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Apple Eve is not a company. It is not an idea. Apple Eve is a concept. It was made by the people for the people. The end of the world is approaching. Who would have believed it? That everything we built in years and years of existence, is about to vanish soon. **January 14, 2022.** The end of the world as we know it.

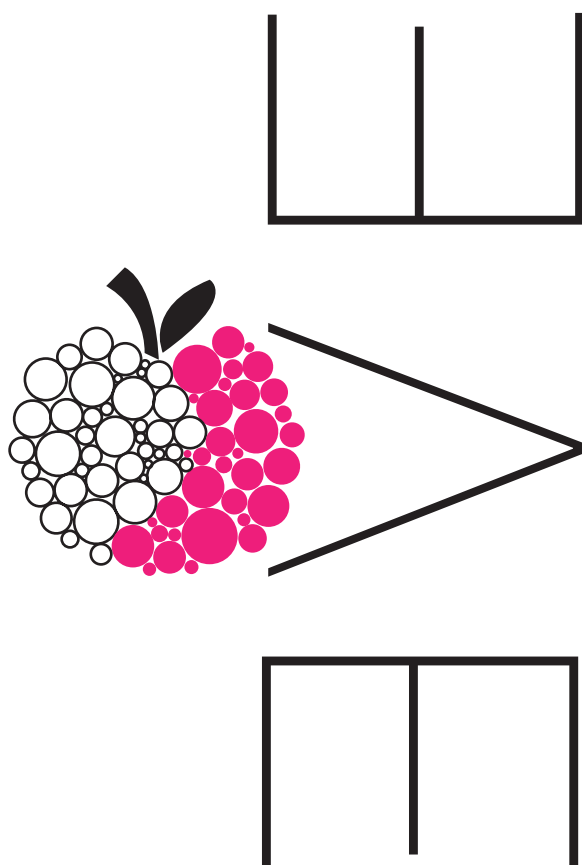
Back in the beginnings, it all started with a single apple. One bite, and we were off for this crazy adventure in this crazy world. Let's end it with style. Let's take a last bite, together. Let's party! Let's celebrate! Let's dance hand in hand, everywhere. New York, Paris, even Beirut.

Maybe if we all danced, we'd create enough energy to generate life once again. Then maybe, we'd survive. You can choose to be fatalistic. You can choose to hide and cry, waiting for this world to end. Or you can join us and smile. If you choose positiveness, if you pick colors over emptiness and fear, then all you have to do is sign up and be part of our journey 🍷 One night 🍷 One last night before everything disappears. All is set. All we can do is believe and hope for a new beginning.

"I hope I can make it across the border. I hope to see my friend and shake his hand. I hope the Pacific is as blue as it has been in my dreams. I hope."

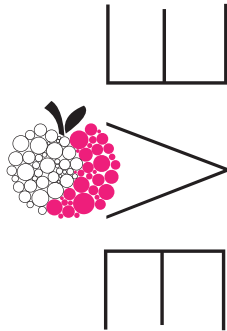
[Shawshank Redemption]

The Logo





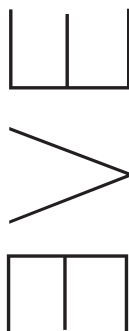
The Logo



This logo is the primary branding of the Apple Eve Concept. It is composed of an apple made of circles. More than half of it is now empty, thus suggesting that it has been eaten. The V shape of the word EVE is shaped like a mouth that's ready to take the last bite of the forbidden fruit.

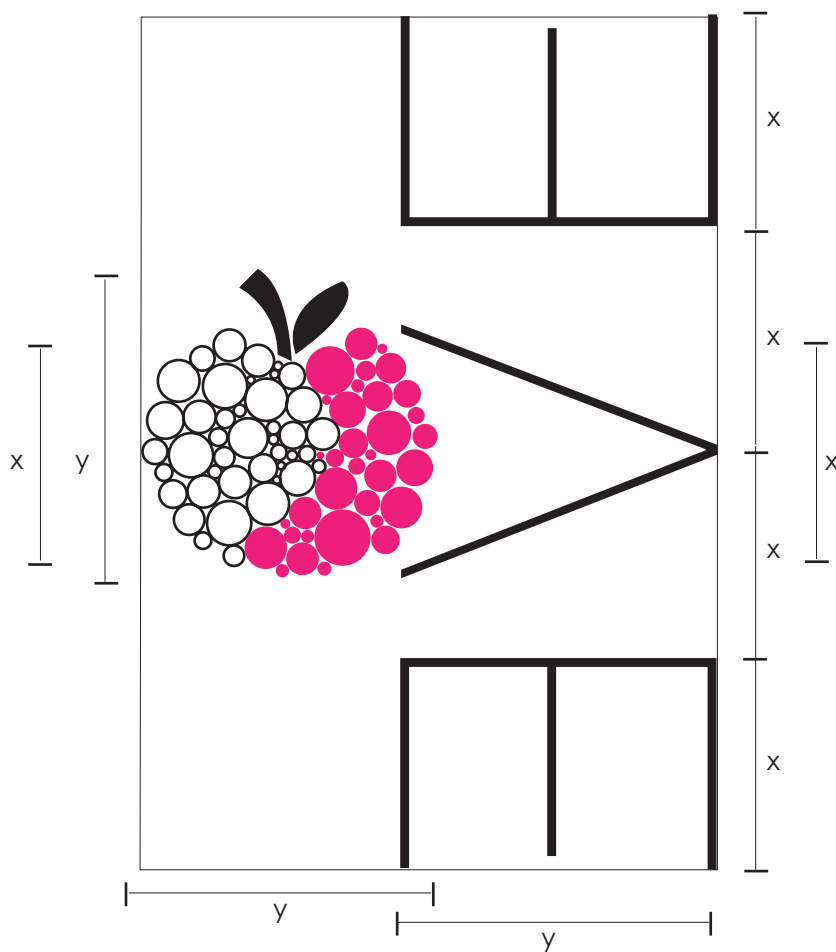


The apple in the Apple Eve logo represents the forbidden fruit. It is composed of circles and is pink on one side, and empty on the other. There's only one bite left.



For the word "Eve", the font used is Helvetica Neue Ultralight. It is both elegant and light. The "E"s are symmetrical to one another. And the word Eve is rotated so that it doesn't stand on a horizontal line, but on a vertical one.

