WHITESPACE PORTFOLIO

SAY HELLO WHITESPACE.KRD
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THE SPACE FOR EVERYTHING DESIGN.

INTRODUCING AN EMERGING LEGEND

Whitespace is a multidisciplinary design agency, that helps create brands, beautiful packages, amazing digital products, and your next big architectural project.

Our designs transcend mere visuals, they are a way for brands to tell their stories, transform industries and shake the status quo.

whitespa(e

✳ Where Ideas Are Born

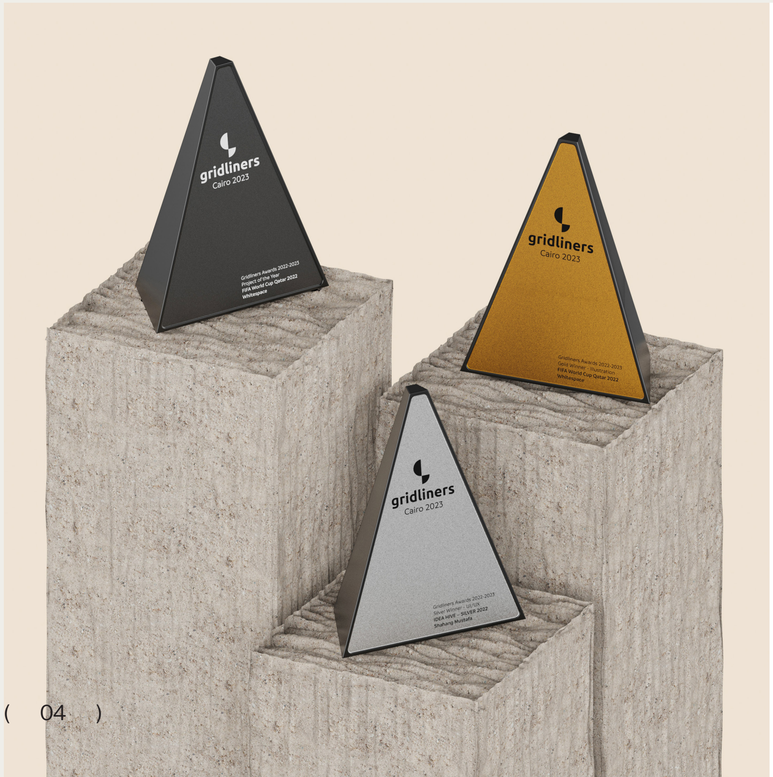
OUR WORK SPEAKS VOLUMES

We’re committed to enhancing your brand’s value, with over **210 successful projects** completed in the last three years, and over **110 satisfied clients**, our work is a signature of our dedication to quality work.

We take pride in our recognition, having received prestigious awards from platforms like **Behance** and **Gridliners**, which serve as a testament to our success in the industry



Get to know us
Whitespace ✳ Portfolio



Gr 2 Ai 2

Gridliners
- Project of the year Award 2023
- Illustration - Gold Winner
- UI - UX - Silver Candidate

Behance
- Graphic Design Feature x2
- Illustrator Feature x2

OUR SERVICES & EXPERTISE

①Discovery & Research, ②Brand Design, ③Brand Strategy, ④Naming, ⑤Product Design, ⑥Positioning & Messaging, ⑦Design Systems, ⑧Print & Packaging, ⑨Digital Design, ①⓪Prototyping, ①①UX / UI, ①②Editorials, ①③Digital Art, ①④Campaign Management.

①Korek telecom, ②DIT, ③Empire World, ④UNHabitat, ⑤Northlight Holding, ⑥KRD Holding, ⑦ICMP, ⑧Vision Education, ⑨Lenya Interiors, ①⓪Eskan Investmen, ①①DELOS International, ①②Rwanga Foundation, ①③Today Restaurant, ①④HITEX, ①⑤Halabja Group, ①⑥IOM, ①⑦Hiwa Foundation, ①⑧Falcon Group.

TWO FOUNDERS ONE MISSION

Whitespace is led by visionaries who believe in a better future for design in the region and work towards leading the industry through building effective brands.



CASE STUDIES

SOME OF THE BRANDS BUILT BY WHITESPACE

Korek Telecom
Tele-communication

Today
Fine Dining

Dune
Coffee House

Erbil Avenue
Commercial District

Delos
Luxury Italian Solutions

Hiwa Foundation
Organization

Cheezle
Fastfood

Northlight
Holding

ShowMarket
SuperMarket Chain

Sushi Roll
Asian Cuisine

Risha Resort
Resort

Nishtiman (NSI)
Organization

Sherwan Mzuri
Personality

Ranew
Organization

HMH
Engineering

Under 21
Rays of Sun
Photography Book

Jobs.KRD
Careers Platform

Helly Luv Beauty
Makeup & Beauty

ERBIL HILLS

Our long-term contract with Erbil Hills—one of the region's most exclusive residential destinations—covered a wide range of services, including branding, social media management, and production.

With our expertise, we built a fresh social media presence from the ground up, with outstanding production and visuals, enabling the brand to connect with wider audiences and expand its reach.

We executed strategic digital campaigns across major platforms, generating over 5.2 million impressions in less than six months and significantly boosting brand awareness across Kurdistan and Iraq. These efforts positioned Erbil Hills as a premier luxury lifestyle destination, highlighting its premium amenities and exclusive offerings while enhancing its market presence and appeal.

✳ Project Deliverables

BRAND REFRESH & EVOLUTION
OOH & FENCE DESIGN
MEDIA PRODUCTION
EVENT COLLATERALS
SOCIAL MEDIA MANAGEMENT
GIFT PACKAGE
MAGAZINE DESIGNS
PROMOTIONAL AD CAMPAIGNS
CREATIVE CAMPAIGNS











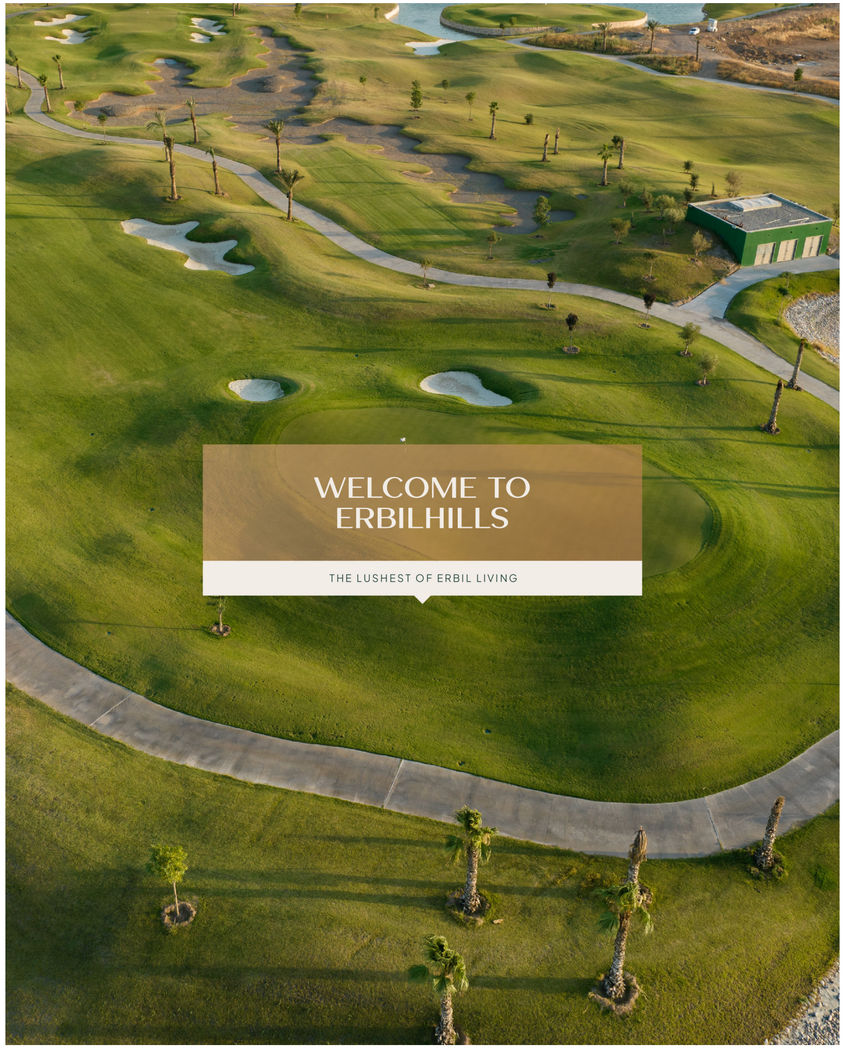
ئەربیل هیڵز
ERBIL HILLS








ERBIL HILLS
Erbil Hills
956
posts
169
follow
Follow
Erbil Hills
The prime residency location with a wo
and mansions that are the paradigm of
ERBIL HILLS
GOLF CLUB
ئەربیل هیڵز


WELCOME TO
ERBILHILLS
THE LUSHEST OF ERBIL LIVING


INTRODUCING
ERBIL HILLS'
MANSIONS
COMING IN 2024
ERBIL HILLS

KRD HOLDING

KRD Holding is the pioneer of tech-driven startups in the region, consistently leading the way with breakthrough innovations that reshape the digital landscape in Kurdistan and Iraq.

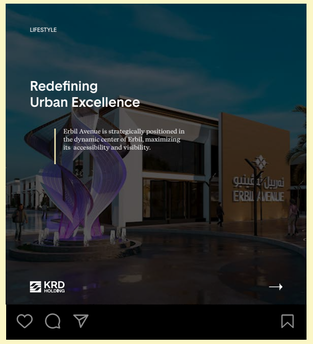
Our long-term partnership with KRD Holding has allowed us to play a vital role in shaping its brand and products, where we collaborated on multiple flagship platforms including JobsKRD, VolunteerKRD, Bank of Mesopotamia, Erbil Avenue and YouthHub. These platforms have rapidly gained traction, with thousands of active users engaging across sectors.

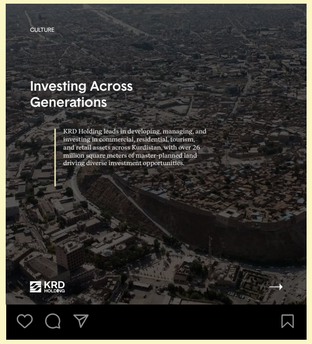
From brand strategy and identity, all the way to product design and technical supervision. We developed communication guidelines, crafted seamless user experiences, and provided end-to-end design solutions to position KRD Holding as the leading force in tech innovation across the region.

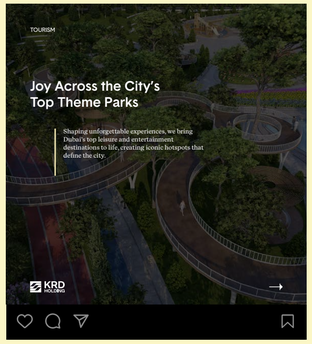
✳ Project Deliverables

- BRAND STRATEGY & COMMUNICATION GUIDELINES
- BRANDING & VISUAL IDENTITY
- PRODUCT DESIGN & UX/UI
- DIGITAL & EDITORIAL DESIGN
- ONGOING CREATIVE CONSULTANCY
- TECHNICAL SUPERVISION
- PLATFORM NAMING & CONTENT STRATEGY

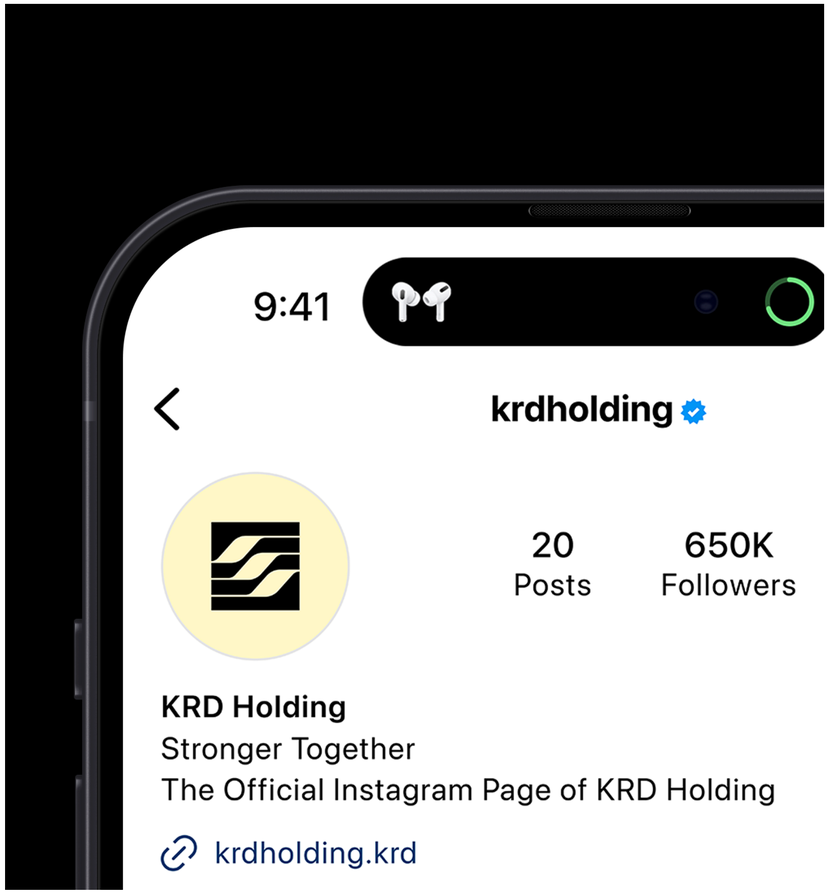


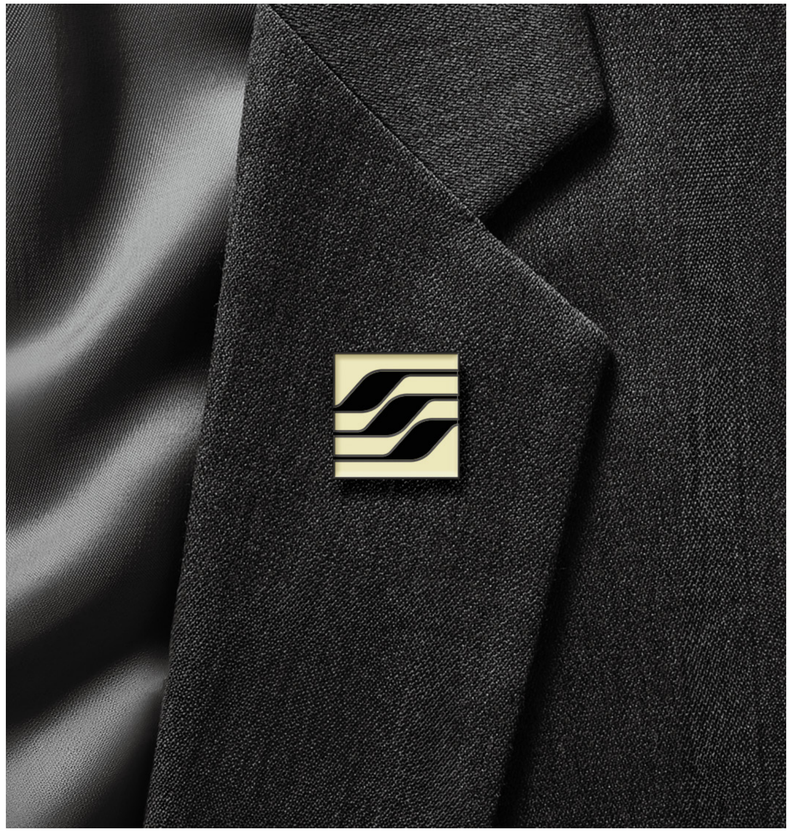

LIFESTYLE
Redefining
Urban Excellence
Erbil Avenue is strategically positioned in the dynamic center of Erbil, maximizing its accessibility and visibility.
KRD HOLDING


CULTURE
Investing Across
Generations
KRD Holding leads in developing, managing, and investing in commercial, residential, tourism, and retail assets across Kurdistan, with over 20 million square meters of master-planned land driving diverse investment opportunities.
KRD HOLDING

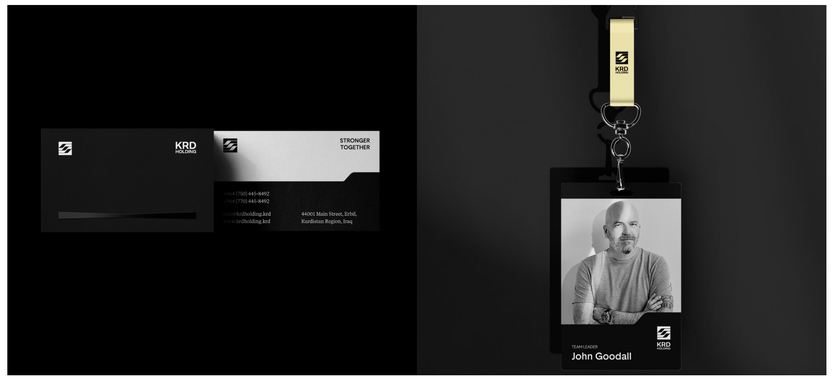

TOURISM
Joy Across the City's
Top Theme Parks
Shaping unforgettable experiences, we bring Dubai's top leisure and entertainment destinations to life, creating iconic hotspots that define the city.
KRD HOLDING


KRD HOLDING

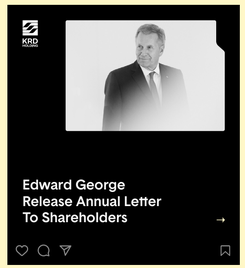

9:41
krdholding
20
Posts
650K
Followers
KRD Holding
Stronger Together
The Official Instagram Page of KRD Holding
krdholding.krd

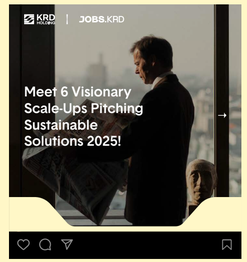



KRD HOLDING


KRD HOLDING
STRONGER TOGETHER
John Goodall


What problem can
we Solve Together?


