

Mastering Arabic Wordmarks: Grids & Identity

AGILE LEADERS
Training Center

AGILE LEADERS
Training Center

Mastering Arabic Wordmarks: Grids & Identity

Course Overview

This professional training program is designed to equip participants with the skills required to master Arabic logo design through a comprehensive learning journey that integrates Arabic letterform mastery, Arabic wordmark design, and the application of global-standard geometric grid systems used in professional logo construction.

The course begins by building strong practical foundations—including Arabic letterform proportions, balanced script-based logo sketches, and structural harmony—before moving into a step-by-step methodology for creating modern Arabic logos. Participants will learn how to construct geometric grids, develop visual balance, and transform hand-drawn sketches into final digital logos ready for use across visual identity systems.

Built on a “from zero to one” design mindset, the course enables participants to evolve their concepts from initial sketches into refined professional Arabic logos using Adobe Illustrator. They will strengthen essential skills such as composition, visual balance, simplification, and reduction—while learning industry best practices.

This course is ideal for designers and organizations that want to develop powerful, contemporary Arabic logos built on strong geometric foundations, and for teams looking to build cohesive visual identity systems based on wordmarks and symbol-driven design.

Target Audience

- Graphic designers
- Visual identity designers
- Print and visual communication designers
- UI/UX designers seeking to strengthen their visual design skills
- Marketing and corporate communication specialists
- Professionals in branding and advertising firms

AGILE LEADERS
Training Center

Target Departments

- Marketing and Corporate Identity Departments
- Graphic Design & Creative Units
- Corporate Communications & Public Relations
- Organizational Development Units
- Digital Content & Online Communications Teams

Target Sectors

- Technology companies
- Government ministries and agencies
- Banking and financial sector
- Branding and advertising firms
- Universities and educational institutions
- Media production companies
- Government-related entities

Course Objectives

By the end of this course, participants will be able to:

- Apply Arabic letterform rules to create balanced, harmonious logos
- Design modern Arabic wordmark logos using contemporary methods
- Use Adobe Illustrator to build scalable, professional Arabic logos
- Apply geometric grid systems for professional logo construction
- Convert hand sketches into final polished digital logos
- Analyze existing logos and evaluate balance, proportion, and visual structure
- Create modern Arabic logos that emphasize simplicity, clarity, and memorability
- Strengthen visual composition skills to produce strong, versatile logos
- Build multi-version Arabic logos suitable for different brand applications
- Understand design thinking principles to create meaningful logos

AGILE LEADERS
Training Center

Training Methodology

The course follows a fully practical, application-driven approach that blends deep theoretical understanding with continuous hands-on practice.

Training begins with an introduction to Arabic logo design fundamentals and letterform construction, followed by interactive workshops to develop logo concepts through hand sketching an essential step for creating clear and executable ideas.

Participants learn how to build geometric grid systems, use guidelines, manage proportions, and apply negative space to achieve visual balance. Extensive practical sessions guide participants through converting ideas into digital logos using Illustrator, refining visual relationships, and creating multiple logo variations for print and digital use.

The course includes case studies, analysis of Arabic and global logos, critique sessions, Arabic wordmark development exercises, and personalized feedback for each participant. Every trainee will complete a full project—from concept to a fully executed final Arabic logo.

Course Tools

- Analytical samples of Arabic and international logos
- Simplified explanations of geometric grid concepts
- Step-by-step wordmark development frameworks
- Visual ideation templates
- Demonstrations of proportion systems and Arabic letterform rules
- Case studies and real-world application scenarios
- Practical Illustrator exercises

AGILE LEADERS
Training Center

Course Content

Day 1: Arabic Letterform Foundations & Logo Construction

- **Topic 1:** Arabic letterform structure and proportional systems
- **Topic 2:** Understanding visual composition for Arabic logos
- **Topic 3:** Applying balance and harmony in letterform design
- **Topic 4:** Analysis of global and Arabic logo examples
- **Topic 5:** Designing initial script-based sketches and logo drafts
- **Topic 6:** Principles of simplification and reductive form design
- **Review:** Group review with immediate practical exercises

Day 2: Designing Arabic Wordmark Logos

- **Topic 1:** Introduction to Arabic wordmark design
- **Topic 2:** Structuring foundational wordmark skeletons
- **Topic 3:** Techniques for rhythm and flow in Arabic lettering
- **Topic 4:** Transforming letters into a cohesive visual system
- **Topic 5:** Idea exploration using letterform-based grids
- **Topic 6:** Harmonizing text and forms for integrated wordmarks
- **Review:** Analysis of a well-known Arabic wordmark

Day 3: Geometric Grids in Logo Construction

- **Topic 1:** Introduction to geometric grid systems for logos
- **Topic 2:** Building a custom grid for an Arabic logo
- **Topic 3:** Using negative space as a compositional tool
- **Topic 4:** Shape engineering and measurement alignment
- **Topic 5:** Circles, proportions, and grid-based relationships
- **Topic 6:** Merging guidelines into the final logo structure
- **Review:** Reconstructing a logo using a geometric grid system

