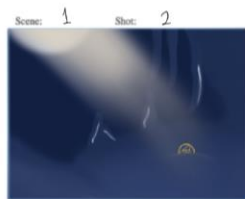
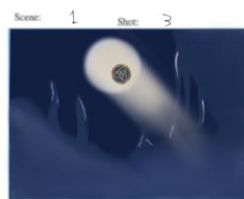




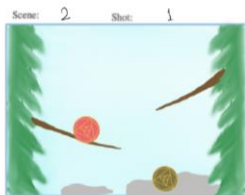
Audio: Extra blushing. Frame in the cave to show where the stones are coming from.



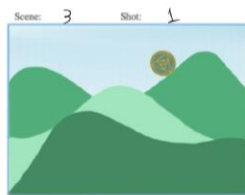
Audio: Zooming in to the light as the blue ring is blowing from the ground.



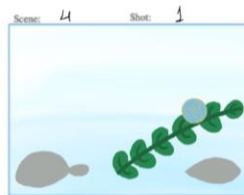
Audio: The ring falls to the left and gets out of the cave.



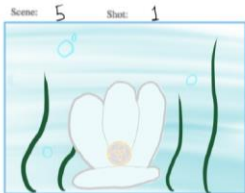
Audio: The frame transitions to the forest and the sliding rings will settle above a rock and another colored ring will hang on a tree branch.



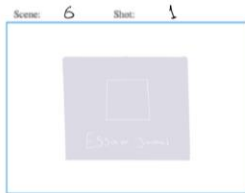
Audio: The ring moves on sliding and slide on the mountain.



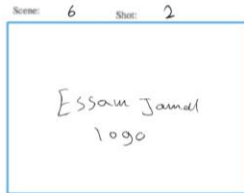
Audio: The ring arrives at the shore and rests on leaf by the shore.



Audio: Transition down to the ocean showing the pearl ring in the bottom of the ocean beside the shell.



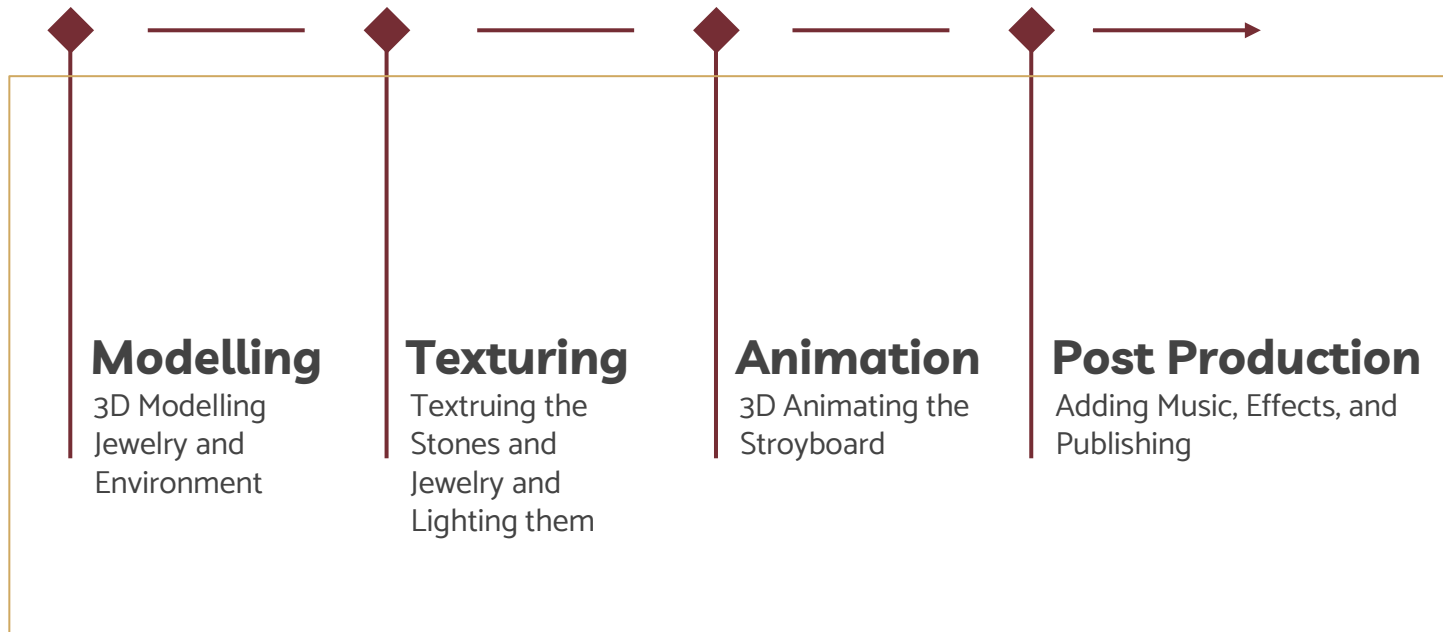
Audio: The box of Essam Jamal closes as it is this previous work was hidden inside it.



