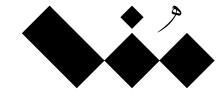
ATELIER HUNA

Done by



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Atelier Huna is an architectural and visualization studio founded by Hunar Hiwa Abdalkarim, based on over 8 years of experience in Europe. Our international team — primarily from Germany — specializes in interior design, real estate visualization, and interactive 3D experiences. Our approach is minimalist, artful, and rooted in reviving ancient traditions in modern forms.

MISSION

To craft timeless architectural visuals and interactive spaces that merge culture, clarity, and creativity. Through minimal forms and global expertise, we elevate local design into an international voice.

VISION:

To be a global leader in architectural visualization and cultural design — where tradition, technology, and timelessness coexist.



INTRODUCTION

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

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

THIS GUIDE IS FOR:

- •Huna's team members, both new and current.
- Sales agents and dealers, internal and external.
- •Marketing and design agencies, working with Atelier Huna.
- Clients and retail partners.

Since website, print formats and other communication tools differ and/or change with ongoing trends, it might be necessary to adapt the Atelier Huna communication to each media accordingly, while still following this general guideline.

DESIGN CHECKLIST

Experts: Individuals with specialized knowledge and skills in the field who provide informed guidance.

Creativity: The ability to generate valuable ideas or solutions in design.

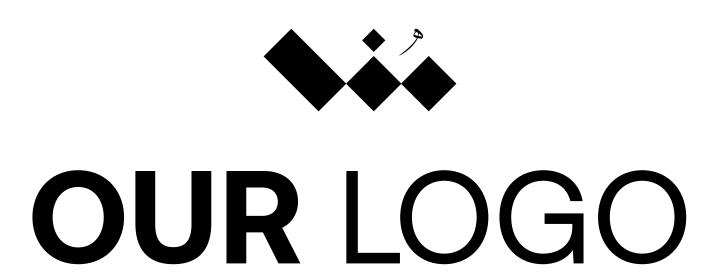
Quality: The standard of excellence in the design's execution, materials, and functionality.

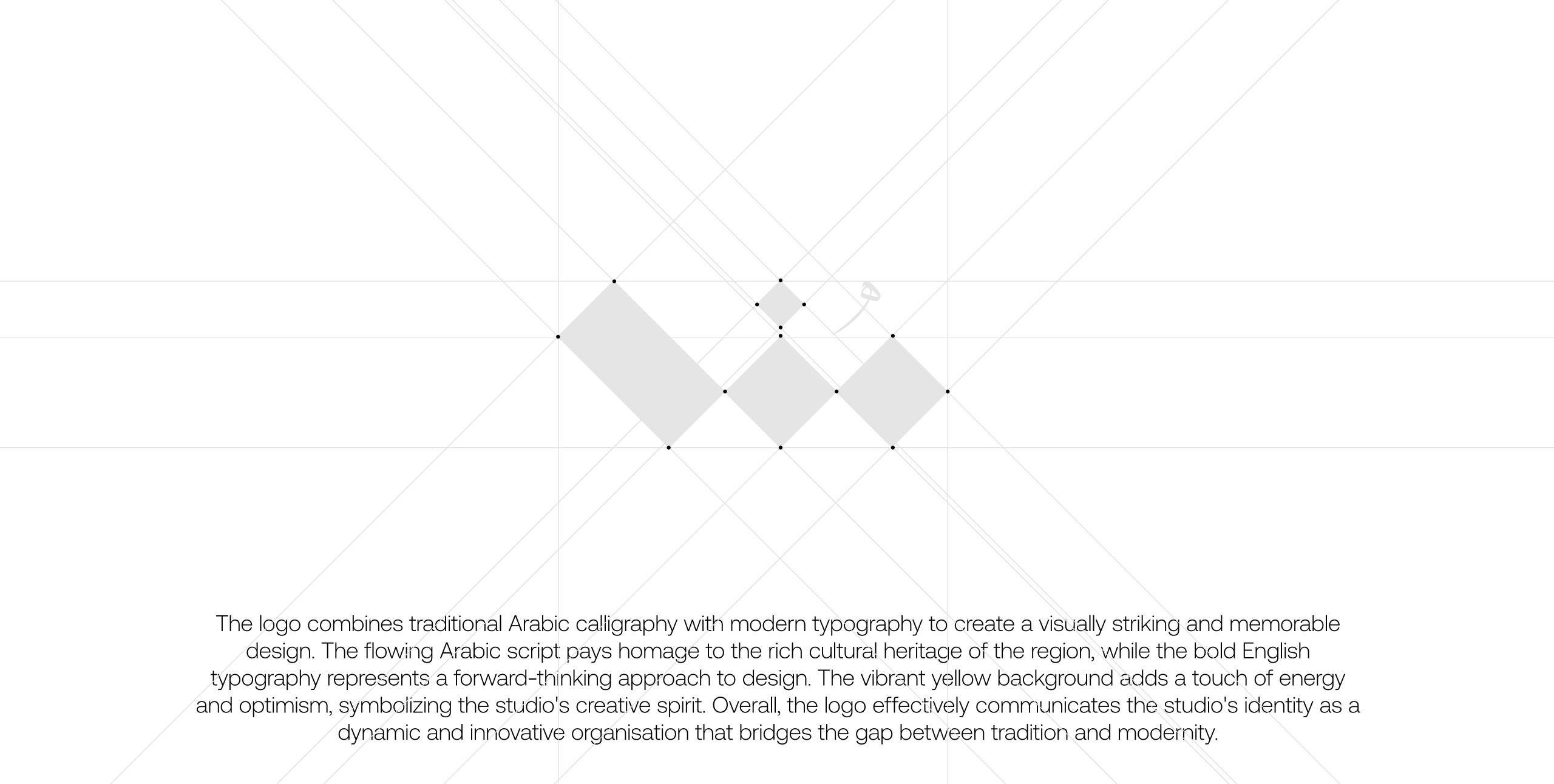
Action: Reflecting the proactive and decisive approach the architecture brand takes in project management and bringing design visions to life.

Warmth: Describing the inviting and human-centered aspect of the architecture brand's designs, focusing on creating comfortable and welcoming spaces.

Modern: Indicating an embrace of contemporary design principles, innovative technologies, and forward-thinking aesthetics in architectural solutions.

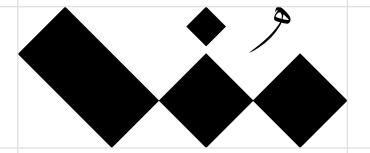
Clean: Representing clarity and simplicity, emphasizing functionality and elegance.







