

**The Helpex**

**X**

**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.

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### 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
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## 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 fontsizes 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.*

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## 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

