

shughl ndeef

logo proposal

noor adel bekhet

that's me



i took three directions.

1. pure modern
2. heritage clasico
3. bold utility



inspo

✿ pure modern

Modernist design principles, grid systems, minimal branding, and efficiency-driven visual identities.

✿ heritage clasico

Vintage Arabic typography, old Egyptian storefront signage, hand-painted lettering, and nostalgic visual culture.

✿ bold utility

A fusion of contemporary branding with retro iconography—pairing strong, modern type with simplified silhouettes of classic cleaning tools and household objects.



pure
modern

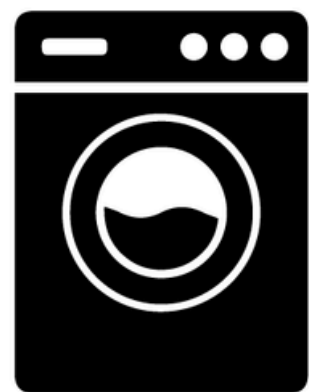
Pure Modern is built on clarity and precision. This direction strips everything back to the essentials—clean typography, structured layouts, and a no-frills aesthetic that communicates reliability and professionalism. It positions Shughl Ndeef as a streamlined, results-driven agency that values order, consistency, and getting the job done right without distraction.

1



Clean Work.

**pure
modern**



Clean Work.

english logo

شغل نظيف.



arabic logo

شغل نظيف.



Clean Work.

combined logo



english logo variation



arabic logo variation



Clean Work.

english logo variation 2



شغل نظيف.

arabic logo variation 2



Clean Work.



Clean Work.



Clean Work.



Clean Work.

color applications





english application



arabic application



combined application
version 1: cascadia code



english application



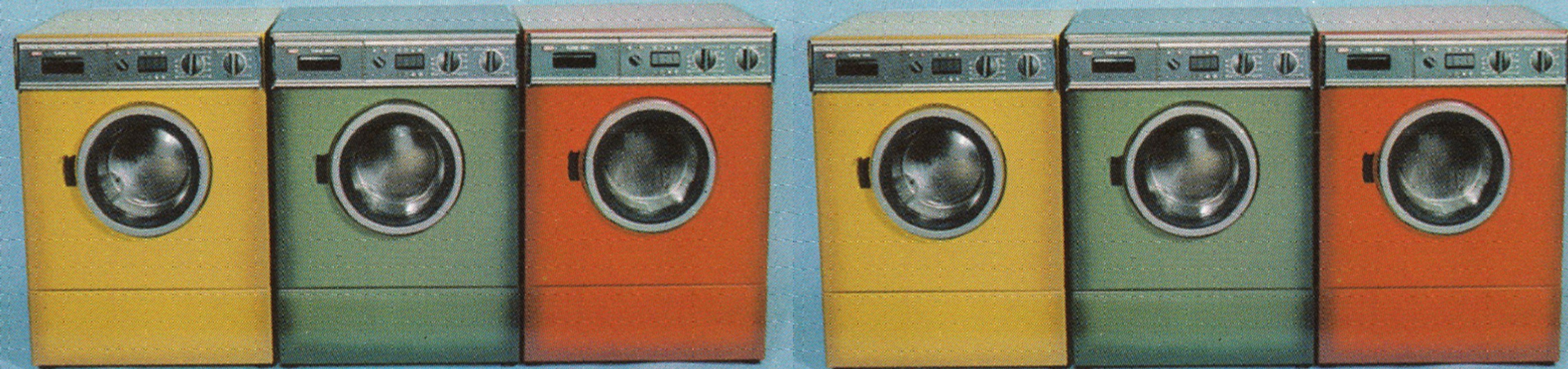
arabic application



combined application
version 2: amiri arabic

Clean Work.

شغل نظيف.

