four aur For Innovation and Development

THE FOURAUR VISUAL OPERATING SYSTEM

FORMING WHAT'S NEXT.

An Egyptian perspective.
A future-facing ambition.

INNOVATION / DEVELOPMENT



ONE IDEA. FOUR DIMENSIONS.

PROGRESS, IN FOUR DIMENSIONS.

FourAur brings together built environments, intelligent technology, human capability and business development.

We connect ideas with execution to create practical, lasting value.



FOUR FIELDS.
ONE SHARED AMBITION.

Specialist capabilities. Shared intent. Connected through innovation and development.

01



Built Environments

Contracting & construction
Property development
Real estate marketing

Build for a sustainable future.

02

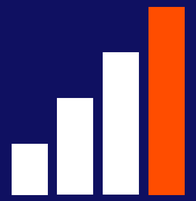


Intelligent Technology

AI, software & automation
Integrated digital solutions
Digital marketing

Make complexity work.

03



Human Capability

Academy & professional training
Leadership development
Applied learning programmes

Develop the people ahead.

04



Business Development

Business consulting
Management frameworks
Growth & operational solutions

Turn strategy into progress.

DISTINCT BY NATURE.

Our original signature anchors every expression. Its geometry stays intact as the world around it evolves.

PRIMARY SIGNATURE



ORIGINAL ARTWORK / FIXED PROPORTIONS

REVERSE



ICON

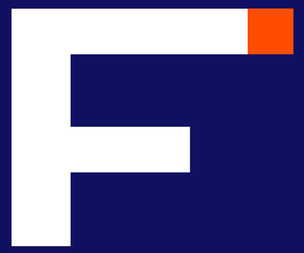


Preserve clear space. Use approved colour versions. Keep expressive F / 4 forms separate from the logo.

DEPTH. ENERGY. SPACE.

CORE PALETTE / EXACT DIGITAL VALUES

The original palette, given a sharper role.
Navy establishes. Orange activates. White opens.



Deep Navy

#0F1061

RGB 15 / 16 / 97

FOUNDATION

Bright Orange

#FF4D00

RGB 255 / 77 / 0

ACCENT

White

#FFFFFF

255 / 255 / 255

Soft Neutral

#F2F4F7

242 / 244 / 247

BREATHING ROOM

CLARITY HAS CHARACTER.

A NEW TYPOGRAPHIC PAIRING



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

01 / DISPLAY

Sora

Geometric confidence. Open forms. A distinctive voice for headlines and decisive statements.

Form the next possibility.

02 / TEXT

Manrope

Human, precise and easy to read. The voice for explanations, service narratives and everyday communication.

DISPLAY 78-164

BODY 26-30

LABELS 16-18

ENGINEERED TO EXPRESS.

F / 4 STUDIES



FORM STUDY 03 / CONTINUOUS FOLD

01 **START WITH STRUCTURE.**

Use planes, apertures and purposeful cuts. Let F and 4 inform the silhouette.

02 **INTRODUCE ONE TENSION.**

Balance one curve with a straight edge, or one orange surface with a navy mass.

03 **LEAVE ROOM FOR THE IDEA.**

One hero form per composition. Quiet surroundings. No competing decoration.

four aur For Innovation and Development

THE NEXT CHAPTER IS BUILT TOGETHER.

BUILT TO MULTIPLY.

Places. Intelligence. People. Businesses.
Four dimensions of possibility, connected by one ambition.



