

## LOGO CONCEPT

### Overview

The logo for Half Mile Limited is a visual reflection of the company's identity as a real estate brand rooted in precision, structure, and ambition. The design harmonizes architectural elements with symbolic meaning to reflect both the company's name and its mission.

### Icon Design – Meaning & Construction

#### -Structure:

The icon is constructed from geometric modular units that form two mirrored "half houses", coming together to subtly shape the letter "H", representing "Half Mile".

#### -Symbolism:

**Half Homes:** The division of the house elements into two halves represents the brand's name—Half Mile—and metaphorically expresses an ongoing journey in real estate development. It signifies that each project is part of a greater whole that continues to grow and evolve.

**Architectural Lines:** The use of clean, structured lines reflects the Saudi architectural influence and aligns with the Saudi Building Code, which is a key pillar of the company's vision.

**H Letterform:** The abstract "H" formed by the two house halves anchors the identity, linking the name to a strong, architectural visual.

HALF MILE  
هاف ميل ©

HALF MILE ©  
Limited

هاف ميل ©  
ليميتد

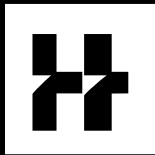
## TYPOGRAPHY

### English & Arabic

The logo uses a custom, architectural typeface for the English wordmark, designed with sharp edges, geometric balance, and modern minimalism to reflect the brand's precision and clarity. To maintain visual consistency across languages, the Arabic typeface is carefully extracted and developed from the same stylistic foundation of the English font. It mirrors the:

- line weight
- angles and terminals
- modular proportions

This ensures that both scripts—while different in form—feel visually cohesive and harmonious, reinforcing the brand's identity in both local and international contexts. The Arabic version retains a modern and structured feel, subtly inspired by Saudi calligraphic traditions, while staying aligned with the geometric, professional tone of the brand.



HALF MILE  
هالف ميل ©

## VISUAL TONE & BRAND ATTRIBUTES

**Bold yet minimal:** The logo is clean and functional, without unnecessary detail, making it suitable for print, signage, and digital use.

**Structured & modular:** Represents architectural planning, real estate development, and long-term vision.

**Symbolic depth:** While abstract at first glance, the icon rewards deeper observation with a clear meaning and brand story.



## BRAND MESSAGE IN THE LOGO

**"We are building the future one step at a time. What looks like a half, is the beginning of a full journey"**



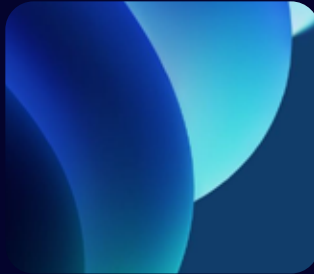
## COLOR PALETTE:



