



شادن

SHADEN RESORT

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Shaden is a local Saudi hospitality company, operate resorts in many locations in Saudi Arabia, offering 5 stars resort camping experience to families. Shaden decided to evolve their brand image, by developing a new full identity to touch hearts and minds of Saudi consumer.



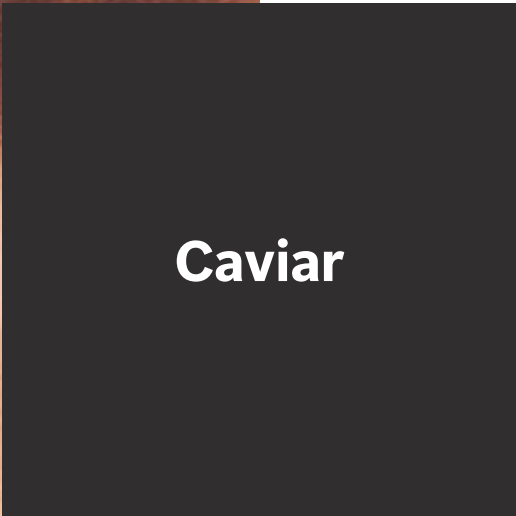




In this direction, we chose to use abstract Arabic calligraphy as the main pattern; showing the authenticity of the brand and reflecting the core identity of the Arabic culture in a modern and trendy way.





