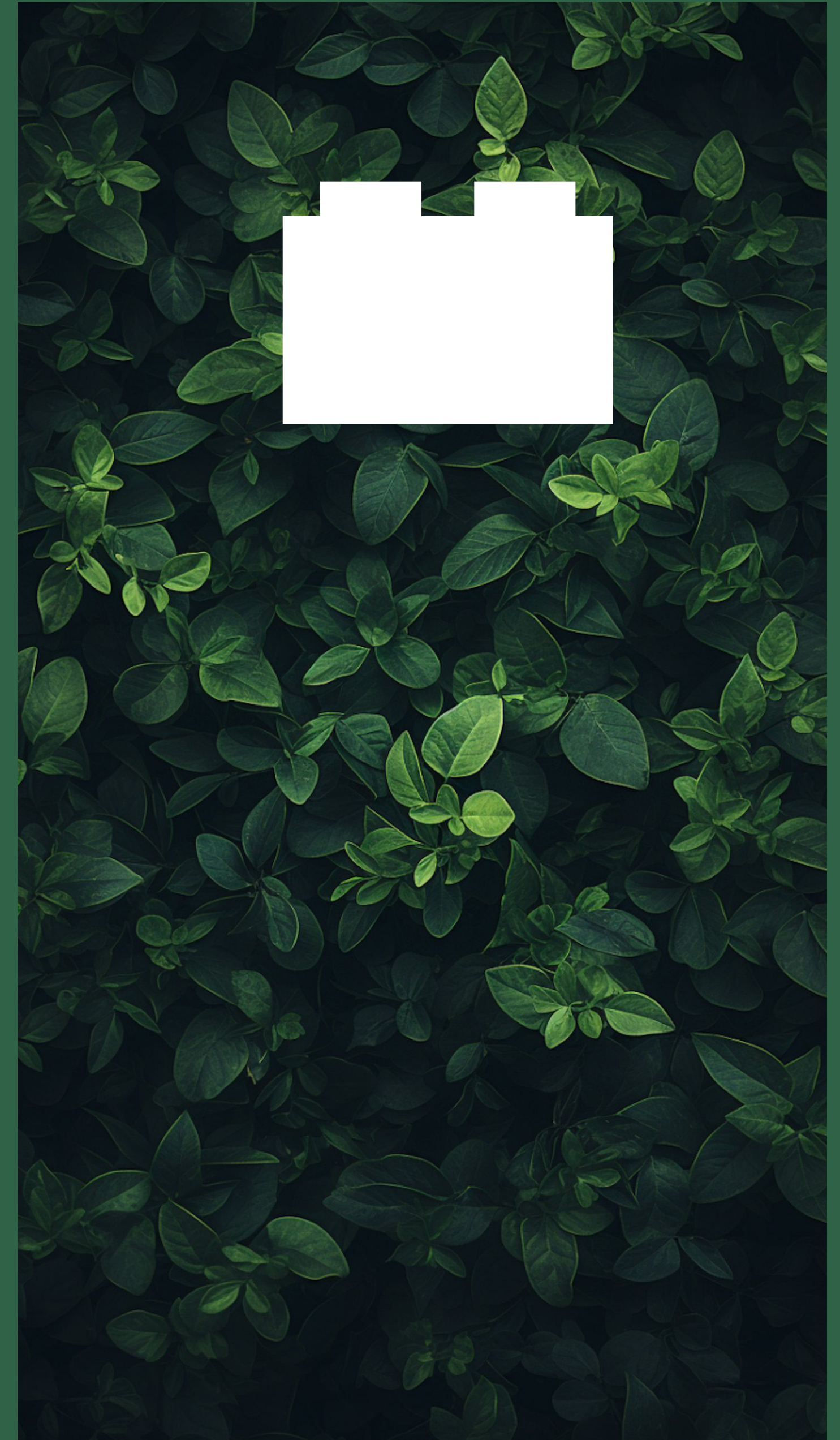


SECONDARY COLOR \ GREEN

- Hexadecimal Code: #316348
- RGB Values: (49, 99, 72)
- Color Name: Dark Teal
- Pantone Code: Approximately 3015 C

This color is often associated with:

- Nature and the environment: It evokes feelings of calmness, tranquility, and connection to nature.
- Reliability and trustworthiness: It can be used to convey a sense of stability and security.
- Creativity and innovation: It's a versatile color that can be used to create modern and sophisticated designs.



