rotana

CREATIVE TEAM

Rotana Logo ident

We created a 3D style logo, with modern colors that match each channel ident references: Pearls. The logo can be used on different forms adapting to different case scenarios.

Shape Concept

Pearl

Alphabet （ ⌇ ）

ROTANA KHALIJIA CHANNEL CONCEPT

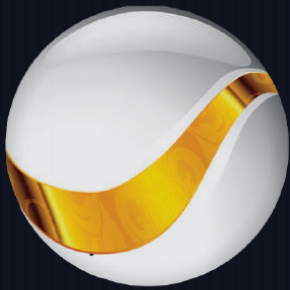Before   After   Gold Material

Text Style

خليجية

Before   After
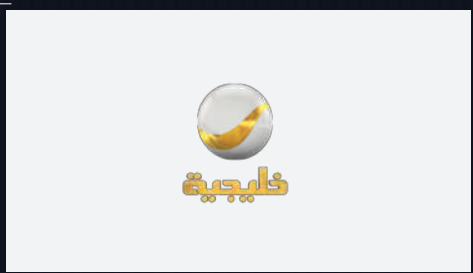
خليجية   خليجية

Before   After

خليجية   خليجية

Logo works perfectly over light and dark backgrounds

ROTANA CINEMA KSA CHANNEL CONCEPT

Before   After   Saudi Arabia Flag Color
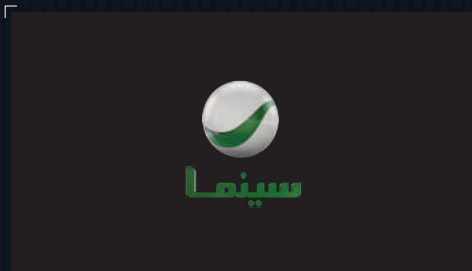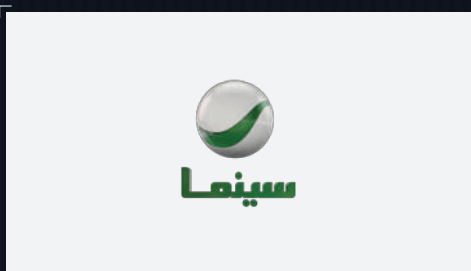
Text Style

سينما

Before   After

سينما   سينما

Before   After

سينما   سينما

Logo works perfectly over light and dark backgrounds

ROTANA DRAMA CHANNEL CONCEPT

Before

After

Color

Text Style

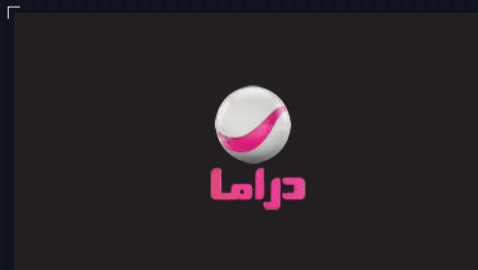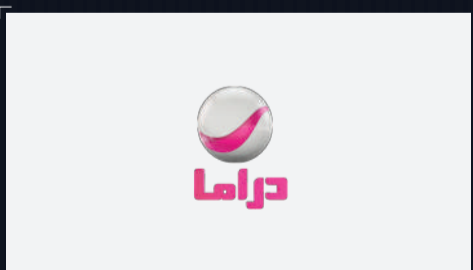درامI

Before

After

درامI

درامI

Before

After

درامI

درامI

Logo works perfectly over light and dark backgrounds

ROTANA CINEMA EGYPT CHANNEL CONCEPT

Before   After   Color

Text Style

سينما
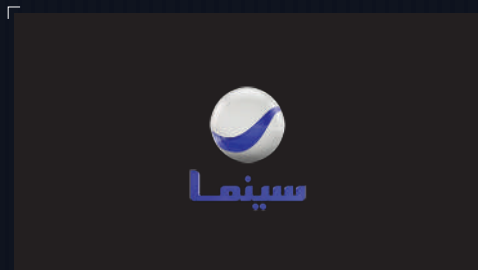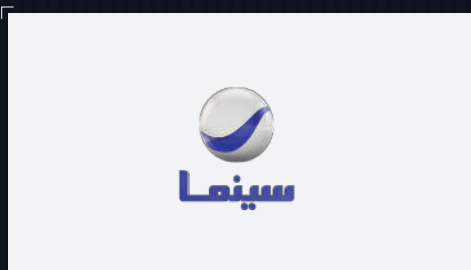
Before   After

