

# GRANDE MOSQUÉE

## DE PARIS



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# BRAND IDENTITY

The visual identity of Grand Mosque of Paris is revised to challenge traditional systems and to create a welcoming image to increase the amount of visitors and supporters. We set out to refresh the look of the brand through bright and pastel colours in an extended colour palette. Afterwards we created the shapes constructing the logo. Finally we created simple rules and plenty of flexibility for creating different alterations.

# BRAND VALUES

- Warm
- Thoughtful
- Engaging
- Welcoming
- Flexible
- Modern
- Free
- Approachable
- Creative

# Typeface

**Title - Futura Bold 40pt**

Semi Title - Futura Medium 22pt

Main text - Gill Sans Regular 12pt

# COLORS

## COLOR PALATE



## COLOR USE

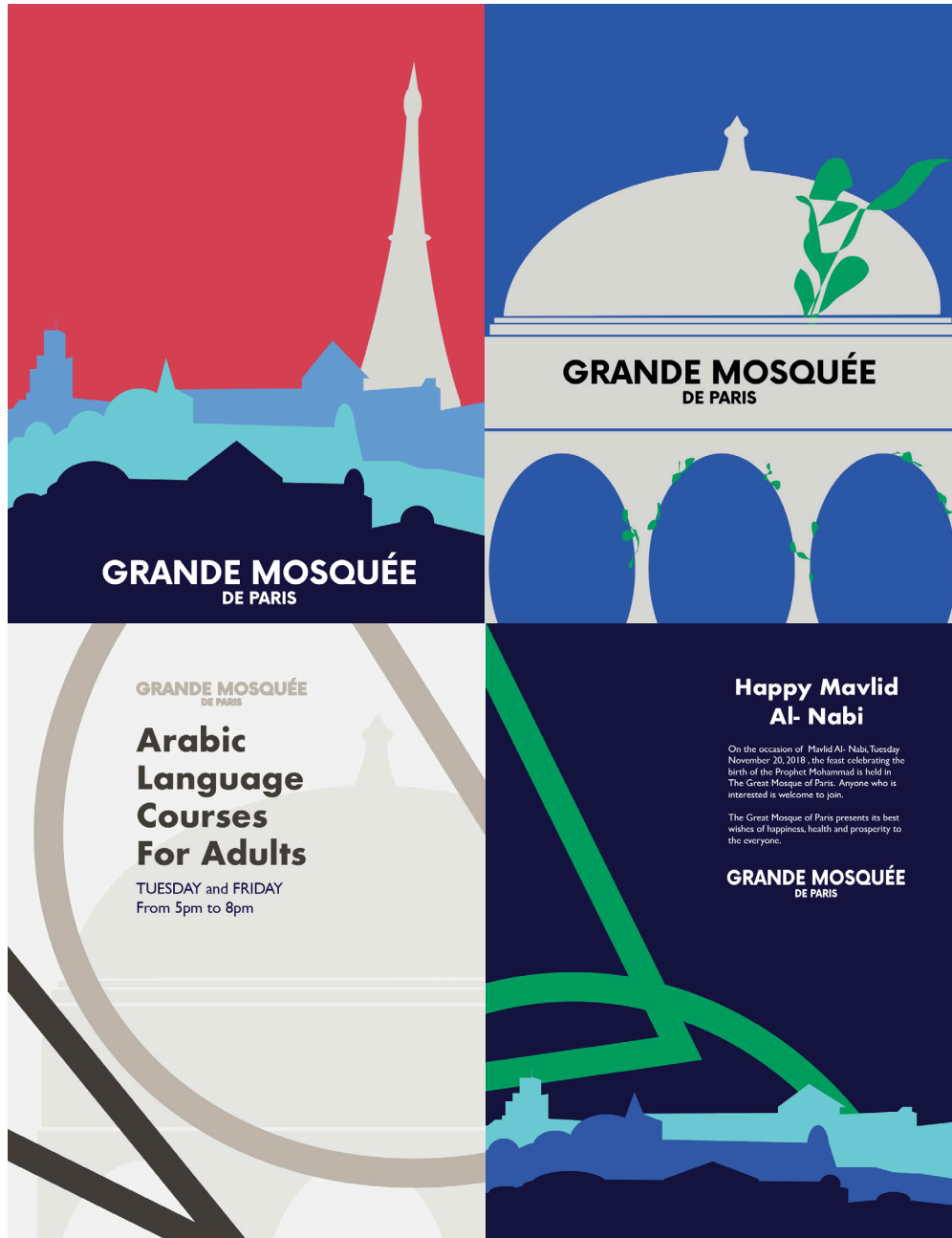
There should be three main colors in every graphic design. One light, one dark and one medium. The colors have to be from the color palette but the combinations are open to alterations. Here are some examples.

