

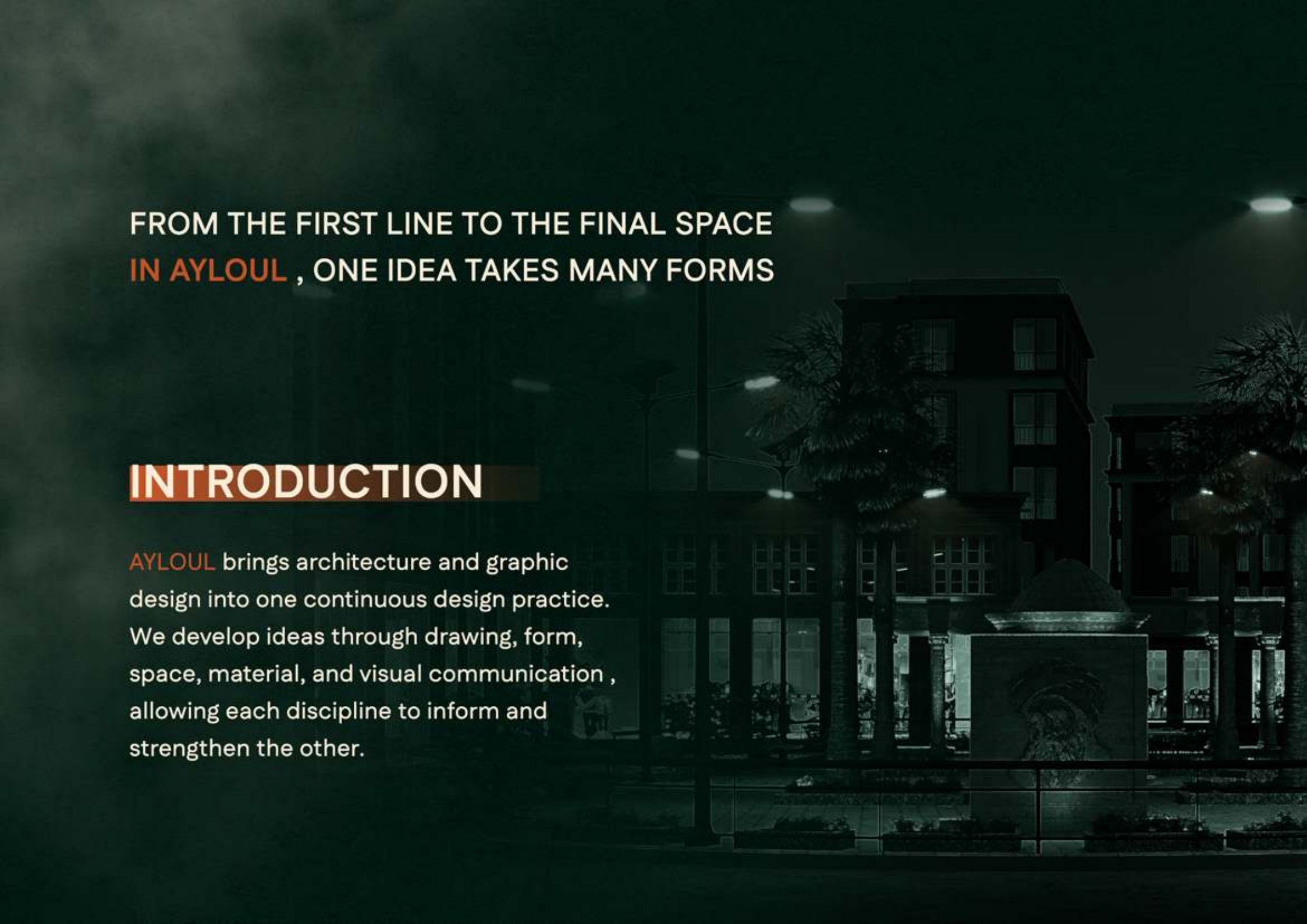
AYLOUL

ARCHITECTURE & GRAPHIC DESIGN COMPANY

FROM THE FIRST LINE TO THE FINAL SPACE
IN AYLOUL , ONE IDEA TAKES MANY FORMS

INTRODUCTION

AYLOUL brings architecture and graphic design into one continuous design practice. We develop ideas through drawing, form, space, material, and visual communication , allowing each discipline to inform and strengthen the other.



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STUDIO

ONE DESIGN LANGUAGE. ACROSS ARCHITECTURE, SPACE, AND IMAGE

STUDIO

AYLOUL

AYLOUL is a multidisciplinary design studio working across architecture, interiors, and graphic design. We approach each project as a connected design process — from the initial idea and its visual language to the spaces, forms, and details that bring it to life

A CONNECTED PRACTICE

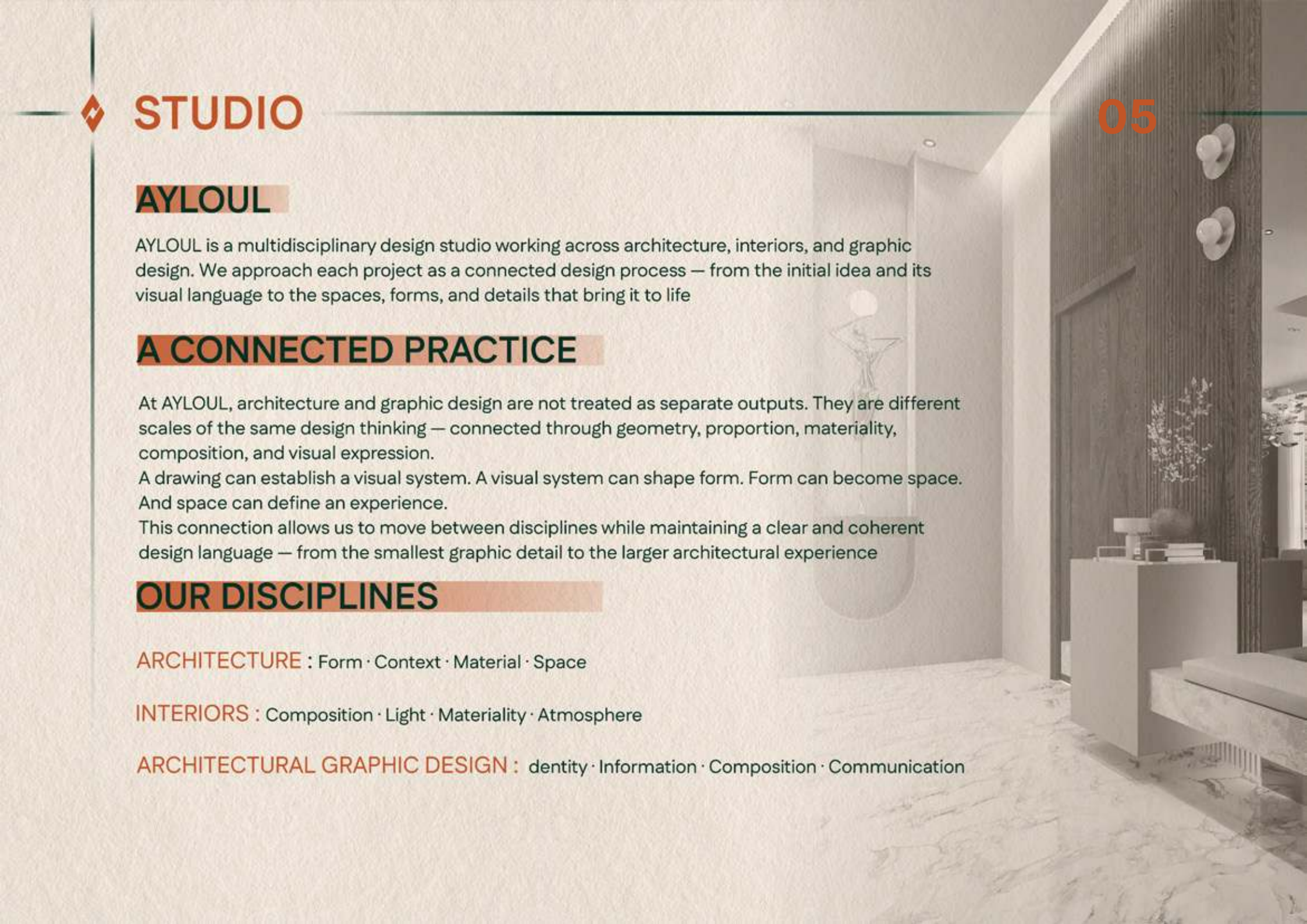
At AYLOUL, architecture and graphic design are not treated as separate outputs. They are different scales of the same design thinking — connected through geometry, proportion, materiality, composition, and visual expression.
A drawing can establish a visual system. A visual system can shape form. Form can become space. And space can define an experience.
This connection allows us to move between disciplines while maintaining a clear and coherent design language — from the smallest graphic detail to the larger architectural experience

