

THE IDEA

من الثرا إلى الثريا
From the earth to
Pleiades

ثرا THARA

THE BILINGUAL LOCKUP

THE MARK



THE ث STAR MARK AND THE
FOUR-POINT STAR

THE STRATA



THARA HUB CAPITAL FOUNDATION X XPERIENCE

THE TYPE

Aa

NEUE HAAS GROTESK DISPLAY

أب

OBJEKTIV MK1 ARABIC

THARA ثرا

STAGE 1: TAGS

STAGE 2: LOCKUP

Thara Hub
مركز ثرا

THARA HUB ثرا مركز

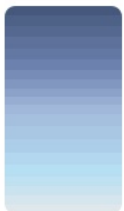
مركز ثرا
THARA HUB



Thara Capital
ثرا كابيتال

THARA CAPITAL ثرا كابيتال

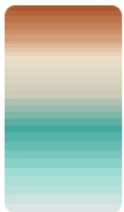
ثرا كابيتال
THARA CAPITAL



Thara Foundation
مؤسسة ثرا

THARA FOUNDATION ثرا مؤسسة

مؤسسة ثرا
THARA FOUNDATION



Thara X
ثرا اكس

THARA X ثرا اكس

ثرا اكس
THARA X



Thara Xperience
خبرات ثرا

THARA XPERIENCE ثرا خبرات

خبرات ثرا
THARA XPERIENCE



Next entity
Its English and Arabic names

THARA ثرا

Lockup designed when the entity graduates



NEVER CHANGES



The mark

The ﷲ star mark and the bilingual lockup sign every piece.



The strata

Solid stepped bands, the light end on the ground. Each entity has its own.



The type scale

Fixed styles for words, headlines, titles, body and tags, in Latin and Arabic.



The voice rules

Plain and confident. Evidence over claims. No firsts, no unsourced numbers.

CHANGES PER OUTPUT



Entity

Thara and five entities. Each sets its own colour and strata.



Phase

The Signal, The Gathering, The Yield, or none.



Language

English left to right, Arabic right to left.

Copy

Copy and image

Written per brief, in both languages. Licensed photography only.

WHAT THE TEMPLATES PRODUCE

2,468

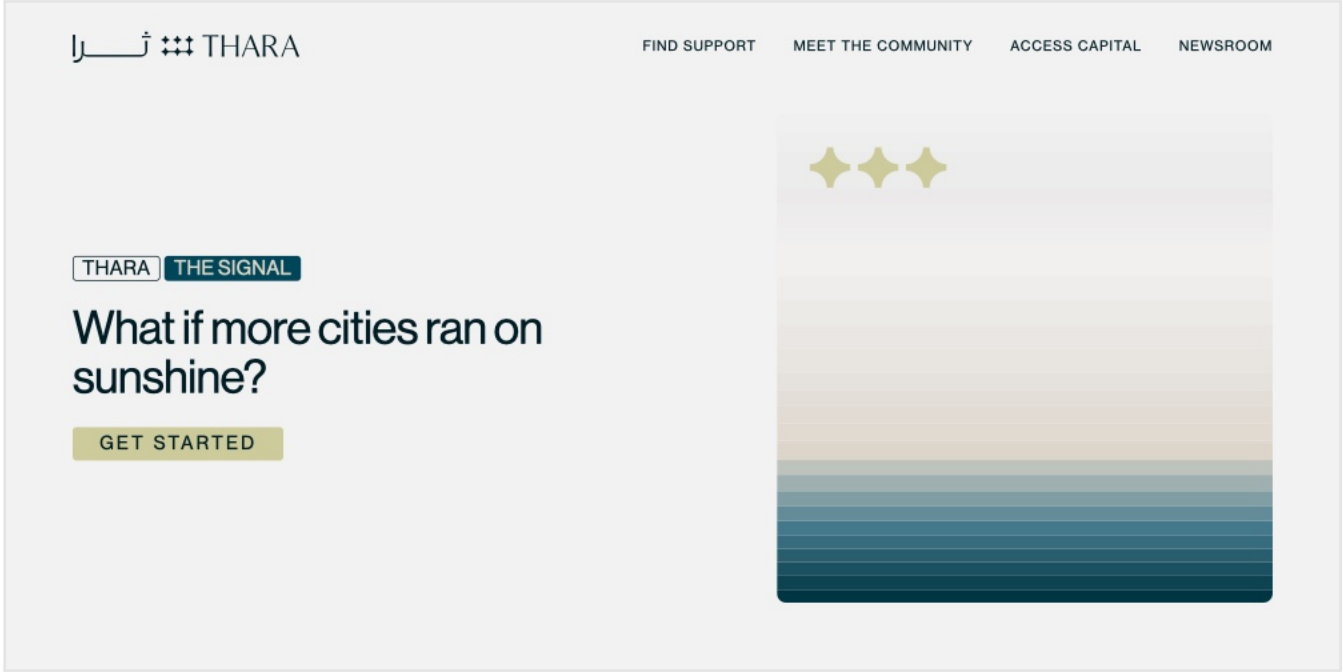
distinct outputs, before a word of copy is written.