**01**

ROYAL BLUE

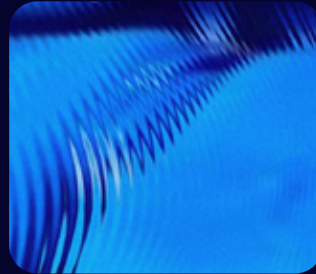
#04042d



**02**

AZURE

#0d0db2



**03**

SKY BLUE

#0068ff



**04**

BABY BLUE

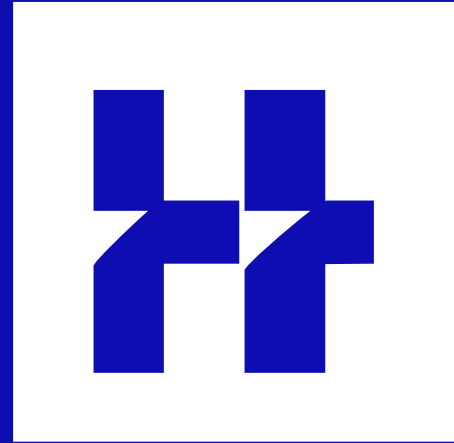
#00e6e4



HALFMILE.  
Limited



HALFMILE.  
Limited



LOGO  
BRANDING

CLIENT:  
HALF MILE

We are building  
**future**

 **HALF MILE.**  
Limited

PROJECT:  
REAL ESTATE

WWW  
YOUR DESIGN

LOREM IPSUM DO  
LOR SITA AMETE  
CONSECTE

WWW  
YOUR DESIGN  
HERE



WWW  
YOUR DESIGN

LOREM IPSUM DO  
LOR SITA AMETE

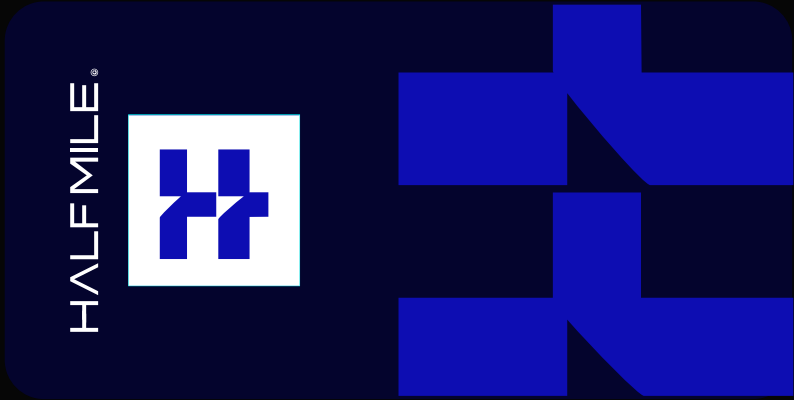
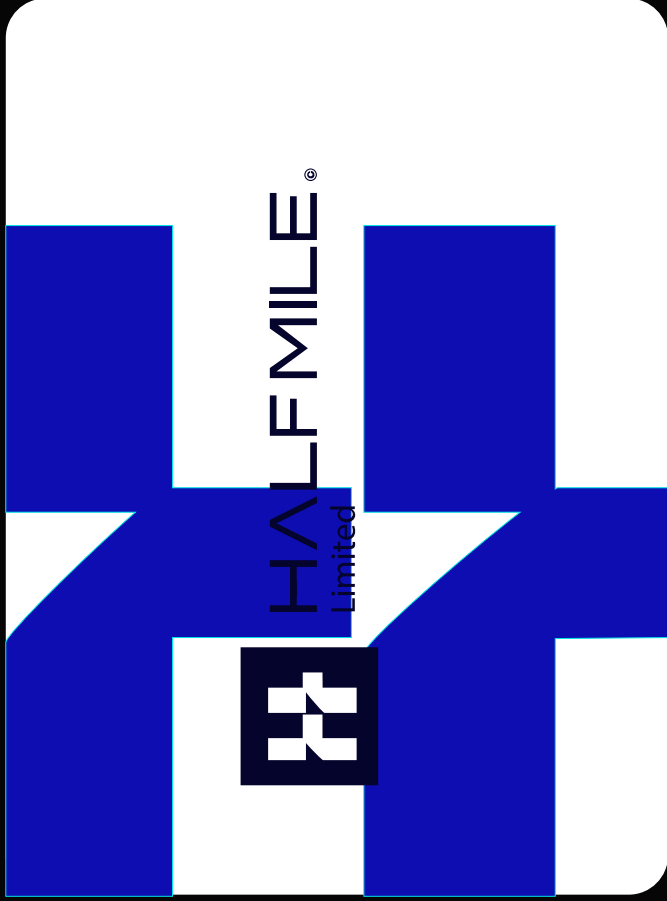
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We are building  
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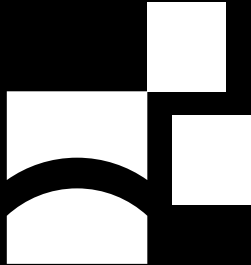
 **HALF MILE.**  
Limited

PROJECT:  
REAL ESTATE









## LOGO CONCEPT

### Industry:

Real Estate Development

Half Mile Limited is a real estate company dedicated to delivering high-quality developments that reflect the essence of Saudi architectural identity and comply with the Saudi Building Code.