OUR DISCIPLINES

ARCHITECTURE : Form · Context · Material · Space

INTERIORS : Composition · Light · Materiality · Atmosphere

ARCHITECTURAL GRAPHIC DESIGN : dentity · Information · Composition · Communication



APPROACH

EVERY FORM BEGINS WITH AN IDEA.

DESIGN IS A PROCESS OF TRANSLATION.

At AYLOUL, every project begins by understanding the idea behind the brief, then translating it into a clear spatial and visual language. We work through geometry, proportion, materiality, light, context, and composition to develop spaces and forms that are coherent from concept to detail.

FROM IDEA TO EXPERIENCE

01 — IDEA

Defining the core idea and the intention behind the project.

02 — GEOMETRY

Establishing geometry, proportion, and relationships that give the design structure.

03 — FORM

Translating the concept into form, massing, composition, and spatial relationships.

04 — SPACE

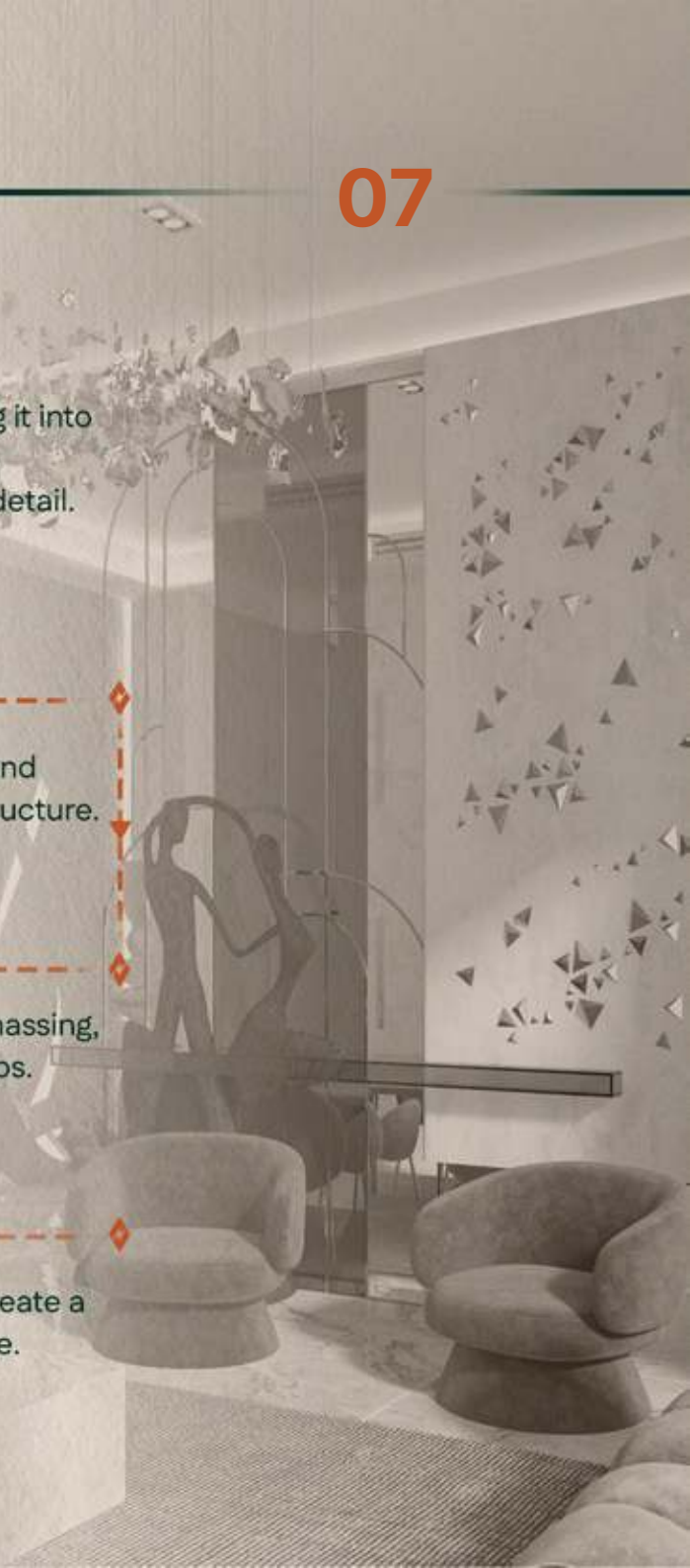
Defining the core idea and the intention behind the project.

05 — MATERIAL

Using material, colour, texture, and detail to establish character and atmosphere.

06 — EXPERIENCE

Bringing the elements together to create a coherent and considered experience.



SERVICES

FROM ARCHITECTURAL FORM TO VISUAL COMMUNICATION

SERCIVES

A focused range of design services developed across architecture, interiors, technical documentation, and architectural graphic design

OUR SERVICES

01 — EXTERIOR ARCHITECTURE

Architectural design and façade development shaped by proportion, material, context, and a clear visual identity.

02 — INTERIOR DESIGN

Residential interiors shaped by material, light, color, and atmosphere, with a focus on spatial composition and refined detailing.