Audio: Then the logo shows up as a closing shot.

Storyboard

Process Workflow



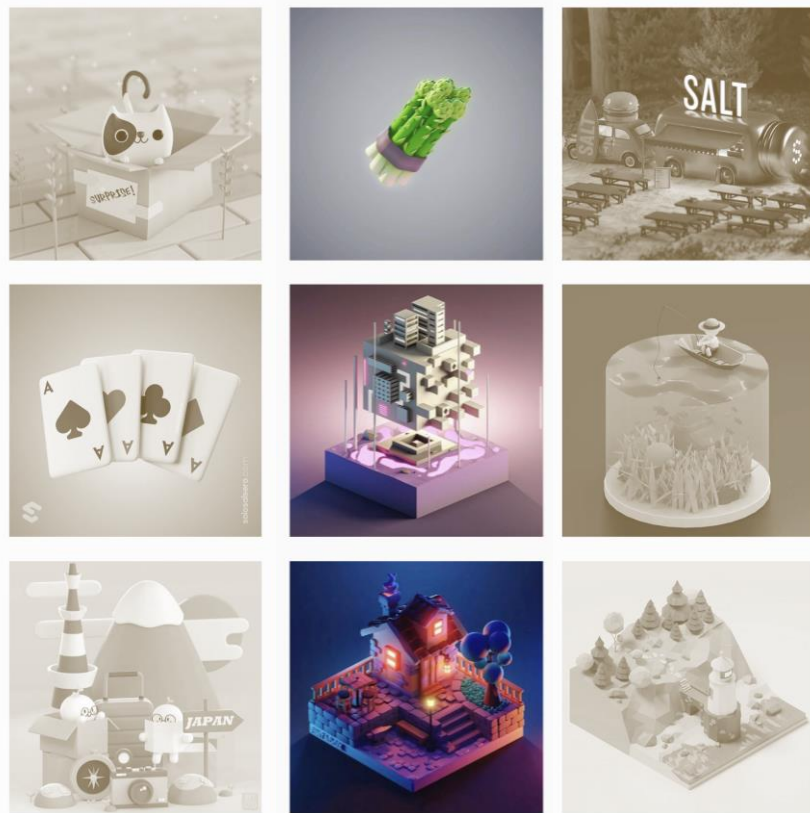


Visual Research

- Van Cleef AlHambra Collection
- Van Cleef Le Jardin
- Van Cleef Le Secret
- Van Cleef Poetic Complications

Geometric Low Poly Theme

- Follows The Geometric Rosette Design
- Less is More
- Simplicity

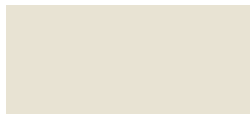




Color #1



Color #2



Color #3



Color #4



Color #5



Color #6



Color Palette

- The Original Color Scheme
- + More for The Stones
- + More for the Environment

Arabic Typeface

Bahij TheSans Arabic - BOLD

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

@+=/%#!

Bahij TheSans Arabic - light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

@+=/%#!

Snell Roundhand

abcdefghijklmnopqrstuvwxyz

@ + = ! %

This Font is Used for Special Words.

Myriad Pro (Regular - Semi Bold - Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

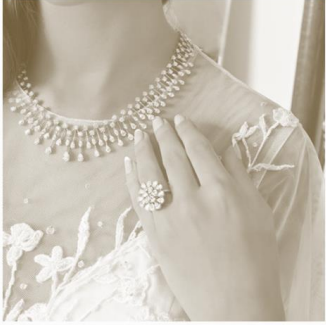
1234567890

@+=%#!

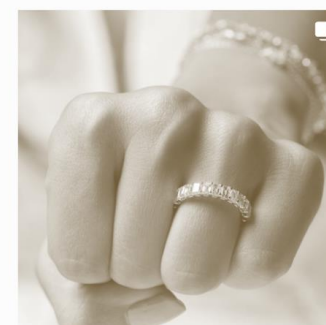
English Typeface



لصاحب
الاسم
العربية
والكاسية



Bridal
Collection
مدهورات
العرائس



Who is Essam Jamal?

