

Brand Preview

Logo Design

01

Overview

The logo concept for **فرحة / Joy Patisserie** symbolizes happiness and celebra-

Heart / Represents love and joyful moments, like celebrations and family gatherings.

Heart's Ribbons / Signify festive decorations, enhancing the celebratory feel.

Farha [Joy] / Directly expresses happiness, aligning with the brand's joyful experience.

Patisserie with a smile-shaped wrap : Adds elegance and fun, reflecting quality and cheerfulness.

Logo concept



Logo design



Typography

02

Paratha (for "Patisserie"):

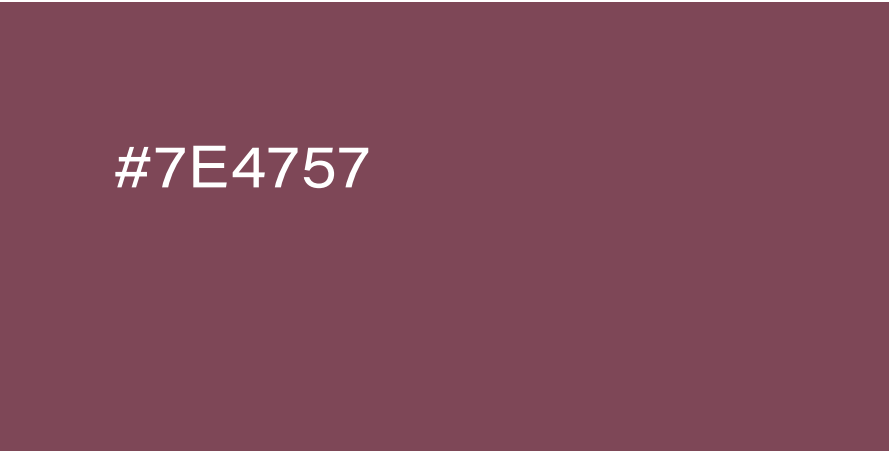
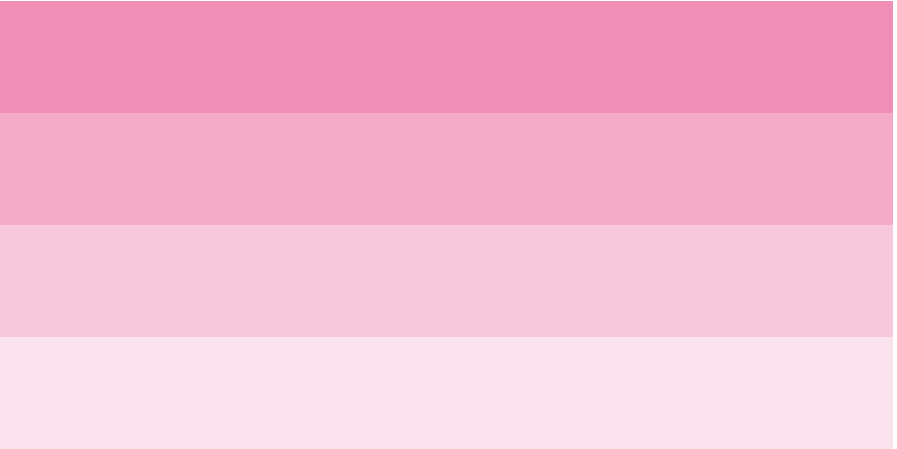
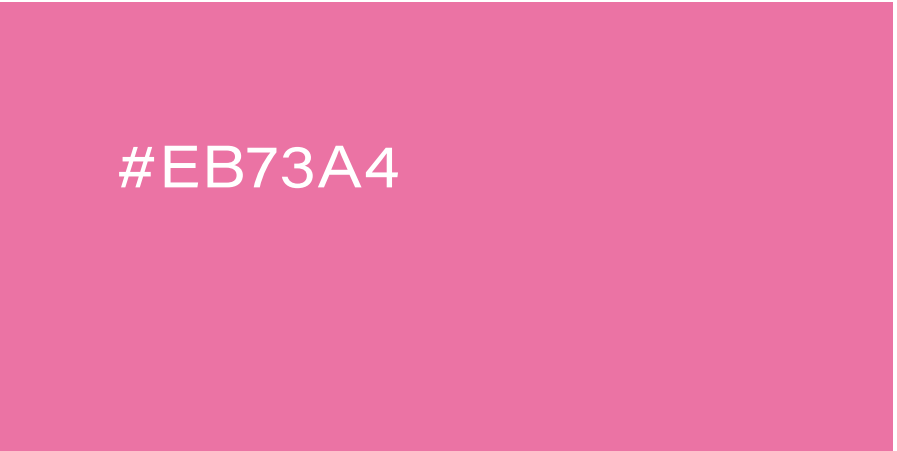
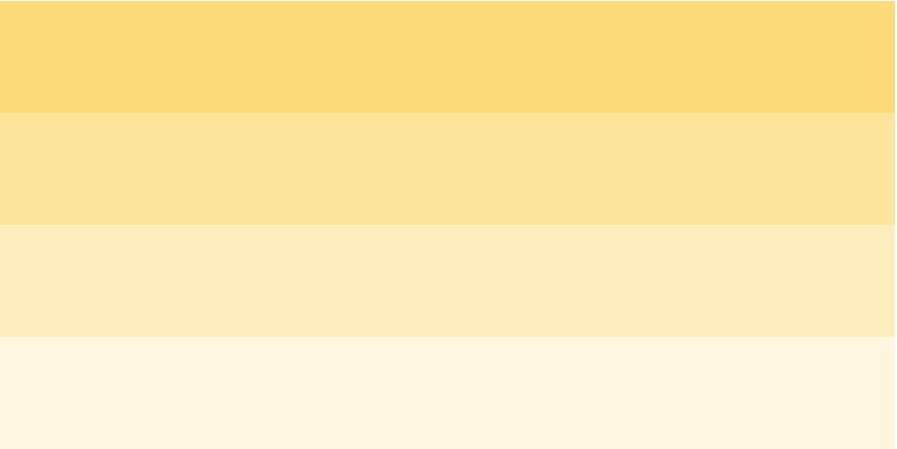
This font has a casual, playful feel, which matches the concept of joy. Its rounded and friendly design adds a light, inviting tone, perfect for a place that serves sweets.