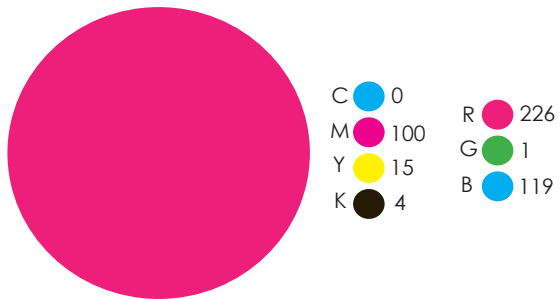
The Proportions



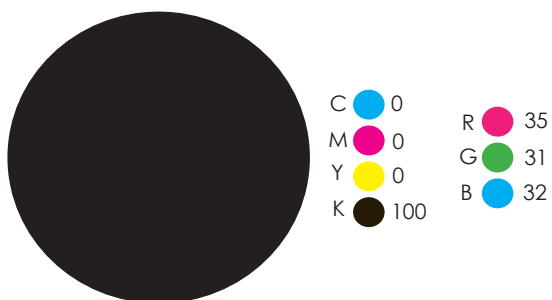


Primary Colors

Rubine Red M

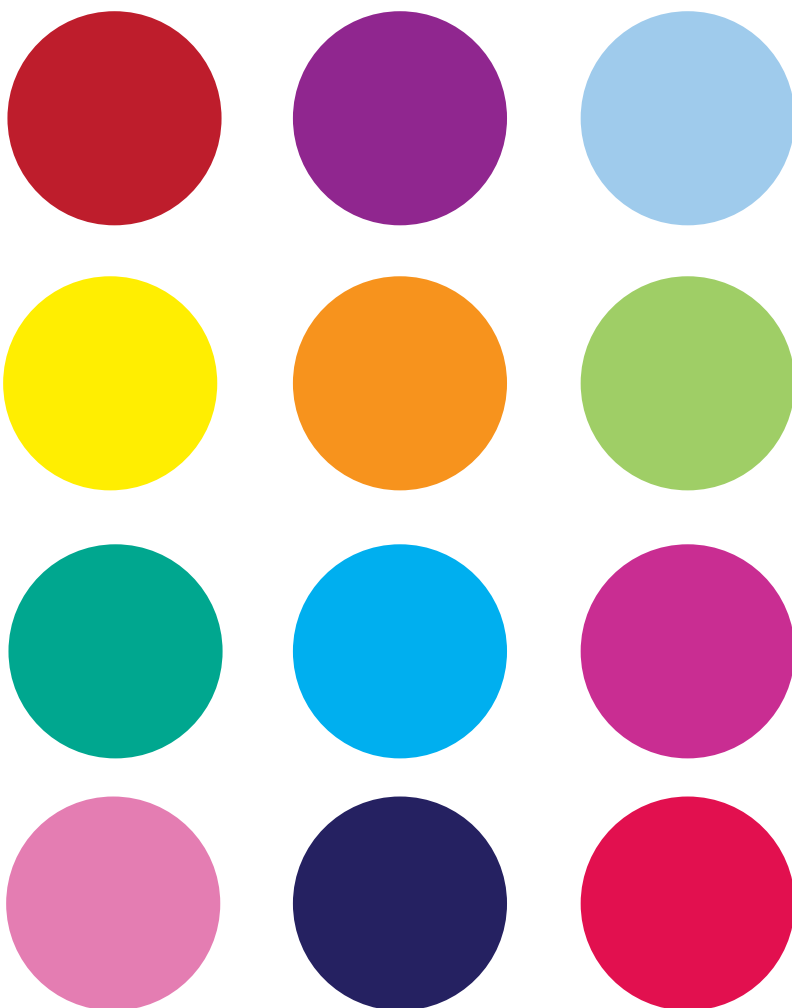


Black



Other Colors

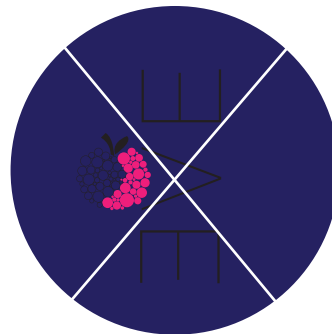
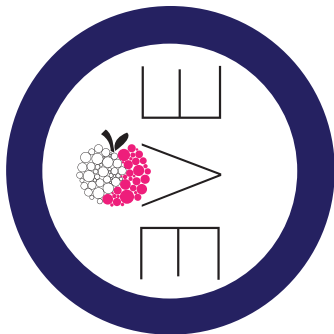
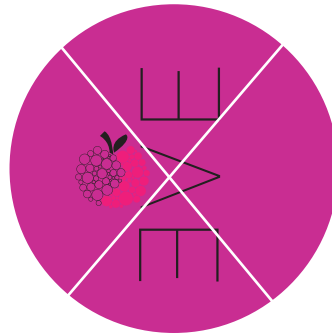
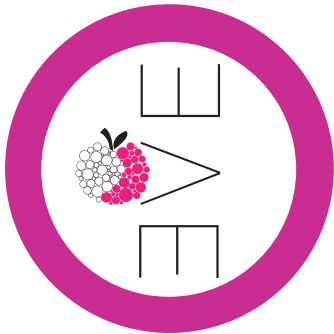
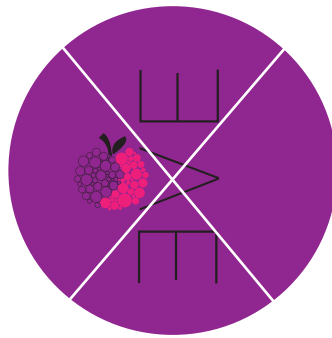
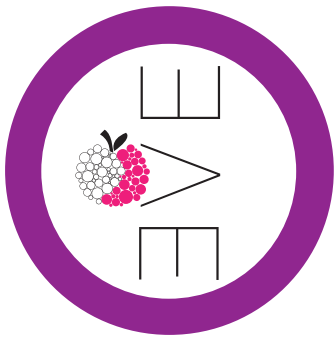
Any other happy color could be used for the apple alone.





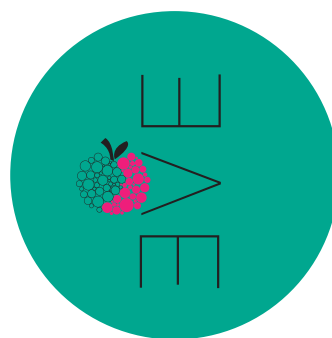
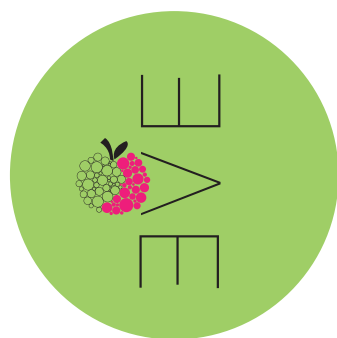
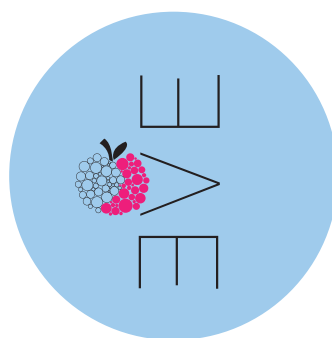
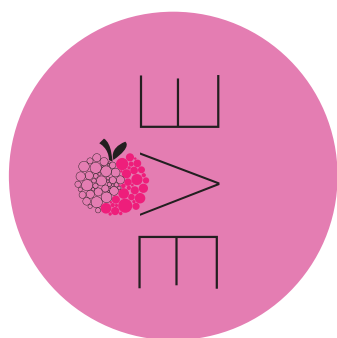
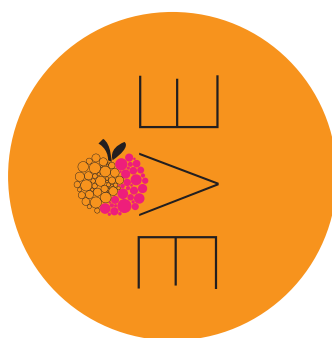
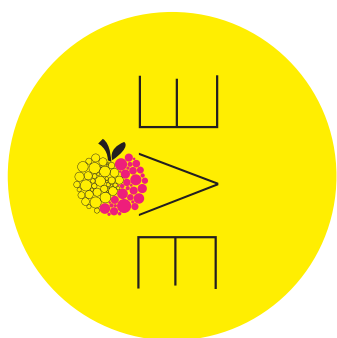
Dos & Don'ts

Never use the logo on a dark background.



