

Dedicated to Egypt
From the German University in Cairo



Branding Egypt Center - October 2021
Luxor City Branding

ماوراء
السارية

لوكسمبورج LUXOR THE BEYOND

الأَقْصَر LUXOR

أَصْلُ فَنِ الْعِمَارَةِ THE GREAT ARCHITECTURE

اول حرف يمثل الزاوية القائمة
على الهندسة المعمارية لمعابد
مدينة الأقصر.

Represents the 90 degree
right angle forming most
of the Luxor's architecture.





**THERE IS NO END,
THERE IS THE BEYOND.**

أكبر خدمة استشارية من نوعها في مصر والمنطقة لخدمة الأقصر.
توقيع اتفاقية تدريب القيادات العليا و الوسطى مع محافظ الأقصر



Branding Egypt Center

Luxor City

Before

Areas

- Airport
- Temples
- Railway Station
- Transportation
- Streets
- Signage



Airport
Before



Airport
After



Airport
Before



Airport

After

DEPARTURE

LUXOR

المسفر

Airport
Facade



Airport: Before
Ticket Kiosks

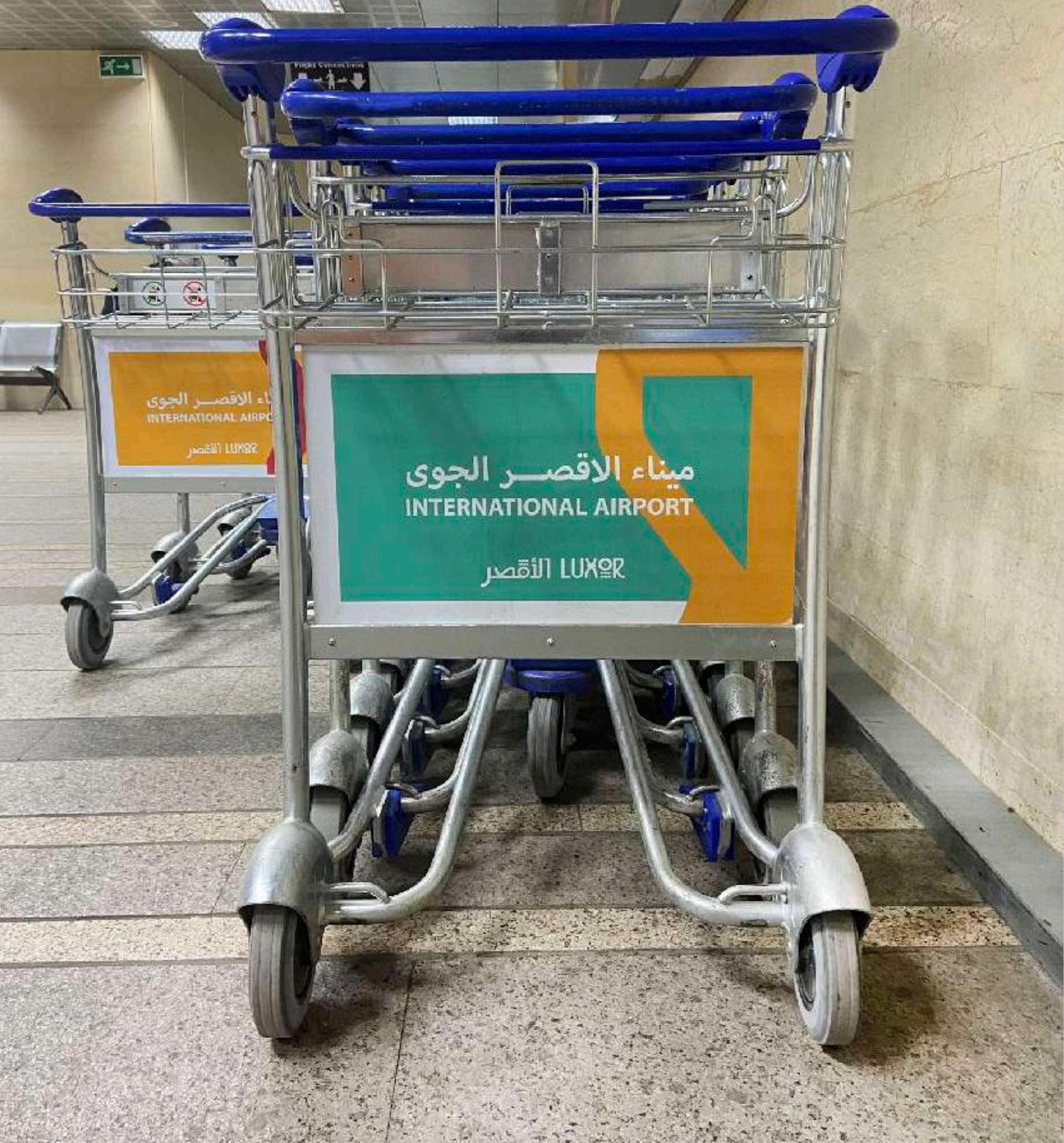


Airport: After

Ticket Kiosks



Airport
Elements



الاقصر LUXOR

أَصْلُ فَنِ الْعِمَارَةِ

THE GREAT ARCHITECTURE

اول حرف يمثل الزاوية الثالثة
على الهندسة المعمارية لمعبد
مدينة الاقصر.

Represents the 90 degree
right angle forming most
of the Luxor's architecture.

الاقصر LUXOR

عَرَاقَةُ التَّارِيخِ

THE RICH HISTORY

ستوحوس من عين حورس التي
تتمثل الرؤية الثالثة والحكمة
لغير الفرعونية.

It represents the Eye of Horus,
alluding to the Egyptian
natural instinct and vision.

GUC

Airport Interior

Office Design

الْأَصْرَم

The image shows the front cover of a book. The title 'التاريخ والحداث' (al-Tarikh wal-Hadat) is written in large, white, stylized Arabic calligraphy across the center. Above the title, the author's name 'مَوْرَادُ سَعِيدُ الدِّينِ إِبْرَاهِيمَ' (Mawrad Saad Eddin Ibrahim) is written in smaller white text. The background of the cover is a solid blue color. In the bottom left corner, there is a small green sprig of mint or basil leaves.