TYPOGRAPHY

Font
Helvetica Now – Display

Wiegths
All

Language
English

Professional & Trustworthy:

ersatility: Suitable for a wide range of applications, from print to digital.

Readability: Ensures clear and easy-to-read text, especially in smaller sizes.

Modern Aesthetic: Offers a clean, minimalist, and contemporary look.

Global Recognition: A widely recognized and respected typeface.

Usage Guidelines:

Headings: Use bold weights for attention-grabbing titles and headings.

Body Text: Utilize regular weights for main content to maintain readability.

Helvetica Now

ئەوھى لە خەيالتاندايە بۆتانی دەكەين بە راست
We will make what you imagine come true

Tone of Voice:

Professional & Trustworthy:

Speak with authority, backed by expertise.

Convey confidence and reliability.

Use clear and concise language.

Empowering & Supportive:

Inspire confidence and drive action.

Offer positive and solution-focused communication.

Create a collaborative and supportive environment.

Innovative & Future-Focused:

Highlight a forward-thinking approach.

Showcase a commitment to progress and improvement.

Encourage creativity and original thinking.

Integrity & Expertise:

Demonstrate ethical behavior and strong values.

Highlight knowledge and experience.

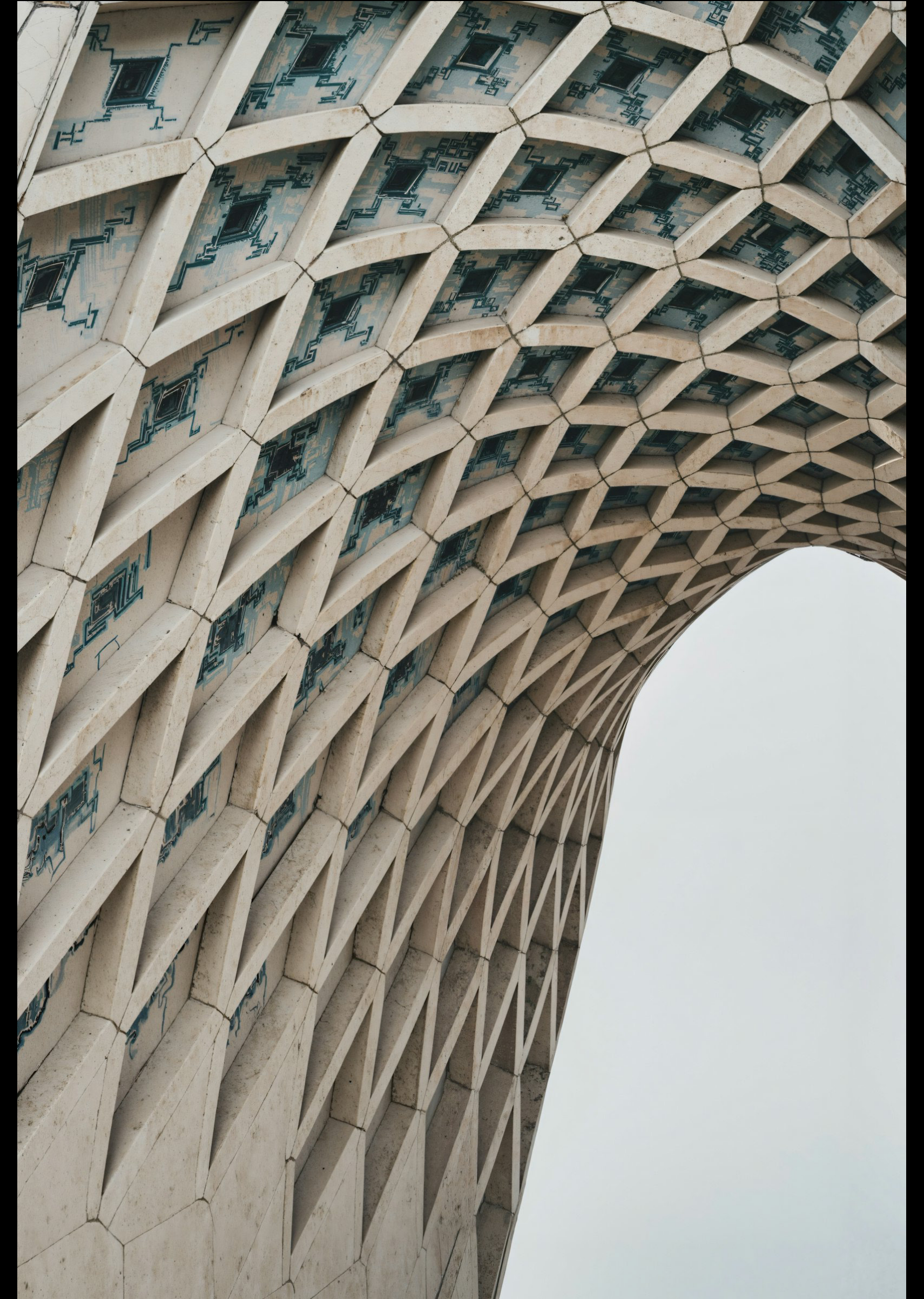
Ensure reliability and trustworthiness.

