Aseel

Brand Guidelines

Aseel Brand Identity Standards

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Brand Guidelines

Welcome to our Brand Visual Identity Guideline.

This document contains the rules for maintaining brand consistency through visual communication. This includes all of the elements you may need, such as the logo, typefaces, colors, and more. By following these guidelines, we can establish a strong and recognizable brand image.

Inspiration
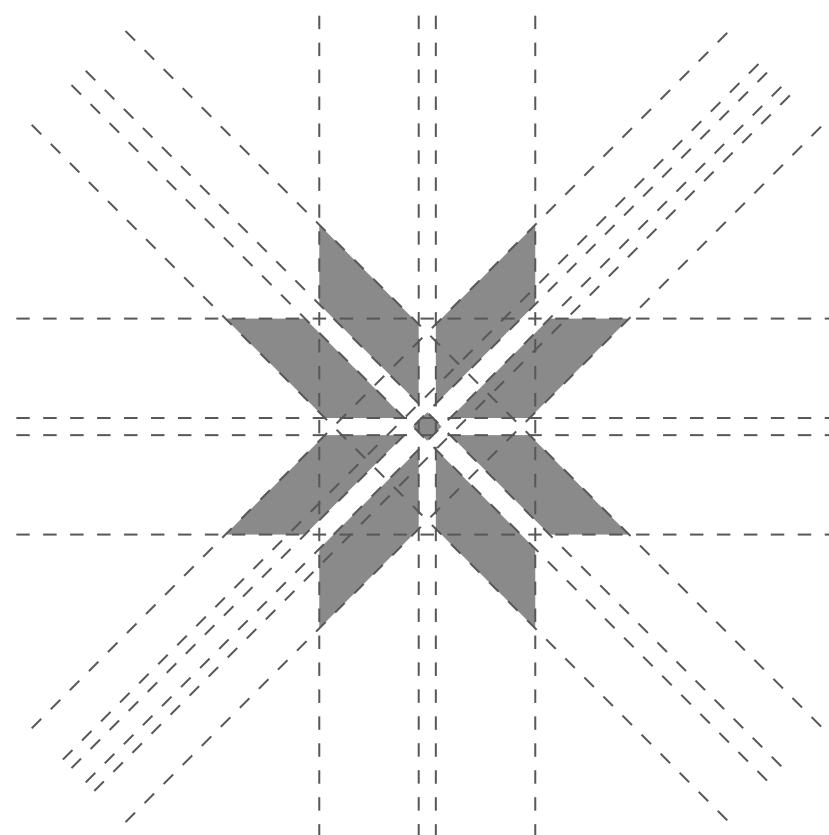
Aseel's logo is a flower shape that has been used for thousands of years in architecture, clothing, and other design forms in different cultures.

The idea to use this shape as Aseel's logo came when the Aseel CEO Nasrat Khalid asked a carpet weaver, the oldest shape on a carpet, and the waver showed this shape.

Aseel is Persian, word used in many other languages like Pashto, Urdu, Turkish, Arabic and more, that means Original and Authentic. This shape with a history of thousands of years represents the Aseel meaning very well.

Symbol Construction
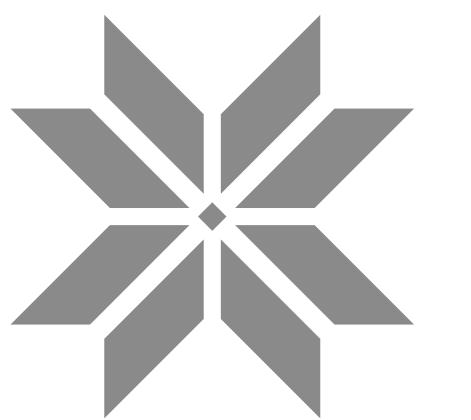
Symbolic | Logo

Logo Mark

Logotype

Aseel

Buy Good, Do Good

4 px

Plus Jakarta Sans | English Typography

Logo Construction

4 px

Aseel

Buy Good, Do Good

4 px

Horizontal Logo

Logo Mark

Logotype

Logo

The logo consists of a symbol and a logotype.

Colors

Buy Good

HEX #0a4062	HEX #106090	RGB 16, 96, 144	CMYK 93, 62, 22, 4	HEX #2c92c9	HEX #a3d6f3	HEX #d2efff
	Lapis Lazuli		Primary Color			

Do Good

HEX #004040	HEX #007070	RGB 0, 112, 112	CMYK 89, 38, 53, 16	HEX #009595	HEX #50bbb3	HEX #d6efec
	Caribbean Current		Primary Color			

Black & Grey

HEX #252525	RGB 37, 37, 37	CMYK 71, 65, 64, 70	HEX #575757	HEX #9e9e9e	HEX #bebebe	HEX #f2f2f2
Eerie Black						

Logo with Color

Presenting Buy Good

Presenting Do Good

Maintaining proper spacing around the logo is crucial to avoid overcrowding and maintain its visual impact. Additionally, using whitespace appropriately creates a clean and polished brand identity.