Edward George
Release Annual Letter
To Shareholders


JOBS.KRD
Meet 6 Visionary
Scale-Ups Pitching
Sustainable
Solutions 2025!

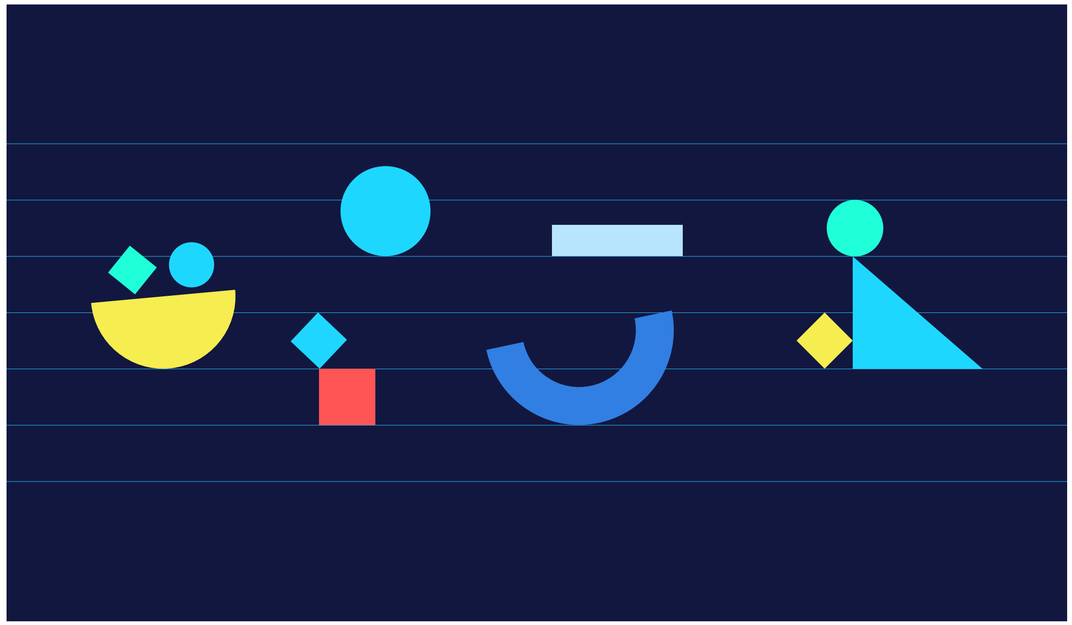

Youth Hub
Speaker
SAMEERA BAKR
SKILLS SCULPT
CRAFTING TOMORROW'S LEADERS
INTRODUCTION:
Welcome to SkillsSculpt, where we believe that the soft skills of today forge the leaders of tomorrow.
DATE:
APRIL 30TH, 2024
TIME:
9:00 AM - 5:00 PM
LOCATION:
RENAISSANCE HOTEL, ERBIL

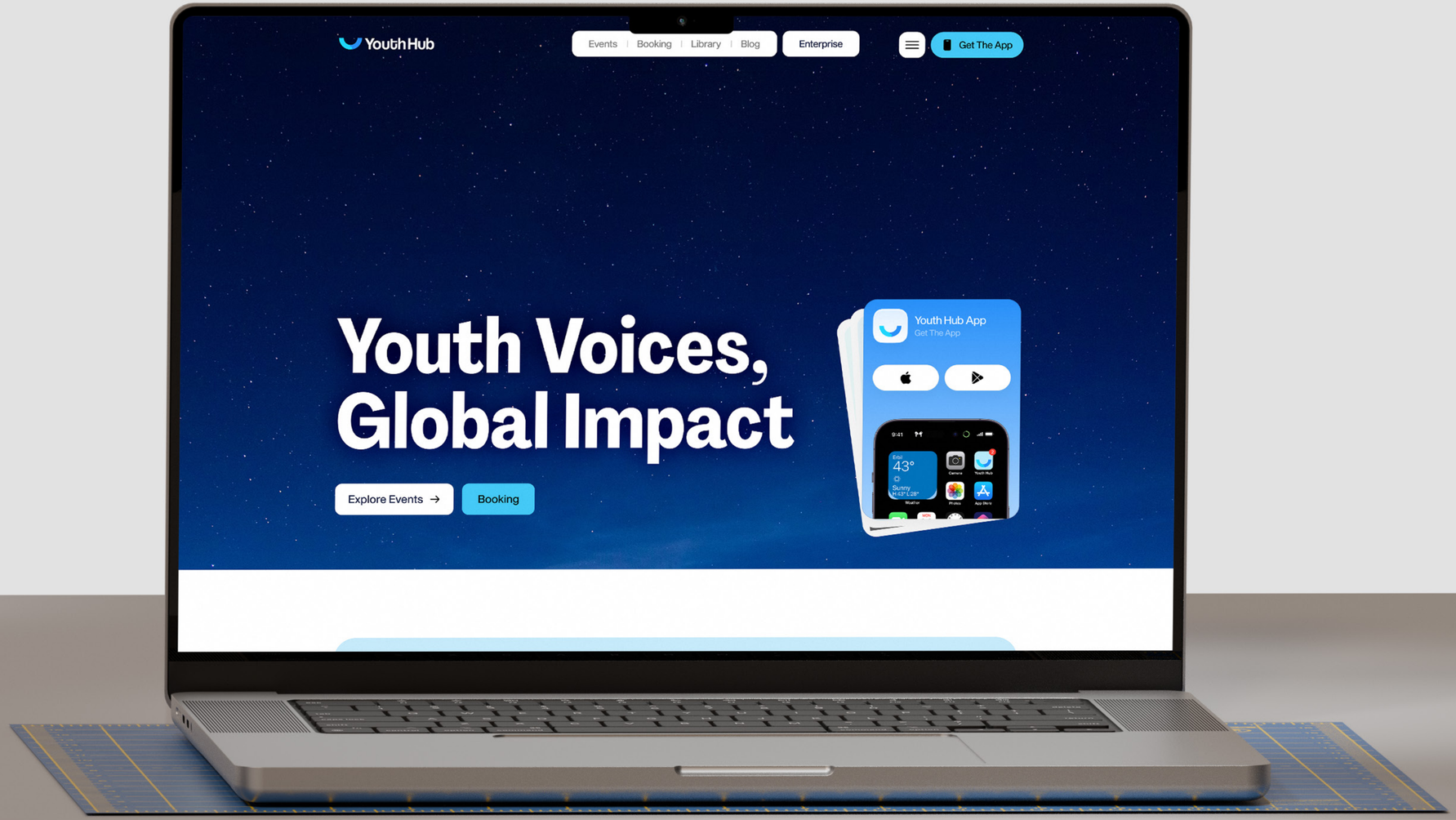

9:41
MON
6
YouthHub
Mail

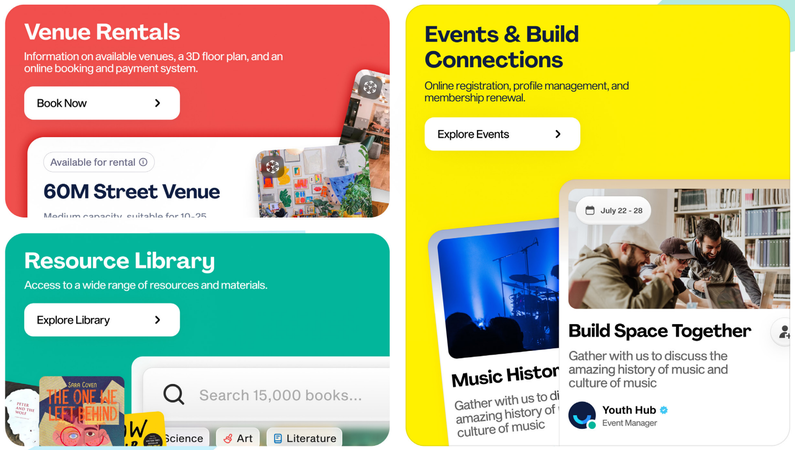

YouthHub


YouthHub

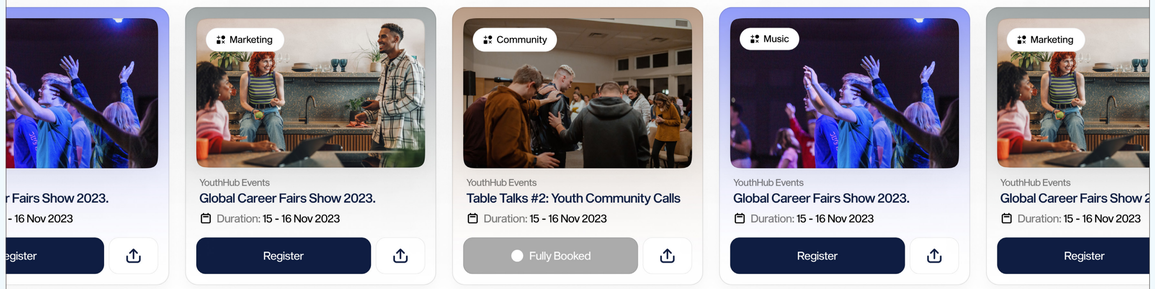

Youth Hub




Youth Hub
Events | Booking | Library | Blog
Enterprise
Get The App
Youth Voices, Global Impact
Explore Events →
Booking
Youth Hub App
Get The App



Happening Now At YouthHub



Supercharge Your Network

Endless Opportunities

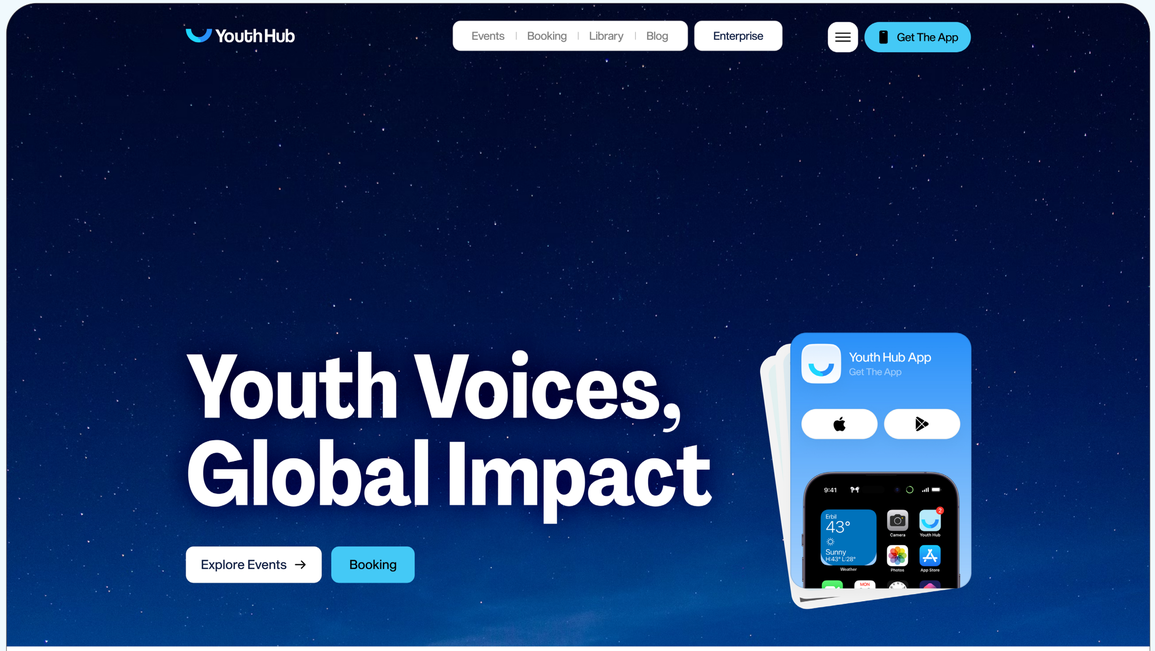
Unlock a world of career possibilities and professional growth through our extensive network and resources.

Level-Up Your Skills

Elevate your abilities with hands-on workshops and training sessions designed to make you a standout in any field.

Thriving Community

Join a vibrant community of peers and mentors, fostering connections that inspire and support your journey.

