



ORCA

BRANDING IDENTITY

Lead The **Wave**



INTRODUCTION

Welcome to the branding identity presentation of ORCA Hub — a space born from vision, purpose, and bold energy. ORCA is more than a name; it's a symbol of intelligence, strength, and strategic movement — just like the orca whale it draws its inspiration from.

This identity was crafted to reflect ORCA's unique role as a hybrid of innovation, collaboration, and creativity — blending the focus of a co-working space with the vibrancy of a café and the versatility of an event venue.

In the slides ahead, you'll explore the visual and conceptual DNA that shapes ORCA — from its logo and typography to its voice, tone, and brand applications.

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Brand character:

1. Brand attributes
2. Brand personality

Brand core:

BRAND PURPOSE

Brand values

Brand naming

Just Enjoy Staying Here

BUSINESS OVERVIEW

ORCA Hub is a hybrid creative space based in Mansoura, Egypt, merging a vibrant café, a productive co-working environment, and a versatile event venue under one roof. Designed for thinkers, doers, and dreamers, ORCA is where ideas are born, connections are made, and creativity flows.

We serve freelancers, students, startups, and creatives seeking a space that inspires both focus and freedom. ORCA adapts to every moment – whether it's casual coffee, deep work, community events, or collaborative brainstorming.

At ORCA, we don't just offer a space.
We offer an experience.

BRAND GOALS

Lead the Creative Scene

Position ORCA as the top innovation and community hub in Mansoura.

Build a Bold Identity

Craft a memorable brand that reflects intelligence, strength, and creativity.

Grow a Loyal Community

Foster emotional connection and engagement with students, freelancers, and creatives.

Ensure Brand Consistency

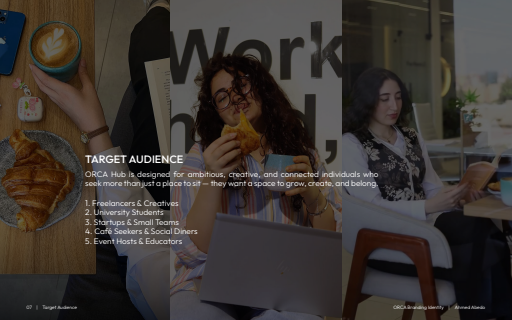
Maintain visual and verbal harmony across all touchpoints — digital and physical.

Boost Visibility & Partnerships

Attract collaborators, sponsors, and event organizers through a strong brand image.

Enable Scalable Growth

Design a flexible brand system that can evolve with future expansions and offerings.



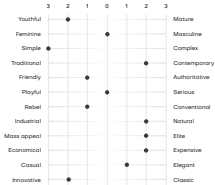
TARGET AUDIENCE

ORCA Hub is designed for ambitious, creative, and connected individuals who seek more than just a place to sit — they want a space to grow, create, and belong.

1. Freelancers & Creatives
2. University Students
3. Startups & Small Teams
4. Café Seekers & Social Diners
5. Event Hosts & Educators

BRAND PERSONALITY

how you present your brand to target audience



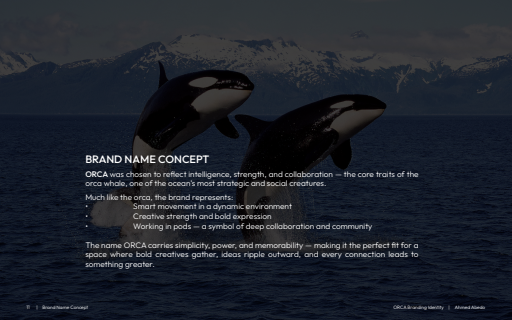
BRAND PERSONALITY





BRAND PURPOSE

ORCA is a creative Hub and café built to empower Mansoura's boldest minds. Provides an inspiring environment where creatives connect, ideas grow, and real collaborations begin. Here, every moment is designed to **lead the wave**.



BRAND NAME CONCEPT

ORCA was chosen to reflect intelligence, strength, and collaboration — the core traits of the orca whale, one of the ocean's most strategic and social creatures.