Social post 2,112 · Poster 192 · Campaign question 60 · Website hero 48 · Event lockup 24 · Site header 8 · Email 8 · Founder film title 6 · Community Index 4 · Founder card, record and gala card 2 each.

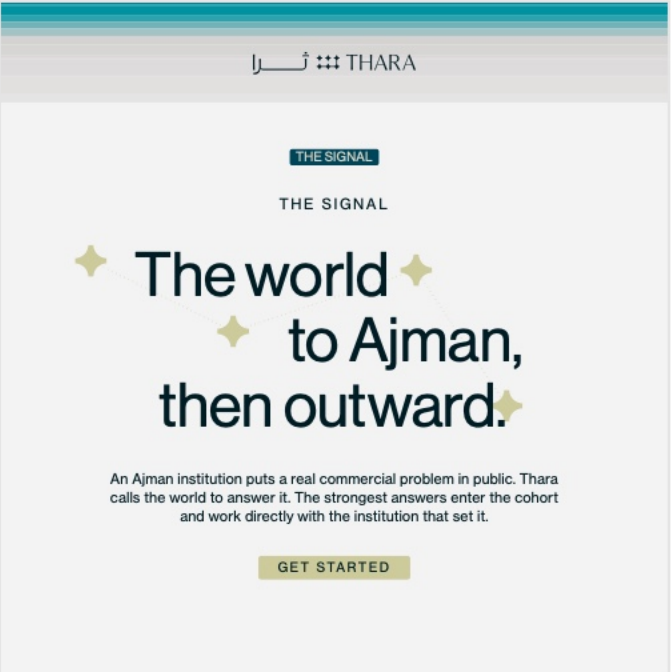
Every fixed setting each template takes, multiplied out: entity, phase, language, format, layout and its options. Copy and images are open, so they are not counted.



