damagule

Brand Development Guide

Index

damagule
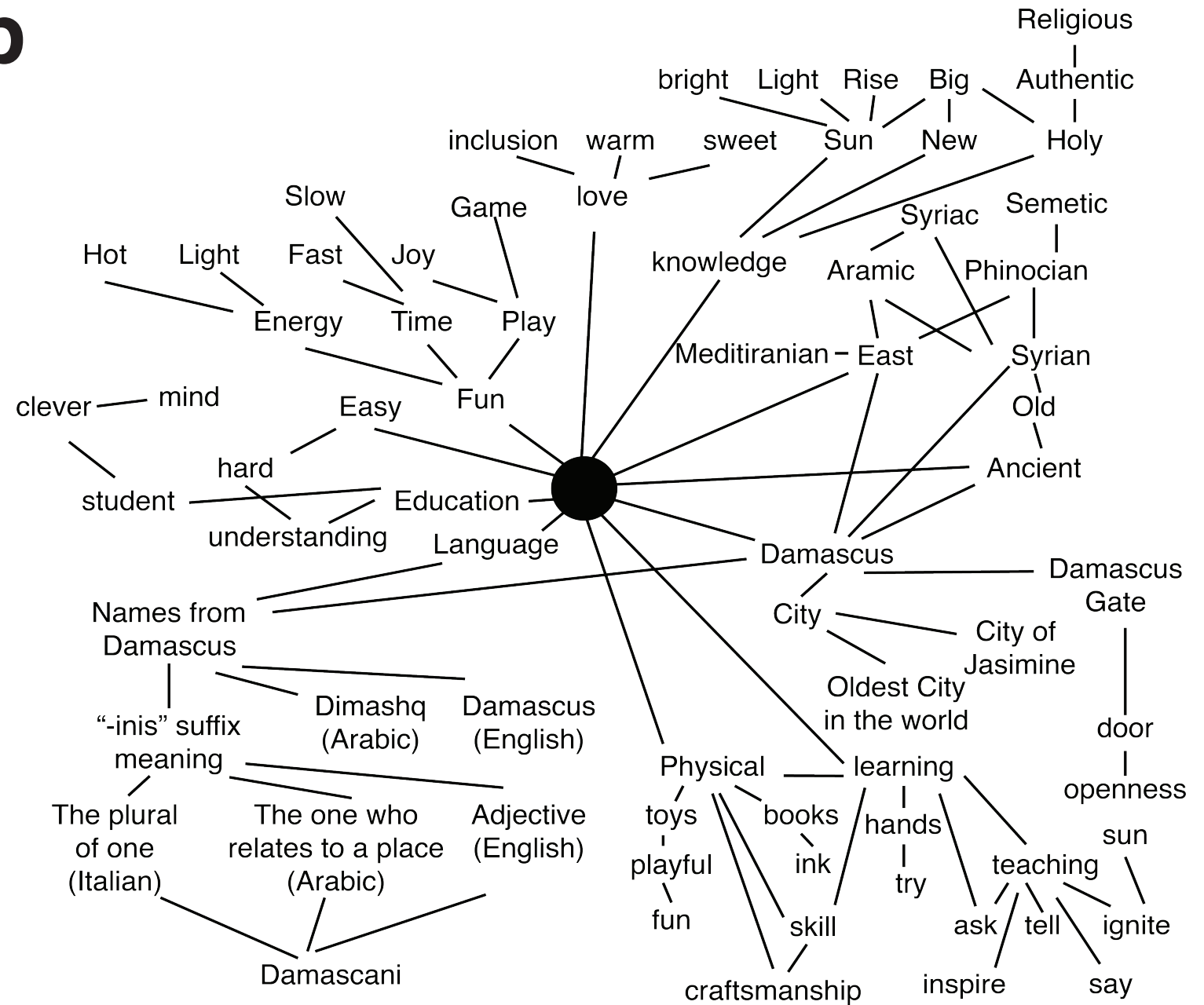
is a fun, intriguing, educational startup from Damascus, focused on delivering fun learning experiences for younger children.

