



# BRAND PORTFOLIO

**By Mouna'Tone**

Brand Clarity

Visual Consistency

Meaningful Connection



# 01

**EXECUTIVE**  
& Corporate Luxury

**BRAND**  
PORTFOLIO

# Project RABAT BUREAU

Building a modern identity for a trusted professional partner.

Since its creation, Rabat Bureau has positioned itself as a reliable provider of office furniture, equipment, and workplace solutions for businesses and institutions. The challenge was to modernize the brand image while preserving the sense of trust, proximity, and professionalism that defined its reputation.

The visual direction focused on creating an identity that felt accessible yet structured. The logo balances clarity and friendliness, with the name "Rabat" taking a strong central presence while "bureau" adds a dynamic accent through color and orientation. This approach allowed the brand to feel both contemporary and grounded in its professional environment.

Color and typography played a strategic role in reinforcing this positioning. A vibrant orange introduces energy and visibility, while deep and light greys provide balance, stability, and professionalism. Together, these elements create a system that communicates reliability while remaining modern and adaptable across applications.

The identity was extended into a complete range of branded materials, from stationery and corporate documents to calendars, vehicle branding, and promotional tools, ensuring consistency across both daily operations and large-scale communication supports.

**Services :** Visual Identity Design

**Industry :** Office Furniture & Professional Equipment

**Year :** 2025

## Client Feedback

*"A clear and professional identity that strengthens our image while staying aligned with our values of reliability and service."*

# EXECUTIVE & Corporate Luxury





# 02

LUXURY LIVING  
& Interiors

BRAND  
PORTFOLIO

# Project LUXURY HOME DESIGN

Designing a refined identity rooted in timeless elegance.

Luxury Home Design was created with a clear ambition: to embody elegance through exceptional furniture and curated interiors. The brand needed an identity that reflected prestige and restraint, refined enough for a luxury positioning while remaining clear and adaptable across physical touchpoints.

The creative direction translated this vision into a minimal yet sophisticated visual language. The LHD monogram became the central element, a simple and distinctive mark designed to communicate refinement while maintaining strong legibility across applications.

Typography and color reinforced this balance. A restrained palette of deep black and light beige established a timeless contrast, while the typographic choices introduced clarity with an understated sense of luxury.

Beyond the logo, the work expanded into a cohesive ecosystem of branded materials, from stationery and packaging to retail applications, ensuring a consistent and elevated presence across every interaction.

**Services :** Visual Identity Design

**Industry :** Luxury Furniture & Interior Design

**Year :** 2025

## Client Feedback

*"A refined and elegant identity that perfectly reflects our vision of timeless luxury and attention to detail."*

# LUXURY LIVING & Interiors



# LUXURY LIVING & Interiors



# 03

**TECHNOLOGY**  
& Security

**BRAND**  
PORTFOLIO

# Project ATELOC

Designing a forward-thinking identity for a technology-driven brand.

ATELOC operates in technical solutions ranging from network installation and security systems to audiovisual and telecommunication services. The objective was to create a visual identity that reflects innovation and reliability while remaining accessible to both professional and residential audiences.

The creative direction focused on translating the brand's technological spirit into a dynamic and structured visual language. The logo integrates the initials A, T, and L, forming an arrow-like symbol that expresses direction, progress, and continuous evolution. This geometric construction reinforces a sense of precision while maintaining clarity across digital and physical environments.

Color and typography were carefully selected to support this positioning. Deep navy blue conveys professionalism and stability, lighter blue introduces innovation and communication, while energetic orange adds momentum and visual energy. Combined with modern typefaces, the system creates a balanced identity that feels technical, confident, and future-oriented.

Beyond the core logo, the work extended into brand stationery and social media templates, ensuring a cohesive presence across communication materials and reinforcing ATELOC's positioning as a modern and reliable technical partner.

**Services :** Visual Identity Design  
**Industry :** Technology & Technical Solutions  
**Year :** 2024

## Client Feedback

*"A modern and dynamic identity that perfectly reflects our technological vision and commitment to innovation."*

# TECHNOLOGY & Security



# TECHNOLOGY & Security



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4

**INVESTMENT**  
& Property Strategy

**BRAND**  
PORTFOLIO

# Project HOST IMMO

Shaping a trusted identity for modern short-term rental services.