03 — SHOP DRAWINGS

Precise architectural documentation translating design intent into coordinated, buildable details.

04 — ARCHITECTURAL GRAPHIC DESIGN

Visual systems developed to clarify, present, and communicate architectural ideas through graphic composition and visual storytelling.



EXTERIOR

THE BUILDING IS ONLY THE BEGINNING

EXTERIOR

EXTERIOR ARCHITECTURE

Exterior design at AYLOUL considers the building as part of a larger spatial environment. We develop architectural form, facade composition, landscape, movement, and outdoor spaces as connected elements — responding to context while maintaining a clear and coherent design language.

FORM : Massing, proportion, and architectural character.

FACADE: Composition, openings, rhythm, and material expression.

LANDSCAPE: Planting, hardscape, circulation, and outdoor experience.

CONTEXT: Site, orientation, surroundings, and relationship to place.





Project 01

RESIDENTIAL VILLA

Type : Residential

Scope : Exterior Architecture

Location : Homs ,Syria

Style : Classic

Area : 400 m²

Year : 2026

A two-storey residential villa comprising two independent apartments, one on each floor. The design adopts a contemporary classical language, combining balanced proportions with refined classical detailing to create a cohesive architectural presence

EXTERIOR

PROJECT DESCRIPTION

The facade is articulated through Aleppo stone cladding, restrained columns, and subtle ornamental details, complemented by generous glazed openings that enhance natural daylight. Functional elements, including the upper balcony, main entrance, and integrated parking, are incorporated into a balanced and carefully composed elevation.

MATERIAL PALETTE

Aleppo Stone
Matte Black Aluminium
Double-Glazed Glass
Black Metal
Black Engineered Stone

COLOR PALETTE





EXTERIOR











Project 02

RESIDENTIAL VILLA

Type : Residential

Scope : Exterior Architecture

Location : UAE

Style : Classic

Area : 350 m^2

Year : 2026

PROJECT DESCRIPTION

A classical villa defined by strong symmetry and monumental proportions, combining refined traditional detailing with a contemporary expression. Marble and cast wrought iron enhance its luxurious character, balancing regional identity with a timeless classical language.

EXTERIOR













Project 03

MOSQUE SQUARE

Type : Public Space

Scope : Urban & Landscape Design

Location : Maarrat al-Nu'man, Syria

Style : Contemporary Islamic

Year : 2026

MATERIAL PALETTE

NATURAL STONE
ARCHITECTURAL PLASTER
REINFORCED CONCRETE
DARK METAL
MURAL SURFACE

COLOR PALETTE

EXTERIOR

PROJECT DESCRIPTION

A public square inspired by the architectural and cultural identity of the Great Mosque of Maarrat al-Nu'man, reinterpreting selected historical elements through a contemporary architectural language.

Six columns supporting a central dome form the main focal point of the square, drawing from the spatial character of the mosque while creating a distinct contemporary landmark. The main entrance, defined by four stone columns and an upper cornice, establishes the principal axis towards the dome.

A commemorative mural of Abu al-'Ala al-Ma'arri introduces the city's intellectual heritage into the space, complementing the architectural composition and reinforcing the connection between history, identity, and contemporary public space.















INTERIOR

WHERE SPACE BECOMES EXPERIENCE

INTERIOR

INTERIOR AS EXPERIENCE

At AYLOUL, interior design begins with the relationship between people and space. We shape interiors through proportion, light, material, colour, and movement — creating environments that feel coherent, purposeful, and connected to their architectural context.

From the overall composition to the smallest detail, every element is considered as part of one spatial experience





Project 01

RESIDENTIAL VILLA

Type : Residential

Scope : Interior Design

Location : UAE

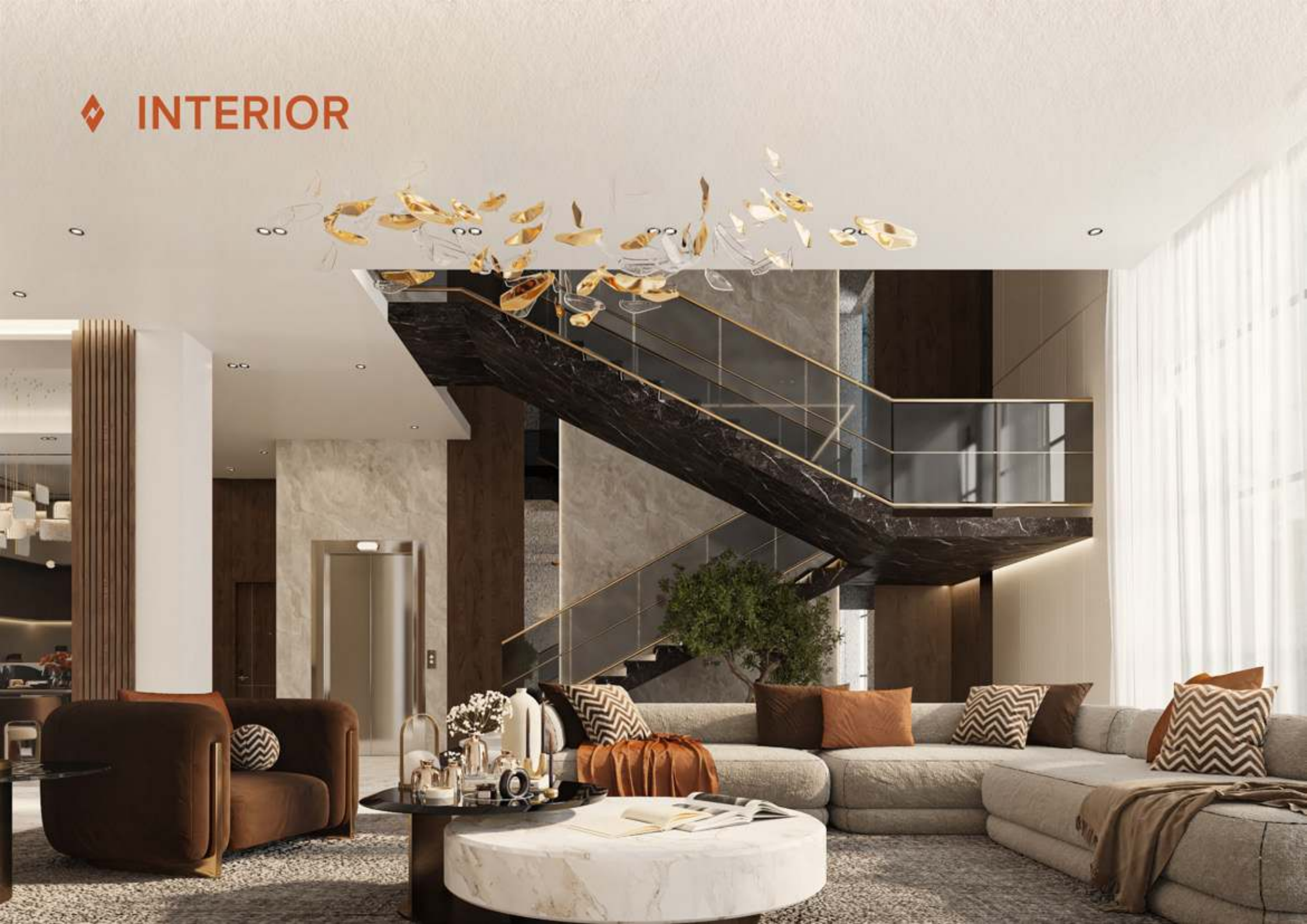
Style : Contemporary Luxury

Area : 150 m^2

Year : 2026

The interior is organized through a sequence of connected spaces, including the entrance, living area, dining space, kitchen, circulation zones, guest bathroom, and staircase, creating a cohesive residential experience defined by material continuity and spatial balance