History

damagule is a craftsmanship, education startup selling physical and software products. It originally started from Damascus, Syria. The brand enforces this heritage via it's name (Dama, from Damascus) while staying true fun, educating and value-driven company. After all what happened in Syria during the last decade, this startup is built behind avision of joy, fun and education. Being a proud Syrian, from Damascus, the oldest city in the world, I love that this startup relates to Damascus, providing value to Syrian children and the world. Whether it's a software product to help a child learn, or a toy to make him or her smile, the vision for damagule is delivering fun and creative tools to every child in the world, starting with Syrian children.

Mind Map

Religious
bright Light Rise Big Authentic
Sun New Holy
inclusion warm sweet
love
Syriac Semetic
Slow Game
Hot Light Fast Joy knowledge Aramic Phinocian
Energy Time Play Meditiranian — East Syrian
clever — mind Fun Old
Easy Ancient
hard
student Education Damascus Damascus Gate
understanding Language City City of Jasimine
Names from Oldest City in the world door
Damascus Physical — learning openness
"-inis" suffix Dimashq Damascus toys books hands sun
meaning (Arabic) (English) playful ink try teaching
The plural The one who Adjective fun skill ask tell ignite
of one relates to a place (English) craftsmanship inspire say
(Italian) (Arabic)
Damascani

Philosophy

1. Fun
2. Creative
3. Educating

Naming

1. *damagule (chosen)*
has weird fun tone, memorable, typographically intriguing, appeals to children, sounds fun in Arabic and English, relates to Damascus (Dama)

2. *Damascani*
Means: the one from Damascus (in Arabic and Italian), long, relates to Damascus (Dama)

3. *Ka Ce: (K)ids (C)apital*
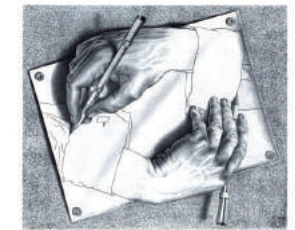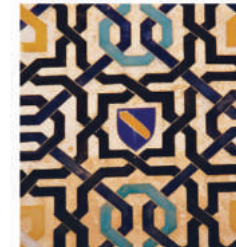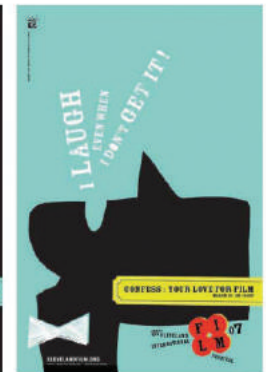Very serious, appeal to parents, not much for children, no fun part, two-worded
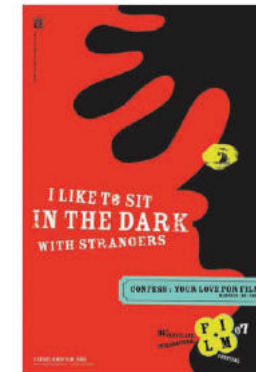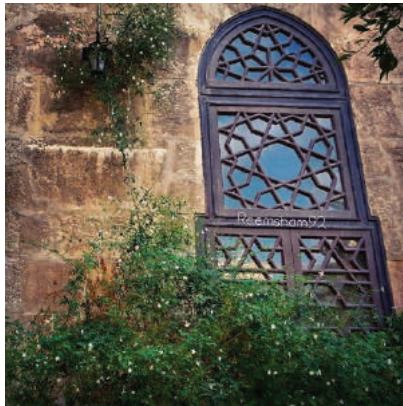
4. *Lamassu*
Damascu, One of the God in ancient Syriac, seems Japanese maybe in current Culture, fun, appeals to children

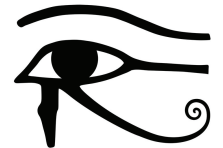**5.** *Others: DamBam, Wizdam, DamDam, Funhead Damabum*

Contemporary References

Historical References

Historical Kids-oriented Companies Logos

Breaking down the challenge

We want to design the brand, the logotype and the logo in such a way that it's fun enough to reflect the brand soul and serious enough for parents to be interested in knowing more and sign up their kids for it or buy its product. It's striking a balance between two extremes that rarely mix together.

The brand should reflect: being fun, originally from Damascus, serious and informative.