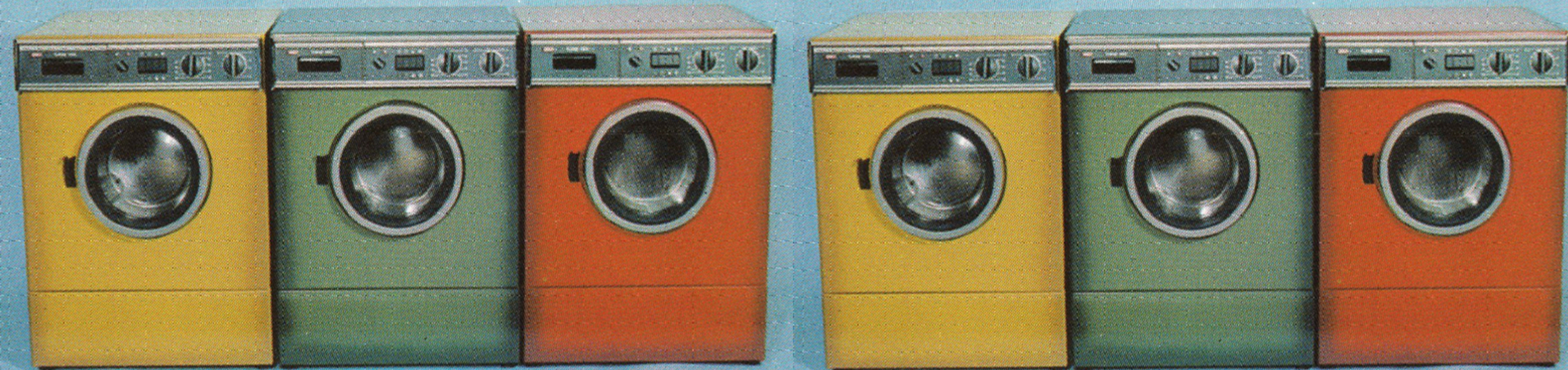


english application

arabic application
version 1: cascadia code

Clean Work.

