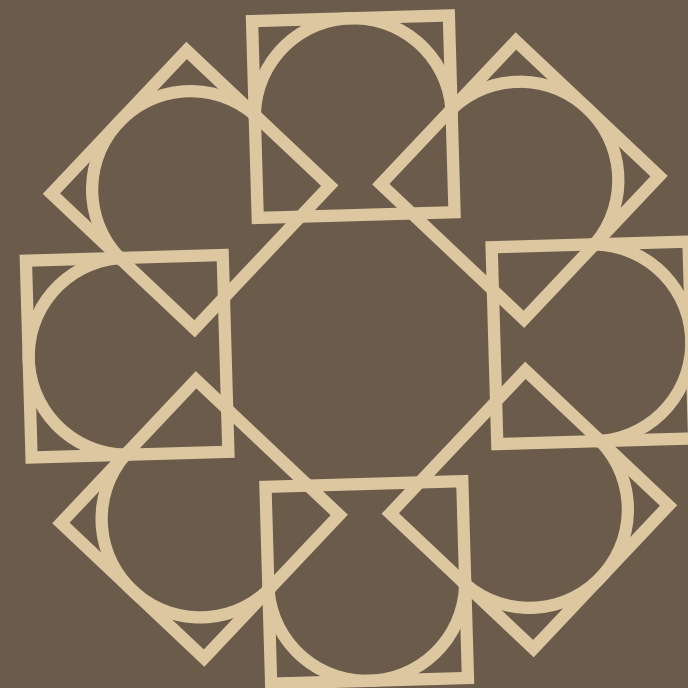


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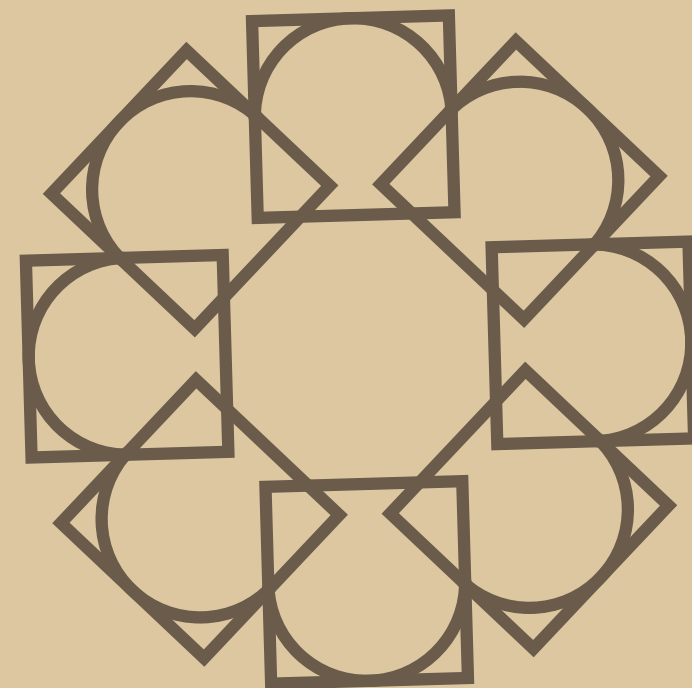
Visual Identity



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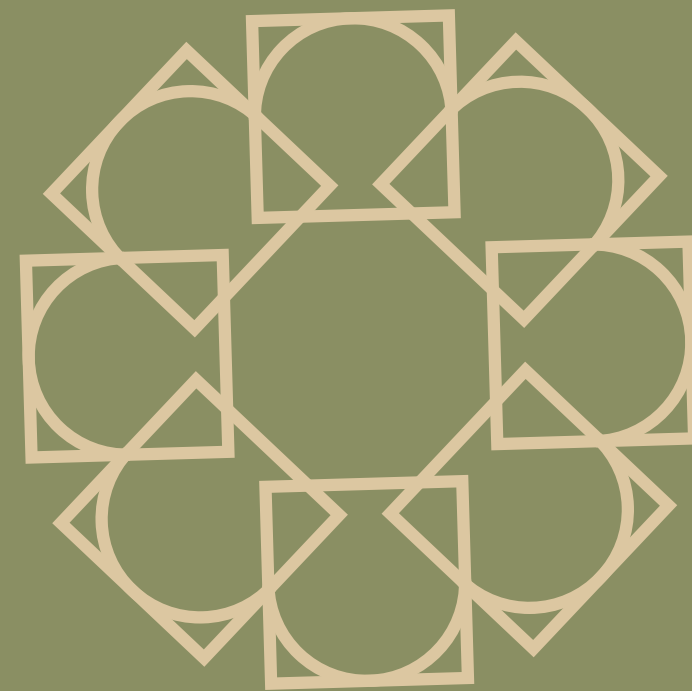
Primary Color / I