DESIGNED BY
 GUC
 Georgia University of Cairo

DESIGNED BY
JGUC
Santacruz University in Colors

ادارة النقل الجوي
Air Transport Department

LUXOR

A PLACE BEYOND **HISTORY**

Airport
3D Logo



Railway
Before



Railway

After



Railway

Before



Railway

After



Railway
Before

Luxor Railway Station



محطة مصر الأقصر

LUXOR

LUXOR



Railway
After



Railway Information Board



Railway

Signage System



Railway

Signage System



Transportation

Before

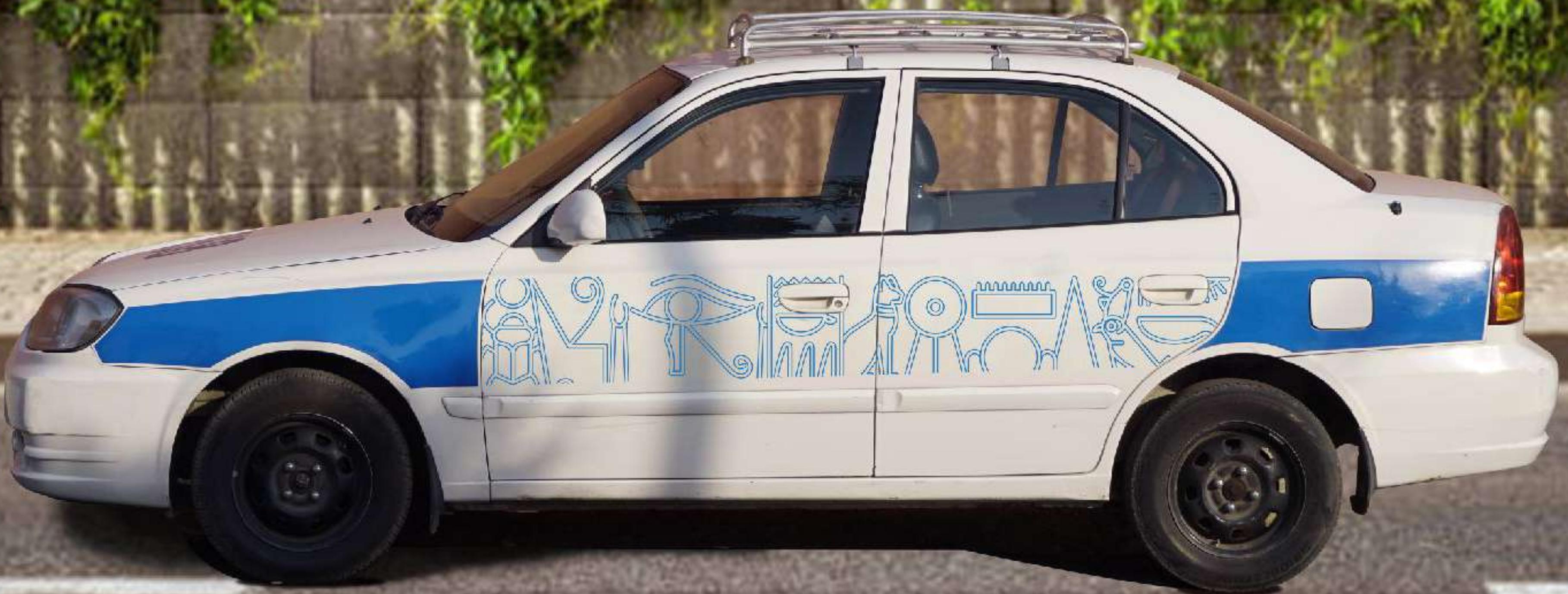


Transportation

After



Transportation
Taxi



Transportation
Taxi



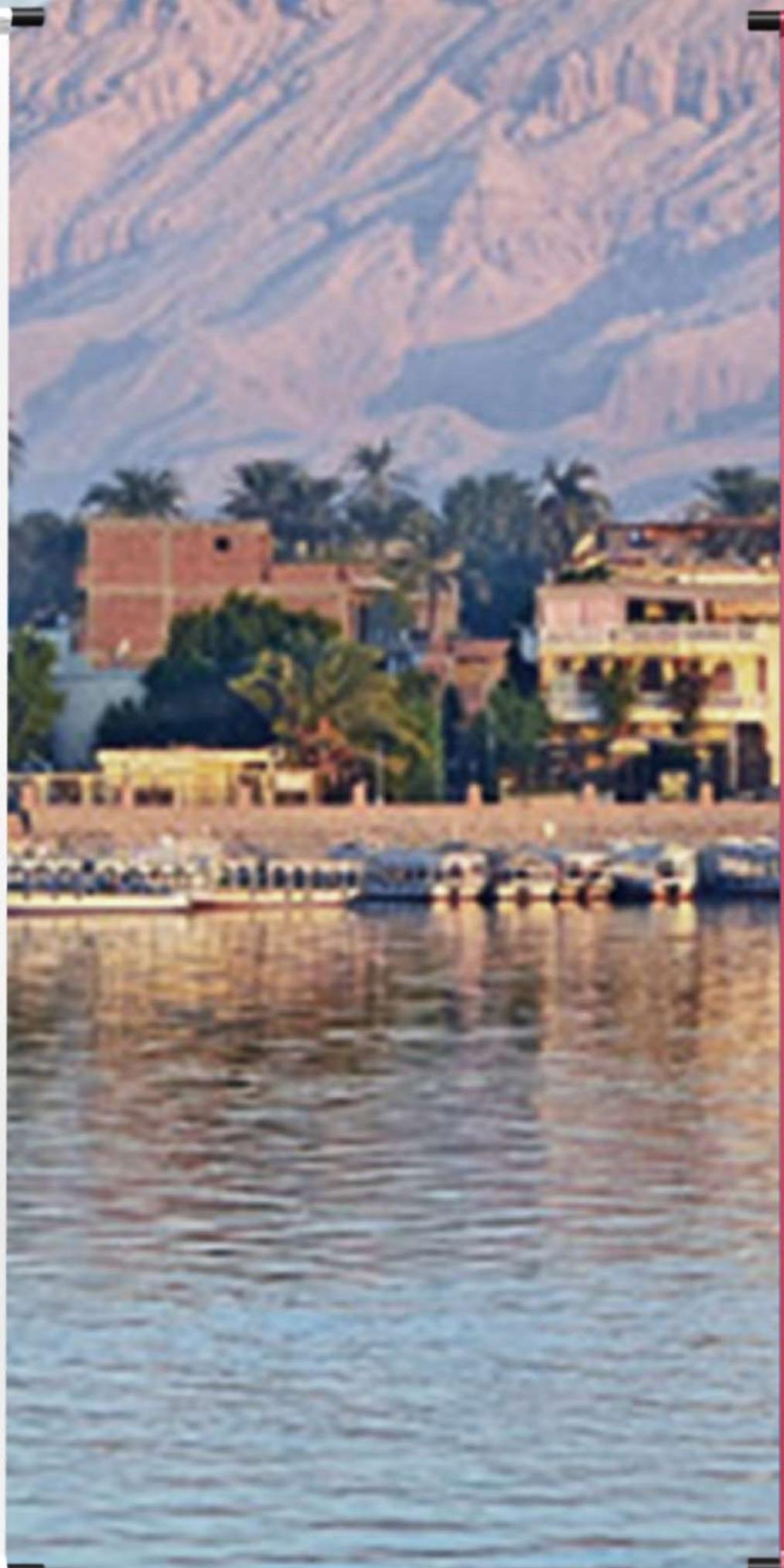
A PLACE
BEYOND
HIST
ORY

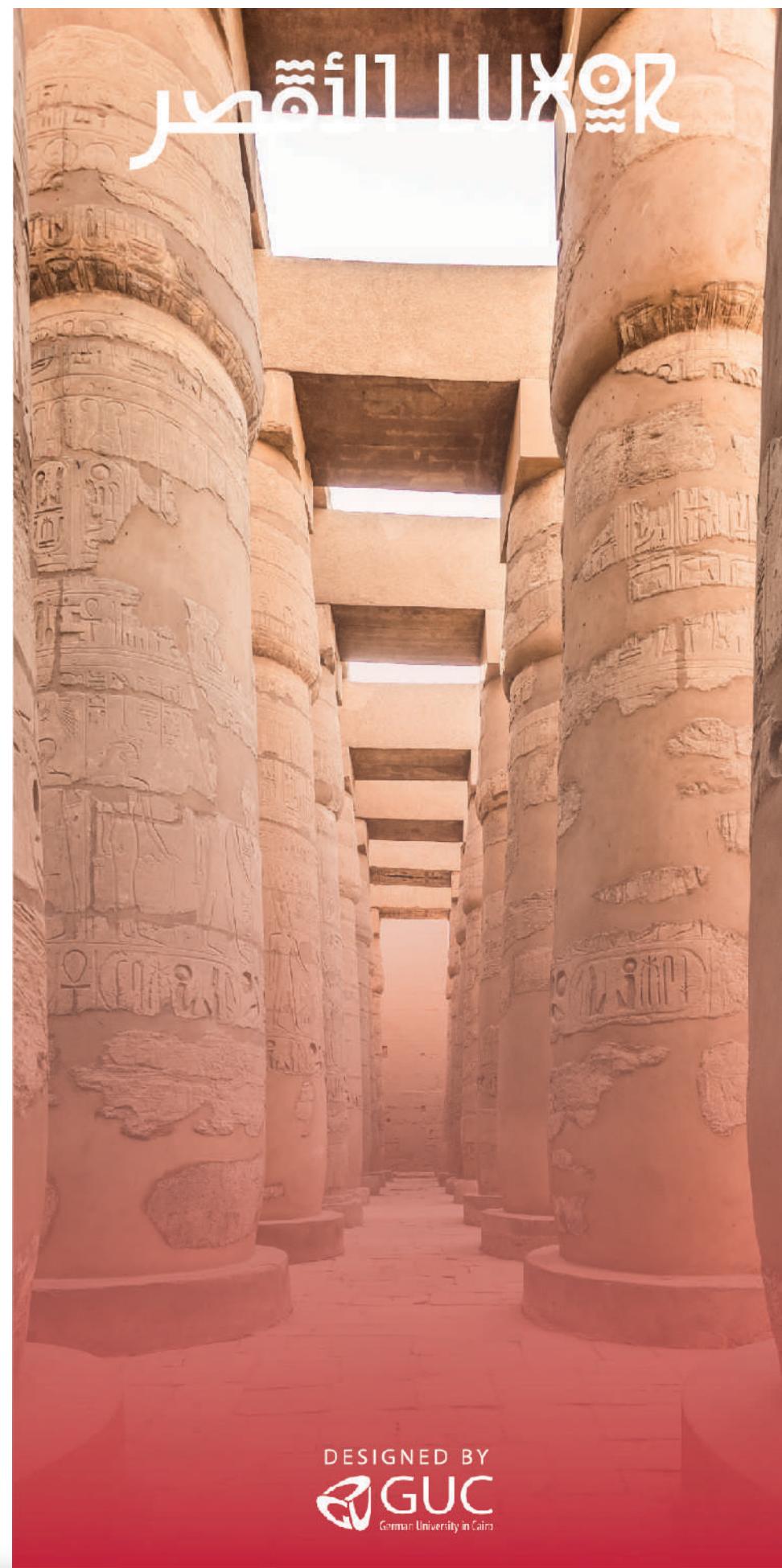
وزارة
الآثار
والحضارة



