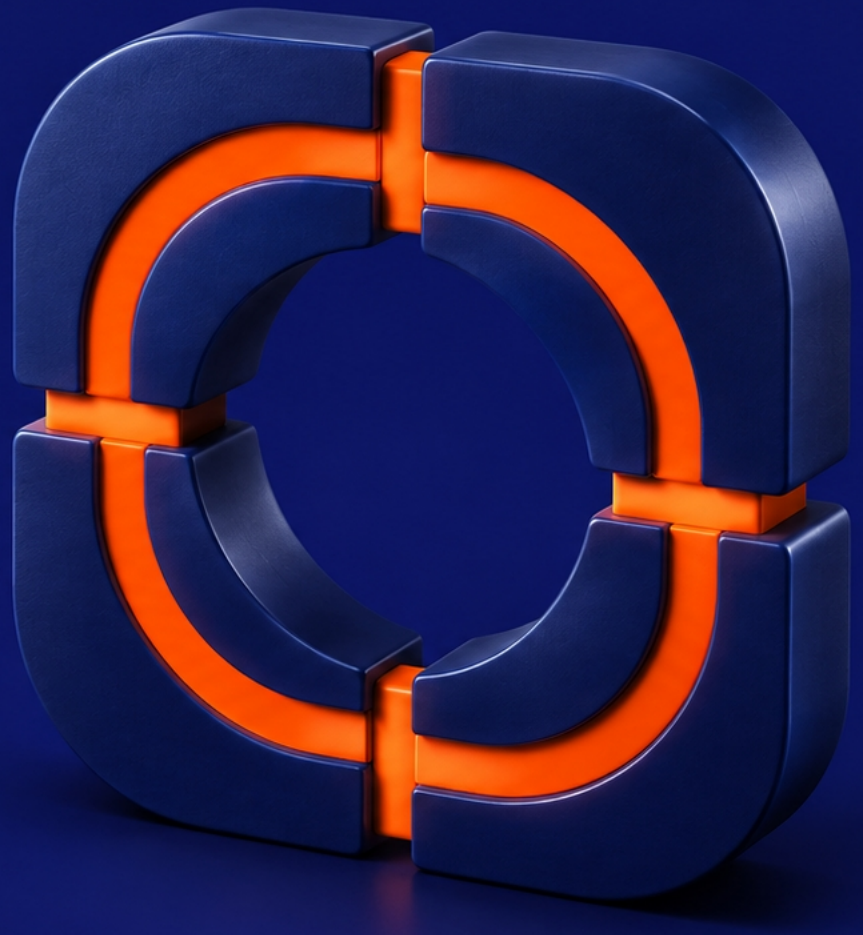
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FOURAUR / DESIGN DNA

The Human 360 Cooperative Framework



FORMING WHAT'S NEXT.

One identity. Every dimension.

A shared design language, made tangible.



PRINT DIGITAL SYMBOLS OBJECTS SPACE

Four capabilities. One human purpose.

We connect places, technology, people and business to turn ideas into practical progress.



01 / Built environments
Shape the places we live and work.

02 / Intelligent technology
Make systems work together.

03 / Human capability
Build knowledge into capability.

04 / Business development
Turn direction into practical progress.

Recognisable by design.

Geometry. Colour. Space. Rhythm.



01

GEOMETRY

One curve. One shared construction.



02

COLOUR

Navy anchors. Orange activates. White opens.



03

SPACE

The opening gives the idea room.



04

RHYTHM

Consistent intervals. Distinct expression.

Cooperation gives possibility a form.

Independent strengths. Shared direction. One connected outcome.



01 / CONTRIBUTE

Bring distinct capabilities.

02 / CONNECT

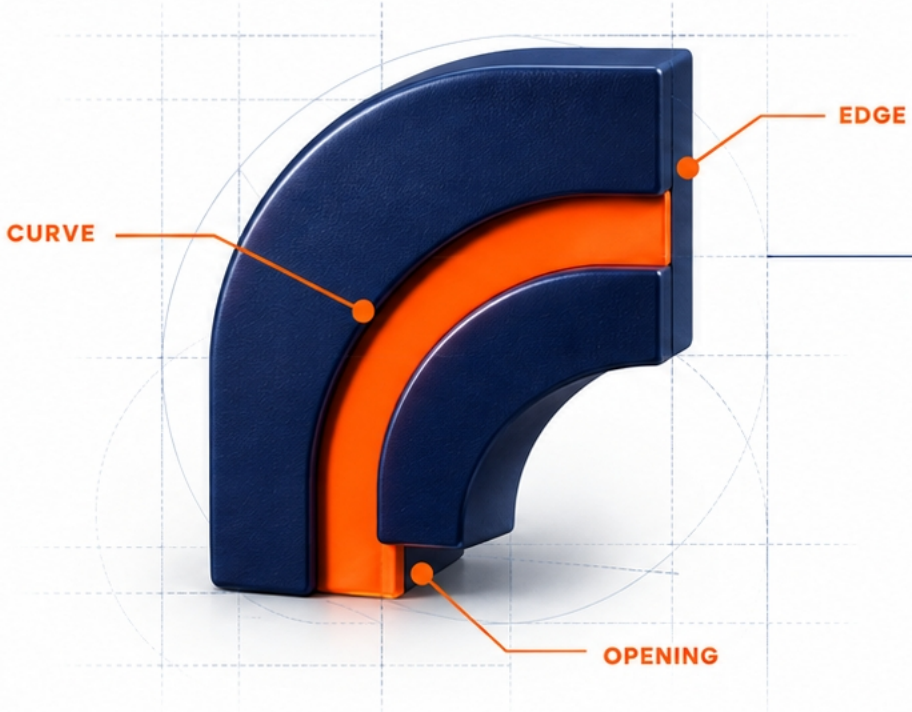
Work around a shared need.

