



مسکن
maskan

About Maskan

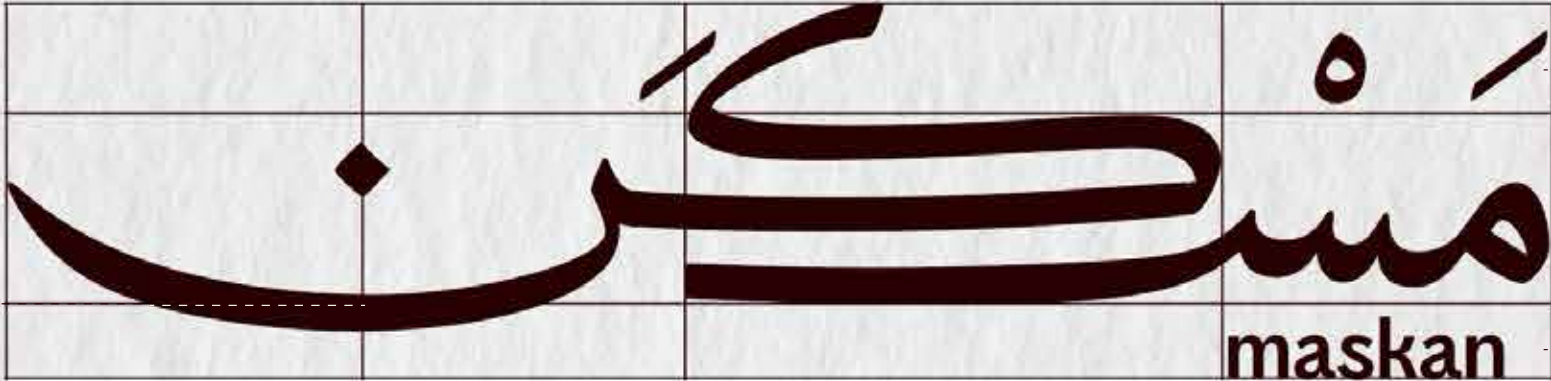
Maskan is a shared living experience located in the heart of Cairo, Egypt. This innovative concept merges the essence of communal living with boutique, fully furnished accommodations. The logo and visual identity crafted for Maskan highlight the brand's deep cultural roots.

Every aspect of Maskan, from the refurbished furniture to the renovated buildings, reflects a commitment to reviving unique and cherished elements of the past. Design motifs inspired by the Arabic lettering of the logo enhance the brand's visual elements, allowing the distinctive characteristics of Arabic script to resonate throughout the design.



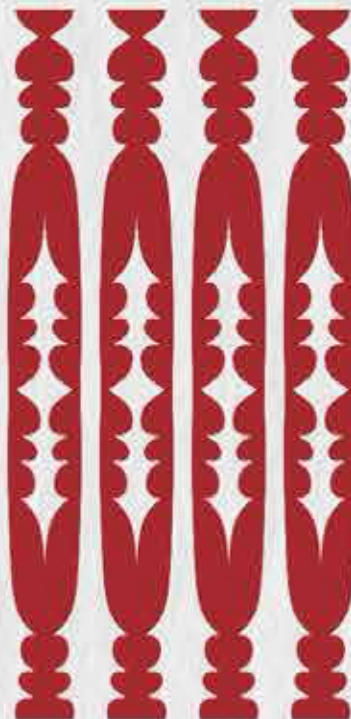
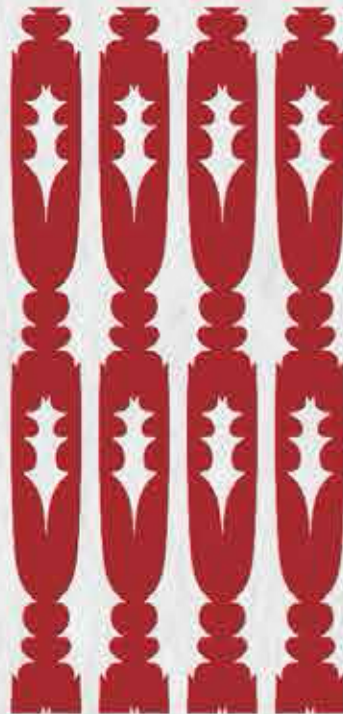
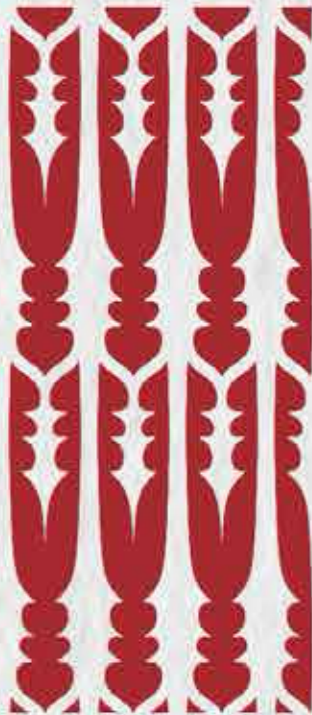
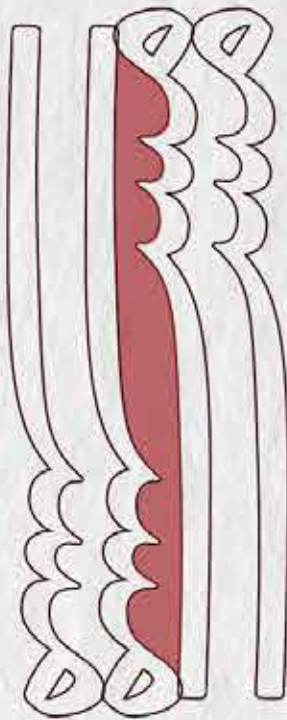
/ Branding / lettering / patterns