Flags

Streets - Korniche

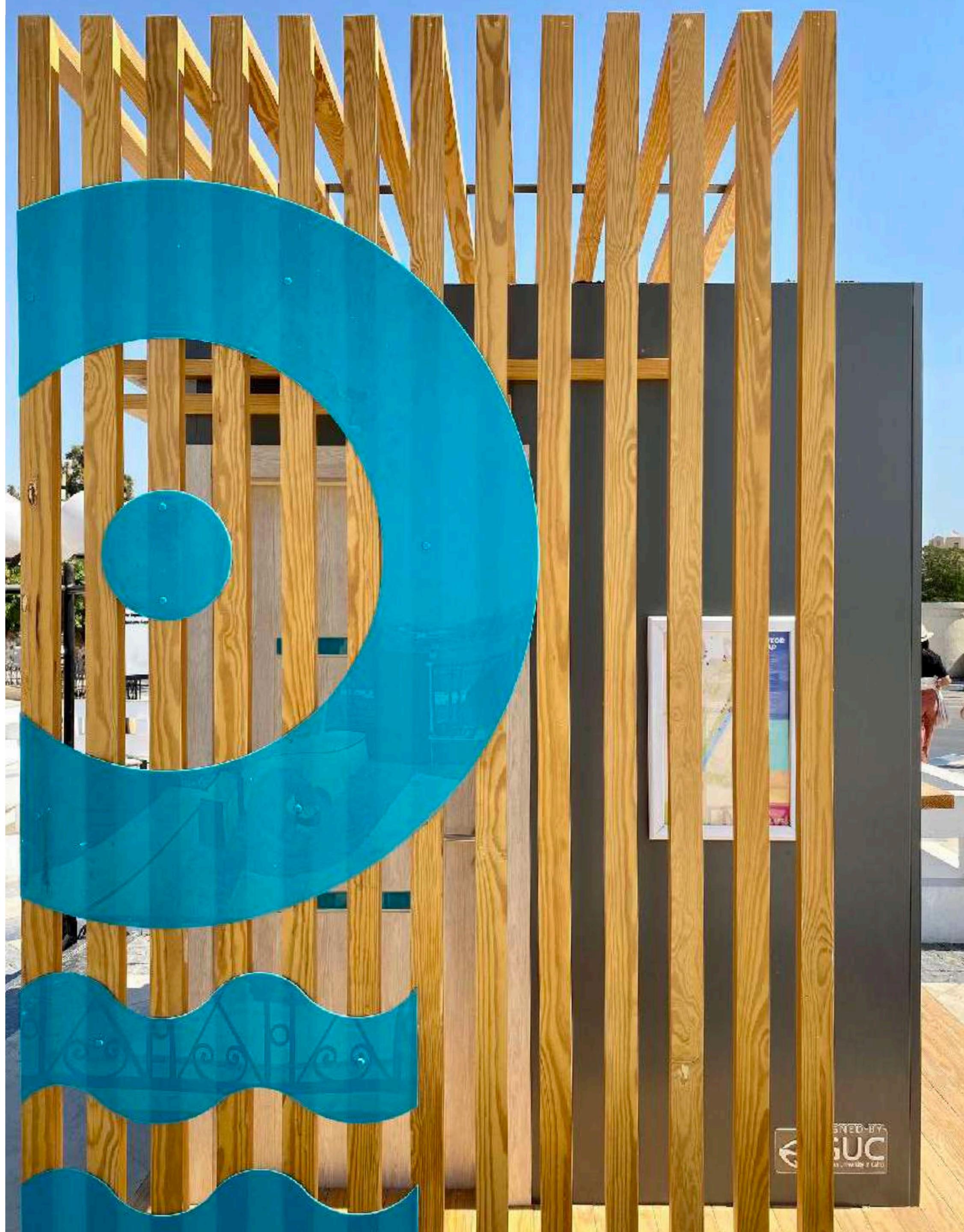




Flags
Streets - Korniche

Information Desks

Outdoor



Information Desks

Indoor



Tickets

Karnak Temples
Luxor Temple



Signage
Temples





مركز زوار معابد الكرنك

