

Designed By
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YAQEEN

Visual
Guideline

20
25



YAQEEN[®]

About the Guideline

This guideline is a strategic tool for designers, marketers, and stakeholders to represent YAQEEN accurately. It outlines the components of the visual identity, including trademarks, typefaces, colors, patterns, themes, and proper usage to create a unified, professional, and global appearance

Introduction

THIS VISUAL IDENTITY GUIDELINE HAS BEEN CREATED TO ESTABLISH A COHESIVE AND RECOGNIZABLE BRANDING SYSTEM FOR YAQEEN. IT ENSURES CONSISTENCY ACROSS ALL TOUCHPOINTS, REFLECTING THE COMPANY'S VISION, MISSION, AND VALUES. THIS DOCUMENT PROVIDES COMPREHENSIVE GUIDANCE ON THE PROPER USE OF YAQEEN'S BRAND ELEMENTS, MAINTAINING THEIR INTEGRITY WHILE PROMOTING CREATIVITY WITHIN DEFINED PARAMETERS.



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- Typeface

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- Icons

- Misuse

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OVERVIEW

YAQEEN'S TRADEMARKS ARE DESIGNED TO EMBODY ITS IDENTITY AND PURPOSE. THE LOGO REFLECTS THE HARMONY BETWEEN TRADITION AND NATURE, COMBINING ARABIC CALLIGRAPHY WITH ELEMENTS OF HERBAL MEDICINE AND NATURAL BEAUTY.



Create with Confidence – Explore Our Comprehensive Branding Guide!

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Trademarks

Concept

THE YAQEEN LOGO REPRESENTS TRUST, AUTHENTICITY, AND THE NATURAL ESSENCE OF ITS PRODUCTS. THE DESIGN INCORPORATES:

1. ARABIC CALLIGRAPHY: THE LETTERS (ي، ق، ن) FORM THE CORE OF THE LOGO, SYMBOLIZING CULTURAL ROOTS.
2. PESTLE SHAPE: REPRESENTING THE BRAND'S HERBAL AND NATURAL MEDICINAL FOUNDATIONS.
3. LEAF ELEMENT: THE LEAF IN THE SHAPE OF THE ARABIC LETTER (ق) SIGNIFIES NATURE, GROWTH, AND SUSTAINABILITY.



Stay Consistent, Stay Recognizable – Access the **YAQeen** Guideline Now!

Trademarks

Logotype Variations

YAQEEEN'S LOGO CAN BE ADAPTED INTO VARIOUS FORMATS:

PRIMARY LOGO: FULL COMPOSITION WITH ICON AND LOGOTYPE.



HORIZONTAL VERSION: OPTIMIZED FOR ELONGATED SPACES.



MONOCHROME VERSION: FOR SINGLE-COLOR APPLICATIONS LIKE EMBOSSING OR GRAYSCALE PRINTING.



Trademarks

Clear Space

TO PRESERVE VISIBILITY AND IMPACT, MAINTAIN A CLEAR SPACE AROUND THE LOGO EQUAL TO THE HEIGHT OF THE (Y) CHARACTER IN THE LOGO.



YAQEEN



يقين

Trademarks

Minimum Height

THE LOGO SHOULD NOT BE REPRODUCED AT A HEIGHT SMALLER THAN 20MM FOR PRINT OR 60PX FOR DIGITAL USE TO ENSURE CLARITY AND READABILITY.



Trademarks

Permissible Colors

THE LOGO MUST ONLY APPEAR IN THE APPROVED BRAND COLORS: GREEN, BEIGE, WHITE, AND BLACK. **FOR EXCEPTIONS, CONSULT THE BRAND TEAM.**

R: 65 C=66%
G: 72 M=51%
B: 50 Y=78%
K= 48%
H: 79
S: 30% PANTONE
B: 28% 19-0419 TCX



414832

R: 214 C=17%
G: 223 M=3%
B: 169 Y=41%
K= 0%
H: 69
S: 23% PANTONE
B: 87% P 157-9 U



D6DFA9

413E3D

PRIMARY COLOR

414832
19-0419 TCXD6DFA9
P 157-9 U

SECONDARY COLOR

8C857B
403 C5D6439
7762 C

LOGOTYPE

413E3D
19-0000 TCXF9FAE7
P 1-2 C

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PRIMARY TYPEFACE

COCON® NEXT ARABIC: USED FOR ARABIC HEADINGS AND PROMINENT TEXT TO CONVEY A SIMPLICITY, CLEAN LOOK..

JANNA LT: USED FOR ENGLISH HEADINGS AND PROMINENT TEXT TO CONVEY A MODERN, CLEAN LOOK..

SECONDARY TYPEFACE

FONT: ROBOTO

USAGE: ENGLISH SUBHEADINGS AND CAPTIONS.

SUPPORTIVE TYPEFACE

FONT: SOURCE SANS PRO

USAGE: FOR LONG-FORM CONTENT, TECHNICAL DESCRIPTIONS, AND ADDITIONAL BODY TEXT.

COCON® NEXT ARABIC

BOLD

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
1 2 3 4 5 6 7 8 9 0

ROBOTO

LIGHT

ABCDEFGHIJKLM

MNOPQRSTUVWXYZ

XYZ

1234567890

ROBOTO

BOLD

ABCDEFGHIJKLM

MNOPQRSTUVWXYZ

XYZ

1234567890

SOURCE SANS PRO

REGULAR

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

SOURCE SANS PRO

BOLD

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Download the **logo files** and assets for proper usage.