INTERIOR



INTERIOR

PROJECT DESCRIPTION

The design begins with the entrance and corridor, leading naturally into the staircase area and living room, which form the main spatial focus of the interior. To the right, the dining area and kitchen complete the primary living sequence.
Warm natural stone, dark walnut wood, and rich earthy tones establish a consistent material language throughout the spaces. The sculptural staircase, timber surfaces, integrated lighting, and carefully selected furniture add depth and character while maintaining a balanced and cohesive interior.

MATERIAL PALETTE

Natural Stone
Dark Walnut Wood
Dark Veined Stone
Warm Metal
Textiles & Upholstery























Project 02

MODERN MASTER BEDROOM

Type : Residential Interior

Scope : Interior Architecture

Location : UAE

Style : Modern

Year : 2026

PROJECT DESCRIPTION

A modern master bedroom combining warm earthy tones with refined materials to create a cozy and elegant atmosphere. A curved headboard with an integrated bookshelf forms the main architectural feature, complemented by a glass and metal wardrobe partition and warm concealed lighting.

MATERIAL PALETTE

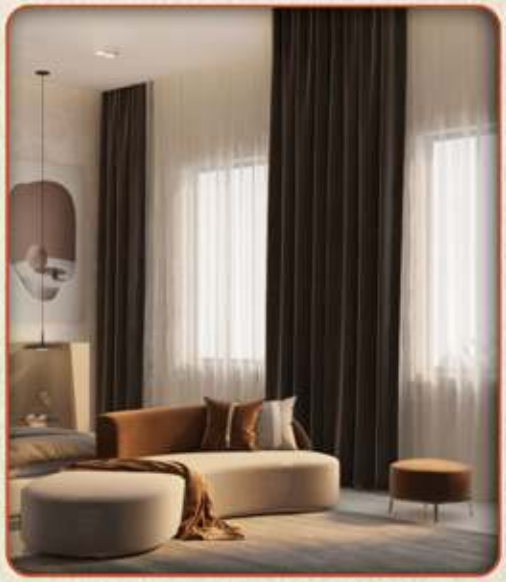
WARM WOOD
GLOSSY GLASS
LIGHT BEIGE MARBLE
MATTE METAL
GYPSUM BOARD

INTERIOR











SHOP DRAWINGS

FROM DESIGN INTENT TO BUILDABLE DETAIL.

SHOP DRAWINGS

Technical documentation developed to translate architectural ideas into precise, coordinated, and construction-ready drawings

FROM DESIGN TO DOCUMENTATION

01 — DESIGN INTENT

Understanding the architectural concept, spatial requirements, and design language.

02 — DEVELOPMENT

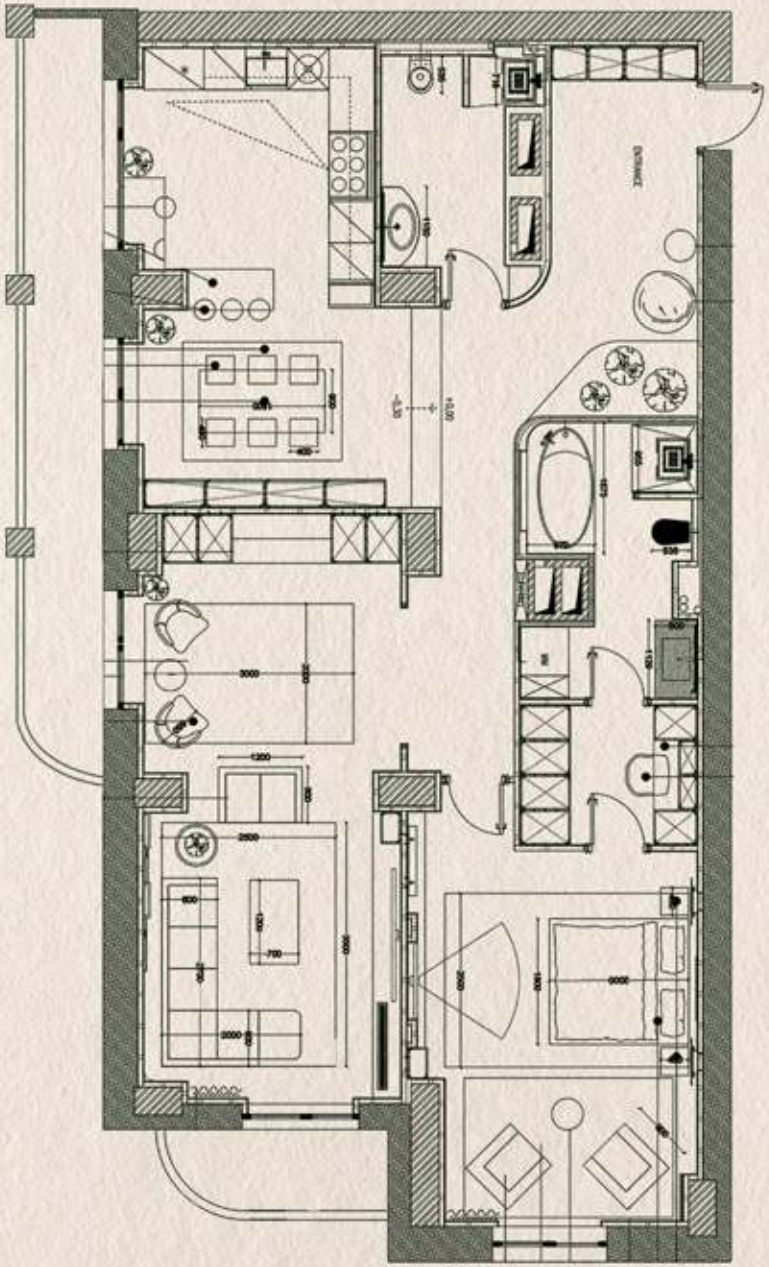
Translating the design into coordinated dimensions, materials, assemblies, and details.

