



No one loves E Shopping . Just yet .

When we started doing research on the project and its importance for people, we found that because of the Corona epidemic it had recently had to shop online for their needs, even it provided their comfort and safety in that. However, they were not happy that the real shopping pleasure had disappeared, and here the importance of the project in the totally good idea of the pleasure that will return it to people. From here we decided that the logo and identity must be outside the familiar and new and not just a building or a shopping bag



1.3m

2.5m

1.2m

1.3m

Logo concept

The pleasure of electronic shopping is its top when the purpose arrives in a box and opens the box. From here we started building the logo and identity so we used the open box shape to form a virtual building



We worked to make the building have multiple connotations

To start with, it forms the letter E vertically and the letter M horizontal , and it forms the SWIPE UP code used to display attractive ads and important things in the Internet and finally we made sure to embody the important idea that it only contains the important brands "CLASS A" which is symbolized by by repeating an element three times (Three stars, three letters A, and in our project with three open boxes;))





EMall









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10
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