

Visual Identity Logo Design Project for

NDL

AINUKHBAH DESIGN LEADING



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We had the honor of collaborating with **NDL – AINukhbah Design Leading**, one of the distinguished engineering consultancy firms in the Kingdom of Saudi Arabia. From our first meetings, we began developing a complete and cohesive brand for the company—starting with the logo and extending to the full visual identity and company profile. With its wide range of engineering services, including Surveying, Civil Defense, Mechanical, Electrical, Structural, Architectural, Interior Design, Supervision, and Licensing Works, the brand was shaped to reflect NDL’s expertise and professional excellence.

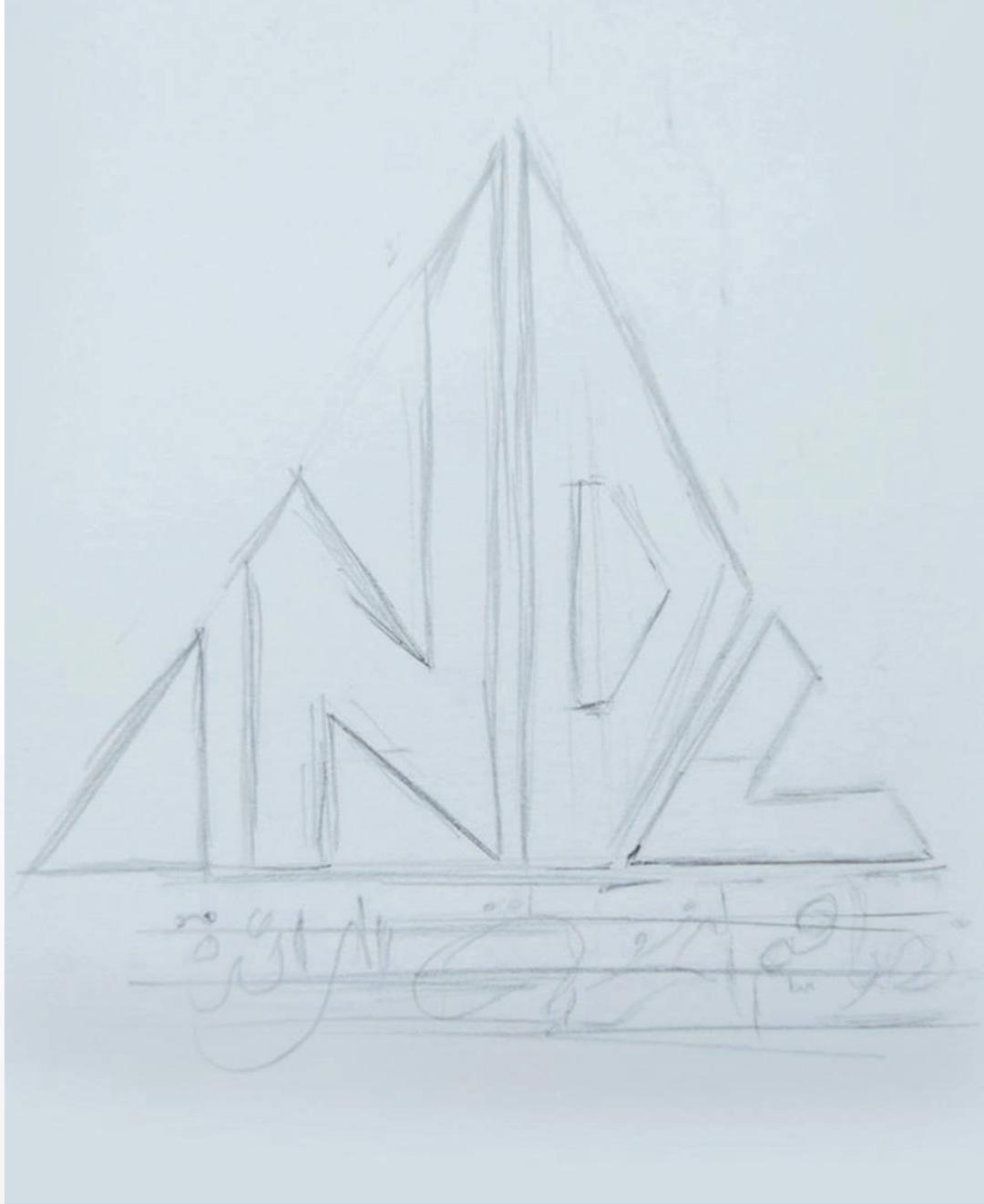
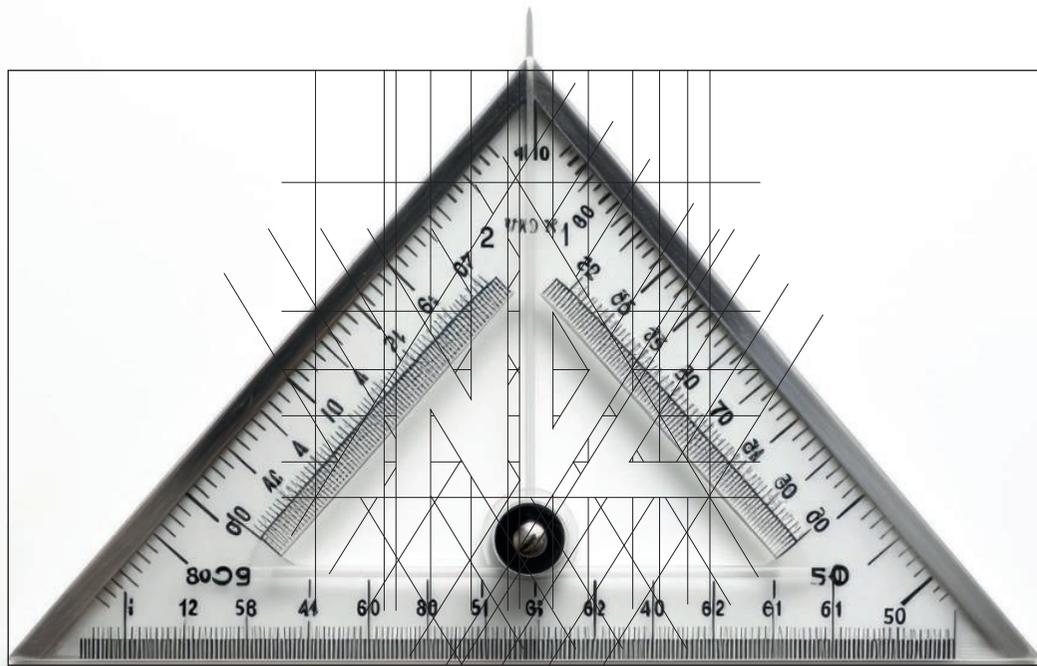