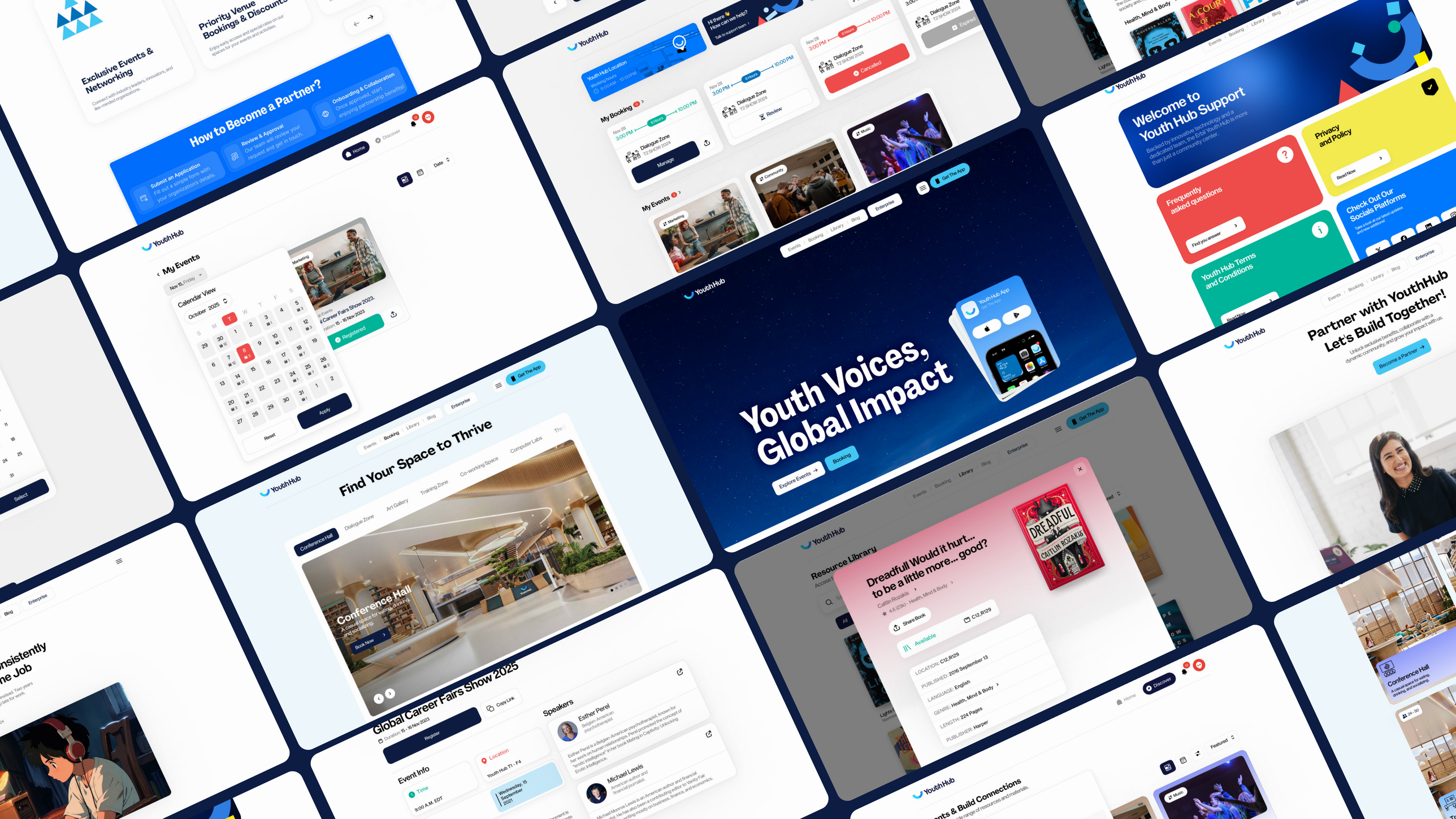


Why Youth Hub?

Backed by innovative technology and a dedicated team, the Erbil Youth Hub is more than just a community center. It's a dynamic platform that empowers youth with tools and resources for personal and professional growth, including event scheduling, membership management, and a rich resource library.

Built for Youth Empowerment





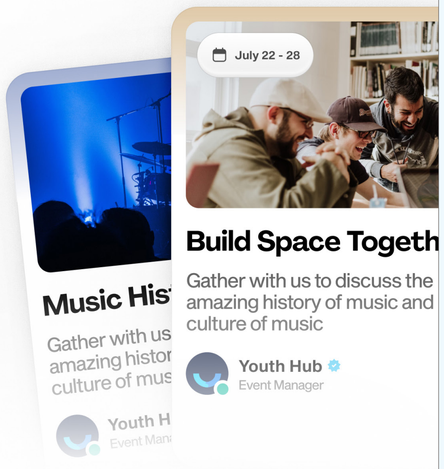
Exclusive Events & Networking
Priority Venue Bookings & Discounts
How to Become a Partner?
Submit an Application
Review & Approval
Onboarding & Collaboration
My Events
Calendar View
October 2025
Find Your Space to Thrive
Conference Hall
Global Career Fairs Show 2025
Event Info
Speakers
Esther Perel
Michael Lewis
Youth Voices, Global Impact
Welcome to Youth Hub Support
Frequently asked questions
Privacy and Policy
Check Out Our Socials Platforms
Youth Hub Terms and Conditions
Partner with YouthHub Let's Build Together!
Resource Library
Dreadfull Would it hurt... to be a little more... good?
Caitlin Rozakis
Share Book
Available
LOCATION: C12,R129
PUBLISHED: 2016 September 13
LANGUAGE: English
GENRE: Health, Mind & Body
LENGTH: 224 Pages
PUBLISHER: Harper

9:41

SKIP

Events & Build Connections

Online registration, profile management, and membership renewal.



Next ›

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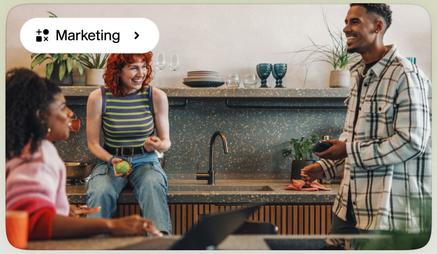
‹ Global Career Fairs Show 2023.



YouthHub Events

Global Career Fairs Show 2023.

Duration: 15 - 16 Nov 2023

Register

Event Info

Time
9:00 A.M. EDT

Location
Youth Hub T1 - F4

Event Date
Wednesday, 15 September 2021

Event Description

Interest among students who wish to learn coding and app development is widespread, and these skills are seen

9:41

YouthHub

Welcome
Jarrod Norwell

Mostly sunny
45°C

YouthHub News
Aug 08, 2023

Explore ›



Gather with us to discuss the amazing history of music and culture of music

Biographies & Memories ›



The one we... Sara coven

The one we... Sara coven

The one we... Sara coven

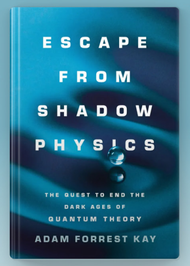
Reserve your event space Now.

Book Now ›

Upgrade to YouthHub Plus

Plus ›

9:41



ESCAPE FROM SHADOW PHYSICS

ADAM FORREST KAY

Saved

4.6 (23k) · Health, Mind & Body ›

Available

Notify me

LOCATION: C12,R129

RELEASED: 2016 September 13

LANGUAGE: English

GENRE: Health, Mind & Body ›

LENGTH: 224 Pages

PUBLISHER: Harper

Publisher Description

9:41

Supercharge your experience and access to

Gold Plan

150,000 IQD / monthly

1,750,000 IQD / annually

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- Everything in Plus Plan
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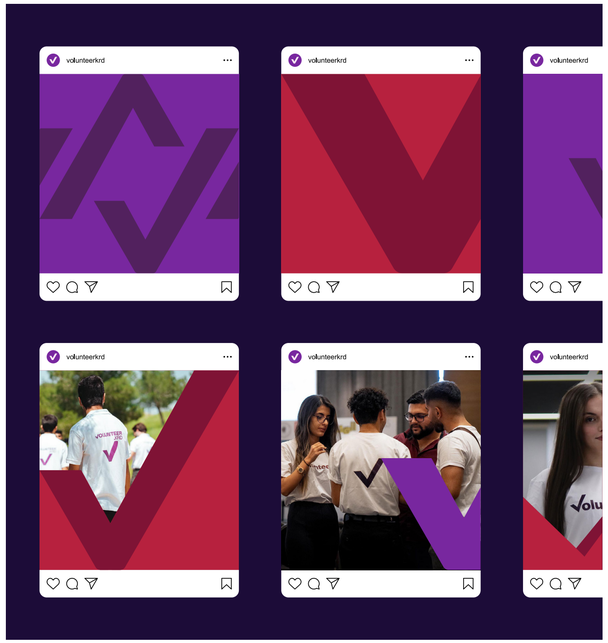

volunteerkrd
volunteerkrd
volunteerkrd
volunteerkrd
volunteerkrd
volunteerkrd

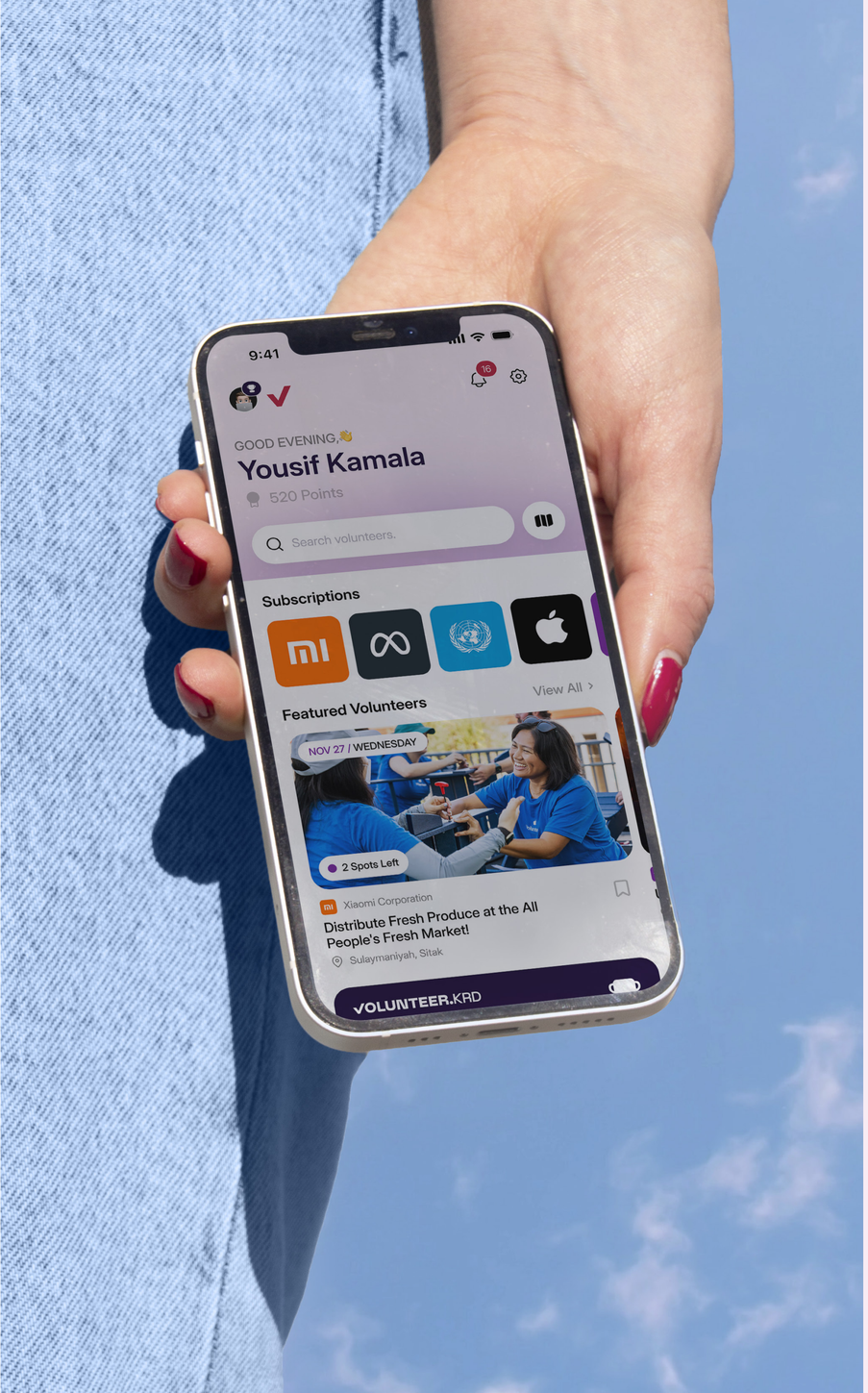

VOLUNTEER.KRD


Volunteer
of the month
Volunteer.KRD
Maryam Amir


VOLUNTEER.KRD


Volunteer With Us
ENJOY:)
JOIN US!
GIVE TIME, MAKE IMPACT
Great Work!
DONE!
JOIN HANDS, SPREAD SMILES
Apply Now!


“Share your skills,
inspire a community”



9:41

16

GOOD EVENING,👋

Yousif Kamala

520 Points

Search volunteers.

Subscriptions

Featured Volunteers

View All

NOV 27 / WEDNESDAY

2 Spots Left

Xiaomi Corporation

Distribute Fresh Produce at the All People's Fresh Market!

Sulaymaniyah, Sitak

VOLUNTEER.KRD

Volunteer of the month

Yousif Kamala

Volunteer of December

Last Spot Volunteer

View All

NOV 27 / WEDNESDAY

2 Spots Left

Meta Platforms, Inc.

Facebook's 50th Hackathon!

Sulaymaniyah, Sitak

JOBS.KRD

Looking for a job but bored with complicated applications? You have come to the right place

Explore Jobs

News & Blogs

NEWS

Volunteer.KRD Signs MoU with Erbil Sports Club

Dec 10, 2024

NEWS

Volunteer.KRD Signs MoU with Hasar Organization

Dec 10, 2024

+ Discover More...

Upcoming History Insights

Empowering Volunteers, Enriching Kurdistan.

When you continually forget, fail to recall, and misplace what you seek, I am here to retain Everything.

Platinum
520 Points — Next: 1,000 Points

Volunteers Hours
Total Approved Hours
112 Hours

Opportunities
Your Volunteering Activity
27 Activity

Leaderboard
Journey to volunteer of the month

1	Hani Yosuef	30 Sep 2022	1400
2	Sara Yosuef	30 Sep 2022	890
3	Amalia Murtaza	30 Sep 2022	789
4	Amalia Murtaza	30 Sep 2022	678
5	Ahmed Yosuef	30 Sep 2022	567
6	Ali Murtaza	30 Sep 2022	456
7	Hassan Ali	30 Sep 2022	356
8	Saad X8	30 Sep 2022	154

Projects

Discover our Projects & Partners

VOLUNTEER.KRD
About US
Empowering Volunteers, Enriching Kurdistan.

Vcycle Machines
Let's team up and make Kurdistan an even better place together!
Make Change

Deals.krd
Get the offers and discounts all over the Kurdistan.
DEALS
Read More

V Cafe
Let's get together and create an even bigger family.
Let's Meet



Xiaomi Corporation

Distribute Fresh Produce at the All People's Fresh Market!

Fri, Dec 6, 5:00 PM

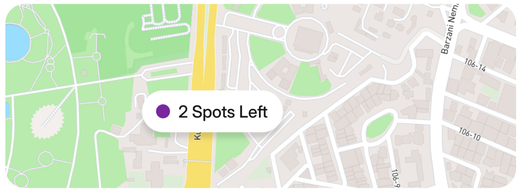
My Ticket | More

Points +Points: 50

How Points system works?
For every hour you volunteer, you'll earn 20 points! Thank you for your commitment and support!

Location

Sulaymaniyah, Sitak



Event description

This World Food Day, Volunteer.KRD is coming together to combat hunger and provide support to those in need. We will be distributing food packages to families facing food insecurity, and we need dedicated volunteers to help make this initiative a success. As a volunteer, you will assist with packaging, distributing, and ensuring that these

VOLUNTEER.KRD

Apple. Inc
Technology

Create a Better Community

Join in shaping the Kurdistan everyone envisions as a perfect place to live.