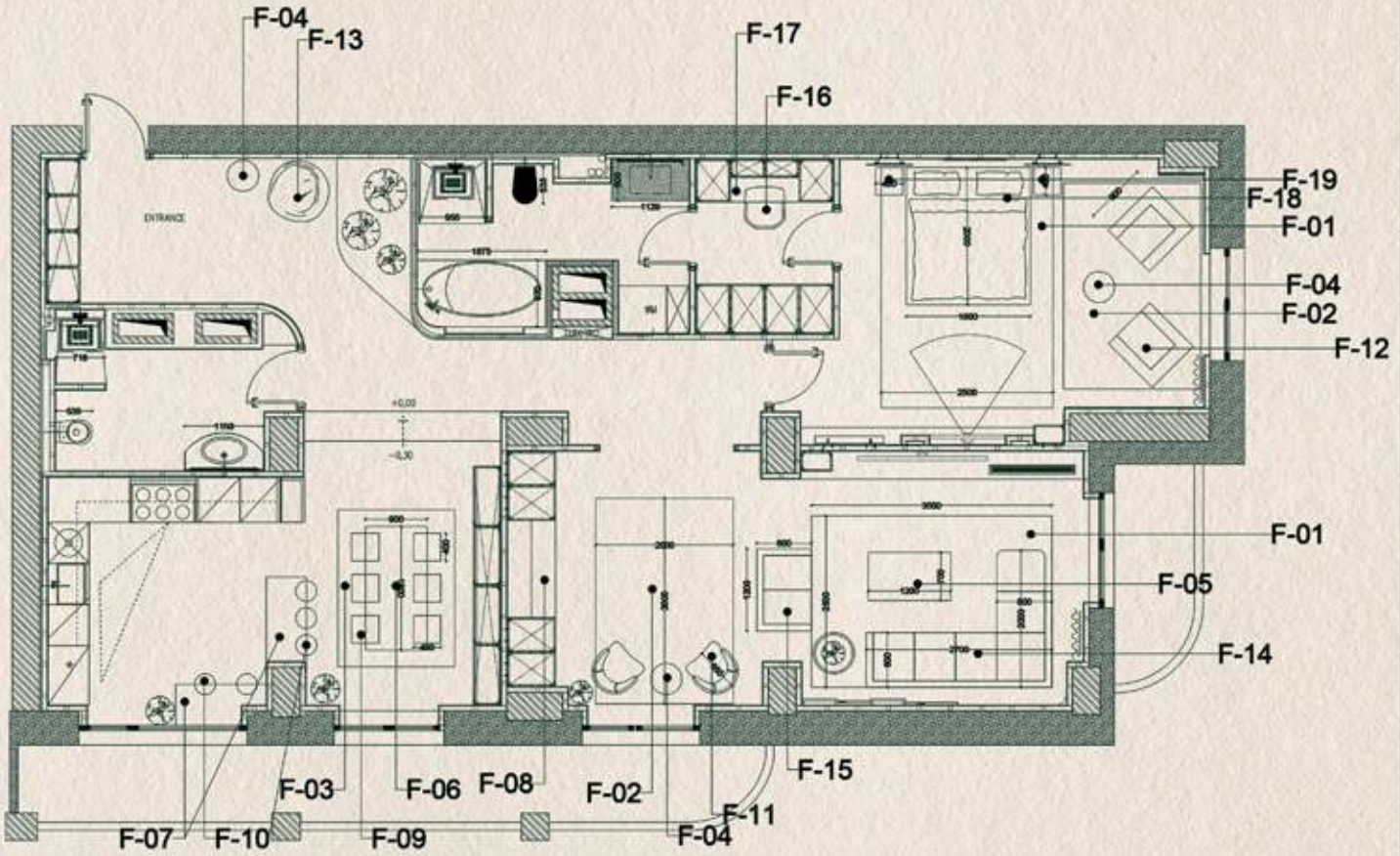
03 — DOCUMENTATION

Developing precise drawings that communicate the design clearly and consistently.

04 — DETAIL

Resolving architectural elements through accurate construction information and technical detailing.





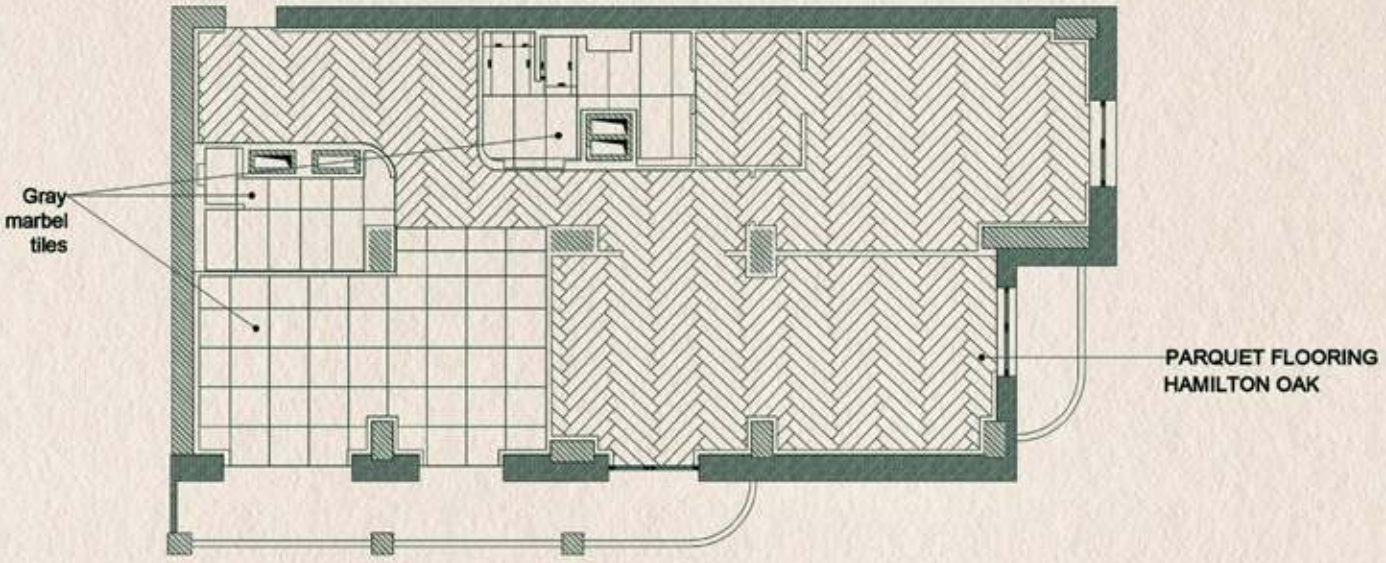
Furniture legend

F-01 carpet	F-04 side table	F-07 kitchen table	F-10 kitchen chair	F-13 entrance chair	F-16 desk chair	F-19 bedside table
F-02 carpet	F-05 table	F-08 sofa table	F-11 sofa corner chair	F-14 sofa	F-17 dressing table	
F-03 carpet	F-06 dining table	F-09 dining chair	F-12 bedroom chair	F-15 sofa	F-18 bed (1000*2000) mm	