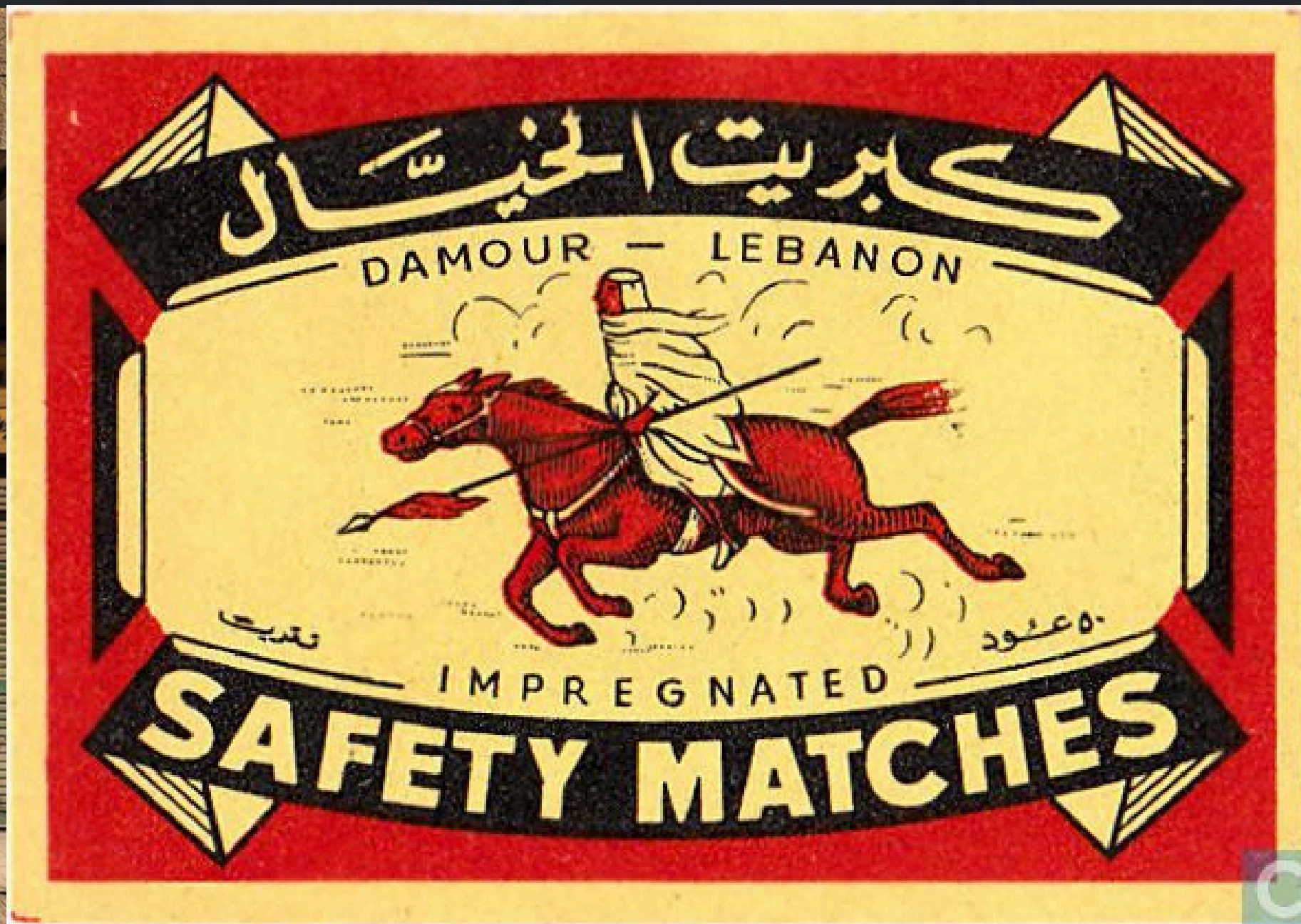
شغل نظيف.



english application

arabic application
version 2: amiri arabic

2



heritage clasico

Heritage Clasico draws from the richness of local visual history. It embraces imperfect, human details—ornamental type, aged textures, and familiar signage cues—to create a sense of trust and authenticity. This direction positions Shughl Ndeef as deeply rooted in culture, evoking warmth, craftsmanship, and a timeless connection to everyday Arab life.

2

heritage
clasico





logo variation 1



logo variation 2



logo variation 3



application (text only)



application (text + logo)



نفل نظيف.
CLEAN WORK.