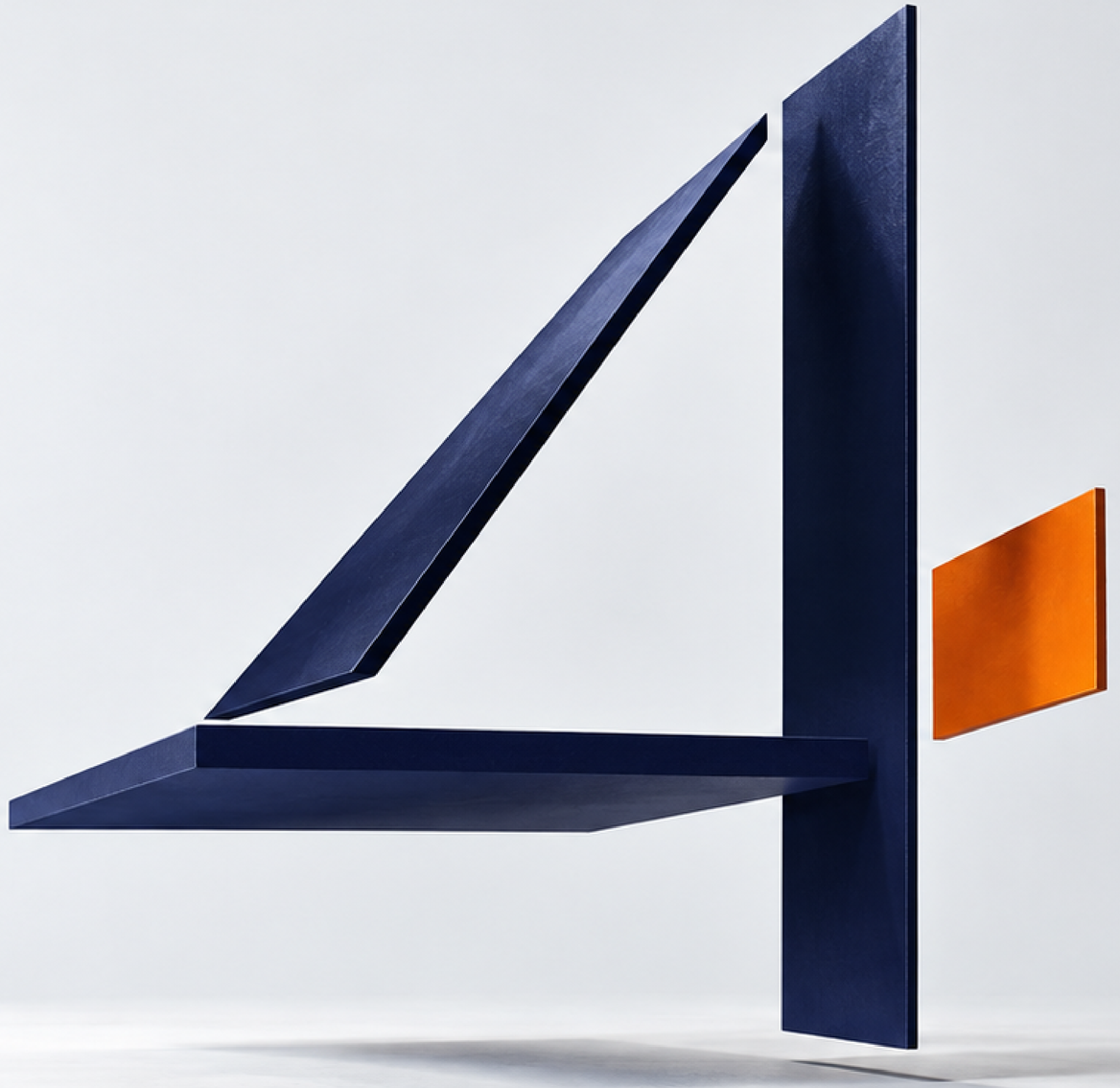
EGYPTIAN ROOTS. FORWARD INTENT.

FORMING WHAT'S NEXT

BREAK THE EXPECTED.

Familiar geometry.
An unfamiliar perspective.

A controlled impossibility makes the eye pause. The form is unexpected; the identity remains unmistakable.