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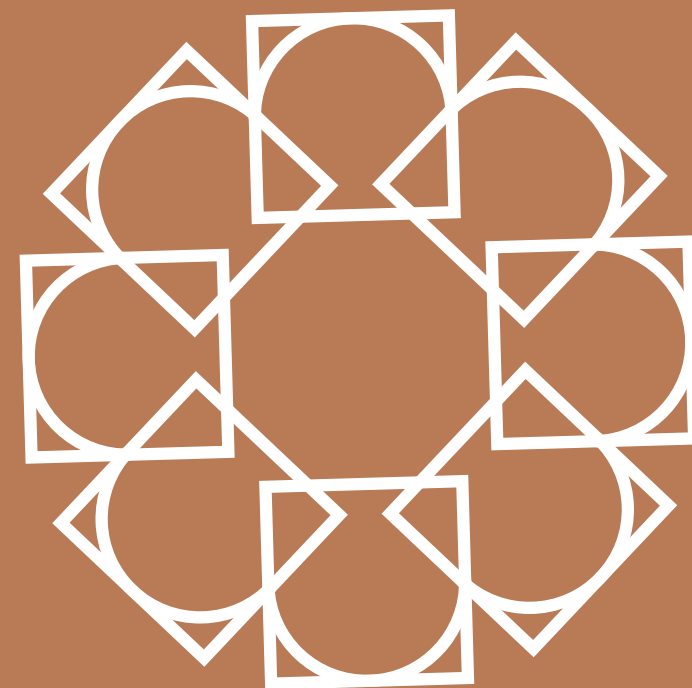
Primary Color / II



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Primary Color / III



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Primary Color / IIII

Brand Colors

Color Palette Philosophy

Our color palette is inspired by the warmth of old Egyptian homes — sun-washed walls, aged stone, natural wood, and brass details softened by time. It reflects comfort, authenticity, and a timeless sense of hospitality.

Color Mood

Warm • Earthy • Calm • Authentic • Inviting • Timeless

Palette Description

Soft beige and sand tones form the foundation, echoing sunlit Egyptian interiors. Deep warm browns add stability and trust, while muted olive and brass accents bring heritage and character without visual noise.

Emotional Impact

The palette creates a feeling of relaxation and familiarity, making every space feel welcoming, personal, and grounded in cultural depth.

Design Intent

These colors are designed to age gracefully — remaining elegant, calm, and relevant across digital and physical environments.

BRAND GUIDELINES

CMYK 51, 54, 67, 30
RGB 106, 91, 74
HEX #6A5B4A

CMYK 14, 19, 39, 0
RGB 220, 199, 161
HEX #DCC7A1

CMYK 24, 56, 71, 6
RGB 185, 122, 86
HEX #B97A56

CMYK 50, 34, 24, 0
RGB 136, 153, 172
HEX #8899AC

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

CMYK 47, 33, 70, 8
RGB 138, 143, 99
HEX #8A8F63

CMYK 75, 68, 67, 90
RGB 0, 0, 0
HEX #000000



Pattern

Pattern Philosophy

Our patterns are inspired by traditional Egyptian architectural details — mashrabiya screens, carved wood, and repeated geometric forms found in old homes. They express rhythm, balance, and cultural memory.

Pattern Mood

Subtle • Rhythmic • Heritage-Inspired • Warm • Timeless

Pattern Description

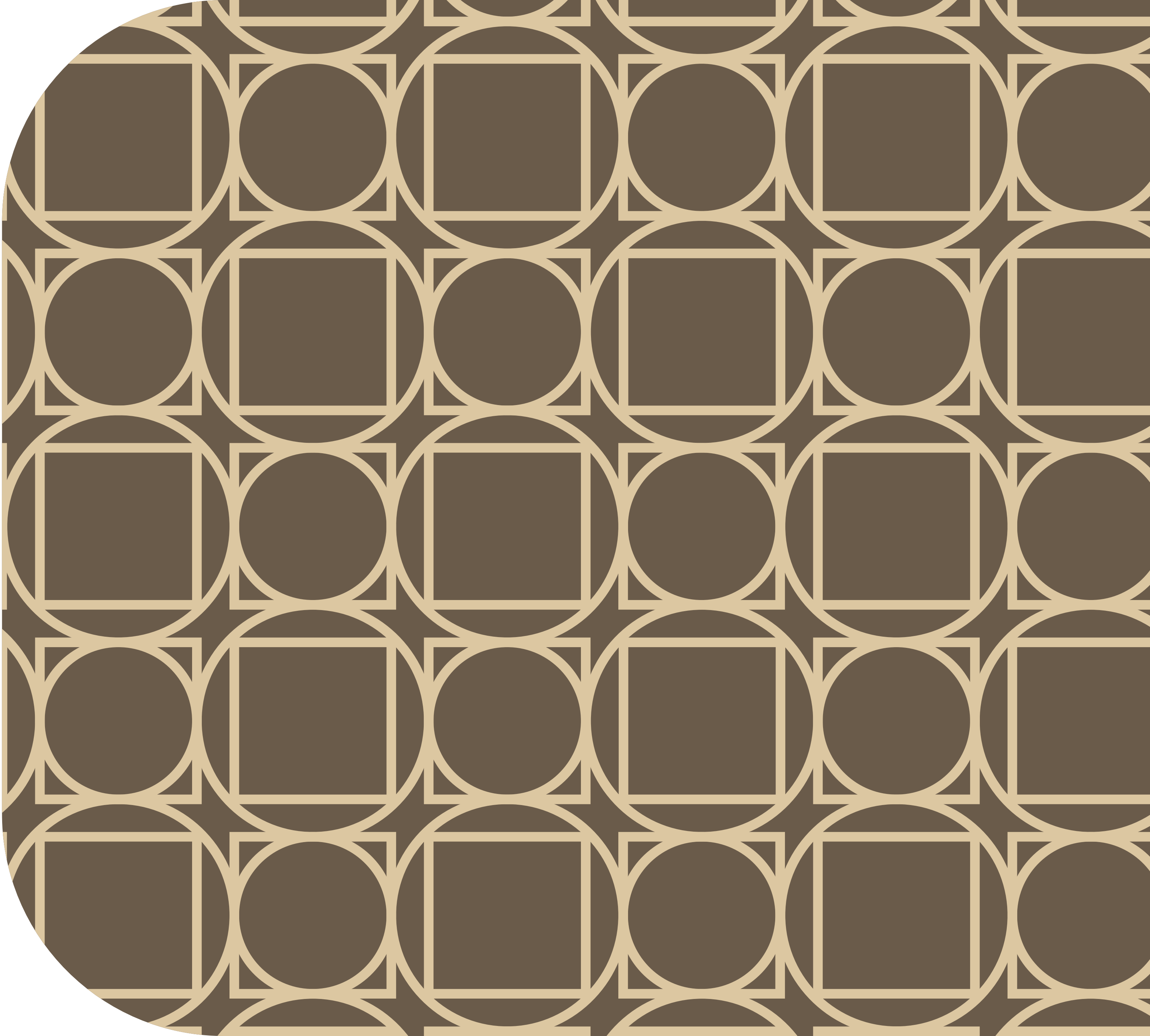
Built from soft geometric repetitions, the patterns echo the quiet order of Egyptian interiors. They are intentionally understated, adding depth and texture without overpowering the space.