Post Opportunity

Active Events
View All



Distribute Fresh Produce at the All People's Fresh Market!
Dec 02 / WEDNESDAY
Active

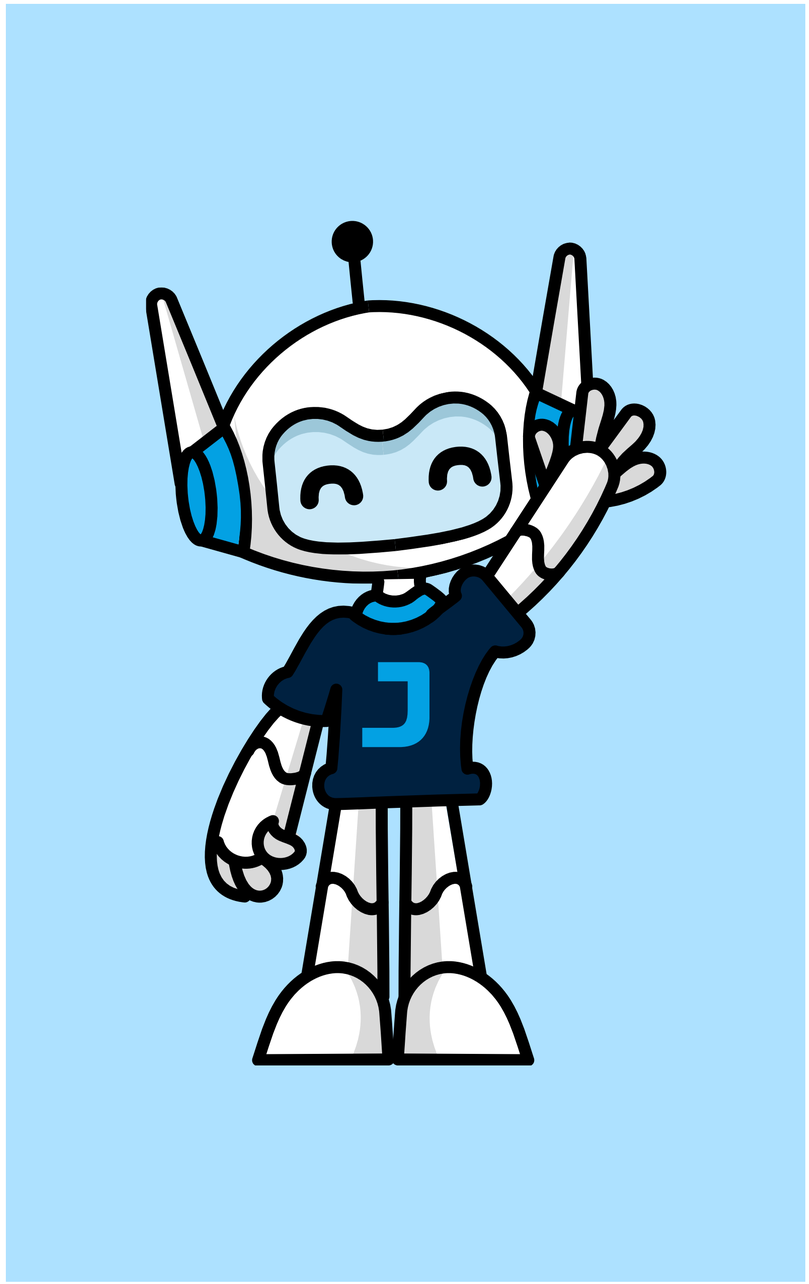
JOBS.KRD
Looking for a job but bored with complicated applications? You have come to the right place
Explore Jobs

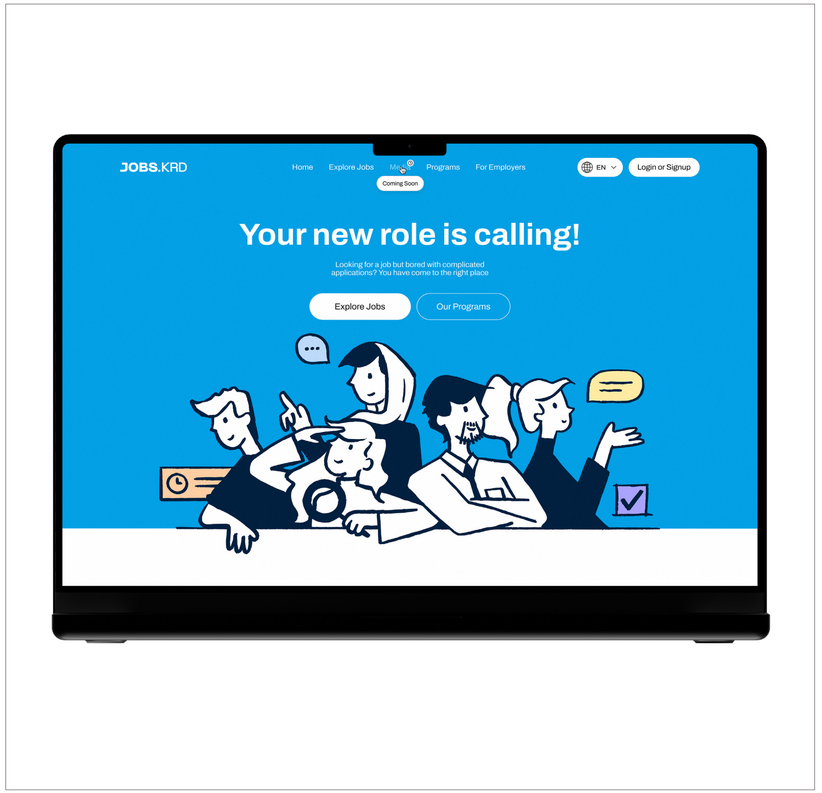


News & Blogs

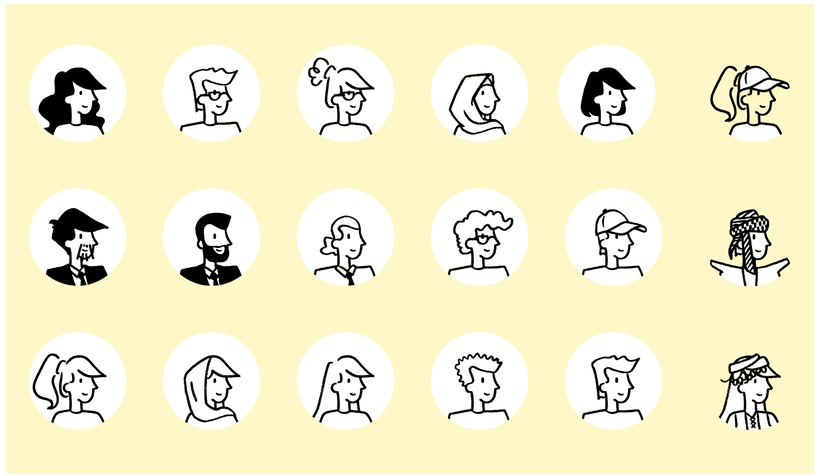
NEWS
Volunteer.KRD Signs MoU with Erbil Sports Club
Dec 10, 2024






JOBS.KRD
Home
Explore Jobs
Programs
For Employers
Coming Soon
EN
Login or Signup
Your new role is calling!
Looking for a job but bored with complicated applications? You have come to the right place
Explore Jobs
Our Programs


JOBS.KRD




JOBS.KRD
YOUR NEW ROLE IS CALLING!
STREAMLINE YOUR HIRING!
Crafting Careers, Building Kurdistan
Erbil, Iraq

JOBS.KRD

Home Explore Jobs Media Programs For Employers

EN Login or Signup

Your new role is calling!

Looking for a job but bored with complicated applications? You have come to the right place

Explore Jobs Our Programs



Unleashing Your Career Potential

Search for images with a Search Block, right inside the space. Arrange as many as you want on the canvas.

What makes us so appealing!

Jobs.KRD takes you on a short journey into the world of jobs and internships.

CV Creator

Craft a standout resume effortlessly with user-friendly templates and dynamic tools

Easily find your next job & internship

Tailor your search with filters for industry, location, and job type, ensuring a seamless exploration of relevant opportunities.

JOBS.KRD

Home Explore Jobs Media Programs For Employers EN Hire Now

Fewer, higher quality Applications,without the noise

Looking for a job but bored with complicated applications?
You have come to the right place

Start Hire Post a job

Scale your company

Search for images with a Search Block, right inside the space. Arrange as many as you want on the canvas.

Streamline your hiring process

Providing youth with tools for a successful career journey through job discovery.

Real time tracking of your job application

Match like-minded talents for collaborative job success

Automatic Application Filtering

Experience a transparent journey with clarity on your hiring status

1 Nov - 30 Nov This month

312 Total Conversations

312 Total Candidates Hired

7 Months

52% Male Candidates

48% Female Candidates

May Jun Jul

7 Months

Interviews Offers Candidates Hired

JOBS.KRD

Home Explore Jobs Media Programs For Employers EN Login or Signup

Your new role is calling!

Looking for a job but bored with complicated applications? You have come to the right place

Explore Jobs Our Programs

Welcome back

Sofia Kenin

Finish up your profile

To get better chances and better recommendations please complete your profile

Profile strength 50%

Edit Profile CV Maker

Dashboard

Track your progress

My Applications

1 Ongoing 2 Pending

Saturday, 10 May

Online Interview Zoom

October 02

Always be in touch.

Inbox

2 New Messages

Track your progress

Track your progress

Let's get you hired!



Programs Description

Interest among students who wish to learn coding and app development is widespread, and these skills are seen as highly desirable, whether students intend to work in the technology sector or not. In an independent survey of more than 1,000 students in the United States in September, researchers from YPulse found that 92 percent of students believe it is important to learn how to code and 94 percent believe coding is an important skill for the future job market. In addition, students recognize multiple benefits of knowing how to code and build apps, including boosting creativity, solving local and global problems, and ultimately making the world a better place.

Awareness of and access to coding and app development resources are critical for learners — while the survey found that 85 percent of students have not yet taken steps but would like to learn to code, 48 percent don't know where to start. Apple's Swift Playgrounds app was designed to take learners from their first line of code to building their first app in Swift. It's a great tool for beginners to explore, learn, discover, and experiment with coding and app development on iPad and Mac.

JOBS.KRD Job title or industry Explore Jobs Media Programs For Employers Sofia Kenin

Welcome to JOBS.KRD

You can track your application, contact, and send offers, and many more from your dashboard

Take me to Dashboard

Explore More Jobs

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Discover a Wide rang programs to improve your skills.

Only relevant roles. At the most exciting startups. Discover your top recommendations now.

Programs and Training
Specialist sourcing for innovative, customized and eco-friendly apparel, and accessories.

Events by JOBS.KRD
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Our Programs and Training

Showing the all 300 Programs

Search Programs Programs Events Filter Relevance

Levels

All Levels [300]

Beginner [122]

Intermediate [54]

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Posted 2 day ago

Social Media Supervisor

Technical, Marketing

$60-70k Monthly

Full Time Job

Erbil

Marketing Analytics Senior level Figma

Apply Now Jun 27 - Sep 10

About the job Role

Summary

The Social Media Supervisor will be responsible for overseeing and managing all aspects of our company's and clients' social media presence. S/he will play a crucial role in developing and executing social media strategies, monitoring online conversations, and ensuring that all brands maintain a strong online reputation. This position requires a deep understanding of social media platforms, trends, and best practices, as well as strong leadership and communication skills.

Key Responsibilities

Social Media Strategy:

- Develop and execute comprehensive social media strategies to achieve marketing and business objectives of our company and clients.
- Identify target audience segments and manage the created tailored content for each platform with the team.

Korek Telecom

Mobile phone operator company

Company mission

To improve the way people work through process management automation.

Company values

- Deliver on our commitments - We focus on a few key priorities and ensure we deliver with quality on time – every time.
- Don't wait - If we see an issue, we fix it. If we see an opportunity to accelerate our success, we take it.
- Operate with respect and consideration - We act fast to deliver positive results – without sacrificing quality or integrity.

9:41

JOBS.KRD

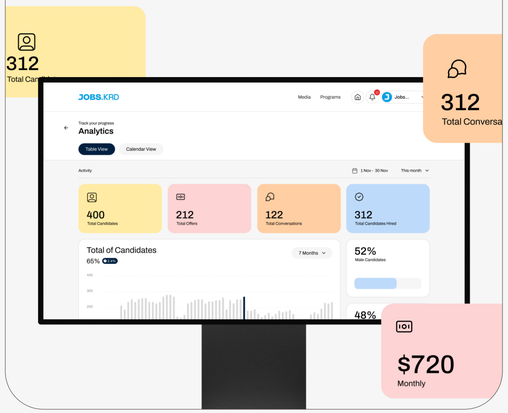
Get started

Fewer, higher quality applications,without the noise

Looking for a job but bored with complicated applications? You have come to the right place

Start Hire

Post a job



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JOBS.KRD

12

Your new role is calling!

Only relevant roles. At the most exciting startups. Discover your top recommendations now.



Jobs in Erbil

Showing 30 of 147,727 jobs

Government | Private

Filter | Full-time | Permeant Job | Contrac

Posted 1 day ago

Digital product designer

Mobile apps, websites, web apps

Full Time Job

Erbil | Empire World

Sep 15

Google LLC

Multinational Technology company

9:41

JOBS.KRD

12

Discover a Wide range of programs to improve your skills.

Only relevant roles. At the most exciting startups. Discover your top recommendations now.



Our Programs and Training

Showing all 300 Programs

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TODAY

Today Restaurant, one of Erbil's most renowned fine dining restaurants—loved by teenagers, families, and couples—had undergone multiple rebranding attempts before partnering with Whitespace.

Through our collaboration, we revitalized its legacy by aligning its vision with compelling messaging and a strong visual identity, fueling its rapid growth. By reintroducing an iconic element from its past "the mascot", we modernized the brand while preserving its heritage and ensuring lasting appeal.

Beyond aesthetics, we created comprehensive guides to refine the dining experience, elevating every brand touchpoint.

✳ Project Deliverables

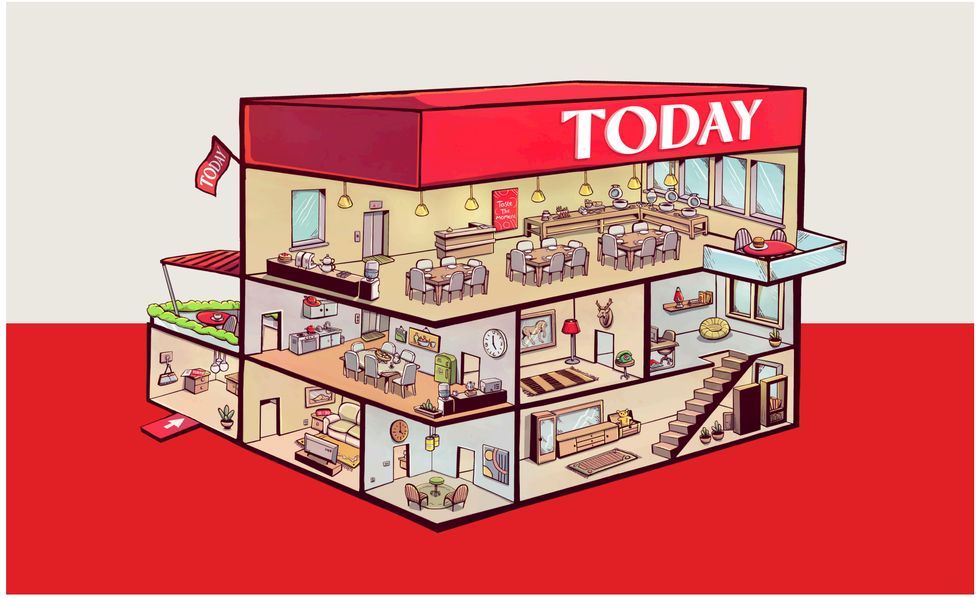
REBRANDING & CHARACTER REDESIGN
BRAND STRATEGY
EDITORIAL DESIGN
BRAND & MARKETING COLLATERALS
BRAND GUIDELINE
DIGITAL MEDIA, PHOTOGRAPHY, AND OOH GUIDES
CUSTOMER DINING EXPERIENCE HANDBOOK





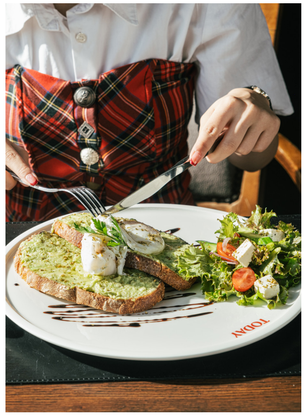


تودەی
TODAY









TODAY

COME TASTE
THE DIFFERENCE AT
TODAY!




SALT
SAVOR
CRIS
العالمية في
ل يدلك
VISIT US
NOW, OUR
NEW
BRANCH IN
EMPIRE
PEARL


TODAY


TODAY




TODAY



IOM
UN MIGRATION

IOM is a non-profit organization supporting migrants in Iraq. Over our two-year partnership, we have led the design of various projects, ranging from editorial designs to creative campaigns.

For our projects with IOM, success was measured by impactful storytelling, regional adaptation, and creative design.