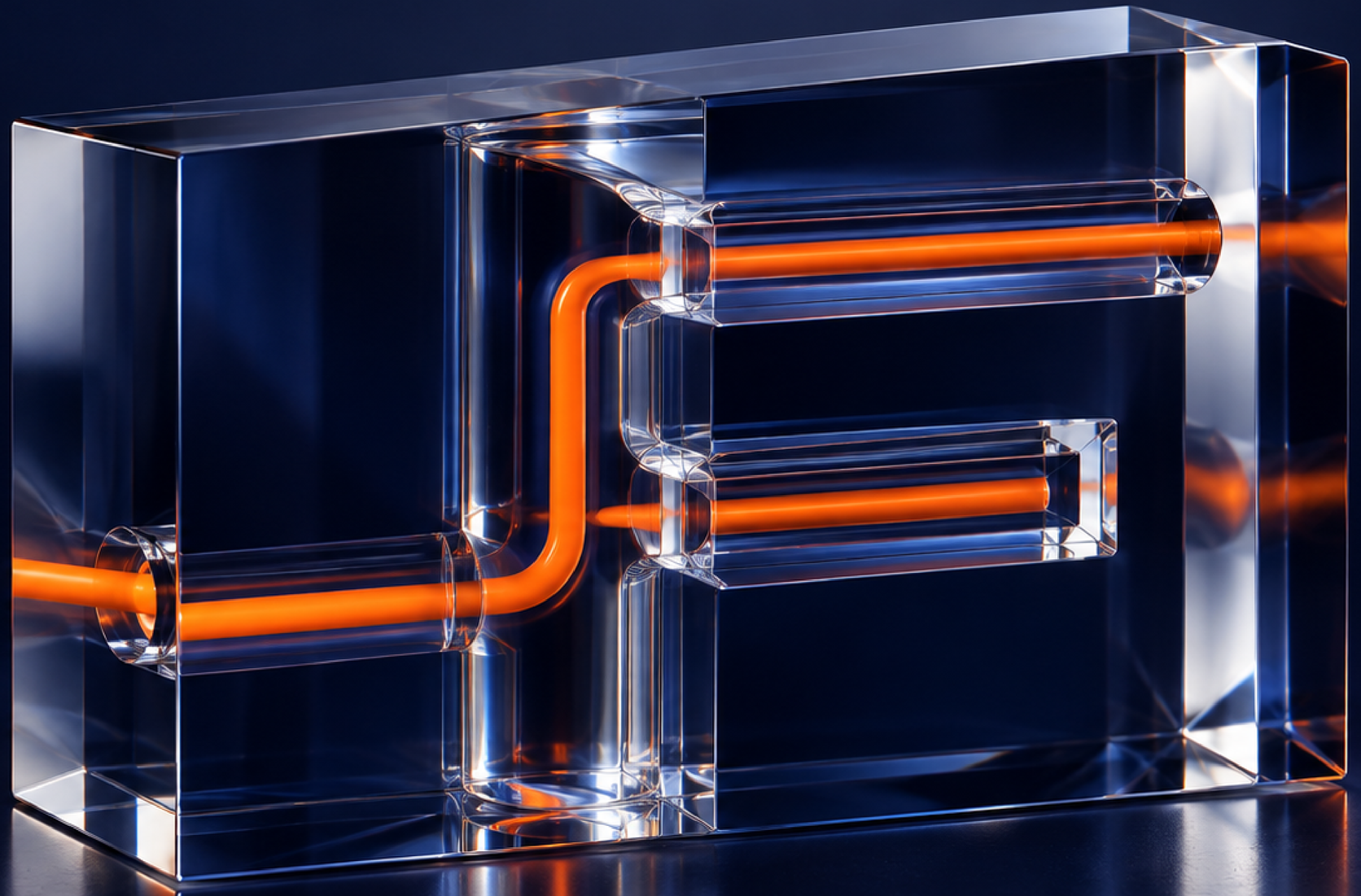
four aur For Innovation and Development

08 / MATERIAL INTELLIGENCE

A NEW DEPTH.

See the thinking inside the form.

Transparent volumes reveal precise pathways. Light exposes structure. Orange carries the point of focus.



DESIGNED TO MOVE.

Movement reveals how the system thinks: separate, align, resolve.



01 SEPARATE

Give each part its own presence.

02 ALIGN

Move with a shared direction.

03 RESOLVE

Arrive as one clear expression.

IDEAS YOU CAN HOLD.

Deep cuts. Quiet embossing.
Colour revealed through layers.

Make the material part of the message.



CARD FRONT / LAYOUT STUDY



ONE SYSTEM. EVERY SCREEN.

A clear hierarchy, confident space and one distinctive focal point.

FOURAUR / DIGITAL EXPERIENCE

Our world Our thinking

Ideas into what's next.

Built spaces. Intelligent systems.
Capable people. Stronger businesses.

Explore our world

FOUR FIELDS. ONE AMBITION.



Four fields. One future.

01 Built environments

02 Intelligent technology

03 Human capability

04 Business development

Discover FourAur

A BRAND YOU CAN ENTER.

SPACE BECOMES SIGNATURE.

Turn an aperture into an invitation.
A plane into a landmark.
A passage into a possibility.

CONCEPT / INNOVATION PAVILION



ONE DNA. ENDLESS EXPRESSION.

01 Keep the signature constant.

02 Give every form a purpose.

03 Let contrast do the work.

A family of ideas. A recognisable whole.



four aur For Innovation and Development

FOURAUR / THE NEXT CHAPTER

THE NEXT IS OURS TO FORM.

Together, we give possibility a form.

FourAur For Innovation & Developments

FORMING WHAT'S NEXT