Host Immo was developed as a platform dedicated to simplifying short-term subletting in Morocco, connecting property owners and tenants through a secure and intuitive experience. The objective was to build a brand identity that communicates trust, clarity, and professionalism while remaining welcoming and accessible to a wide audience.

The visual direction focused on translating reliability into a clean and structured identity. The logo merges the initials "H" and "I" with the silhouette of a home, symbolizing both real estate expertise and the sense of security at the core of the brand's mission. This geometric construction allowed the identity to remain recognizable across digital platforms and printed materials.

Color and typography reinforced the strategic positioning. A palette of soft greens and deep blues was chosen to evoke stability, transparency, and calm, while modern typefaces introduced clarity and adaptability across communication supports. The result is a balanced visual system designed to guide users confidently through the rental experience.

Beyond the logo, the project expanded into a complete brand ecosystem, including stationery, promotional materials, and structured visual guidelines, ensuring a cohesive presence across both digital interfaces and physical brand touchpoints.

**Services :** Brand Strategy & Visual Identity Design

**Industry :** Real Estate & Short-Term Rental Platform

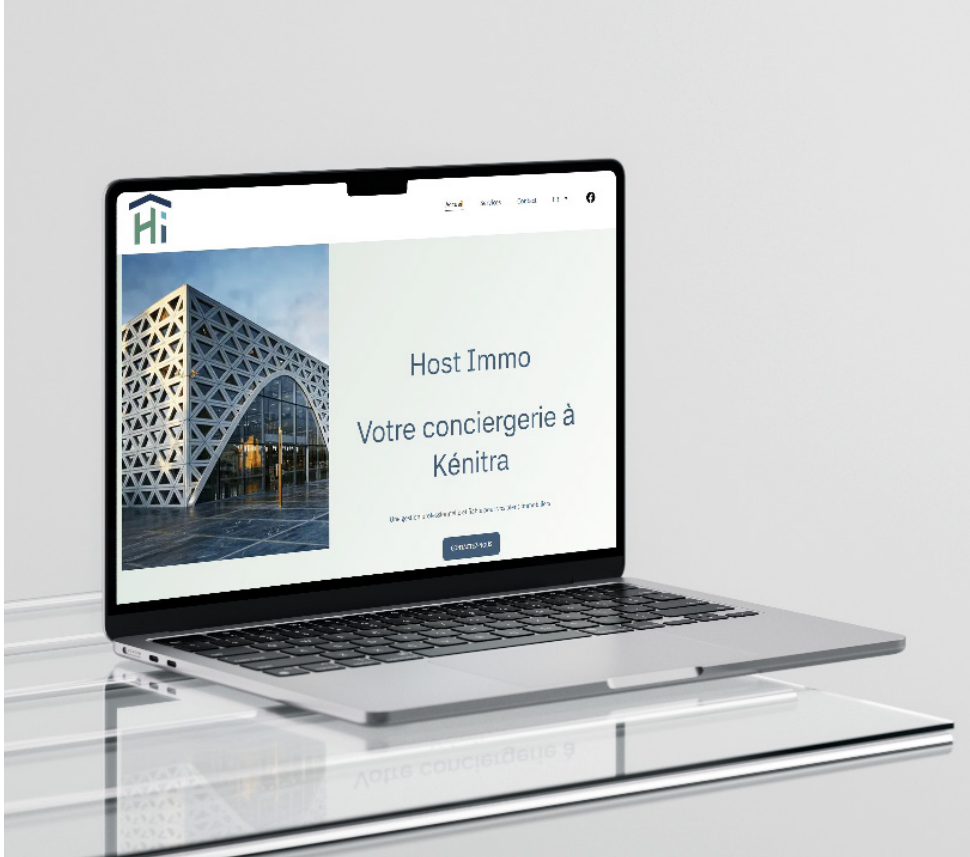
**Year :** 2025

## Client Feedback

*« We truly enjoyed the collaboration. The essence of Host Immo was understood from the very beginning and translated into a modern, clear, and cohesive identity. The process felt smooth, professional, and respectful, and the final result reflects the brand vision with accuracy and care. »*

# INVESTMENT & Property Strategy





# INVESTMENT & Property Strategy



# 05

**WELLNESS**  
& Personal Development

**BRAND**  
PORTFOLIO

# Project SOULWOVEN

Designing a soulful identity rooted in transformation and quiet strength.