03 / CREATE

Shape a coherent solution.

One module.
A world of expression.

A precise relationship between curve, edge and opening.



01 / SYMBOL



02 / PATTERN



03 / SPACE



Shared geometry. Adaptable scale. A consistent identity.

Forming is an action.

Build. Connect. Grow. Evolve.



01
BUILD
Give ideas structure.

02
CONNECT
Bring strengths together.

03
GROW
Expand human capability.

04
EVOLVE
Shape what comes next.

The origin is in the mark.

Curve, line, proportion and space form a shared visual language.





A recognisable gesture.



A stable foundation.



A consistent relationship.



An opening for possibility.

The open fold.

Our elemental gesture.

A straight edge becomes a curve.
A curve opens a new direction.



EDGE TURN OPEN

One gesture. Multiple ways to form.



Distinct in the detail.

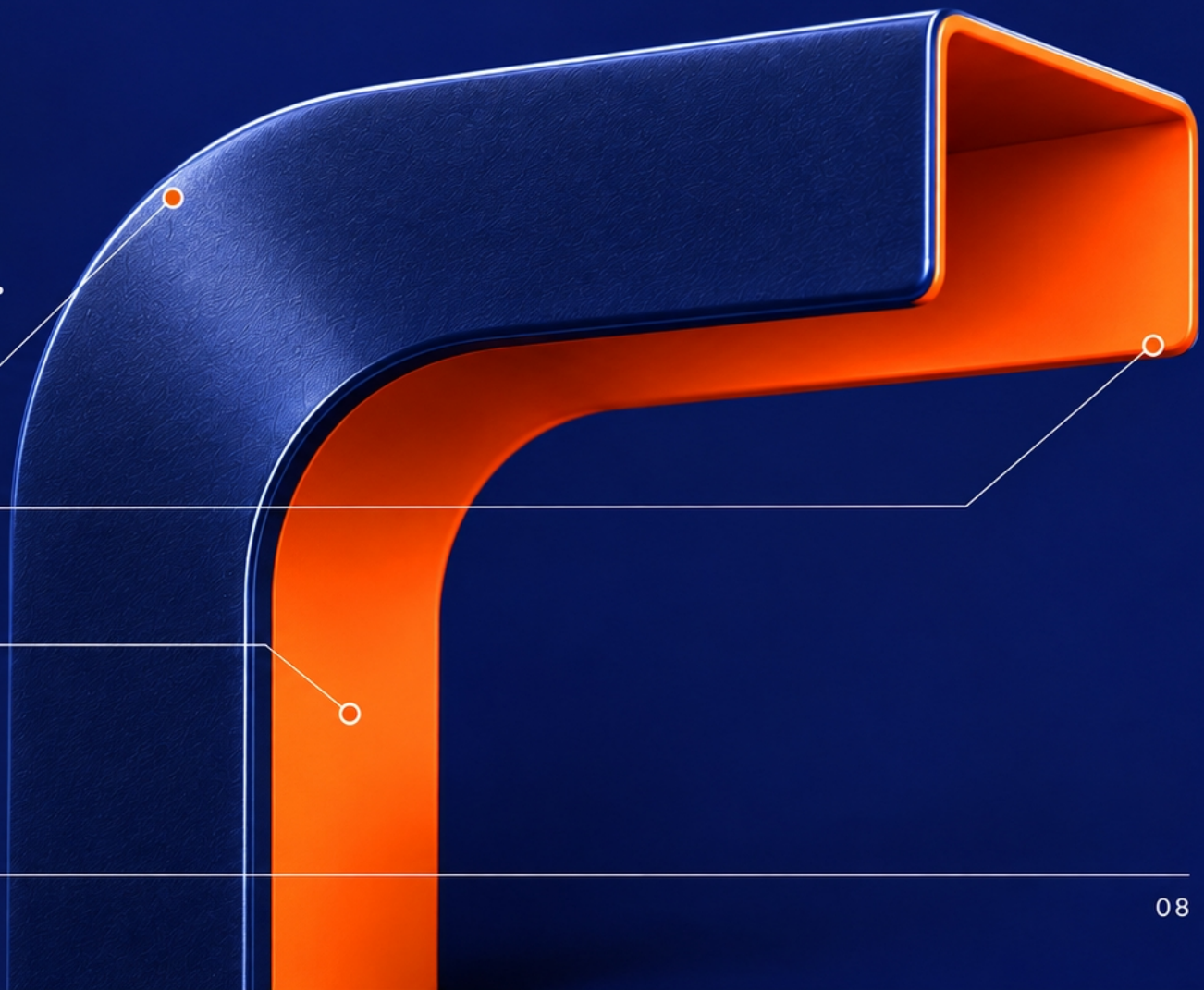
The opening is our signature.

01
CONTINUOUS TURN
The edge flows into the curve.

02
OPEN END
The form always leaves a way forward.

03
INNER SIGNAL
Orange reveals the point of connection.





From line to living form.

The same gesture gains surface, depth and purpose.



01 / LINE
Define the direction.

02 / SURFACE
Give the gesture presence.

03 / VOLUME
Make the idea tangible.

One construction logic, expressed across dimensions.

A family, not a repeated shape.