We began by thoroughly studying the company's activity, identifying every element, process, and content point to extract the best creative concepts. This deep analysis allowed us to develop and sketch the logo entirely by hand, ensuring it becomes a strong and distinctive mark. The manual design effort added elegance, clarity, and a unique expressive character, making the logo more effective and competitive in the market.

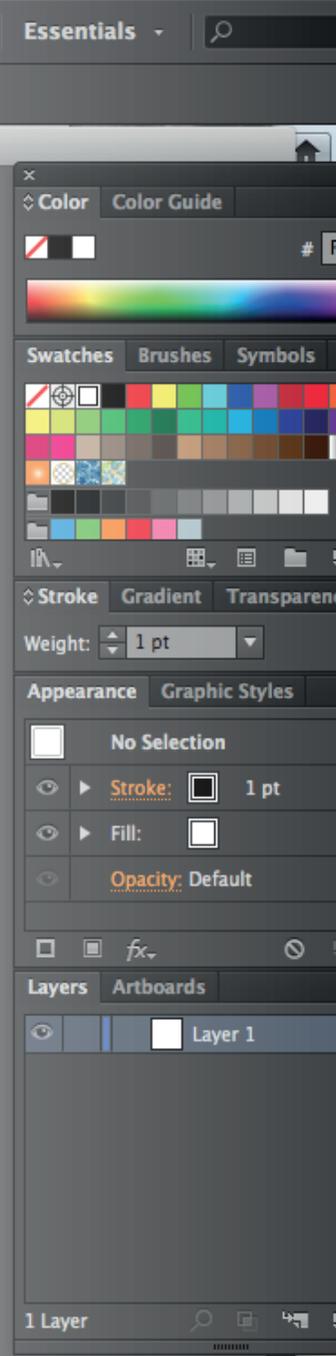
A hand holding a pen is shown in the upper center, positioned over a desk. The desk is covered with various technical drawings and sketches, including a large 'L' shape and several triangles. A spiral notebook is visible in the lower right, and two markers are lying on the desk in the bottom right corner. The background is a light, neutral color with a subtle pattern of technical drawings.