WORDMARK HORIZONTAL CONSTRUCTION



ATELIER TM HUNA



WORDMARK HORIZONTAL CONSTRUCTION





WORDMARK VERTICAL CONSTRUCTION



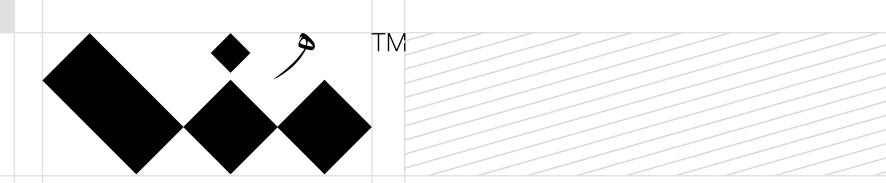


WORDMARK VERTICAL CONSTRUCTION



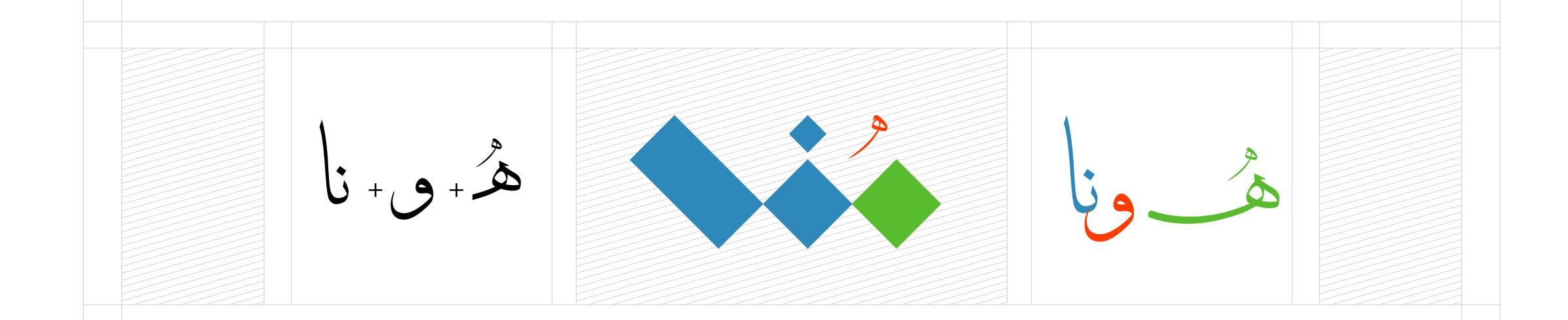


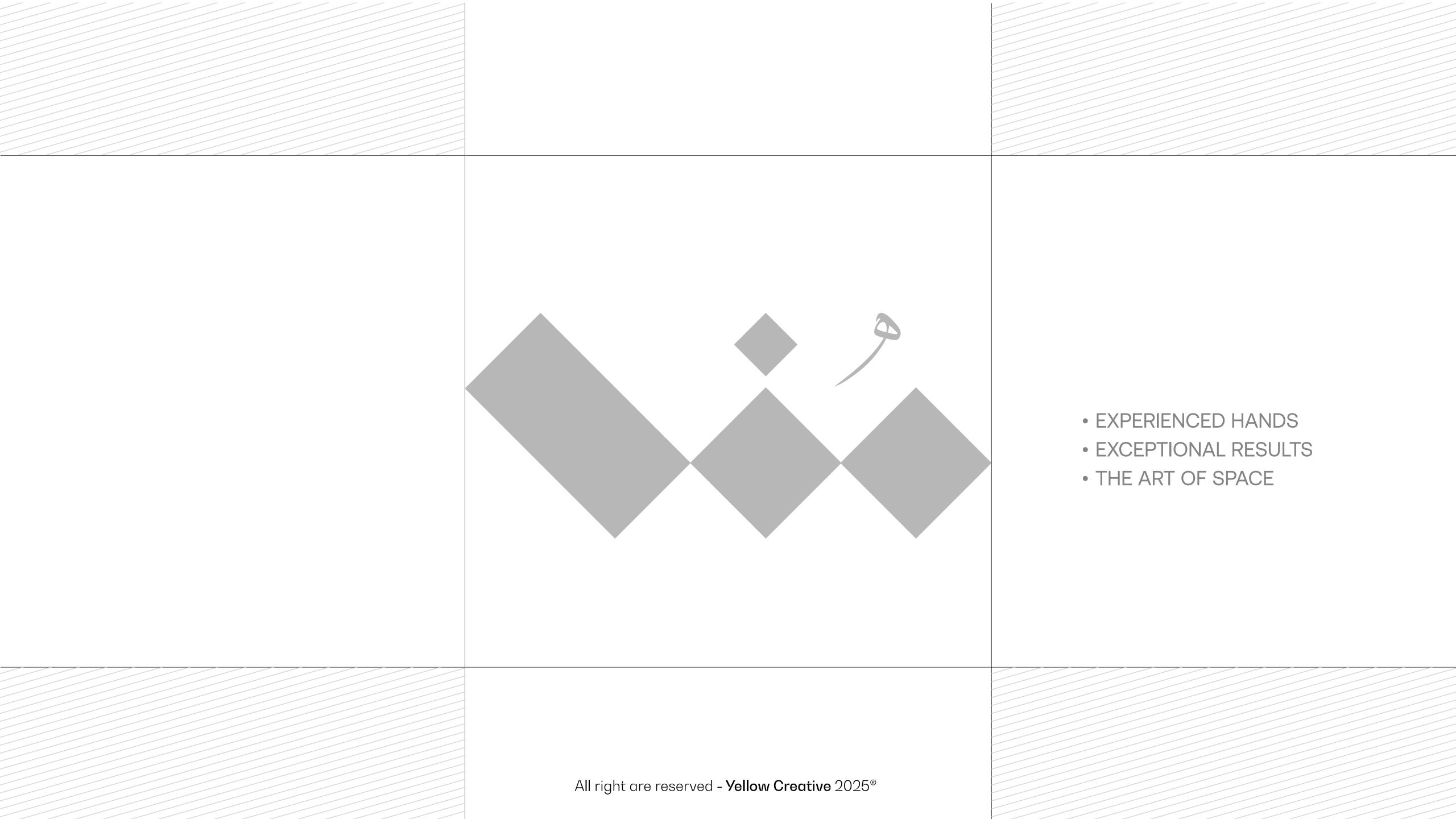
THE SYMBOL CONSTRUCTION



LOGO CONCEPT

The logo uses interconnected geometric shapes to represent "here" as a foundation and focal point, with subtle layering hinting at the "hidden" aspect. A dynamic, ascending element symbolizes growth and the unveiling of potential. The minimalist design conveys modernity, precision, and the studio's grounded yet forward-thinking approach to architecture, reflecting their expertise and clean aesthetic.







WORDMARK VERTICAL CONSTRUCTION

ATELIER TM HUNA



WORDMARK HORIZONTAL CONSTRUCTION

ATELIER HUNA



WORDMARK EN & AR VERTICAL CONSTRUCTION





WORDMARK EN & AR HORIZONTAL CONSTRUCTION



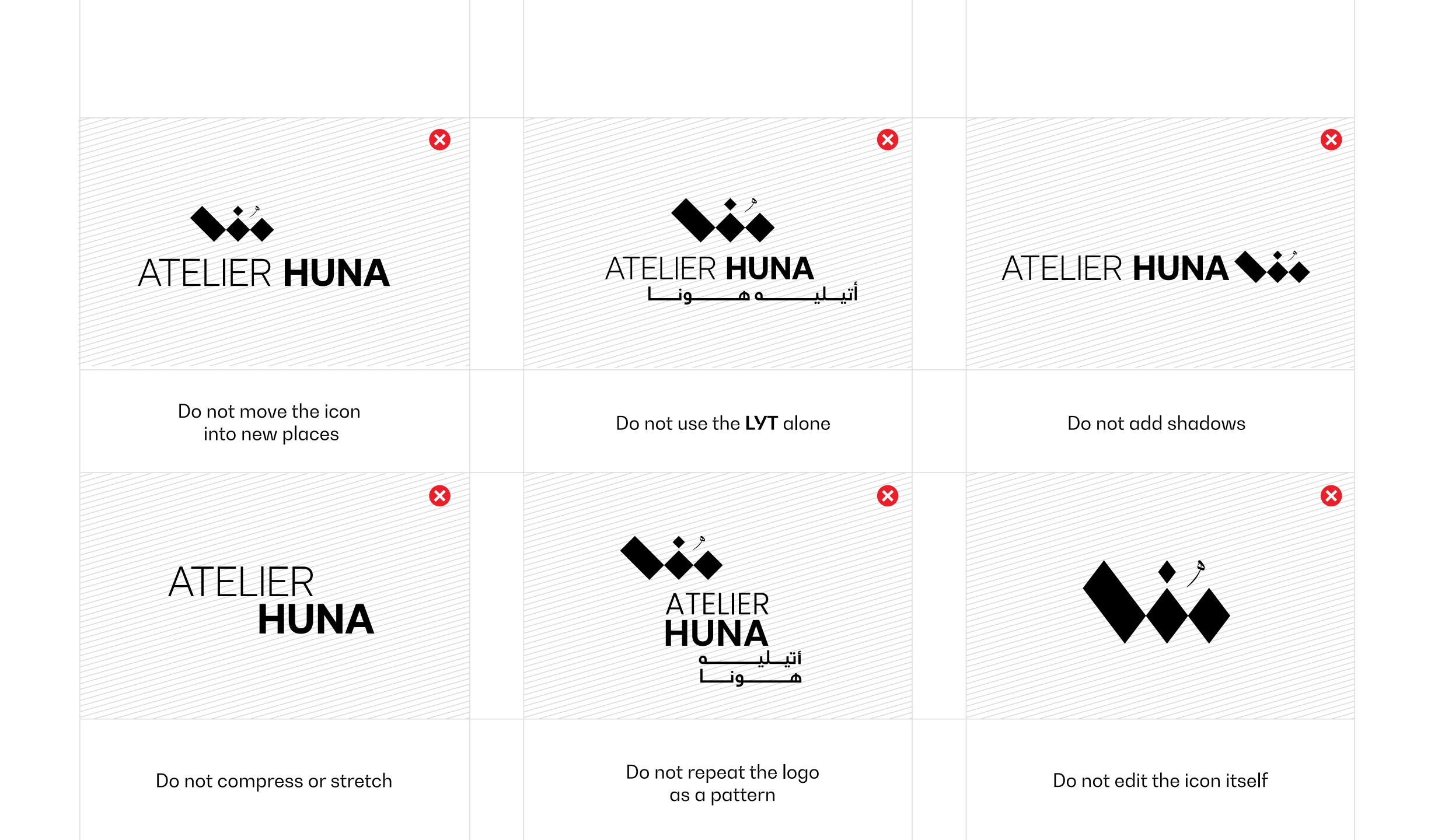
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WORDMARK EN & AR VERTICAL CONSTRUCTION



INCORRECT WAYS TO USE THE LOGO





Logo Placement

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

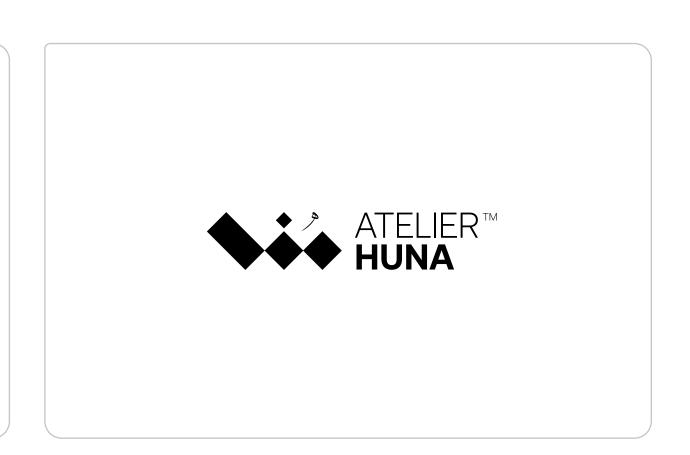






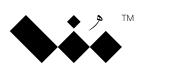






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Studio Manager Hunar Hiwa Abdalkarim

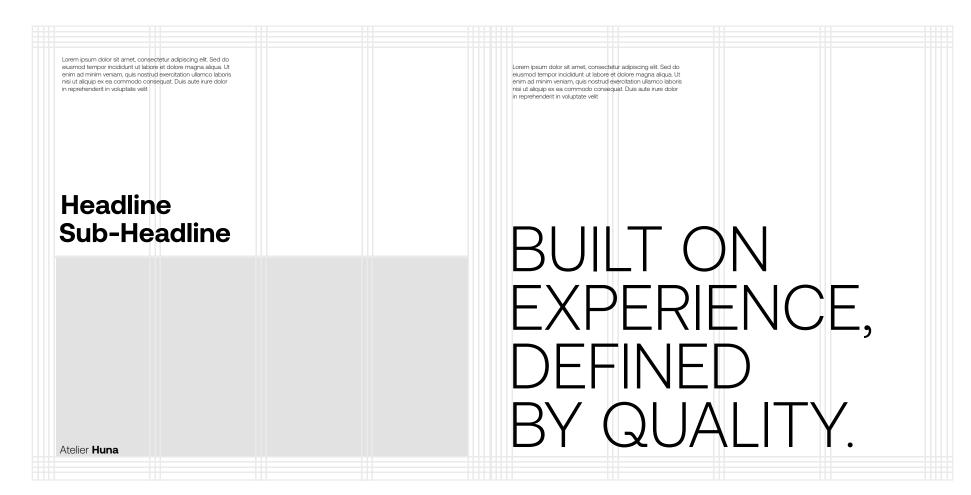


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Studio Manager Hunar Hiwa Abdalkarim