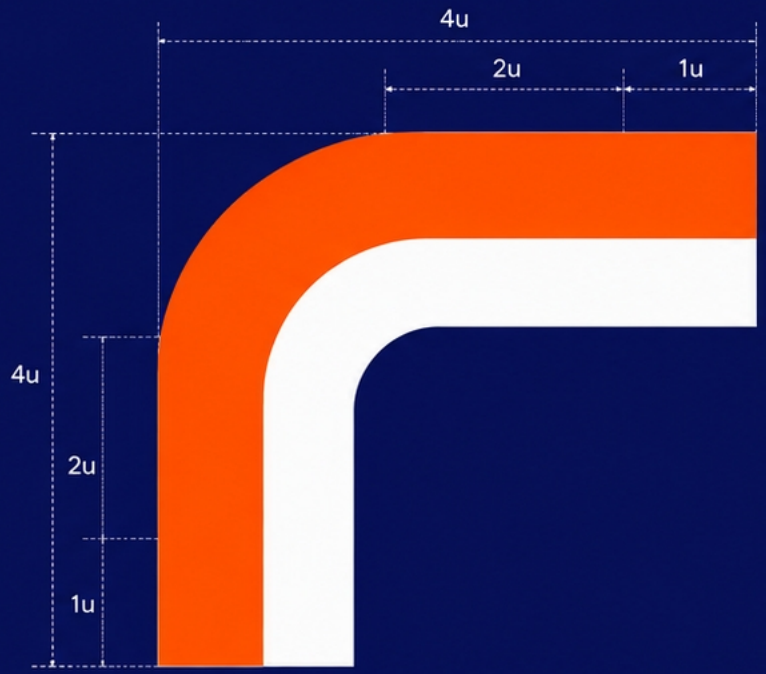
Shared construction. Different expressions. One FourAur.



The identity lives in the relationships.

Proportion makes it feel FourAur.

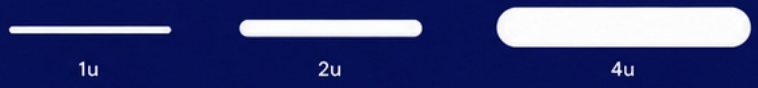
A small set of relationships keeps the system coherent.



A working scale for expressive graphics.

STROKE

Use a small set of stroke weights for consistency across applications.



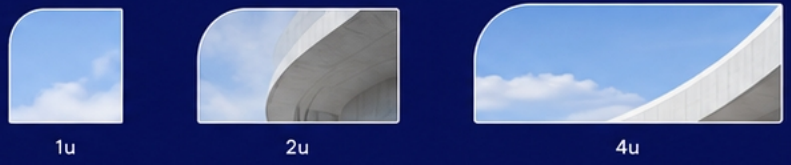
SPACE

Let space create clarity.
Use consistent spacing between elements, text and images.



RADIUS

Use consistent corner radii to create a friendly and distinctive visual language.



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Space to grow.

Same relationships. Different scale.

Order creates possibility.

A shared grid gives every layout a clear starting point.





PRESENTATION 16:9



SOCIAL 1:1



WEB 3:1

12
COLUMNS

96 px
OUTER MARGINS

8 px
SPACING UNIT

Align the message.

Group what belongs together.

Leave room to decide.

Edges define the character.

Straight where we align. Curved where we connect.



PRECISE END



CONTINUOUS TURN



OPEN JOIN







Use one corner logic within each composition.

Built around people.

Technology, places and capability begin with a human need.



FOCUS



BREATHING ROOM



Space carries the message.

An opening can frame a person, a thought or the next step.

Connection has a purpose.

Every link should explain a relationship.

01
UNDERSTAND
Define the need.

02
DESIGN
Shape the solution.

03
DELIVER
Make it work.

04
DEVELOP
Build what follows.

SERVICE CARD

Technology
Tools for people.

Training
People for progress.

WEBSITE APPLICATION

Expertise, connected.

Ideas, people and opportunity in the same direction.



Connect content, people and actions with one clear route.

One logic. Every format.

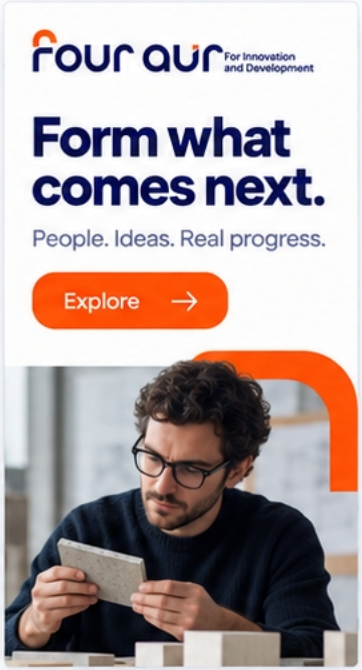
Recompose the hierarchy as the space changes.



WIDE



SQUARE



PORTRAIT

1 Reflow text. → 2 Recrop images. → 3 Preserve the hierarchy.

Order creates possibility.

A shared grid gives every layout a clear starting point.





PRESENTATION



SOCIAL



WEB

12
COLUMNS

96 px
OUTER MARGINS

8 px
SPACING UNIT

Align the message.

Group what belongs together.

Leave room to decide.

Transform with intention.

A small toolkit creates a wide range of expressions.

OPEN

Create a focal window.



REPEAT

Build a measured pattern.



CROP

Change scale, keep character.



FOLD

Reveal another layer.



Flat logic. Tangible identity.

The same graphic language can live on a screen, in print and in space.



DIGITAL / FLAT



PRINT / EMBOSSED



SPACE / RAISED



MATTE



PAPER



METAL

Compose for a clear first read.

One message leads. Every other element supports it.

01 / SIGNATURE
Use the FourAur logo in a clear, high-contrast position. Keep it small and consistent.

02 / HEADLINE
Lead with a short, confident message. Make it the strongest element.

03 / VISUAL
Use purposeful, human-centred imagery. Crop with our open curve to create focus.

04 / CONTEXT
Add a concise line that expresses the scope or benefit. Keep it simple.

