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ART DIRECTION



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HOSSAM HEIKAL PUBLIC SPEAKER

Adareses all instandants of X10 line 8 and - Andread Michiganshi com (w), 200 line (20 Michiganshi Facabacah com/discharts Facabacah com/discharts)



Theme 1: Professions



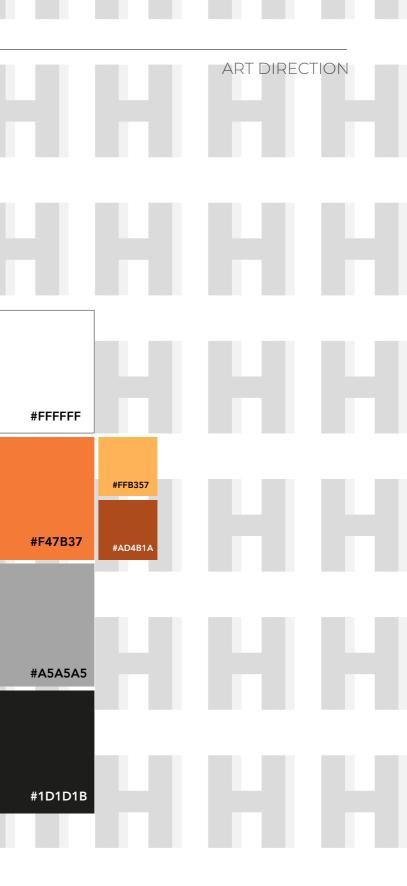
this theme aims at the professionals, those who seek job advice, and professional career consulting. the main color exist, black, white and grey, in addition to the star color which is dark navy blue, that suits the target group.



this theme aims at the youth, the ones who seek educational advice, who are young, energetic, always on the move. the theme has the main colors, in addition to the vibrant orange hue, which represents liveliness and energy.

BRAND IDENTITY

Theme 2: Youth



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Theme 3: Relations



this theme aims at the ones who seek relationship advice, whether it be love relations, family, friends, any types of relations that envolve deep emotions. the theme has its main colors, in addition to the deep red as the significant color, with it's dark and light shades that represent depth and creativity.



Theme 4: Random



this theme is completely random. it aims at those who seek random life advice, who would like to see random thought, advice, articles and videos. the star color is vibrant green, which represents movement, the element of the GO! the non-stoppable color which both it's light and dark shades.





#AskHossamHeikal



for the hashtag #askhossamheikal, we chose the color yellow! yellow is a color that represents optimism, vibrance, aliveness, creativity and hope. these are all values that everyone who follows the hashtag #askhossamheikal is looking for. the color is attractive to the eye, and in the same time is a great contrast and addition to our black, white and grey base colors.