Dos & Don'ts

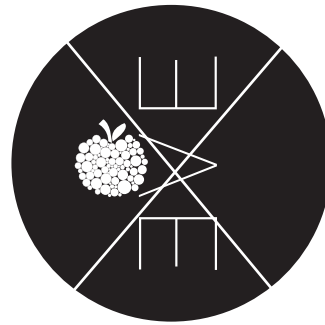
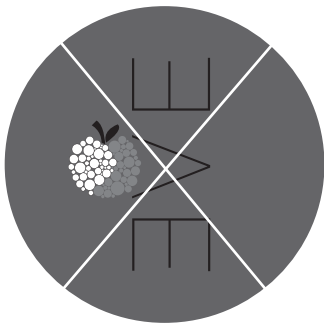
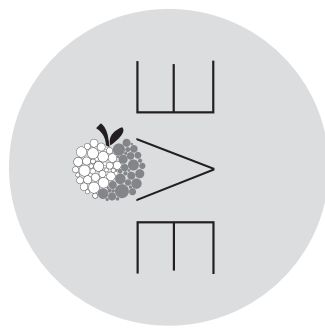
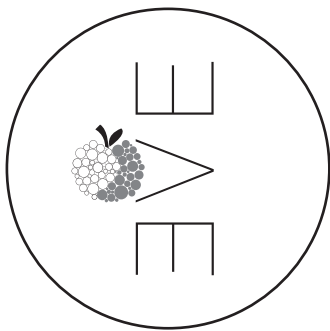
The logo can be used on light backgrounds.



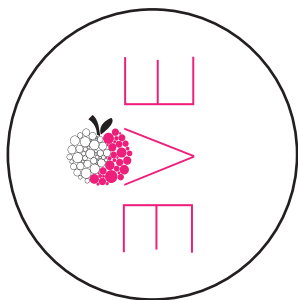


Dos & Don'ts

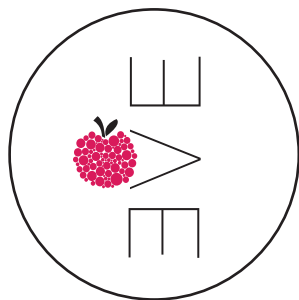
Logo in grayscale and on a light gray background.