05 / ACTION
Use a single, clear call to action. Make it visually distinct with our orange.



READING PATH

01 SIGNATURE → 02 HEADLINE → 03 VISUAL → 04 CONTEXT → 05 ACTION

Change the volume. Keep the voice.

Quiet, detailed and bold expressions share one visual discipline.

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A clear next step.

Shared ideas.
Stronger outcomes.



PEOPLE IDEAS IMPACT

QUIET

four aur For Innovation and Development PROJECT OVERVIEW

Progress, made clear.

Scope
Defined and aligned across teams.
Confirmed

Delivery
In active development and on track.
In progress

Review
Scheduled for next milestone.
Scheduled

FROM INSIGHT TO IMPACT →

DETAILED

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Form what comes next.

People.
Partnership.
Progress.

A BRIGHTER TOMORROW TOGETHER.

BOLD

Adjust scale and density. Preserve alignment and priority.

Consistency creates freedom.

Protect the core. Adapt the expression.

ALWAYS FIXED

These elements remain constant to keep FourAur instantly recognisable.



SIGNATURE

Use the original logo. Keep proportions and clear space.



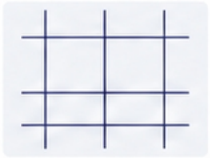
CORE COLOURS

Use the approved FourAur colour palette in all applications.



TYPE HIERARCHY

Use our type system consistently for clear and confident communication.



ALIGNMENT

Work within a clear grid to create balance and structure.

FREE TO ADAPT

These elements can flex to suit the message, medium and audience.



SCALE

Headline size can flex. Keep the voice and hierarchy clear.



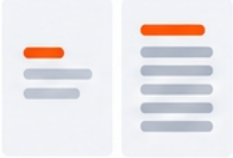
CROP

Use different crops of approved imagery to create new expressions.



COLOUR BALANCE

Use light or dark backgrounds as needed while maintaining contrast and clarity.



DENSITY

Content can be sparse or dense depending on the context.







From blank page to FourAur.

A repeatable process. A distinctive result.

01 / STRUCTURE

Set the canvas. Define clear margins and a flexible grid to create order.



02 / MESSAGE

Add the core message and the FourAur signature in a clear layout.



03 / EXPRESSION

Bring it to life. Add the brand expression with our signature curve and compelling imagery.





04 / RESOLVE

A complete, on-brand result, ready for real-world use.

Change the volume. Keep the voice.

Quiet, detailed and bold expressions share one visual discipline.



QUIET



DETAILED



BOLD

Adjust scale and density. Preserve alignment and priority.

Colour works for people.

Structure. Focus. Clarity.

HUMAN 360



NAVY / STRUCTURE
Build trust and organise information.

ORANGE / FOCUS
Guide attention to the next action.

WHITE / CLARITY
Give people and ideas room.

One colour intent. Many surfaces.

Keep the master values stable. Control how materials express them.



SCREEN PAPER MATERIAL SPACE

#0F1061 #FF4D00	Digital master: sRGB. Print: use the production ICC profile. Approve a physical proof.	**Light changes appearance, not the master colour.**

One palette. Three expressions.

Adjust the balance to the message.



CALM



CONFIDENT



BOLD

	#0F1061		#FF4D00		#FFFFFF	Illustrative balances, not fixed percentages.

DISPLAY / SORA

Human potential.

TEXT / MANROPE

We connect people, technology and ideas to shape practical progress.

ARABIC COMPANION / CAIRO

الإنسان أولاً.

Display leads. Text explains. People give it meaning.



Two languages. Equal presence.

Match the intent, the visual weight and the reading direction.



ENGLISH / LEFT TO RIGHT



ARABIC / RIGHT TO LEFT

Translate meaning.
Keep the core message consistent across languages.

Balance visual weight.
Give both versions equal presence and impact.

Respect reading direction.
Design with the natural flow of each language.

Let people complete the form.

Type, illustration and geometry tell one story.

EGYPT'S NEXT CHAPTER, THROUGH A HUMAN LENS



HUMAN 360

Capability.
Connection.
Progress.



Reusable elements. One coherent story.

Concept inspired by the human-centred ambition of Egypt Vision 2030.

Source: Ministry of Planning / Egypt Vision 2030

Four capabilities. One visual voice.

Distinct meanings, built from shared geometry.

Built environments
Places that enable.

Intelligent technology
Systems that connect.

Human capability
People who progress.

Business development
Businesses that grow.









From geometry to meaning.

Build the symbol around the action it needs to explain.

ICON CONSTRUCTION: HUMAN CAPABILITY



1. OPEN LINE
Start with a foundation for possibility.

2. FORM A PAGE
Create one side of the story.

3. TWO PAGES
Bring ideas together.

4. ADD THE HUMAN
People at the centre.

5. COMPLETE ICON
One active accent for progress.

ICON ANATOMY



OPEN INTERIOR
Space for people and ideas.

SHARED STROKE
Consistent geometry across the system.

ONE ACTIVE ACCENT
Signals forward movement.

VISUAL APPLICATIONS



COURSE NAVIGATION TAB



PROGRAMME COVER



INFORMATION CARD

Meaning first.
Geometry second.
Detail last.

Specialist skills. Shared character.

Service expressions within one FourAur identity.

BUILT ENVIRONMENTS

- Construction
- Property development
- Real estate marketing

INTELLIGENT TECHNOLOGY

- AI solutions
- Software
- Automation

HUMAN CAPABILITY

- Professional training
- Leadership
- Applied learning

BUSINESS DEVELOPMENT

- Consulting
- Management
- Growth strategy

Explore our capabilities.

Build | Connect | Develop | Grow

Service grouping shown for identity planning.