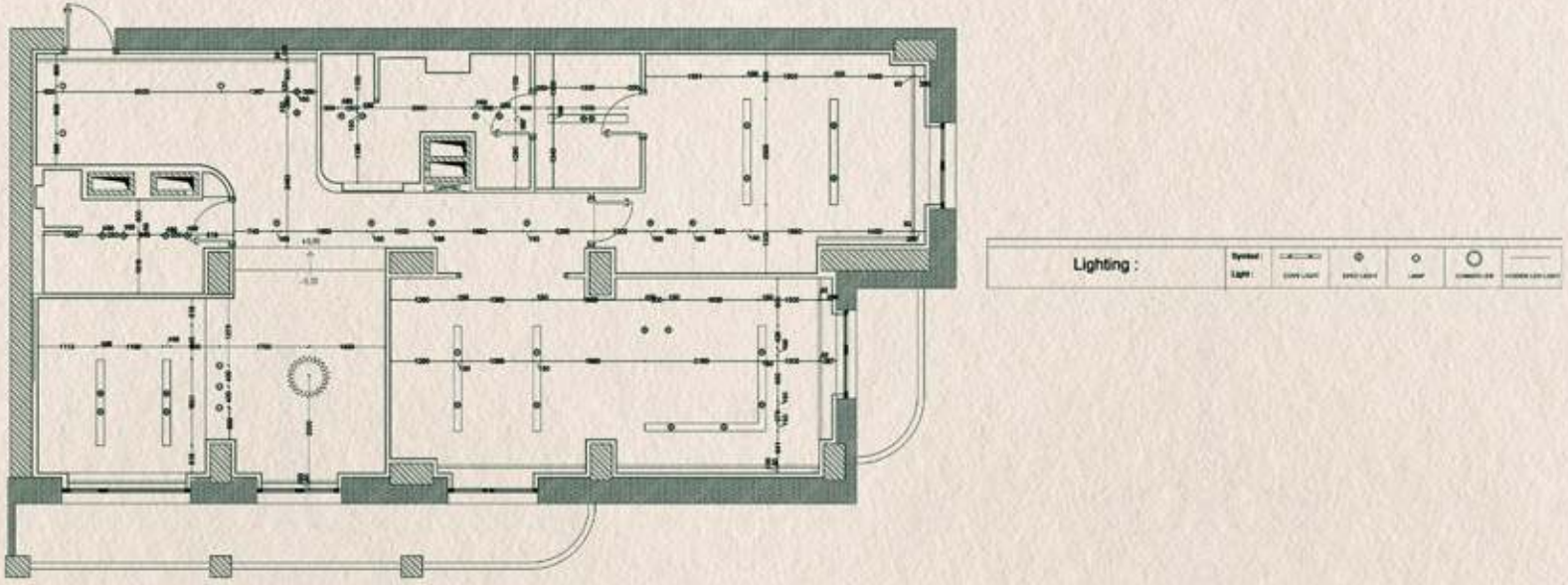
Name Of Owner	AREA :		Design by :	Eng:	Drawing Name	Scale :	File Name :
	Block No :	Plot No :	Shop drawing by :	Eng:			Date :
			MEP drawing by :	Eng:			