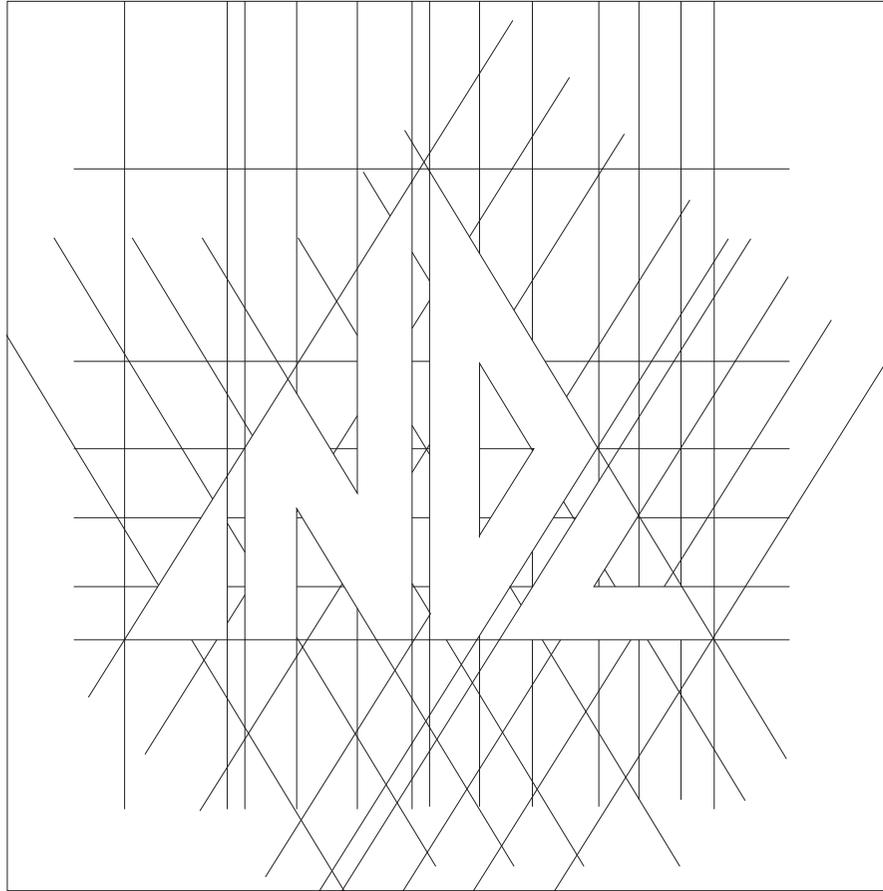
The first step in our process was analyzing the core tools used in engineering projects and technical drawings. Through this study, we identified several key elements—one of which was the engineering drawing triangle. This shape became the foundation of our concept, inspiring the visual direction of the logo. We began sketching and developing the idea based on this form to create a meaningful and technically driven identity.



The original hand-drawn sketch of the first logo concept on paper.

The second step was transforming the hand-drawn concept into a digital form using Adobe Illustrator. This stage allowed us to refine the geometric angles, enhance the visual balance, and establish unified proportions that remain consistent across all engineering perspectives. The logo concept was then developed to incorporate the three letters NDL seamlessly within the triangular structure, creating a unified form that reflects both precision and identity. The digital rendering ensured accuracy, harmony, and a professional architectural character in the final logo.