Type
Exploration

Types:

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damagule

damagule

DAMAGULE

damagule

damagule

damagule

damagule

Type Exploration

Types mix and match:

damagule **damagule**

dama**gule**

dama**gule**
dama**gule**
damagule
dama**gule**
dama**gule**
dama**gule**
dama**gule**

Caps:

damaGULE
dama**GULE**
DAMA**GULE**
Dama**Gule**
DAMA**GULE**
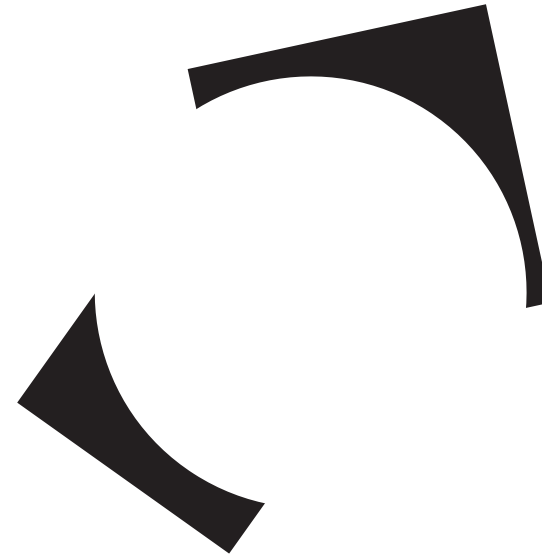**DAMA**gule
dama**gule**
DAMA**gule**
dama**GULE**
DAMA**GULE**

Logo Exploration

Trees in a forest representing knowledge: turned out to look like a bar code.

Closure with basic shapes: not interesting enough and not memorable.

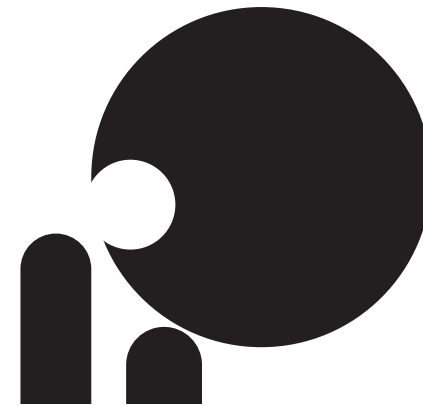# Logo
Exploration

Envolving an idea for logo presenting a parent and a kid. Abandoned it after seeming very authorotical.

Expanding on the same idea. Putting the child's brain inside the parent's with negative space to add a point of interest.

Logo Exploration

Inspired by Paul Rand logos; combining basic elements and shapes, the idea of logo presenting a face seems very appealing since it's familiar, can be funny and does appeal to both parents and children. Exploring very simple shapes yields really interesting results.

Logo
Exploration

An idea for a priate kid. Not live enough. Using lines, circle and a box.
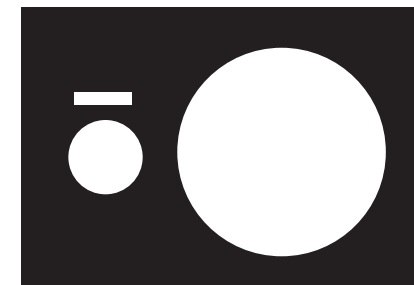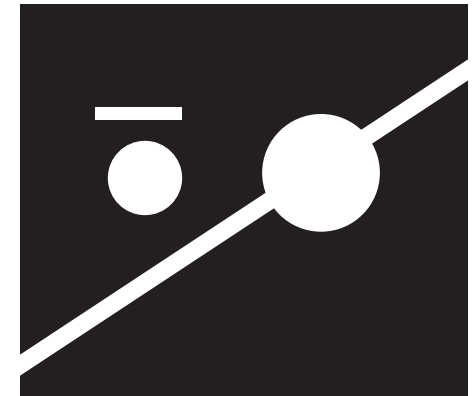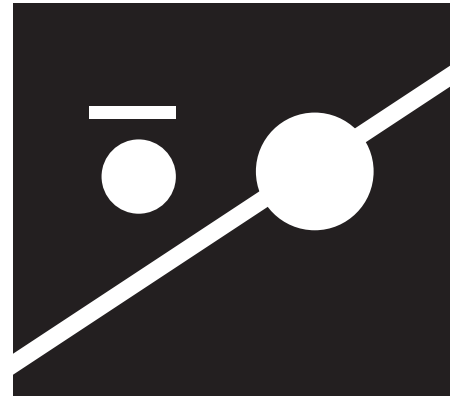
Logotype Development

The idea came out of having the initials of the brand to represent somthing.