SoulWoven was created as a conscious brand dedicated to supporting women through moments of inner growth, emotional grounding, and personal transformation. The objective was not only to design a visual identity but to build a brand universe that reflects softness, clarity, and intentional living, translating deep values into a cohesive and meaningful experience.

The creative direction centered around symbolic storytelling. A spiral-based emblem inspired by a modern phoenix became the heart of the identity, representing rebirth, evolution, and gentle empowerment. Every element was designed to express movement without chaos, a visual language that feels calm, grounded, and emotionally resonant.

Color and typography played a key role in shaping this atmosphere. The “Grounded Bloom” palette blends muted neutrals and earthy tones to evoke serenity and soulful elegance, while a combination of serif, script, and sans-serif typography balances expressive storytelling with clarity and readability. Together, these choices create a refined system that reflects emotional depth without visual excess.

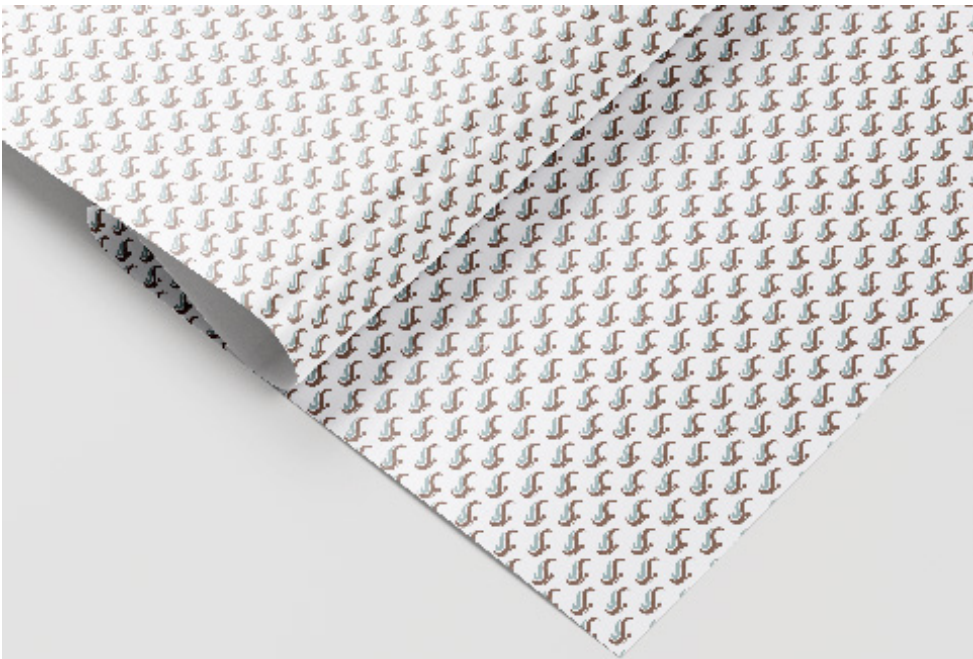
Beyond the logo, the project expanded into a full brand ecosystem, including patterns, digital applications, product mockups, and experiential touchpoints, ensuring that every interaction feels aligned with the brand’s philosophy of intentional design and inner alignment.

**Services :** Brand Strategy & Visual Identity Design **Industry :** Wellness & Conscious Lifestyle Brand  
**Year :** 2025

## Client Feedback

« The collaboration was seamless and thoughtfully handled from start to finish. The vision behind the project was understood with care and translated into a creative result that felt intentional and aligned. Communication remained clear and professional throughout the process, with strong attention to detail and openness to feedback. The overall experience reflected a balance of creativity and professionalism, making the collaboration both smooth and rewarding. »

# WELLNESS & Personal Development



# WELLNESS & Personal Development



06

**WELLNESS**  
& Performance

**BRAND**  
**PORTFOLIO**

# Project LA ZONE

Creating a dynamic identity built around performance and progression.

