

عائلة البريم
في فلسطين والمهجر

EST.2026

CULTURAL BRAND IDENTITY



عائلة البريم في فلسطين والمهجر

AL-BREEM CLANE IN PALESTINE AND THE DIASPORA

01

BRAND STORY

A Legace That Connects Generations

More than a visual identity, this brand represents the shared heritage of Al-Breem Clan across Palestine and the diaspora. It was designed to strengthen belonging, preserve cultural values, and provide a unified institutional identity that connects generations through knowledge, leadership, hope, and .continuity



02
DESIGN CHALLENGE

Creating One Identity for a Shared Legacy

Al-Breem Clan spans generations, families, and communities across Palestine and the diaspora. The challenge was to create a unified institutional identity that honors cultural heritage while remaining relevant in today's digital and organizational landscape.

The identity needed to balance authenticity with modernity, incorporate meaningful symbolism without visual complexity, and establish a flexible visual system suitable for official documents, digital platforms, community initiatives, and future growth.

HERITAGE • UNITY • IDENTITY • CONTINUITY

03
PROJECT OBJECTIVES

Designing a Lasting Institutional Identity

01
Strengthen Belonging

Create a unified identity that reinforces pride, belonging, and intergenerational connection.

02
Preserve Heritage

Honor the clan's cultural values through meaningful and timeless visual symbolism.

03
Promote Leadership

Reflect education, responsibility, community leadership in every visual element.

04
Build a Flexible System

Develop a scalable identity that works across print, digital, and official communications.

05
Ensure Consistency

Establish clear visual standards forlong-term recognition and institutional coherence.

06
Support Future Growth

Provide a modern identity system capable of evolving with future initiatives & generations.

04

BRAND STORY

More Than a Logo, A Legacy That Unites Generations.

The Al-Breem Clan identity was created to reflect more than an official emblem. It symbolizes a shared history, cultural heritage, and the enduring bond between generations in Palestine and across the diaspora. Every element was carefully designed to communicate knowledge, leadership, hope, and unity through a timeless institutional identity.



From Values to Visual Identity

The identity was built on a simple principle: meaningful symbols create lasting connections. Every visual element serves a purpose, transforming the clan's heritage, values, and aspirations into one unified identity. Together, these elements communicate belonging, knowledge, leadership, resilience, and continuity, creating an institutional brand that respects tradition while confidently looking toward the future.

KNOWLEDGE

UNITY

HOPE

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BELONGING

06
THE SYMBOLS

Every Symbol Has a Purpose

Every element within the identity was carefully selected to communicate a specific value. Together they create a timeless institutional emblem that reflects the history, aspirations, and unity of Al-Breem Clan.

