

Rashiq





Brand Definition – “Rashiq”

Rashiq is a modern Egyptian fitness and healthy lifestyle brand that inspires people to move, eat well, and live better all from the comfort of their own home.

Rooted in balance and motion, Rashiq represents more than fitness; it's a way of life built on energy, confidence, and self-care.

With a focus on home workouts, nutrition guidance, and personal well-being, Rashiq empowers individuals to stay active, healthy, and motivated — every day, everywhere.

Our identity blends fresh colors, natural energy, and modern design, symbolizing vitality, progress, and the joy of movement.

Rashiq isn't just about being fit it's about feeling strong, balanced, and alive.



Brand Story Rashiq

In a world that moves fast, many forget to move for themselves.

That's where Rashiq was born from a simple belief that health and energy should start at home.

Created in Egypt, Rashiq was built for real people those who want to feel stronger, lighter, and more alive without losing balance in their busy lives. It began as a vision: to bring fitness and healthy nutrition closer, easier, and more personal.

Not through strict routines or impossible diets, but through confidence, movement, and mindful living.

Every color, every motion, every product carries the same purpose: to remind people that being fit is not a trend it's a lifestyle of self-care, balance, and positivity.

Rashiq celebrates the beauty of movement

the stretch, the breath, the energy that flows through you when you take care of your body.

We don't chase perfection; we inspire progress.

We don't preach limits; we encourage balance.

We don't sell a product; we share a way of life.

Because at Rashiq, fitness is not just about how you look – it's about how alive you feel.

Brand Mission & Vision

Brand Mission

At Rashiq, our mission is to make fitness and healthy living accessible, enjoyable, and sustainable for everyone.

We aim to inspire people to move smarter, eat better, and nurture their bodies transforming everyday routines into moments of self-care and strength.

Through practical wellness guidance and at home fitness solutions, Rashiq helps individuals build confidence, energy, and a healthier mindset that lasts.

Brand Vision

To become the leading home fitness and wellness brand in Egypt and the Middle East, redefining what it means to live an active and balanced lifestyle.

We envision a future where wellness is part of every home a lifestyle of movement, nourishment, and vitality that empowers a stronger, happier generation.



Tone:

Rashiq speaks with positivity, motivation, and authenticity.

Our tone is encouraging yet confident, blending warmth with professionalism.

We communicate as a trusted fitness companion, not a strict instructor inspiring people to move, eat, and live better through simple, realistic choices.



Personality:

Rashiq is energetic, modern, and approachable.

It reflects the Egyptian spirit of vitality and resilience, infused with a fresh, global aesthetic.

The brand feels dynamic, youthful, and empowering, with a visual language full of movement, light, and natural energy.

It stands for balance between discipline and joy, strength and calm, health and happiness.