Five capabilities. One human journey.

Human 360 connects the skills people use together.



EXPRESS
Content Creation

REACH
Marketing

USE
AI Solutions

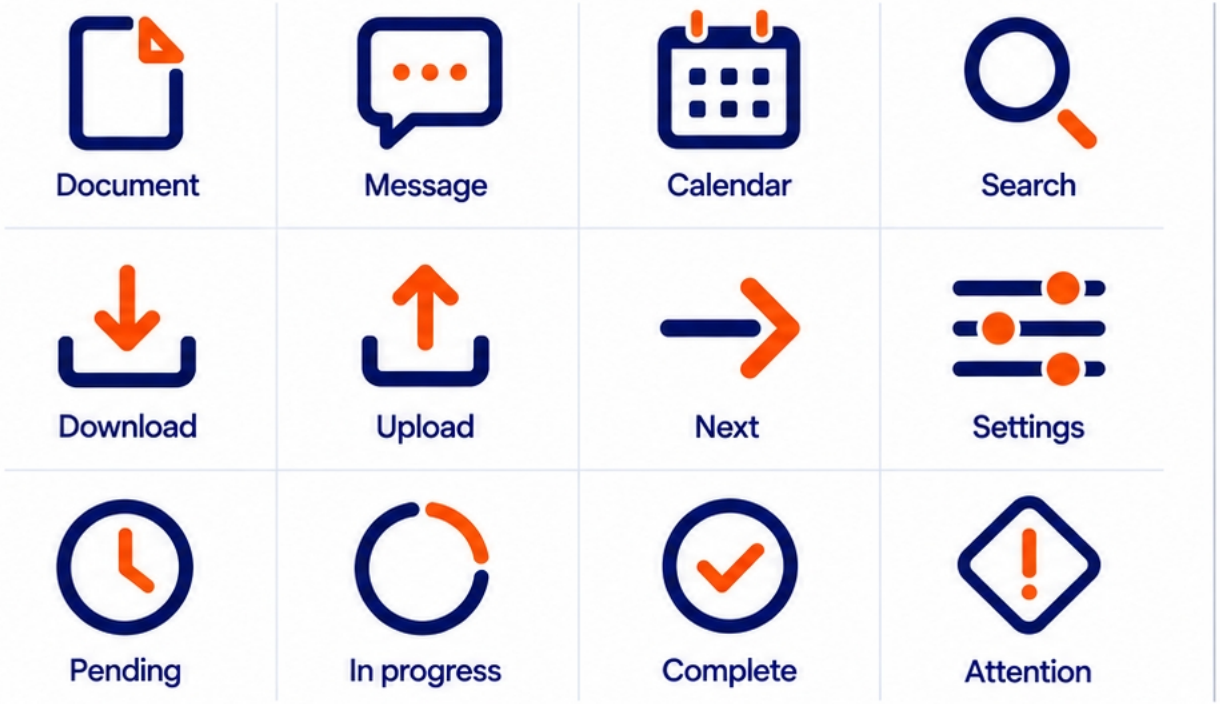
MANAGE
Management & Strategic Planning

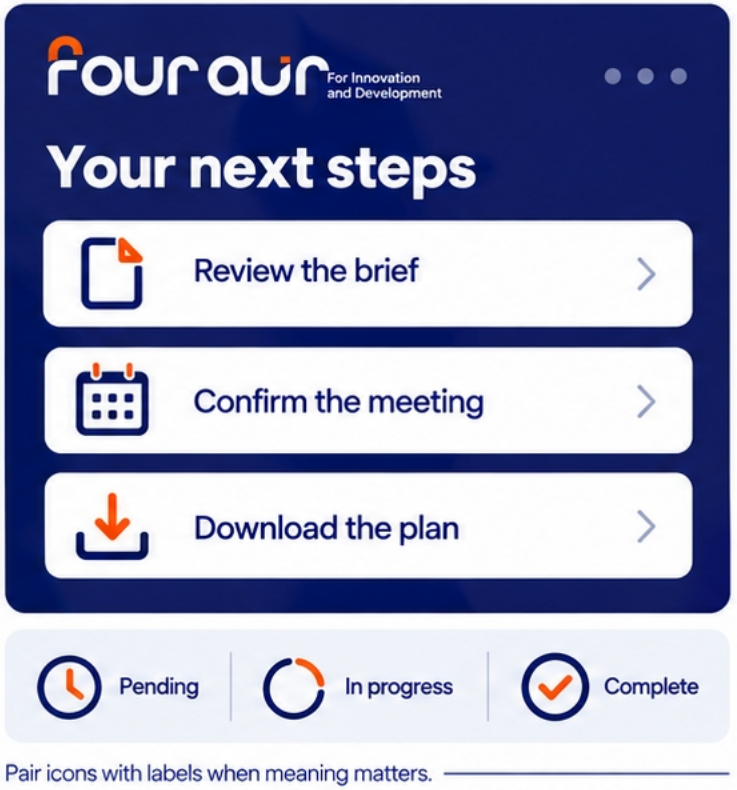
CALCULATE
Finance for Non-Financials

Start with the capability you need. **Connect what comes next.**

Useful in every interaction.

Small symbols make the next action clear.





Pair icons with labels when meaning matters.

Built to stay clear.

Simplify with size. Preserve the meaning.

RELATIVE SCALE STUDY

COMPACT



Clear at small sizes.



Scaled for visibility.

STANDARD



Default use.

DISPLAY



More detail, same meaning.

RENDERING VERSIONS

OUTLINE



Stroke version for flexibility.

SOLID



Filled for strong presence.

MONO



Single colour application.



Human capability

Keep the silhouette.

Open the interior.

