



BRAND IDENTITY . 2026

A ribbon that folds into a letter.

KAYAN is drawn the way fabric folds. The K is one ribbon, folded over itself. The wordmark KAYA closes with an Arabic ن whose tail grows out of the last A, so Latin and Arabic read as one gesture. The diamond dots are the signature.





PRIMARY



ON CHOCOLATE



ON TAUPE



SYMBOL



SYMBOL



WORDMARK

Using the logo.

Clear space

Keep at least the height of the K's dot on every side.

Minimum size

Full logo 90px wide on screen, 22mm in print.
Below that, use the symbol.

Colors

One color only: chocolate, cream, black or silver. Never gradients, never outlines.

Do not

Stretch, rotate, redraw the ÷, or split the dot from the A.



Warm, quiet, tactile.

Chocolate

شوكولاتة

#3B2A22

RGB 59 · 42 · 34

Primary. Logo, headlines, dark surfaces

Cream

كريمي

#EFE6D8

RGB 239 · 230 · 216

Primary background, logo on dark

Taupe

توب

#8C7B6A

RGB 140 · 123 · 106

Secondary. Patterns, captions, dividers

Silver

فضي

#B5B5B8

RGB 181 · 181 · 184

Accent. Foil, embroidery, details

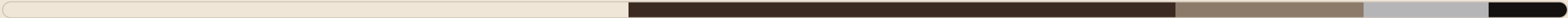
Black

أسود

#141210

RGB 20 · 18 · 16

Accent. Text on light, premium packaging



Proportion: 40% cream · 35% chocolate · 12% taupe · 8% silver · 5% black

LATIN · MARCELLUS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Timeless elegance, tailored for you.

ARABIC · REEM KUFİ

كَيَان

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

أناقة لا تعرف الزمن.

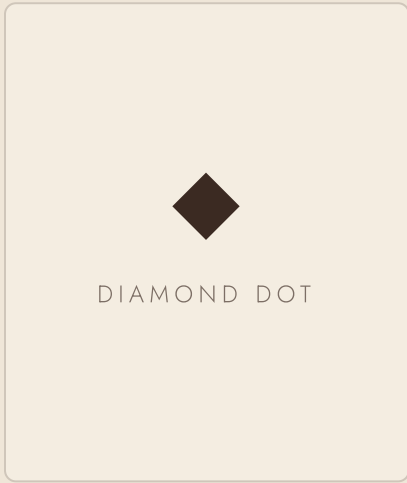
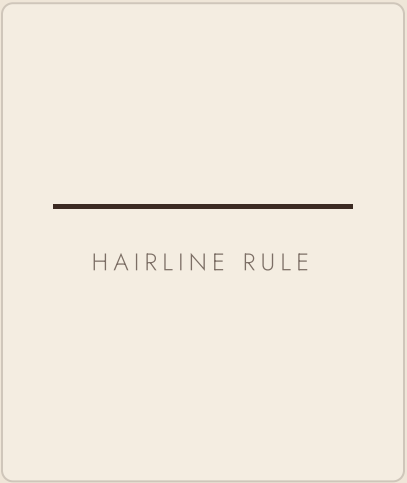
HIERARCHY

New Season
Collection

MARCELLUS CAPS · JOST FOR SUPPORT TEXT

Headlines in Marcellus with generous tracking. Body text in Jost Light f
or English and IBM Plex Sans Arabic for Arabic.

Small marks that tie it together.



Packaging التغليف



SHOPPING BAG · شنطة التسوق



GIFT BAG · شنطة الهدايا



GARMENT COVER · كيس حماية الملابس

Packagingالتغليف



SHIPPING BOX · علبة الشحن



ENVELOPE · الخرف

Packaging التغليف



TISSUE PAPER PATTERN · ورق التغليف



SATIN RIBBON · شريطة الساتان

On the product على المنتج



HANG TAGS · هانغ تاج



BRANDED HANGER · علاقة الملابس



STAFF APRON · زي الموظفين

On the product على المنتج



WOVEN NECK LABEL · ليل الرقبة



CANVAS TOTE · شطة قماش

Stationery الأدوات المكتبية



THANK-YOU CARD · كارت الشكر



INVOICE & RECEIPT · الفاتورة والإيصال



NOTEBOOK · المذكرة

Stationery

الأدوات المكتبية



BUSINESS CARDS · كروت الـبـيـزـنـس



PEN · القلم

Stationery الأَدَوَاتُ المَكْتَبِيَّةُ



RUBBER STAMP · الختم



SOCIAL PROFILE & HIGHLIGHTS · بروفايل وهالايت

Retail & social المجلد والسوشيال



STOREFRONT SIGN · يا فطة المجلد



BRAND BANNER · بانر الهوية

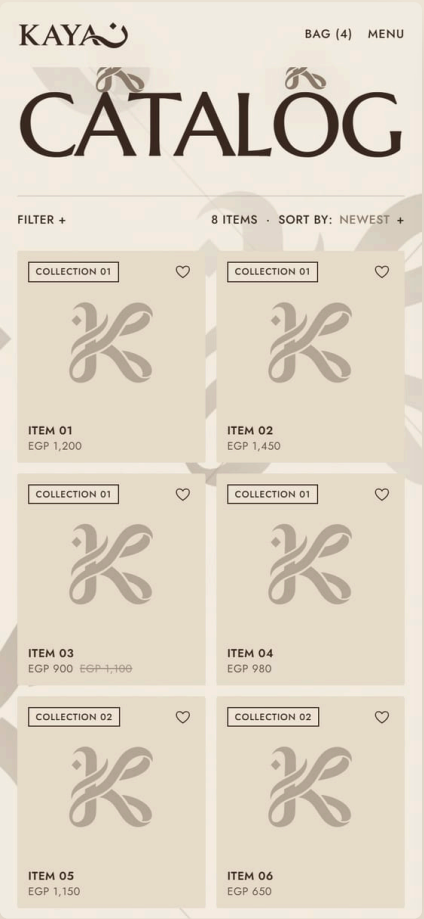
Digital الموقع



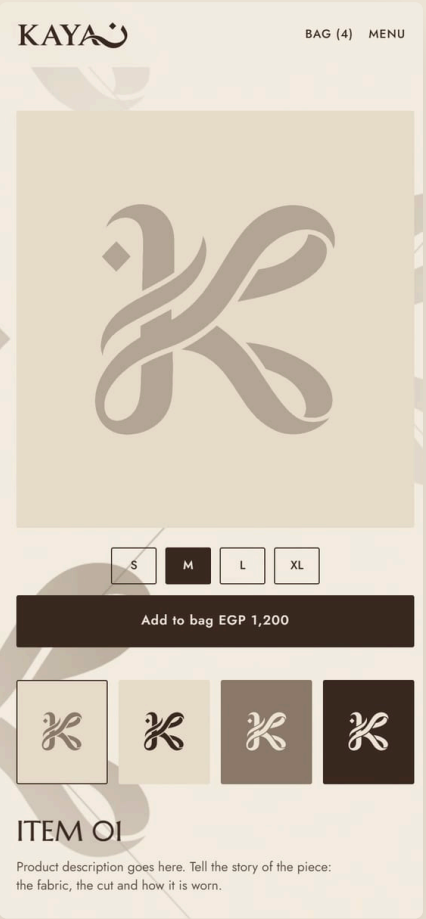
ONLINE STORE · HOME



MOBILE



CATALOG



PRODUCT

KAYA

TIMELESS ELEGANCE . أنيقة لا تعرف الزمن