

ZAYRA CO.

Brand Guidelines

Tagline: **Luxury in Every Layer.**

Luxury modest wear fashion house based in Sri Lanka. Modern, elegant, and understated Islamic luxury for women aged 18–35.

Brand Overview

ZAYRA CO. represents premium modest wear with a couture fashion house aesthetic. The identity must feel refined, timeless, minimal, and never flashy.

Official Brand Colour System

Role	Name	HEX	RGB	Swatch
Primary	Deep Emerald	#0F3D2E	15, 61, 46	
Secondary	Warm Ivory	#F6F1E8	246, 241, 232	
Accent	Antique Gold	#C6A75E	198, 167, 94	
Optional Neutral	Charcoal Ink	#2A2A2A	42, 42, 42	

Typography System (Fonts + Sizes)

Use high-contrast couture serif for brand marks and refined modern sans for supporting text. Below are recommended font families and exact size specs for consistent use across web, print, and labels.

Recommended Font Families

Primary Serif (Logo / Headlines): Didot (or Didot LT), Playfair Display, Cormorant Garamond (fallback order).

Secondary Sans (UI / Details): Satoshi, Helvetica Neue, Inter (fallback order).

Note: The logo itself should be custom-set/outlined. These font families are production-friendly directions for brand consistency.

Use Case	Font	Weight	Size	Letter Spacing	Notes
Logo Wordmark: ZAYRA	Couture Serif	Regular	Custom	+40 to +80	All caps; optical kerning
Tagline	Sans or Serif Small Caps	Regular	10–12 pt	+80 to +140	Keep subtle; never bold
H1 (Web/Print)	Couture Serif	Regular	36–42 pt	+10 to +30	Lookbook titles, hero headers
H2	Couture Serif	Regular	22–26 pt	+10 to +20	Section headers
Body	Modern Sans	Regular	10.5–11 pt	0 to +10	Readable; generous line-height
Caption / Legal / Care	Modern Sans	Regular	8–9 pt	+20 to +40	Care labels, size, origin
Neck Tag (Brand Name)	Couture Serif	Regular	16–20 pt	+30 to +60	Foil/embroidery version

Embroidery Safety Notes

For embroidery: avoid ultra-thin strokes. Minimum stroke thickness should be ~0.35–0.45 mm at final stitch size. Keep the monogram single-color (Antique Gold thread) and do not add gradients.

Logo System

Primary Logo (Gold on Emerald)



Alternate Logo (Emerald on Ivory)



ZC Monogram

Monogram (Gold on Emerald)



Embroidery Application (Front Dress)



Garment Tags

Back Neck Brand Tag (Front)



Care Label (Back)



Tagline

Primary tagline for all brand touchpoints: **Luxury in Every Layer.**