Background Logo

To ensure consistency and brand integrity, only the four approved versions of the Aseel logo may be used in accordance with the document or template requirements. Using any other self-made versions is strictly prohibited.
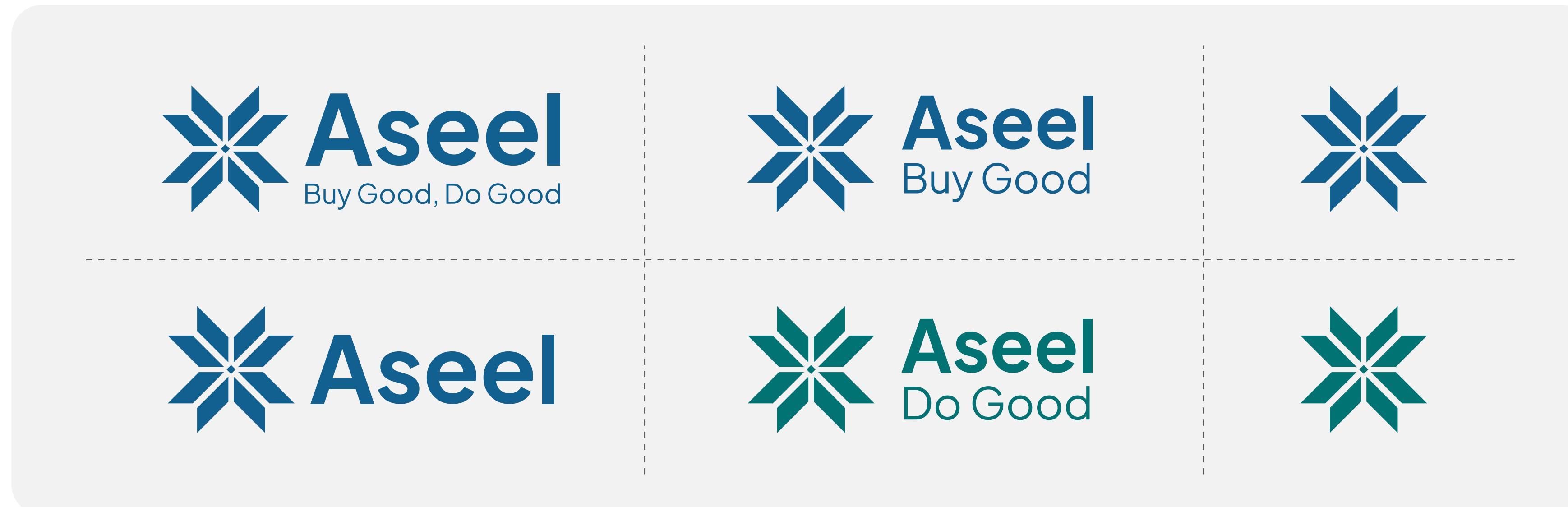
Safe Zone
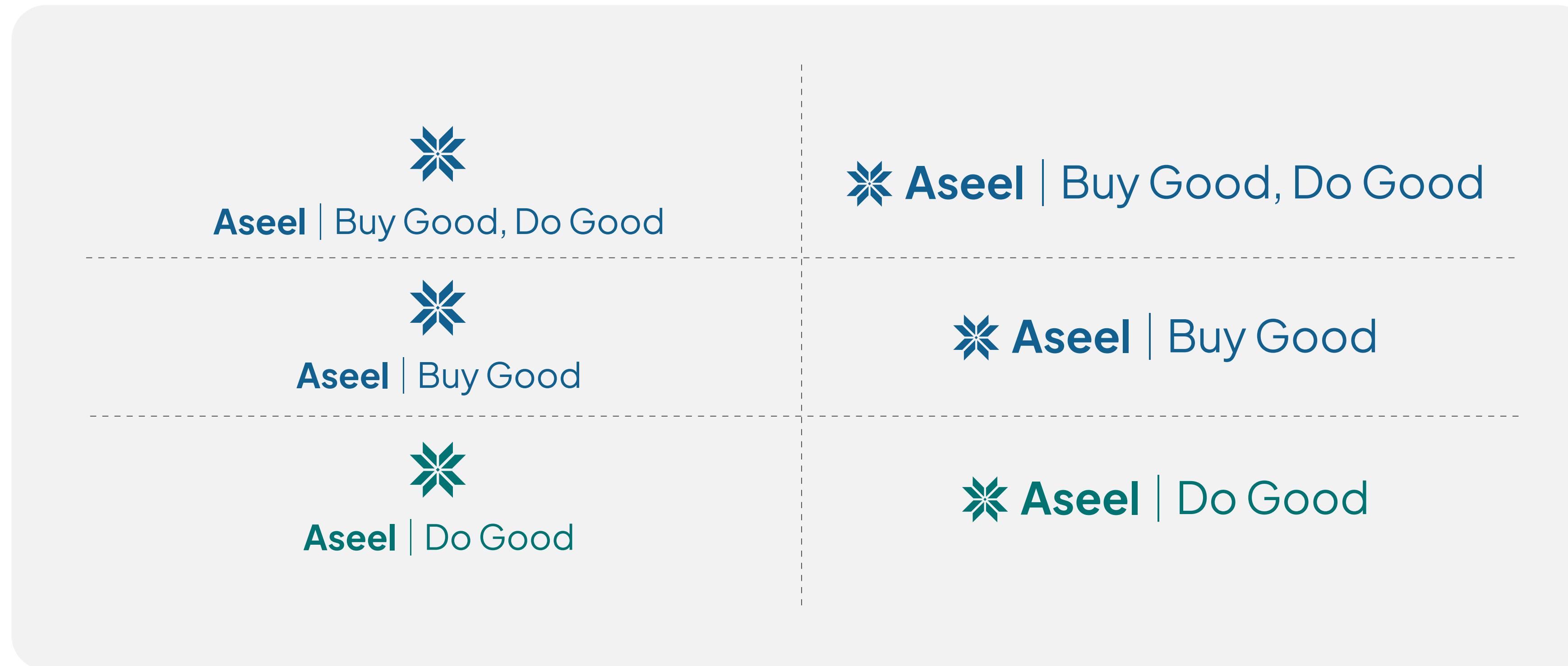
Maintaining proper spacing around the logo is crucial to avoid overcrowding and maintain its visual impact. Additionally, using whitespace appropriately creates a clean and polished brand identity.