OVERVIEW

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Color Scheme

Primary Colors

GREEN (#3C7D2E): REPRESENTS NATURE, HEALTH, AND SUSTAINABILITY.
 BEIGE (#E0D3B8): SYMBOLIZES PURITY, BALANCE, AND A NATURAL AESTHETIC.

Secondary Colors

DARK BROWN (#5B4636): REFLECTS EARTHINESS AND WARMTH.
 SOFT WHITE (#FFFFFF): COMPLEMENTS THE OVERALL DESIGN WITH A CLEAN AND NEUTRAL BASE.

USAGE
 PRIMARY COLORS SHOULD DOMINATE MOST BRAND APPLICATIONS, WHILE
 SECONDARY COLORS ADD ACCENTS AND DEPTH.

R: 65
 G: 72
 B: 50
 C=66%
 M=51%
 Y=78%
 K= 48%
 H: 79
 S: 30%
 B: 28%
 PANTONE
 19-0419 TCX



414832

R: 214
 G: 223
 B: 169
 C=17%
 M=3%
 Y=41%
 K= 0%
 H: 69
 S: 23%
 B: 87%
 PANTONE
 P 157-9 U



DADFAP

R: 140
 G: 133
 B: 123
 C=46%
 M=41%
 Y=49%
 K= 7%
 H: 35
 S: 11%
 B: 54%
 PANTONE
 403 C

8C8578
403 C

R: 249
 G: 246
 B: 231
 C=2%
 M=2%
 Y=9%
 K=0%
 H: 49
 S: 7%
 B: 97%
 PANTONE
 P 1-2 C

F9F6E7
P 1-2 C

OVERVIEW

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Patterns

A REPEATING MOTIF BASED ON THE ARABIC LETTER (ج) AND LEAF SHAPES, SYMBOLIZING NATURE AND THE BRAND'S CULTURAL CONNECTION.



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Themes

Social Media

SOCIAL MEDIA VISUALS SHOULD BALANCE THE PRIMARY GREEN AND BEIGE TONES WITH CLEAN TYPOGRAPHY, MINIMALISTIC LAYOUTS, AND DYNAMIC PATTERNS. USE BRANDED ICONS AND CALLOUTS TO ENGAGE AND ATTRACT VIEWERS.



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Icons

COLLECTION

A SET OF CUSTOM-DESIGNED ICONS REFLECTING KEY ASPECTS OF YAQEEN'S PRODUCTS AND MISSION, INCLUDING:

COSMETICS AND HERBAL MEDICINE.
TOOLS AND MEDICAL INDICATIONS.



Icons

COLLECTION

A SET OF CUSTOM-DESIGNED ICONS REFLECTING KEY ASPECTS OF YAQEEN'S PRODUCTS AND MISSION, INCLUDING:

BODY PARTS.



OVERVIEW

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- **Misuse**

Applications



Misuse

Wrong Usage Examples

DISTORTION: AVOID STRETCHING OR COMPRESSING OR ROTATE THE LOGO.



Misuse

Wrong Usage Examples

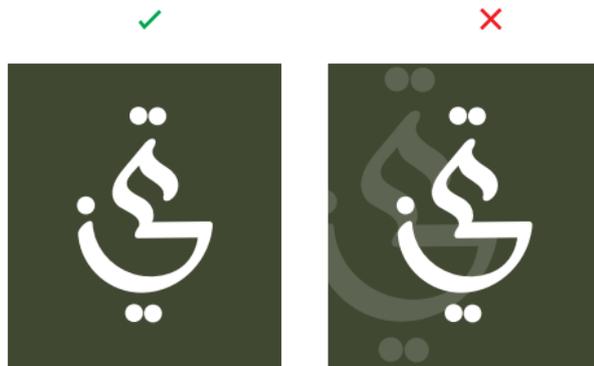
COLOR ALTERATIONS: DO NOT CHANGE THE LOGO'S COLORS.



Misuse

Wrong Usage Examples

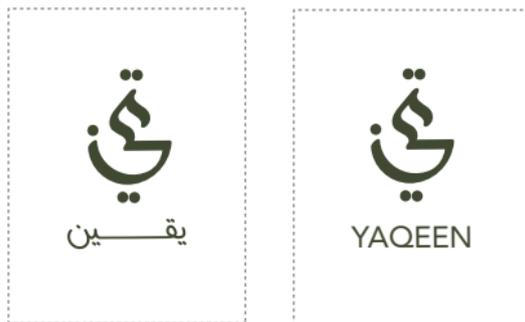
BACKGROUND CONFLICTS: DO NOT PLACE THE LOGO ON CLASHING OR BUSY BACKGROUNDS.



Misuse

Wrong Usage Examples

ELEMENT REARRANGEMENT: NEVER SEPARATE THE LOGOICON FROM THE LOGOTYPE WITHOUT AUTHORIZATION.



Misuse

Wrong Usage Examples

DROP SHADOWS, STROKES: AVOID ADDING UNNECESSARY EFFECTS.

✗



✗



Refer to the **clear space** rules for **accurate logo** placement.

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- ***Applications***



Applications

Business Card

5.4x8.9 CM

250GSM MATTE ART PAPER: 0.24MM

F Side



B Side



Applications

Cream Bottle



Applications

Candle jar



Applications

Cosmetic Bottle



Applications

Glass Jar Sticker



Cap



Body



Applications

Covers



Applications

Social media

Informative Post



Applications

Social media

Informative Post



Applications

Social media

Informative Post



Applications

Social media

Explainers



Applications

Social media

Word & Picture



Applications

Social media

Products and services



Applications

Social media

Video Thumbnails



Bring Our Vision to Life – Start with the **YAQEEN Visual Identity Guideline!**

THANK YOU