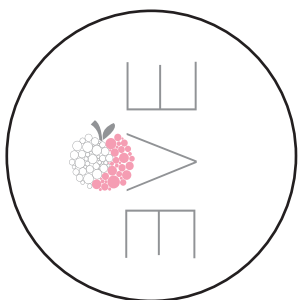
Dos & Don'ts



Don't change "Eve"'s color



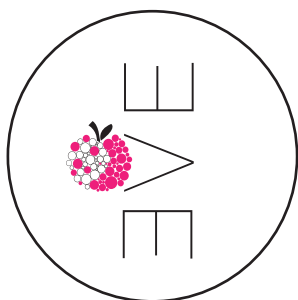
Don't color the whole apple



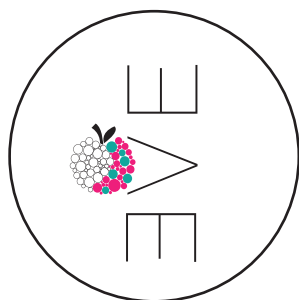
Don't apply transparency to it



Don't stretch the logo



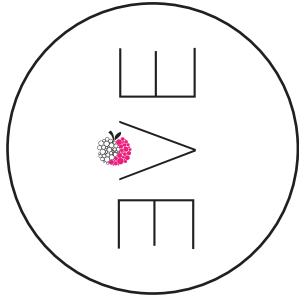
Don't add any more colored circles



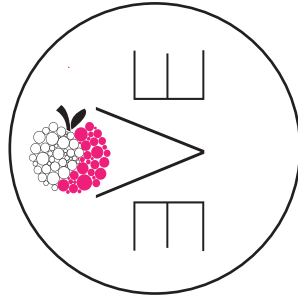
Never use a second color



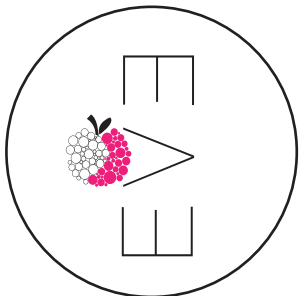
Dos & Don'ts



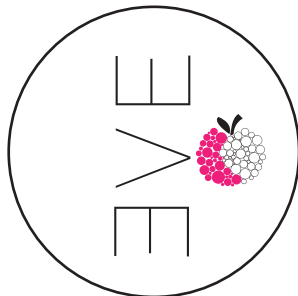
Don't rescale the apple



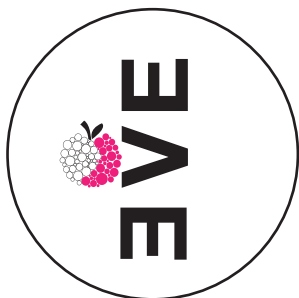
Don't enlarge the letter V



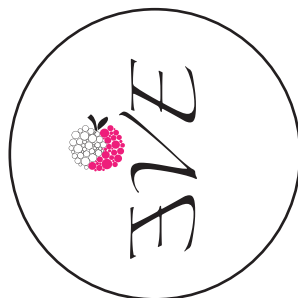
Don't flip the two E's



Don't displace the apple



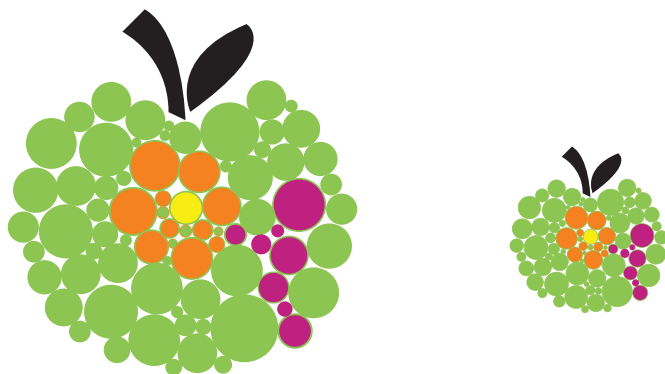
Don't use a bold font



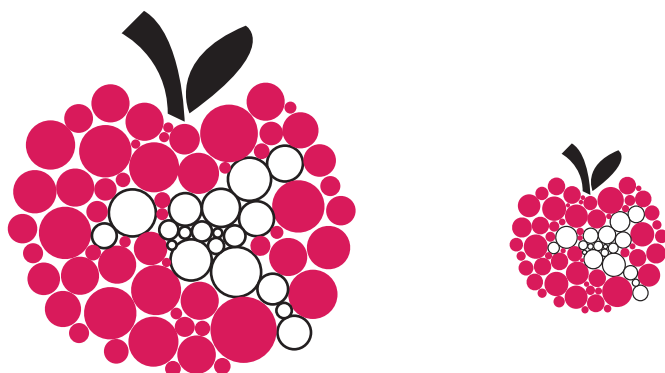
Never use another typeface

The Apple Alone

The possibilities are endless. There are no boundaries as to what minds can create in the apple shape of the logo, as long as it conveys our vision, our message. We believe in hope, in beauty, we believe in unity, in love, in peace.



Appleauty. A beauty. The flower, symbol of beauty, that mother Nature created to make this world a better place.

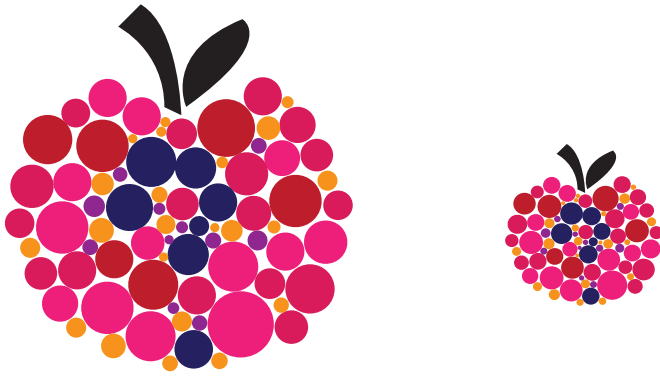


Appelveive. Believe. The dove, symbol of peace, of hope. This beautiful bird that never stops reaching for the skies.

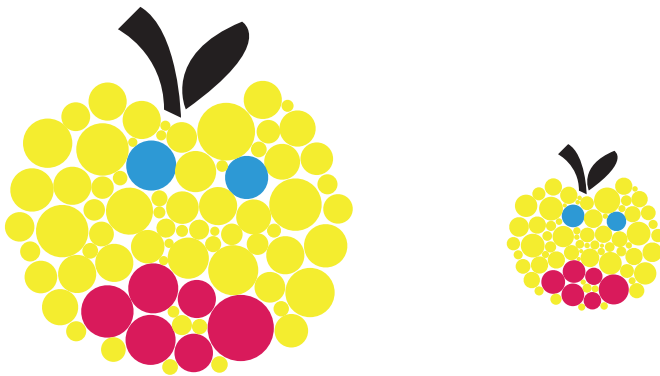


The Apple Alone

Anyone who believes in hope and life works for Apple Eve because Apple Eve is not a company, it is not an event organizer, nor is it the event itself alone. It is you, it is us, it is planet Earth fighting to survive. Whatever you see in the apple, we see it too. It's not your vision, it's our vision.

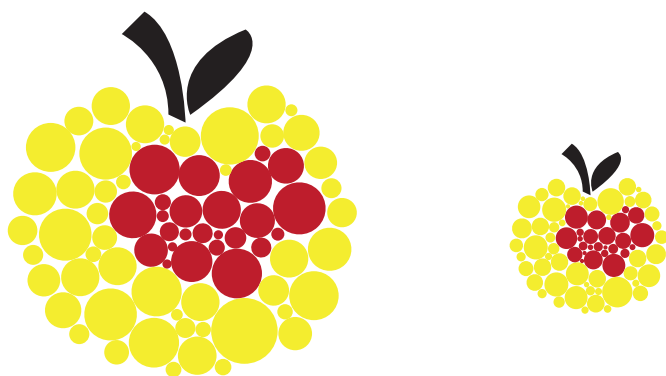


Applehaps. Perhaps. The question mark, symbol of secrets and life itself. Who knows for sure what the future hold?

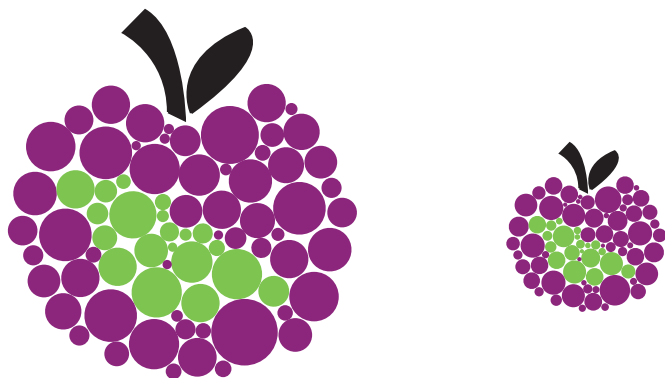


Appely. Happily. The smiley face, symbol of joy. Simple things in life that draw a cantagious smile on our faces.

The Apple Alone



Applove. Love. The heart symbol of life and love. Love is the key word. This time, we will have to follow our heart.



Appleaf. Leaf. The leaf, symbol of nature and good luck. Because everything in nature is born green and bright.



Typography

The typefaces that can be used for Apple Eve, with the logo, or in any official document are the Helvetica Neue family and the Century Gothic family.

HELVETICA

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Ultralight

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Ultralight Italic

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Light

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Light Italic

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Regular

Apple Eve is not a company. It is not an idea. Apple Eve is a concept. It was made by the people for the people. The end of the world is approaching.

Italic

Typography

Apple Eve is not a company. It is not an idea. Apple Eve is a concept. It was made by the people for the people. The end of the world is approaching.

Bold

Apple Eve is not a company. It is not an idea. Apple Eve is a concept. It was made by the people for the people. The end of the world is approaching.

Bold Italic

CENTURY GOTHIC

Apple Eve is not a company. It is not an idea. Apple Eve is a concept. It was made by the people for the people. The end of the world is approaching.

Regular

Apple Eve is not a company. It is not an idea. Apple Eve is a concept. It was made by the people for the people. The end of the world is approaching.

Italic

Apple Eve is not a company. It is not an idea. Apple Eve is a concept. It was made by the people for the people. The end of the world is approaching.