Essam Jamal Jewelry

PROUD SINCE 1979

- One of the first Fine Jewelers
- 40+ Years in Jewelry

Jeddawi Businessman

- Located in Jeddah, Saudi Arabia
- Store Location: AlTahlia Center

Fine Jewelry

- Fine Stones
- Real Diamonds
- High End Gold

In-House Designs

- Custom Designs
- Diamonds Customization

Target Audience



The Originals

- High Class Adult Women
- Capable of buying Expensive Jewelry
- Old Women Age 35 – 60
- OR Bridal Occasions



The New Generations

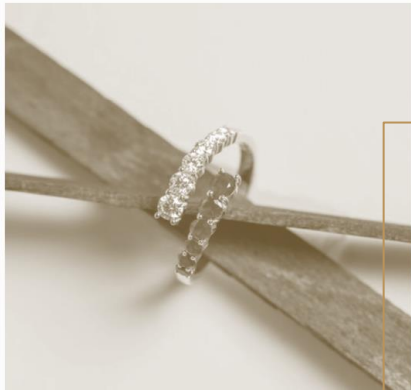
- High to Med Class Young Adults
- Can Aford Simple Jewelry
- Young Women Age 18 - 27

Target Audience



The Originals

- Bulky
- Heavy Diamonds
- Expensive



The New Generations

- Fine stones
- Simple designs
- Light Weight

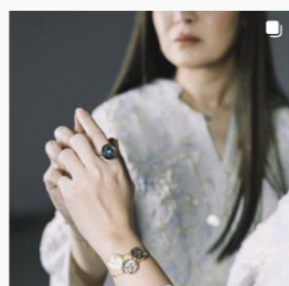
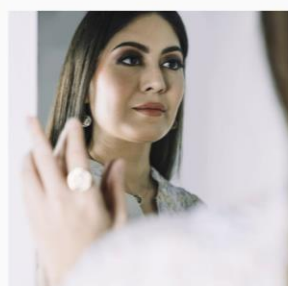
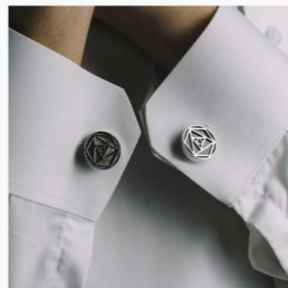
Visual Identity Logo