### The Icon – Visual Representation

#### -Structure:

The icon is inspired by the concept of “Half Mile” — symbolizing a journey in progress, something that is not yet complete, but moving with clear direction and ambition.

#### Geometric Elements:

The icon consists of four abstract blocks, representing structural units or buildings. The composition visually suggests a half-formed shape, directly referencing the idea of “Half Mile” — a development underway.

#### Curved Element:

The curved line at the bottom reflects the foundation or ground, anchoring the design. It also hints at a pathway, conveying the idea of movement, progress, and expansion.

#### Negative Space:

The intentional gaps and spaces between the blocks represent possibility, openness, and the idea of ongoing growth. It enhances the feeling of something dynamic and continuously evolving.

Half mile<sup>TM</sup>  
Limited.

<sup>TM</sup> هاف ميل  
ليميتيد.

## TYPOGRAPHY

### English Typeface:

A clean, modern sans-serif typeface was selected to reflect clarity, structure, and forward-thinking. It aligns with the real estate industry's focus on precision and modern aesthetics.

### Arabic Typeface:

The Arabic logo version is derived from the English typeface. It mirrors the same geometric, minimal style — creating visual harmony between both languages. This reflects the company's cultural identity and commitment to integrating Saudi values into a modern visual language.



## VISUAL TONE & BRAND ATTRIBUTES

### Visual Tone

The visual identity of the logo reflects a contemporary style that combines simplicity with geometric precision, clearly and professionally expressing the company's real estate focus.

- Architectural: Clean lines and structured shapes reflect urban planning and architectural clarity.
- Minimal & Modern: A simple, modern design that reflects forward-thinking.
- Stable & Bold: A balanced composition that conveys strength and trust.
- Local Spirit, Global Look: Inspired by Saudi culture, presented in a global, polished aesthetic.

### Brand Attributes

The brand attributes express the core personality and ambition of Half Mile Limited in the real estate market:

- Organized – Represents clarity, structure, and attention to detail.
- Ambitious – Reflects the company's drive for expansion and growth.
- Authentic – Rooted in local Saudi architectural identity.
- Professional – Reflects credibility, experience, and expertise.



## Overall Concept Message:

The logo reflects a foundation that's been laid and a vision that's in progress — expressing confidence, ambition, and a continuous journey toward architectural excellence.



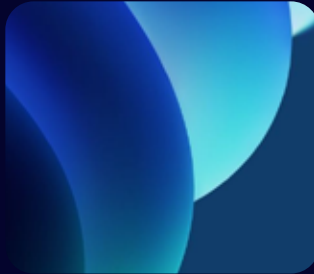
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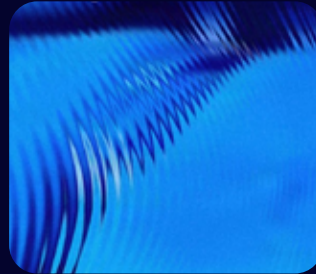
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**02**

AZURE

#0d0db2



**03**

SKY BLUE

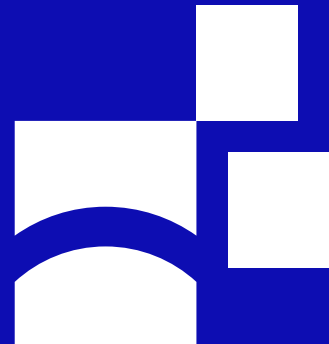
#0068ff



**04**

BABY BLUE

#00e6e4



LOGO  
BRANDING

CLIENT:  
HALF MILE

We are building  
**future**

 Half mile  
Limited.

PROJECT:  
REAL ESTATE

WWW  
YOUR DESIGN

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REAL ESTATE



Half mile<sup>TM</sup>  
Limited.



Half mile<sup>TM</sup>  
Limited.

