

Section 3

3.4 Pattern

3.4.1 Pattern Design

The Levantine brand pattern is a bespoke and uniquely created brand application, which is to be used to full effect across both two and three dimensional deliverables.

The pattern itself is modest and contemporary, whilst offering nods to existing traditional and geometric Arabic patterns.

The pattern offers various amounts of applications, but must only ever be used in the six scale variations across its three dimensional implementation. These are shown on the successive pages.

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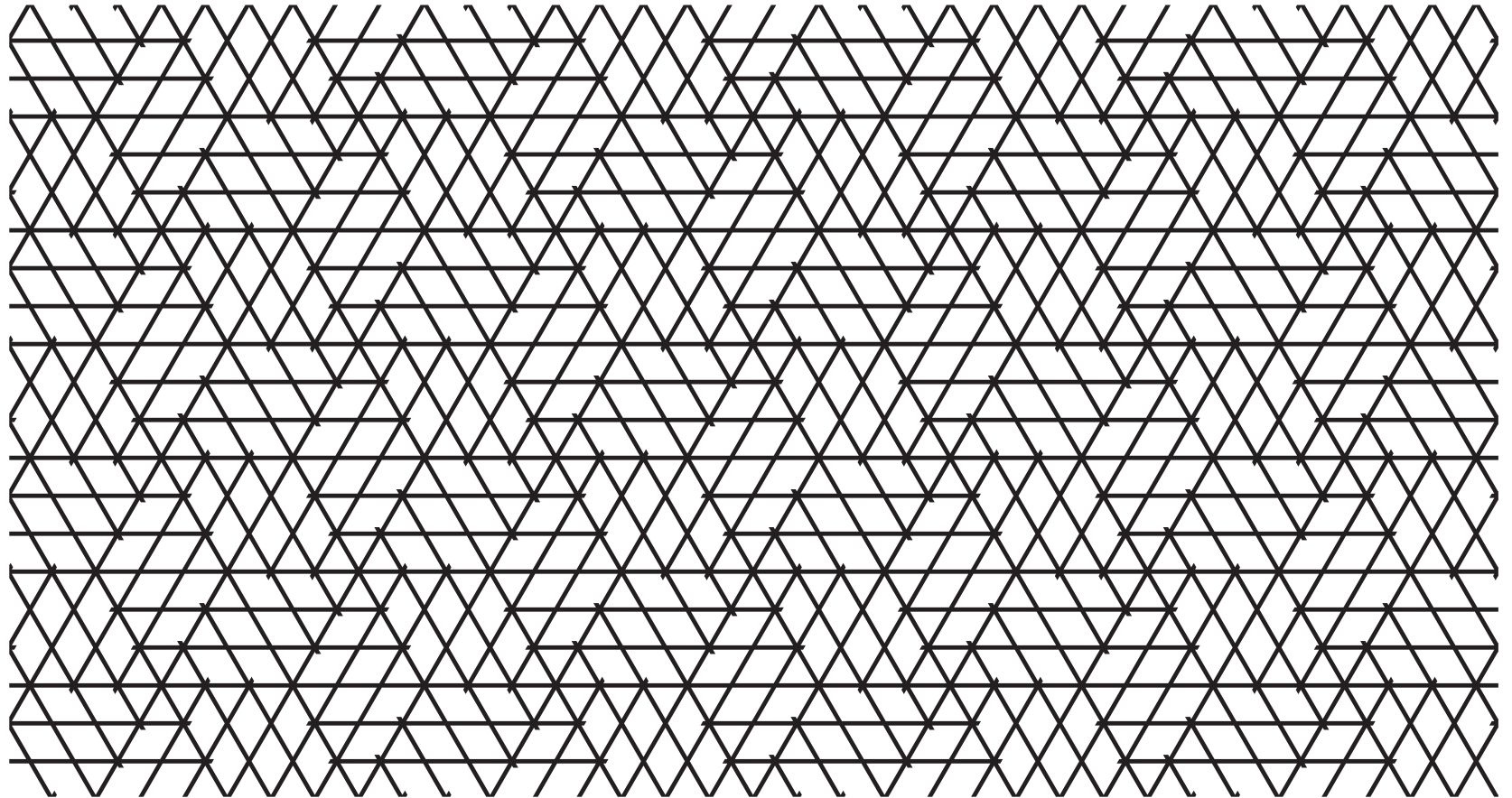
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3.4.2 Pattern Artwork

The two dimensional application of the brand for the corporate stationery will be supplied as complete artwork files and must never modified.

The three dimensional application is shown on the individual detail drawings in Section 5 of the manual. The pattern artworks will be supplied as individual files for each separate application, which are already cropped to the required heights. The widths will then be provided to allow for the maximum scenarios and the required site specific crop can then be taken.

3.4.2 Pattern Artwork



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3.4.3 Pattern Implementation (2D)

The two pattern variations which are used for the two dimensional side of the brand, create the artwork for the reverse of the stationery items. Only the supplied files may be used and never modified or recreated. See Section 3.5.1 for further directional usage and print specifications.

3.4.3 Pattern Implementation (2D)



LETTERHEAD



COMPLIMENT SLIP