PHOTOGRAPHY MOOD FOR BANNA BRAND



BANNA'S PHOTOGRAPHY SHOULD BE OF HIGH QUALITY, CAPTURING THE ESSENCE OF ARCHITECTURAL DESIGN

The images should be visually striking, showcasing the beauty and complexity of buildings and spaces. A focus on natural light and clean lines can enhance the aesthetic appeal of the photographs. Additionally, incorporating people into the shots can add a human element and create a sense of scale and context.



TAGLINE

“REDEFINING ARCHITECTURAL BOUNDARIES.”

HASHTAGS

#ARCHITECTURE #DESIGN

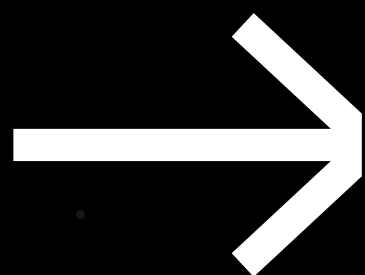
#INTERIORDESIGN #BANNASTUDIO

#IRAQARCHITECTURE

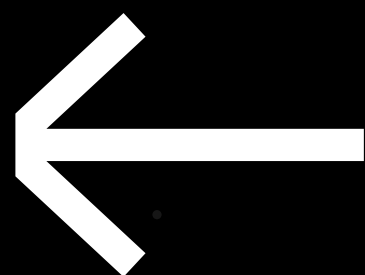
ICON
SYSTEM
& SIGNS

Sign & Icon System