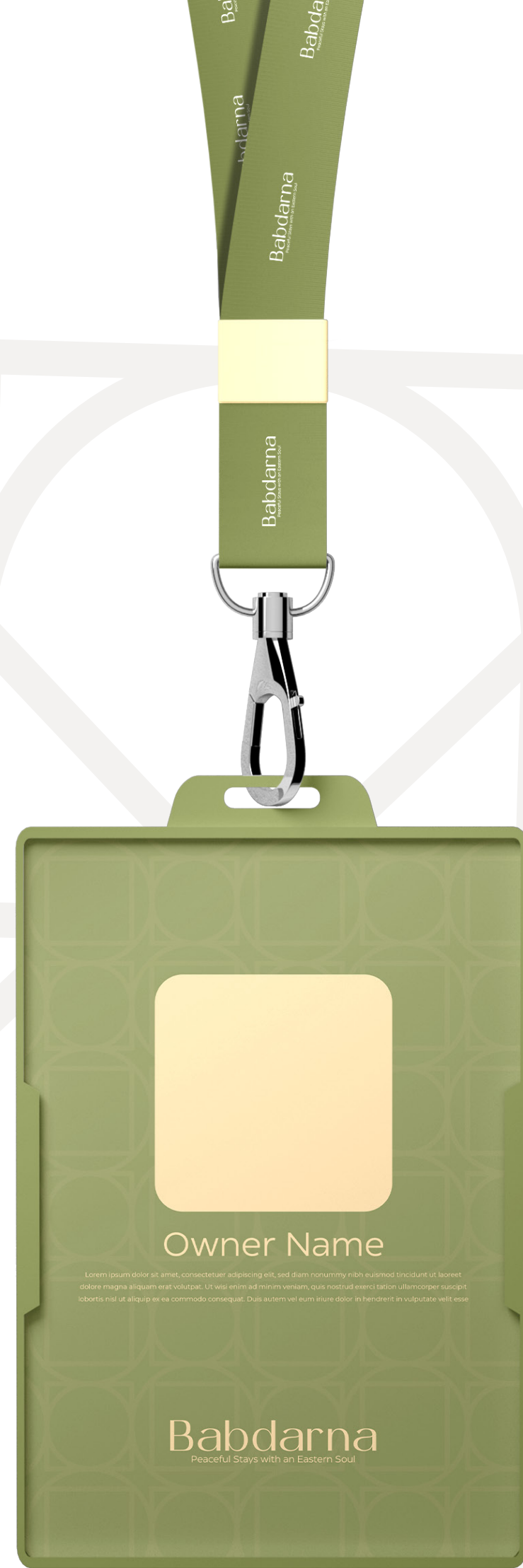
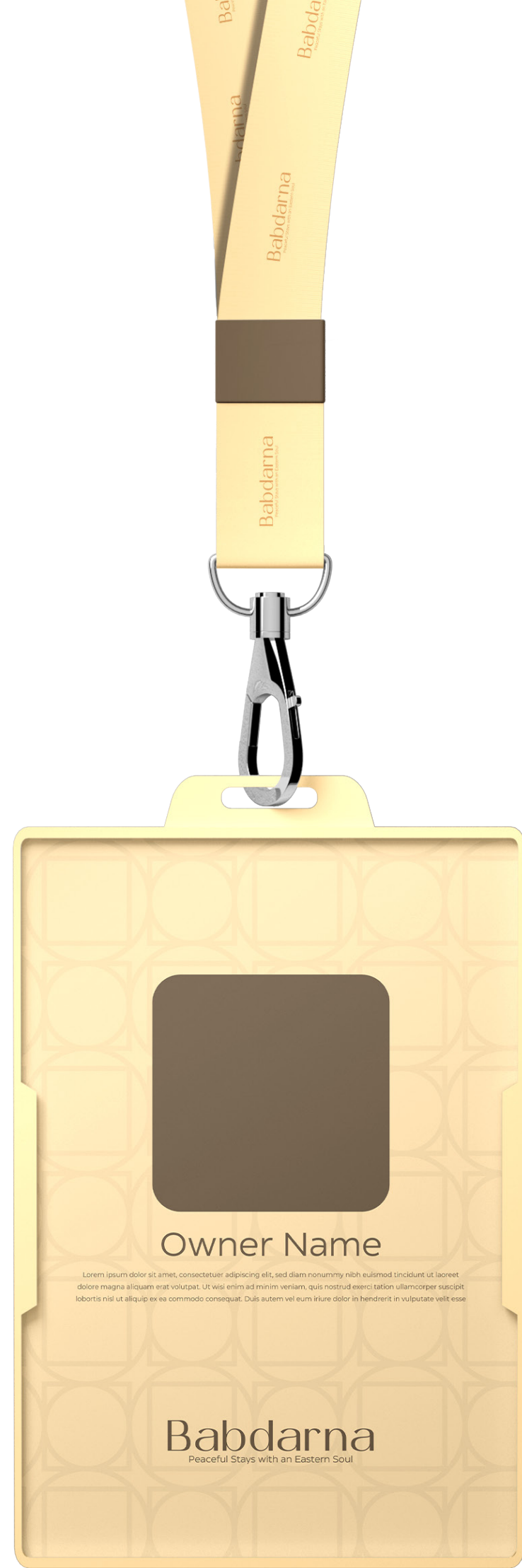
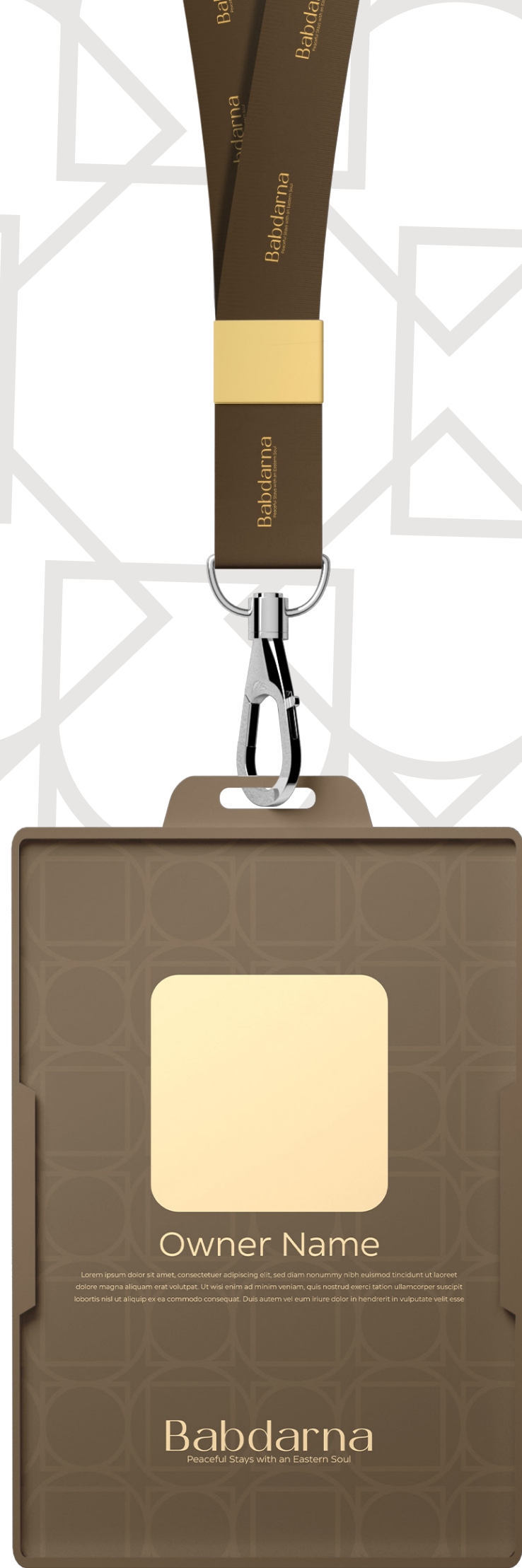
Design Intent