FACADE · 2000 × 1000



WEBSITE HERO · 1440 × 720



EMAIL HEADER · 1002 WIDE



FILM TITLE · 1920 × 1080



6-SHEET · 1200 × 1800



DIGITAL SCREEN · 1080 × 1920



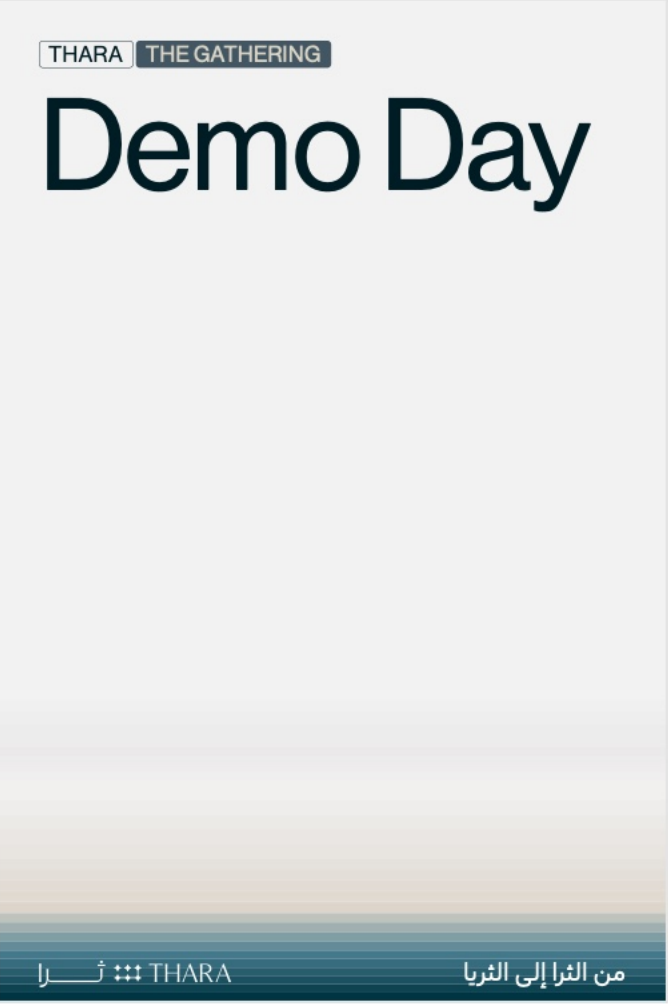
INSTAGRAM STORY · 1080 × 1920



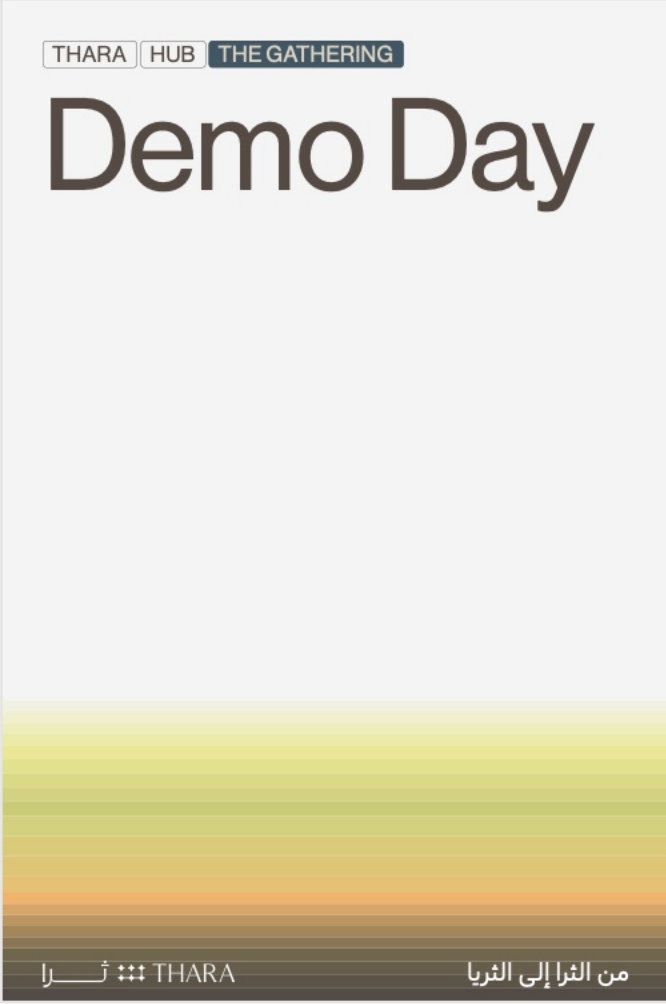