RIGHT



LEFT



Search

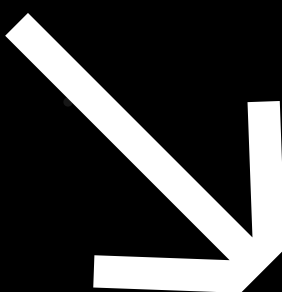


Contact

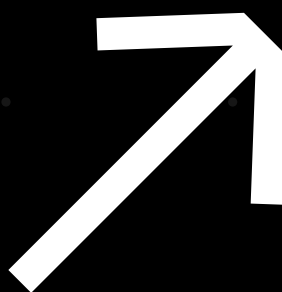


Global

DOWN



UP



Meeting room



Exit



WC



Working Area



Danger



Rest room



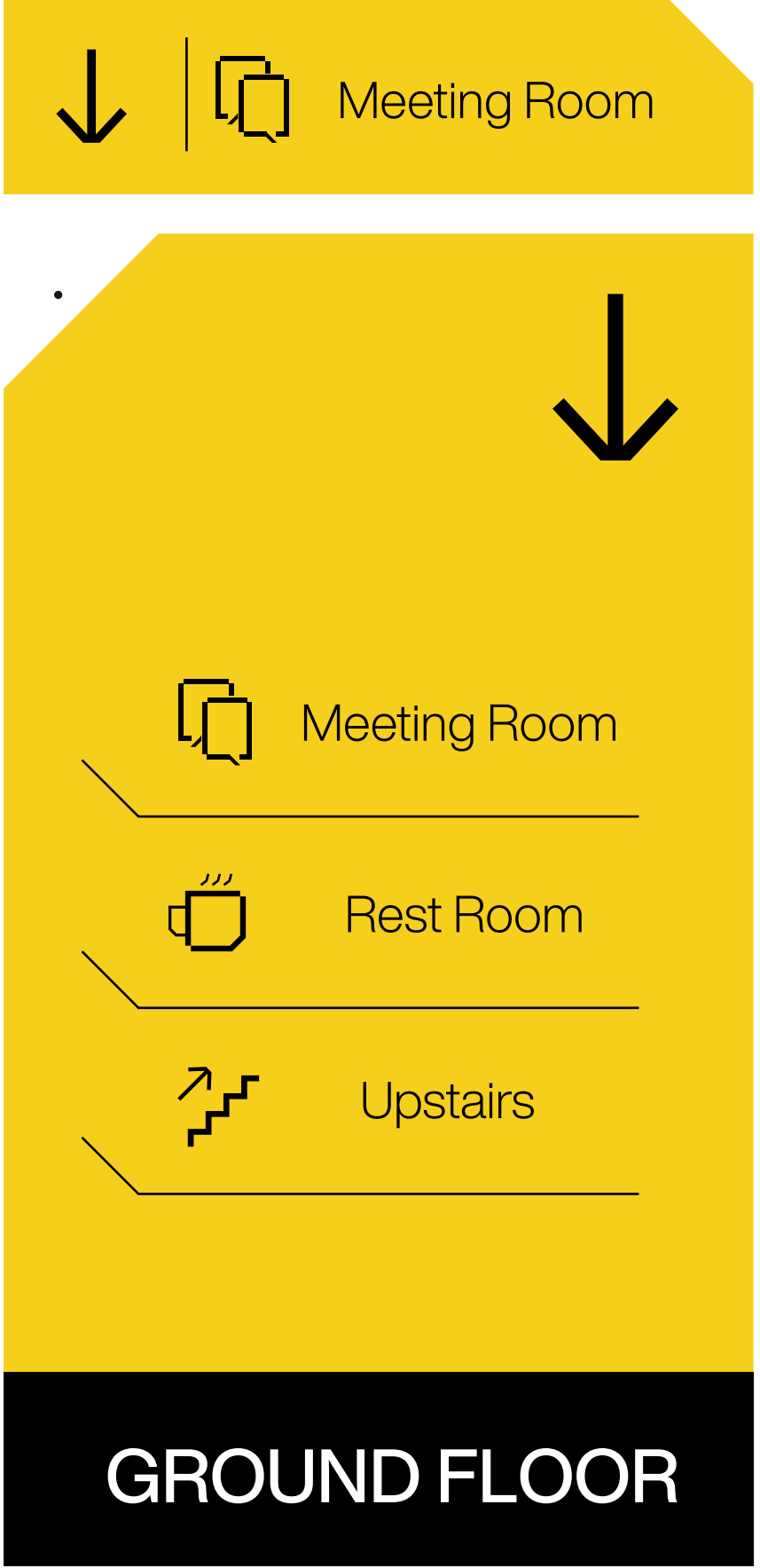
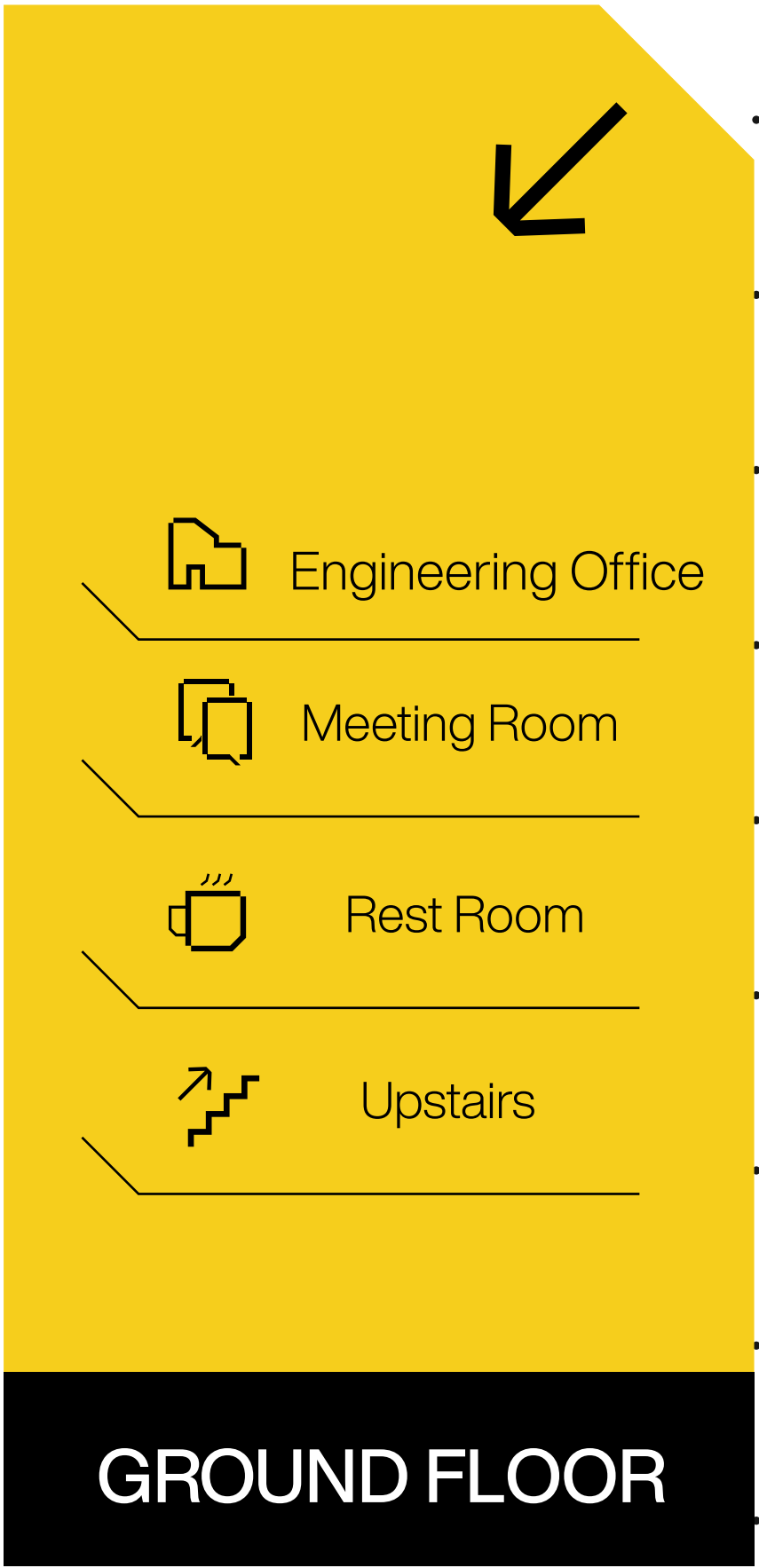
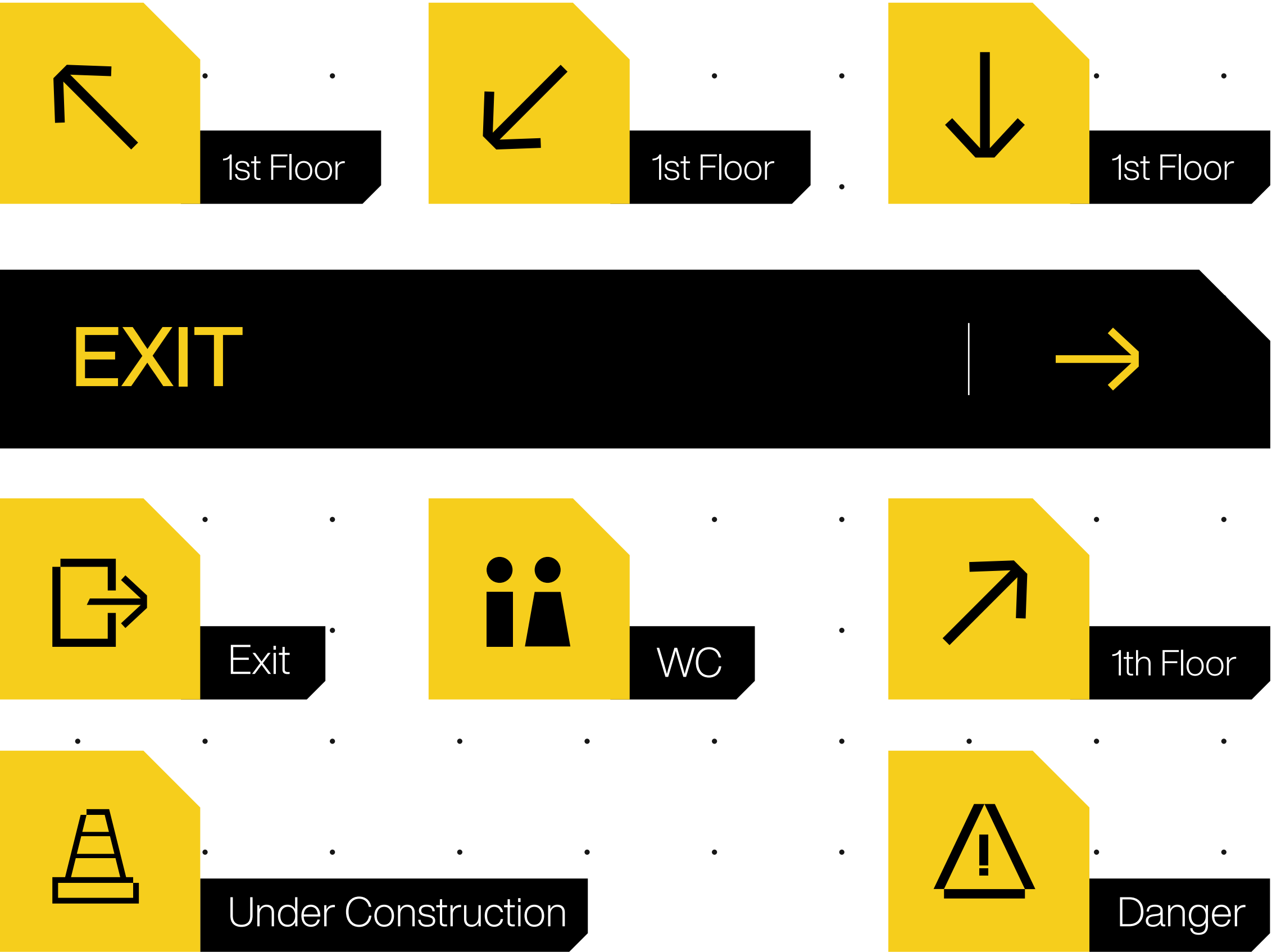
Upstairs