Brand Guidelines

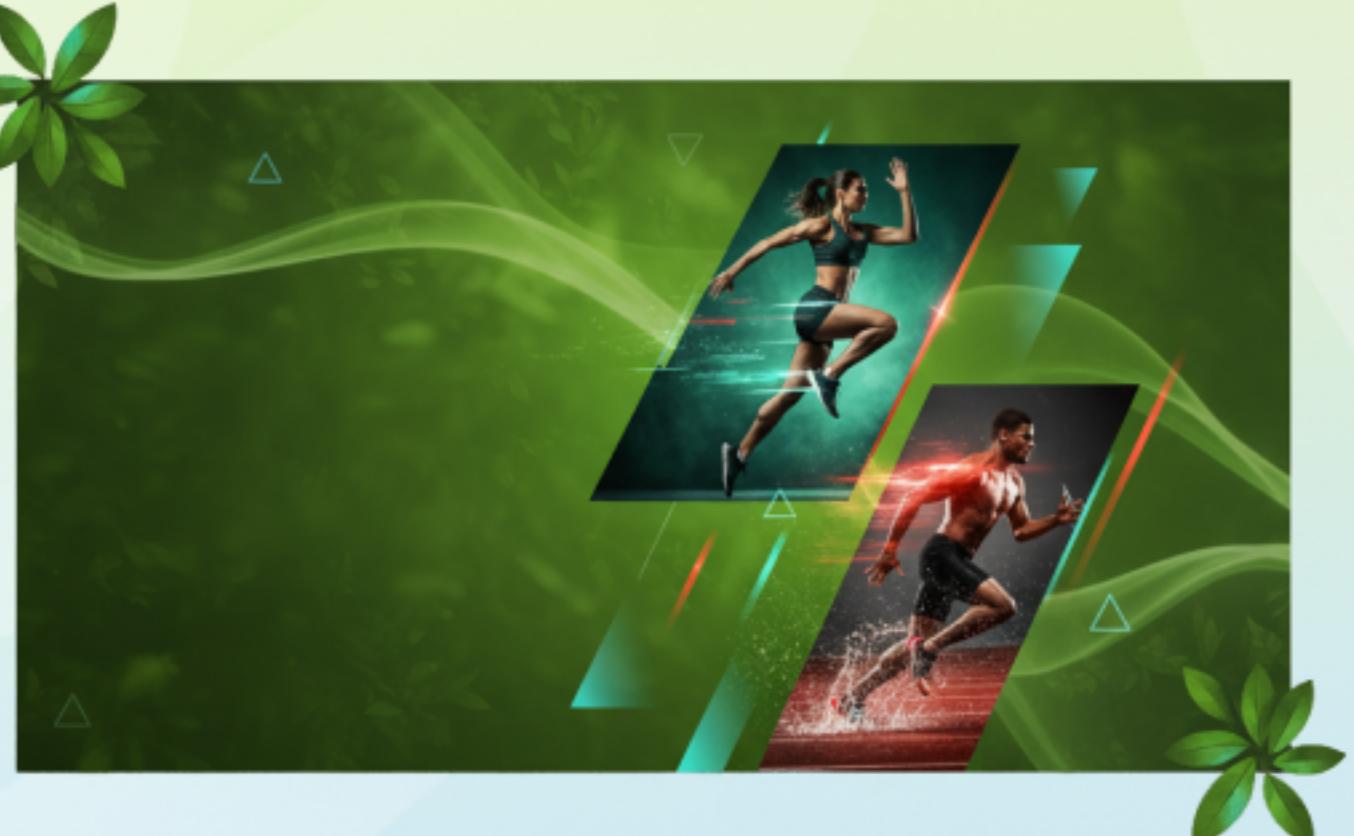
Brand Visual Language

Visual Essence:

Rashiq's Visuals Capture Movement, Freshness, And Balance

Combining Modern Fitness Energy With An Elegant, Calm Lifestyle Feel.

Every Visual Element Should Evoke Health, Positivity, And Motion Without Chaos Always



Colors

● Color Palette

Inspired By Health, Vitality, And Freshness:

- **Lime Green** (#BBD431) – Symbolizes Energy, Freshness, And Vitality.
- **Sky Blue** (#0078BF) – Reflects Calm, Balance, And Clarity.
- **WhiteSmoke** (#) – For Stability And Sophistication.
- **Very Dark Gray** (#2C2C2C) – For Contrast In Digital/Print Materials.

Use Lime Green And Sky Blue As Accents, Never Overpowering The Design.

White And Grey Tones Should Dominate Backgrounds For A Fresh, Breathable Feel.

C O L O R

lime Green

Color 1

Hex #BBD431

sky blue

Color 2

Hex #0078BF

shade
of orange

Color 3

Hex #D57638

Very dark
gray

Color 4

Hex #2C2C2C

Logo Concept

1. The Icon (Letter "R")

The Letter "R" Forms The Core Of The Brand Symbol

A Dynamic Green "R" Designed To Subtly Integrate The Silhouette Of A Running Human Figure Within Its Shape.

This Fusion Symbolizes Motion, Agility, And Vitality, Capturing The Very Essence Of "Rashiq" (Meaning Fit And Agile In Arabic).

- The Green Color Reflects Health, Growth, And Energy.
- The Human Form Inside The Letter Gives Life And Emotion To The Design — It's Not Just A Letter, It's A Movement.

"The R Is Alive — It Moves, It Breathes, It Inspires."

2. Typography

The Brand Name Rashiq Is Written In A Bold, Modern Typeface, Conveying Strength And Confidence.

The Blue Tone Represents Trust, Professionalism, And Clarity.

When Combined With The Vivid Green Of The Icon, It Creates A Perfect Harmony Between:

- Energy & Motion (Green)
- Trust & Stability (Blue)

Together, They Express A Lifestyle That Is Both Active And Balanced.