LA ZONE was imagined as more than a fitness space, a modern environment where performance, balance, and motivation come together. The challenge was to design an identity that reflected strength and structure while remaining accessible to a diverse community, including women, men, and children training within the same space.

The visual direction focused on clarity and movement. A geometric logo paired with a circular symbol translates stability and continuous progression, echoing the rhythm of athletic effort. The identity balances discipline with energy, allowing the brand to feel both powerful and welcoming within a contemporary sports environment.

Color and typography reinforce this positioning. A vibrant green introduces resilience and growth, while neutral greys bring rigor and professionalism. Combined with modern geometric typefaces, the system creates a visual language that feels structured, confident, and adaptable across both communication and physical applications.

The work extended beyond the logo into a full ecosystem of branded materials, from corporate documents and member contracts to apparel, sports accessories, and merchandise, ensuring a consistent experience across the gym's daily operations and its wider brand presence.

**Services :** Brand Strategy & Visual Identity Design

**Industry :** Fitness & Wellness

**Year :** 2025

## Client Feedback

*"A strong and modern identity that captures the energy and discipline of our space while remaining elegant and professional."*

# WELLNESS & Performance





# WELLNESS & Performance



# 07

**COACHING**  
& Counselling

**BRAND**  
PORTFOLIO

# Project FIND INTEGRITY

Crafting a values-driven identity rooted in clarity and personal growth.

Find Integrity was created as a life-coaching brand focused on guiding individuals toward self-awareness, ethical alignment, and meaningful personal transformation. The objective was to develop a visual identity that reflects balance, empathy, and professionalism while staying deeply connected to the brand's core philosophy of authenticity and growth.

The creative direction translated these values into a symbolic and human-centered design language. The logo combines organic forms with a human-like figure, representing guidance, support, and the ongoing journey of self-discovery. Designed with symmetry and intention, the mark communicates harmony and inner balance while remaining clear and adaptable across coaching platforms.

Color and typography reinforce this positioning. A palette of soft neutrals and earthy greens creates a calm, grounded atmosphere aligned with introspection and trust, while modern yet warm typography ensures clarity across both digital and printed communication. Together, these elements build a visual system that feels nurturing, structured, and aligned with the brand's mission.

Beyond the logo, the project expanded into a complete brand ecosystem, including patterns, structured guidelines, and visual applications, ensuring consistency across coaching materials, digital platforms, and future brand growth.