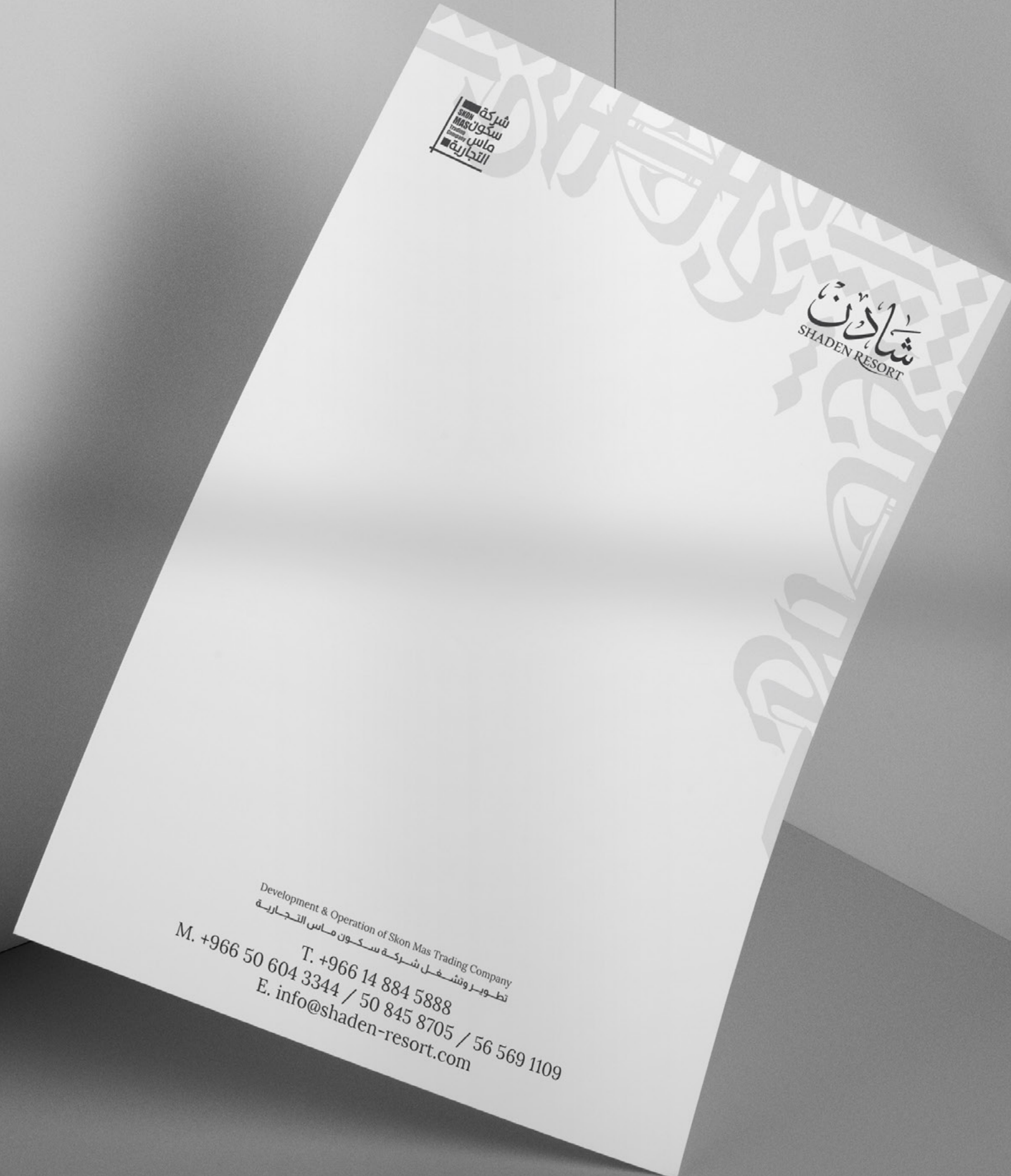


Desert is the main inspiration for the color palette here; as a huge part of Saudi Arabia is located in the desert, using 3 different shades from the dark Caviar color all the way to the Melon Beige having the Caribbean Coral in between.











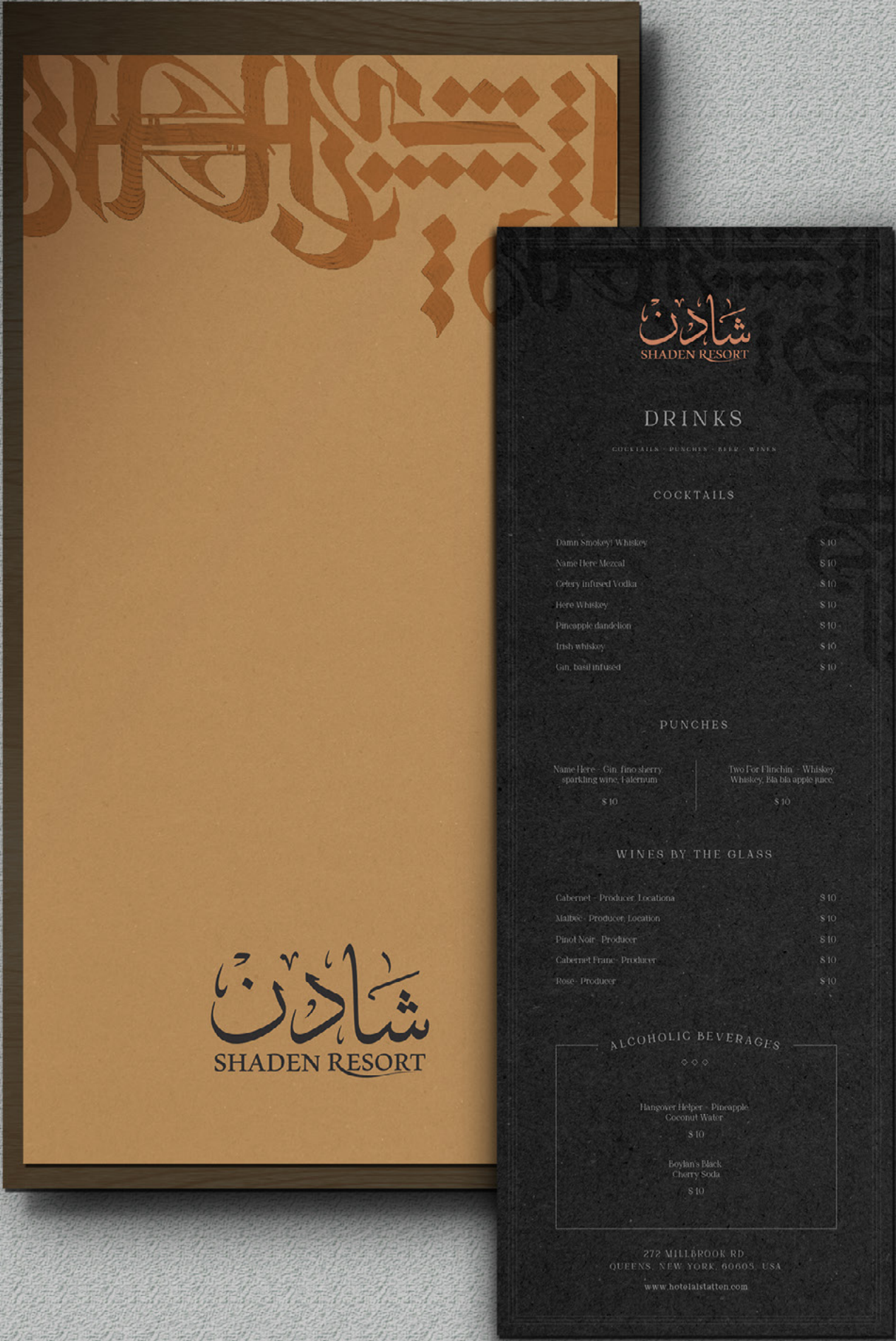
130
ROOMS

HIGH QUALITY
FURNISHED

Hotels proliferated throughout Western Europe and North America in the early 19th century