INSTAGRAM POST · 1080 × 1080



LINKEDIN POST, NIGHT · 1080 × 1080



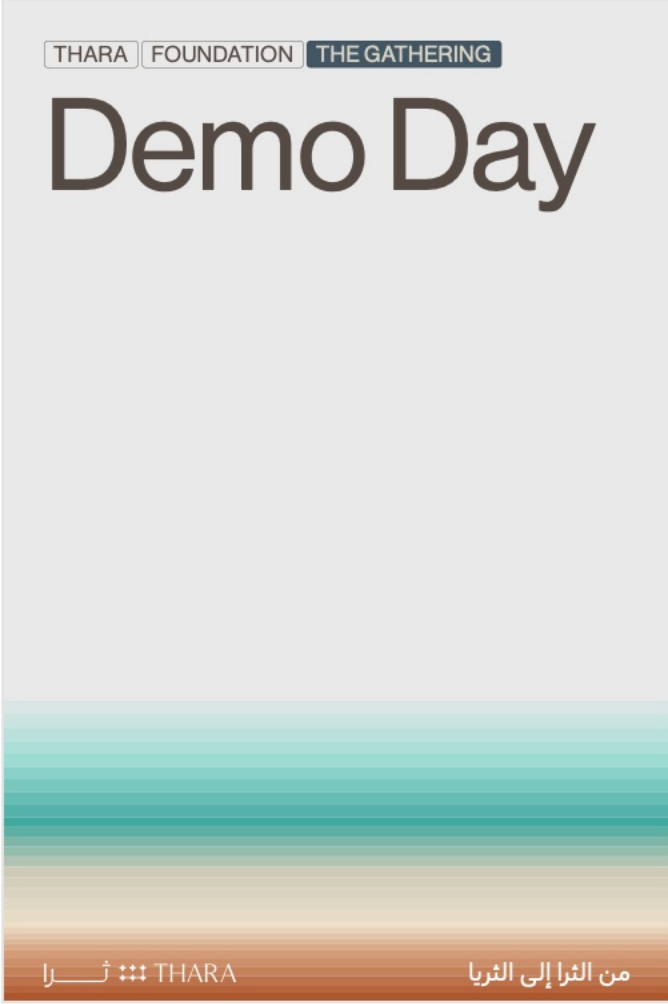
Thara



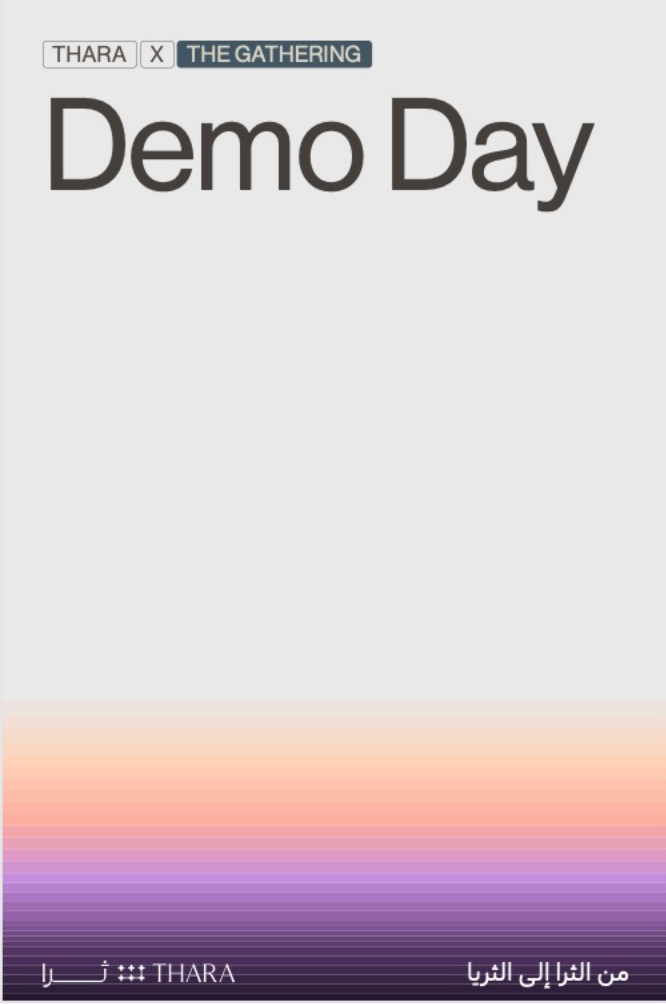
Thara Hub



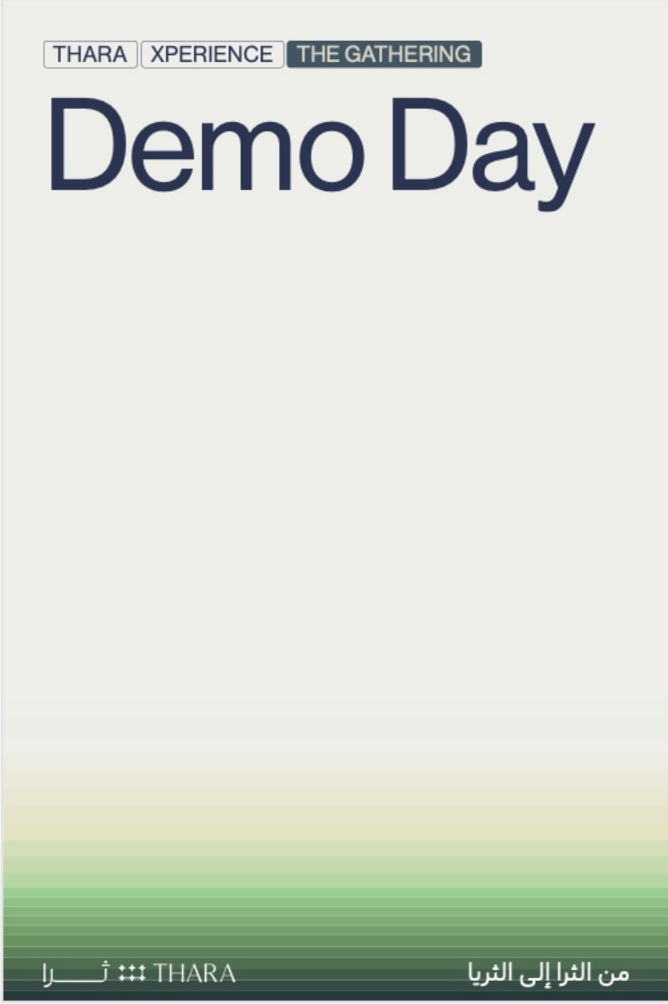
Thara Capital



Thara Foundation



Thara X



Thara Xperience

The Signal