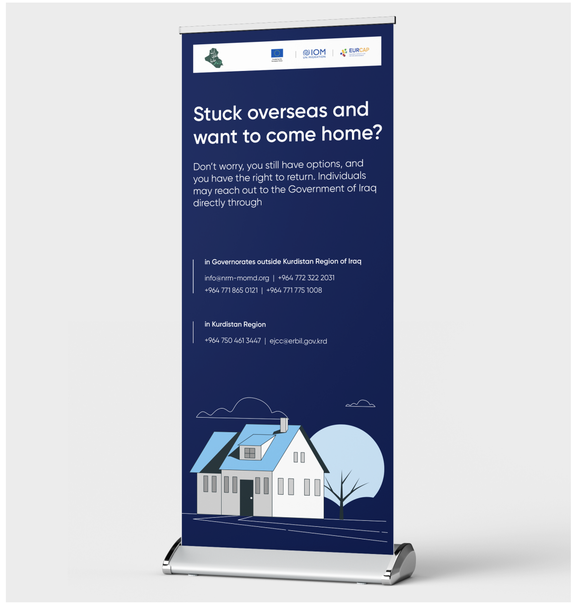
Since its launch in Iraq, the brand has transformed countless lives, and we were honored to contribute to that change—working for a cause beyond ourselves.

✳ Project Deliverables

DIGITAL MEDIA DESIGN
ANIMATION & MOTION GRAPHICS
CHARACTER DESIGN
EDITORIAL DESIGN
BRAND IDENTITY

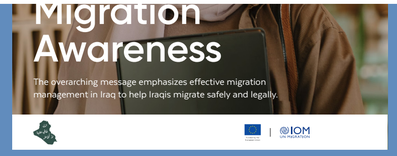



Migration Awareness
It is important that you seek regular and official pathways to migrate. There are regular migration schemes, you can visit the two centers below for more information:
Migration Resource Center
Baghdad, al-Risafa, Ministery of Labour and Social Affairs.
800 50 555
www.mrcraq.iq
German center for Jobs, Migration, and Reintegration (GMAC)
Baghded Branch
0770 668 5626
gmac-baghdad@giz.de
Erbil, Italian City 1| House #241
0751 742 1655
gmac-erbil@giz.de


Stuck overseas and want to come home?
Don't worry, you still have options, and you have the right to return. Individuals may reach out to the Government of Iraq directly through
in Governorates outside Kurdistan Region of Iraq
info@mrm-momd.org | +964 772 322 2031
+964 771 865 0121 | +964 771 775 1008
in Kurdistan Region
+964 750 461 3447 | ejcciserbil.gov.krd


انت غالي علينا لا تخاطر


ئێمە ڕێگا ڕاستەکەت نیشان دەدەین.


Migration Awareness
The overarching message emphasizes effective migration management in Iraq to help Iraqis migrate safely and legally.


ئێمە ڕێگا ڕاستەکەت نیشان دەدەین.

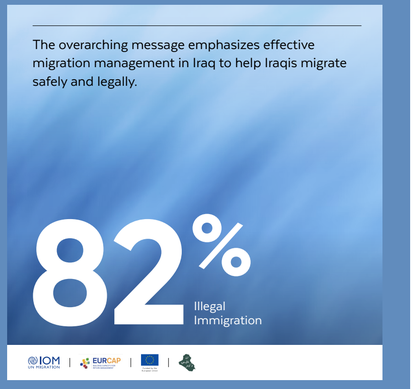

هۆشیاری کۆچ


الهجرة بأمان وبشكل قانوني
"الرسائل الرئيسية ليوروكاب العراق" ، تحدد مبادرة لزيادة معرفة القراءة والكتابة وفهم الهجرة النظامية وغير النظامية بين الجماهير العراقية. يهدف هذا الجهد التعليمي إلى تمكين العراقيين من اتخاذ قرارات مستنيرة بشأن رحلات هجرتهم.

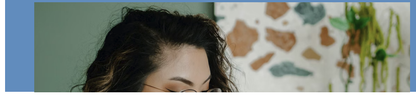

الهجرة بأمان وبشكل قانوني.
"الرسائل الرئيسية ليوروكاب العراق" ، تحدد مبادرة لزيادة معرفة القراءة والكتابة وفهم الهجرة النظامية وغير النظامية بين الجماهير العراقية. يهدف هذا الجهد التعليمي إلى تمكين العراقيين من اتخاذ قرارات مستنيرة بشأن رحلات هجرتهم.


التوعية بالهجرة


Migration Awareness
The overarching message emphasizes effective migration management in Iraq to help Iraqis migrate safely and legally.


The overarching message emphasizes effective migration management in Iraq to help Iraqis migrate safely and legally.
82%
Illegal Immigration






We will show you


ئێمە ڕێگا ڕاستەکەت نیشان دەدەین.





Figure 2 . Tenure status of current housing

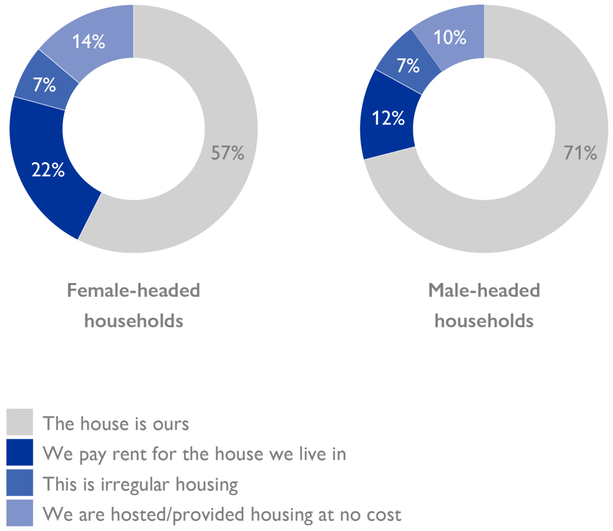


Table 1. Self-reported household purchasing power

How would you describe the purchasing power of your household?	Female-headed households	Male-headed households
We do not have enough money even for food	18%	3%
We have enough money for food, but not enough to buy clothes and shoes as needed	44%	23%
We have enough money for food and clothing, but not enough to buy expensive items if we had to (such as a refrigerator or television)	27%	48%
We can buy some expensive items, such as a refrigerator or television, but we cannot buy everything we want	9%	20%
We can buy whatever we want	2%	4%
Total	**100%**	**100%**

KOREK

Korek Telecom, one of the largest telecommunications companies in Iraq, approached us for multiple large-scale projects, including a complete rebrand, brand strategy development, creation of a brand guideline, product design, and booth design and manufacturing. The Korek rebranding was one of our first major projects, undertaken when our team was still relatively small. Despite that, we managed to make a significant impact on the brand's growth and expansion. We were one of the first agencies in Iraq and Kurdistan to explore elements like brand personality and messaging in depth. The result was a comprehensive, 100+ page brand guideline that Korek's team could rely on for years to come.

✳ Project Deliverables: Design

BRAND STRATEGY · LOGO REDESIGN · VISUAL IDENTITY · SOCIAL MEDIA · BRAND GUIDELINE · OOH · BOOTH DESIGN

✳ Project Deliverables: Architecture

BOOTH DESIGN · VISUALIZATION · MANUFACTURING · CONCEPT DEVELOPMENT



KOREK Telecom

BEFORE

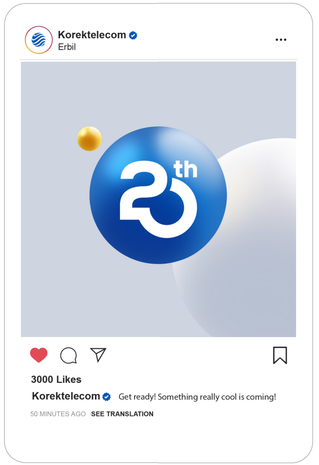
KOREK

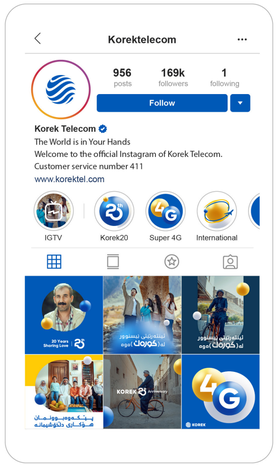
كورەك

كورك

AFTER











KOREK TELECOM

V01

Brand Guide

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The world is in your hands.

INTRODUCTION KOREK BRAND GUIDE VERSION 1.0

Welcome

Welcome to Korek Telecom's guideline, we hope that through this guideline you will get a clear picture of what the brand stands for. All employees of Korek must have a clear understanding of Korek's brand and this guideline in order to help them better reflect the brand while working with Korek.



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INTRODUCTION KOREK BRAND GUIDE VERSION 1.0

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005 Intent of this guide

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Updated: Oct 5, 2020
Created By: Hawar Design

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INTRODUCTION KOREK BRAND GUIDE VERSION 1.0

Intent of this guide

This style guide is a reference for our internal design team, vendors, and others who are authorized to work with Korek telecom brand.

The standards, guidelines, and references within this document are grounded in the years of research, experimentation, and brand executions that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation; far from it. We believe in the creative spirit, and innovation is one of our core values.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure people know where it came from.

While some of our brand executions and graphics have been standardized like business cards, letterhead, and envelopes these are not intended as the focus of this guide. Each one of our execution templates have internal documentation that is easier to update, follow and implement in today's digital environment. Instead, the focus of this guide is to empower the design team with the right tools and rules to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Korek telecom brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to us.

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KOREK BRAND GUIDE VERSION 1.0 UPDATED SEPT 2020

01

About The Brand

Speed. Reliability. Quality. Security.

We make brave & bold decisions.

Korek Telecom is the fastest growing telecommunications company in Iraq. Our commitment to excellence is underlying by freedom of choice for our customers, a broad range of advanced communications services. What makes us stand out is the reliability, speed and quality of our services. Korek has been at the forefront of technology to bring our customers a superior user experience, least amount of error. We make brave and bold decisions that help us move forward, stand out and make a difference.

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ABOUT THE BRAND KOREK BRAND GUIDE VERSION 1.0

About us

Forming unique kinds of human connections.

We deeply care about user experience, we make sure our services connect users at all times and in all places. We try our best to terminate any inconveniences users might face while using our services, we strive for our services in all areas and regions of Iraq without any differentiation, we emphasize one of our core values, which is the reliability of our services.

We avoid cliches and big promises without any real outcomes, we are real and authentic to our users. By being straightforward and honest, we have planted a long lasting trust in our users and we work to keep that trust by doing our best.

Korek treats users as humans rather than customers, we use a humble and friendly communication style to make sure we are not the network of the people. We try to see their needs and ambitions for the future in order to make their everyday lives easier and more productive.

OUR SERVICES COVER ALL REGIONS OF IRAQ

Korek's target audience is mainly the youth because we see potential and energy in them and they are our future generation, we want to help them grow and nurture. We think that by using our services they can have an easier lifestyle and achieve their dreams more comfortably.

We try to present our services and offers in creative and innovative ways, in order to stay ahead of trends and be more appealing to our younger audience.

Korek is both local and modern. The culture, the environment and the services are very important elements in Korek to stay at the same time being modern and up to date is also very crucial for the brand.

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ABOUT THE BRAND KOREK BRAND GUIDE VERSION 1.0

History

A key player in the mobile telecom space both in the Kurdistan region and south Iraq is Korek Telecom. Korek started operating in Iraq in 2000. It is the first Iraqi Telecom company that was established by Iraqi citizens. The team didn't have the courage to go into the business of providing telecommunications services because it's a big investment, but Korek did it and succeeded. Korek is now a big player in Iraq. The company employs around 2,000 of the best quality and once in the mobile space for Iraqi users.

In the past, telecommunications services were limited to voice calls and SMS, but now it's necessarily to "overstuff", but nowadays using technology to communicate has turned from an option to the only option. Which makes

Korek Telecom is covering a population of over 32 million.

Korek's job even more essential, Korek also has a hand in expanding Iraq's economy, Korek Iraqis are very proud of Korek and consider it as a national company, Korek has been at the front lines of battle and even in the mobile space for Iraqi users.

On August 17th, 2007 Korek was awarded a telecommunications license and Korek is now covering a total population of more than 32 million inhabitants.

Original Logo Year 2000

First update Year 2010

Current update Year 2020

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KOREK BRAND GUIDE VERSION 1.0 UPDATED SEPT 2020

03

Voice & Style

To bring the world into your hands, love into your heart and a smile onto your face.

The tone of voice describes how a brand communicates with the audience and how influences how people perceive their message. A company's tone of voice represents the brand personality and values.

This includes the words you choose and the order in which you put them and applies to all the content you deliver — website content, social media posts, emails, and any other formats.

As different purposes require different measures, your tone of voice may vary from time to time, depending on the audience. The media you use and the goal you are pursuing, but your overall voice should be consistent and observed in every piece of content you deliver.

Managing written tone of voice is a key part of achieving a unified character across all your communications, internal and external.

Just as it's desirable to have a consistent look and feel in design terms across stationery, signage, advertising and online marketing, so it's also worthwhile ensuring that the content of all these media feels like it's coming from a single source.

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PAGE 12
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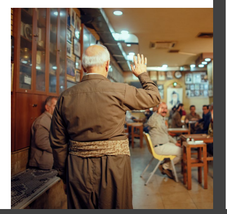
VOICE & STYLE KOREK BRAND GUIDE VERSION 1.0

Tone of Voice



Korek helps users connect and build stronger communities. Our number one value is reliability, we make sure our services are available across Iraq. We are bold and daring, we make decisions that help us stand out and make a difference. We connect to our users on a personal level, by treating them as humans rather than customers, we create a friendly environment that is fun and interactive.

We understand that being ahead of the trends means that we must be innovative and attractive to youth. We localize the way we communicate to our audience because our brand cares about Iraq's culture, heritage and traditions. Instead of using a sophisticated and complex language, we speak to our users in a simple and clear way. Being authentic and secure since day one has helped us gain large numbers of users who trust our services and believe in our brand.

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VOICE & STYLE KOREK BRAND GUIDE VERSION 1.0

Personality

A brand personality is a consistent set of human traits assigned to a brand name. It is as emotional as it is visual. Physical attributes, like company colors, logo and slogans are obvious contributors to a brand personality. But below the surface, are key characteristics that make a brand what it is. These characteristics are the core of a brand personality. It is the sum total of your brand's dependent on that human connection you make with your customers.



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VOICE & STYLE KOREK BRAND GUIDE VERSION 1.0

Reliable The brand is responsible for making its services available in all regions and areas of Iraq. Korek makes sure it is there for users whenever and wherever they need it.

Humanistic Korek's highest priority is its users, and always focuses on delivering unforgettable experiences to them.

Local Korek believes that strength lies in embracing difference. The brand celebrates diversity, but also highly embraces and values Iraq's heritage, traditions and culture.

Clear Korek uses a direct and understandable language in its communications. The brand focuses on being clear, humble and less complex.

Bold Korek is a bold brand that is daring, brave, courageous and always ready to take risks. The brand is ready to take bold decisions that are confident and fearless.

Innovative Korek is always fresh and original, through innovatively delivering its services and products in the most advanced and up to date technologies.

Friendly Korek creates a warm, Supportive and welcoming environment by being friendly, Helpful and caring. The brand is always there for users.

Resilient/Hardy The brand stays true to its values and goals. Korek does not stick or decide to users but rather tries to give a real and honest picture of the brand to its users.