ADVENTURE
AWAITS





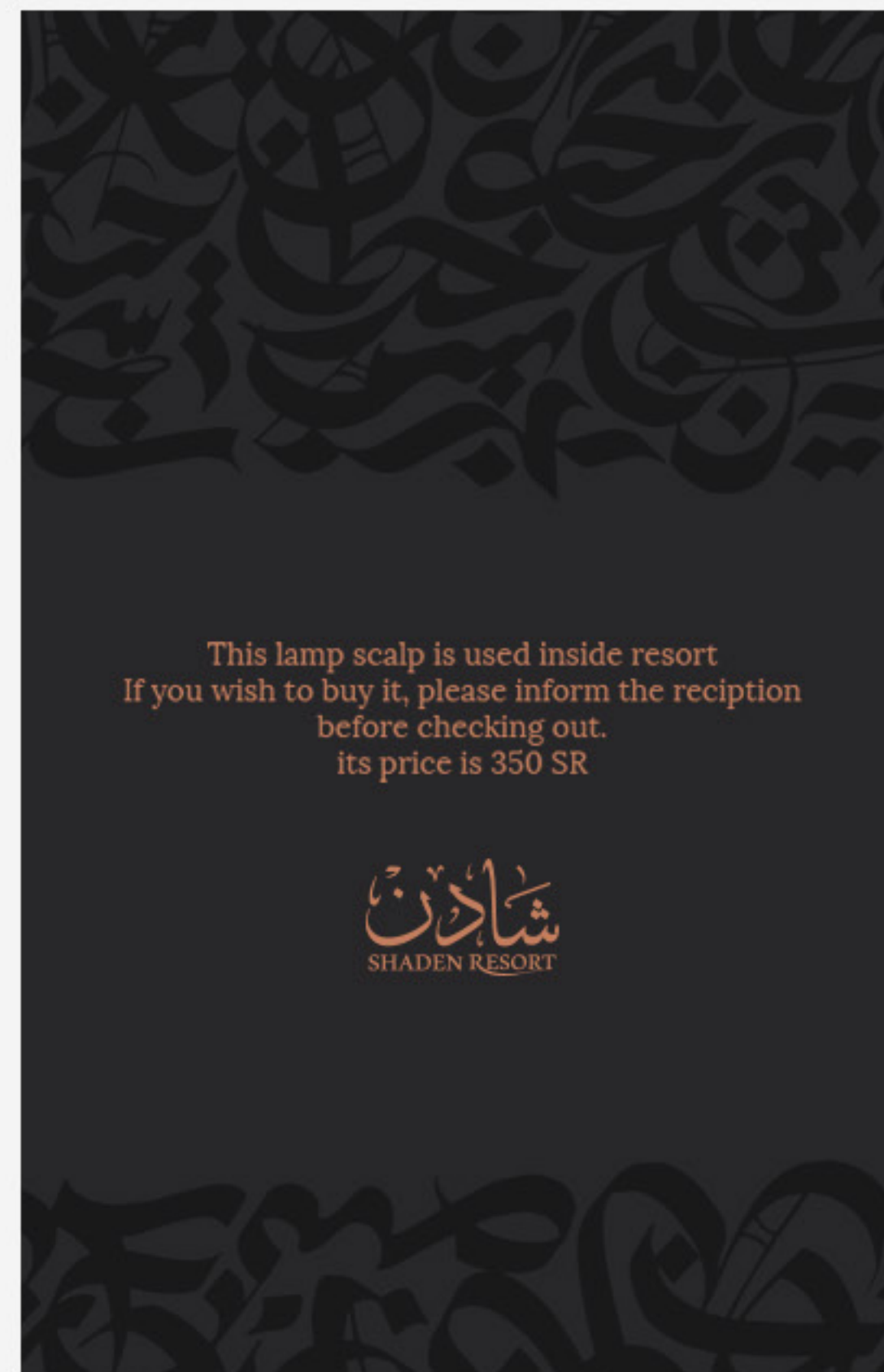
































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Shaden - Visual Identity Presentation

