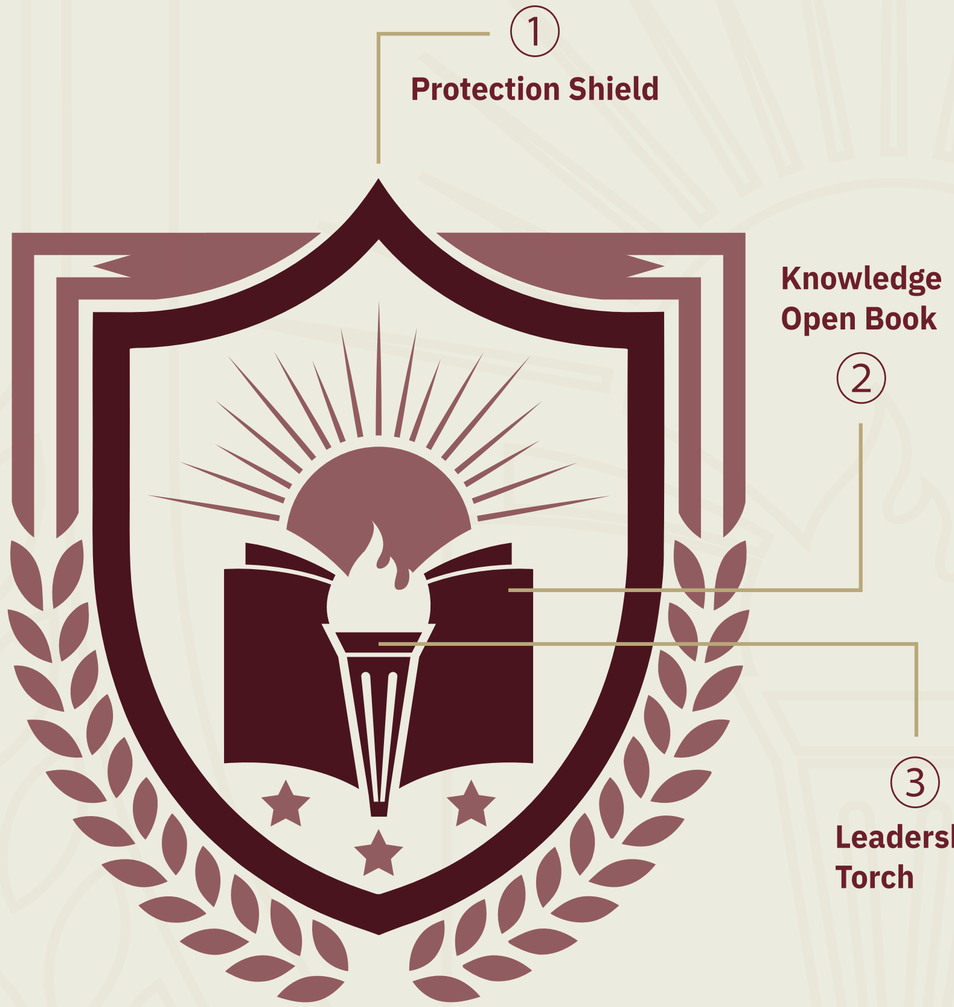


07

THE FOUNDATION OF THE EMBLEM

Knowledge, Leadership, and Protection.

At the heart of the identity lies a meaningful composition of three complementary symbols. The shield represents unity and protection, the open book reflects knowledge and lifelong learning, while the torch symbolizes leadership and the responsibility to guide future generations. Together, they form the institutional core of the Al-Breem Clan identity.



Rooted in the Homeland, Connected Across Generations.

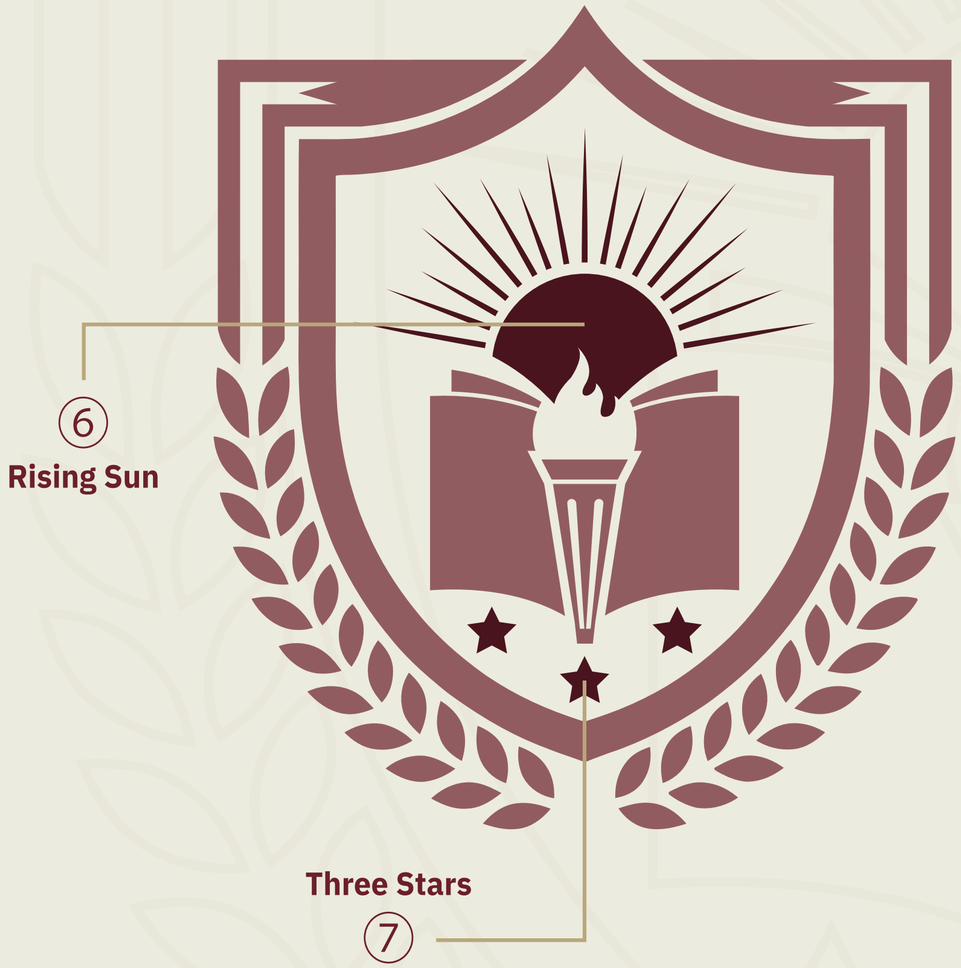
The outer elements of the emblem celebrate the Al-Breem Clan's deep connection to its homeland and cultural heritage. The Palestinian flag reflects national identity and belonging, while the wheat wreath symbolizes resilience, prosperity, generosity, and enduring roots. Together, they honor a legacy passed from one generation to the next, preserving identity while strengthening the bond between the clan and its community.



