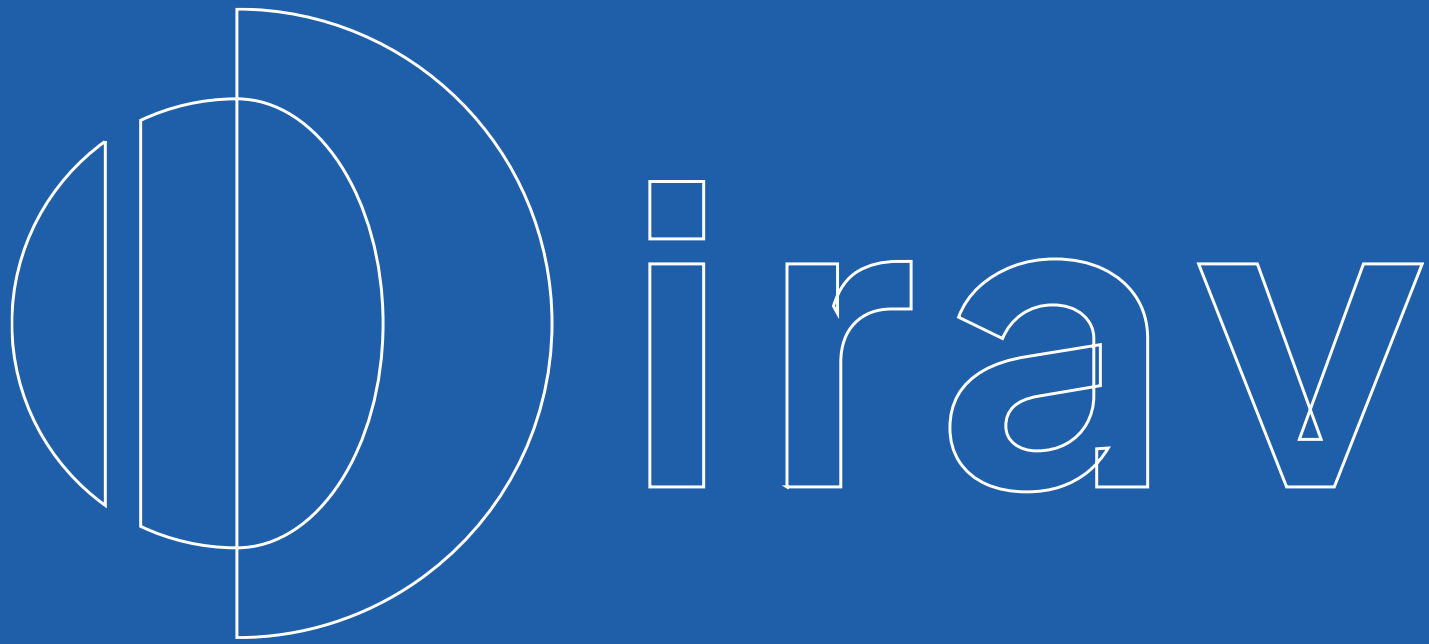
Brand Guidelines

Designed By
Mohammed Al-Samarrai

Designed To
Dirav

Project Implemented
2026 – 1 – 22


Diray

Content

01. Logo Design

02. Brand Colors

03. Typography

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1

Logo Design

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Design Exploration Phase

During the logo development process, multiple design directions were explored to test different ways of constructing the letter D using geometric principles. Each variation examined changes in stroke thickness, curvature, and internal spacing in order to study how visual weight and negative space affect clarity and balance. This stage was essential for understanding how the symbol behaves at different sizes and in different contexts, especially for digital interfaces where legibility is critical. Through these iterations, weaker structures were eliminated and stronger compositions were identified, allowing the design to gradually move toward a cleaner, more confident, and more functional form.

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Final Logo Selection

The final version of the logo was selected because it provides the strongest balance between simplicity, clarity, and visual strength. The letter D is immediately recognizable, even at small sizes, and the geometry remains consistent across different applications such as app icons, user interfaces, and printed materials. Compared to earlier concepts, this design avoids unnecessary internal divisions and maintains a clear silhouette, which improves brand recognition and long-term usability. The result is a stable and modern mark that reflects reliability and structure, making it well suited for a software-based financial system and scalable across all branding platforms.

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2

Brand Colors

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Soft White

HEX: #F7F8FA
Role: Main background

Rich Black

HEX: #0B0D12
Role: Primary text, logo color

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Primary Blue

HEX: #1F5EA8
Role: Brand color

Dark Blue

HEX: #163E73
Role: Structural support

Beige Gray

HEX: #E6E3DE
Role: Subtle highlights

Accent Yellows

HEX: #F2C97D
Role: Accent color

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Typography

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English Font

The English typography in Derav is based on Plus Jakarta Sans, a modern and highly readable typeface designed for digital products. Its clean geometry and balanced letterforms make it ideal for interface labels, numbers, and headings, especially in data-driven environments. The font supports clear visual hierarchy while maintaining a friendly and contemporary appearance, which aligns well with the product’s educational and financial purpose.

Aa

Plus Jakarta Sans

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

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Arabic Font

يعتمد النظام الطباعي في هوية ديراف على الجمع بين الوضوح والطابع العصري. تم اختيار خط واضح للنصوص الأساسية لما يتميز به من سهولة قراءة عالية وثبات بصري في الواجهات الرقمية، خصوصًا في الجداول والمحتوى المعلوماتي. أما الخط المستخدم في العناوين والعناصر البارزة فقد تم اعتماده لمنح الهوية شخصية هندسية حديثة تعكس الطابع التقني للبرنامج. هذا التوازن بين الخطين يضمن تجربة قراءة مريحة مع حضور بصري قوي للعناوين والمعلومات المهمة.

أ ا ع

Plus Jakarta Sans

ب ب ت ت ث ث ج ج ح حخ خ د د ذ
ذ ر ر ز ز س سش ش ص ص ض ض
ط ط ظ ظع ع غ غ ف ف ق ق ك كل
ل م م ن ن هـ هـ و و ي ي

0 1 2 3 4 5 6 7 8 9

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Thank you for your time and consideration.

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