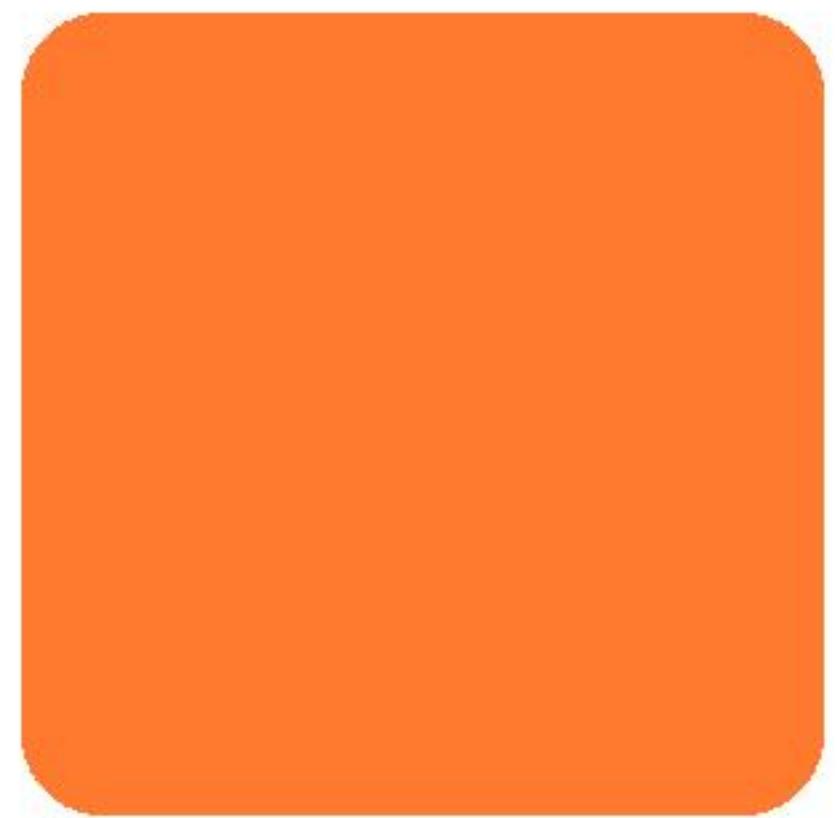






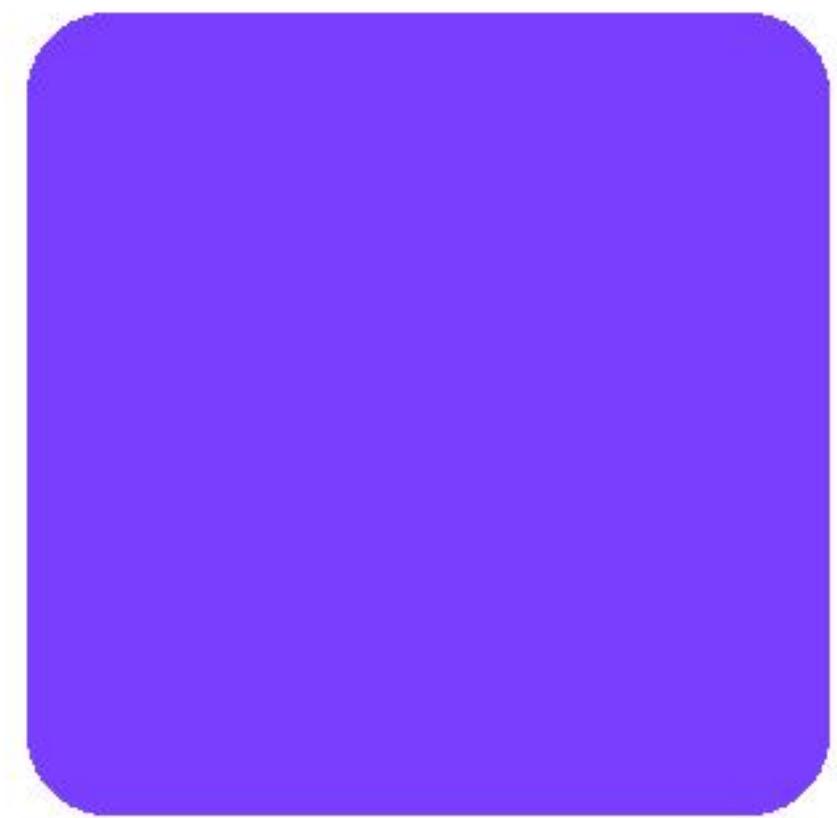
Color Palette



#FF7A2E



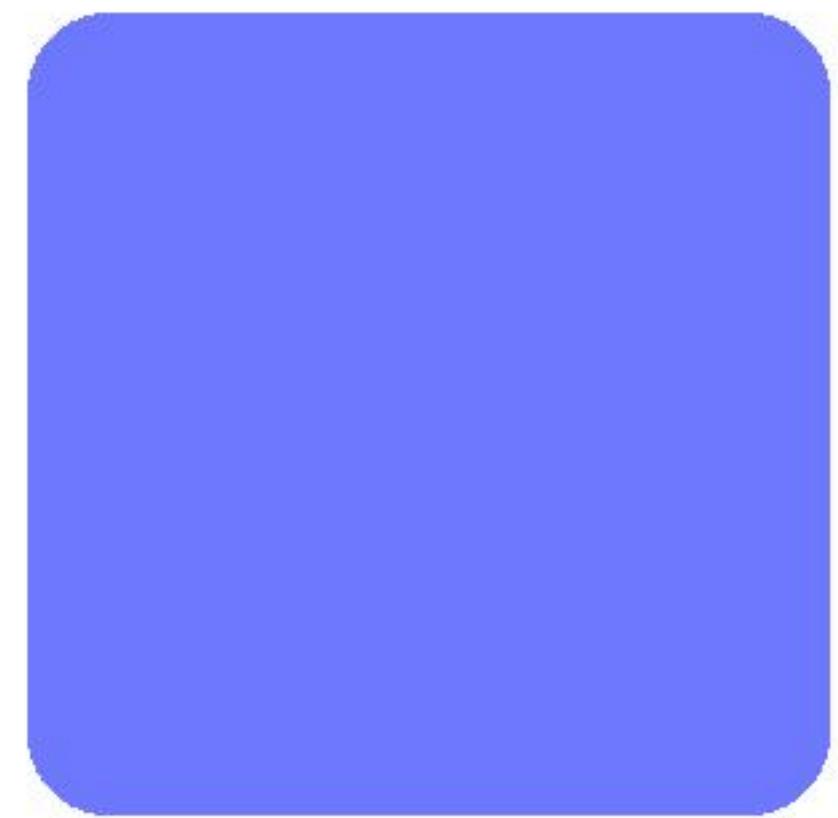
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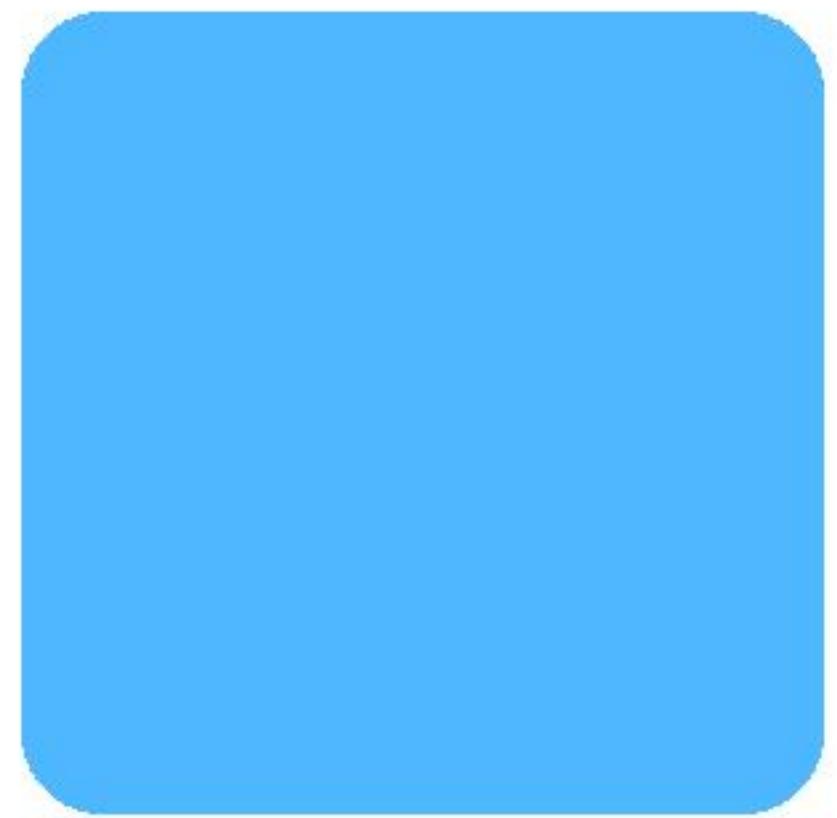
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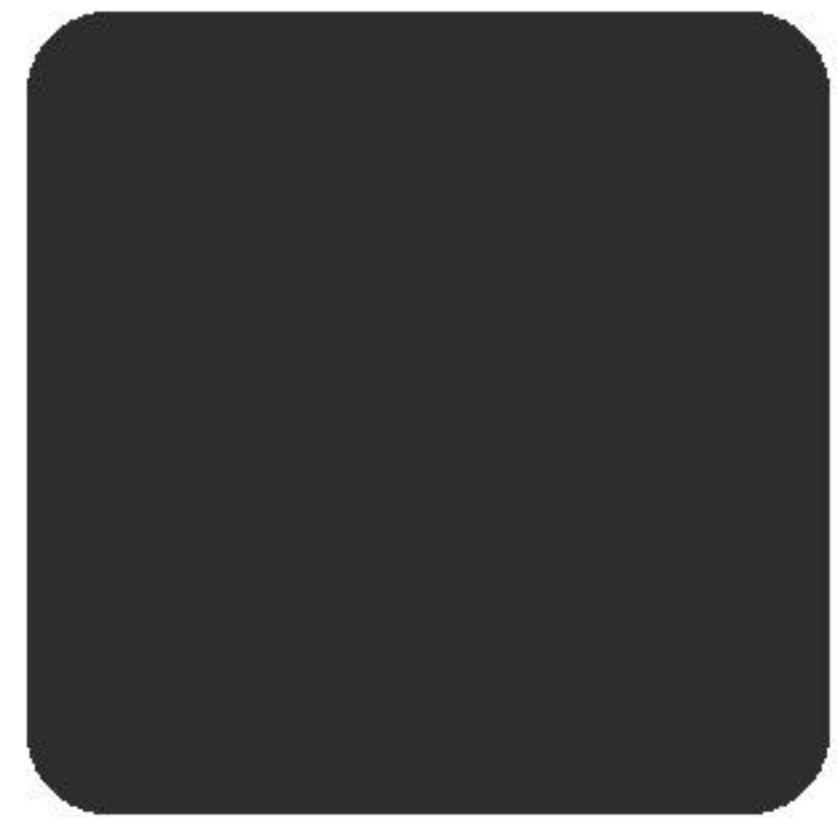