Bold

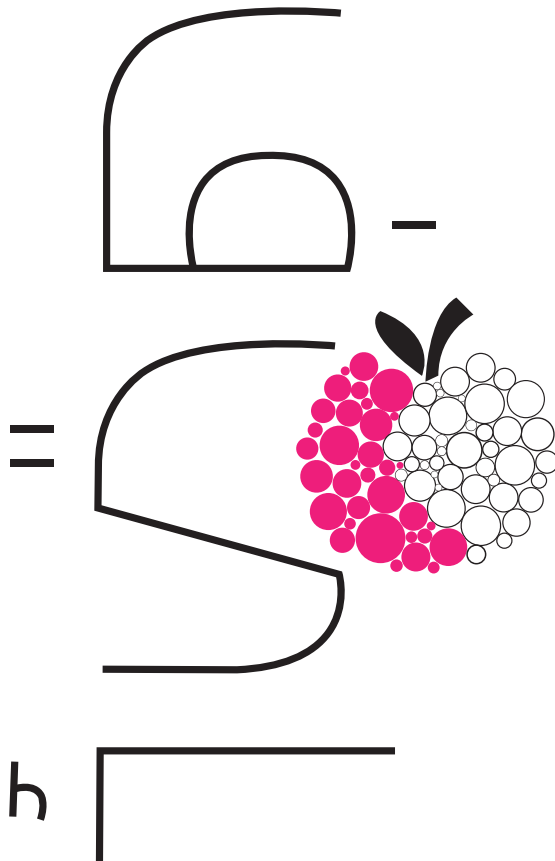
Apple Eve is not a company. It is not an idea. Apple Eve is a concept. It was made by the people for the people. The end of the world is approaching.

Bold Italic

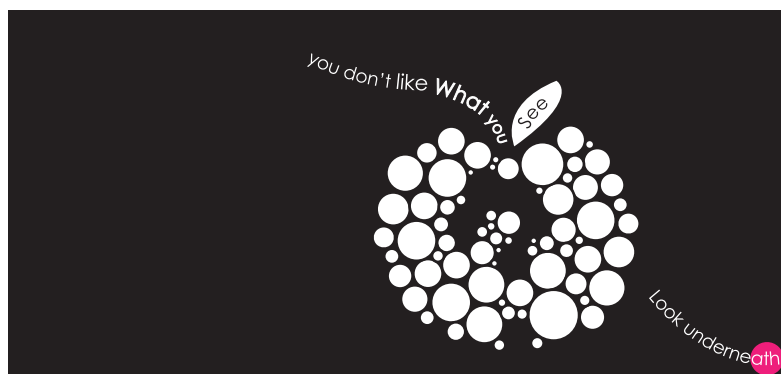
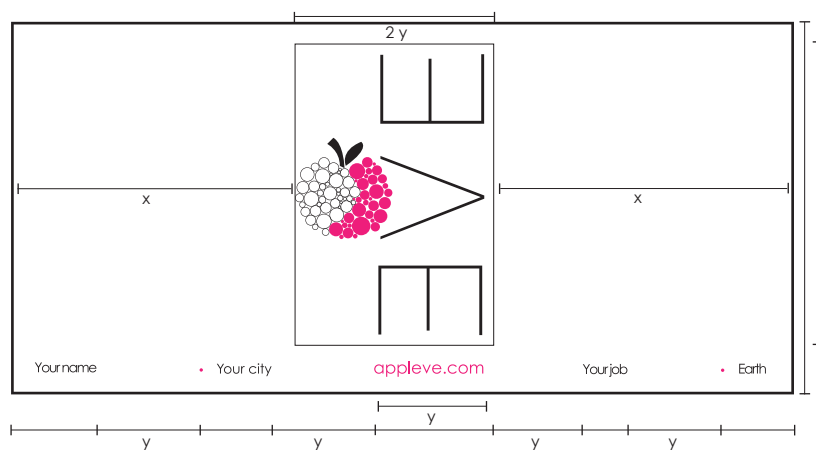


Arabic Logo

In the arabic version of the logo, the concept is still the same. The mouth is about to take a last bite of the apple.

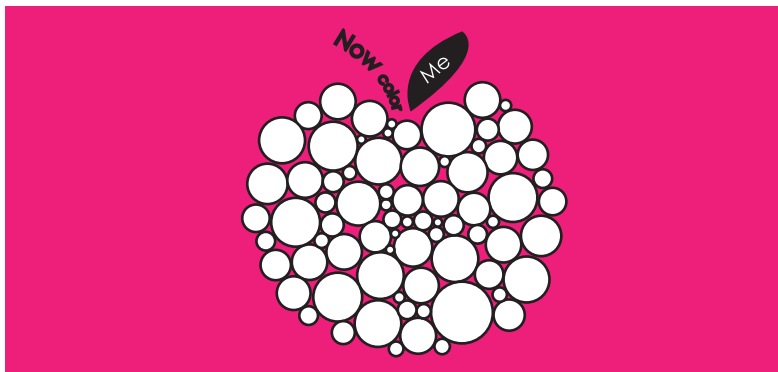
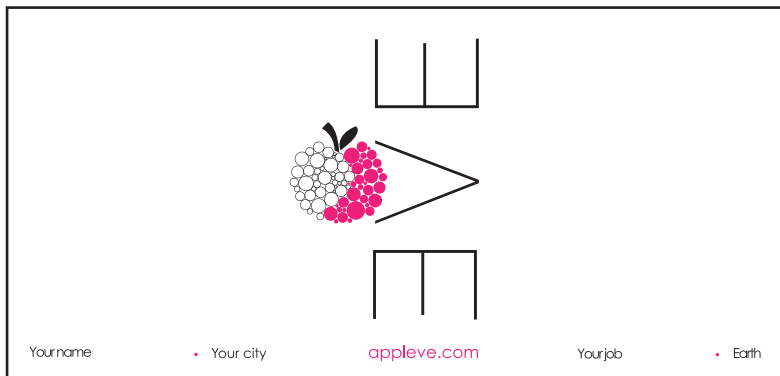


