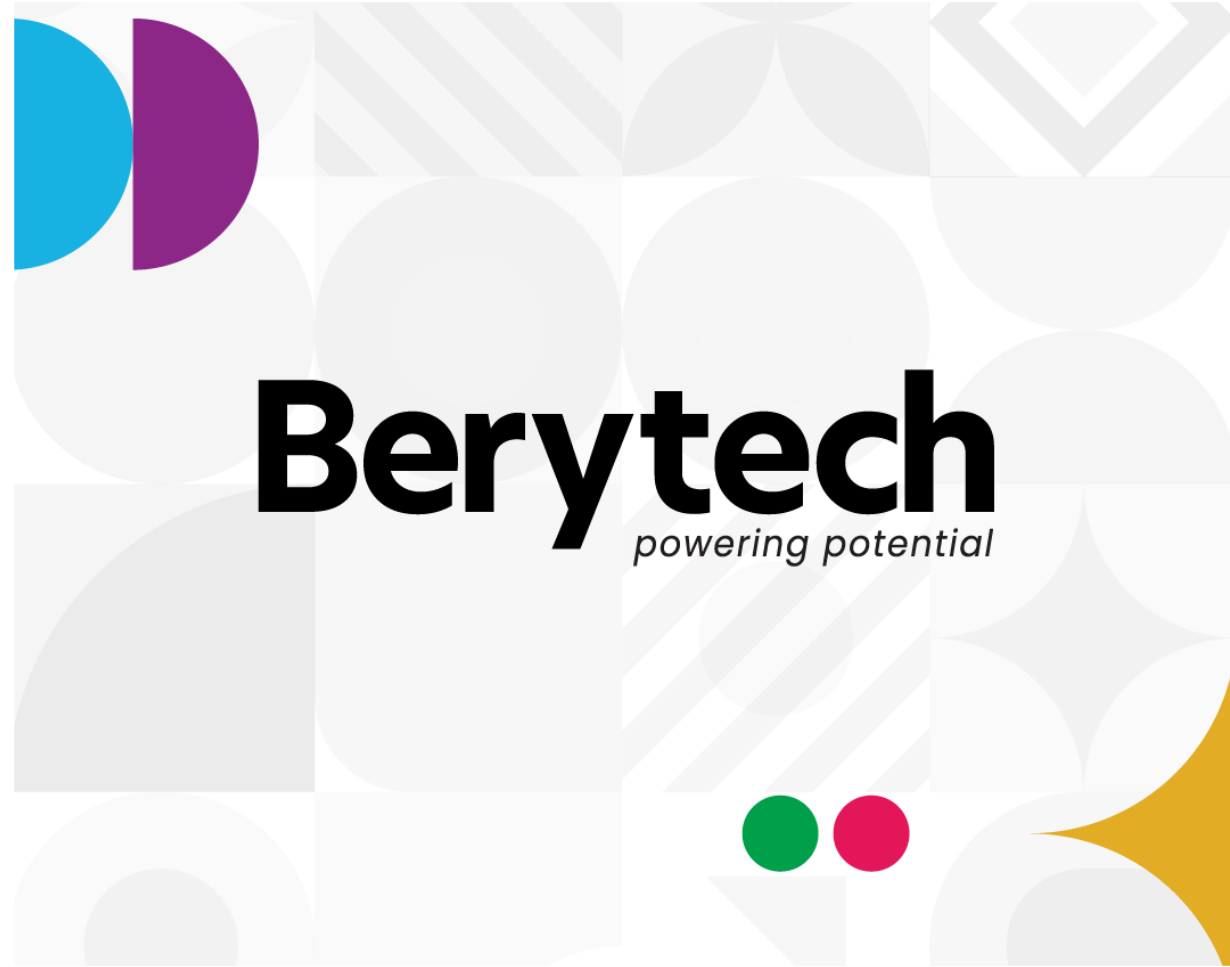


Berytech

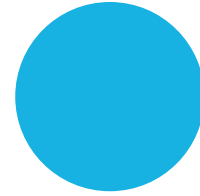


Brand Identity



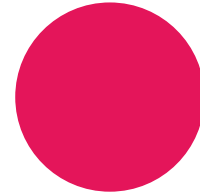
Symbolism in Colors

In linking colors with Berytech's core values, it's a deliberate move to visually express its fundamental beliefs. Each color choice aligns with these guiding principles, forming a cohesive visual identity reflective of Berytech's mission. By emphasizing the meanings behind each color, it reinforces their intended message, creating a stronger emotional bond and a memorable brand identity.