Logotype
Development

Given the previous trials of making a face out of shapes, it did
resonate with making a face out of the brand initials.

Logotype Development

Selected iterations to have the most intreguing logo; playing with the composition, the positioning and the size of the "face eyes."

The Secret Ingredient

The final logo is the initials "d" and reversed "g" resembling a face. The brand name with the logotype is underneath.

The final logo has a regression also on the design of logotype: making the end tail of the logo's "g" letter intersecting with the brand name's "gule."

Color
Palette

Red is a very strong color in color theory. Red expresses joy and passion. It's hot, assertive and strong. This contrasts with the joyful logo and the brand's name; creating an idea of serious fun, serious joy, and serious but fun brand.

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Color
Palette

Here we are experimenting with only binary colors + red. Only black, white and full red is used, never shades of any of these three. The assertive look of the white, black and red keeps the brand consistent across it's branding efforts.

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Color Fun for
a Fun Brand

To add to the brand's fun soul, we can introduce colors kids use everyday when drawing. These tends to be primary colors mostly. Here we propose some. Those can only be used in indoor events having kids as primary participants, never in full scale marketting.

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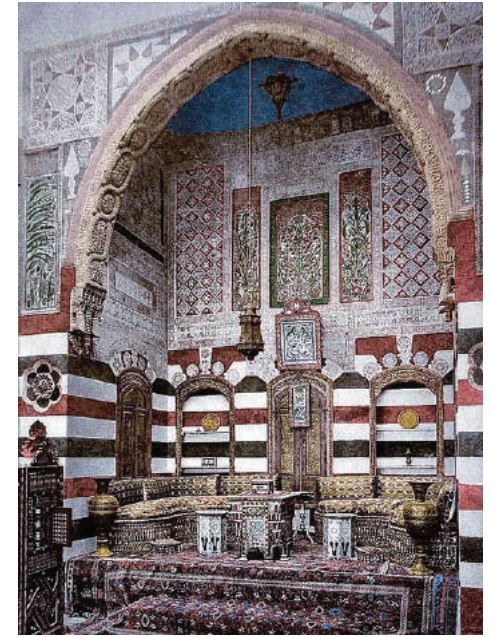
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Color Fun from Brand's Origin

Given the brand's origin, Damascus, we propose here some of the color's that can be used to do that.

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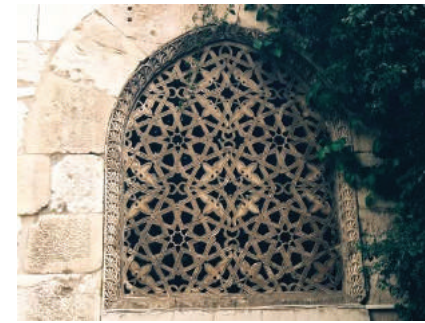
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Mark
and Color

Secondary Type

damagule
Joy ouy ouy ouy
Joyful fuller coooler
Muy joy, boy

damagule
Joy ouy ouy ouy
Joyful fuller coooler
Muy joy, boy

damagule
Joy ouy ouy ouy
Joyful fuller coooler
Muy joy, boy

Secondary Type

damagule

Joy ouy ouy ouy
Joyful fuller coooler
Muy joy, boy

Secondary Type

damagule
More joy, oh boy

damagule
More joy, oh boy

damagule
More joy, oh boy

damagule
More joy, oh boy

damagule
More joy, oh boy

damagule
More joy, oh boy

Secondary
Type

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damagule is a craftsmanship, education startup selling physical and software products. It originally started from Damascus, Syria. The brand enforces this heritage via it's name (Dama, from Damascus) while staying true fun...