The campaign launches with a challenge to the world.



ENGLISH



ARABIC

The Gathering
The selected founders come to Ajman and begin working on the challenges.



ENGLISH



ARABIC

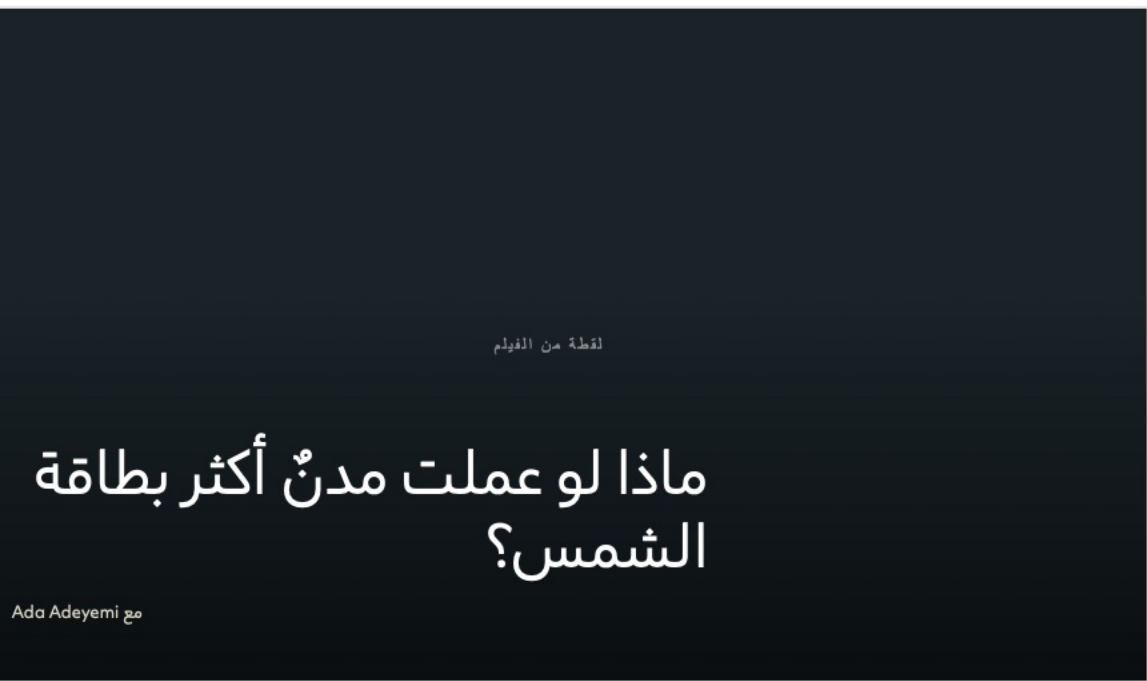
The Yield
The work leaves the residency and enters the world.