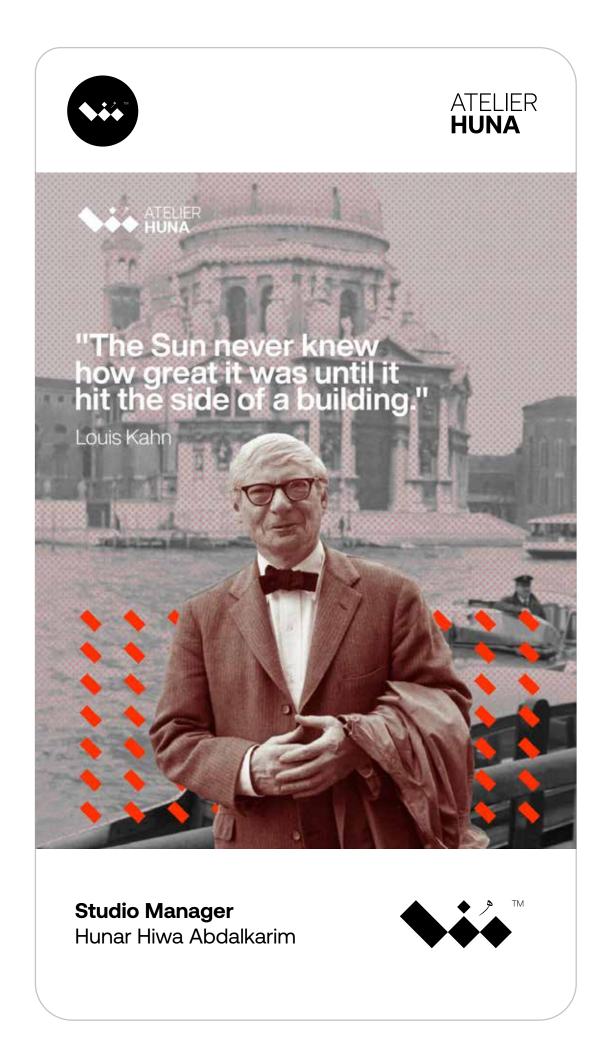




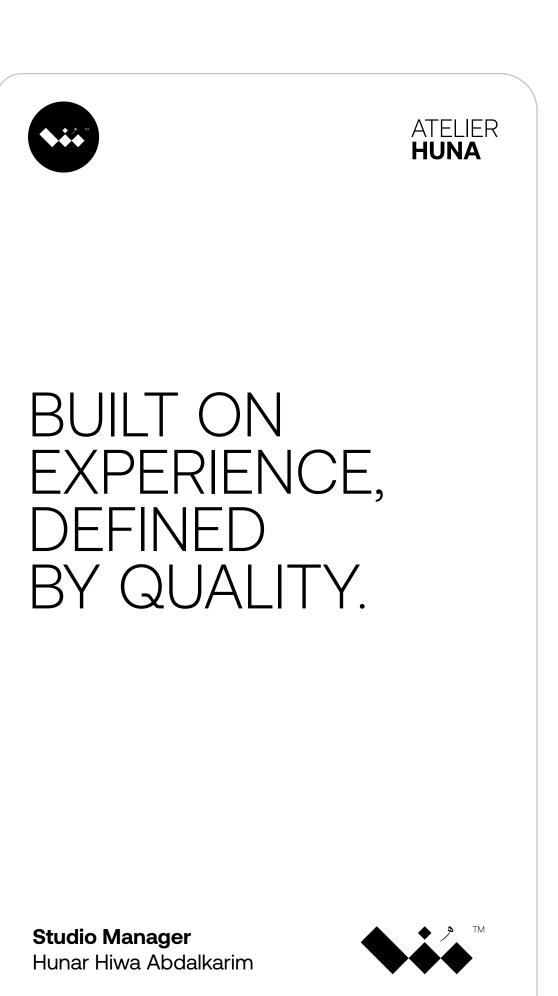








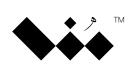


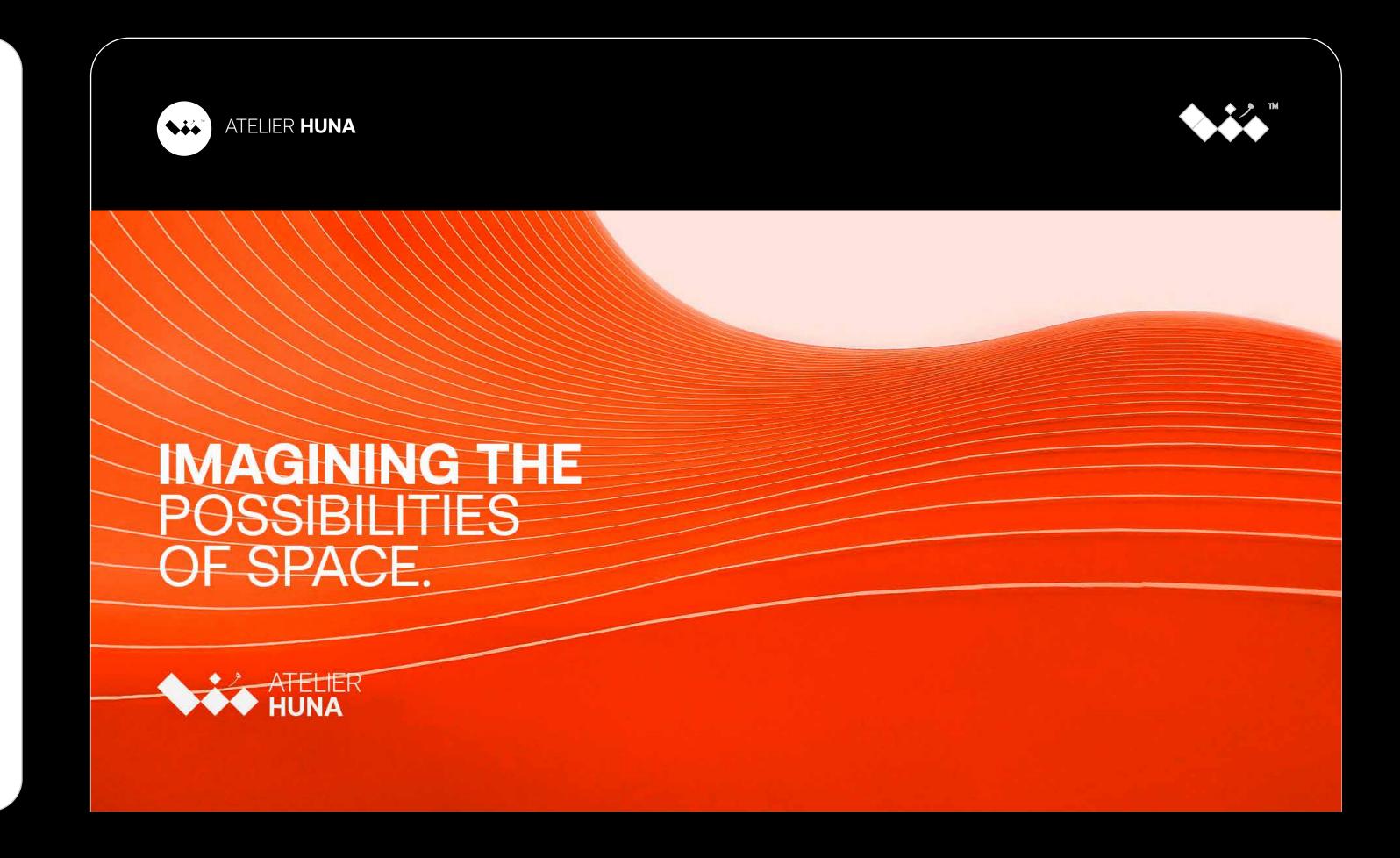


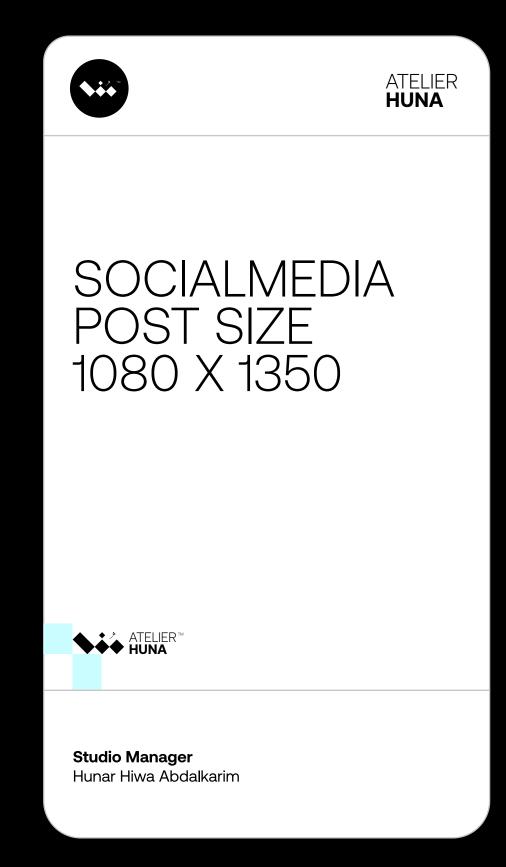


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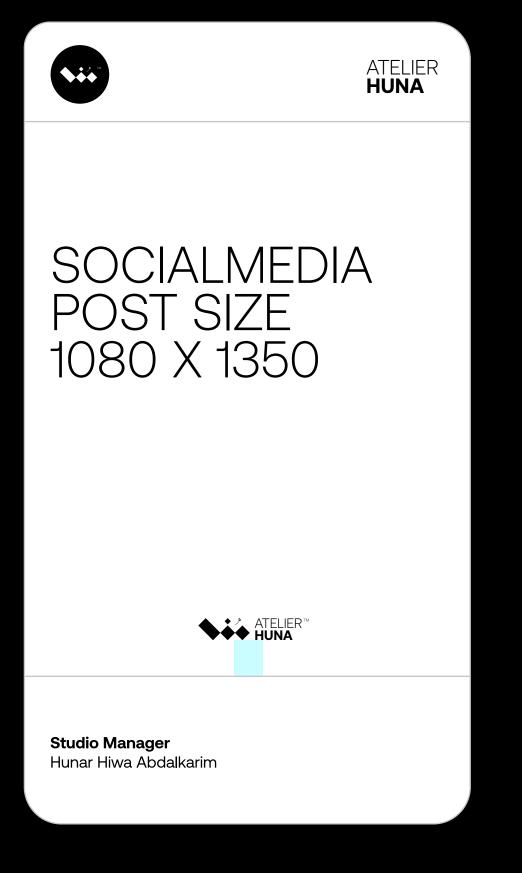
Studio Manager Hunar Hiwa Abdalkarim