Logo Usage

To ensure consistency and brand integrity, only the four approved versions of the Aseel logo may be used in accordance with the document or template requirements. Using any other self-made versions is strictly prohibited.

Logo Usage

Logo Misuse

AVOID STRETCHING

AVOID ROTATING

AVOID USING ON BUSY BACKROUNDS

AVOID ADDING STROKES

AVOID USING OFF BRAND COLORS

AVOID USING GRADIENT LOGO

Name & Slogan

Aseel | Buy Good, Do Good

Bold   Regular

When writing the Aseel name and slogan as a title, it is important to pay attention to the font details. The Aseel name should be written bolder than the slogan and in normal case format (e.g., **Aseel**, not ASEEL or aseel). We recommend using the Jakarta Sans: Bold font for the Aseel name and the Regular font for the slogan to ensure consistency in our visual communication.

Typography

The Jakarta Sans font is used for Aseel branding and body text. For titles, we use the Gilda Display font, and for Persian text, we use the Bahij Nazanin font for body text and Bahij Helvetica Neue for titles. These font choices have been carefully selected to reflect our brand identity and messaging.

Aa
Plus Jakarta Sans Font

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890
!@#$^&*?/)

Aa
Gilda Display

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890
!@#$&*?/)

اب
بهيج هلويتيكا نيو

ا ب ت ث ج چ ح خ د ذ
ر ز ژ س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی
١٢٣٤٥٦٧٨٩٠
؛:؟!+-(.

اب
بهيج نازنين

ا ب ت ث ج چ ح خ د ذ
ر ز ژ س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی
١٢٣٤٥٦٧٨٩٠
؛:؟!+-(.

Typography Hierarchy (English)

Title

What is Aseel?

Lead

Lorem ipsum Lorem ipsum dolor sit amet, consectetuer, Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

Paragraph

Lorem ipsum Lorem ipsum dolor sit amet, consectetuer, Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Typography Hierarchy (Persian)

اصیل یک شرکت مبتنی بر فناوری است

عنوان اول

محصولات دست ساز عتیقه خود را بفروشید و با شفافیت کامل کمک های بشردوستانه را به هر نقطه از جهان و از هر کجای دنیا ارائه دهید

عنوان دوم

ما به استفاده عملی از مهارت ها برای ایجاد تغییرات مثبتی که کسب و کارها و جوامع به آن نیاز دارند اعتقاد داریم. پلتفرم آسان و کاربرپسند اصیل از هزاران سازنده با اتصال آنها به خریداران جهانی پشتیبانی می کند. شفافیت و حریم خصوصی همیشه ارزش های اصلی تیم ما بوده است. ما متعهد به حمایت از مشتریان خود از طریق صفحه خدمات مشتری ایمن و محافظت شده خود در هر زمان هستیم.

پاراگراف