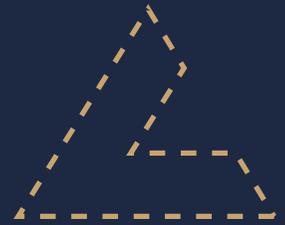
RIGHT
TRIANGLE



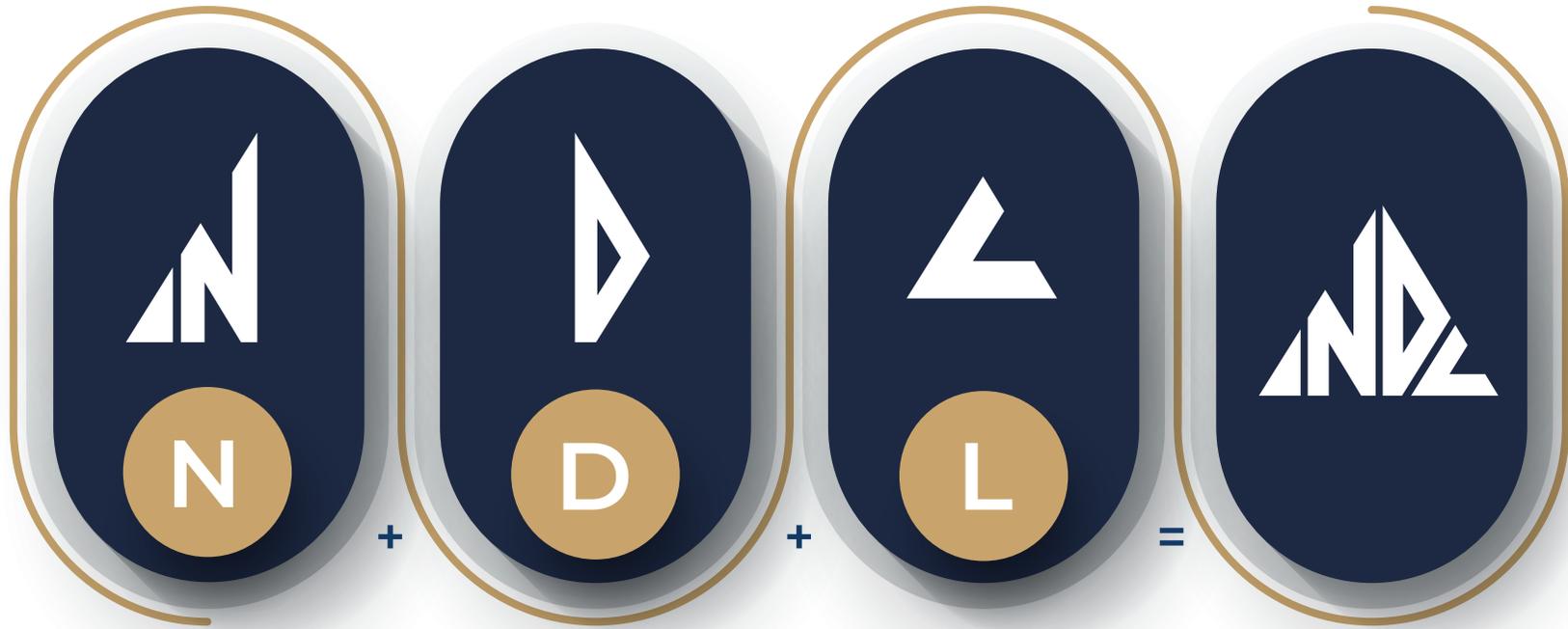
N



D



L



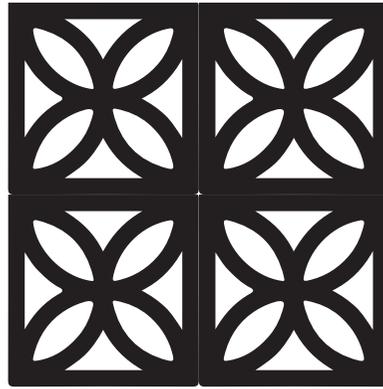
The third step focused on completing the triangular structure of the logo. A right-angled triangle was added beside the letter N on the left side to achieve visual balance and reinforce the overall geometric form. Drawing on our experience in logo development and brand identity creation, we incorporated a distinctive pattern made of repeated diamond-shaped units—an architectural motif inspired by the traditional designs of the Eastern Coast in the Kingdom of Saudi Arabia. This fusion allowed us to produce a refined and meaningful logo that reflects a complete brand vision: derived from the core tool of the activity (the triangle), shaped by the first three letters of the company name NDL, and enriched with Saudi cultural heritage expressed through the Eastern Coast architectural pattern.





