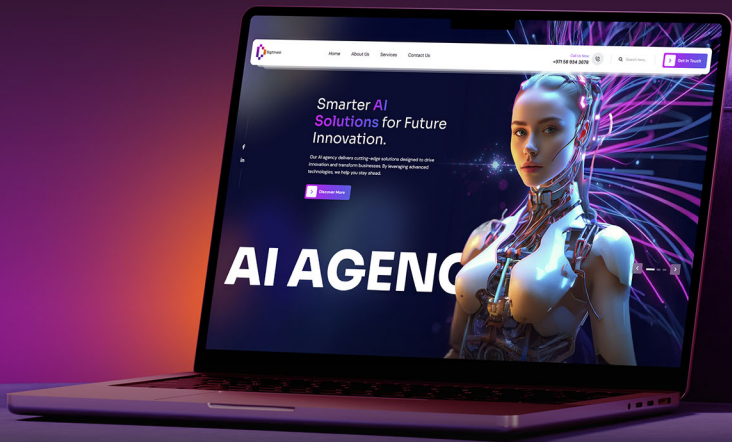


Digitmask



## **Project**

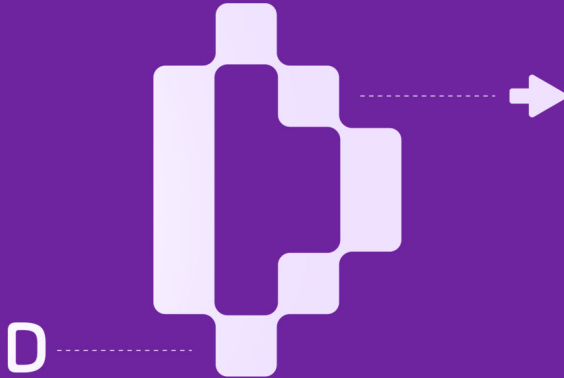
Digitmask is an Emirati platform specialized in providing software solutions, software development, AI agents, and digital marketing.

## **Challenge**

Given the multiple specialties of Digitmask, we needed to find a strong concept that would connect the specialties with each other while maintaining the digital identity. Therefore, the identity was implemented in this way.

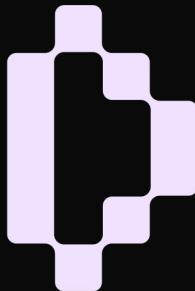
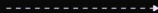
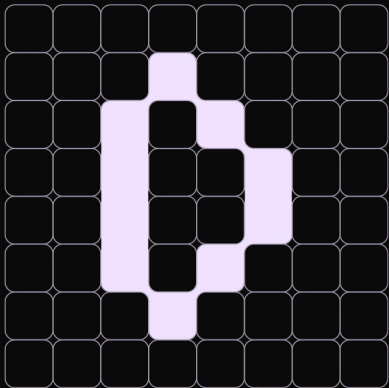
## Logo Idea

The letter D, which is the beginning of the word Digitmask, has been combined with the shape of an arrow that symbolizes development and progress forward, resulting in a blend of modernity and creativity, evoking a sense of strength and modernity



## Logo Process

A special grid system was used to create the logo icon to give an impression of digital modernity and to be suitable for our brand's specialties.



## Logo Visuality

Two options were created for the logo design to be suitable for various uses such as social media designs and digital platforms.



# Color Palette

<p>Main</p> <p>#6d249e</p>	<p>Primary</p> <p>#ff7212</p>	<p>Primary</p> <p>#efe1ff</p>	
<p>Gradient</p> <p>#6d249e      #d000db      #ff7212</p>	<p>Dark Gray</p> <p>#0a0a0a</p>	<p>Pink</p> <p>#d000db</p>	<p>White</p> <p>#ffffff</p>

# Typography

AmpleSoft

Aa

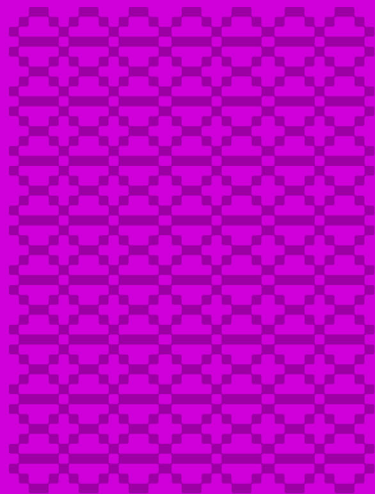
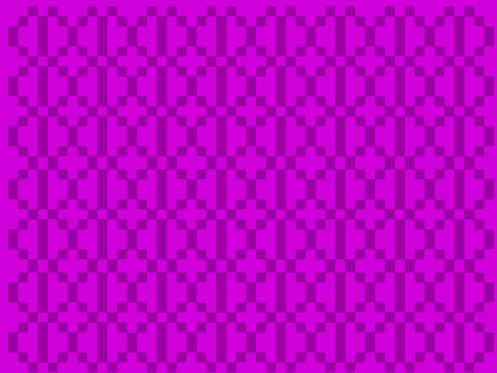
Aa Aa Aa Aa Aa