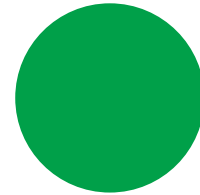
Blue

- *Integrity*
- Trust, stability, professionalism, and calmness



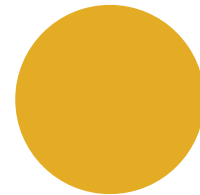
Red

- *Diligence*
- Energy, passion, and excitement, boldness



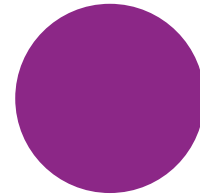
Green

- *Sustainability*
- Growth, harmony, nature, and health



Yellow

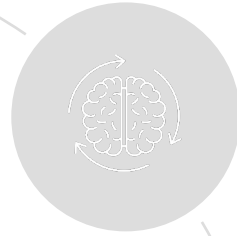
- *Good Governance*
- Optimism, energy, creativity and intellect



Purple

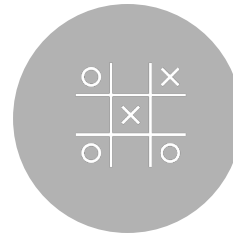
- *Equality*
- Creativity, royalty, imagination and luxury

Introduction to Visual Identity



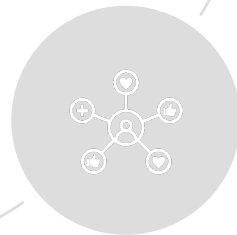
Reshaping Symbolic Meanings

A brand's identity can change how we see colors and shapes, giving them new meanings that match its goals. By using them strategically, a company can connect certain colors or shapes with its brand story and objectives.



Strategic Redefinition

This deliberate manipulation helps a brand reshape familiar connections, using colors and shapes strategically to give them fresh meaning and significance.

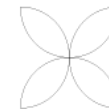
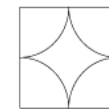
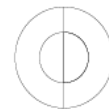
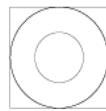
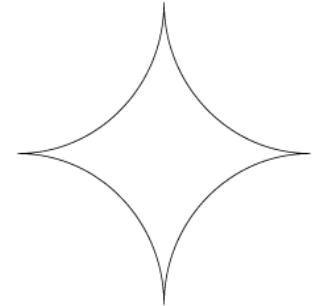
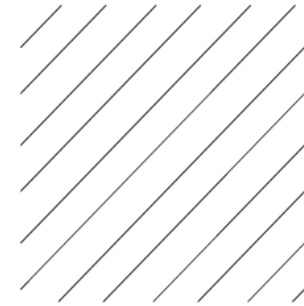
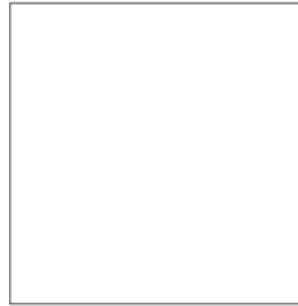
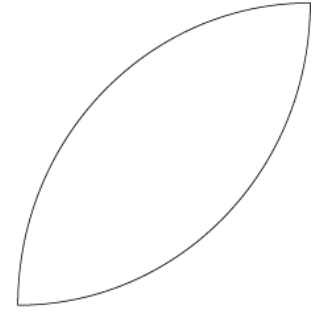
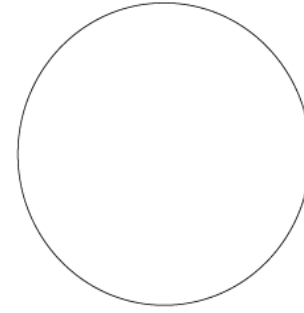
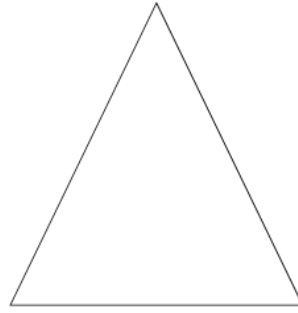


Influence on Brand Identity

These changed elements become crucial to the brand, shaping how people see and remember it.