Brand Applications
1. A mobile app
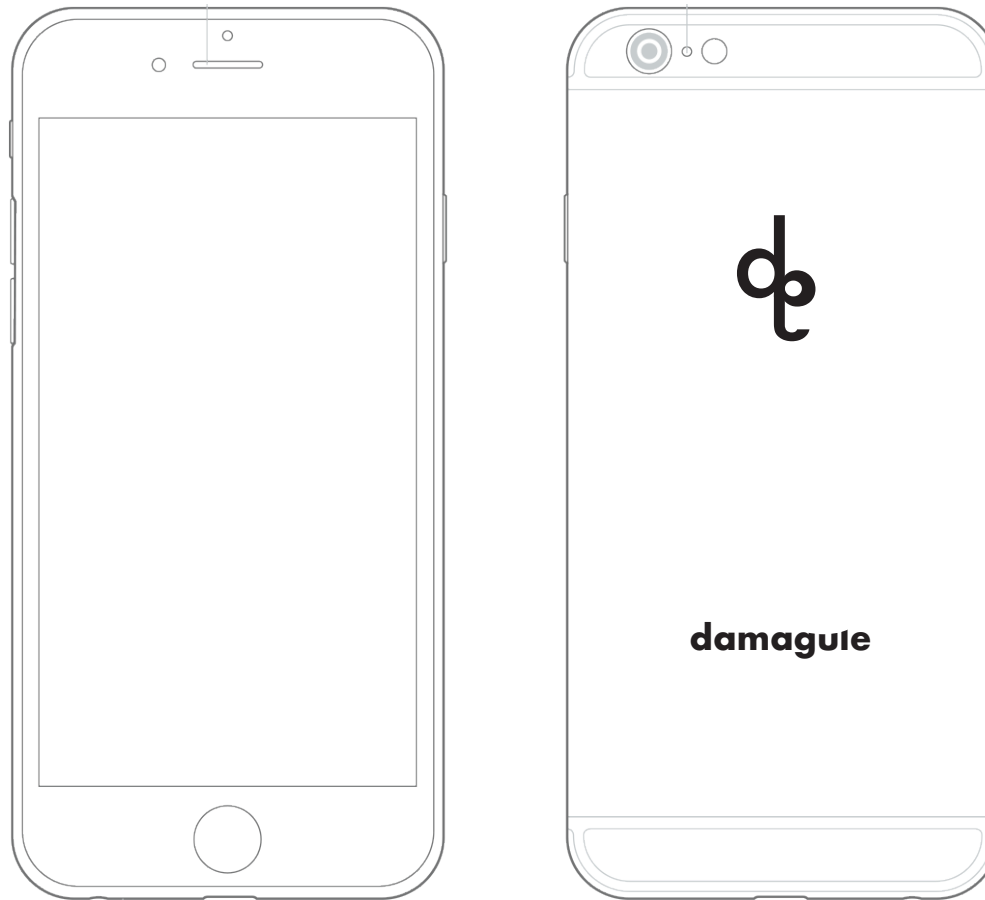
Brand Applications
2. Hardware devices

Brand Applications
3. A damagule toy in an online shop

m Fleurtations
museables Avocado

£32.5 from damagule
Jellycat Odell Octopus Tiny

£18.95 from Avro
Steiff Demiguise (4

Brand Applications
4. A buisness card

John Funken

Head of Fun Discovery
+44 01234567
the.funken@damagule.com

damagule

Brand Applications
5. A book cover

Modular System

Testing the modularity of the system in a bus shelter environment. This is a first of three. In this very simple poster, the main purpose is to promote the brand as a fun, warm entity. The composition add movement and energy while staying simple and elegant.

More joy, oh boy.

Modular System

Another poster in a bus shelter environment. This promotes the brand as energetic, fun and dynamic. Not only in school books and educational materials.

We run.
We love the sun.
We have fun.

Modular System

Testing the modularity of the system. The nice thing about the logo is that it can represent a human being or any other entity in a specific context. In this example of an event, the logo represents a family just by varying size: an adult and three children. Again sticking with primary vibrant strong colors kids use when drawing.

It's dork in here. Bot there, oo boy, so moch fon.

You are invited with your kids to a place full of joy, fun and learning. Please join us in damagule open learning day.

August 7th, 2019
Sham Mall, Damascus, Syria
09:00–17:00

Image
Style

Testing the image style as a poster. The message is always intregu-ing with inviting imagery.

More joy.
missed it,
boy.

Image Style

Another poster.

More joy.
Go get it,
boy.

Mohammad Shaker
Specialization in Graphic
Design - Capstone Project
Coursera/CalArts
2018