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VOICE & STYLE KOREK BRAND GUIDE VERSION 1.0

Brand Voice Chart

Voice Characteristic	Description	Do	Don't
Authentic	We stay true to our values and goals. Korek does not lick or decide to users but rather tries to give a real and honest picture of the brand to its users.	- Be honest and direct. - Take responsibility for mistakes. - Follow through. - Be authentic.	- Oversell. - Leave conflict unresolved. - Fail to respond.
Friendly	Creating a warm, supportive and welcoming environment by being friendly, helpful and caring. The brand is always there for users.	- Be Supportive and happy for users who love and value human connections. - Share Contents that they tag us in. - Leave encouraging comments. - Be happy and feel free to use emojis.	- Speak like a bot. - Ignore people who ask or want to communicate. - Be negative to users. - Talk about other brands.
Bold	We are daring, brave, courageous and always ready to take risks. We take bold decisions confidently and fearlessly.	- Express Gratitude. - Smile and talk positively. - Talk about your goals and let people be part of it. - Be flirtable and take responsibility.	- Talk about others/ other brands. - Engage in comment fights. - Spread negativity. - Seek attention. - Ask for engagement.
Local	We believe that strength lies in embracing difference. We embrace and value Iraq's heritage, traditions and culture.	- Speak Local Languages and dialects. - Be proud of your identity. - Embrace every community in Iraq and be part of them. - Be supportive of local events / teams. - Be part of them and use "us" or "we".	- Take sides. - Speak in pure linguistic ability. - Use "you" or "They" for any of Iraqi communities. - Create or be part of conflicts.

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VOICE & STYLE KOREK BRAND GUIDE VERSION 1.0

Slogan

Slogans are one of the effective ways to draw attention to a brand. The role of a good slogan is to point towards the benefits of a product or service. Slogans are supposed to highlight the brand image and be memorable. It also gives a precise picture of what the business is about and what it stands for.

Korek's slogan is both memorable and meaningful, it makes users feel important and significant and that they are part of something big and special.

Using the slogan in local dialects for each different area will be a great way to localize the brand and help users feel more connected to it by communicating to them in their own language or dialect. The locality of the brand will become more obvious and leave a mark in user's minds as "The brand of the people".

English	The world is in your Hands.
Kurdish	جیهان لەنێو بەستانتایە.
Sorani	دنیاو ل ناف دەستێن ته. / جیهان د ناف دەستێن دایە.
Badini	دنیا ل بن دەستێن ته. / جیهان د بن دەستێن دایە.
Hawrami	دنیا ل ناو دەستێنی. / جیهان لە ناو دەستێنە.
Kharaojiri	جیهان بە دەو دەستان. / جیهان لە ناخی دەستان.
Arabic	العالم بين يديك.
Baghdadi	العالم بين يديك.
Mukbeel	العالم بين أيديك.
Turkmani	Dünýä seniñ elińde.
Assyrian & Kildani	ܥܠܡܐ ܒܝܕ ܐܝܕܟ ܐܢܬ. (Kola dunge beida enta)

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KOREK BRAND GUIDE VERSION 1.0 UPDATED SEPT 2020

04

Brand Logo

Logo, Heart of the Brand

Welcome to the team learn more about us.

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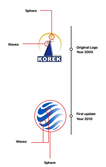
BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Symbol Meaning



Korek's logo has passed a few stages before arriving at the current one, they share similar concepts, which is "Korek connects your world together".

The main element that is kept in all 3 stages is the sphere which is a reference to earth, as well as the waves that can be seen in all three versions and they represent connection.

In the second version and the current version four of the waves are similar to check marks and represent quality, affordability, speed, and security.



Current update Year 2020

Korek is the center of your universe and helps create a smaller world for you. It goes back to the slogan, the world is in your hands.

KL001

016

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Primary Lockups

Korek Telecom logo has two primary lockups, KL404 is for vertical use and KL405 is for horizontal usage. As along as there is enough space, is it recommended to use these two lockups in most cases.



KL404 Korek Telecom primary Vertical lockup

KL405 Korek Telecom primary Horizontal lockup

017

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Kurdish & Arabic Primary Lockups



KL410 Kurdish primary Vertical lockup

KL411 Kurdish primary Horizontal lockup

KL412 Arabic primary Horizontal lockup

KL413 Arabic primary Vertical lockup

018

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Lockup Construction

X-HEIGHT

All lockups were created using the X MODULE and its multiplications. In KL404 the width of the wordmark is 10 X-MODULE and the height is 4x the module size, and the width of the wordmark in KL405 is 8x the module size and in KL406 the height of the wordmark was taken into account and it is the same size as the module X, all versions of the lockup must have a clear space around that is the same size as X - MODULE.

X-MODULE in a square shape, the size is always calculated by dividing the width of the symbol by 2.



KL404 Korek Telecom primary Vertical lockup



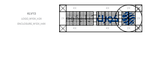
KL405 Korek Telecom primary Horizontal lockup

019

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0



KL410 Kurdish primary Vertical lockup



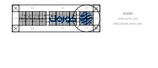
KL411 Kurdish primary Horizontal lockup

020

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0



KL412 Arabic primary Horizontal lockup



KL413 Arabic primary Vertical lockup

021

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Alternative Lockups

KL400 "Alternative lockup 01" is used when there is little space to use KL405 version of the logo, in tight spaces and for website banner.

KL406 is to be used when symmetry is required in a design, keep the usage to minimum.



KL400 Alternative lockup 01



KL406 Alternative lockup 02

022

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0



KL400 Alternative lockup 01



KL406 Alternative lockup 02

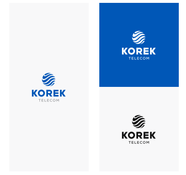
023

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Color Variations

The logo has one main color variation, which is composed of Korek blue for the symbol and the wordmark, and the tetragon text is silver.

You're allowed to change the logo color to white only when the background color is Ocean blue, and only in such case, if the background color is not Ocean blue, the logo must be in its original color. When the logo is to be used, refer to Logo enclose chapter for more info on this.



The white version of the logo is only used on the primary color palette. Check Colors background.

Black version of the logo is only used when other primary color options are not available.

024

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Location Specific Marks

01
Emblem Version

The emblem version of the logo can be used as a stamp, on T-shirt, as pin badge, car shade or as an extra element where the main logo has already been used.



KL431 KOREK TELECOM



KL432 KOREK TELECOM

025

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

02
Dotted Version

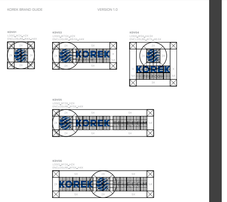
This version is created in the style of the 2010 symbol, with the dots and holes.

Keep the usage to a minimum in official papers, letters or stamp.

Don't use this style on outdoor, billboard designs or social media.



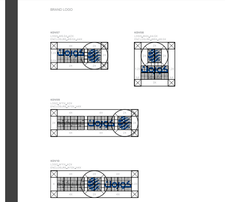
KL001 CORRECT SIZE MODULE



KL002 KL003 KL004 KL005 KL006

026

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0



KL007 KL008 KL009 KL010 KL011

027

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0



KL012 KL013 KL014 KL015 KL016

028

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Logo Size

The numbers indicated here are the minimum allowed sizes for both print and digital use, please make sure the version of the logo you're using is never smaller than these sizes, otherwise you're compromising legibility.



KL400 KL401 KL402 KL403 KL404 KL405 KL406

029

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0



KL150 KL151 KL152 KL153 KL154 KL155 KL156 KL157 KL158 KL159 KL160 KL161 KL162 KL163 KL164 KL165 KL166 KL167 KL168 KL169 KL170 KL171

030

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Responsive logo

Keep in mind that each version of the logo has its own time and place for use, when you need to have your logo in small size don't be afraid to remove some parts for the sake of legibility.



Full size to be used on Billboards and Large spaces.

To be used when there is a small space to work on.

To be used for, b on, as an App icon and in very tiny spaces.

031

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Whitespace ✳ Portfolio



Full size to be used on Billboards and Large spaces.

To be used when there is a small space to work on.

To be used for, b on, as an App icon and in very tiny spaces.

032

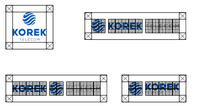
BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Clear Space

X-Module

All versions of the logo have a clear space around them which is the same value as X-MODULE, this is the minimum required space from any other element in your designs.

X-MODULE is a square shape, the size is always calculated by dividing the width of the symbol by 2.



KL001 CORRECT SIZE MODULE

033

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Logo Placement

On The Web

For the desktop version of the website KL155 Version of the logo should be used and for phone screen, the logo should be either on the left side of the screen or centered without the telecom part.

Favicon KIC01 & KIC02

Favicon is 32px x 32px icon that is displayed in the browser's address bar. The Favicon is in all versions shown above, the one with a white circle looks better on dark UI.

App Icon KIC03, KIC04 & KIC05

Used for application icons, use either blue symbol on white or white symbol on blue.

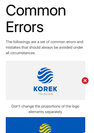


034

BRAND LOGO KOREK BRAND GUIDE VERSION 1.0

Common Errors

The followings are a set of common errors and mistakes that should always be avoided under all circumstances.



Don't change the proportions of the logo elements separately.

Don't distort the logo.

Don't apply special effects to the logo.

Don't use colored background with the logo.

Don't alter the logo lockup.

Don't apply stroke to the logo.

Don't place the logo on complicated backgrounds.

035

KOREK BRAND GUIDE VERSION 1.0 UPDATED SEPT 2020

05

Brand Colors

Color is very important in branding and marketing because it is where first impressions of customers are based.

Also, color is the secret in producing a good identity for a company.

Colors are more than just a visual aid because they convey emotions, feelings and experiences.

PAGE 36
Primary Color
PAGE 37
Secondary Color
PAGE 38
Supporting Colors
PAGE 39
Using White & Black
PAGE 40
Approved Pairings

036

BRAND COLORS KOREK BRAND GUIDE VERSION 1.0

Primary Color Palette

Blue has been the color that defines Korek from the start, its usage should dominate the rest of the color palettes. Use it as background color, on billboards, social media posts or any other format, it is easily recognizable, arouses attention and easy to spot.

Use it as background color, in billboards, social media posts or any other format, it is easily recognizable, and easy to spot, and attracts attention.



OCEAN BLUE

HEX: 0C5DAF RB
HEX: 0D5DAF
CMYK: 100 58 0 0

Blue
is For Trust & Security

SAY HELLO WHITESPACE.KRD

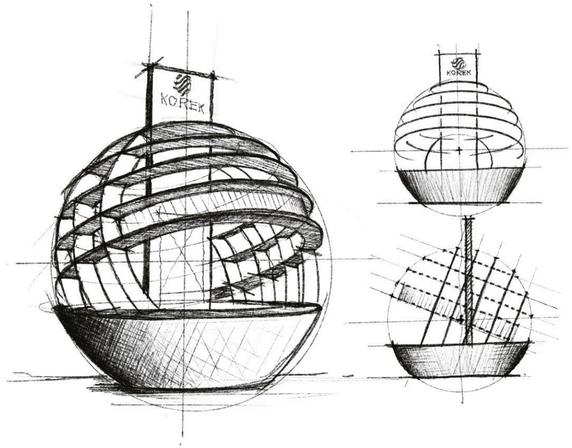

POPPED OUT FIGURE
KWD
KPL
TEXT
KCA
KWB
PHOTOGRAPHY
KCC
TEXT, KCA
KLV, KCO
SAME CENTER POINT
korektel.com
411
KOREK
TELECOM
20 Years
Sharing Love.
ئینتەرنێتی بێسنوور
لە (کورەك) ەوە
بۆ بەشداریکردن *250#
العالم
بين يديك.
ExtraG
Internet
SUBSCRIBE
*250#

KPOS AIRPORT

The round shape of this kiosk design composition, which is both distinctive and offers Korek identity, was inspired by the Korek logo. Utilizing horizontal planes for lighting and creating a sense of motion and fluidity. The Korek logo has vertical plans that serve as a landmark and make it simple to locate it inside the commercial zones.

Since this idea is based on a skeleton system and there aren't many solid surfaces, we use KOKO as a supplementary way finder for the Korek kiosk. Products and things used to present products and commodities from sub-dealers were covered by a hemispherical glass dome.

Putting the emblem of the sub-dealers in one of the horizontal stripes. The front desk is so simple that keeps a concrete base by for the kiosk.





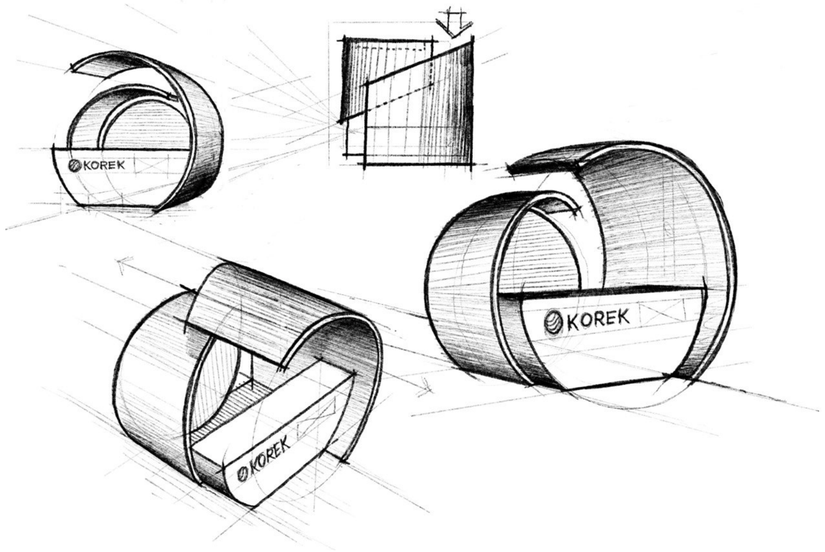



KOREK
DELTA
COMMUNICATIONS

KOREK POS KIOSKS

This idea was influenced by the Korek slogan, **“The world is in your hands”**, which make the composition of the elements embracing cylinder shape that representing globe and this globe shape goes to Korek logo at the exterior and TV screen at the interior. Using the primary color theme of Korek Ocean blue and season yellow, contrast color scheme is used to embrace the two aspects. The curved surfaces were used to welcome customers to KOKO from both sides of the kiosk.

The kiosk is emphasized by the border, which contains linear LED stripes that follow the curves. To make it straightforward and quick to find out, the Korek brand sign was raised from the kiosk. Simple front desk used to display merchandise from sub dealers and place their logos. All of the geometry was created using simple construction techniques and mathematical equations.











cheezle FAST FOOD

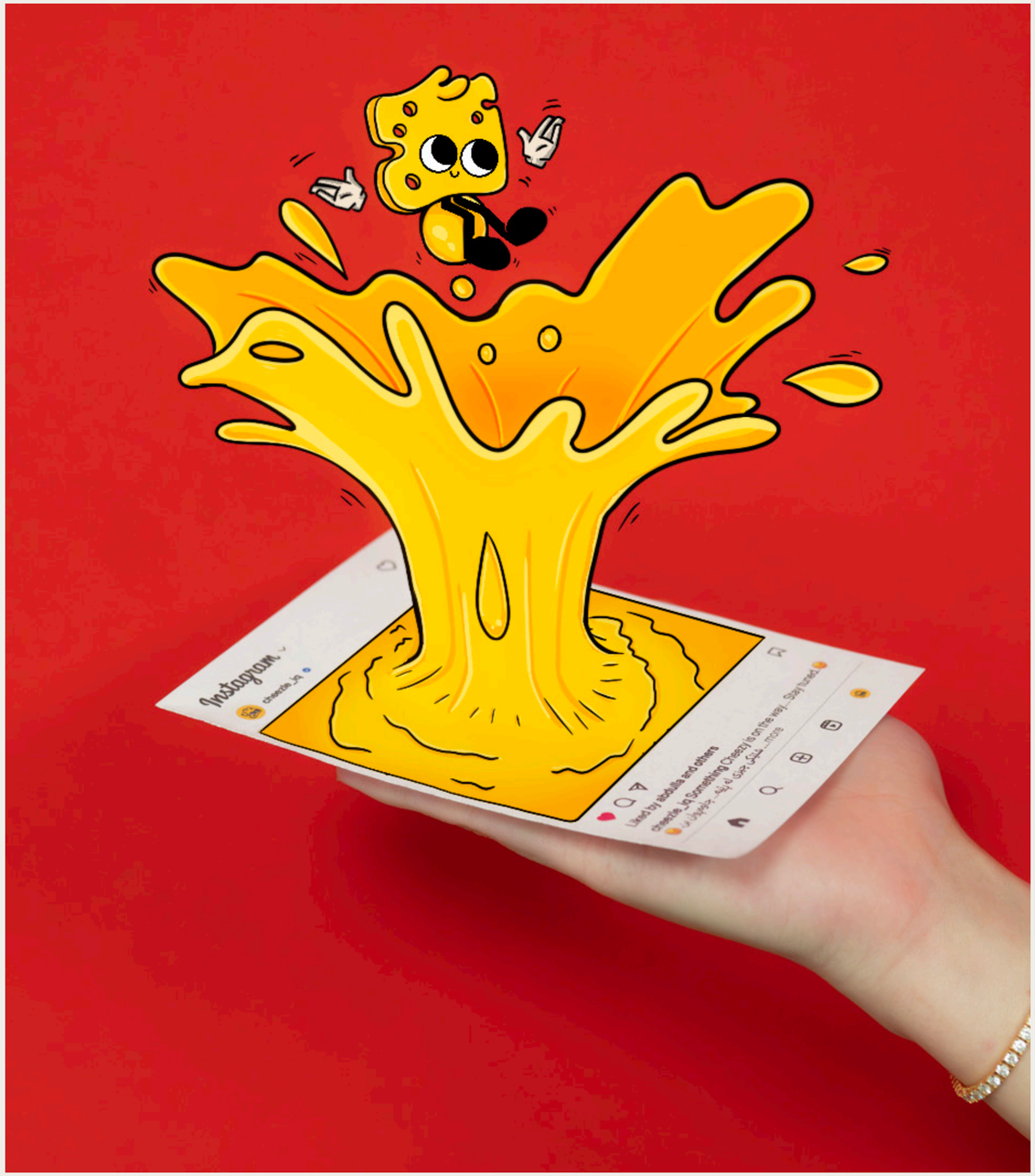
Cheezle is a vibrant brand aimed at a younger generation, focused on bringing families together while offering delicious food options. Whitespace has been a key part of Cheezle's journey from day one, starting with naming and evolving into the creation of a fully modern brand experience. We seamlessly integrated the verbal identity across character design, visual identity, packaging, merchandise, brand manuals, and exterior design, ensuring a cohesive and contemporary feel throughout every touchpoint.