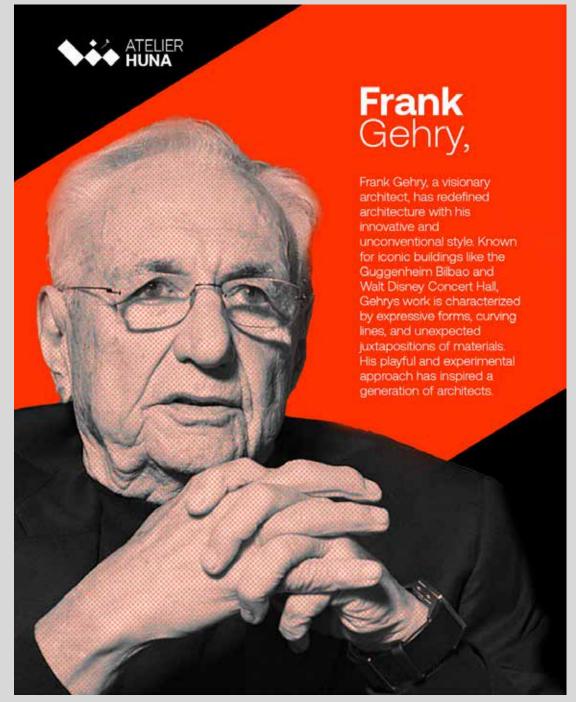
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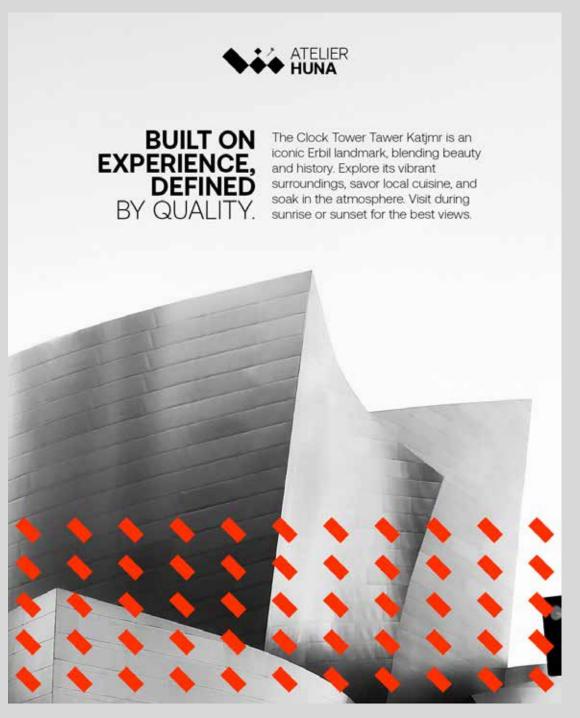