3. Overall Concept

The Rashiq Logo Communicates Fitness, Health, And Physical Vitality With A Clean And Memorable Aesthetic.

Its Minimal Form — Centered Around A Single Letter — Makes It Instantly Recognizable And Highly Versatile Across Applications.

The Design Embodies:

- Wellness And Balance
- Simplicity And Memorability
- Positive, Active Lifestyle

Perfectly Suited For:

 Fitness & Home Training

 Healthy Nutrition

 Wellness And Health-Tech Applications

4. Strength & Impact

- Smart Symbol Integration: The Human Figure Within The "R" Creates An Iconic And Unique Mark.
- Balanced Colors: Green For Vitality, Blue For Trust — A Dynamic Yet Professional Palette.
- Simplicity: Easy To Recognize, Scalable For Digital And Print.

The Logo Isn't Just A Mark — It's A Statement Of Motion, Wellness, And Confidence.

logo sketch



Visual Elements



+

Rashiq

- motion
- health
- positivity



the name

Rashiq

VERTICAL

Rashiq

0,180x

0,70x

Mono color Logo

Rashiq

Rashiq

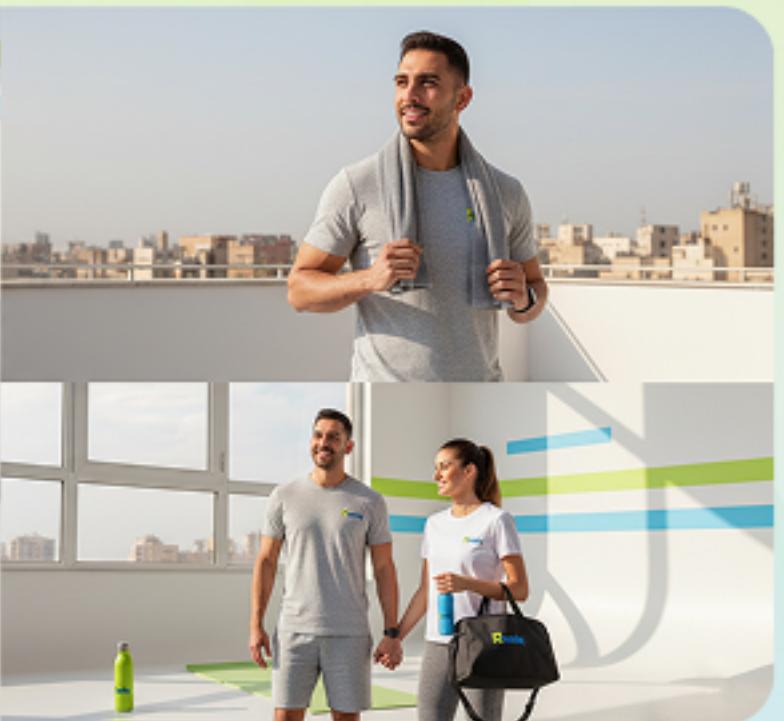


(CLEAR SPACE)











Typography

Poppins

(Titles & Subtitles)

Bold

Semibold

Medium

Regular

Light

Thin

League Spartan

(Body Text)