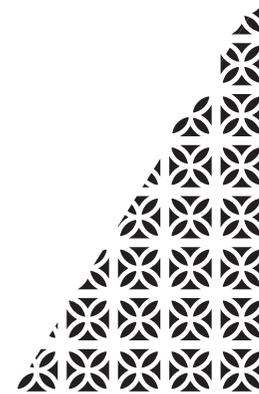
RIGHT TRIANGLE

+



STYLES AND MOTIFS OF EAST
COAST ARCHITECTURE

=



FINAL SHAPE

The fourth step focused on selecting the typography.

Based on our study of the company's field and the nature of its engineering services, we chose font families that combine technical precision with Saudi cultural identity. For the Arabic brand name, we used the **Hacen Saudi Arabia** typeface, known for its modern structure and local authenticity. For the English brand name, we selected **BoutrosART**, a professional and elegant font that aligns with the engineering character of the brand. Additionally, all descriptive content across the brand applications was designed using the **Montserrat** type family, chosen for its high readability and clarity—especially in long, detailed paragraphs. This combination ensured a balanced visual harmony that reflects both the technical and cultural dimensions of NDL's identity.



تصاميم النخبة الرائدة

AINUKHBAH DESIGN LEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Hacen Saudi Arabia

أ ب ت ث ج ح خ
أ ب ت ث ج ح خ
١ ٢ ٣ ٤ ٥ ٦
@#\$%^

BoutrosART

A B C D E F G H
a b c d e f g h
1 2 3 4 5 6
!@%\$%&

Montserrat

A B C D E F G H
a b c d e f g h
1 2 3 4 5 6
!@#\$%^&

The fifth step focused on defining the color palette. After carefully studying the nature of the activity and consulting with the client, two primary colors were selected: #D0AA69 and #272C43. This combination was chosen to create a visually appealing contrast that expresses both elegance and technical strength. The palette allows for a cohesive and expressive visual impact across all branding applications, enhancing the overall identity of NDL with a balance of sophistication and engineering character.



#D0AA69

C M Y K : 18% - 32% - 64% - 5%

R G B : 208 - 170 - 105

H : 36°

S : 49%

B : 81%

#272C43

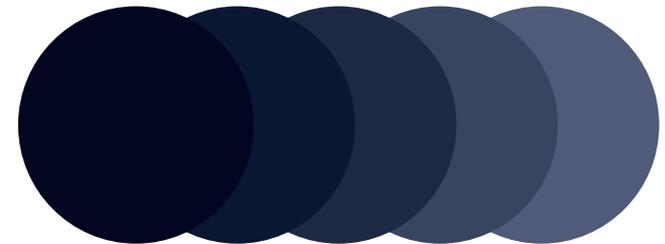
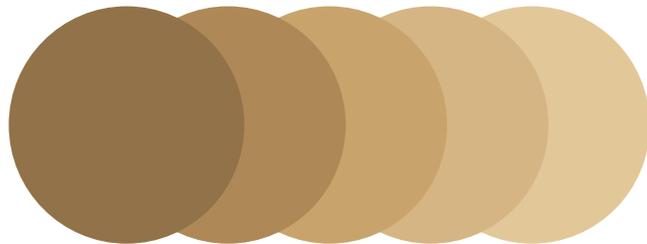
C M Y K : 89% - 78% - 44% - 50%

