

Rewired to Grow

Branding Presentation

Brand Overview

Rewired to Grow is a leadership transformation firm focused on vertical development and identity-level growth. We partner with senior leaders, HR decision-makers, and mission-driven organizations to reshape how leaders think, not just how they perform.

In complex and high-pressure environments, technical skills alone are no longer enough. Sustainable growth begins with self-awareness, emotional intelligence, and cognitive expansion. Through executive coaching, immersive retreats, and experiential learning programs, Rewired to Grow helps leaders evolve from the inside out.

Our work goes beyond traditional leadership training. We focus on rewiring mindsets, strengthening inner capacity, and unlocking deeper levels of clarity, resilience, and impact. The result is not just better leaders—but more conscious, grounded, and adaptive organizations.

Rewired to Grow stands at the intersection of psychology, adult development theory, and real-world executive experience—bringing a calm, intelligent, and transformational approach to modern leadership.

BRAND STRATEGY

PURPOSE:

To reshape how leaders think, feel, and lead by fostering deep self-awareness and identity-level transformation that drives sustainable growth.

VISION:

To become a leading force in vertical leadership development, empowering conscious leaders and mission-driven organizations to thrive in complexity and create lasting impact.

MISSION:

To partner with senior leaders and organizations through executive coaching, immersive experiences, and transformational learning journeys that expand mindset, elevate emotional intelligence, and strengthen inner leadership capacity.

Brand Personality

Rewired to Grow embodies a calm yet powerful presence. It reflects intellectual depth, emotional maturity, and transformative clarity. The brand speaks with quiet confidence – guiding leaders inward before moving them forward.

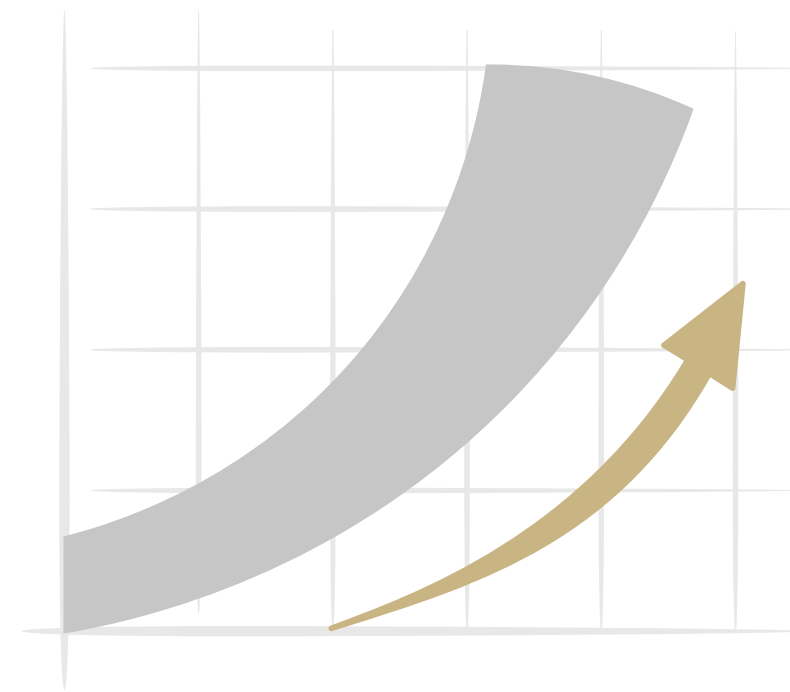
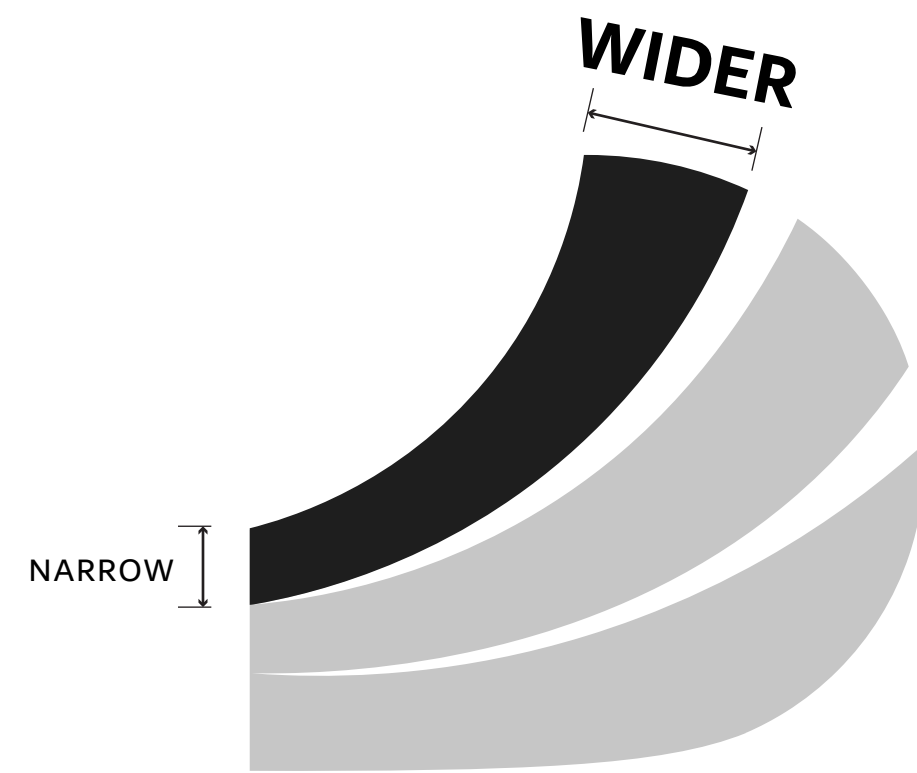