✳ Project Deliverables: Design

NAMING | LOGO DESIGN | BRAND STRATEGY | MERCHANDISE DESIGN | BRAND MANUAL | CHARACTER DESIGN | VERBAL & VISUAL IDENTITY | DIGITAL MEDIA DESIGN

✳ Project Deliverables: Architecture

EXTERIOR DESIGN | CONCEPT DEVELOPMENT | VISUALIZATION

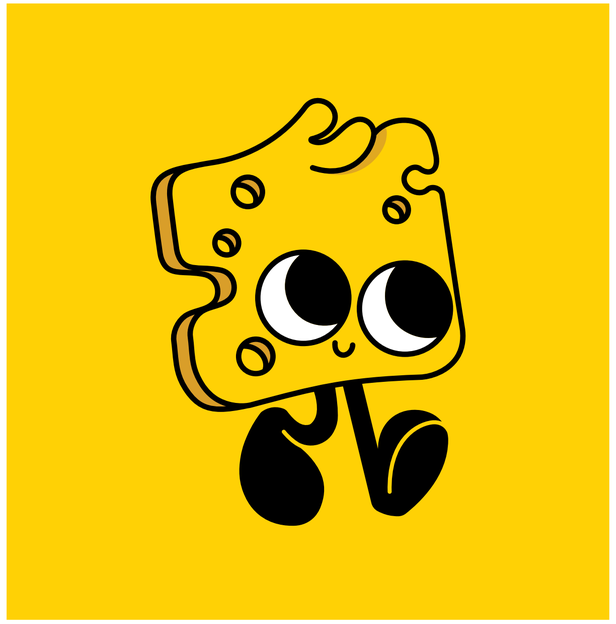



cheezle
SO CHEEZY
cheezle


cheezle
cheezle
cheezle
Beef Burger
Pizza
Chicken Burger
Shawarma
Chicken Crispy Meals
Sandwich
Kids Meal
cheezle


چیـــزلّ
cheezle

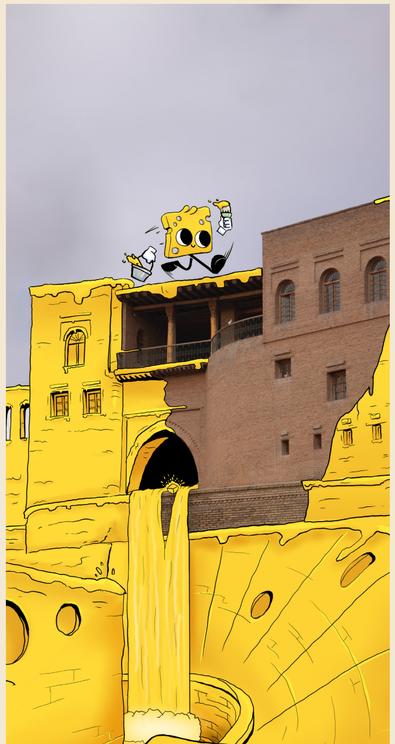





20
23
cheezle
SO CHEEZY
cheezle



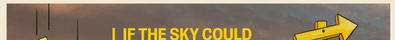







پۆڤ:
کاتێک حەفتەیەکە نەچویت بۆ چیزل.


ڕۆژی ئاڵاتان پیرۆز
٢٧ی سەرماوەرز


I IF THE SKY COULD


چیزل
cheezle


Reminder
IT IS ABOUT TO GET CHEEZY
OK
cheezle


WHAT WOULD YOU WISH FOR?



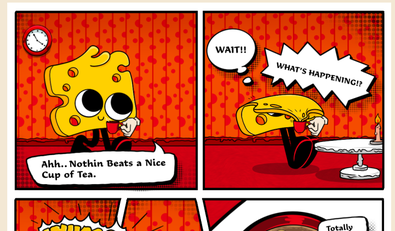





The Opening Day Is...
Get Ready!


?
cheezle




WAIT!!
WHAT'S HAPPENING!!
Ahh.. Nothin Beats a Nice Cup of Tea.
Totally



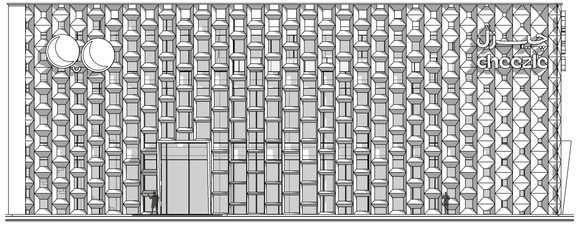



GET A
BURGER
FOR FREE
cheezle
SO CHEEZY


cheezle
SO CHEEZY
20 23
cheezle
SO CHEEZY
cheezle
جبزل
cheezle
cheezle



To address the practical challenges posed by the building's orientation, particularly its southern exposure, we introduced movable shading screens. These screens serve a dual purpose: mitigating the harsh effects of direct sunlight and glare, while also enhancing the flexibility of the interior spaces. By incorporating such dynamic elements into the design, we not only improve the building's functionality but also reinforce its architectural statement, creating a facade that is both visually striking and functionally responsive.







NISHTMAN
STRATEGY
INSTITUTE

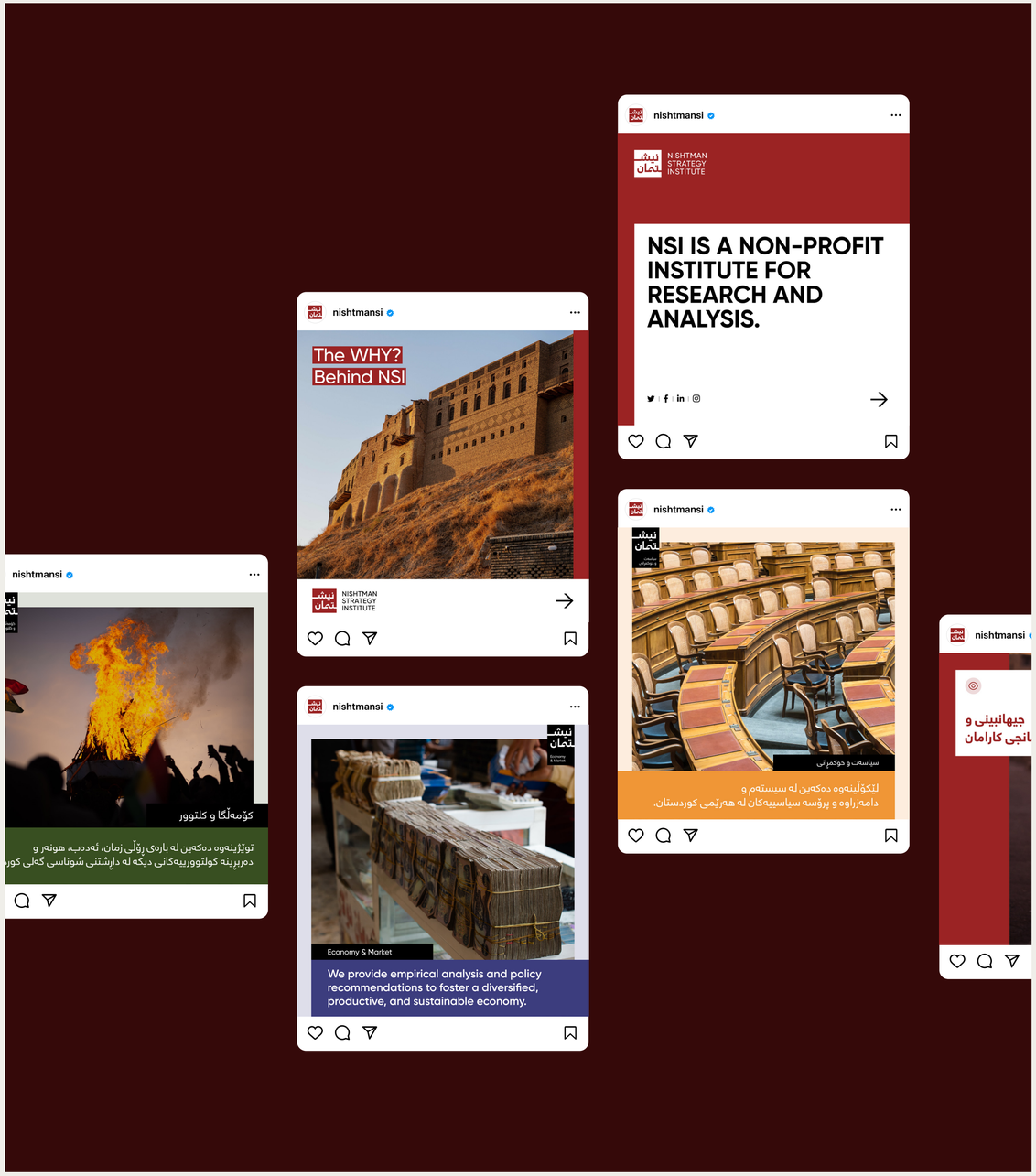
NSI (Nishtman Strategy Institute) is a non-profit research and analysis institute dedicated to providing policymakers, decision-makers, and the general public in the Kurdistan Region of Iraq with informed analysis and expert advice on the region's most pressing issues.

This project aimed to create a credible, localized brand that strengthens Kurdish identity and promotes language and culture through engaging content for young people.

Through a deep understanding of our client's needs, we created one of the region's most memorable and impactful localized brands that maintains a strong Kurdish identity with a modern look and feel.

✳ Project Deliverables

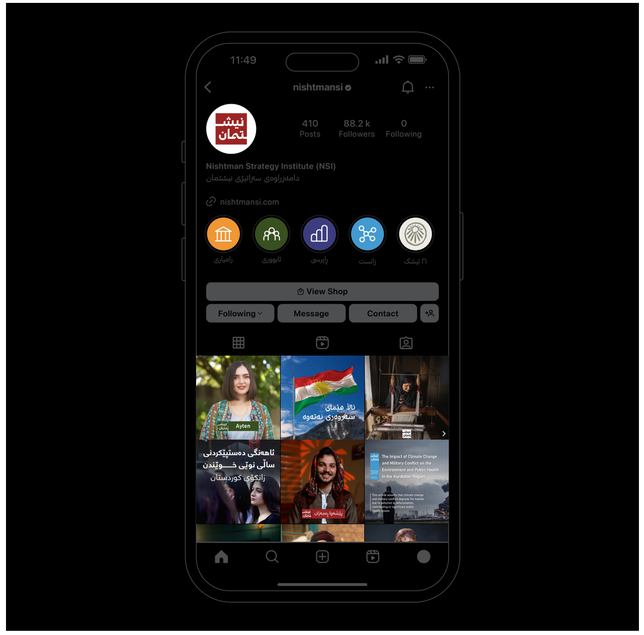
LOGO DESIGN
BRAND LOCALIZATION
VISUAL IDENTITY
PROMOTIONAL AD CAMPAIGNS
SOCIAL MEDIA MANAGEMENT




نیشتمان


NISHTMAN
STRATEGY
INSTITUTE
نیشتمان


NISHTMAN
STRATEGY
INSTITUTE
نیشتمان


11:49
nishtmansi
410
Posts
88.2 k
Followers
0
Following
Nishtman Strategy Institute (NSI)
nishtmansi.com
View Shop
Following
Message
Contact


Results & Graphs
The Five Aspects on Marriage
NISHTMAN
STRATEGY
INSTITUTE
Obstacles to Marriage in Kurdistan Survey


nishtmansi 6h
سـینا رێکانی


nishtmansi 6h
کاوان


nishtmansi 6h
سروشت


nishtmansi 6h
سەفین موحەمەد

DUNE

We built the brand from A (branding) to Z (Architecture). Creating the visuals based on the client's vision and needs, allowing the brand to portray a unique identity that resonates with coffee lovers. The brand has an elegant and sophisticated aesthetic, the interior design complements the branding, creating a complete customer experience that makes your audience feel deeply connected to your brand.

✳ Project Deliverables: Design

LOGO CONCEPT | BRAND STORY | STATIONERY | PACKAGING | LOGO DESIGN

✳ Project Deliverables: Architecture

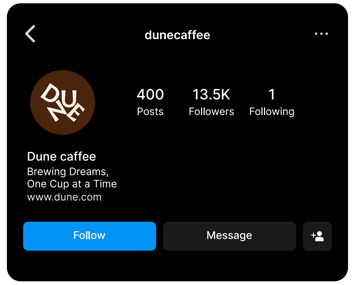
CONCEPT DEVELOPMENT | VISUALIZATION | FURNITURE DESIGN | INTERIOR & EXTERIOR DESIGN | PROJECT SUPERVISION




DUNE


DUNE


DUNE

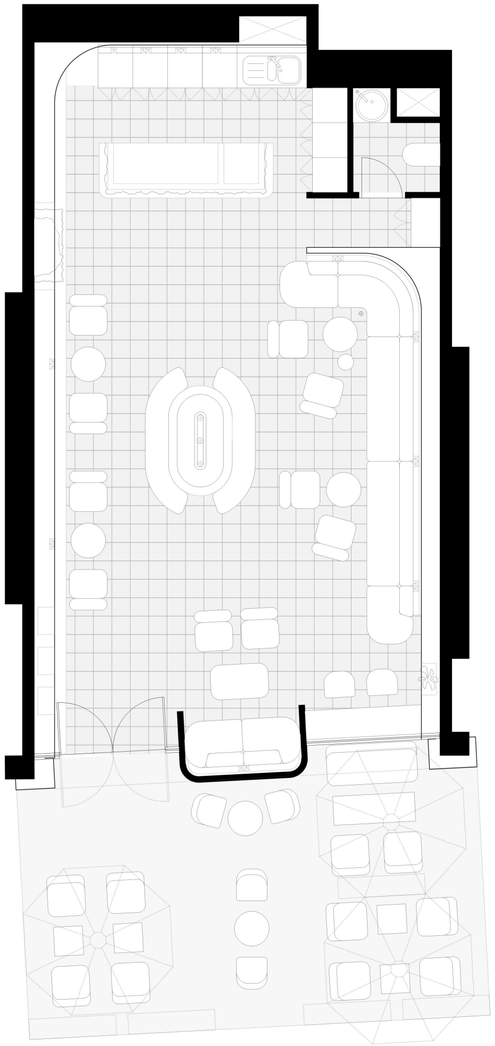

dunecaffee
400
Posts
13.5K
Followers
1
Following
Dune caffee
Brewing Dreams,
One Cup at a Time
www.dune.com
Follow
Message


FEEL THE WARMTH
OF THE DESERT
DUNE
DUNE
دون
+964 750 123 4567
Iraq - Erbil - Diamond
@DUNECAFFEE


DUNE


DUNE
دون


FROM SOIL,
TO SIP TO SOUL
CRAFTING COFFEE
PERFECTION, JUST
FOR YOU
DUNE
COFFEE
NEVER SAY
NO!!!
DUNE
DUNE




DUNE
WHITE
BLACK

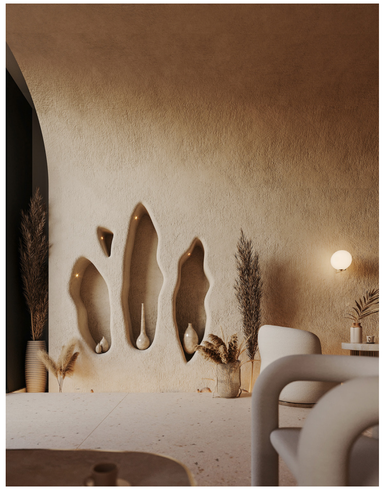


The stone front desk, crafted from natural desert rocks. The rough and weathered texture of the stones gives a sense of authenticity, reflecting the rugged beauty of the desert environment. The concept of mini caves in rocky mountains inspires the small holes carved into the walls, which serve as shelves. These shelves not only add functionality to the space but also evoke the sense of exploring hidden gems in the desert landscape. In the center of the café stands a remarkable dried tree, its twisted branches symbolizing the endurance and resilience of life in the desert. Serving as a focal point, this unique element adds an organic and captivating touch to the interior.