Test at actual output size.

Learn it.
Apply it.
Lead with it.

One symbol. A richer human context.



CAMPAIGN



PRESENTATION



Add meaning. Keep the family.

A repeatable method for every new icon.

01 / DEFINE

Name the action: project handover.



02 / CONSTRUCT

Use the shared stroke and corner logic.



03 / SIMPLIFY

Remove detail that does not help recognition.



04 / TEST

Check meaning, scale and one-colour use.





Project handover



View handover pack >

Quality checks:

- Clear meaning?
- Consistent weight?
- Open space?
- Useful at small size?

Patterns with purpose.

One open fold. Three levels of expression.



Backgrounds

Create subtle structure and brand presence.



Content systems

Connect ideas, people and information.



Campaigns

Make a bold statement at scale.







Protect reading zones. Change density, not the underlying geometry.

FORM | PEOPLE | MATTER | TIME



Photography direction study

Real people. Recognisable framing.

Let the photograph lead. Let the geometry connect.


PEOPLE


PURPOSE

Keep faces clear.
Show real people, real perspective.

Crop around the action.
Focus on what people do.

Reserve space for the message.
Let the image breathe.

Connections make ideas clear.

Turn information into a human journey.



DISCOVER
Understand the need.

CONNECT
Bring capabilities together.

CREATE
Build a useful response.

GROW
Support what comes next.



Different people.
Shared direction.
A brighter Egypt.

Use **routes** for sequence.
Use **branches** for choice.
Use **space** for hierarchy.

From insight to action.

Insight
See what matters.

Design
Turn ideas into solutions.

Outcome
Create real impact.

The same form. A tangible presence.

A restrained material palette makes depth feel like FourAur.



MATTE NAVY

Depth you can feel.



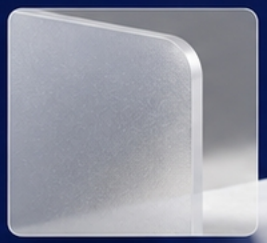
UNCOATED WHITE

A natural foundation.



ORANGE EDGE

Signals what's next.



FROSTED LAYER

Adds depth and calm.





Soft side light.
From the upper left.



A consistent view.
Same angle, more materials.



Controlled reflections.
Real materials. No glare.



Motion with a reason.

Arrive. Connect. Form. Settle.



Reveal the starting point.



Follow the shared path.



Open space for the story.



Hold for reading.

Static storyboard — motion behaviour proposal.

Start gently → Move with intent → Finish calmly

Respect reduced-motion preferences. Keep an equivalent still composition.

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Forming what's next.

Built around people.

The Human 360 Cooperative Framework.

PEOPLE
IDEAS
SKILLS
BRIGHTER
EGYPT





FORM
A shared structure.
Simple geometry opens new possibilities.



PEOPLE
A clear purpose.
Different perspectives create greater outcomes.



MATTER
A tangible presence.
Ideas take shape in the real world.



TIME
A guided journey.
From insight to lasting impact.

FOURAUR / FUTURE EXPRESSION

A more human 2030.

People at the centre.
Possibility in every direction.

LEARN
MAKE
COLLABORATE
GROW

A BRIGHTER
EGYPT TOGETHER



FORM
Built environments that enable.

PEOPLE
People who progress.

MATTER
Systems that connect.

TIME
A brighter tomorrow.

An independent FourAur creative vision for Egypt's future.

FOURAUR / FUTURE EXPRESSION

A more human 2030.

People at the centre.
Possibility in every direction.

LEARN
MAKE
COLLABORATE
GROW

A BRIGHTER
EGYPT TOGETHER



BUILD
Places that enable.

CONNECT
Systems that connect.

DEVELOP
People who progress.

GROW
Businesses that grow.

An independent FourAur creative vision for Egypt's future.

FOURAUR / FUTURE EXPRESSION

A more human 2030.

People at the centre.
Possibility in every direction.

LEARN
MAKE
COLLABORATE
GROW

A BRIGHTER
EGYPT TOGETHER



BUILD
Places that enable.

CONNECT
Systems that connect.

DEVELOP
People who progress.

GROW
Businesses that grow.

An independent FourAur creative vision for Egypt's future.

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BUILT ENVIRONMENTS

Build places. Enable life.

Development, construction and responsible places to live.

Use structure to frame the human experience.

- Property development
- Real estate marketing
- Contracting
- Sustainable construction





IN PRINT



ON SITE



IN SPACE

INTELLIGENT TECHNOLOGY

Technology that serves people.

AI, software and automation with a human purpose.

Artificial intelligence | Software systems | Human-centred automation

Understand
Turn complex information into clear insight.

Assist
Suggest options and bring people together.

Act
Turn decisions into real progress.



A clearer next step.

From information to impact, with people at the centre.

Review information
Bring data, documents and context together.

→

Confirm the decision
A human reviews and approves.

→

Start the workflow
Put the decision into action.

Keep people in control.

Technology should amplify human judgement.

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HUMAN CAPABILITY / ACADEMY

Learning that changes what comes next.

Build capabilility. Expand awareness. Apply what you learn.

LEARN
REFLECT
APPLY



HUMAN 360 / CONNECTED CAPABILITIES

EXPRESS
Content Creation

REACH
Marketing

USE
AI Solutions

MANAGE
Management & Strategic Planning

CALCULATE
Finance for Non-Financials

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THE HUMAN 360 COOPERATIVE FRAMEWORK

Build the business behind the idea.

Clear decisions. Stronger organisations. Sustainable progress.

Consulting / Management / Growth strategy





A clearer direction.

Strategy documents that align people, ideas and action.



Decide. Organise. Act.

Workshops that turn insight into a plan for action.