Symbolism in Shapes

- Simplicity and Versatility
- Building Blocks
- Mixing and Matching
- Unity and Integration
- Blueprint for Entrepreneurs & SMEs





Theory Behind it

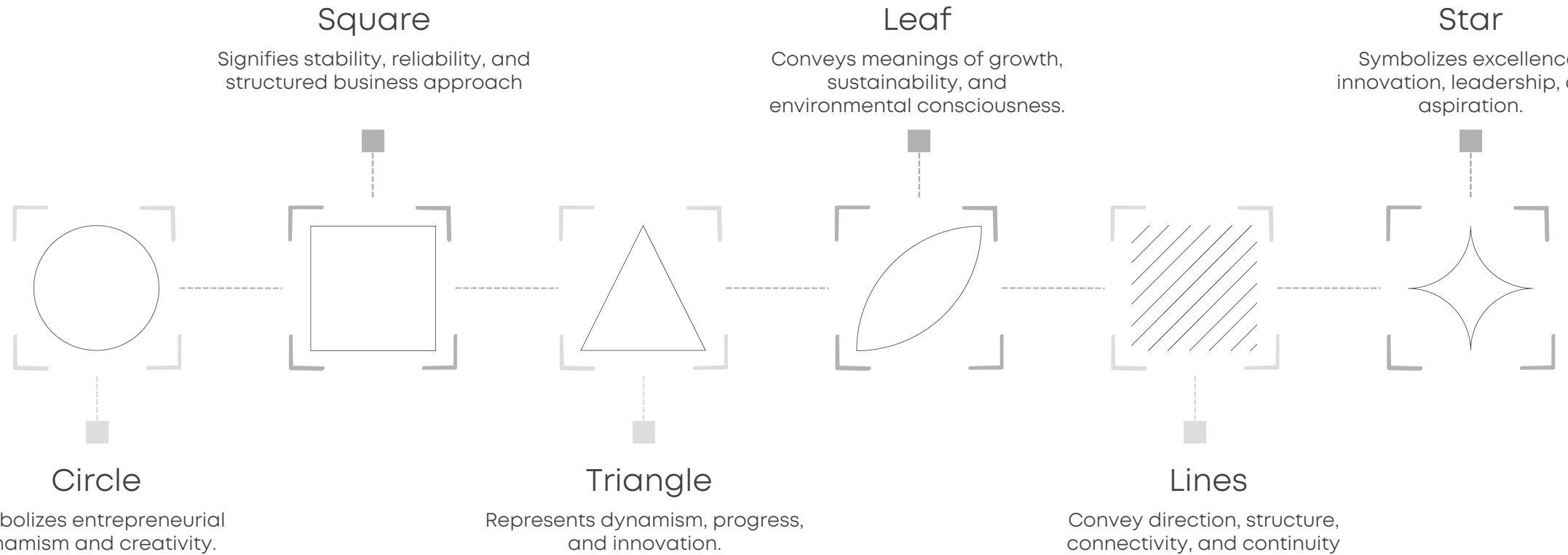
At Berytech, we believe in keeping things simple in our design approach. We use basic shapes as the building blocks for our creations. These shapes go beyond just design; they represent our strategy. Our aim is to establish a supportive environment for entrepreneurs, contributing to the growth of entrepreneurship in Lebanon.

At Berytech, we bring together various elements to form a unified ecosystem, showcasing our dedication to progress and innovation.