To maintain a cohesive desert theme, the café's furnishings and materials are carefully chosen to be nature-inspired. The use of reclaimed wood, rattan, and other organic textures infuses the space with a sense of warmth and earthiness. Dried plants and desert flora are thoughtfully placed throughout the café, bringing a touch of greenery and further connecting visitors to the desert's natural beauty.

The lighting design plays a crucial role in enhancing the desert experience. During the day, natural light streams in through strategically placed dried plants, creating mesmerizing patterns on the walls and floors, reminiscent of shifting desert dunes. At night, the café transforms into a magical space, with lights designed to resemble desert stars, immersing visitors in a dreamy and enchanting atmosphere.



FIKA HOUSE

Fika House is a modern café built around the culture of pause, reflection, and community, designed to bring together coffee enthusiasts in a space that feels both intentional and inspiring in one universal brand language that matched the café's philosophy.
We developed a minimalist yet warm visual identity that extended naturally into the clean, industrial-inspired interior and a refined packaging system. The collaboration between our brand identity team and architectural partners resulted in a cohesive, well-balanced experience, where every touchpoint, from the logo to the coffee cup, reflected the same visual clarity and design ethos.

✳ Project Deliverables: Design

BRANDING | VISUAL IDENTITY | PACKAGING | DIGITAL MEDIA DESIGN | CAFE VISUALS

✳ Project Deliverables: Architecture

CONCEPT DEVELOPMENT | VISUALIZATION | IMPLEMENTATION | INTERIOR & EXTERIOR DESIGN | PROJECT SUPERVISION | FURNITURE DESIGN




FIKA HOUSE
SIMPLE PLEASURES
FIKA HOUSE
فیکه هاوس


فیکه هاوس


SIP SLOWLY
ENJOY DEEPER
FIKA HOUSE


FIKA HOUSE
FIKA HOUSE


FIKA HOUSE
YOUR COFFEE HOUSE
FIKA
HOUSE


فیکه هاوس


FIKA HOUSE
EVERY CUP
TELLS A STORY
FIKA HOUSE


فیکه
هاوس
FIKA HOUSE


LOYALTY CARD
FIKA HOUSE
Enjoy a Free 6th
Service—Our Treat!


FIKA HOUSE
FIKA – HOUSE
PAPER WRAP


FIKA HOUSE


Fika
HOUSE
Fika
HOUSE
Fika
HOUSE
WHITE
PICCOLO
CORTADO
CAPPUCCINO
LATTE
BLACK
ESSPRESSO
AMERICANO
HOT/COLD
SIGNATURE


WHITE
PICCOLO
CORTADO
CAPPUCCINO
LATTE




Fika
HOUSE
Fika
HOUSE
Fika
HOUSE
WHITE
PICCOLO
CORTADO
CAPPUCCINO
LATTE
BLACK
ESSPRESSO
AMERICANO
HOT/COLD
SIGNATURE



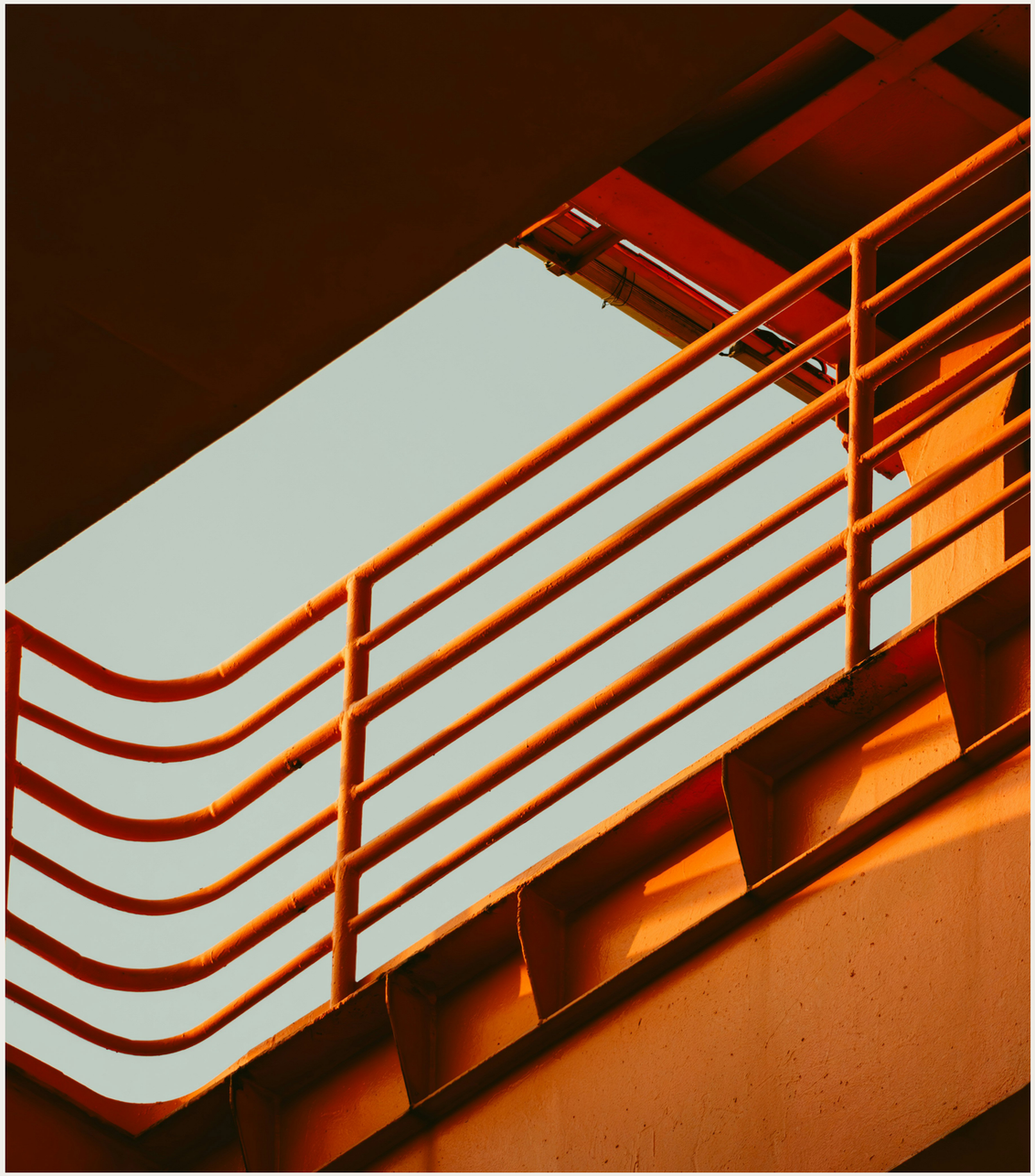
torNET

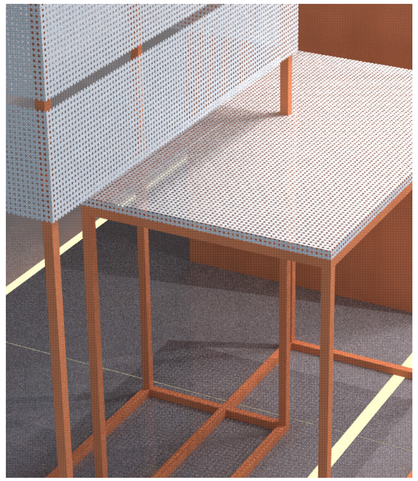
TorNet is a telecommunications aggregator with services spanning across Iraq. During our collaboration, we were tasked with creating a custom exhibition booth that reflected the brand's forward-thinking identity and technical expertise.

We designed a structure that blended modernity with subtle futurism. Capturing attention through a playful yet professional aesthetic. From concept to execution, we handled the full manufacturing and on-site assembly for Iraq's largest tech event. The result was a standout installation that not only embodied TorNet's brand values but also showcased a high standard of craftsmanship and engineering in both its design and finishing.

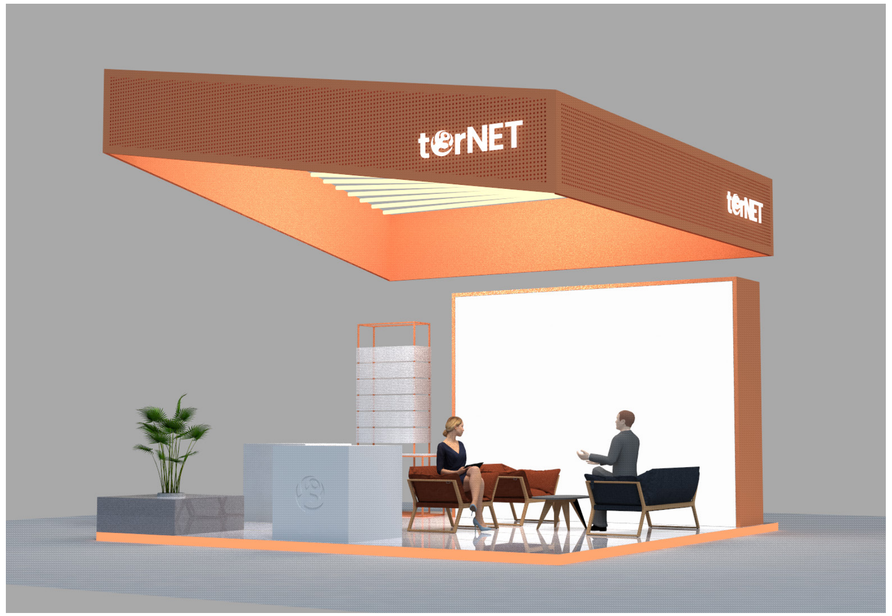
✳ Project Deliverables

BOOTH DESIGN
VISUALIZATION
MANUFACTURING & INSTALLATION
INSTALLATION
CONCEPT DEVELOPMENT
PROJECT SUPERVISION








terNET
terNET


terNET
terNET
INTERNATIONAL GW
IT CONSULTANCY
SOFTWARE SOLUTIONS
VAS & VOIP
SMS MARKETING
DIGITAL ANALYTICS
TORNET SERVICES
OVANYA

Shiknz

Shiknz has quickly positioned itself as a standout player in the regional fast-food scene, launching seven branches in less than three years. With a bold personality and a menu crafted for younger audiences, the brand has built a loyal and fast-growing community.

Whitespace played a key role in this momentum by bringing together our brand and architecture teams to shape the physical identity of the restaurant. We translated the energetic visual identity into a spatial experience, designing interiors that not only reflect the brand's tone but also foster connection and loyalty. From layout to materials, every element was crafted to resonate with Shiknz's core audience and elevate the fast-food experience into something trend-forward and memorable.

✳ Project Deliverables

CONCEPT DEVELOPMENT
VISUALIZATION
INTERIOR & EXTERIOR DESIGN
PROJECT SUPERVISION
FURNITURE DESIGN










NASHVILLE


Shilanz

HD BOX

HDBox is a kurdish streaming platform quickly becoming the preferred choice across Kurdistan, with users steadily shifting from global competitors to embrace a product that feels locally grounded yet globally refined.

Our collaboration with HDBox began with a complete reimagination of the brand, from branding to physical product design and digital interfaces. We developed a new visual identity that brought clarity, simplicity, and relevance to the evolving streaming landscape. Our industrial design team crafted a sleek, minimalist device and controller that not only looked refined but also elevated the physical experience of using the product.

In parallel, we redefined the digital user experience, ensuring the UI felt intuitive, responsive, and aligned with the brand's personality. This dual focus on branding, product, and interface, helped position HDBox as an emerging leader in both image and functionality.

✳ Project Deliverables

BRANDING | VISUAL LANGUAGE | DIGITAL MEDIA COLLATERALS | DIGITAL PRODUCT DESIGN | PHYSICAL PRODUCT DESIGN | PACKAGING

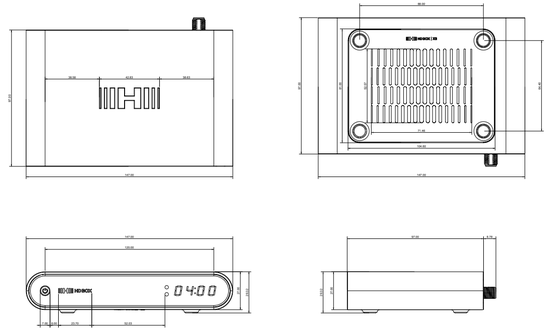



Scramble
0001 Rudaw $ H.265
0002 K24 TV $ H.265
0003 NRT $ H.265
0004 Kurdsat News $ H.265
0005 Payam $ HD
0006 Spyam $ H.265
0007 Speda $ H.265
0008 Kurdistan TV $ H.265
0009 Gali Kurdistan $ H.265
0010 Some new channel $ H.265
Q 20%
S 06%
HDBOX Hawler Tower3 11750 | H | 31000
TP Type Edit Find F1 Sort
HDBOX
10:00 pm | July 14th
Online TV
YouTube
Settings
NETFLIX
foreverTV
Live TV
MOVIES
All Apps
OK Open EXIT Back
YouTube
NETFLIX
dlna
XTREAM
netlink
Navigate Pages









SAY HELLO WHITESPACE.KRD

SMILE ZONE
DENTAL CLINICS

The clinic specialized to provide dental treatments at the highest quality using the best materials and instruments using all modern technologies and devices. The vision is to use all dental knowledge to help the patient with the best treat.

More Details https://smile-zone-clinics.business.site

✳ Project Deliverables

CONCEPT DEVELOPMENT | VISUALIZATION | FURNITURE DESIGN | INTERIOR & EXTERIOR DESIGN | PROJECT SUPERVISION








Patent Restroom
Staff Restroom
X-Ray
Prayer
Lounge
Reception
Sterlization
Lifts
Meeting
Changing
Studio
Patient Corridor
Clinic 01
Clinic 02
Clinic 03
Clinic 04
Clinic 05


Majidi Mall


SMILE ZONE Dental Clinics




04
03
02
01
SMILE ZONE
Dental Clinics

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