SHOP DRAWINGS

Floors

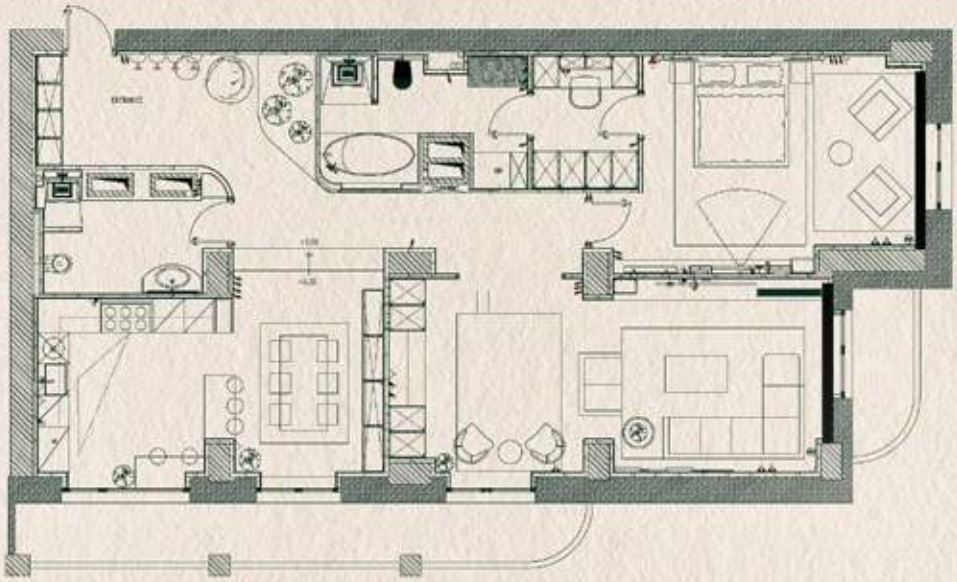


Lighting



SHOP DRAWINGS

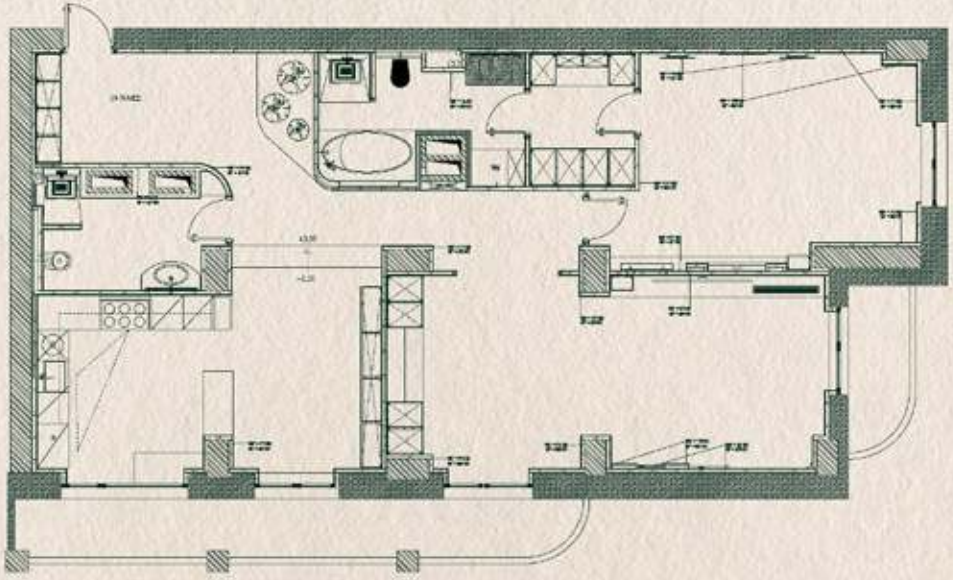
SMALL POWER
LEGEND
SLAYOUT



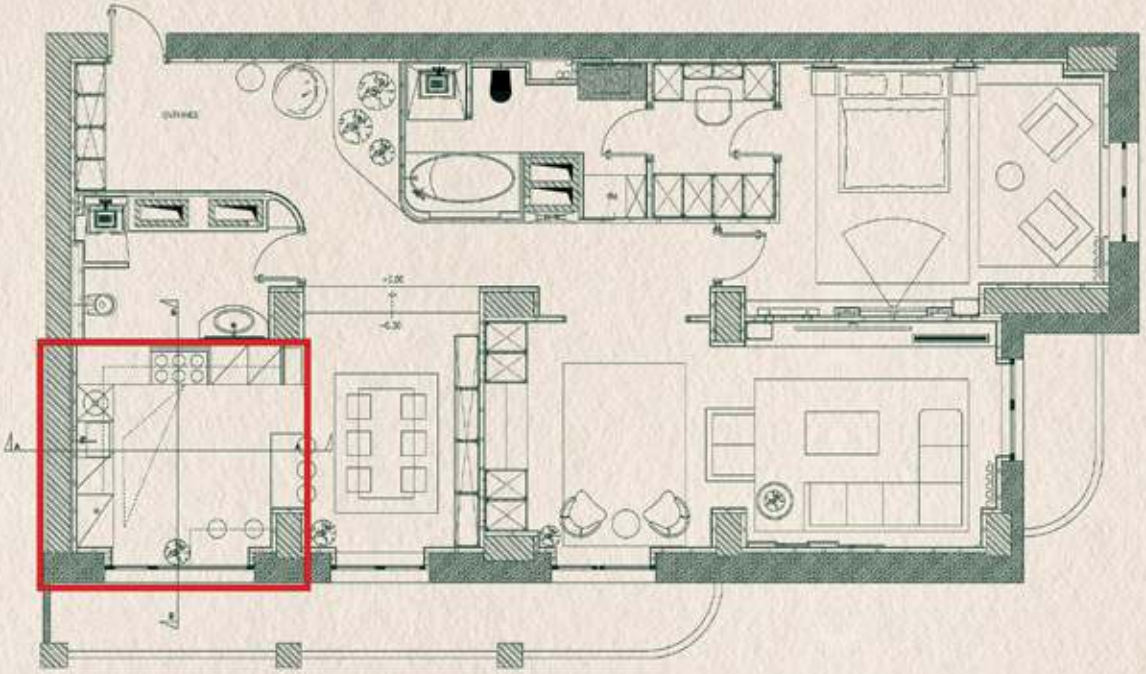


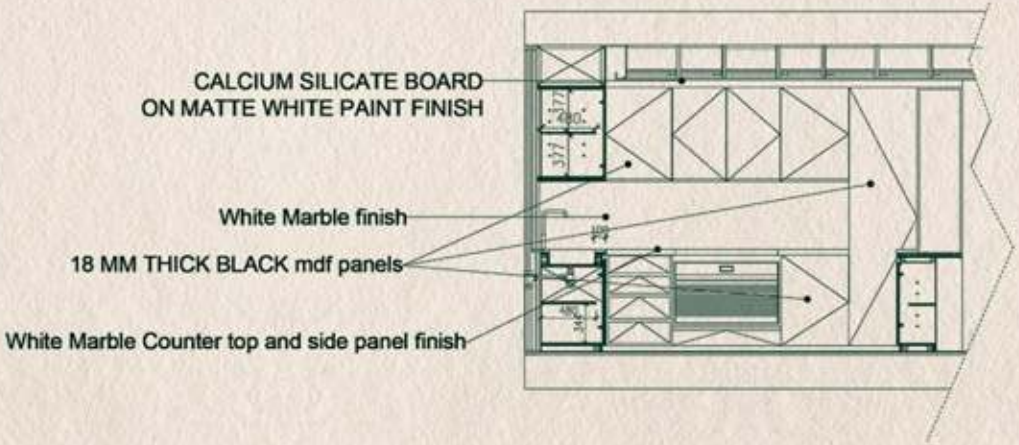


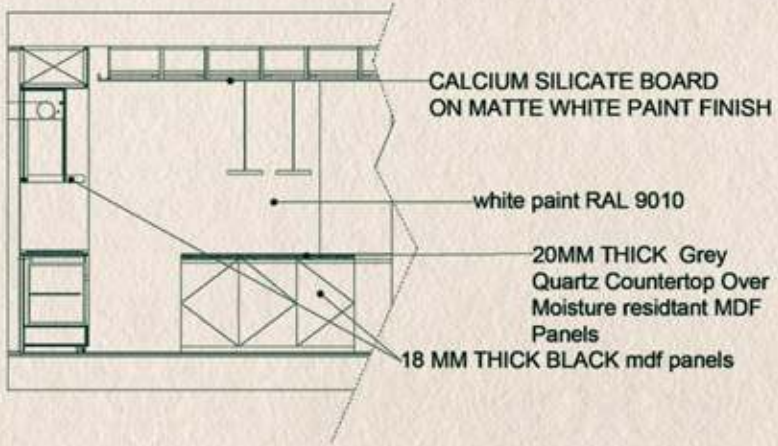
LEGENDS



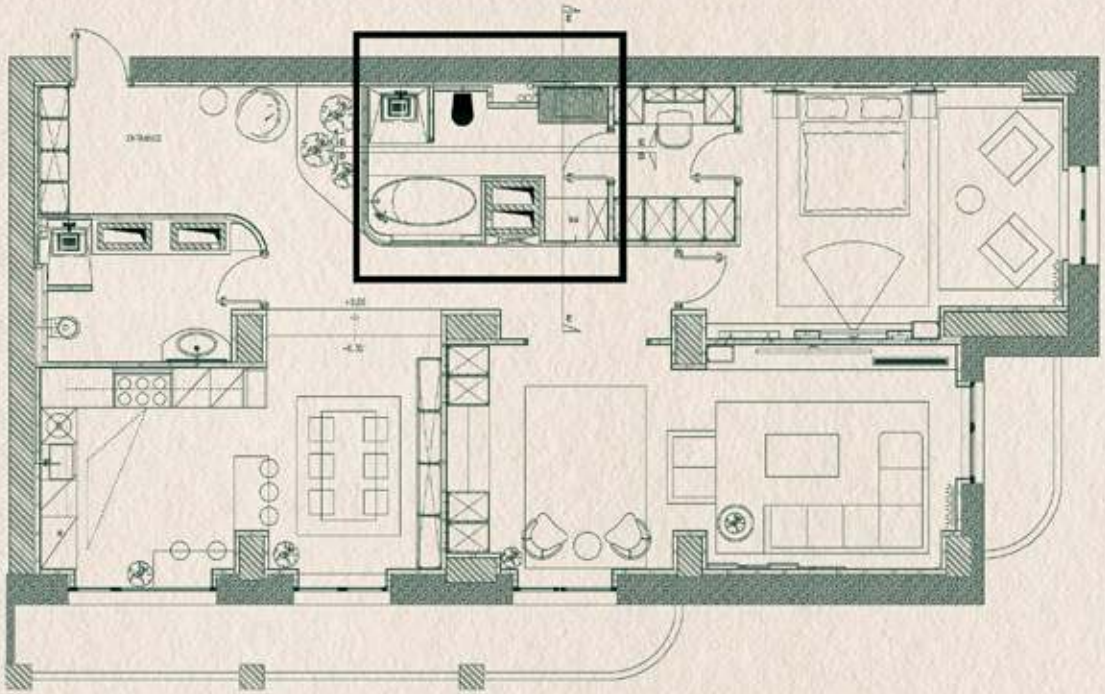




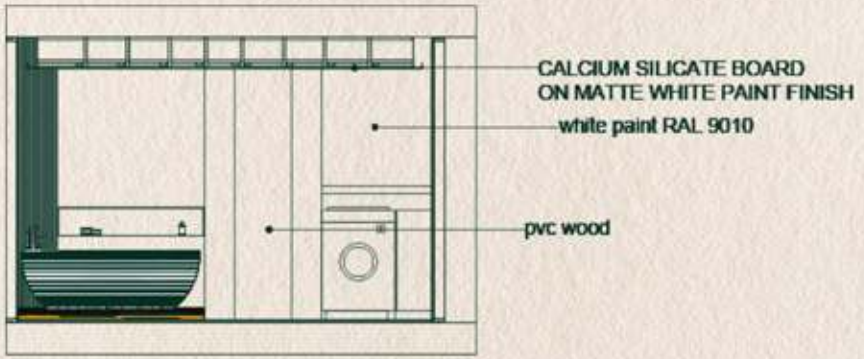

CALCIUM SILICATE BOARD
ON MATTE WHITE PAINT FINISH
White Marble finish
18 MM THICK BLACK mdf panels
White Marble Counter top and side panel finish

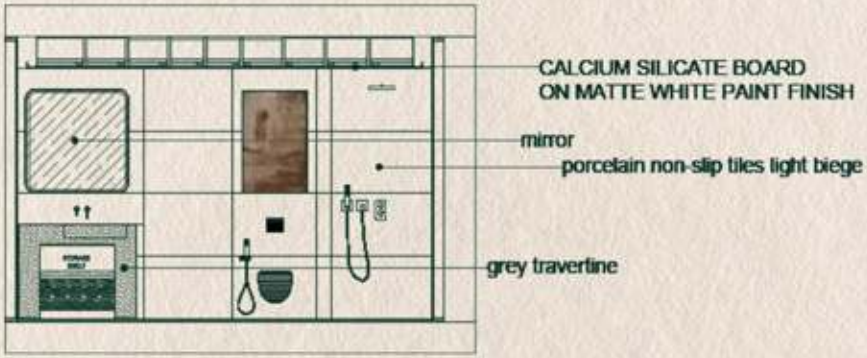

CALCIUM SILICATE BOARD
ON MATTE WHITE PAINT FINISH
white paint RAL 9010
20MM THICK Grey
Quartz Countertop Over
Moisture resistant MDF
Panels
18 MM THICK BLACK mdf panels

SHOP DRAWINGS









GRAPHIC DESIGN

WHERE IDEAS TAKE VISUAL FORM

AYLOUL / BRAND IDENTITY

The AYLOUL identity is built as a cohesive visual system, translating architectural thinking into a distinctive graphic language. Every element — from the mark and typography to color and composition — is designed to work as part of one consistent identity

COLORS

The color palette is built around a deep architectural green supported by restrained neutral tones. The combination creates visual depth and contrast while maintaining a calm and refined identity across both physical and digital applications

052f24	Dark Forest Green
c15428	Terracotta
ffefdc	Ivory White

PRIMARY LOGO

أيلول
AYLOUL
ARCHITECTURE & GRAPHIC DESIGN COMPANY

SLOGAN

Built to be seen .. **Designed** to be remebered



STRUCTURE THROUGH GEOMETRY

