



Huquq An-Nisa
THE RIGHTS OF WOMEN

Paradise lies at her feet

BRAND BOOK

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ABOUT THE FOUNDERS

"Whomever ALLAH wishes well for, He gives understanding of religion."

--Prophet Muhammad (saw)

The Huquq An-Nisa brand was born in the heart and mind of its founders, the husband and wife team Lucious X Jackson and [REDACTED].

Lucious was raised by a single mother along with his two sisters. In being raised in a home with three women, he learned to honor, respect and appreciate women for who they are and all that they must endure. And now being full grown man, that appreciation has only increased as he has become a practicing Muslim. With his practice of Al-Islam, he began to learn of and fully understand role of the Muslim woman in the Islamic way of life as well as her plight. In learning about the lifestyle of the Muslim woman, he realized that she is the backbone of the Muslim community yet, she endures a great deal of stigmatization that is rooted in ignorance. And it is for this reason that Huquq An-Nisa was created.

When he met his wife, Anika, she has not only enhanced his understanding of the Muslim woman but, she has made her own contributions to the Huqua An-Nisa Brand giving it the personal touch of a Muslim woman as well as a great deal of substance.

ALLAH has commanded mankind to worship and obey Him with sincerity. This worship is not possible without knowledge. It is the mission of the Huquq An-Nisa Brand to provide accurate information about the Muslim woman with the hope of establishing proper knowledge of who the Muslim woman is, what her God-given rights are and her sheer importance to the Muslim community. It is also our mission to offer a platform for both Muslims and non-Muslims to dialogue and move toward eradicating the myths that surround the Muslim woman and Al-Islam.



III. LOGO



Huquq An-Nisa
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The Huquq An-Nisa logo is designed using Arabic Calligraphy. The design spells the name of our brand and serves as our symbol. The Arabic characters in the logo can not be changed or altered at any time as a slight alteration may change the entire definition and meaning of the logo.

The English letters that spell out the translated name of the brand logo and must always appear beneath the Arabic Calligraphy design. This must be done to ensure that non-Arabic speakers and those new to our brand will know what the translation of the text is. Our logo is an extended representation of us. Its eloquence and beauty is a reflection of our product and must be respected and displayed accurately at all times.

The logo should only ever be displayed using the approved colors though it is preferred that the primary colors be used save for a situation or circumstance where one of the alternate colors may be used



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The red "X" represents the size of the letter "H" in the Huquq An-Nisa English title. It also defines the amount of clear space that must appear around the entire logo at all times and in all representations of display

APPROVED USE OF OUR LOGO



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III. TYPOGRAPHY



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AVENIR will be the primary typeface used when displaying this brand online or when presenting it in printed materials. The neutrality and simplicity of the typeface is why it has been selected to represent our brand.

Should the Avenir typeface not be available, the **ARIAL** typeface must be used as its substitute. Any and all other forms of typeface are subject to review by the CEO prior to its use.

AaBbCc123

abcdefghijklmнопqrstuvwxyz

ABCDEFGHIJKLM NOPQRSTUVWXYZ

1234567890!@#\$%^&*

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"The Garden of Pardise is the reward of the one who has three dependent females whom he compassionately supports and treats"

---Silsilat Al-Hadith Al-Sahihah: 2492



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"Do not loathe your girls, for they are precious creatures who keep you good company."

---Silsilat Al-Hadith Al-Sahihah: 3206



IV. COLOR



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PRIMARY COLORS

#E0106A (HEX)
6, 100, 34, 0 (CMYK)
224, 16, 106 (RGB)

#1DE0CE (HEX)
61, 0, 30, 0 (CMYK)
29, 224, 206 (RGB)

PAGE BREAKS
HEADER BACKGROUND
BORDERS
QUOTES

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

#4A4A4A (HEX)
66, 59, 57, 39 (CMYK)
74, 74, 74 (RGB)

#9B9B9B (HEX)
42, 34, 35, 1 (CMYK)
155, 155, 155 (RGB)

#ffffff (HEX)
0, 0, 0, 0 (CMYK)
255, 255, 255 (RGB)

BODY TEXT PRIMARY

HEADER TEXT PRIMARY

DESCRIPTIVE TEXT PRIMARY

BACKGROUND PRIMARY

Khadija (ra)

- Family and Character
- Wealth and Status
- The First of the Believers
- Esteemed Counselor
- Devout wife and caring mother

V. PHOTOGRAPHY



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"And say to the believing women that they should lower their gaze and guard their modesty; that they should not display their beauty beauty and ornaments except what must ordinarily appear thereof; that they should draw their veils over their bosoms....."

---Surah An-Nur 24:31

Any and all photographs and images of women displayed or depicted by this brand must meet the standard of Al-Islam as it is defined by the command of ALLAH in the Qur'an.

Women may only appear while wearing hijab, niqab turban or a scarf. It is preferred that women in a "Burqah" not appear unless a definition needs to be provided or that a distinction must be made to illustrate a point. In any event, the modesty and dignity of the Muslim woman, and any woman, will be strictly protected in the use of their images through this brand.





"O you who believe! When you are told in your gatherings that grow crowded: Make room for one another! Then make room with a spirit of patient fellowship. ALLAH will make room for you in Paradise. Moreover, when it is said: Rise! for the Prayer and other good acts, then rise. ALLAH shall raise in station those who sincerely believe and comply among you; and raise greatly in rank those who have sought and been given knowledge. For ALLAH is all-aware of all that you do."

--Surah Al-Mujadilah 58:11

"Seeking knowledge is obligatory upon every Muslim [and Muslimah]."

--Prophet Muhammad (saw)



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VI. PARTNERSHIPS



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MASJID AN-NUR
6990 65TH STREET
SACRAMENTO, CA. 95823

SALAM ISLAMIC CENTER
4541 COLLEGE OAK DRIVE
SACRAMENTO, CA. 95841

MUSLIM MOSQUE
411 V STREET
SACRAMENTO, CA. 95818

SOUTH SACRAMENTO
ISLAMIC CENTER
7285 25TH STREET
SACRAMENTO, CA. 95822

MASJID IBRAHIM
3449 RIO LINDA BOULEVARD
SACRAMENTO, CA. 95838

MASJID AL-AZHAR
1852 FULTON AVENUE
SACRAMENTO, CA. 95825

SACRAMENTO AREA LEAGUE OF
ASSOCIATED MUSLIMS-SALAM
4541 COLLEGE OAK DRIVE
SACRAMENTO, CA. 95841

FIND HALAL PRODUCTS AND SERVICES
souq-al-zamzam.com

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