

Industry Synopsis

Security, the concept of safety for the individual or organization of a private or public and by extension the technology adopted for its preservation. Security, sometimes defined as the assurance of welfare of the society, public or organization. In this broad sense, security-systems might be regarded as a range of measures affecting the economic and social welfare of a population.

In recent years, greater attention has been paid to the security-systems to safeguard the public or private life in urban areas. These aims are being accomplished in several ways. Closed-Circuit Television surveillance (CCTV), Automatic Barrier Systems, Access Control Systems and Intrusion Alarm Systems so on so forth.



SYSTEMS



Concept Theory

ALPS (Al Mufeed Low Power Systems), is a flagship division of Al Mufeed Business Group is specialized in various kind of advanced security systems. This security company needed to brand an image that portrayed confidence and professionalism. We categorized the logo design with a conservative font combined with an icon that can work as a seal or stamp.

The logo that really stands out from the crowd. The logo combines shield represent the idea of defense, protection. Solid fonts used in the design development that gives a strong ness feel, and is easy to read from a distance. The bannered text of the second part gives the logo a high-end, professional look.




Color Scheme

Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness. In heraldry, blue is used to symbolize piety and sincerity.

Blue as opposed to emotionally warm colors like red, orange, and yellow; blue is linked to consciousness and intellect. Use blue to suggest precision when promoting high-tech products.

Blue is a masculine color; according to studies, it is highly accepted among males. Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America.




ALPS WLL
Al Mufeed Low Power Systems

M. Jaishankar
Mobile: 39452102


Tel: 17813235, Fax: 17813236
PO Box: 1689, Manama,
Kingdom of Bahrain.
e-mail: projects@yourwebsite.com
www.yourwebsite.com

Intercoms / Barriers
Canteen / Nurse Call
CCTV / PA / Intrusion
Sma TV / Exit Guard



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Tel: +973-17813235, Fax: +973-17813236
PO Box: 1689, Manama, Kingdom of Bahrain.
e-mail: projects@yourwebsite.com
www.yourwebsite.com

Tel: +973-17813235, Fax: +973-17813236
PO Box: 1689, Manama, Kingdom of Bahrain.
e-mail: projects@yourwebsite.com
www.yourwebsite.com





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