



GAZNA
MOVING ENERGY FORWARD

1. Brand Overview

Who is GoGas?

GoGas is a modern, integrated gas and energy company built to keep energy moving across Syria. More than a gas distributor, GoGas connects supply, storage, filling, distribution, transportation, infrastructure, technology, and services within one reliable ecosystem.

- **Gas & Energy**
- **Infrastructure**
- **Distribution**
- **Transportation**
- **Technology**

2. The Ambition

Building Syria's Next Energy Brand

GoGas aims to become a leading and trusted gas & energy brand across Syria — built to serve everyday consumers, businesses, institutions and large-scale projects, while creating room for future expansion beyond gas.

- **Today: Gas & LPG**
- **Tomorrow: Energy + Infrastructure + Technology**

3. The Brand Challenge

Challenge	Need
More Than Gas	Build a brand that represents energy, infrastructure, and technology—not just gas
Multiple Audiences	Be professional for businesses and human for everyday consumers.
Building Trust	Communicate reliability, safety, and continuity.
Future-Ready	Create a scalable identity that can grow beyond gas.

The Goal

Build a trusted energy brand, not just a gas distributor.

4. Brand Core

PURPOSE

To make energy more accessible, reliable, and efficient for everyone.

VISION

To become Syria's leading and most trusted gas & energy brand.

MISSION

To connect supply, infrastructure, distribution, transportation, and smart solutions into one reliable energy ecosystem.

BRAND PROMISE

Keeping energy moving — safely, reliably, and forward.

5. Core Values

Value	Need
Reliability	We deliver on our promises and keep energy moving when it matters.
Safety	We build trust through transparency, responsibility, and accountability.
Integrity	We build trust through transparency, responsibility, and accountability.
Excellence	We maintain high standards across our services and operations.
Innovation	We use technology and smarter solutions to improve how energy moves.
Progress	We continuously evolve to build a stronger energy future.

6. Brand Attributes

Attribute	What It Communicates
Reliable	A brand people and businesses can count on.
Safe	Responsible and committed to safety across every operation.
Modern	Contemporary, efficient, and technology-driven.
Professional	Capable of serving businesses, institutions, and large-scale projects.
Accessible	Simple, approachable, and easy to engage with.
Dynamic	Energetic, responsive, and always moving forward.
Integrated	Connecting supply, infrastructure, distribution, transportation, and technology.
Forward-Thinking	Built for growth, innovation, and the future of energy.

7. Brand Personality

GoGas is confident and professional, yet human and approachable — combining the strength of an energy leader with the simplicity people can trust.

Human	☐	☐	☒	☐	☐	Corporate
Simple	☐	☒	☐	☐	☐	Complex
Modern	☐	☐	☒	☐	☐	Traditional
Accessible	☒	☐	☐	☐	☐	Exclusive
Reliable	☐	☐	☐	☒	☐	Casual
Confident	☐	☐	☒	☐	☐	Aggressive
Progressive	☐	☐	☐	☒	☐	Conservative
Dynamic	☐	☐	☒	☐	☐	Static
Professional	☐	☐	☐	☒	☐	Informal
Integrated	☐	☐	☐	☒	☐	Specialized

8. Tone of Voice

CLEAR

We make complex things simple.

HUMAN

We speak to people, not at them.

CONFIDENT

We speak with certainty, not arrogance.

PROGRESSIVE

We sound forward-thinking, not traditional.







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Concept



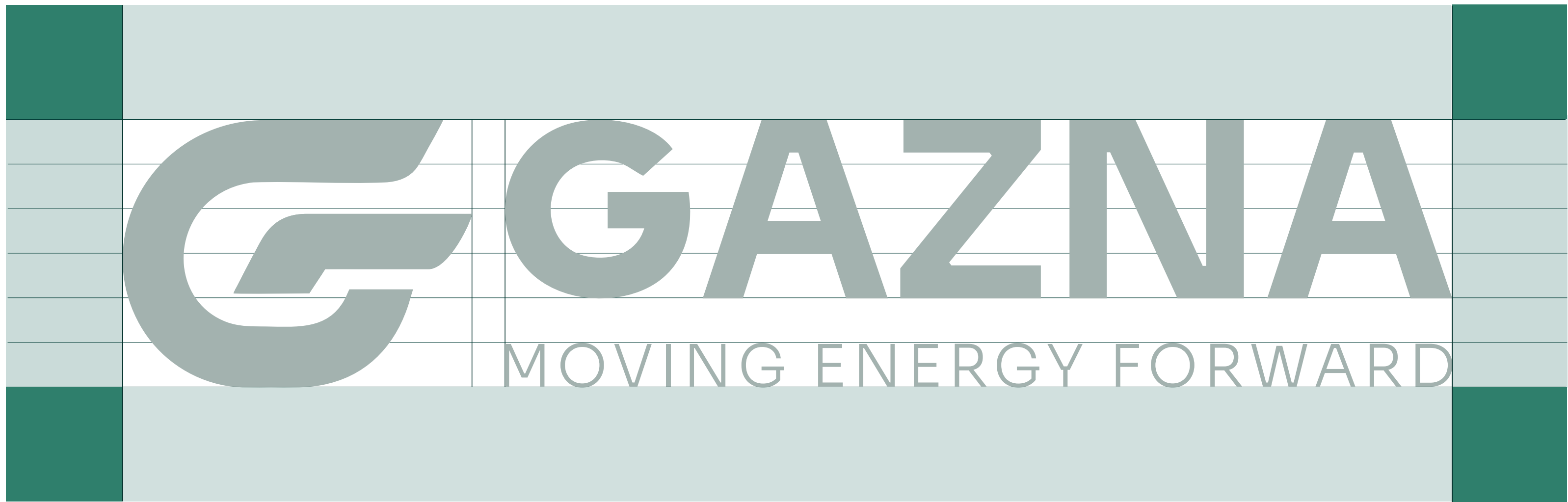
G+ movement



Flow



progress+future



**DARK
GREEN**

hex
#06332e

**YELLOW
GREEN**

hex
#c3df3e

**MID
GREEN**

hex
#a5bdb1

**PASTEL
GREEN**

hex
#f1f9ef

SORA

About

SORA is a typeface family commissioned for the SORA decentralized autonomous economy as a custom solution for branding and interface design. SORA, meaning sky in Japanese, is focused on empowering projects that benefit society by delivering new goods and services. The SORA typeface was designed to capture the spirit and heritage of SORA and is highly optimized for user interfaces.

Aa

Weights

Thin
ExtraLight
Light
Regular
Medium
Bold
ExtraBold

Overview

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!@#\$%^&*()+={}?<



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E658
LPG







GAZNA
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LPB | APPLIANCES | OILS | CHARGING

PRICE	20.95
PIKCS EGCHORESNY	24.99
RIGSS PIKCS	24.59



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THANK

You!