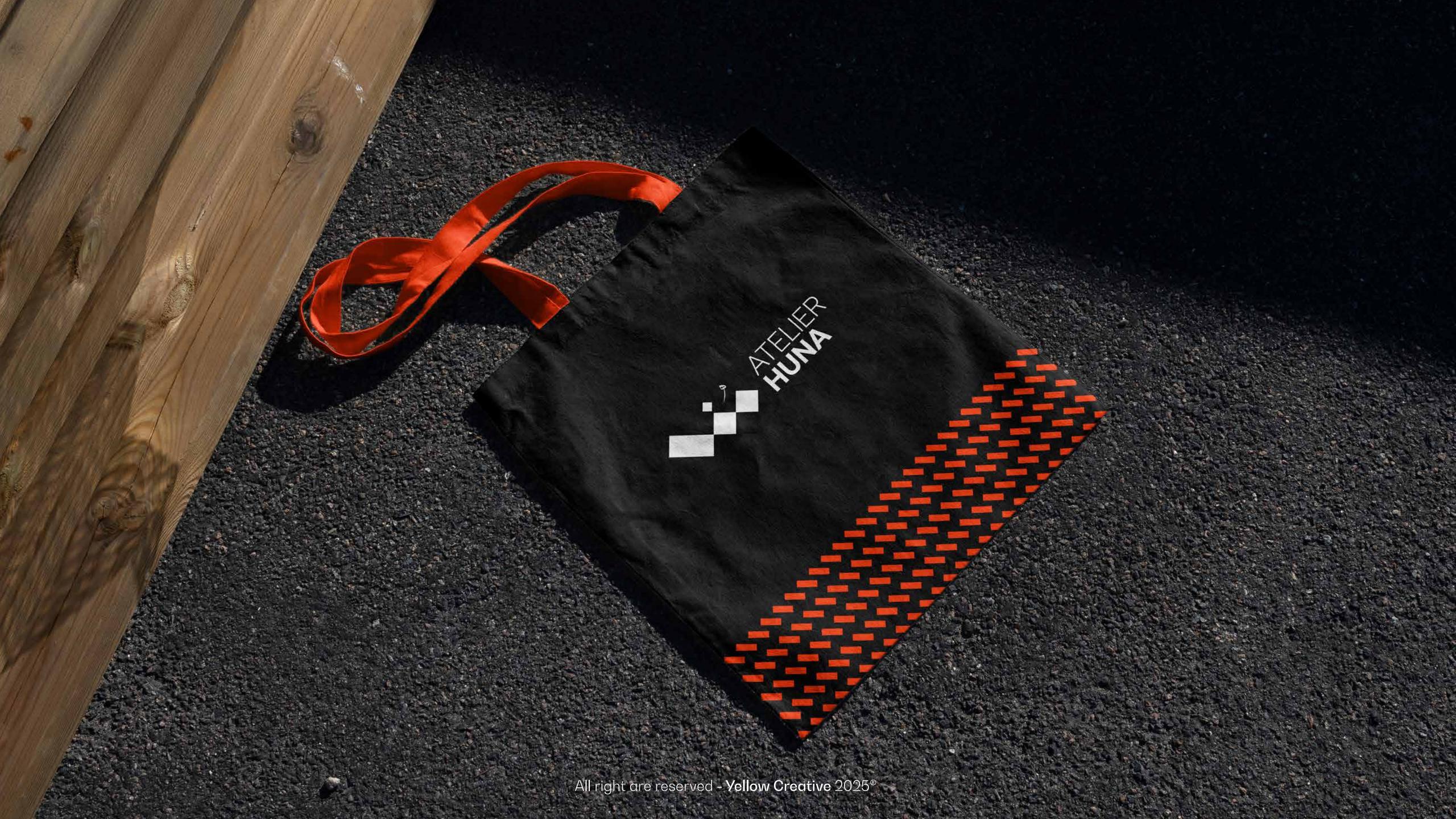




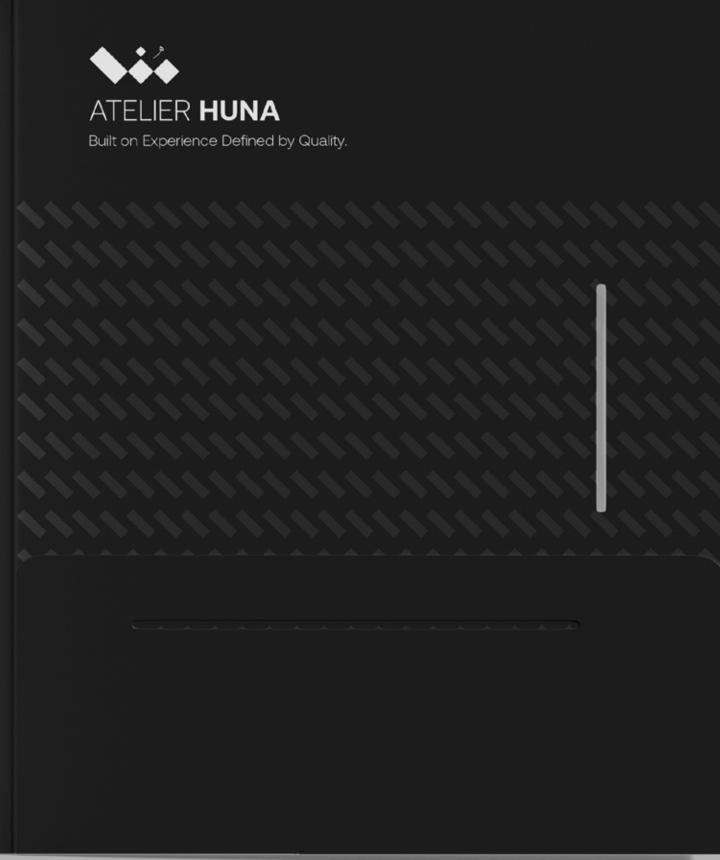
















hunarhiwa@gmail.com Kurdistan - Sulaimanya



Subject Construction Deal

Contract detail

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Hunar Hiwa

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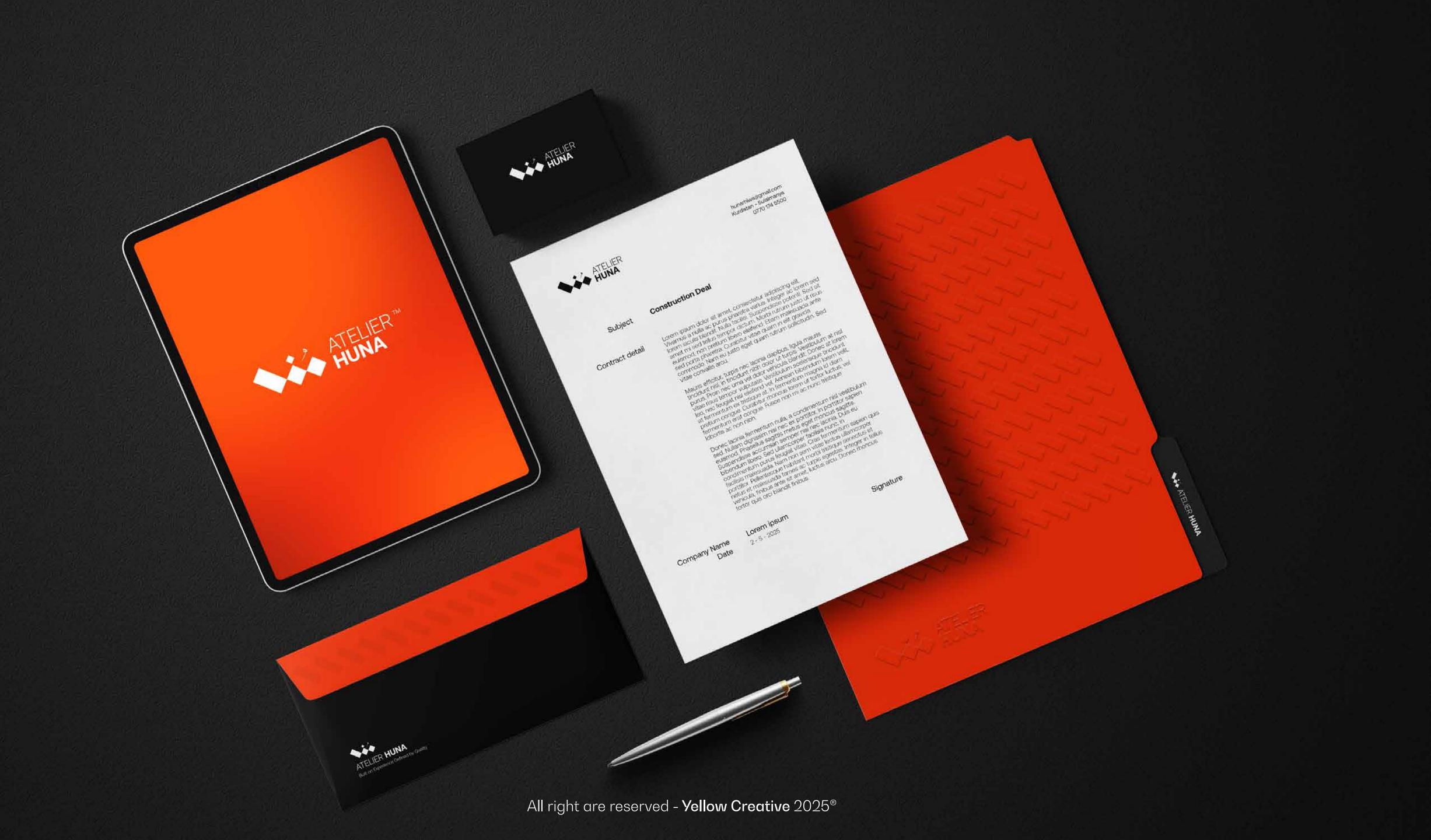
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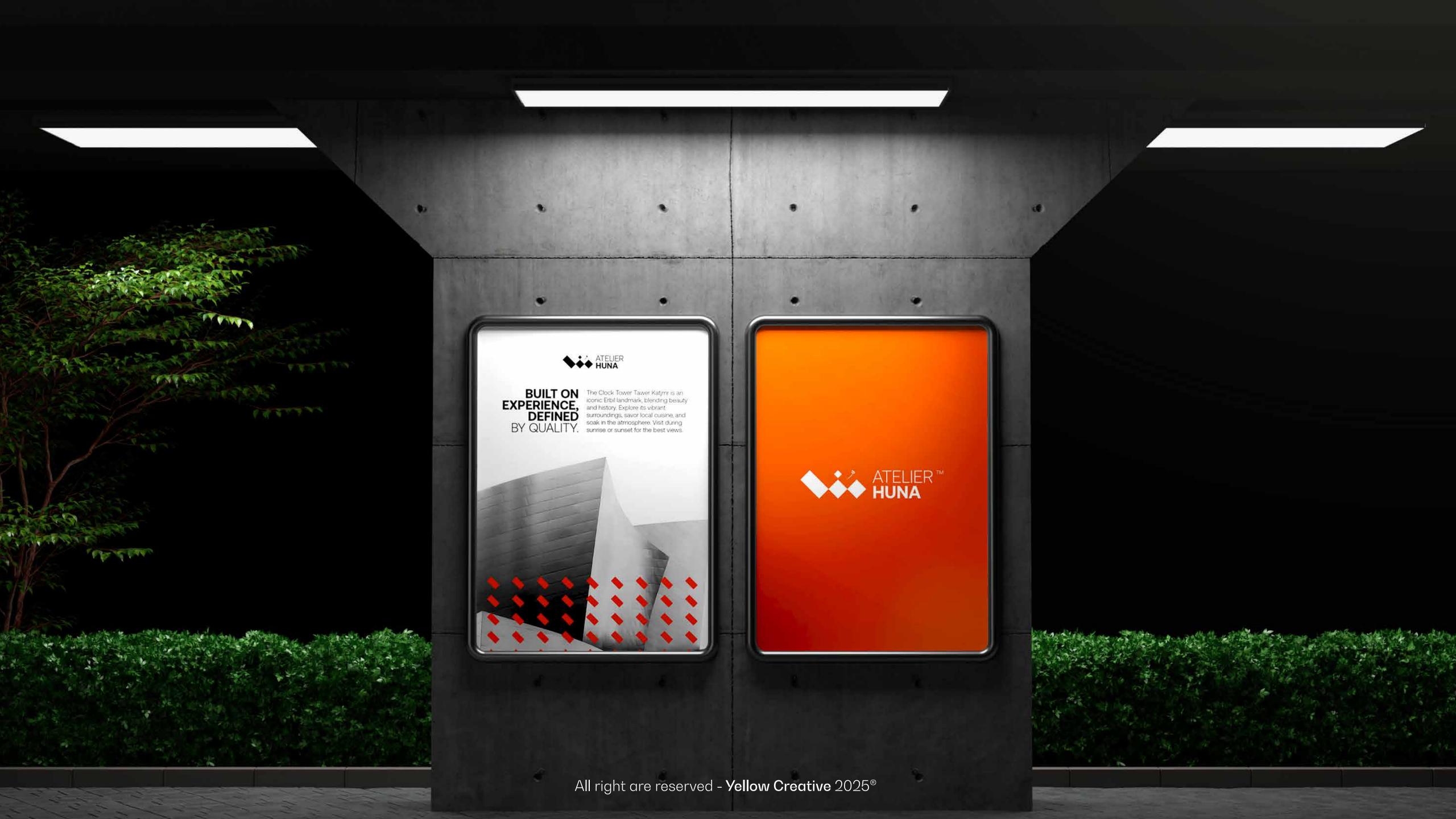
Signature



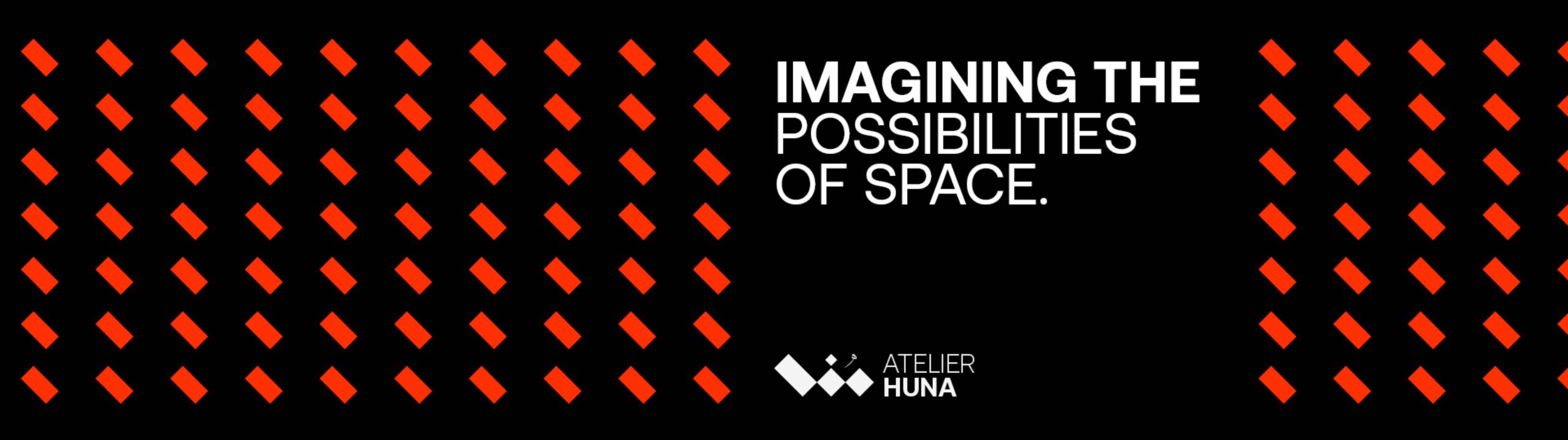












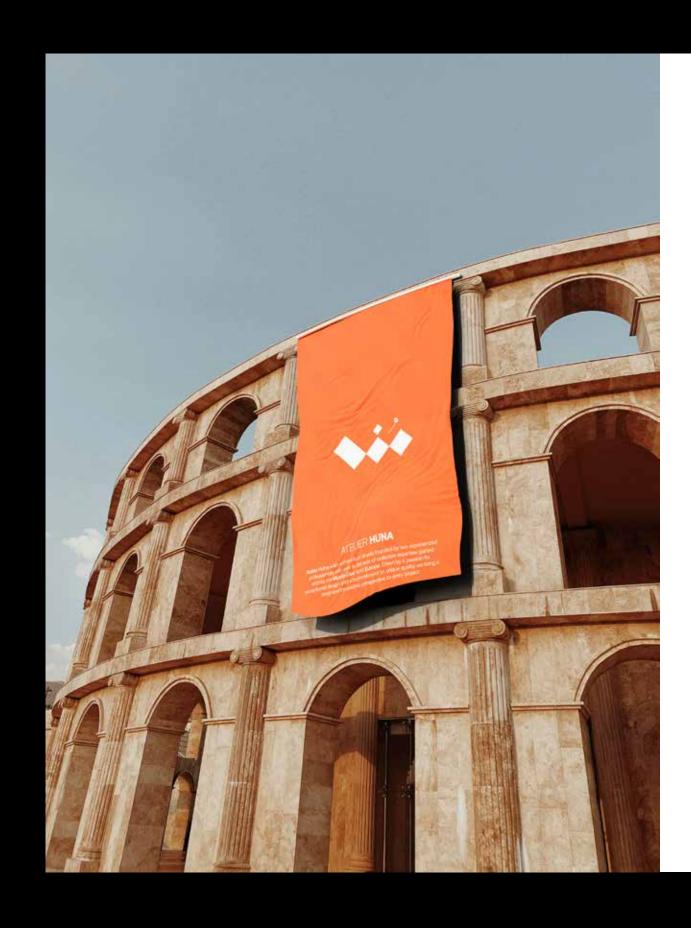




IMAGINING THE POSSIBILITIES OF SPACE.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA. RISUS COMMODO VIVERRA MAECENAS ACCUMSAN LACUS VEL FACILISIS.