R G B : 39 - 44 - 67

H : 228°

S : 41%

B : 26%



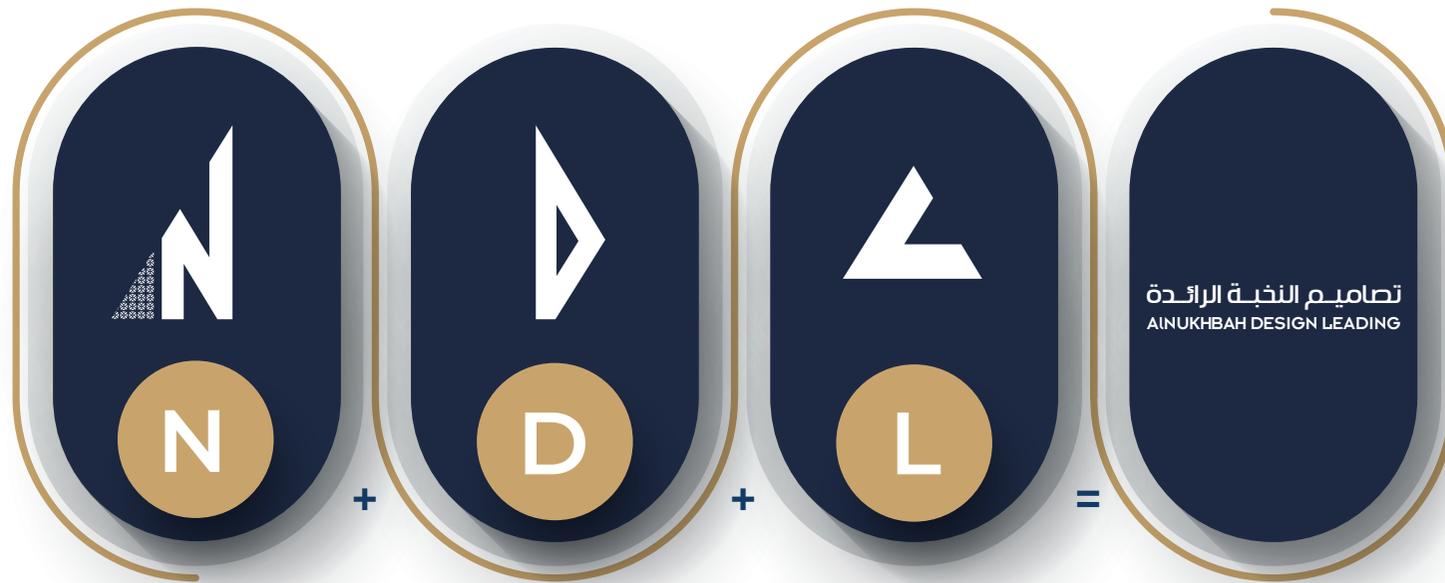
PRIMARY COLORS



The sixth step was the complete assembly of all brand elements.

After finalizing the initial hand-drawn logo, integrating the Eastern Coast architectural icon, selecting the appropriate typefaces, and applying the chosen color palette, we combined all components to create the final form of the brand. This comprehensive process resulted in a cohesive, well-structured, and fully aligned visual identity that reflects NDL's engineering expertise, cultural character, and professional presence.







