

The Helpex

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Inhouse Textiles

Brand Identity & Branding Guidelines

2026

1. Brand Overview

Brand Name:

InhouseTextiles

Industry:

Home Textiles (Bed sheets, Bedding, Home Furnishings)

Target Audience:

Middle & Upper-Middle Class Households

Brand Nature:

Affordable premium, legacy-driven, quality-focused Pakistani textile brand.

Inhouse Textiles is a textile business rooted in resilience and generational vision. With decades of experience in export and wholesale manufacturing, the brand is now stepping into the retail space—bringing export-quality textiles at accessible prices for middle and upper-middle class.

2. Brand Tagline

From our looms to your home – quality you can trust.

3. Brand Story

Every brand has a beginning. Ours began with a dream that crossed borders.

The story of Inhouse Textiles starts with a grandfather who once ran a textile business in India. During migration, everything was left behind—except skill, courage, and belief. In Pakistan, he began again, working in a home-textile shop, learning, observing, and dreaming of rebuilding what was lost.

That dream was carried forward by his son, who transformed experience into execution and built a strong manufacturing, wholesale and export business, supplying quality textiles to international markets for years.

Today, the third generation is giving that legacy a new direction. Inhouse Textiles is stepping out from behind the scenes to connect directly with customers—bringing the same export-grade quality and honesty into Pakistani homes.

Inhouse Textiles is not just about fabric.

It is about generations, grit, and grace—woven in every thread.

4. Vision Statement

To become a trusted household name in Pakistan by delivering export-quality home textiles that blend comfort, quality & affordability.

5. Mission Statement

Our mission is to bring premium, export-grade home textiles directly to customers by combining decades of manufacturing expertise, honest pricing, and thoughtful design.

6. Brand Values

- **Accessibility:** Premium quality made affordable for everyday homes.
- **Legacy:** Honouring generations of textile expertise.
- **Quality:** Export-standard materials and finishing.
- **Trust:** Transparent pricing and consistent delivery.

7. Brand Personality

Personality:

– Warm – Trustworthy – Experienced – Elegant yet approachable

8. Brand Colors (Mass-Premium Direction)

The color palette is designed to feel **premium yet approachable**, avoiding overly dark luxury tones while maintaining warmth and trust.

Primary Colors

- **Dark Maroon (Refined): #680626**
Represents heritage and trust, softened for mass appeal
- **Soft Ivory: #FBF7EE**
Clean, welcoming, and suitable for everyday home aesthetics

Secondary / Supporting Colors

- **Warm Greige: #D6CEC3**

Usage Guidelines:

- Ivory / Greige for most backgrounds
- Maroon for logo, headings, and CTAs
- Gold only as a subtle accent
- Avoid heavy black backgrounds to keep the brand

friendly

Background Usage

- Use **Soft Ivory / Greige** for most informational and carousel posts
- Use **Maroon** only in headers, borders, or CTA highlights
- Avoid dark or heavy backgrounds that feel too luxury or elite

Typography on Posts

- Headings in **Libre Baskerville** (short, bold, minimal text)
- Body text in **Poppins** (clear and readable)
- Limit to **2 font sizes per post** to avoid clutter

Content Mix for Grid

- 40% Lifestyle & Product-in-Use
- 30% Educational / Informational Carousels
- 20% Trust & Brand Story Posts
- 10% Promotional / Offers

Color Balance Rule (3–3–3 System)

Every 9 posts should ideally include: –

- **3 light posts** (Ivory / Greige backgrounds, airy visuals)
- **3 lifestyle posts** (real bedrooms, families, product-in-use shots)
- **3 brand posts** (Maroon accents, quotes, value statements)

This keeps the grid balanced and visually engaging.

This document serves as the foundation for all branding, marketing, and communication for Inhouse Textiles.

Inhouse textiles



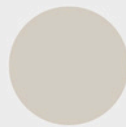
COLOR PALETTE



#8B1D3D



#FBF7EE



#D6CEC3

INDIVIDUAL FONTS

Aa
Libre
Baskerville

Aa
poppins

BRAND STRATEGIES

To become a trusted household name in Pakistan by delivering export-quality home textiles that blend comfort, quality & affordability.

MOOD BOARD