From possibility to progress.

Presentations that communicate value and build alignment.

Four fields. One human purpose.

Different expertise. One recognisable FourAur.



THE POSSIBILITY WEAVE / Four capabilities shaping a more human 2030.

A profile with a point of view.

A clear story, before a long list of capabilities.







01 | **One story per spread.**
A clear message, a stronger impression.

02 | **A consistent *reading grid*.**
Aligned elements create a calm, confident flow.

03 | **Space gives ideas authority.**
Clarity breathes. Confidence grows.

Clarity when detail matters.

Technical scope and commercial terms, in one disciplined system.

Technical proposal 01

From understanding to delivery, a clear plan for results.



01

Scope

Define the agreed work and exclusions.



02

Method

Describe the stages, responsibilities and deliverables.



03

Programme

Confirm milestones and review points.

Brief → **Develop** → **Deliver**

Align objectives and scope. | Create, review and refine. | Complete and handover.

Commercial proposal

A transparent and structured commercial framework.

Item	Qty	Unit price	Amount
Design services	1	—	—
Implementation	1	—	—
Support	1	—	—
Total		—	—

Illustrative layout. Pricing to be confirmed.

Payment terms

Set out milestone payments and the agreed conditions.

Validity

Confirm the period during which this proposall remains open.

Assumptions

List the key assumptions and dependencies for delivery.

01

Hierarchy before decoration.

Use clear information hierarchy so content is easily understood.

02

Align numbers consistently.

Use a clear column structure for financial information.

03

Separate scope from price.

Keep technical detail and commercial terms distinct but connected.

An identity you can feel.

Precision in the details people hold.



Align the logo.
Keep clear space and proportion across all touchpoints.

Use one finishing accent.
Let the open fold and orange lead the tactile experience.

Proof colour on the chosen stock.
Check for consistency across print and material.

Step inside the identity.

The same geometry becomes a shared place.

A consistent visual language takes shape in the real world — transforming spaces into meaningful experiences for people to connect, learn and build together.







Create a clear arrival.
A welcoming space sets the tone.

Keep signs readable.
Simple guidance builds confidence.

Give people room to move.
Open layouts enable better conversations.

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HUMAN CAPABILITY / ACADEMY

Learning that changes what comes next.

Build capabilility. Expand awareness. Apply what you learn.

LEARN
REFLECT
APPLY

THE HUMAN 360 COOPERATIVE FRAMEWORK



HUMAN 360 / CONNECTED CAPABILITIES

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AI Solutions

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Management & Strategic Planning

CALCULATE
Finance for Non-Financials

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A system for every conversation.

Open. Explain. Evidence.

Shared language
to turn complexity
into progress.

OPEN POSSIBILITIES
TOGETHER.



OPENING



CONTENT

EVIDENCE



01 | **Lead with one message.** Clarity creates impact.

02 | **Keep labels outside the data.** Maintain a clean, readable structure.

03 | **Use orange to focus attention.** Guide the eye to what matters.

One idea. Many moments.

A campaign people can recognise before they read the logo.

OPEN POSSIBILITIES

A unified campaign across platforms, different stories, the same direction.











01 | **Repeat the signature.**
Keep the logo, typography and open-coner language consistent.

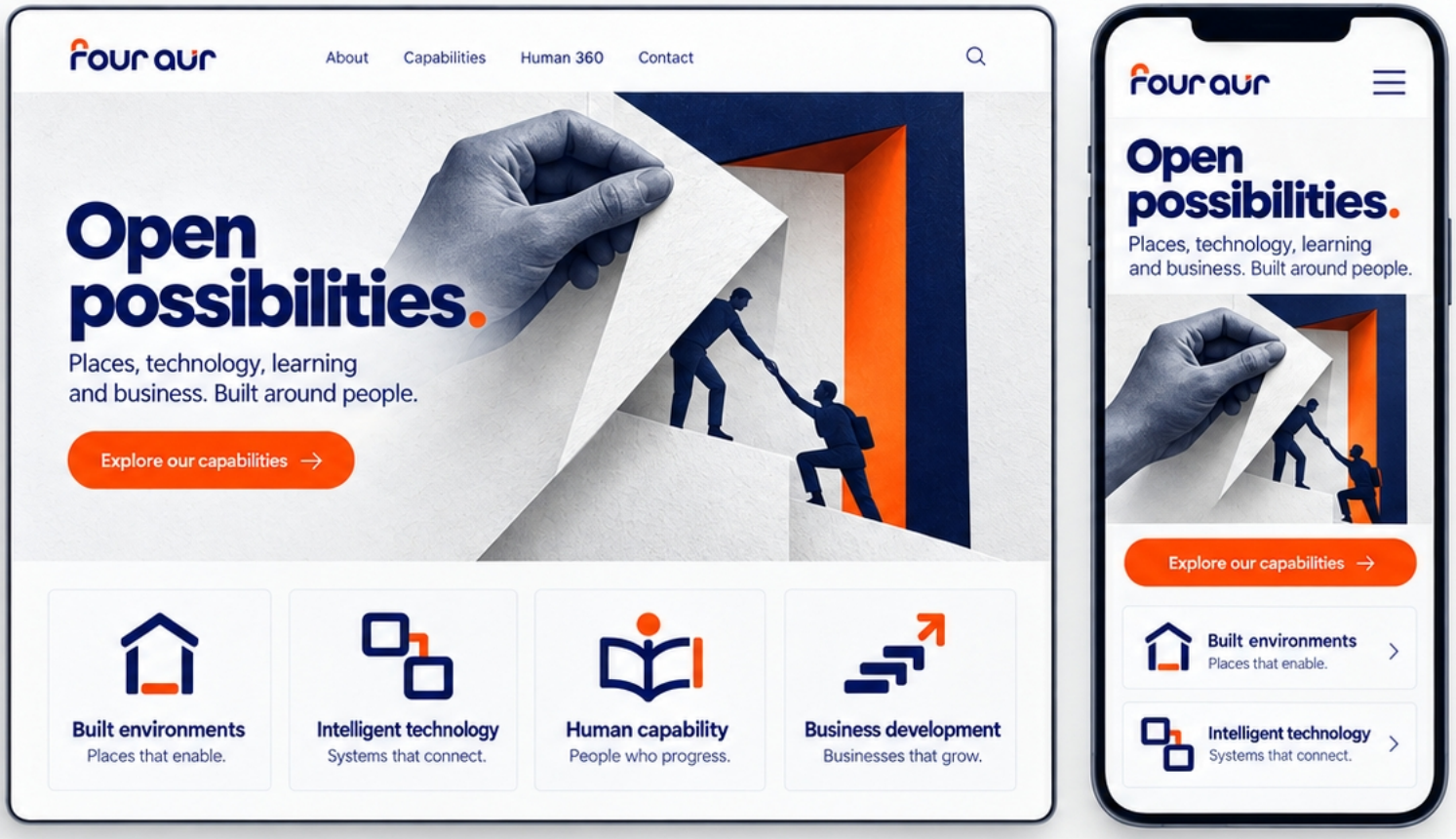
02 | **Change the crop.**
Show new perspectives, moments and formats.