Patterns are used as a supporting element, never a focal point. They enhance surfaces, guide the eye, and reinforce the brand’s sense of authenticity and calm.

Usage Guidance

Applied lightly on backgrounds, borders, and details — always respecting negative space and visual comfort.





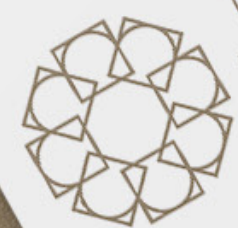












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Warm regards

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

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Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

Regards,

Iwan Keuluang
Director



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App Icon

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Date, 10 September, 2030

Name Surname
Senior Executive

Address goes here. Street, City, Country
contact@yourmail.com
000-987-654-321

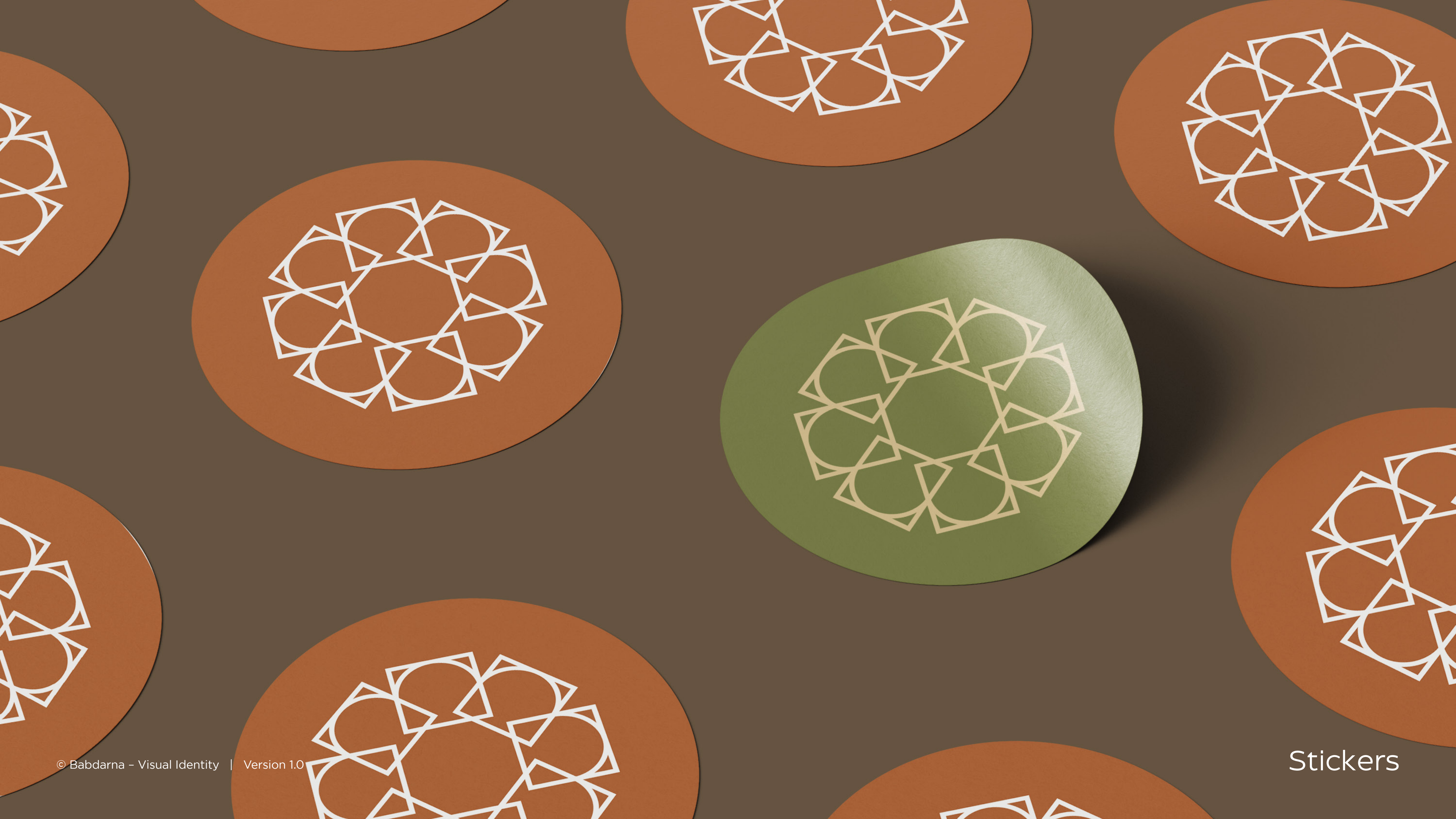
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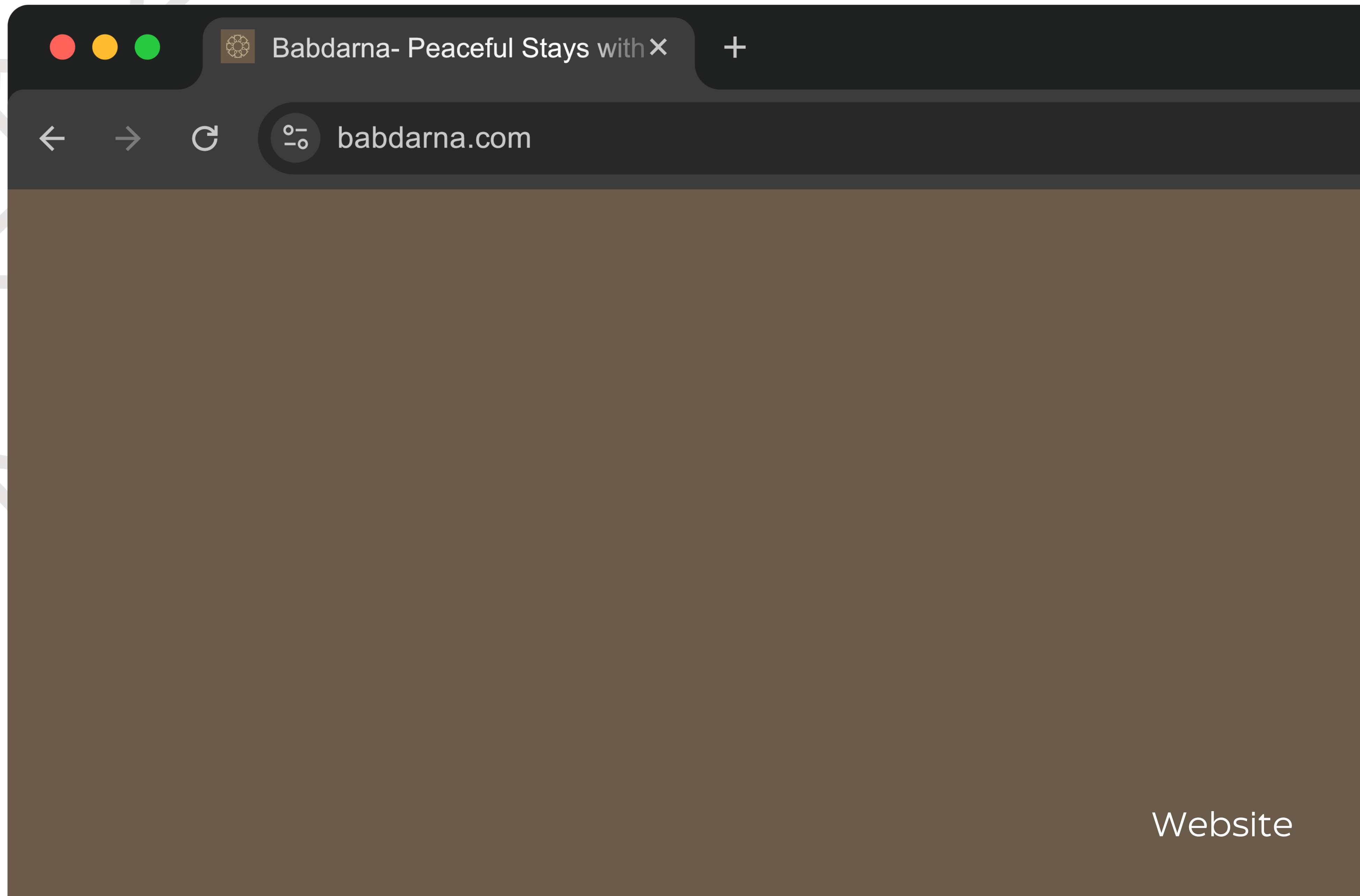