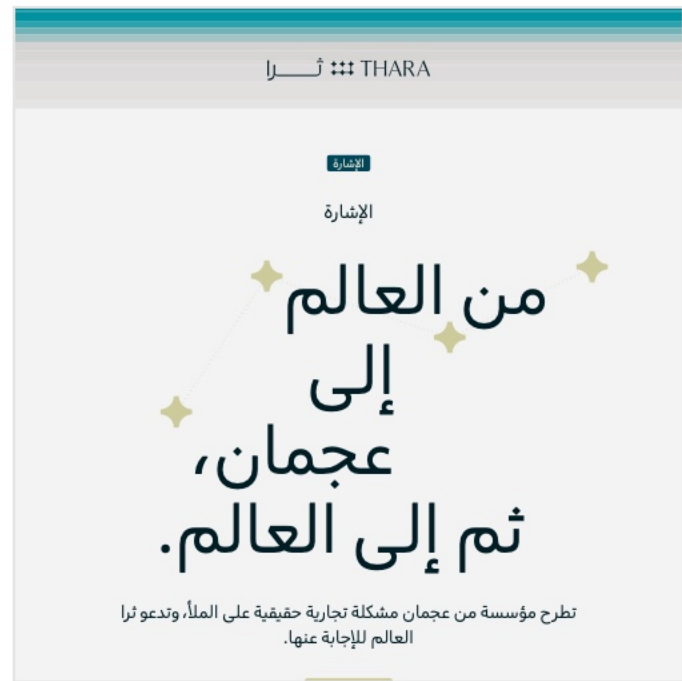
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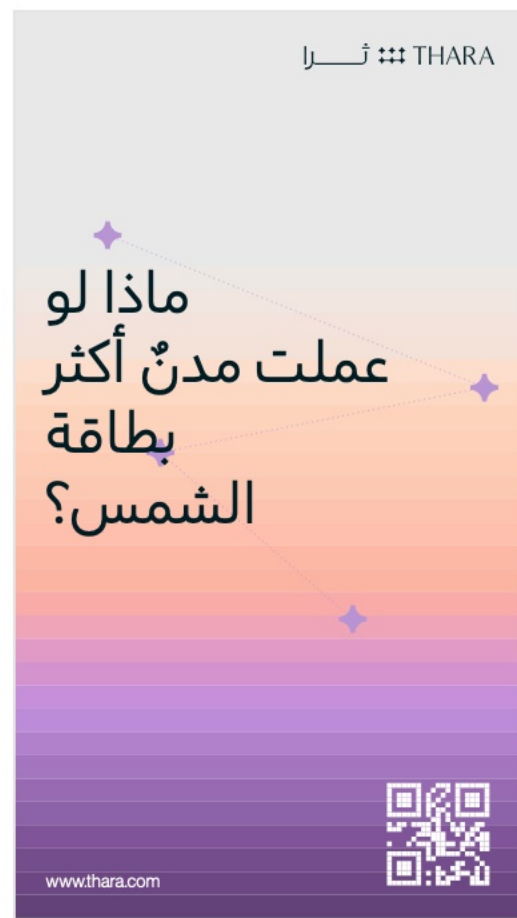
LINKEDIN POST, NIGHT · 1080 × 1080



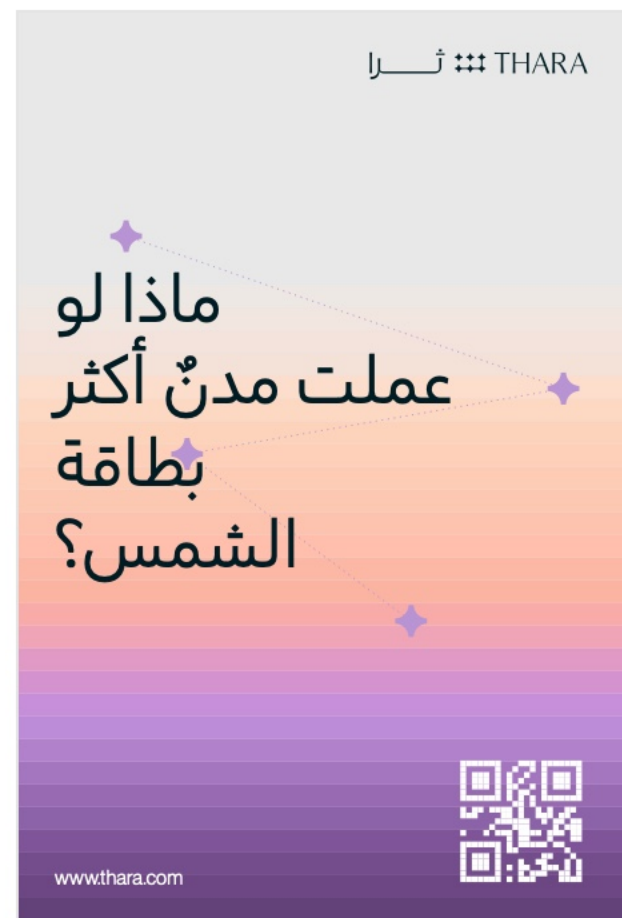
INSTAGRAM POST · 1080 × 1080



INSTAGRAM STORY · 1080 × 1920



DIGITAL SCREEN · 1080 × 1920



6-SHEET · 1200 × 1800