Corporate Identity: *Business Card*

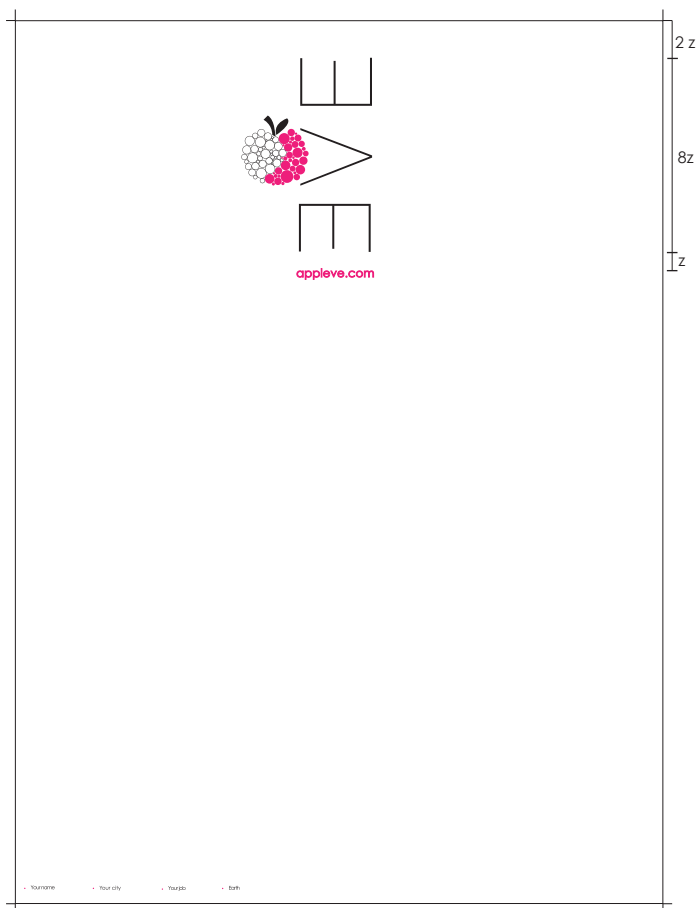




Corporate Identity: *Business Card*

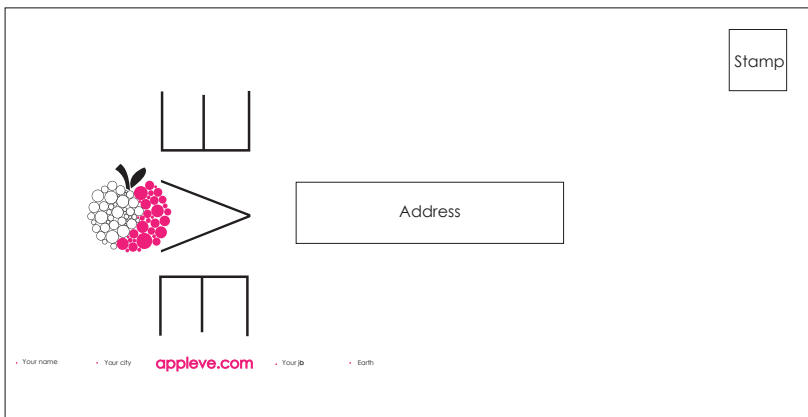


Corporate Identity: Letterhead

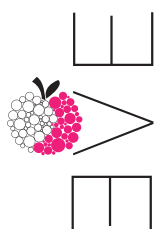




Corporate Identity: *Enveloppe*



Corporate Identity: *Enveloppe*



- Your name - Your city appleve.com - Your job - Earth