MCS Diwany4 S_I (for Arabic):

Diwany script has an elegant, traditional appearance, often used in festive or important cultural events. It connects well to the heritage and importance of celebrations in the Arabic-speaking world, such as religious

Color Palette

Primary colors



Color usage



Color psychology



Gold Represents luxury, celebration, and high-quality sweets.

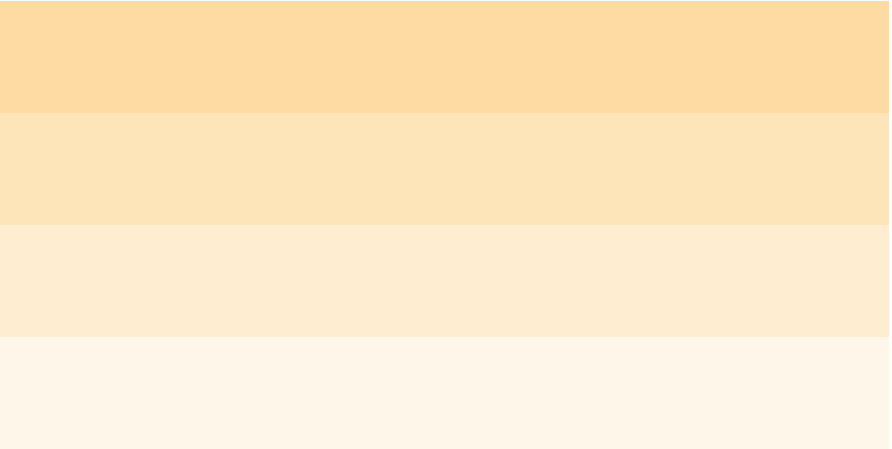
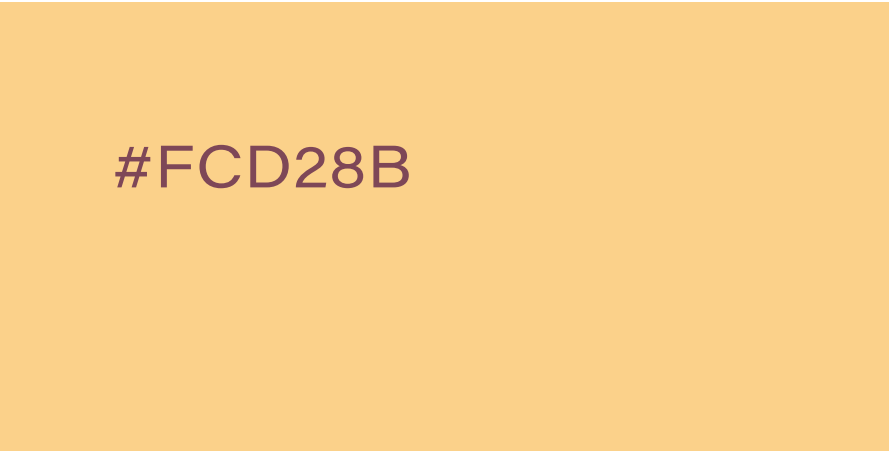
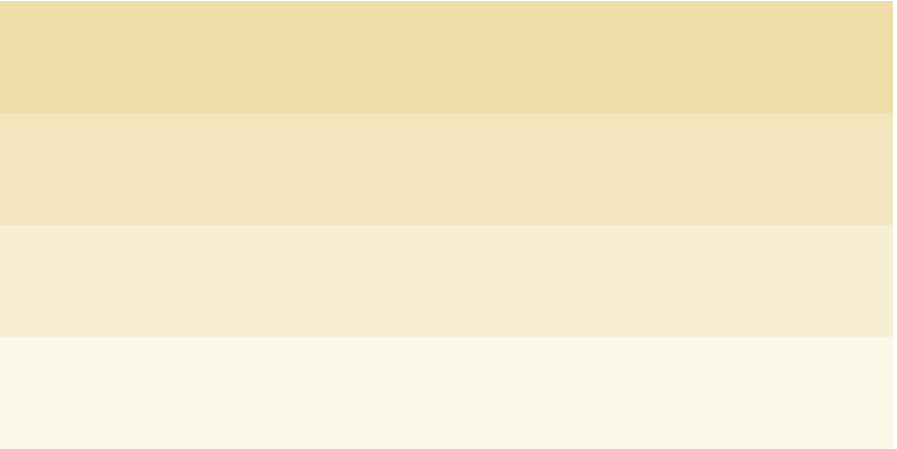
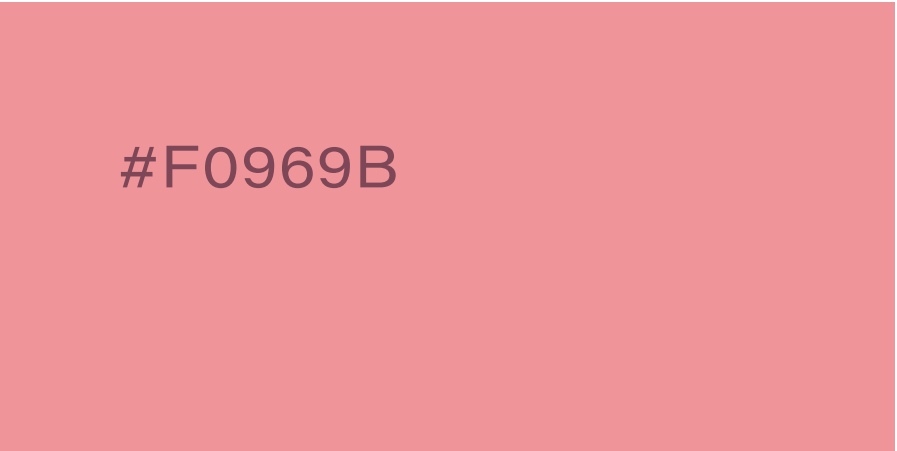


Bright Pink A fun and youthful color, symbolizing joy and excitement, especially appealing to children.