Shapes Meaning

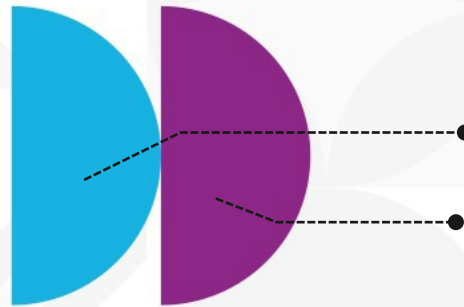
Decoding Shapes: Unveiling the Symbolism in Design for Entrepreneurship at Berytech



Berytech's Visual Representation

Berytech Main Visual Meaning

All five colors are displayed



Integrity

These two shapes together showcase harmony and fusion, suggesting a commitment to fair and honest principles. If one falls, the other falls as well.

Equality

Berytech

powering potential

Good Governance

This shape resembles a funnel, extending from the exterior and directing toward the 'red' and 'green' circles. Conversely, it signifies an opening from a plan or project outward to the world.

The round shape symbolizes rolling motion a journey. In this case, it signifies progress from environmental awareness towards a dedicated effort to achieve an environmentally friendly goal or project

Sustainability

Diligence



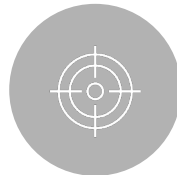
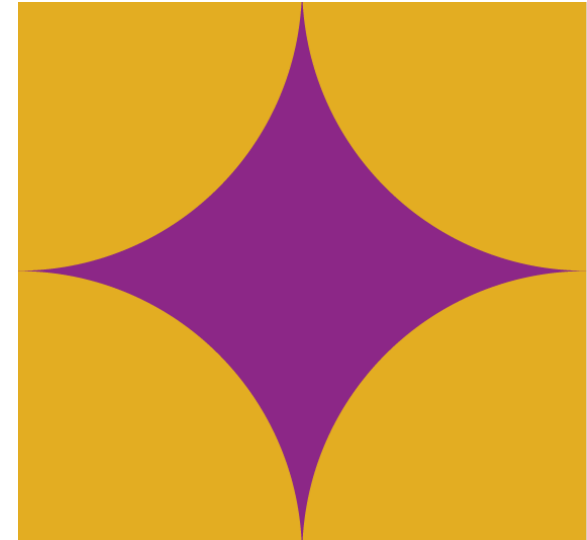
Iconography

In general, icons function as visual representations—sometimes abstract, other times direct—efficiently conveying ideas, actions, or concepts.



Abstract Icons

Abstract icons heavily depend on simplicity and symbolism, promoting interpretation and consistency within the brand. They provide flexibility and creativity in conveying their meanings.



Direct icons

Direct icons are easily recognizable for conveying specific messages, leaving minimal room for confusion

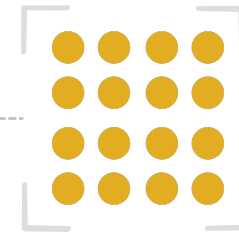
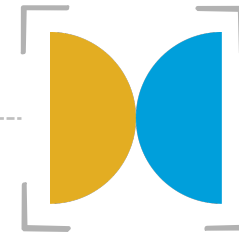
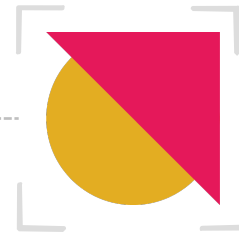
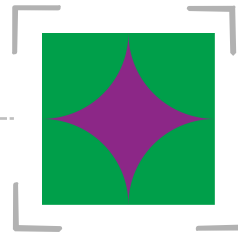
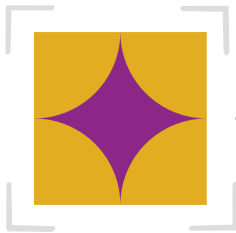


Abstract Icons

A brief breakdown and explanation of the meanings behind some of the icons

Programs

Purple Star = Innovative program
Within a stable and clear framework



Fostering Innovation

Purple Star = Innovation

Yellow Square: Wisdom and
guidance with good governance

Entrepreneurship

Yellow Circle = Positive Journey

Red triangle = forward
motion/risk taking and pursuit
of new ideas

Meeting Facilities

Yellow Half circle = Welcoming environment
Blue Half circle = Trust/Professionalism

Group/Capacity building

Group of positive individuals
in a structured environment



Berytech
powering potential

Thank
YOU

Berytech Brand Identity