



The Dream Wavers

MennaTullah Abdulaty & Maya Samer



Farha Joyful Eastern Sweets

Farha is an Eastern sweets store that offers a variety of delicious treats loved by both children and adults. The brand aims to be a part of every celebration, bringing joy and sweetness to special moments. Whether it's a family gathering, birthday, or holiday, Farha provides traditional sweets with a modern twist.

01/ LOGO

Logo Symbol



The use of hearts and pink colors creates an emotional connection with the audience.



The smiley face not only represents general happiness but specifically conveys the joy of eating sweets. eating sweets

Logo Variation



Logo Size



80 px



60 px



30 px



02/ COLOR PALETTE



Primary Colors

FDD09C	Yellow Soft
F58C88	Salmon Pink
DB4F77	Candy Red
2D1315	Deep Burgundy

FDD09C



F58C88



DB4F77



2D1315



03/ COLOR PALETTE



Secondary Colors

FFE5C9	Light Yellow
F9AD92	Salmon Pink
E66F7F	Candy Red
82394B	Burgundy

FFE5C9



F9AD92



E66F7F



82394B



04/ TYPOGRAPHY



Regular

18 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

MV Boli

Aa

Evoke joy, elegance, and approachability

Bold

18 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Aa

Evoke joy, elegance, and approachability

05/ EXAMPLE OF USAGE



Shirt



Bag

06/ GATHERIN POSTER

Farha brand is also made for friends and family gatherings and for people who loves sharing.



07/ Sweet Box



08/ SWEETS POSTER



09/ EID POSTER

Your life is more fun with Farha.



Farha فرحة

حلوه لكل مناسبة



→ ORDER NOW

01113901888
WWW.FARHA2024.COM

10/ RAMADAN POSTER

Farha is sweet for every gathering and celebrations.



FOLLOW US NOW



رمضان كريم



حلوة لكل مناسبة

→ ORDER NOW

01113901888
WWW.FARHA2024.COM

11/ MENU



Farha فرحة

الكيلو

- | | |
|----|--------------|
| 60 | بسبوسة سادة |
| 60 | بسبوسة بندق |
| 60 | كنافة كريمة |
| 60 | كنافة مكسرات |
| 60 | جلاش سادة |
| 60 | جلاش كريمة |
| 60 | جلاش فستق |

حلوة لكل مناسبة



Farha فرحة



Thank You :)