## EXTENDED VERSION



There should be three main colors in every graphic design. One light, one dark and one medium. The colors have to be from the color palette but the combinations are open to alterations. Here are some examples.

# POSTERS



Page structure is open for creativity, however one of the two logo's has to be used. Here are two examples for each friendly posters and information posters.

# LOGO

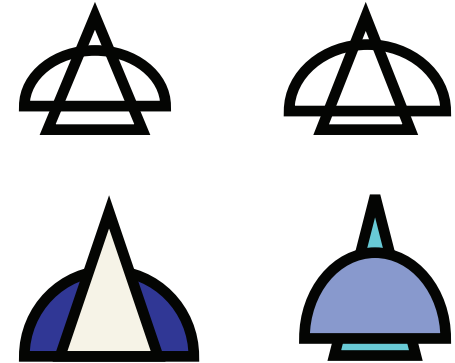
There are two logos. The primary logo, and the secondary logo. Both can be used in official documents and creative graphic work. However one has to be used in every visual representation.

## Primary Logo

**GRANDE MOSQUÉE**  
DE PARIS

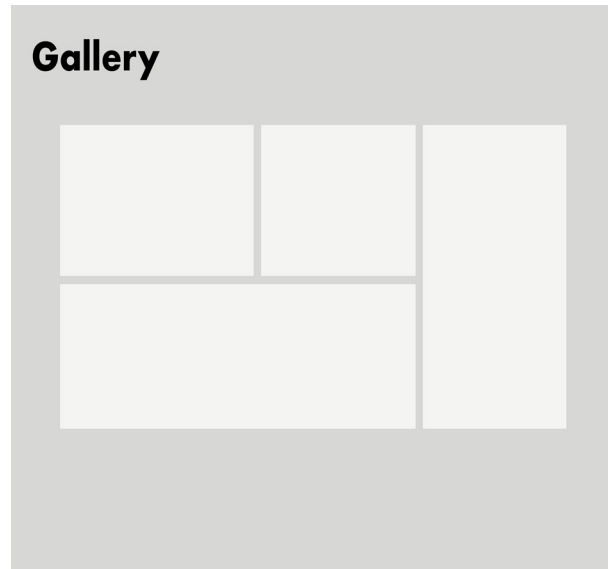
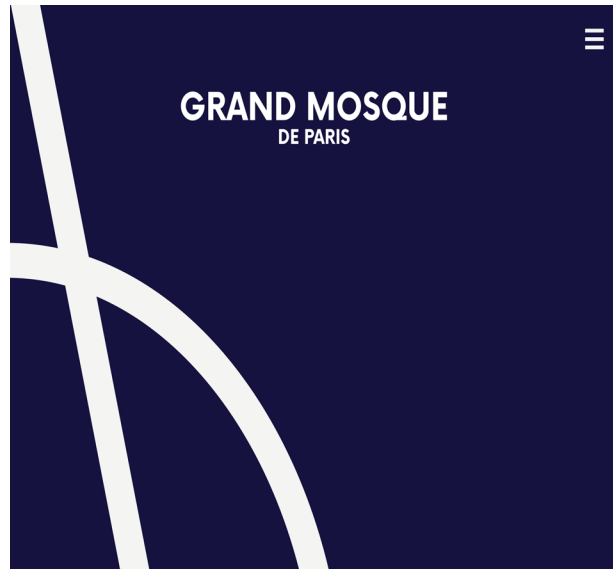
## Secondary Logo

Primary logo is open to creativity. There is a half circle and a triangle that represents the architecture of the grand mosque as two main shapes. These two shapes has to be used but it's open for alteretaions with the colors in the color paltete .