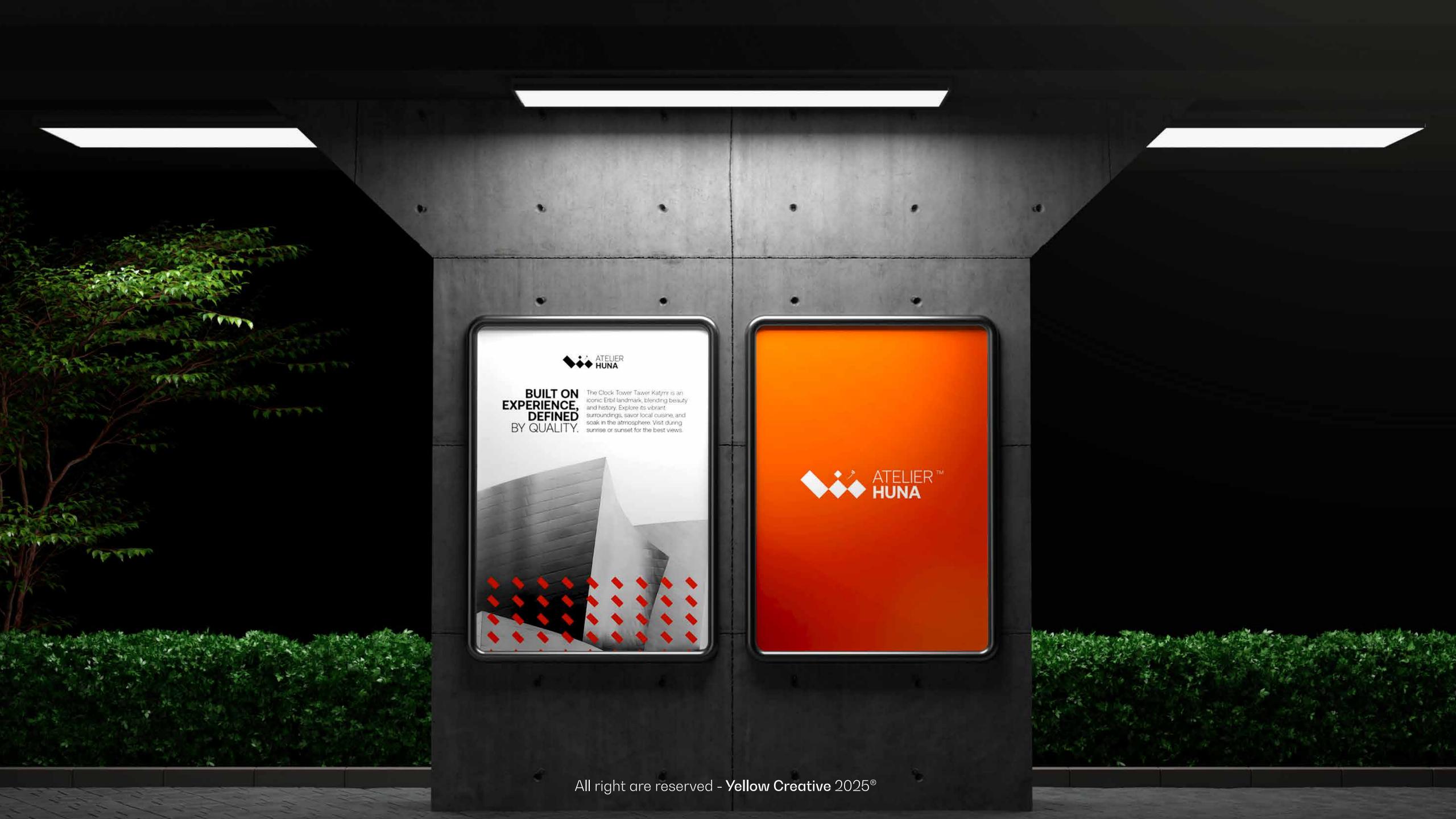
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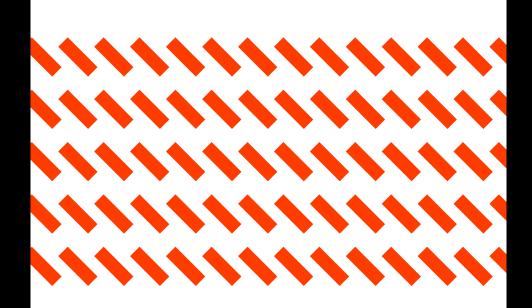
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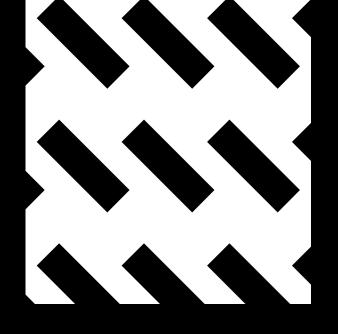
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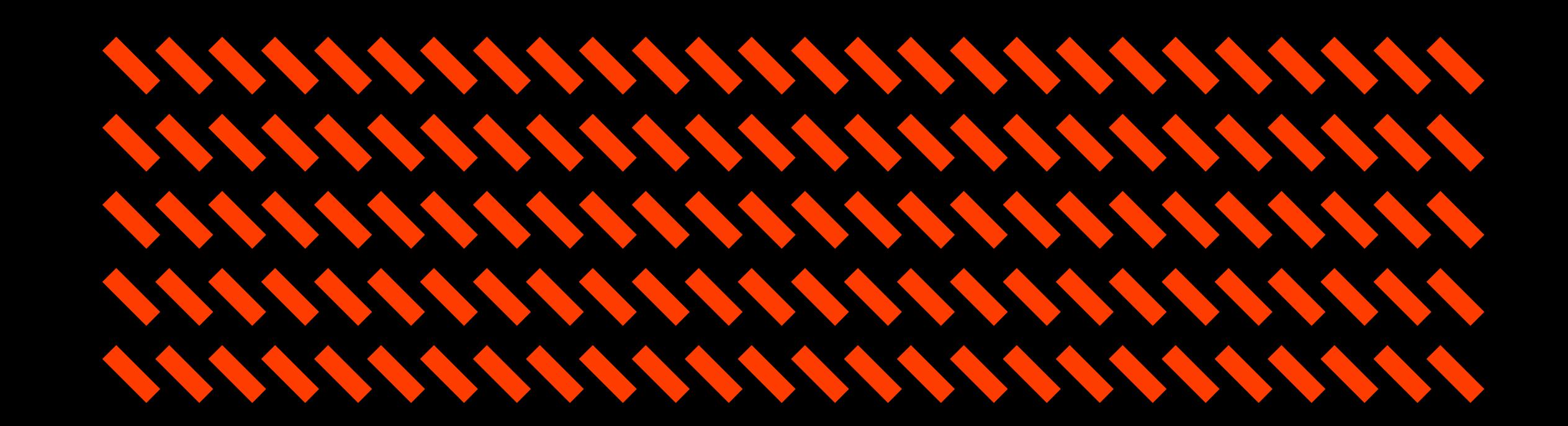




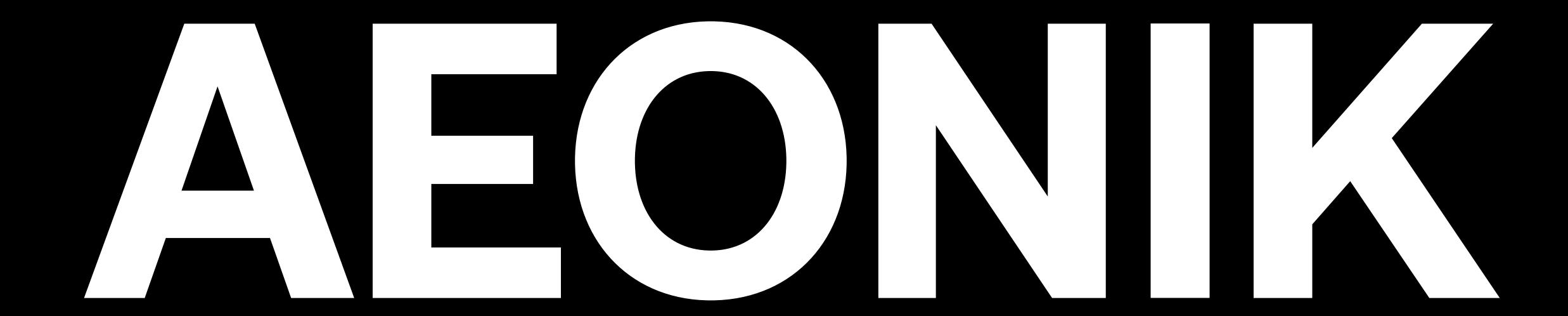












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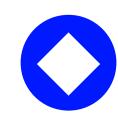
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COLOR PALLETE











PRIMARY COLOUR Orange-Red SECONDARY COLOUR Blackout

SECONDARY COLOUR Bright White SECONDARY COLOUR Light Gray SECONDARY COLOUR Electric Blue



PRIMARY COLOUR Fire Orange

Fire Orange is a vibrant and energetic color that blends the intensity of red with the warmth of orange. It is often associated with:

Enthusiasm: Fire Orange stimulates excitement, passion, and a sense of eagerness.

Warmth: It conveys a feeling of heat, comfort, and friendliness, drawing people in.

Creativity: The mix of red's boldness and orange's optimism can suggest innovation and playfulness.

Action: While not as purely forceful as red, it still promotes activity and a sense of getting things done.

Hex Code: #FF3C00 | RGB: 255, 60, 0 | CMYK: 0, 76, 100, 0 | Pantone: 1655 C (Closest match)



SECONDARY COLOUR Blackout

Blackout is a deep, intense black that exudes mystery and sophistication. It is often associated with:

- Elegance: Blackout is considered timeless and classy, often used in luxury design and fashion.
- Power: It conveys authority, strength, and dominance.
- Mystery: It evokes intrigue, secrecy, and depth.
- Intensity: Blackout can create a dramatic atmosphere, adding a bold statement to any space. Hex Code: #1D1D1D | RGB: 29, 29, 29 | CMYK: 0, 0, 0, 89 | Pantone: Black 6 C



SECONDARY COLOUR Electric Blue

Electric Blue is a strikingly vibrant and intense shade of blue, radiating a luminous and energetic quality. It is often associated with:

- Energy & Excitement: Electric Blue is highly stimulating, evoking a sense of dynamism, high energy, and thrill.
- Modernity & Technology: This shade is frequently linked to innovation, digital interfaces, futuristic concepts, and the cutting edge of technology.
- Confidence & Impact: It's a bold and assertive color that conveys confidence, power, and makes a strong, memorable visual statement
- Clarity & Openness: Despite its intensity, as a blue, it can also suggest clarity of thought, directness, and open communication.