سينما   سينما

Before   After

سينما   سينما

Logo works perfectly over light and dark backgrounds

ROTANA AFLAM CHANNEL CONCEPT

Before | After | **Color**

Text Style

أفلام

Before | After

أفلام | أفلام

Before | After

أفلام | أفلام
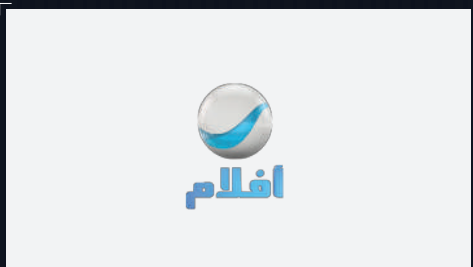
Logo works perfectly over light and dark backgrounds

ROTANA CLIP CHANNEL CONCEPT

Before   After   Color

Text Style

كليب

Before   After

كليب   كليب

Before   After

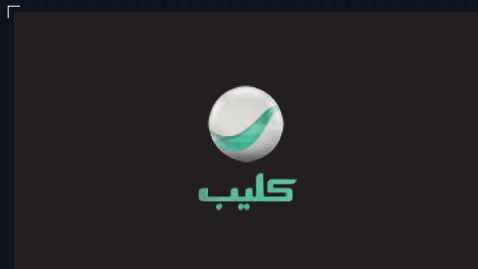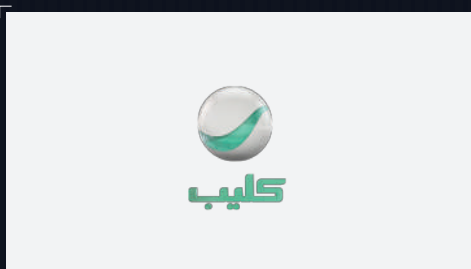كليب   كليب

Logo works perfectly over light and dark backgrounds

ROTANA CLASSIC CHANNEL CONCEPT
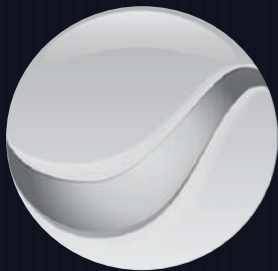
Before   After   Color

Text Style

كلاسيك

Before   After

كلاسيك   كلاسيك

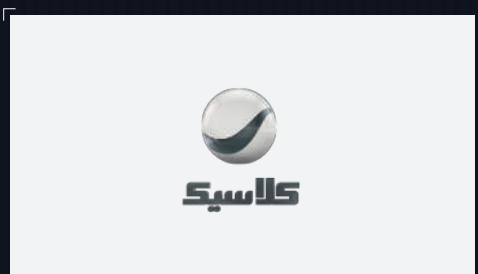Before   After

كلاسيك   كلاسيك

Logo works perfectly over light and dark backgrounds

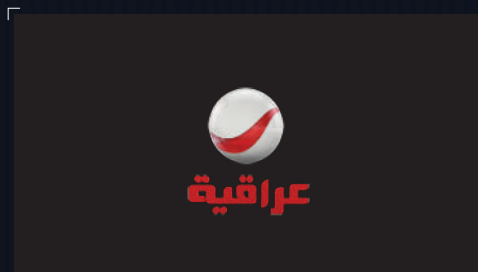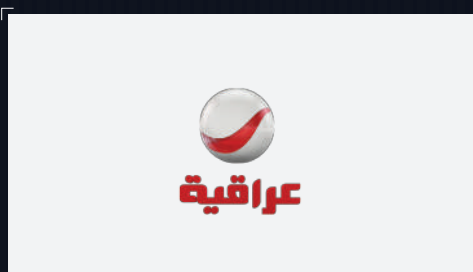ROTANA IRAQIA CHANNEL CONCEPT

