

WIN NROH

Brand Guidelines

Complete Logo

Winroh is a location-based app that helps people uncover hidden gems and authentic local spots across Algeria and beyond



WINROH

02

Logo design Overview



Winroh is a modern location-based brand designed for the new generation of explorers. It helps users easily find everything around them — from hidden gems and hangout spots to essential locations .

Our identity merges modern simplicity with Algerian heritage. The logo combines the Arabic letter “**و**” (Waw) and the Latin “**W**”, forming a unique pin-shaped mark that symbolizes movement, connection, and curiosity. This integration reflects our mission — to bridge cultures, simplify exploration, and make every corner of the city accessible to everyone.

وين نروح؟
اكتشف مكانك

Where to go?
Discover your place

WHERE TO GO



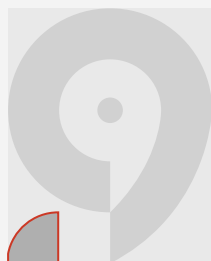
Logo Construction



Logo Explication



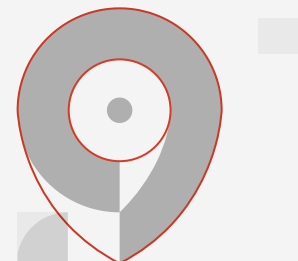
LETTER W IN ARABIC



SHOE ICON



QUESTION MARK ?



PIN POINT MARK



Card Display



Typography

Kobel.1

Aa

Manage your work with patience

H1 34pt Kobel.1 Black

Manage your work with patience

H2 22pt Kobel.1 Black Oblique

Manage your work with patience

H3 18pt Kobel.1 Bold

Manage your work with patience

Body Text 14pt Kobel.1 Regular

Manage your work with patience

Description 14pt Kobel.1 Oblique

Typography

Documan
Aa

Manage your work with patience

H1 34pt Documan Heavy

Manage your work with patience

H2 22pt Documan Bold

Manage your work with patience

H3 18pt Documan SemiBold

Manage your work with patience

Body Text 14pt Documan Medium

Manage your work with patience

Description 14pt Documan ExtraLight

Color scheme - Palette

00B389

101920

FF5001

F4F4F4



BillBoard

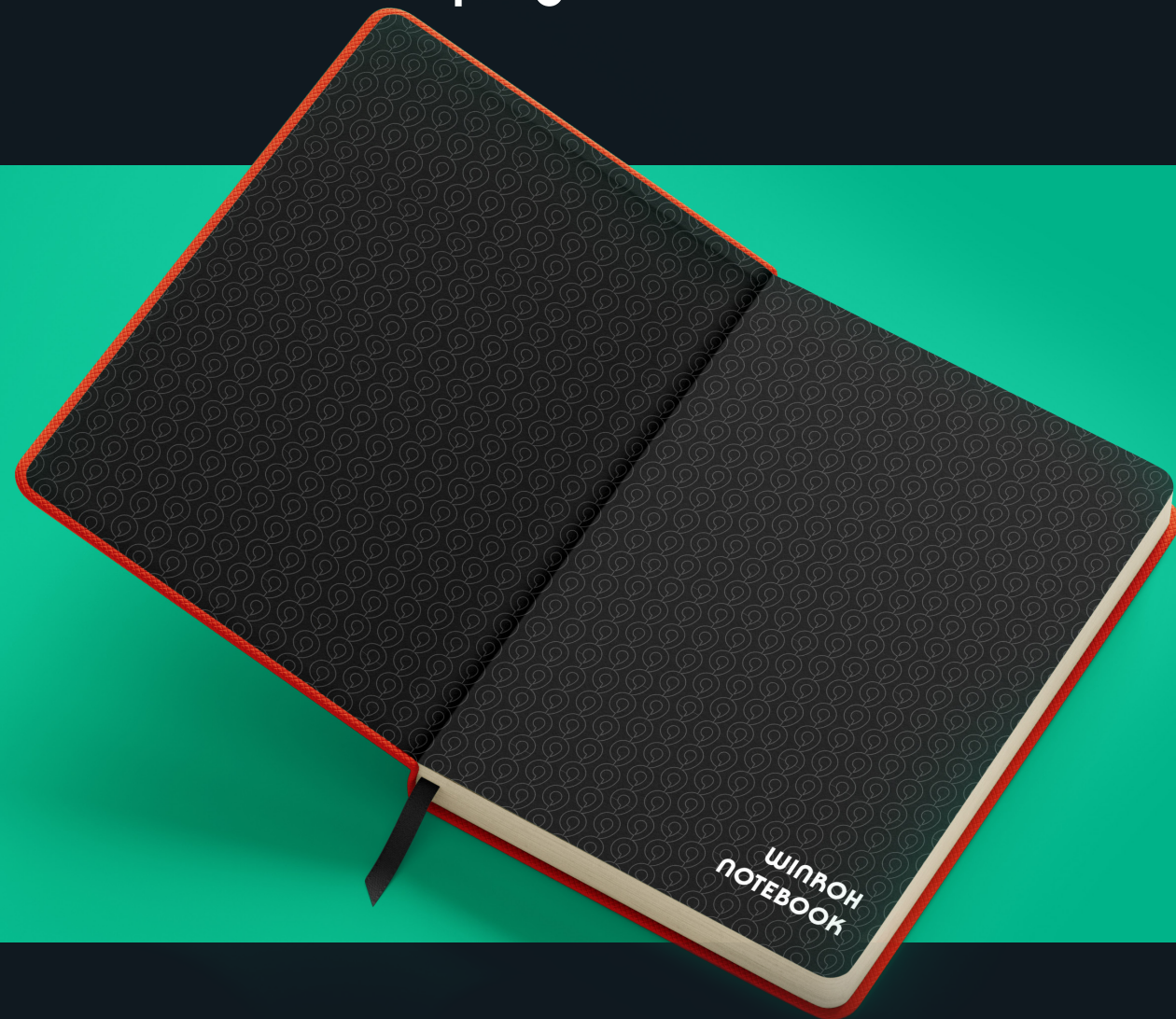
Pattern Display

V1



Pattern Display

V2



WINROH

Thank you !