Hex Code: #0019FF | RGB: 0, 25, 255 | CMYK: 100, 90, 0, 0 | Pantone: 2728 C (Closest match)



SECONDARY COLOUR Light Gray

Light Gray is a neutral and understated color that sits between white and darker grays. It is often associated with:

Neutrality: Light gray conveys a sense of balance, impartiality, and a lack of strong emotion.

Calmness: It can evoke feelings of peace, tranquility, and a sense of quiet sophistication.

Modernity: Light gray is often used in contemporary design to create a clean, sleek, and minimalist aesthetic.

Subtlety: It acts as a versatile backdrop, allowing other colors to stand out without drawing too much attention itself. Hex Code: #E0E0E0 | RGB: 224, 224, 224 | CMYK: 0, 0, 0, 12 | Pantone: Cool Gray 2 C (Closest match)



SECONDARY COLOUR Bright White

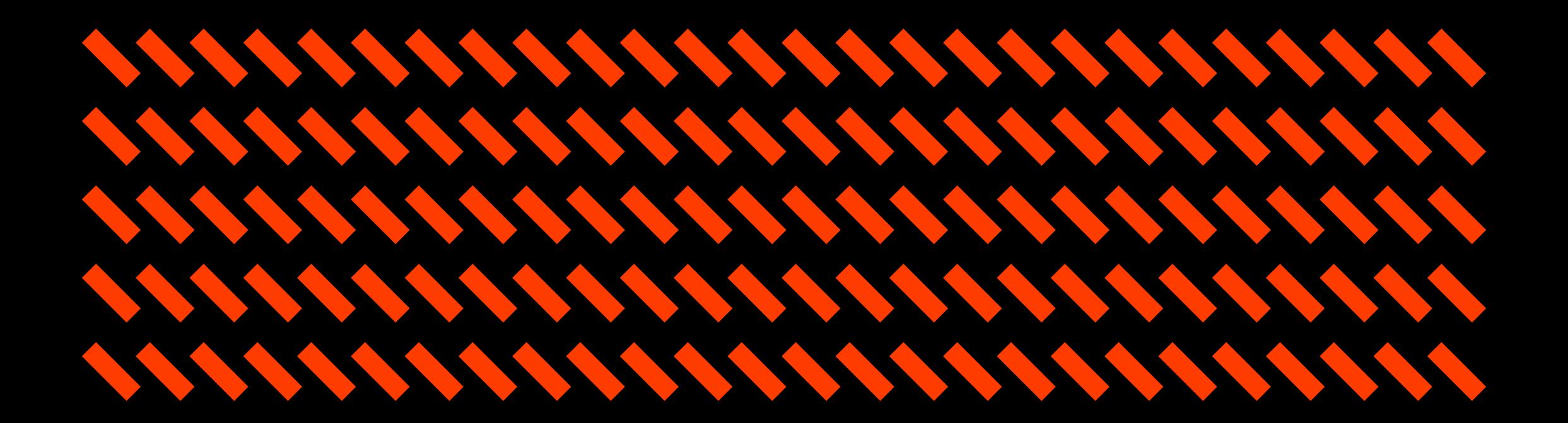
Bright White is a pure, clean color that represents clarity and simplicity. It is often associated with:

- Cleanliness: Bright White is seen as fresh, neat, and unblemished.
- Purity: It evokes a sense of innocence, new beginnings, and clarity.
- Sophistication: Bright White can convey elegance, luxury, and modernity.
- **Neutrality**: It serves as a balanced and versatile backdrop for other colors, allowing them to stand out. Hex Code: #FFFFF | RGB: 255, 255, 255 | CMYK: 0, 0, 0, 0 | Pantone: 11-0602 TPX

TONE OF VOICE



Our tone is confident, creative, and calm. We speak like designers — minimal, poetic, and thoughtful. We communicate with clarity and intention, avoiding generic or technical jargon.



SIGN&ICONSYSTEM

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ATELIER HUNA

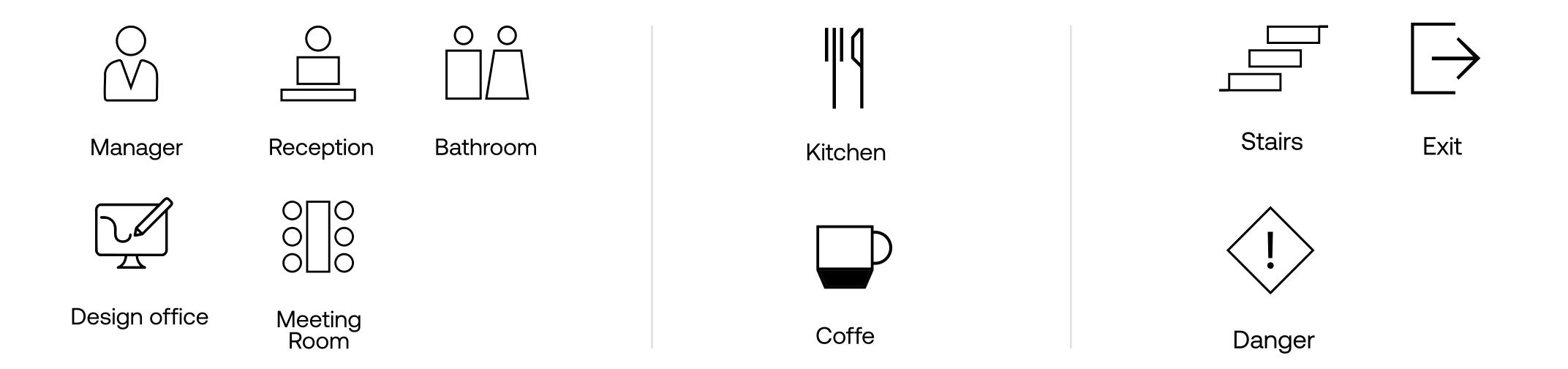
Built on Experience Defined by Quality.



