Amman Stock Exchange New Logo

Event

Sun, 14 Aug 2005 - 01:00

Amman Stock Exchange will change its logo on Sunday August 14, 2005. The new logo which was designed while bearing in mind the following values, evocation and themes:

- Dynamism
- Modernity
- Advancement

The logo is a symbolic expression of Amman Stock Exchange's mission. It also articulates visually its vision to keep on advancing as a distinctive body in Jordan for stock exchange.

Logo Geometrical Shape:

An interactive and unevenly geometrical shape that symbolizes a start conveys the vigor, advancement, continues movement and progressiveness of the Amman Stock exchange.

Moreover, the star shape design is organic, which inspires the image of something continuously moving and interacting.

Logo Colors:

The use of the gray color reflects the vibrant and futuristic approach Amman Stock Exchange uses to achieve its mission and vision.

The blue color reveals a corporate image. Therefore, the combinations of the two colors prove to be ideal for the desired image Amman Stock Exchange wishes to portray.

Logo Typography:

The typography used is solid font by which the image of credibility and trust is inspired.