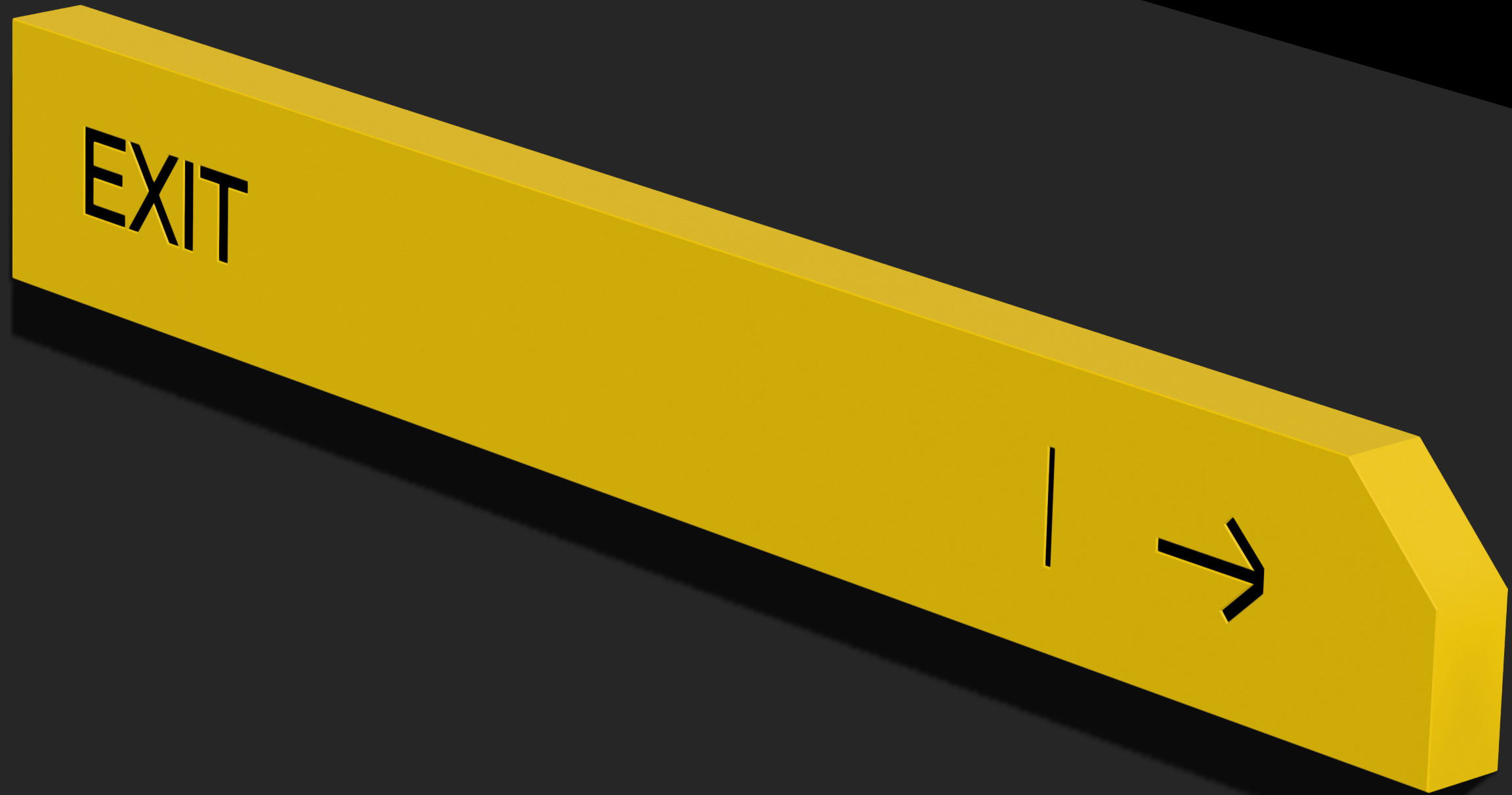


Under Construction