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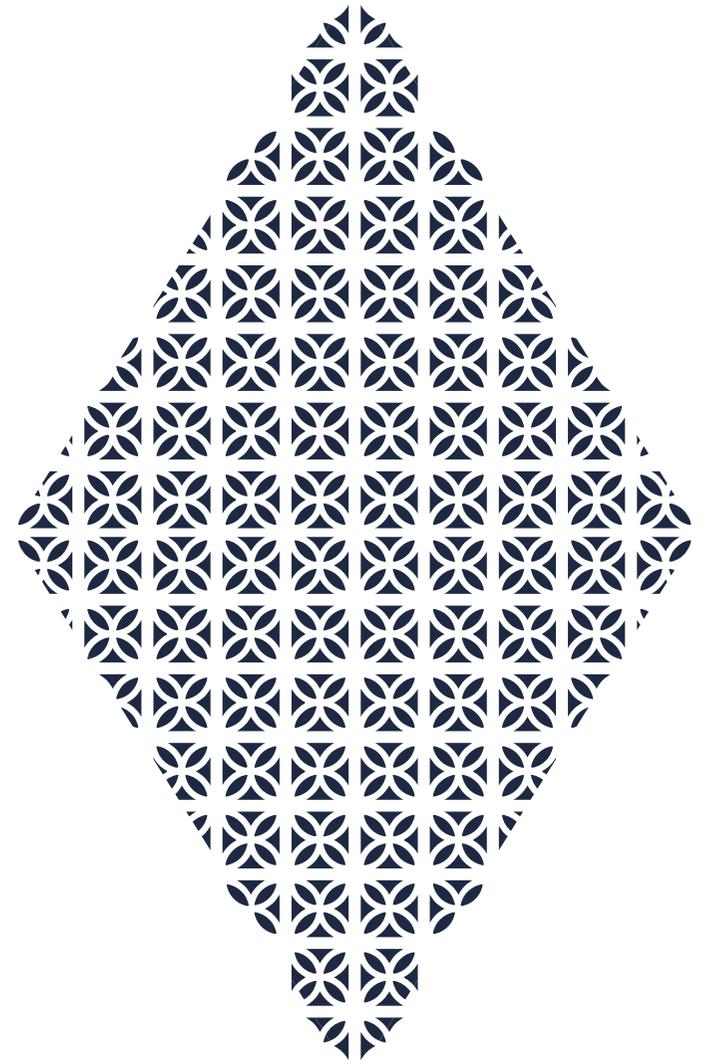
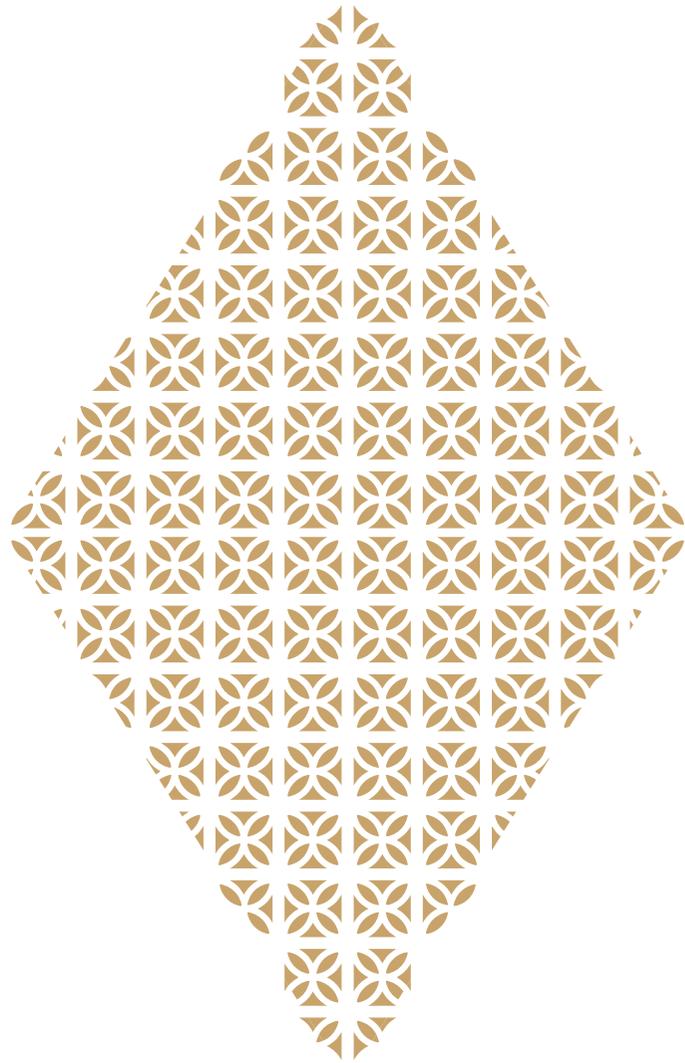


تصاميم النخبة الرائدة
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PRIMARY COLORS