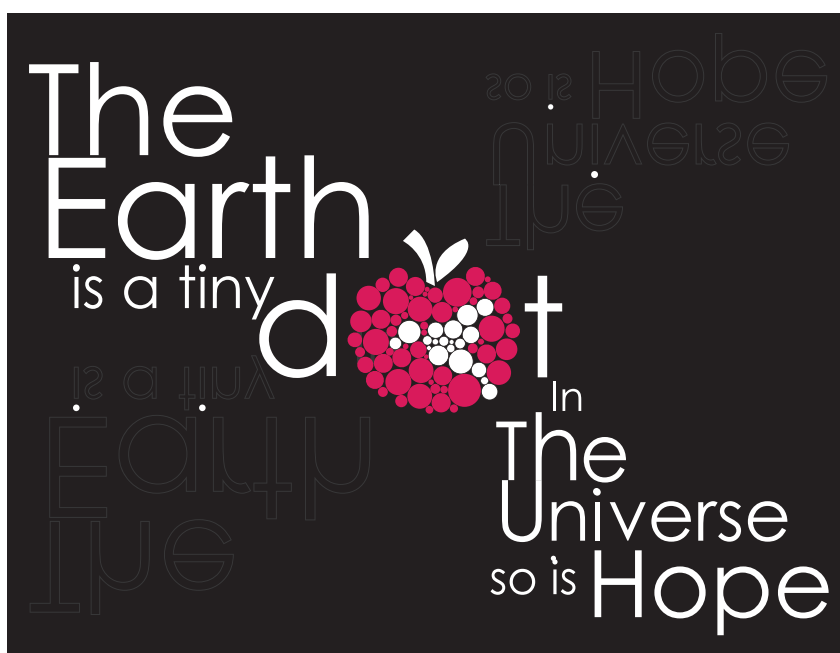




Billboards



Billboards





Billboards

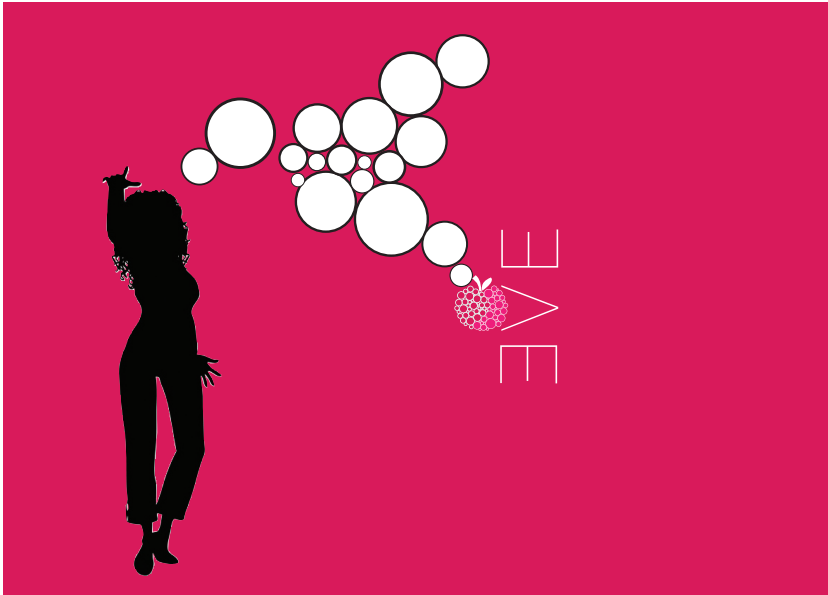


Billboards

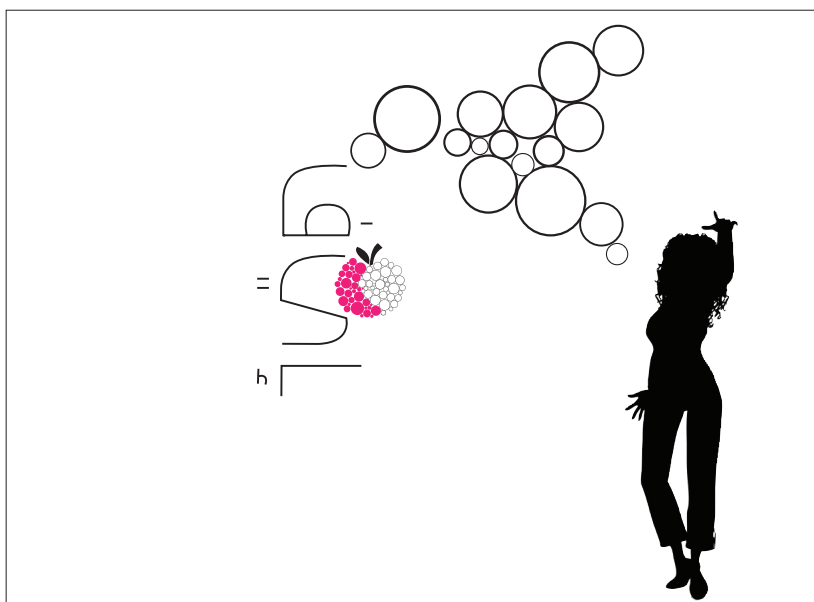




Billboards

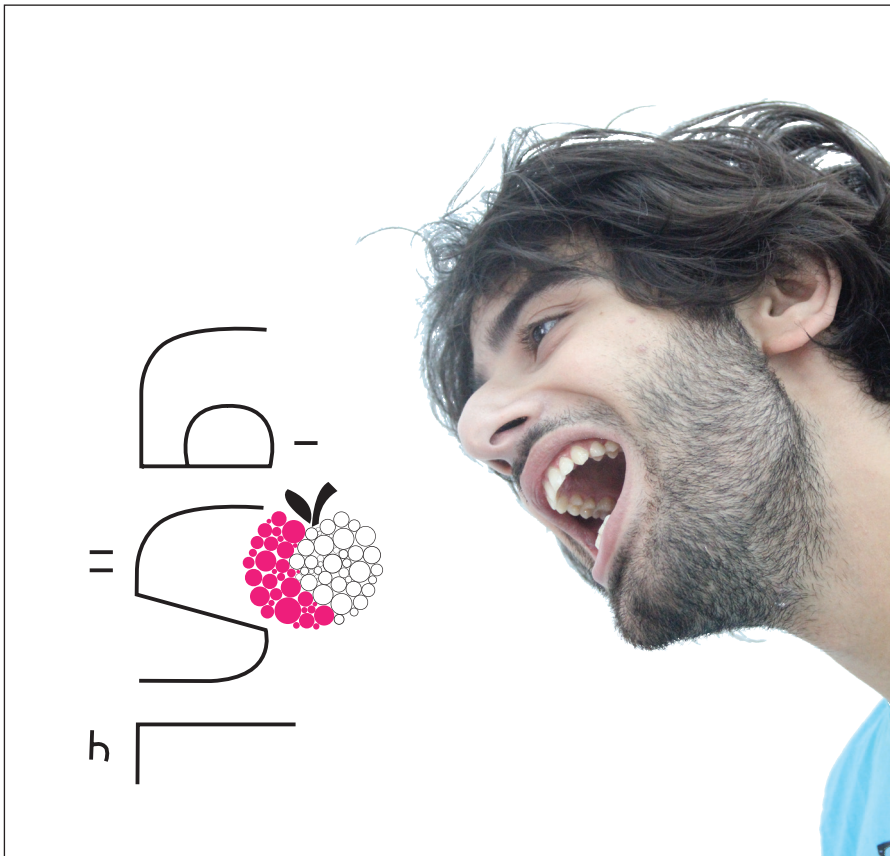


Billboards

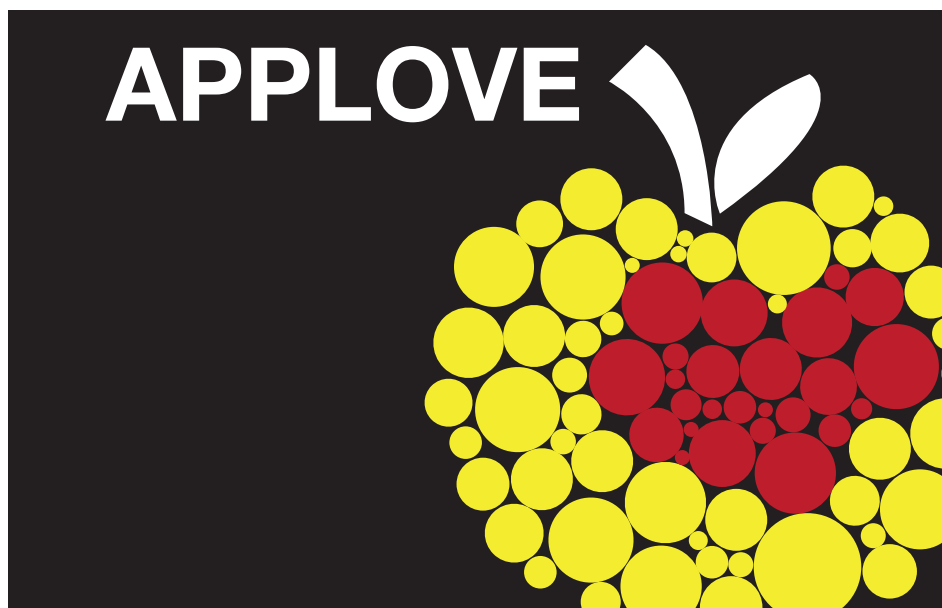




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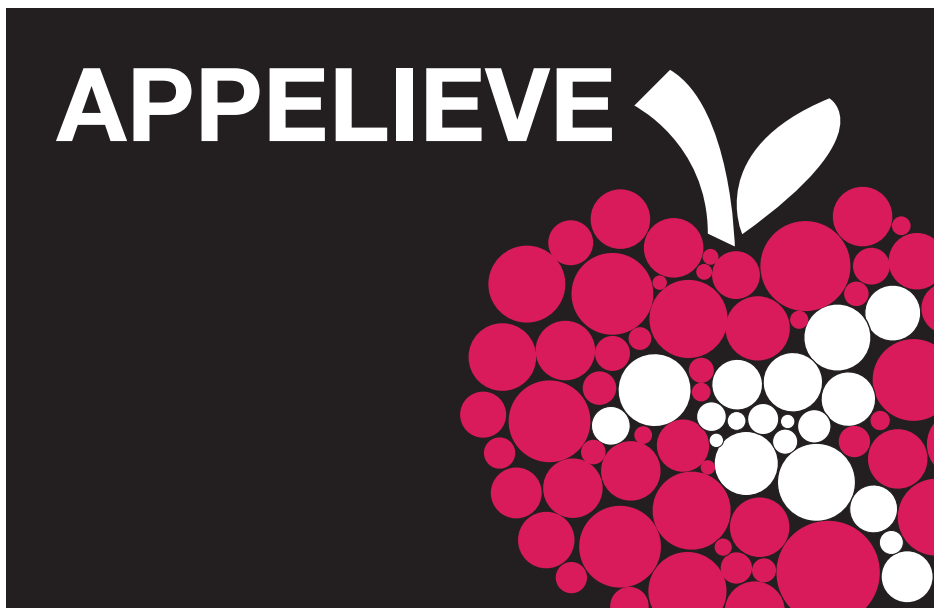