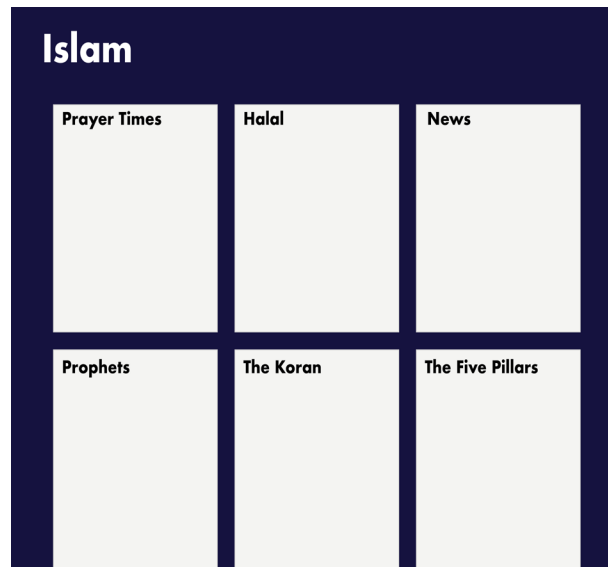
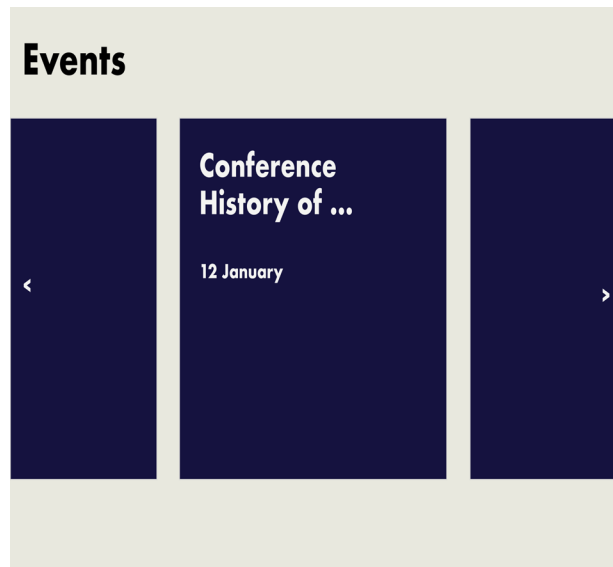




# WEBSITE



Website has different pages for contact information, events , gallery and Islam information. In Islam information data for prayer times, Islam news, and more is given. Gallery presents the beautiful architecture and the garden of the Mosque as well as some events. Overall the website is created in the brand color palette and structure is simple to fit any kind of concept.



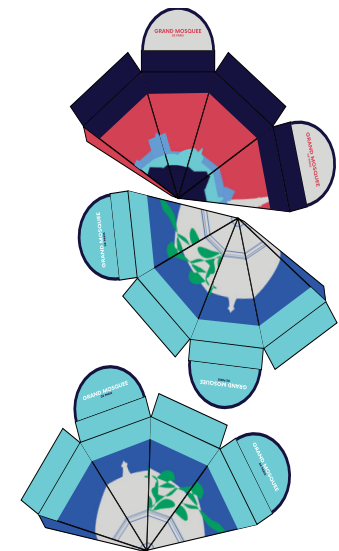
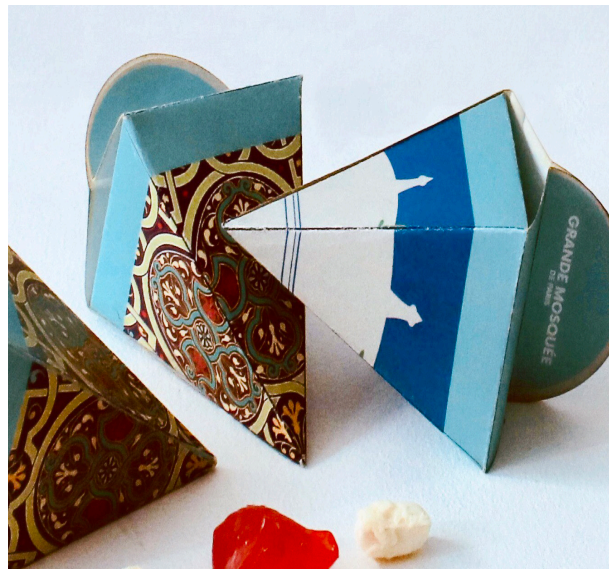
# INSTALLATION



Instillation for the Grande Mosque is a bus station design to be put in bus-stops in the area of the Mosque. In France it is controversial to have religious signs in public but this instillation is not about religion. It is about the architecture of the building and it is designed to give appreciation to Grande Mosque' s beauty. It also works as a safe space, which represents the Grande Mosque.

# CANDY BOXES

As a souvenir, a candy box is designed in the basic shapes the logo carries. The box is gifts for guests in special days. The candy is traditional candy used in Islamic holidays and packaging is the advertisement part.



**THANK YOU FOR LISTENING!**