Ping AR + LT

Aa

Aa Aa Aa Aa Aa

# Patterns



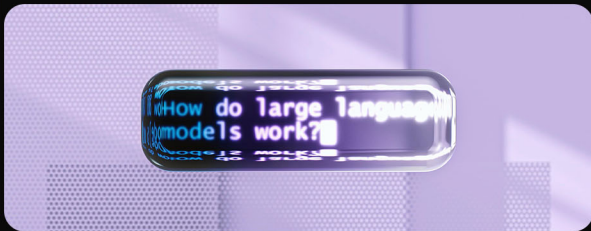
# Logo Icon



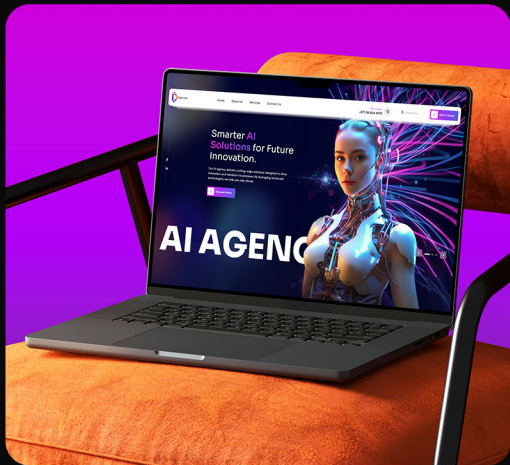
## Background Color

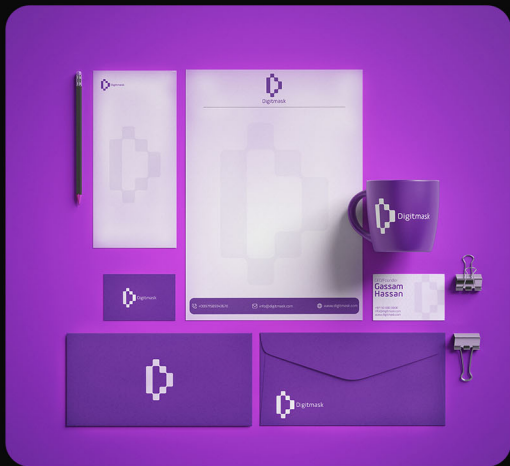


## Photo Status



# Mockups









CEO/Founder  
**Gassam  
Hassan**

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 Digitmask

CEO/Founder  
**Gassam  
Hassan**

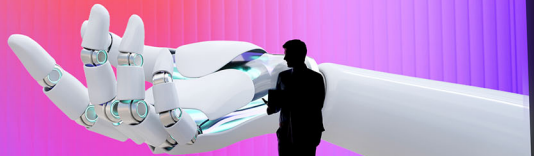
+971 50 000 0000  
info@digitmask.com  
www.digitmask.com

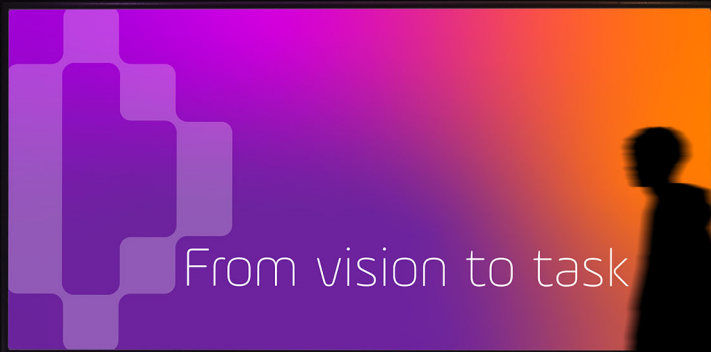
CEO/Founder  
**Gassam  
Hassan**

+971 50 000 0000  
info@digitmask.com  
www.digitmask.com

# Artificial Intelligence Event

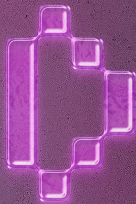
with  
Digitmask





From vision to task





Digitmask

From  
vision  
to task



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From  
vision  
to task



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Thank  
YOU

Digitmask