**Services :** Brand Strategy & Visual Identity Design

**Industry :** Life Coaching & Personal Development

**Year :** 2025

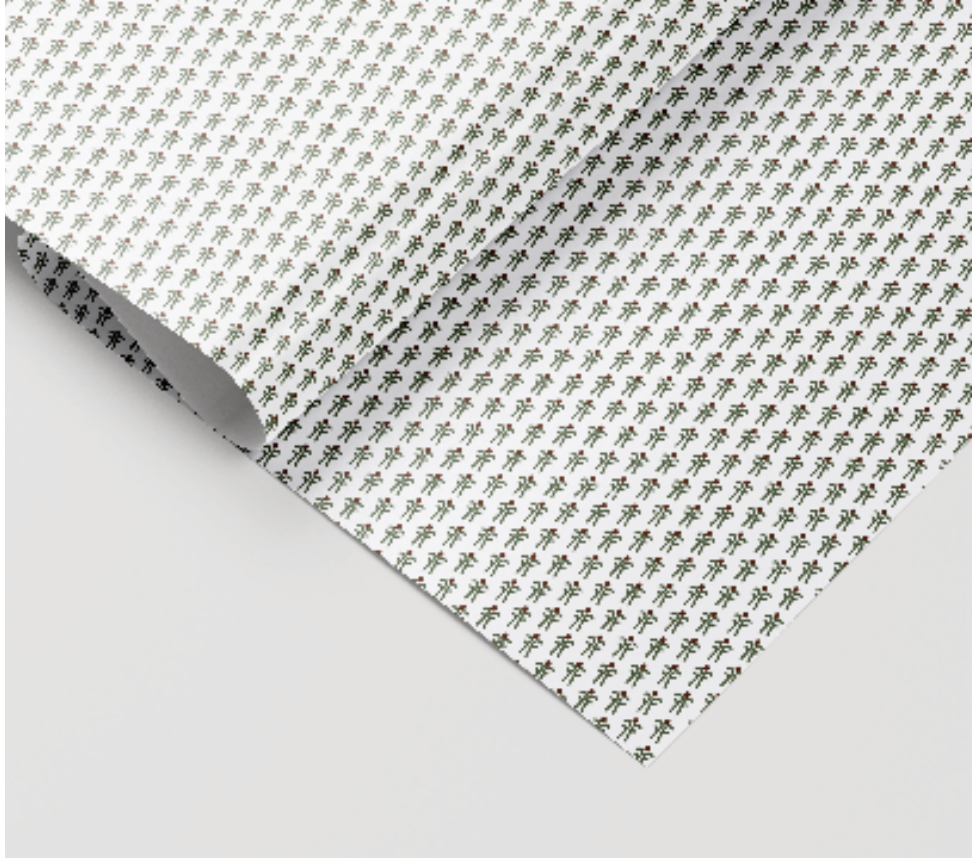
## Client Feedback

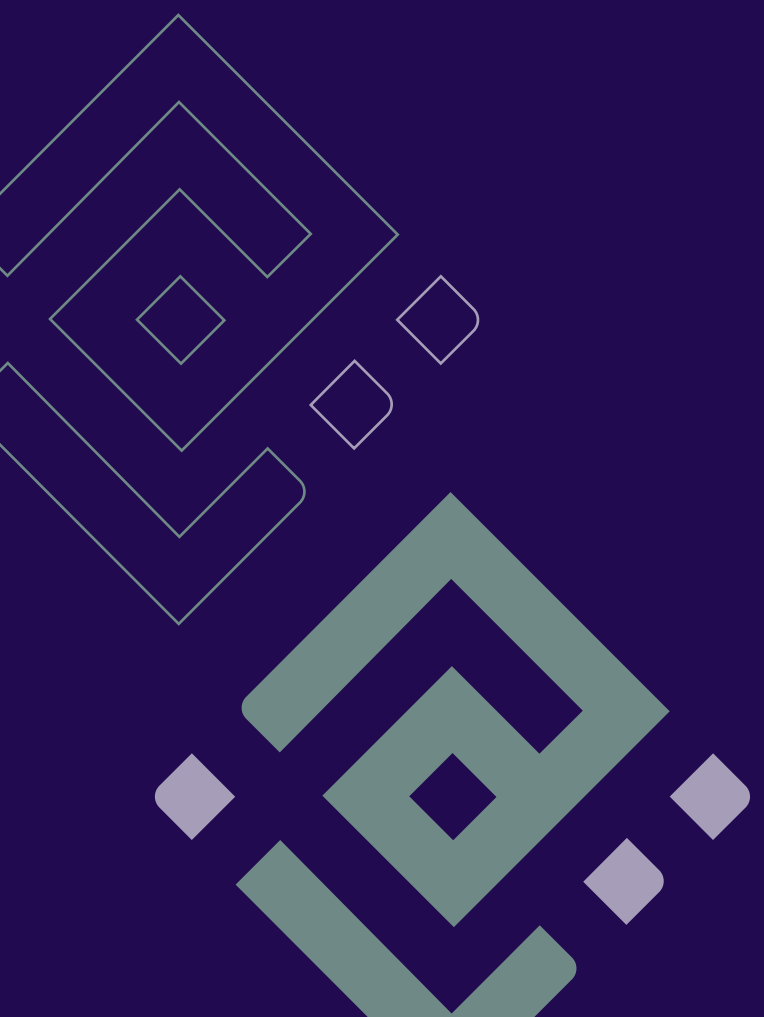
« One of the most valuable aspects of this collaboration was the ability to translate a clear vision and set of values into a cohesive and strategic brand identity. The process combined flexibility with professionalism, balancing creative exploration with a structured, results-focused approach. Strong attention was given to content direction, messaging refinement, and the creation of visually aligned social media assets. The experience reflected reliability, thoughtful execution, and a consistent commitment to delivering high-quality work. »

# COACHING & Counselling



# COACHING & Counselling





By Mouna'Tone

**BRAND**  
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