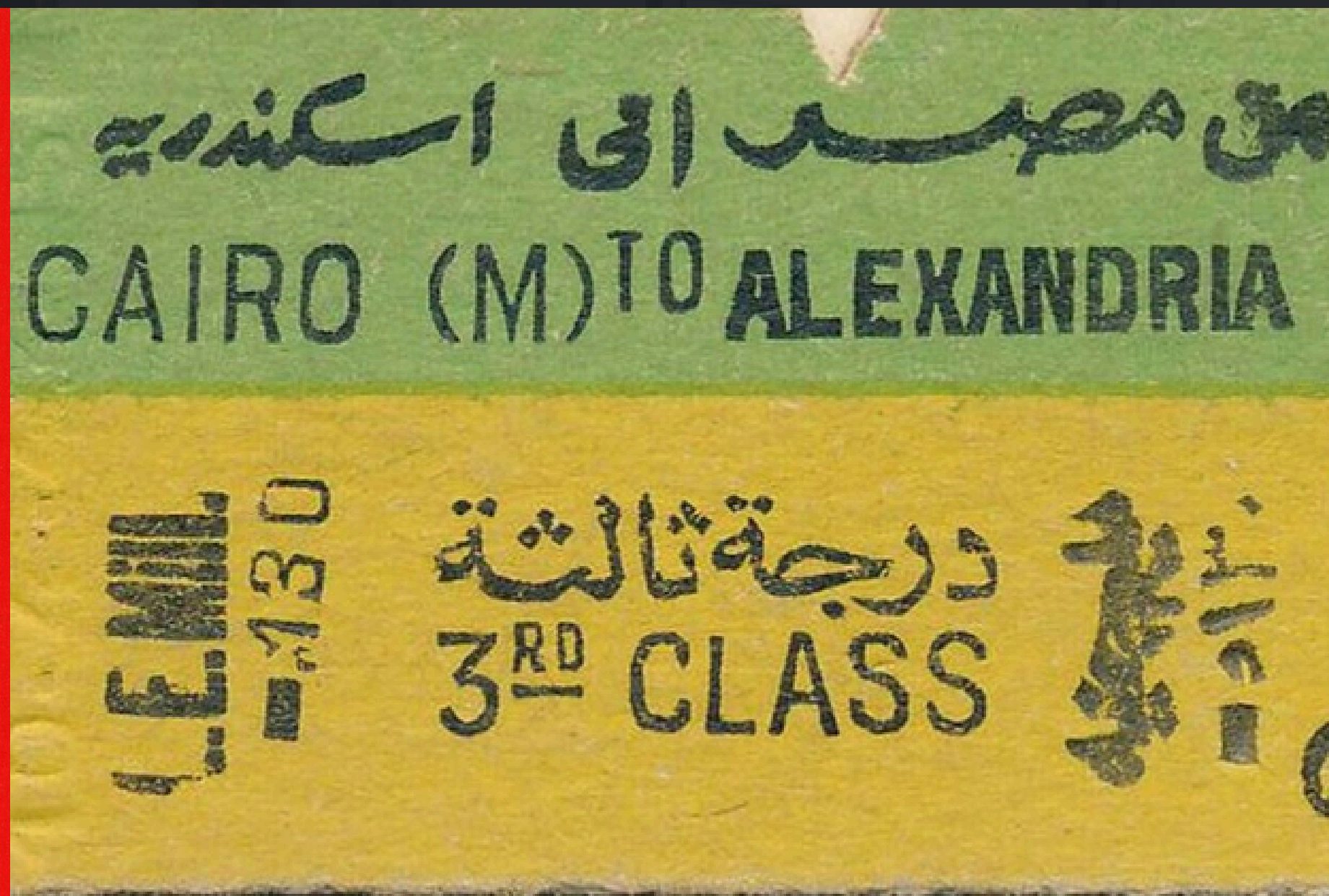




color applications



3



bold utility

Bold Utility balances past and present. It uses striking colors and confident typography alongside graphic, almost iconic representations of traditional cleaning items. The result is a dynamic and memorable identity that feels energetic and approachable, positioning Shughl Ndeef as both practical and personality-driven—modern in execution, but proudly inspired by familiar, everyday forms.

3



bold utility



arabic type option 1
kigelia



arabic type option 2
lemon brush



arabic type option 3
adobe arabic



arabic type option 1
kigelia



arabic type option 2
lemon brush



arabic type option 3
adobe arabic



arabic type option 1
kigelia



arabic type option 2
lemon brush



arabic type option 3
adobe arabic



CLEAN WORK

شغل نظيف



CLEAN WORK

شغل نظيف

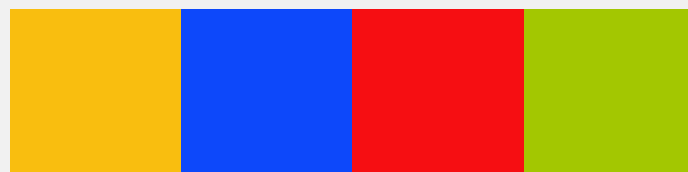


CLEAN WORK

شغل نظيف

applications

adobe arabic



thank you.

noor adel bekhet
that's me