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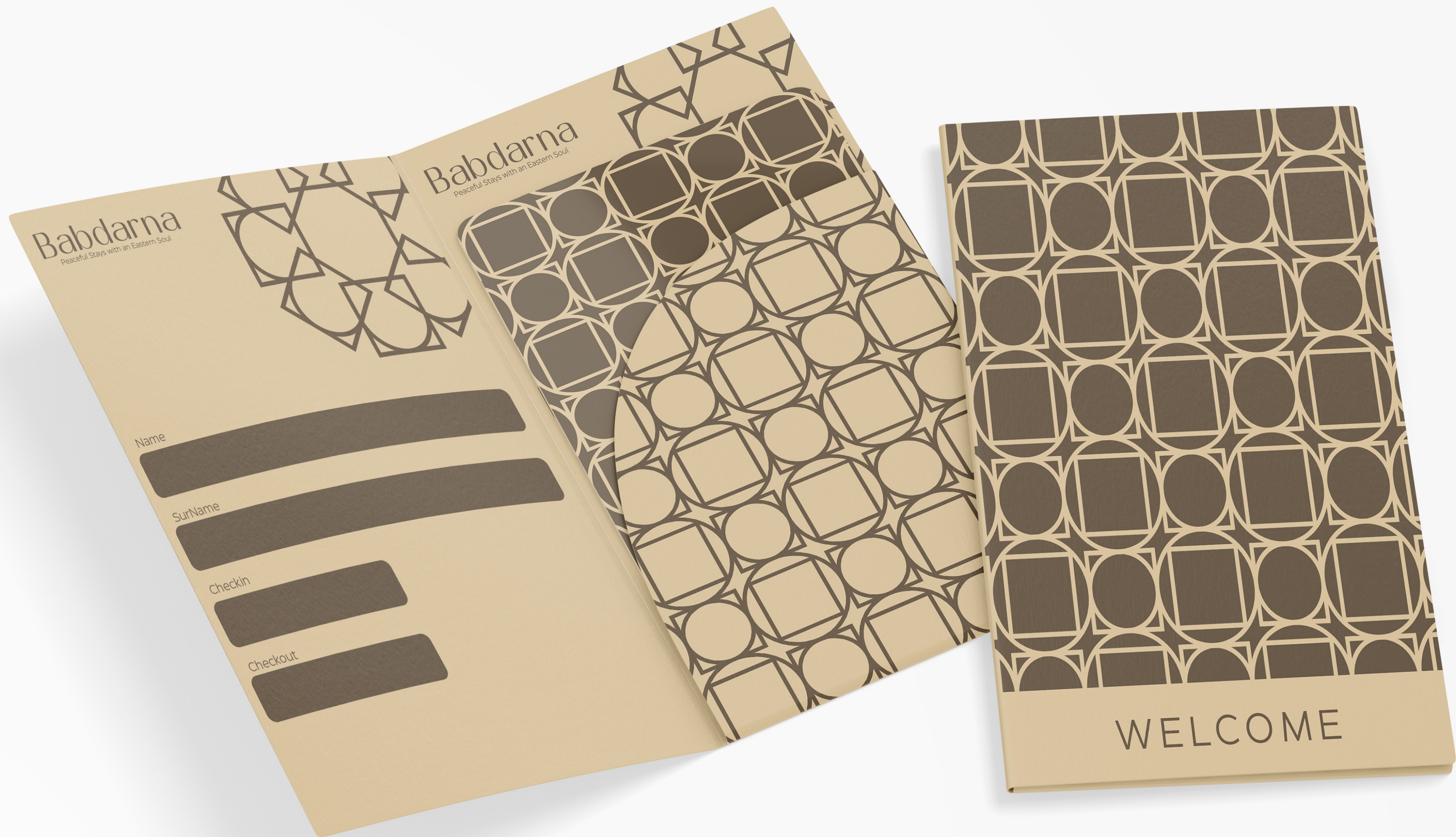
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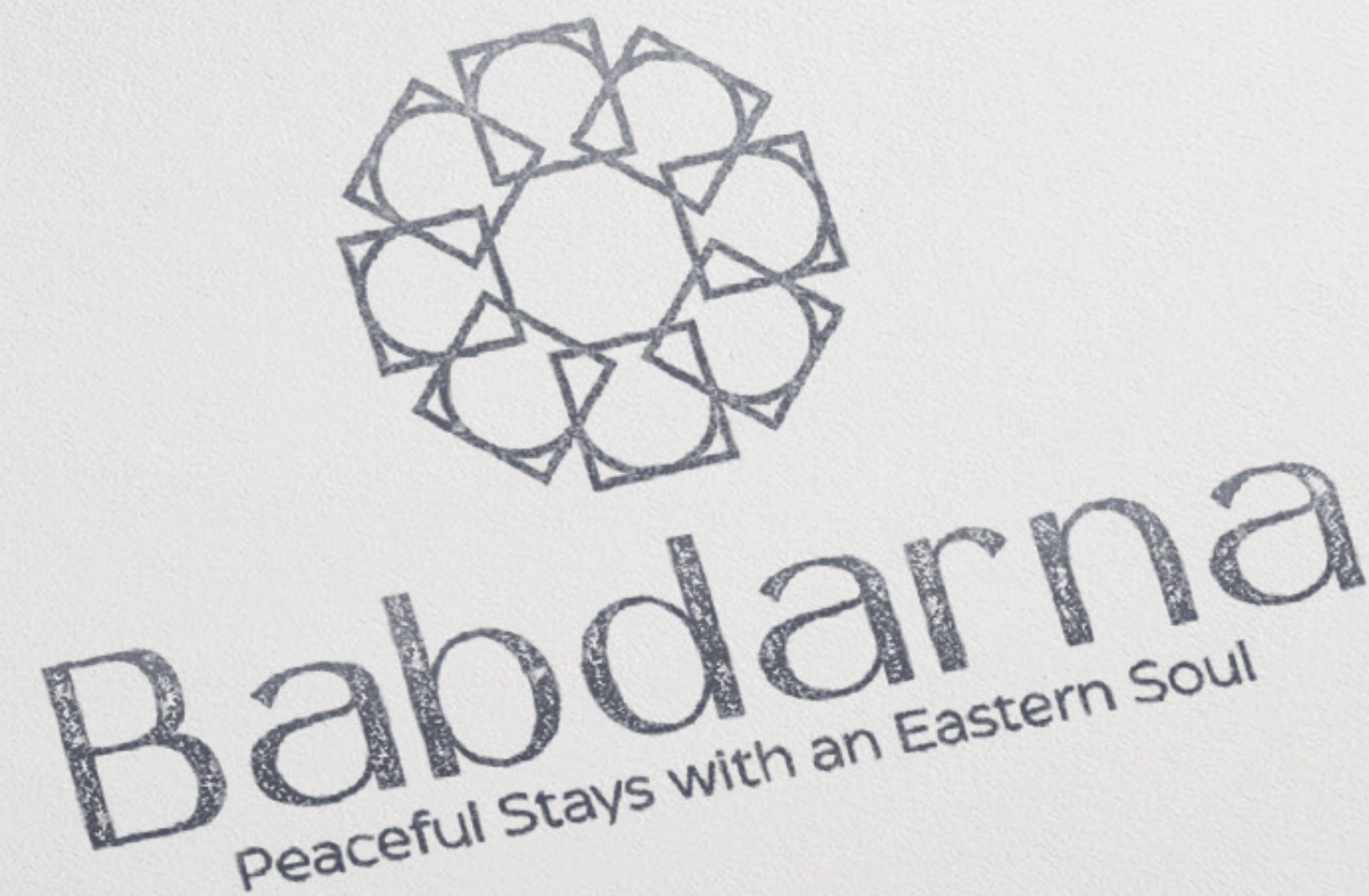
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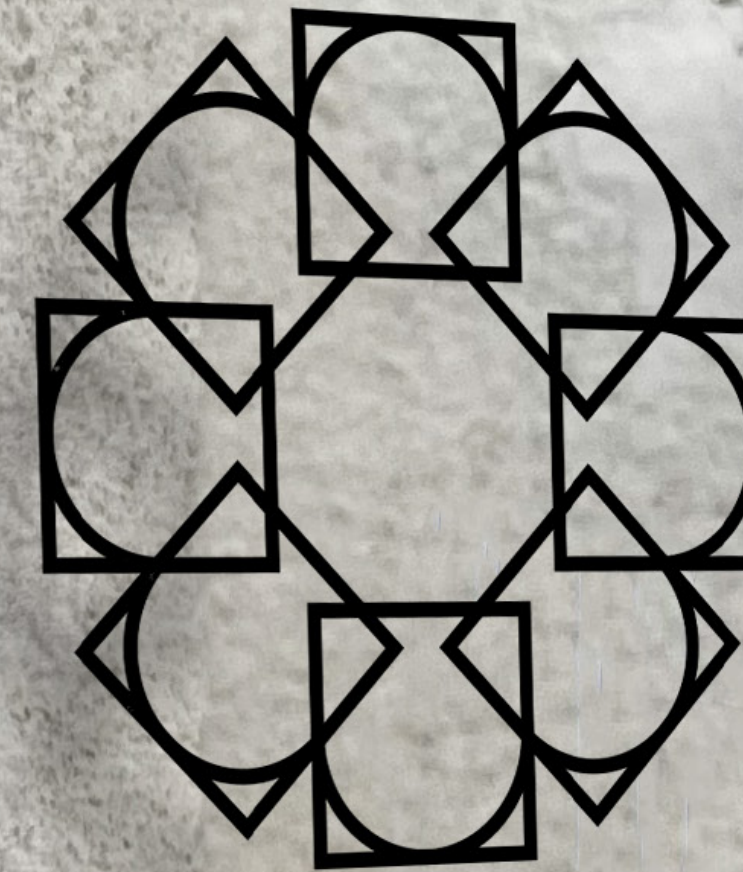