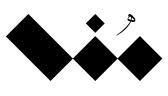


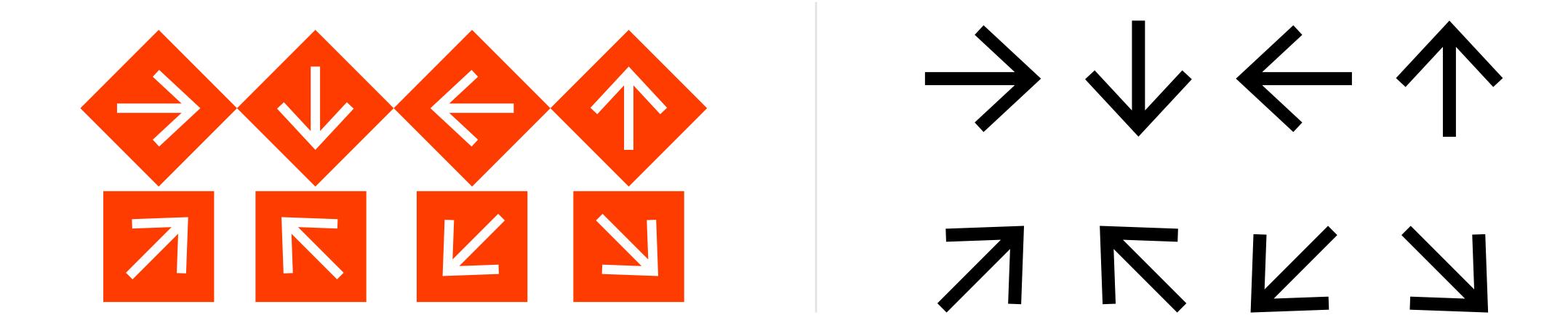
Office Icons

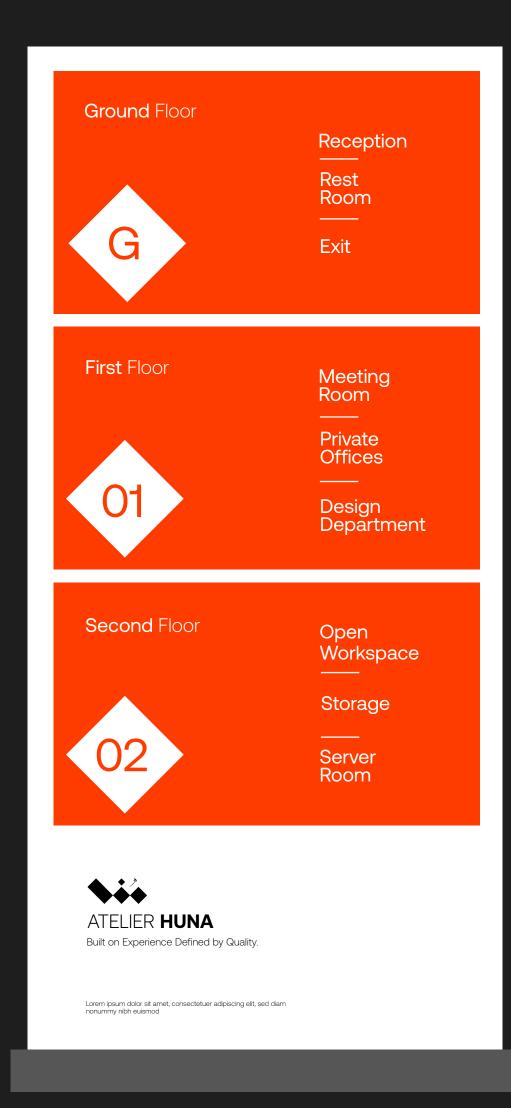


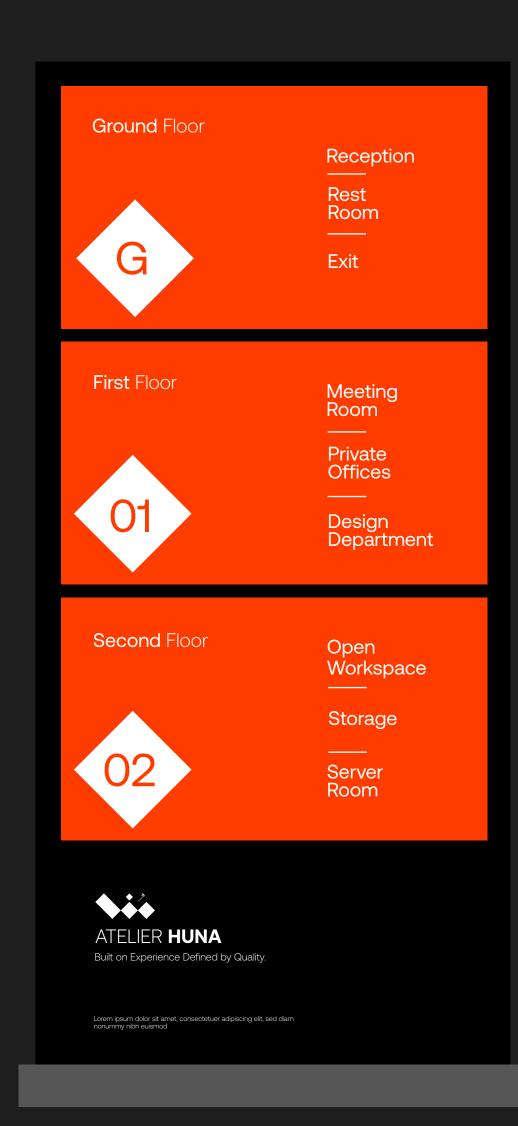


Guiding Arrow

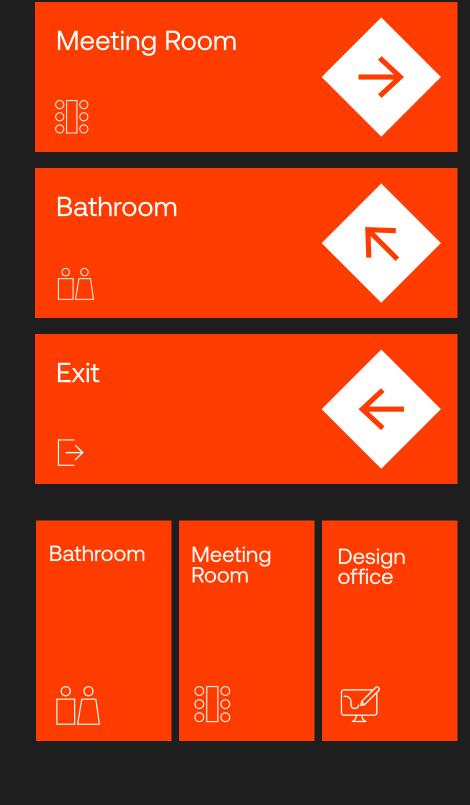








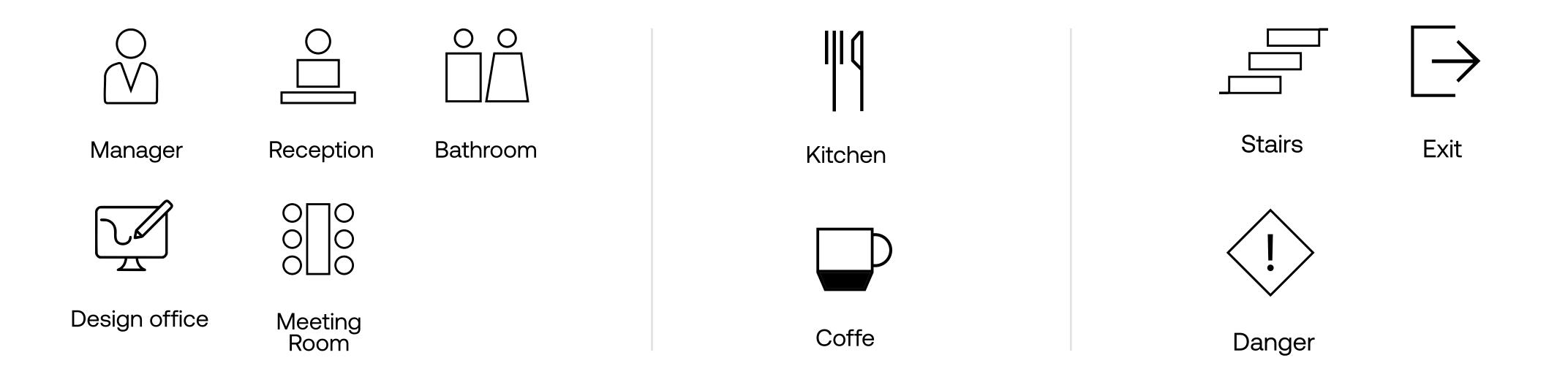






Office Icons



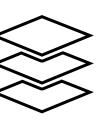


Digital Icons















Home

Team

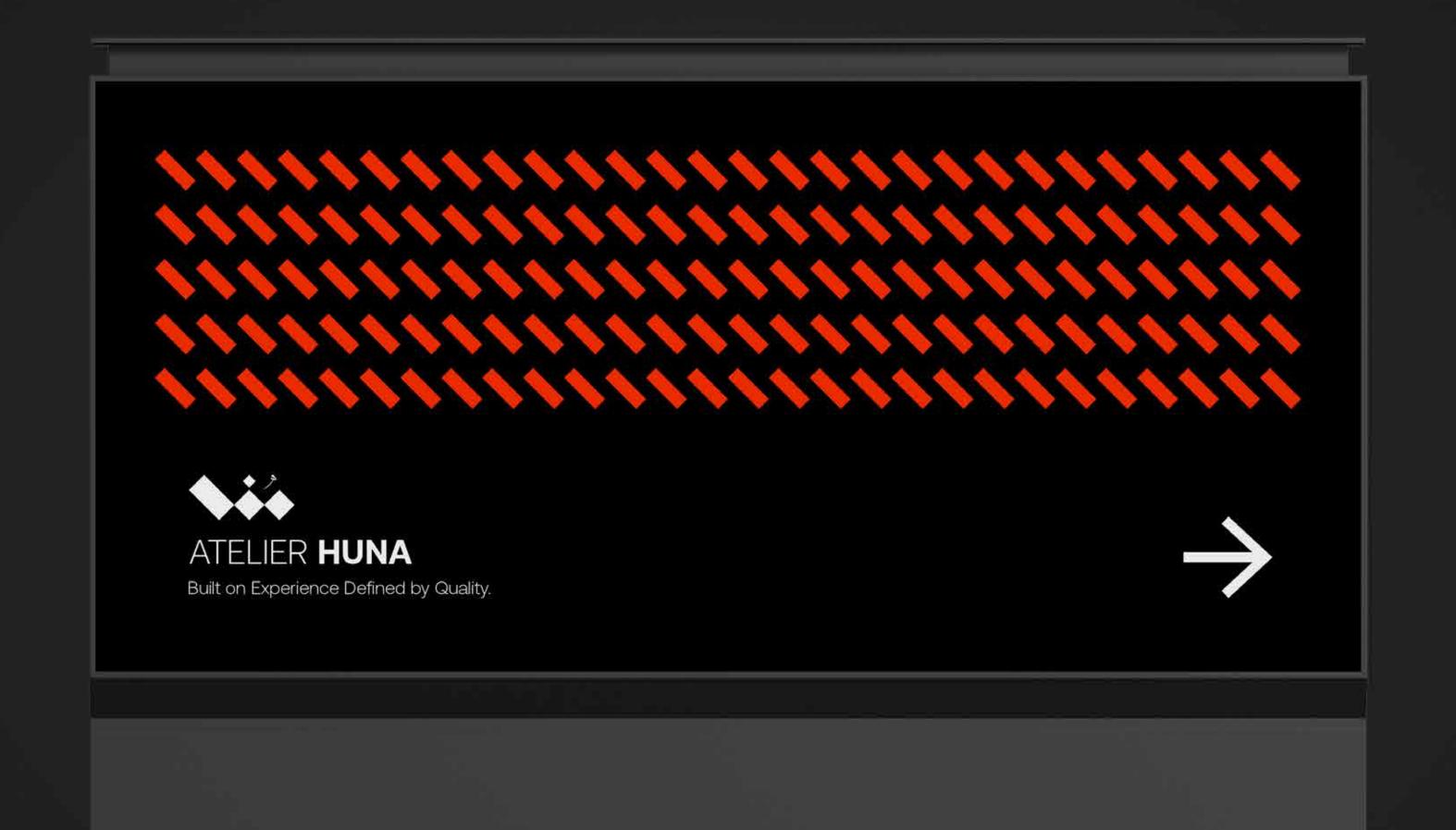
Projects

Contact Us

About Us

Services











Ground Floor



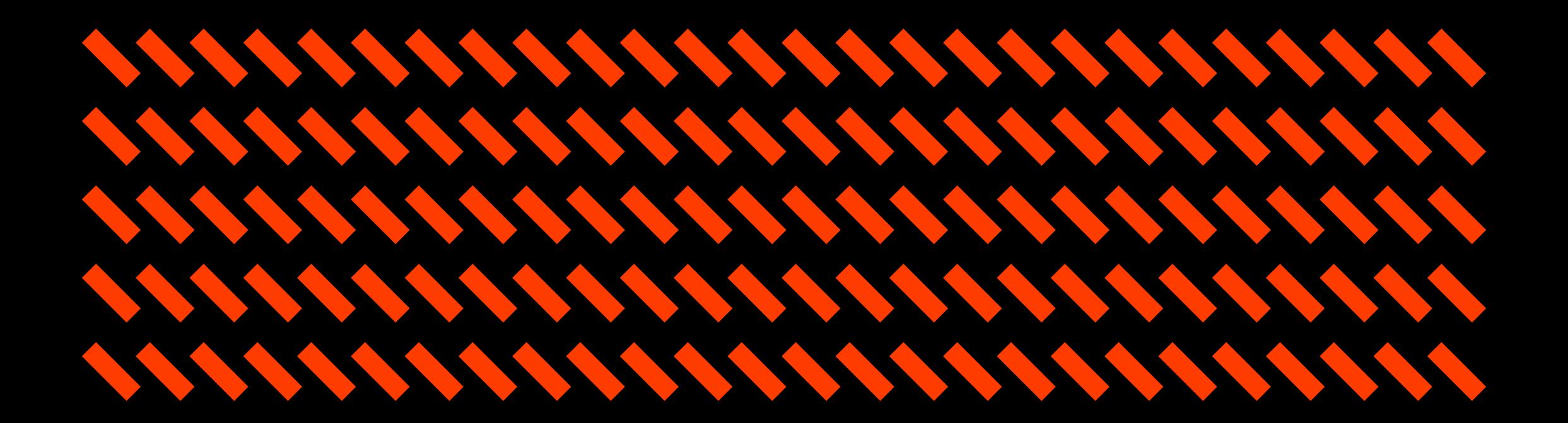












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