SECONDARY COLORS



PATTERN





LATTER HEAD



A4 ENVELOPE



DL ENVELOPE



FOLDER



FLYER



BUSINESS CARD



STMAP



BROCHURE TRIFOLD COVER



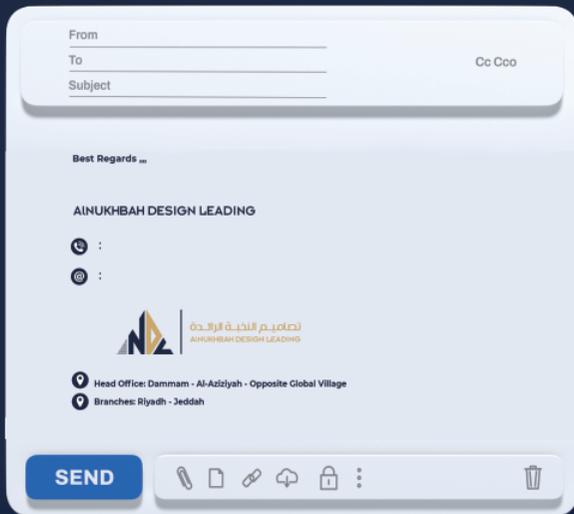
BROCHURE TRIFOLD INSIDE



PAYMENT VOUCHER



RECEIPT VOUCHER



SIGNATURE



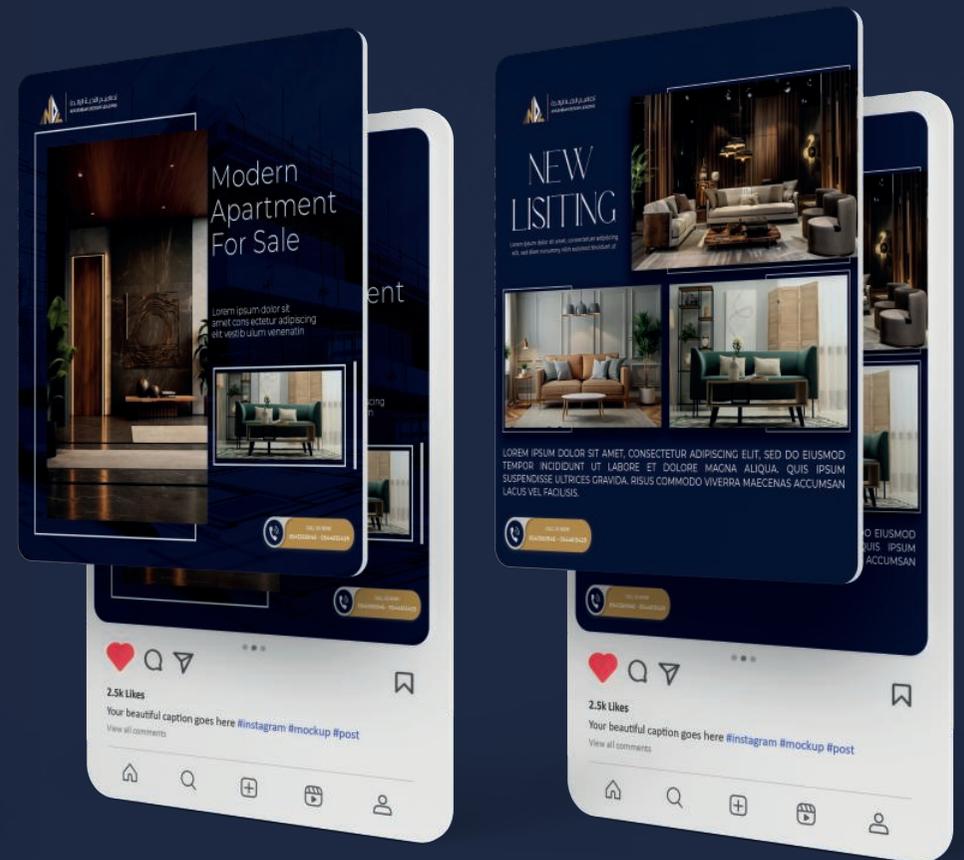
INVOICE



HELMET



PROJECT PRESENTATION FORM



SOCIAL MEDIA TEMPLATE



CAR



T-SHIRT



الاستشاري : شركة

تصاميم النخبة الرائدة للإستشارات الهندسية

دفاع مدني

إدارة المشاريع

مساحة

إشراف

تصميم



المقر الرئيسي : الدمام - العزيزية - امام القرية العالمية - فرعنا : الرياض - جدة 0544615429 - 0541360946

The creation of **NDL's brand identity** was not merely a design task, but a comprehensive engineering journey built on precision, research, and innovation. Every line, curve, color, and pattern was crafted through a rigorous process that combined technical analysis with creative artistry. From studying the company's multidisciplinary engineering services to integrating cultural elements inspired by Saudi architectural heritage, the final identity reflects a deep understanding of both the brand's vision and its engineering character.

This project stands as a testament to the level of dedication, strategic thinking, and craftsmanship invested in every stage—from the first sketch to the final digital execution. The result is a powerful, elegant, and meaningful brand identity that positions NDL – AINukhbah Design Leading as a leader in its field, and presents a visual language capable of competing confidently in the engineering consultancy market.





Thank
you

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