عصام جمال
جولہ صریحی منذ ۱۹۷۹

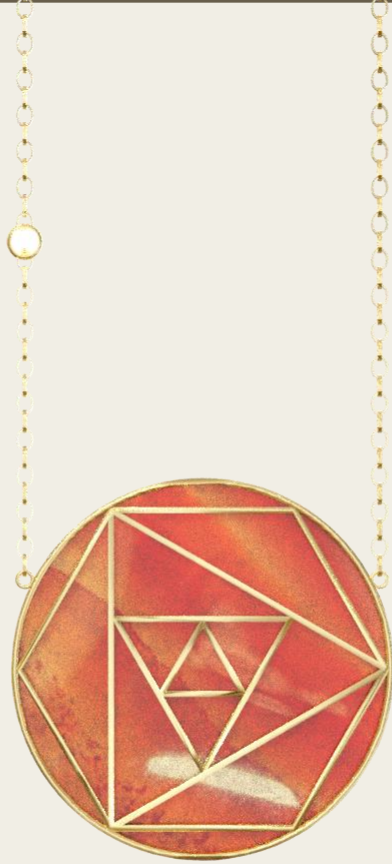


Essam Jamal

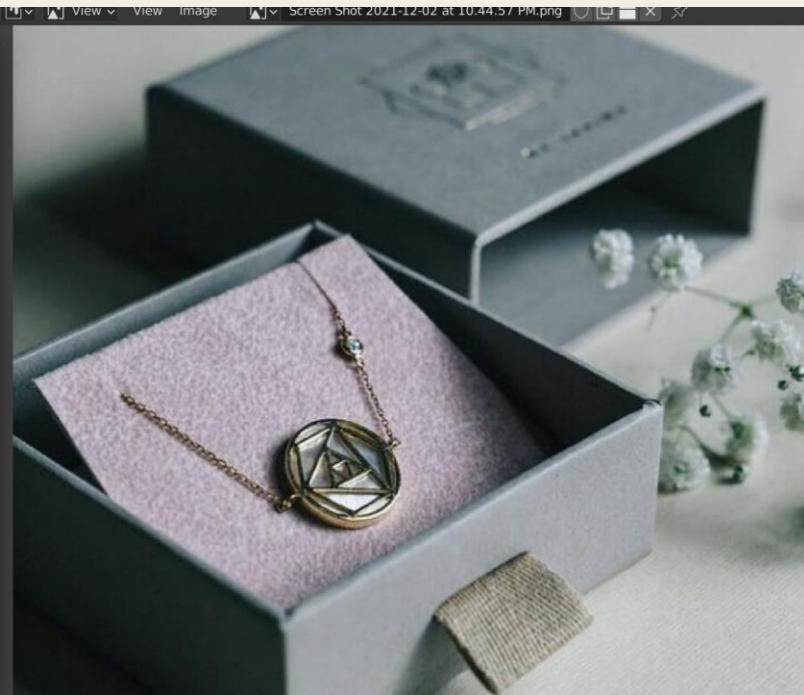
Jeweler Since 1979







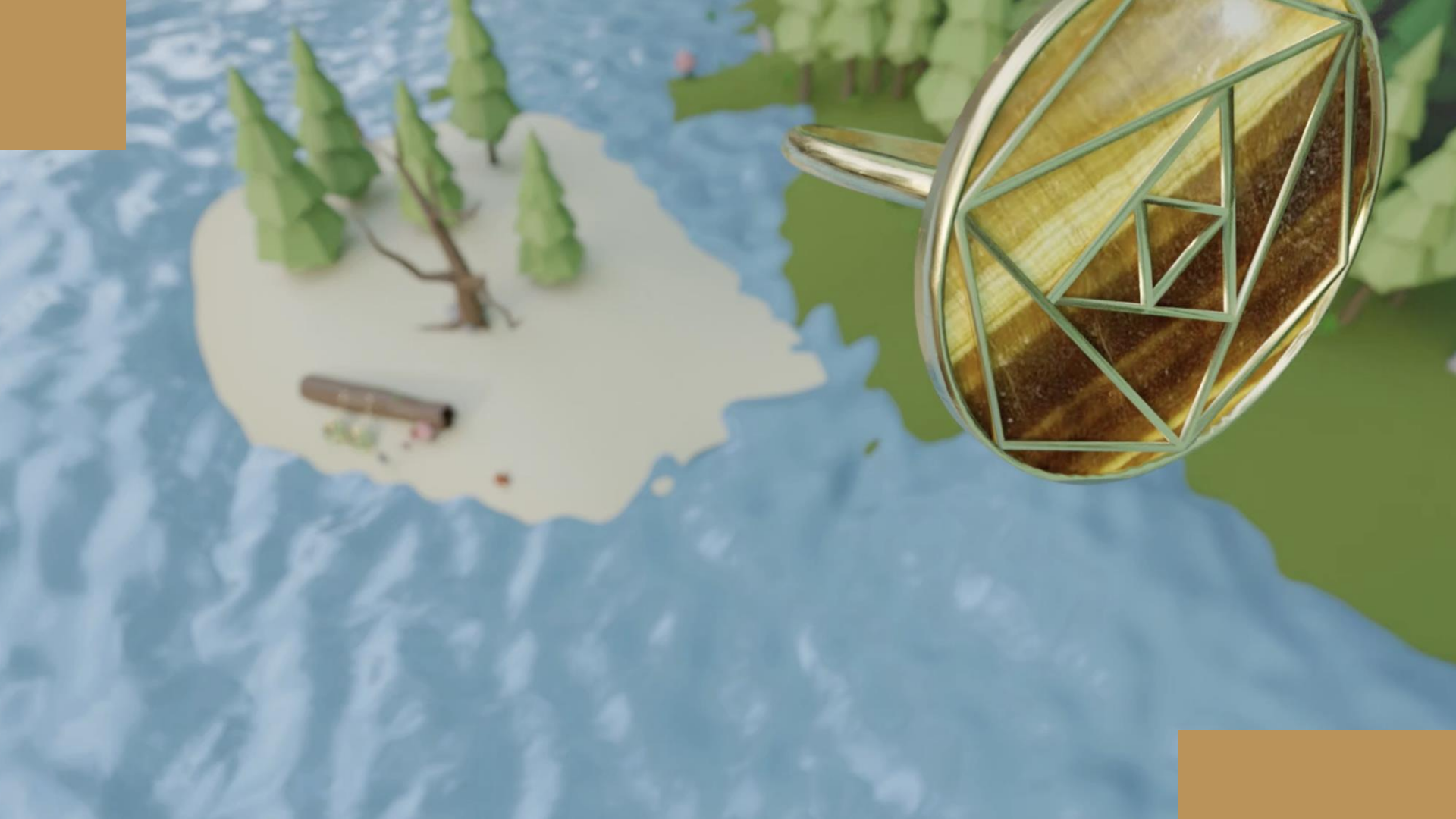






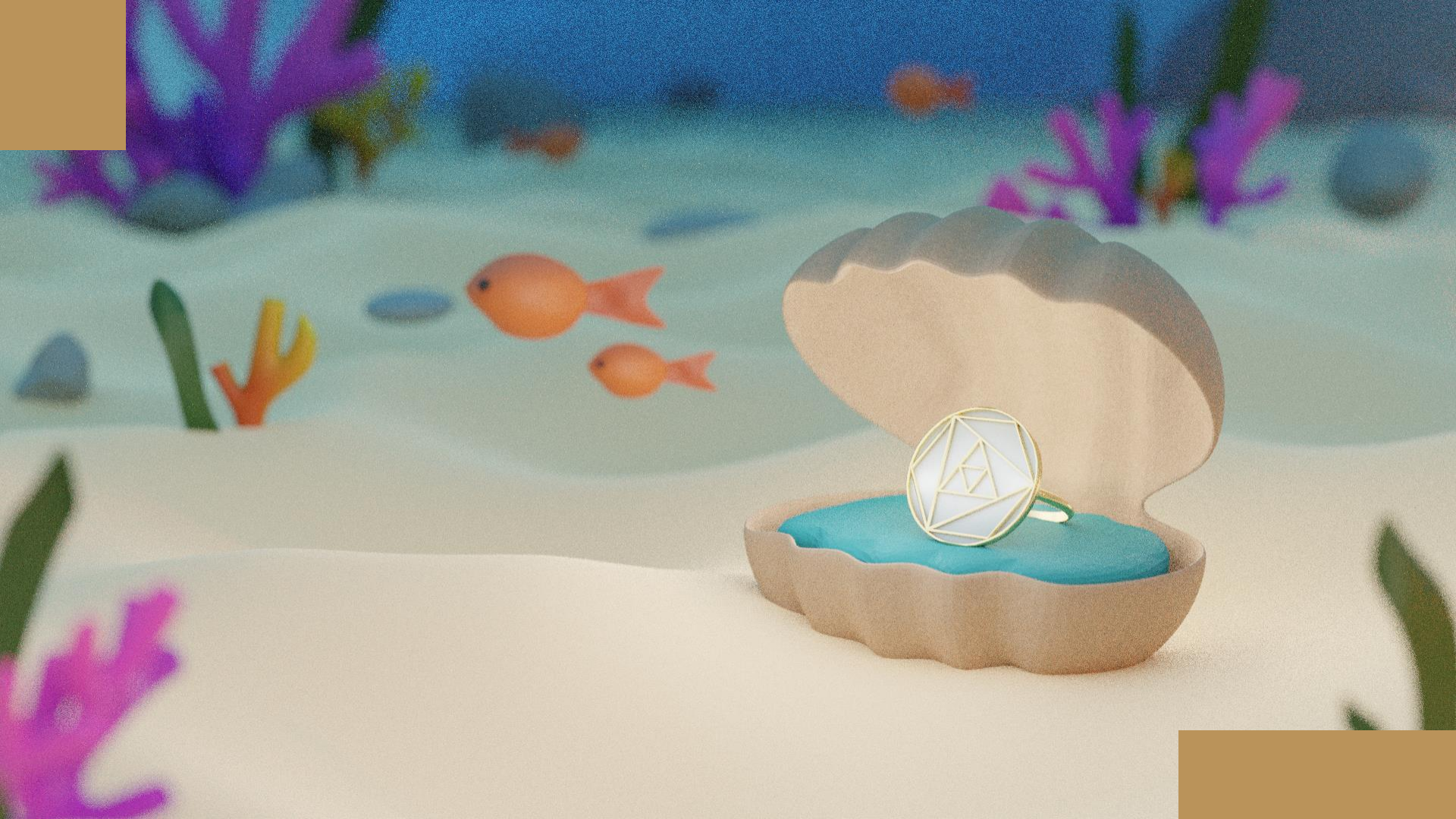


















Essam Jamal x

Jeweler Since 1979



BY SHAIMA

A sepia-toned photograph of a woman in profile, her eyes closed as she smells two white roses held near her face. She is wearing a small circular earring and a ring. The image is overlaid with a dark maroon rectangle containing the title, which is further framed by several overlapping gold-colored rectangles. The background is a soft-focus outdoor setting.

THE AGELESS BLOOM