Strategic
Measured
Intelligent
Transformational
Reflective
Intentional

VISUAL IDENTITY

LOGO CONCEPT

Logo Concept



The three shapes originate from a single unified base and expand from thin to thick as they rise. Their shared starting point **represents connection and rewiring** — the integration of existing knowledge into a more structured and elevated system. The increasing thickness symbolizes deepened awareness and expanded leadership capacity.

The upward curve **reflects a natural development trajectory** — similar to a growth graph. It communicates intentional, structured progress and the vertical evolution of leadership over time.

The forms subtly construct the **letter “R” through negative space**. The controlled curves express transformation, flow, and internal restructuring — embodying the concept of rewiring while maintaining strength, clarity, and maturity.

LOGO DESIGN



REWIRED TO GROW

REWIRE HOW YOU LEAD



1. Logotype with brandmark



2. Logotype

REWIRED TO GROW
REWIRE HOW YOU LEAD

3. Brandmark





IDENTITY SYSTEM

Cherry Wood	Platinum	Khaki	Dark Vanilla	Pale Cyan	Diamond
			Hex #d8c3a5 RGB 216, 195, 165 CMYK 16, 21, 36, 0	Hex #2d2c2a RGB 45, 44, 42 CMYK 68, 64, 65, 65	Hex #d1a054 RGB 209, 160, 84 CMYK 18, 37, 71, 1



Primary Font

Dubai

chosen for its modern geometric structure that reflects the precision, clarity, and minimal elegance of acrylic craftsmanship.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789
!@#\$%?()

Secondary Font

Montserrat

The Sans Serif font is modern and clean, to bring a touch of modernity to the identity.

Montserrat - Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%?()

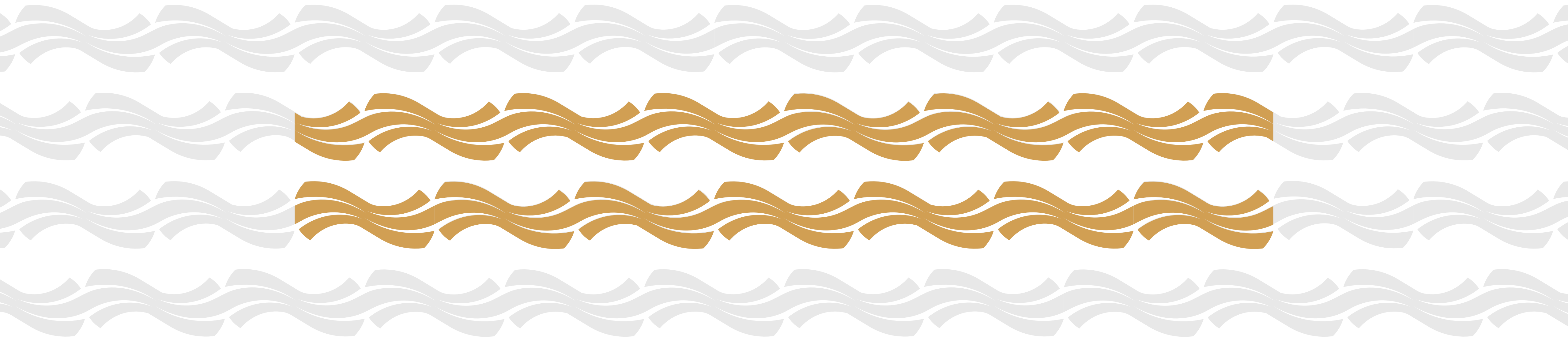
Montserrat - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%?()

Montserrat - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%?()

Pattern



LOGO
IN USE



P: +20 101 213 141
E: info@rewiredgrow.com
L: 308 st. Lebanon, Giza

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MAHMOUD ADEL
Marketing Manager



P: +20 101 213 141
E: info@rewiredgrow.com
L: 308 st. Lebanon, Giza

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Logo In Use



Logo In Use



Logo In Use







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Thank You