Iraqia logo

Color

Text Style

عراقية

3D Text Style

عراقية

عراقية

Logo works perfectly over light and dark backgrounds

ROTANA MUSIC CHANNEL CONCEPT

Before   After   Color

Text Style

موسيقى

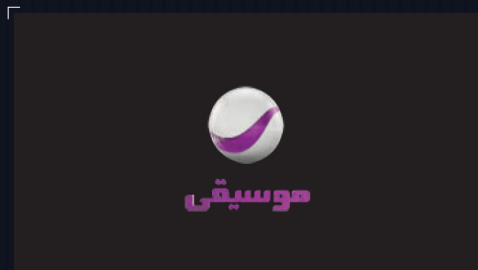Before   After

موسيقى   موسيقى

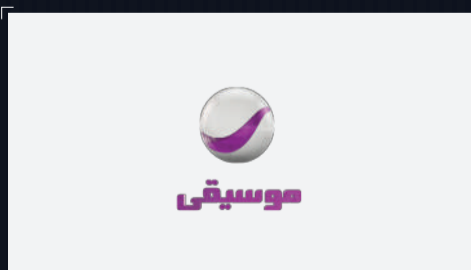Before   After

موسيقى   موسيقى

Logo works perfectly over light and dark backgrounds

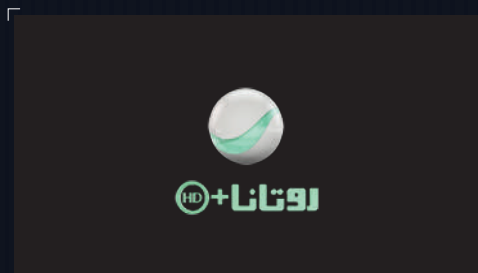**ROTANA HD CHANNEL CONCEPT**
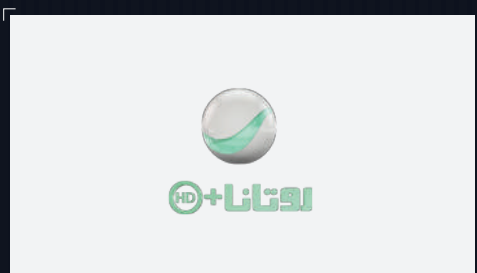
Before

After

Color

Text Style

Before

After

Before

After

Logo works perfectly over light and dark backgrounds

Before

After

American Flag Color

Text Style

AMERICA

Before

After

AMERICA

AMERICA

Before

After

AMERICA
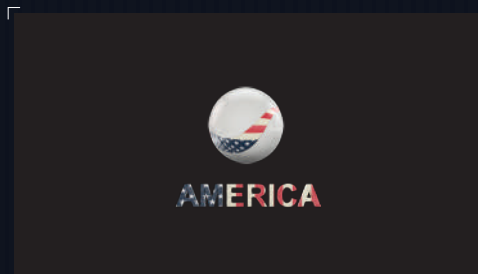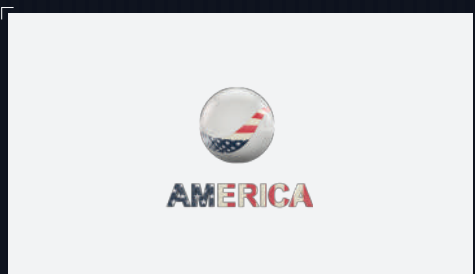
AMERICA

Logo works perfectly over light and dark backgrounds

AMERICA

AMERICA

AMERICA

AMERICA

خليجية سينما دراما سينما

أفلام كليب كلاسيك عراقية

موسيقى روتانا +HD AMERICA

THANK YOU!