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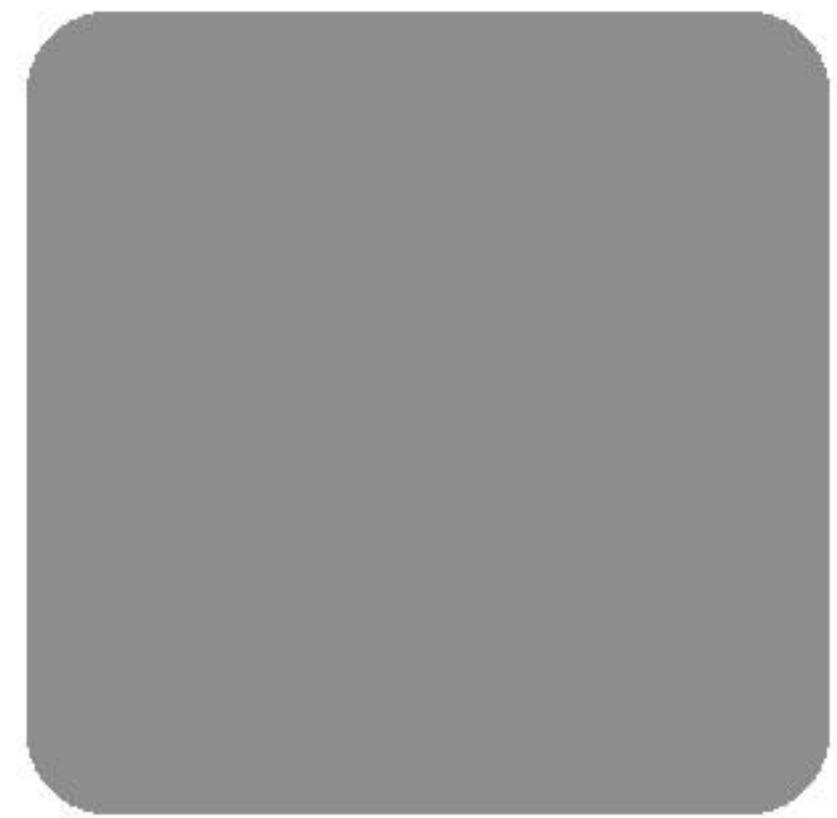
#4DB7FF



#FFF7F0



#2E2E2E



#8E8E8E

## Typography & Tone

**Headlines (EN): Rounded Sans (e.g., Nunito ExtraBold)**

**Headlines (AR): Tajawal ExtraBold**

**Body (EN): Nunito Regular**

**Body (AR): Tajawal Regular**

## Brand Voice:

- playful, warm, trustworthy

- simple words, short sentences

- focus on comfort, quality, joy

- use emojis sparingly (star, rainbow)

**Applications - Social, Packaging, Stationery**

see included PNG templates inside 'social\_templates' folder.