09
HOPE & CONTINUITY

Guided by Hope, Built for the Future

The rising sun represents hope, renewal, and the promise of a brighter future for every generation of the Al-Breem Clan. Beneath it, the three stars symbolize enduring values that guide the community across time, reinforcing a shared vision of continuity, excellence, and creating a lasting vision of hope, continuity, and shared progress for future generations.



10
LOGO SYSTEM
Primary Identity



Primary Arabic Logo

11

LOGO SYSTEM

Primary Identity

AL-BREEM CLAN
IN PALESTINE & DIASPORA

Primary English Logo

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LOGO SYSTEM

Primary Logo Family

Arabic Primary Logo

عائلة البريم
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English Primary Logo

AL-BREEM CLAN
IN PALESTINE & DIASPORA

The primary logo is available in Arabic and English to support official communications across local and international contexts.

13
LOGO SYSTEM
Logo Variations

Primary



Gold on Burgundy



Reverse



Positive



Official logo variations designed for different backgrounds, production methods, and communication requirements while maintaining visual consistency.

Protecting Brand Visibility

To preserve legibility and visual impact, always maintain a minimum clear space around the logo. No text, graphics, or other visual elements should enter this protected area.



Minimum Size

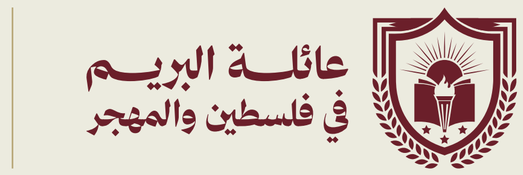
The logo should never be reproduced below the recommended minimum size to ensure clarity and legibility across all applications.



Height 100% ~ 200px



Height 75% ~ 150px



Recommended Height 100px



Minimum Height 80px

Symbol Legibility



Protecting Brand Integrity

To maintain a consistent and recognizable identity, the logo should always be used as provided. Avoid modifying its proportions, colors, orientation, or composition.

Do not distort proportions



Do not rotate



Avoid low contrast backgrounds



Do not change colors



Do not add effects



Do not alter the composition



Inspired by the Landscape of Palestine

Inspired by the landscapes, architecture, and craftsmanship of Palestine, the visual identity translates authentic cultural elements into a refined design language. Jerusalem limestone, basalt stone, golden wheat fields, traditional embroidery, and historic architectural details became the foundation for a palette and visual system that express heritage, resilience, and a lasting sense of belonging.


Jerusalem Limestone


Islamic Ironwork


Wheat Fields


Traditional Embroidery