Much like the orca, the brand represents:

- Smart movement in a dynamic environment
- Creative strength and bold expression
- Working in pods — a symbol of deep collaboration and community

The name ORCA carries simplicity, power, and memorability — making it the perfect fit for a space where bold creatives gather, ideas ripple outward, and every connection leads to something greater.

TAGLINE CONCEPT

"Lead the Wave" is more than a tagline — it's a mindset that captures ORCA's spirit of forward momentum and creative leadership. It symbolizes the drive to initiate change, inspire others, and stay ahead—just like the first wave that sets everything in motion. At ORCA,
We don't follow the waves — We lead them.

Lead The Wave

VISUAL IDENTITY

Creative direction

Logo Design:

1. Logo concept
2. Logo design
3. Symbol design
4. Logo construction
5. Logo variations
6. Responsive logos

Identity system:

1. Identity color palette
2. Identity fonts
3. Icon set

Brand Applications:

1. Social media posts
2. Digital applications
3. Posters
4. Small scale applications
5. Large scale applications

CREATIVE DIRECTION

ORCA Brand Concept

Logo Concept

Type: Logotype + Symbol

Style: Inspired by geometric depth — rectangles, hexagons, and linear doors — reflecting creativity, connection, and transformation.

Imagery Style

Expresses emotion, innovation, and human connection.

Visuals show creators in action, moments of inspiration, and the energy of collaboration.

Visual Identity

Primary Colors: White & Turquoise (symbolizing clarity, strength, balance, and Creativity)

Typography: Modern serif with Arabic influence — combining heritage and vision

Brand Attributes: Bold · Visionary · Connected

Inspiration Elements: Flowing shapes, the power of gathering, and waves of change

Logo Lockups

Primary: logotype

Alternate: Symbol only, or paired with tagline

Tagline Direction: Inspired by "Lead the Wave" — but expressed conceptually

LOGO CONCEPT

The logo is built around a custom logotype, where the letter "A" becomes the hero element of the design.



ORCA

This "A" is uniquely crafted to resemble an Orca whale leaping from the ocean – its body forming a graceful arc, symbolizing Energy in motion, Creative breakthrough, Rising above the surface.



This subtle yet powerful curve captures the spirit of ORCA – bold, intelligent, and in constant evolution.

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The rest of the typeface is designed to feel modern and balanced, complementing the dynamic "A" and reinforcing ORCA's identity as a space for creativity, innovation, and leadership.

ORCA

The image features a logo concept for 'ORCA' centered over a background of a vast, wavy ocean under a bright, cloudy sky. The text 'ORCA' is rendered in a teal, sans-serif font. The letter 'A' is stylized, consisting of a curved top line and a horizontal base line, with the bottom part of the letter missing, giving it a sense of movement or a wave. The overall aesthetic is clean, modern, and nature-inspired.

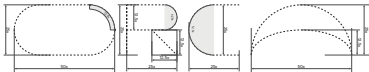
ORCA

LOGO CONSTRUCTION

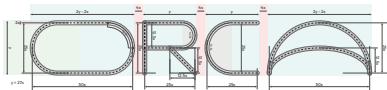
Although the logo appears simple, its construction is geometrically precise and deeply intentional. The power of the design lies in the structure of its four-letter composition, crafted for visual balance and symbolic strength.

- The edge letters (O & A) are designed with a width ratio of 2:1 compared to the inner letters (R & C).
- The height-to-width ratio is 1:1 for R & C, and 1:2 for O & A — giving the logo a sense of openness and stability.
- Diagonal cuts at 45° angles and carefully proportioned curves are used throughout the design to maintain a consistent visual rhythm.
- Every angle, curve, and negative space is calculated and studied, resulting in a modern and powerful form.

Despite its simplicity, this detailed geometric system gives the ORCA logo a feeling of intent, elegance, and energy.