Bold

Semibold

Medium

Regular

Light

Thin

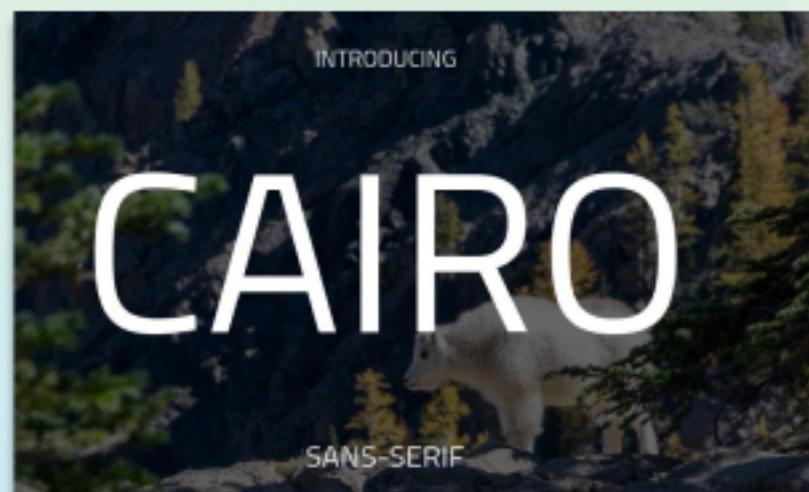
الخط العربي

Cairo Light

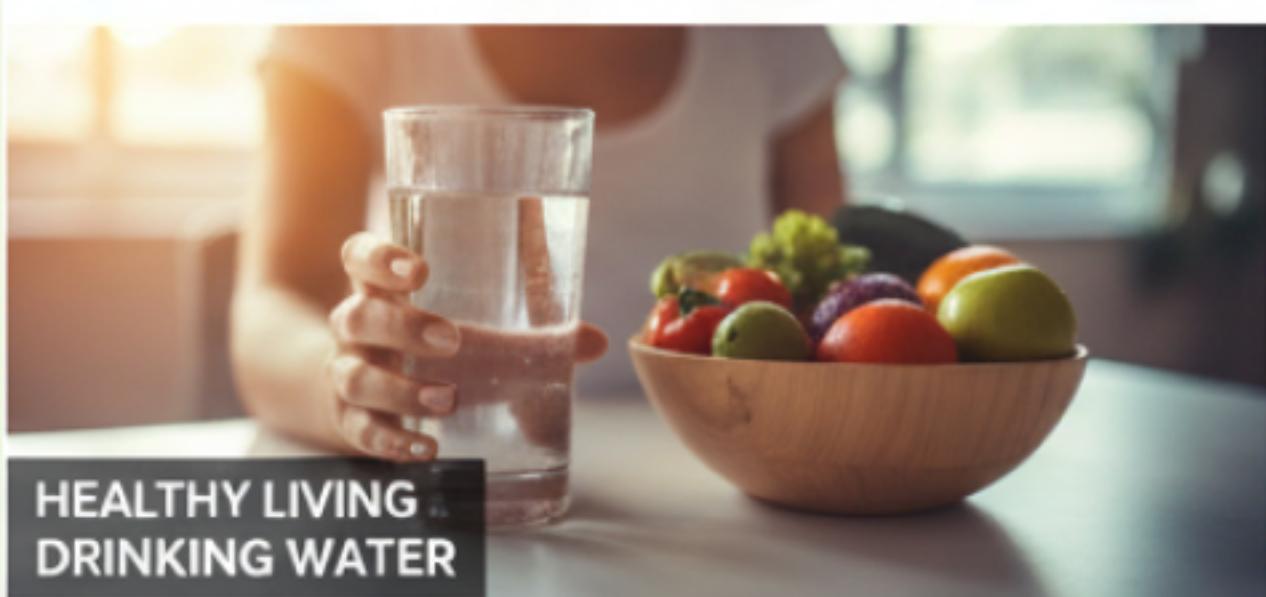
Cairo Regular

Cairo SemiBold

Cairo Bold



Moodboard





Booklet

Rashiq

JOIN NOW

راشقك مش محتاج جيم



Rashiq

JOIN NOW

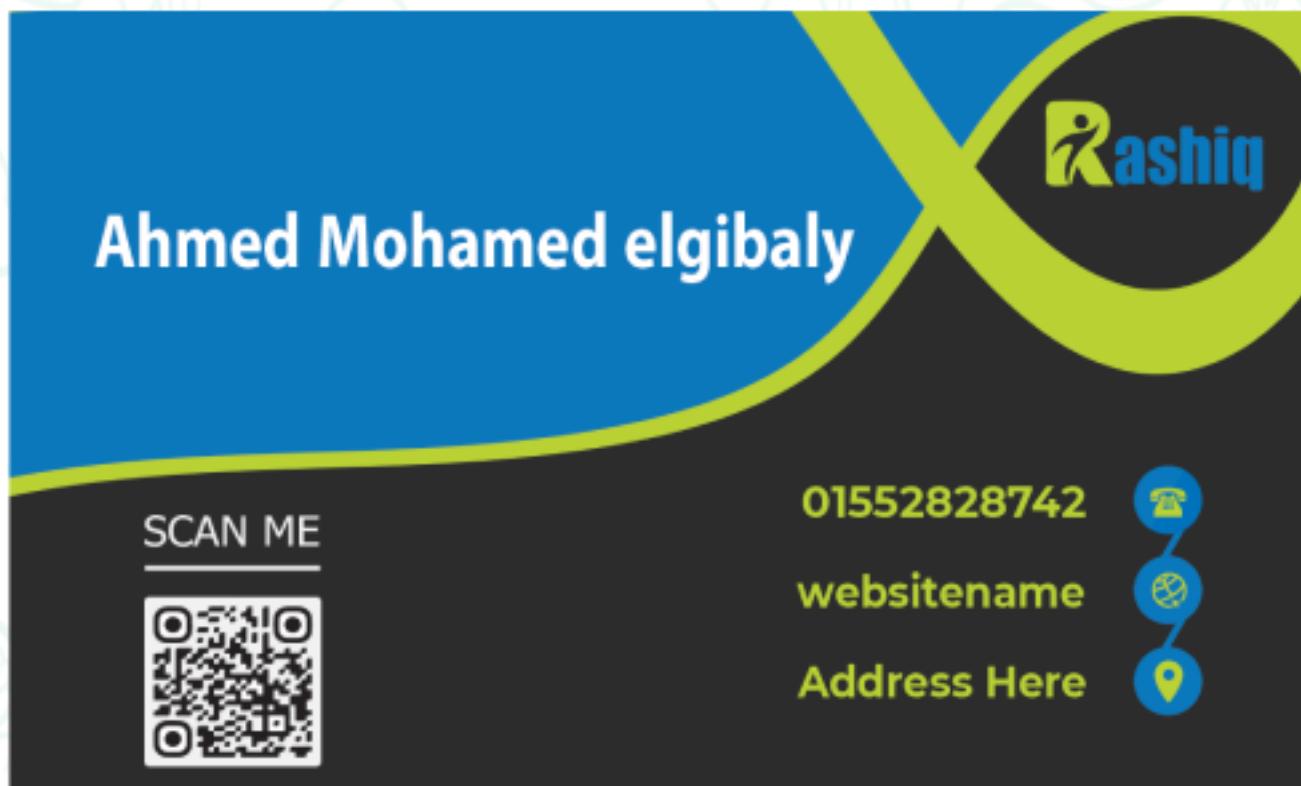
راشقك مش محتاج جيم

Rashiq

العزياز والابتكار

- ذكاء اصطناعي يضع خطط خاصة بك
- متابعة عبر لوحة تقدم ورسوم بيانية
- تحديات يومية وجواز تحفيزية
- تكلفة أقل بكثير من المدرب أو الجيم

Cards



Flyers



WEIGHT LOSS



30 DAYS

CHALLENGE

Are you ready for
the challenge ?
30 Days of Nutrition

- ✓ Drink 8 cups of water daily to stay hydrated.
- ✓ Do 30 minutes of physical activity daily to boost energy.
- ✓ Sleep 7-8 hours to strengthen your immunity.
- ✓ Reduce sugar intake to maintain your weight and health.
- ✓ Add leafy vegetables to your meals daily.
- ✓ Do 10 minutes of stretching exercises for better flexibility

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to get discount

25 % OFF

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صحتك في بيتك.. قرار في أيديك



SCAN ME



your email



Your web



(00) 000 000 000





The image shows the Rashiq mobile application's landing page. It features a large smartphone in the center displaying a workout completion screen. The screen shows two people flexing their muscles, the text "Congratulations, You Have Finished Your Workout!", and a note about completing the challenge. A "Back To Home" button is at the bottom. To the right of the phone is the Rashiq logo, which consists of a stylized green and blue figure running. Below the logo is a black button with the text "Download on the App Store" and the Apple logo.



The image displays various screens from the Rashiq mobile application. On the left, there's a "Workout" screen showing a woman doing a sit-up, with sections for "Push Ups", "Squats", "Cardio", and "Analysis". Next to it is a "Statistics" screen with a bar chart for activity levels and a progress bar for last week's goals. In the center, a woman in a green shirt is smiling. To her right are screens for "Login" (with Google and Facebook options), "Sign Up", and "Meal Planner" (showing meal plans and calorie counts). Other visible screens include "Get Fit, Stay Fit, Live Better" with a "Get Started" button, and a "Profile" screen with a "Nice, Noreen" header and a "Today Steps" summary.