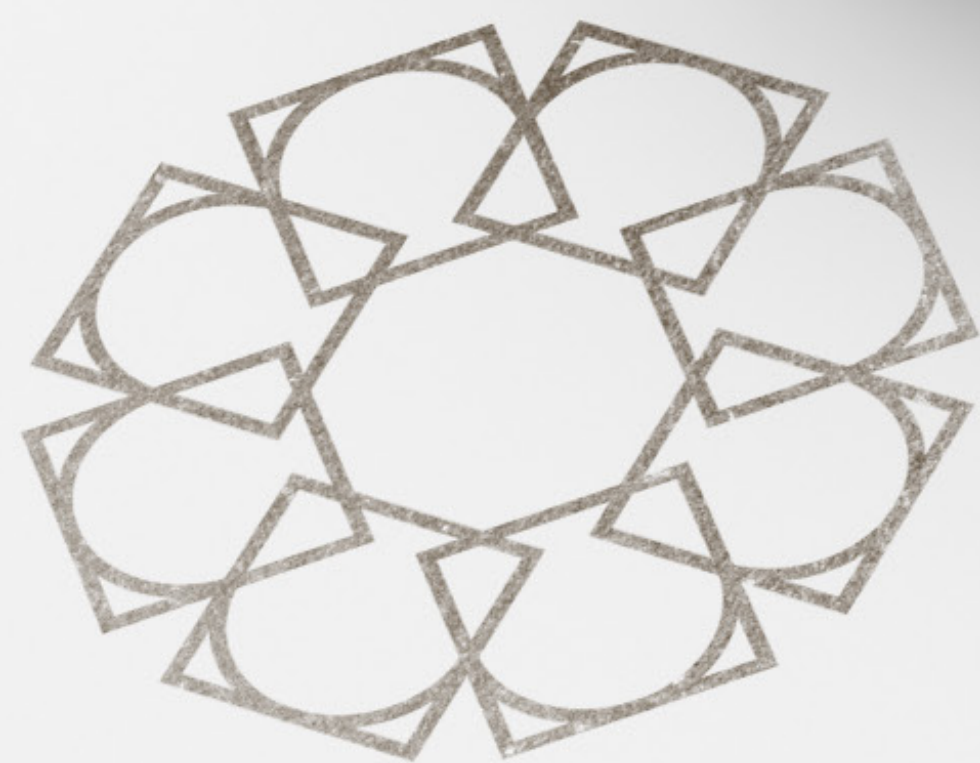


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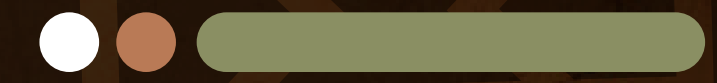
Signage

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Thank You.