ORCA

LOGO VARIATIONS

Primary



Icon with the Tagline



Icon



COLOR PALATES

ORCA's primary color is Turquoise, a modern shade of turquoise inspired by the ocean — the natural home of the orca whale. It reflects purity, strength, and creativity, aligning with the brand's essence of bold ideas and flowing innovation. This color captures calm depth and vibrant energy, making it a perfect symbol for ORCA's creative community.



PANTONE 321 U

#00808A

R: 0	C: 95%
G: 128	M: 31%
B: 138	Y: 43%
	K: 0%



PANTONE 321 U

#00808A

R: 0	C: 95%
G: 128	M: 31%
B: 138	Y: 43%
	K: 0%



PANTONE 321 U

#00808A

R: 0	C: 95%
G: 128	M: 31%
B: 138	Y: 43%
	K: 0%

COLOR PALATES

WHITE

#FFFFFF

R: 255	C: 0%
G: 255	M: 0%
B: 255	Y: 0%
	K: 0%

PANTONE 321 U

#00808A

R: 0	C: 95%
G: 128	M: 51%
B: 138	Y: 43%
	K: 0%

PANTONE 321U 100%

PANTONE 321U 85%

PANTONE 321U 70%

PANTONE 321U 55%

PANTONE 321U 40%

WHITE

32 | Brand Color

CIRCA Branding Identity | Ahmed Abdo

TYPOGRAPHY

The typeface *Outfit* from the *Sans Serif* family was selected for ORCA's visual identity. Known for its geometric structure, clean lines, and balanced proportions, *Outfit* aligns seamlessly with the logo's modern and structured concept. Its fluid simplicity brings clarity and confidence to the brand's communication while reinforcing ORCA's values of innovation and elegance.

Outfit

Originally designed by *Outfit.io* and further developed by *Rodrigo Fuenzalida*, the typeface embodies a contemporary and versatile voice. As of 2023, it has extended language support. It provides ORCA with a visually consistent and professional tone across all platforms.

Outfit

a b c d e f g h i j
k l m n o p q r s t
u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Outfit offers a wide range of thickness variations, from thin to extra bold, allowing flexible use across headlines, subheadings, and body text. This versatility ensures strong visual hierarchy and consistency, while maintaining the brand's modern and refined tone in every application.

Lead The Wave

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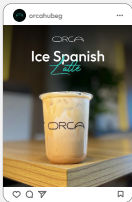
Lead The Wave

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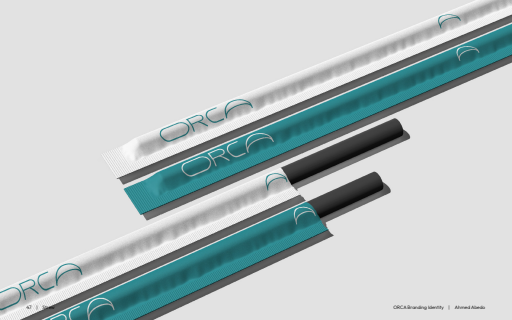


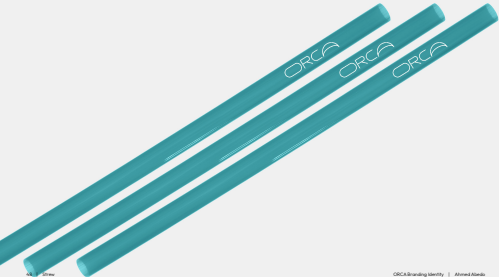




















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ORC



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Enjoy Four Tasteless Bits of
ORCA with new Summer Menu

The billboard is a vertical rectangular sign with a teal background. It features three clear plastic cups filled with smoothies in different colors: purple, blue, and orange. Each cup has the 'ORCA' logo printed on it and is garnished with fresh green leaves. The cups are arranged on a light-colored, textured rectangular base. The background of the billboard is a gradient of teal and light blue. The billboard is mounted on a black metal frame and stands on a paved plaza with circular patterns. In the background, there is a modern building with a glass facade and a large, ornate, golden-colored structure with a honeycomb-like pattern.



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You can do anything,
If you believe.

ORCA

THANK YOU

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