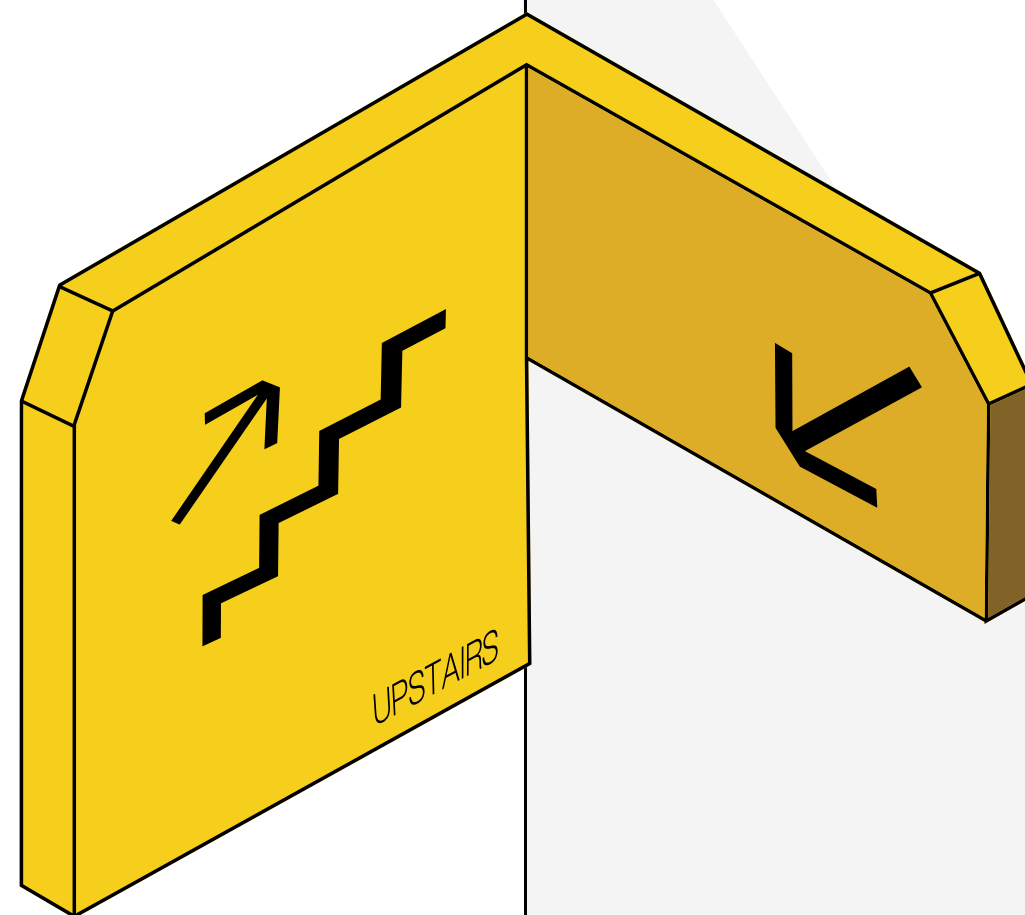
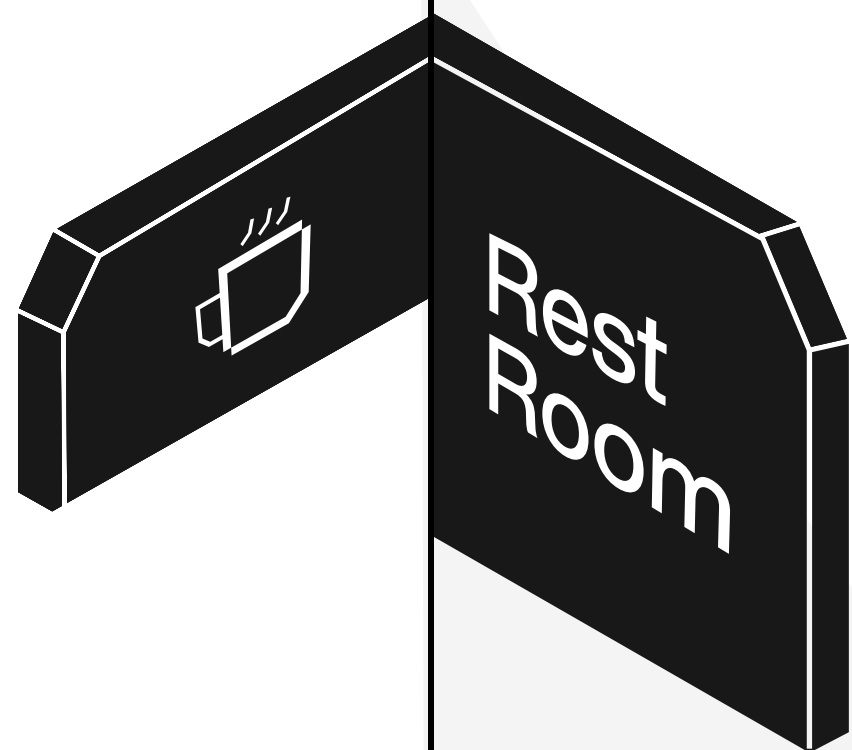