Billboards

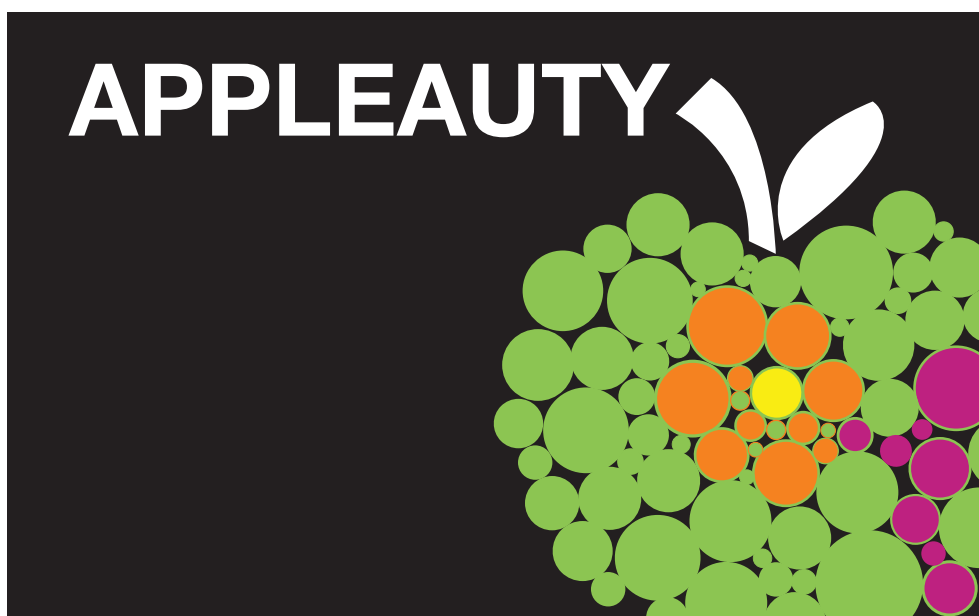




Billboards

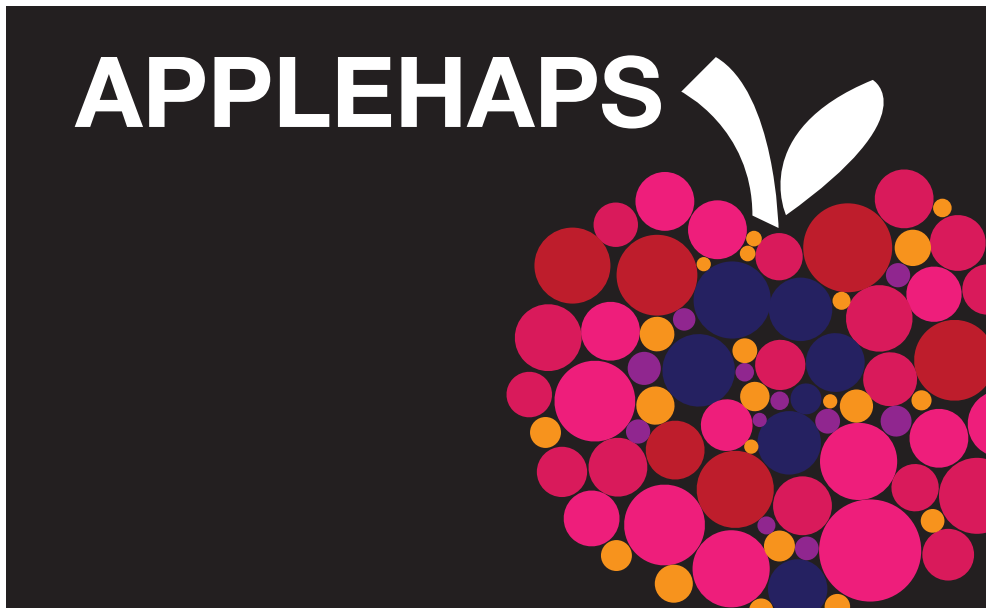


Billboards

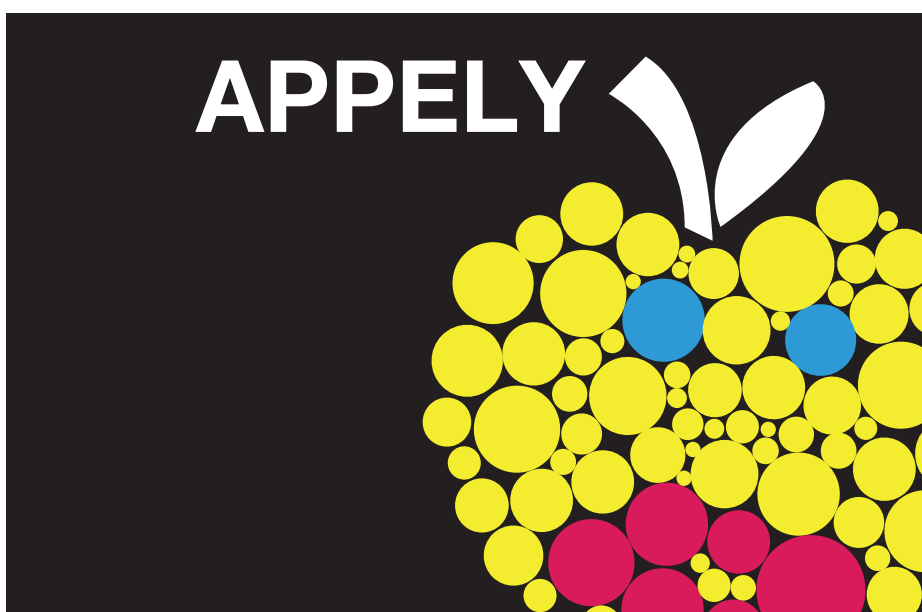




Billboards

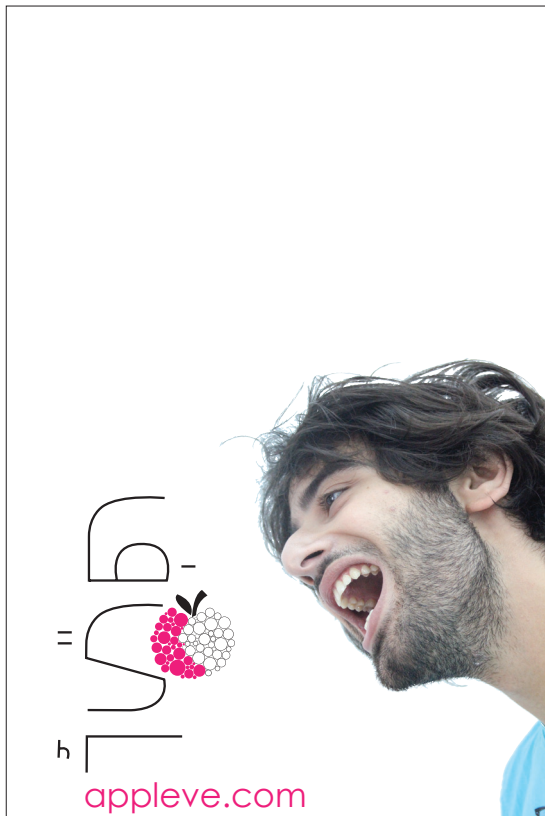


Billboards





Posters



Posters





Application: Flouka



Application: Flouka





Application: Bus



Application: Clothes





Application: Clothes



Application: Accessories