The logo was developed through a geometric construction based on proportion, repetition, and alignment. A modular square grid was used to establish the relationship between the individual forms and maintain consistency throughout the mark

CONSTRUCTION

Logo Icon



A



Y



L



O



U



GRID



Built on a modular grid to establish proportion, rhythm, and alignment.

TYPOGRAPHY

Aa | FUSTAT

Typography was selected as an integral part of the identity, supporting the geometric character of the mark through clarity, structure, and visual restraint.

VISUAL ELEMENT

The “O” was developed beyond its role as a letter, becoming a recurring visual element within the AYLOUL identity. Its circular geometry introduces continuity and balance while

GRAPHIC DESIGN

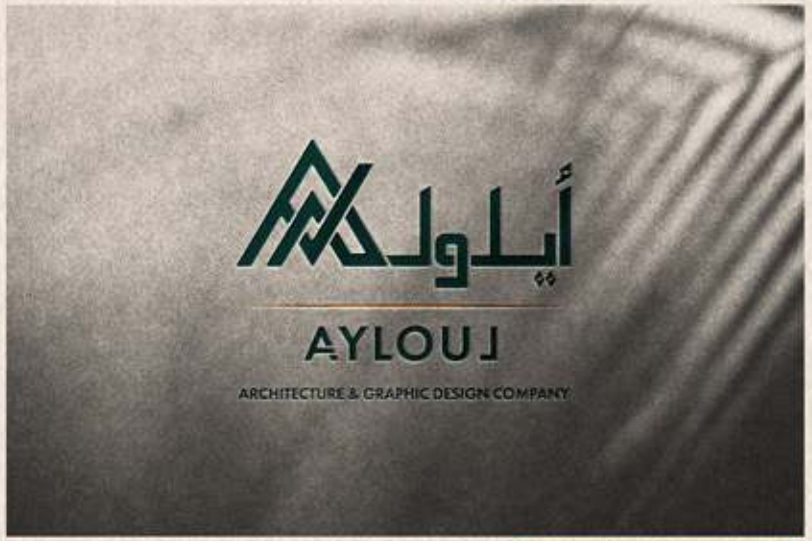
The identity extends beyond the logo into a flexible system of applications, maintaining a consistent visual character across physical and digital touchpoints

Business Card





MOCKUPS







SOCIAL MEDIA SYSTEM

The visual identity extends into social media through a modular system of typography, composition, color, imagery, and graphic elements. Rather than treating each post as an isolated design, the system creates consistency while allowing different content formats to remain visually connected.




أيلول
شركة متخصصة في التصميم الداخلي والهندسي
نقدّم حلولًا متكاملة تبدأ من الفكرة والتخطيط
وتمتد إلى التصميم والتنفيذ والإشراف


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Ayloul Design


أيلول
خدماتنا
• التصميم الداخلي .
• التصميم الهندسي والمعماري .
• التصاميم ثلاثية الأبعاد.
• التنفيذ والإشراف على المشاريع .
• تصميم المساحات السكنية والتجارية .

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THANK YOU