Engineering Office



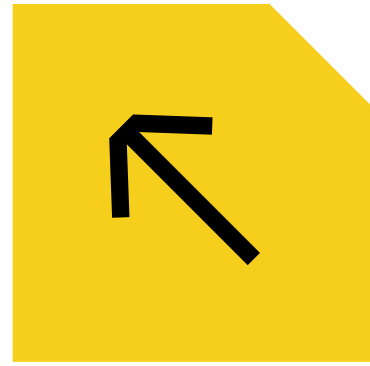


CORNER



SIGNS

OFFICE SIGNS



Office signage is a crucial element of our brand identity. To ensure consistency and professionalism, all signage should adhere to our brand guidelines, including colors, fonts, and logo usage. Signage should be clear, easy to read, and well-maintained. It's essential to consider the needs of all employees, particularly those with disabilities, when designing and placing signage. By following these guidelines, we can create a visually appealing and branded workspace that enhances our company's image.





Working Area →

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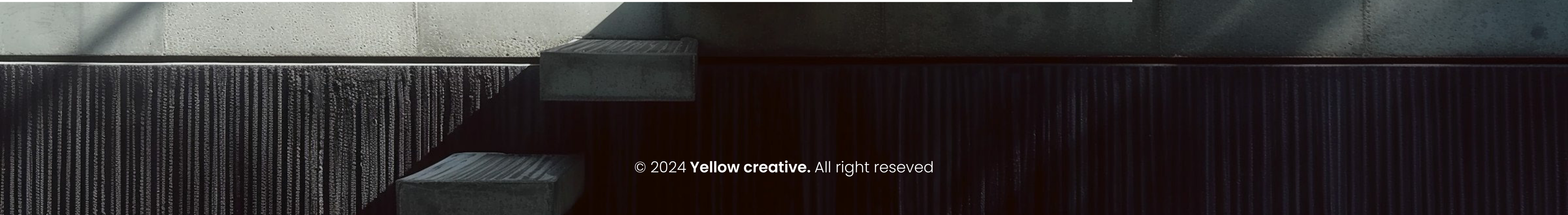
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BLUEPRINTS FOR A
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THANK YOU

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