Karnak Temples Visitor Center



Product Design
Public Seating



الإسكندرية

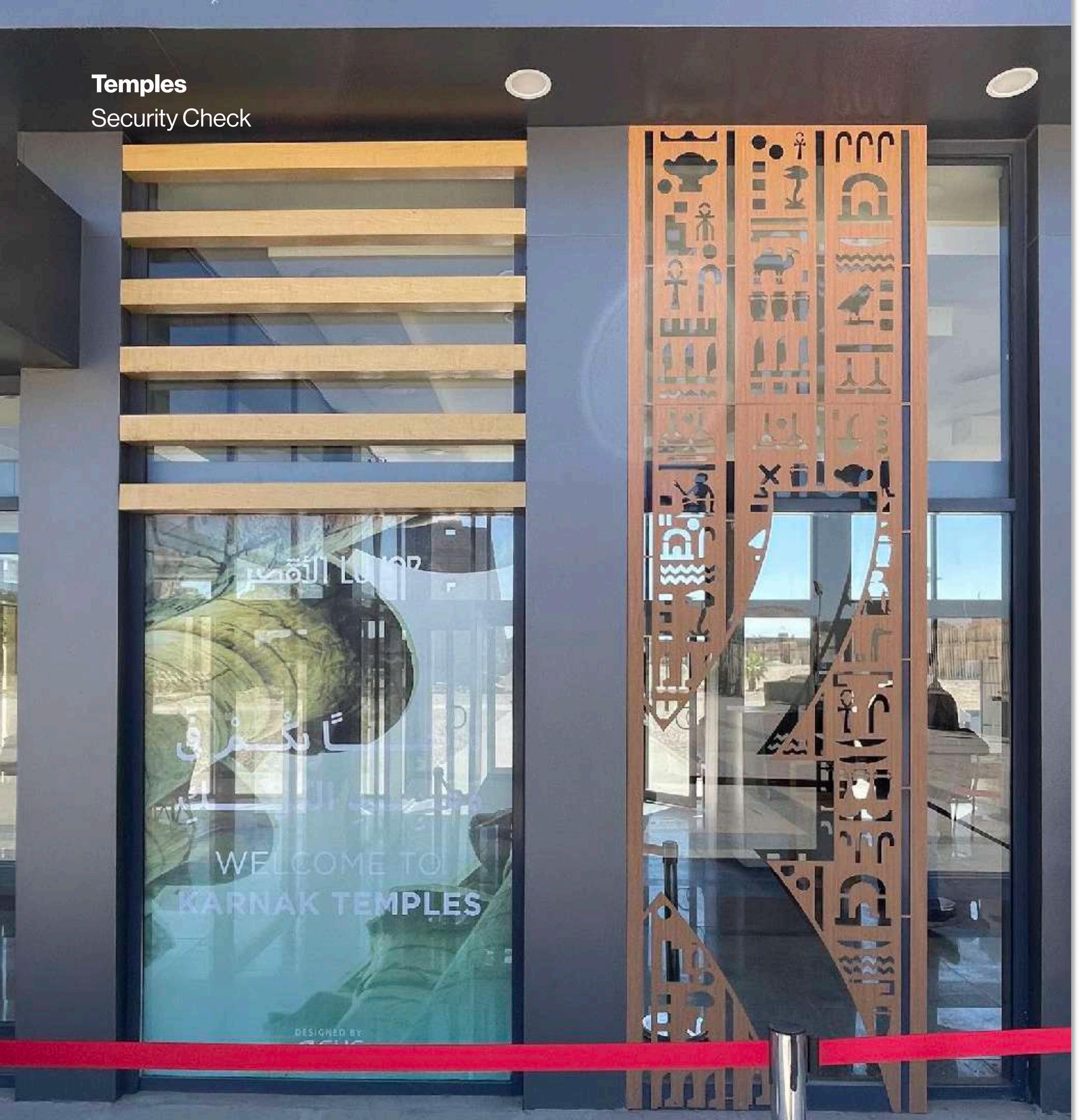


Temples

Security Check



Temples
Security Check



Merchandise

- Tote Bags
- Postcards
- Souvenirs





Thank you