Extended variation of the letters to highlight the spacious nature of the space



Diacratic marks to balance the space of the logo

Latin translation of the logo



/ Maskan Mastervisual

/ Maskan outdoor signage

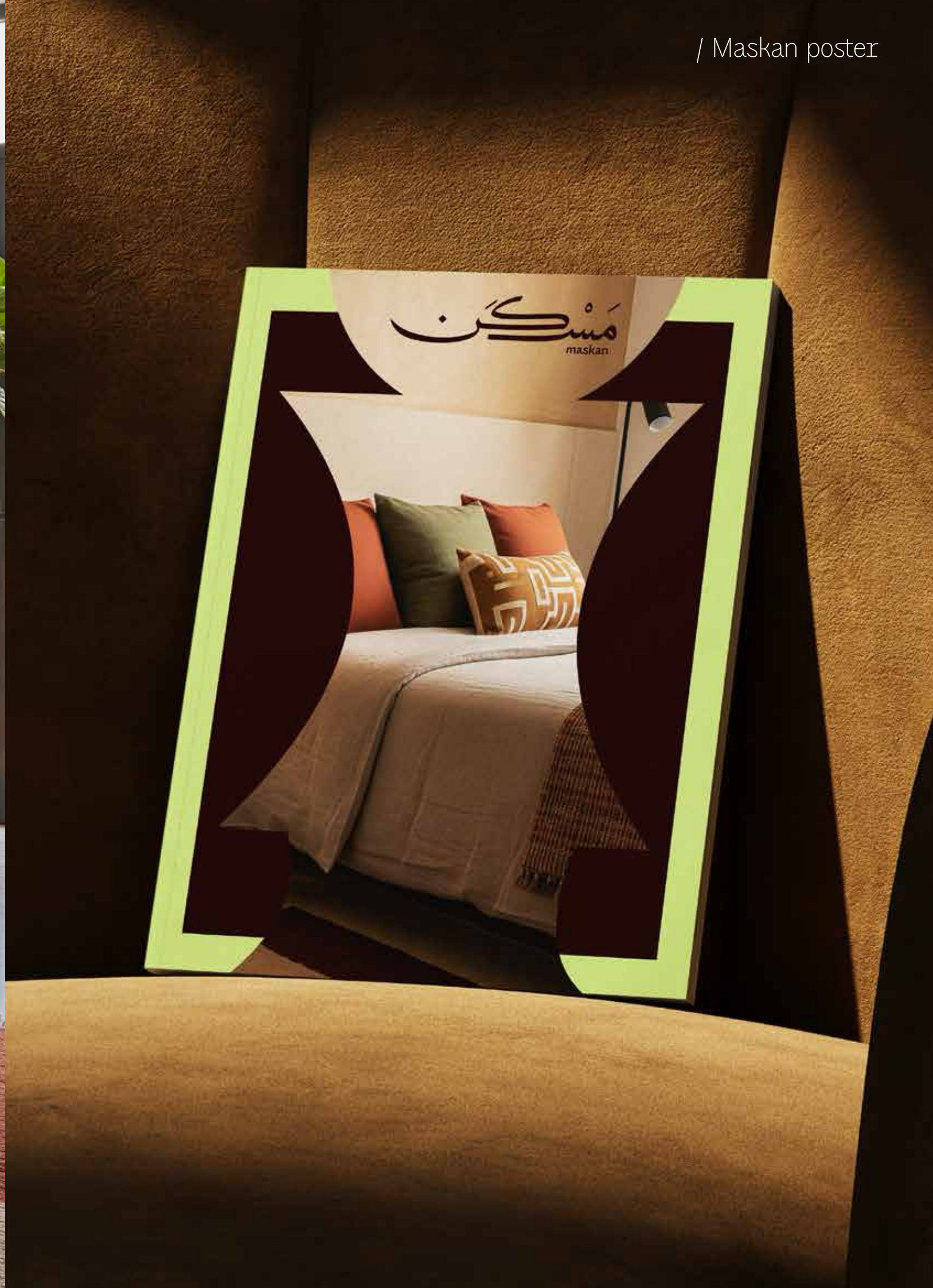
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/ Maskan logo mockup



/ Maskan poster



/ Maskan social media implementations



/ Maskan door card