AGILE LEADERS
Training Center

Day 4: From Sketch to Digital Execution

- **Topic 1:** Hand-drawing techniques for logo development
- **Topic 2:** Converting sketches into vector artwork
- **Topic 3:** Setting up letterforms and strokes inside Illustrator
- **Topic 4:** Refining compositions and adjusting visual relationships
- **Topic 5:** Creating multiple logo versions for different uses
- **Topic 6:** Testing the logo across multiple application scenarios
- **Review:** Evaluation of the digitized logo design

Day 5: Building a Complete Identity Around the Logo

- **Topic 1:** Integrating the logo into a broader visual identity system
- **Topic 2:** Selecting appropriate colors and style directions
- **Topic 3:** Designing supporting icons and visual cues
- **Topic 4:** Testing the logo in web and print contexts
- **Topic 5:** Creating a one-page logo application guideline
- **Topic 6:** Finalizing each participant's complete logo project
- **Review:** Presentation and critique of final projects

FAQ

Do participants need prior experience?

Not necessarily. Basic graphic design knowledge or familiarity with Illustrator is recommended to ensure smooth application of the skills.

What is the daily duration?

Each session lasts approximately 4–5 hours, including practical exercises and short breaks.
Total duration: 20–25 training hours over one week.

Are geometric grids difficult to learn?

They may seem complex at first, but they rely on simple proportional rules and can be learned progressively with practice.

AGILE LEADERS
Training Center

How is this course different from others?

This course uniquely blends traditional Arabic calligraphic foundations with modern logo design methodologies. Participants learn to create contemporary Arabic logos rooted in strong geometric systems. Unlike theoretical courses, this training emphasizes intensive practice—covering handwritten sketching, digital execution, and complete grid construction—leading to a final professional logo ready for real-world use. The course also includes individual critiques and deep analysis of global logos, ensuring a transformation from beginner to advanced practitioner capable of producing high-quality Arabic logos with strong visual impact.

AGILE LEADERS
Training Center

Training Course Categories

- Agile PM and Project Management Training Courses
- Agribusiness & Food Security Training Courses
- Aviation Management and Operations Training Courses
- Certified Courses By International Bodies
- Communication and Public Relations Training Courses
- Crisis Management and Business Continuity Training Courses
- Data Analytics Training and Data Science Courses
- Digital Government & Public Service Training Courses
- Education and Learning Development Training Courses
- Environment & Sustainability Training Courses
- Facilities and Real Estate Training Courses
- Finance and Accounting Training Courses
- Governance, Risk and Compliance Training Courses
- Healthcare Management Training Courses
- Heritage Conservation and Museum Management Training Courses
- Hospitality and Tourism Training Courses
- Human Resources Training and Development Courses
- IT Security Training & IT Training Courses
- Leadership and Management Training Courses
- Legal Training, Procurement and Contracting Courses
- Maintenance Training and Engineering Training Courses
- Marketing, Customer Relations, and Sales Courses
- NGO, Humanitarian and Development Management Training Courses
- Occupational Health, Safety and Security Training Courses
- Oil & Gas Training and Other Technical Courses
- Personal & Self-Development Training Courses

AGILE LEADERS
Training Center

Training Course Categories

- Quality and Operations Management Training Courses
- Secretarial and Administration Training Courses
- Shipping, Maritime and Ports Training Courses

AGILE LEADERS
Training Center

Training Cities

Abu Dhabi UAE	**Accra** Ghana	**Addis Ababa** Ethiopia
Amman Jordan	**Amsterdam** Netherlands	**Athens** Greece
Baku Azerbaijan	**Bali** Indonesia	**Bangkok** Thailand
Barcelona Spain	**Berlin** Germany	**Cairo** Egypt
Cape town South Africa	**Casablanca** Morocco	**Chicago** USA
Doha Qatar	**Dubai** UAE	**Frankfurt** Germany
Geneva Switzerland	**Istanbul** Turkey	**Jakarta** Indonesia
Johannesburg South Africa	**Kuala Lumpur** Malaysia	**Kuwait** Kuwait
Lagos Nigeria	**Langkawi** Malaysia	**Lisbon** Portugal
London UK	**Madrid** Spain	**Manama** Bahrain
Marbella Spain	**Milan** Italy	**Montreux** Switzerland
Munich Germany	**Muscat** Oman	**Nairobi** Kenya

AGILE LEADERS
Training Center

Training Cities

New York USA	**Nice** France	**Paris** France
Phuket Thailand	**Port Louis** Mauritius	**Porto** Portugal
Prague Czech Republic	**Rome** Italy	**San Diego** USA
Seoul South Korea	**Sharm El-Sheikh** Egypt	**Singapore** Singapore
Tashkent Uzbekistan	**Tbilisi** Georgia	**Tokyo** Japan
Toronto Canada	**Trabzon** Turkey	**Vienna** Austria
Zanzibar Tanzania	**Zoom** Online Training	**Zurich** Switzerland