03 | **Keep the message short.**
Lead with a clear idea. Let the image do the rest.

The same identity, at every width.

Recompose the hierarchy.
Preserve the purpose.

RESPONSIVE DESIGN CONCEPT



01 | **Reflow the grid.**
Rearrange components for each screen size.

02 | **Keep the action visible.**
Maintain the human story and open-corner motif.

03 | **Protect readable type.**
Preserve clarity, contrast and hierarchy.

Learning, designed for use.

A consistent system from first insight to practical action.





Think
Build understanding.
PAUSE. EXPLORE. SEE MORE.

Try
Turn insight into action.
APPLY. LEARN. KEEP GOING.

Reflect
Make progress stick.
REVIEW. SHARE. IMPROVE.

EXPRESS Share what matters.

REACH Find new connections.

USE Apply knowledge.

MANAGE Work together.

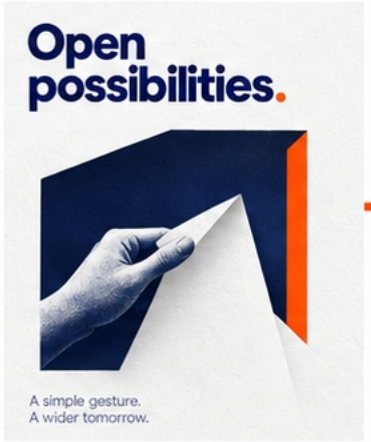
CALCULATE See what's next.

Make instructions scannable. | Leave room to write. | Show one action at a time.

One idea. Four expressions.

Carry the meaning across formats.

SOURCE CONCEPT



POST



PRESENTATION



WEBSITE



PRINT



01 | MESSAGE
Keep the promise.
Use a consistent idea and tone across every touchpoint.

02 | GEOMETRY
Keep the signature.
The open-fold shape and orange path create instant recognition.

03 | CROP
Adapt to the format.
Keep the core gesture, scale and framing appropriate to each medium.

04 | HIERARCHY
Protect the next action.
Lead with a clear headline, then guide the eye forward.

Recognisable in form. Human in meaning.

The impression every application should leave.

FourAur /
Forming what's next.



CAPABLE
Purposeful structure.

HUMAN
People at the centre.

CLEAR
Meaning without noise.

FORWARD-LOOKING
Room for what comes next.

A repeatable way to create.

Five decisions. One recognisable FourAur.

01 MESSAGE
Say one thing clearly.

02 EXPRESSION
Choose the right intensity.

03 COMPOSITION
Set the hierarchy and space.

04 ELEMENTS
Add only what serves the message.

05 DETAILS
Refine type, colour and alignment.





Purpose before decoration. | Meaning before detail. | Consistency before novelty.

One library. A clear source of truth.

A proposed structure for finding, using and improving the system.



Library blueprint — editable assets to be assembled.

FIND
Start from the current master.

ADAPT
Use a working copy.

REVIEW
Check the design and content.

RELEASE
Record the version and owner.

FILE NAMING EXAMPLE

`FourAur_Asset_Channel_v01`

Keep editable masters separate from exports.

One identity. Room for what comes next.

Four capabilities, connected around human possibility.

IDEAS
PEOPLE
PLACES
POSSIBILITIES

A more connected tomorrow, together.



DIFFERENT PERSPECTIVES
A BRIGHTER POSSIBLE

The human advantage compounds.

01
Keep the geometry.
A simple form goes further.

02
Protect the reading space.
Clarity creates confidence.

03
Give orange a purpose.
Use it to guide, highlight, connect.

04
Put people at the centre.
Real progress is human.

Does it belong to FourAur?.

Check the system, not just the logo.



CONSISTENT

Shared colour. Clear hierarchy. Purposeful geometry.



WEAK CONNECTION

Borrowed shapes. Competing accents. Unclear focus.



REFINED

Restore the palette. Simplify the form. Lead with meaning.

Clear message?
Is the idea obvious and relevant?

Shared geometry?
Does it use our visual language?

Readable type?
Is it clear, legible and confident?

Human purpose?
Does it put people and progress first?



four aur For Innovation and Development

The Human 360 Cooperative Framework

Four Arcs. Four Dimensions.
For Human Beings.



Forming what's next.