Deep Burgundy A rich color that conveys tradition and the deep avors of the sweets.
Secondary Colors: Use softer tones like cream and

Secondary colors



Color usage



Imagery

المولد النبوي الشريف





Graphic Element

In Store



رأس السنة الهجرية



عيد الفطر المبارك



Sweets
For every celebration

ضريقة
PATISSERIE



Packaging Design

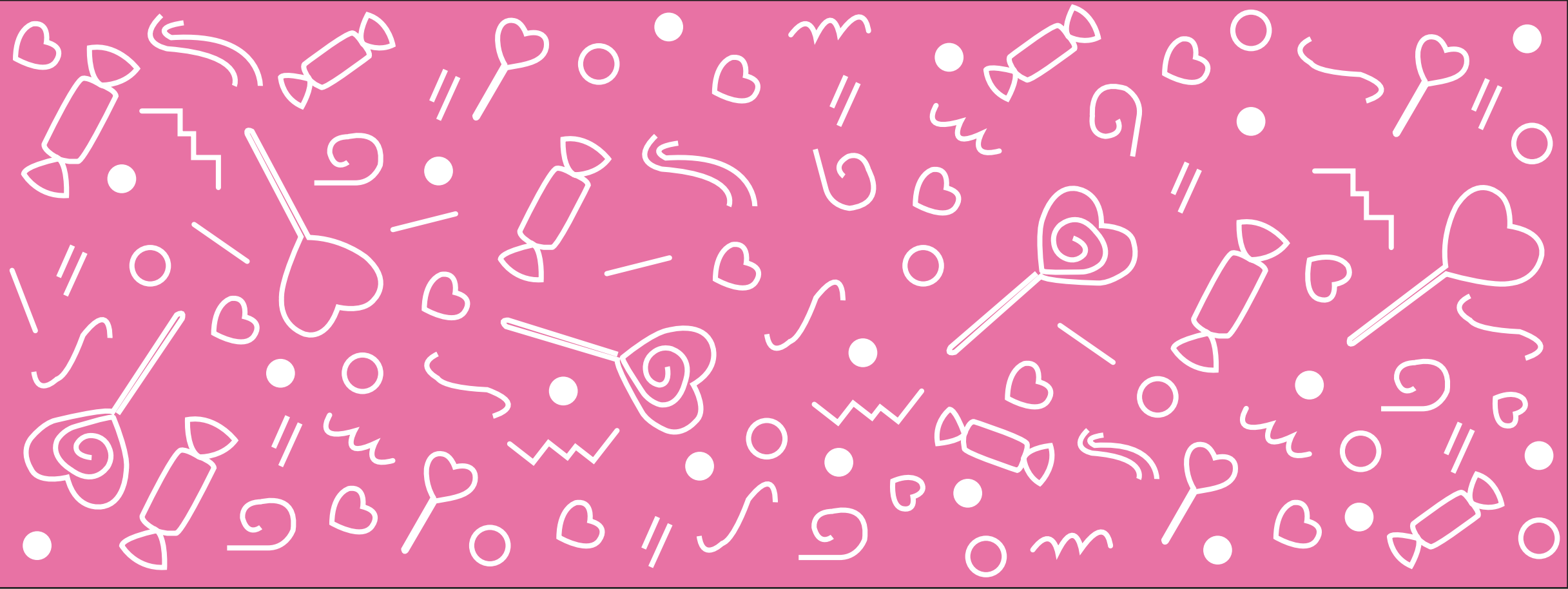






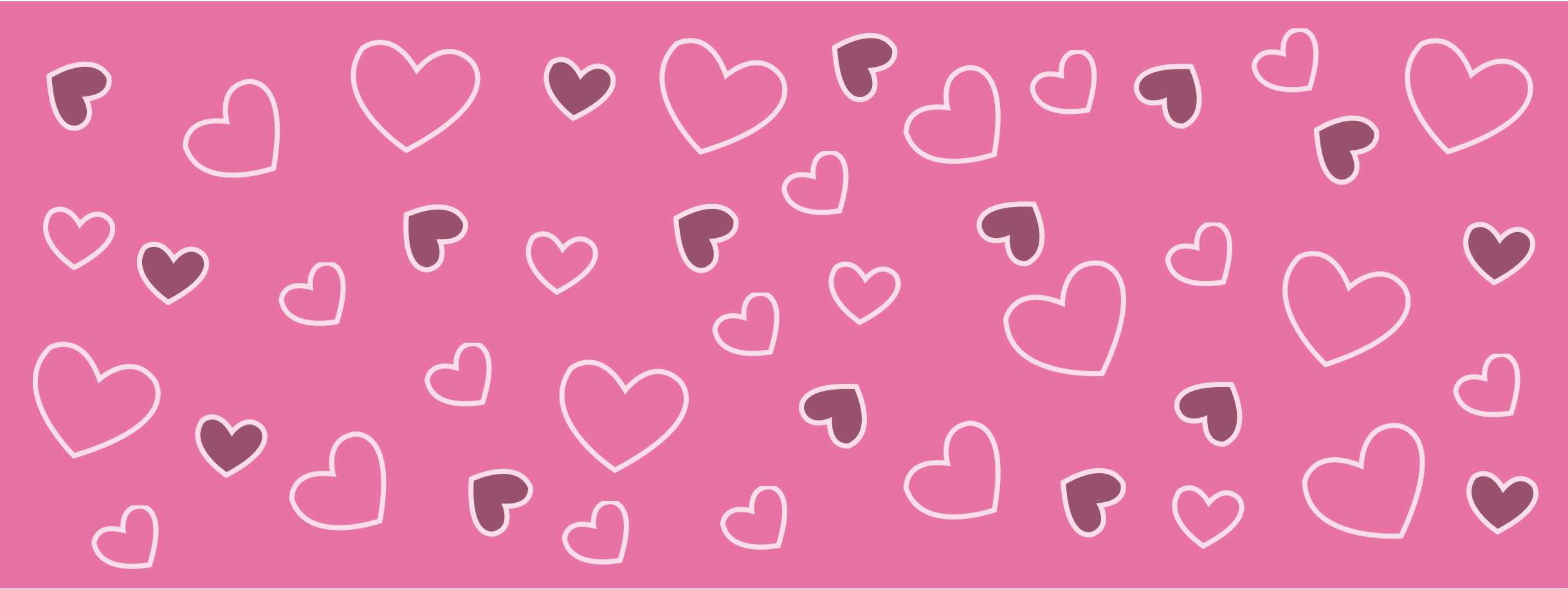
Sweets For Every Celebration





side kids boxs

main box side



Brand Guideline

A brand guideline for an Eastern sweets brand typically includes elements like the official logo, color palette, fonts, imagery guidelines, general design directions, applications on products and digital platforms, communication guidelines, and examples of proper brand usage. These guidelines ensure a consistent and coherent brand image across all touchpoints.

Marketing Collateral







Thank you



FARHA
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PROJECT CREDITS.

Logo design & Packaging / Toqa Osama
Visual identity / Habiba Mohmed
Presentation / Doha Mohmed



Creative Copy



Sweets For Every Celebration

Farha_فرحة



30\$ جاتوه بلاك فورست

30\$ جاتوه خوځ

30\$ جاتوه موش شوکولاته

30\$ جاتوه ريد فيلفت

30\$ جاتوه تيراميسيو

30\$ جاتوه وايت ويف

30\$ جاتوه فادج

30\$ جاتوه موس كافيه

30\$ مولتن کيک

30\$ جاتوه مانجا

30\$ تشيز کيک لوتس

30\$ تشيز کيک فراوله

30\$ تشيز کيک کراميل

30\$ کاب کيک راسبيري

30\$ کاب کيک شوکولاته

30\$ کاب کيک سنيکرز

30\$ ملفيه سکر

30\$ ميلفيه مربي

30\$ ميلفيه کراميل

30\$ ميلفيه شوکولاته

Thank you



FARHA

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