

حرفة لكل مناسبة

# Color Palette:

## Primary Colors

**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 Color

Use softer tones like cream and pastel hues to create a sense of warmth and joy for families and special occasions.

## About Farha:

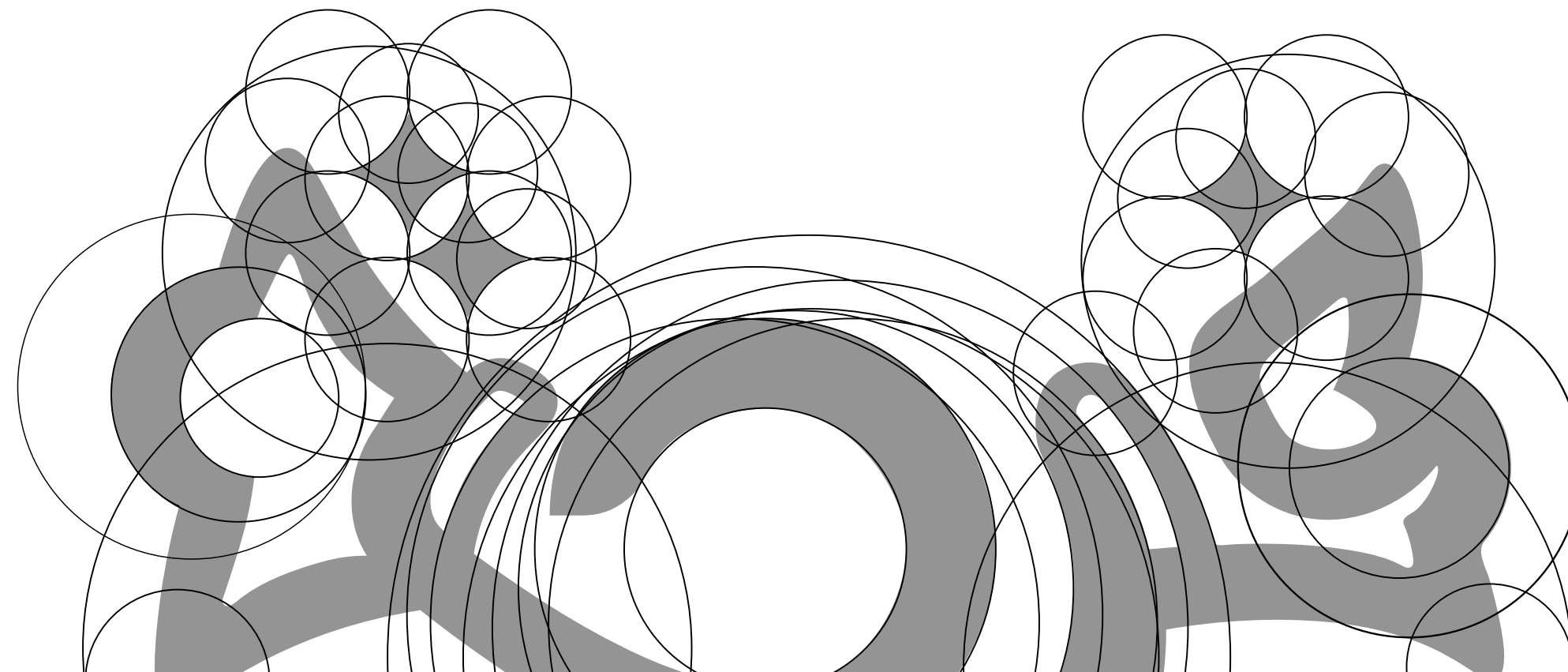
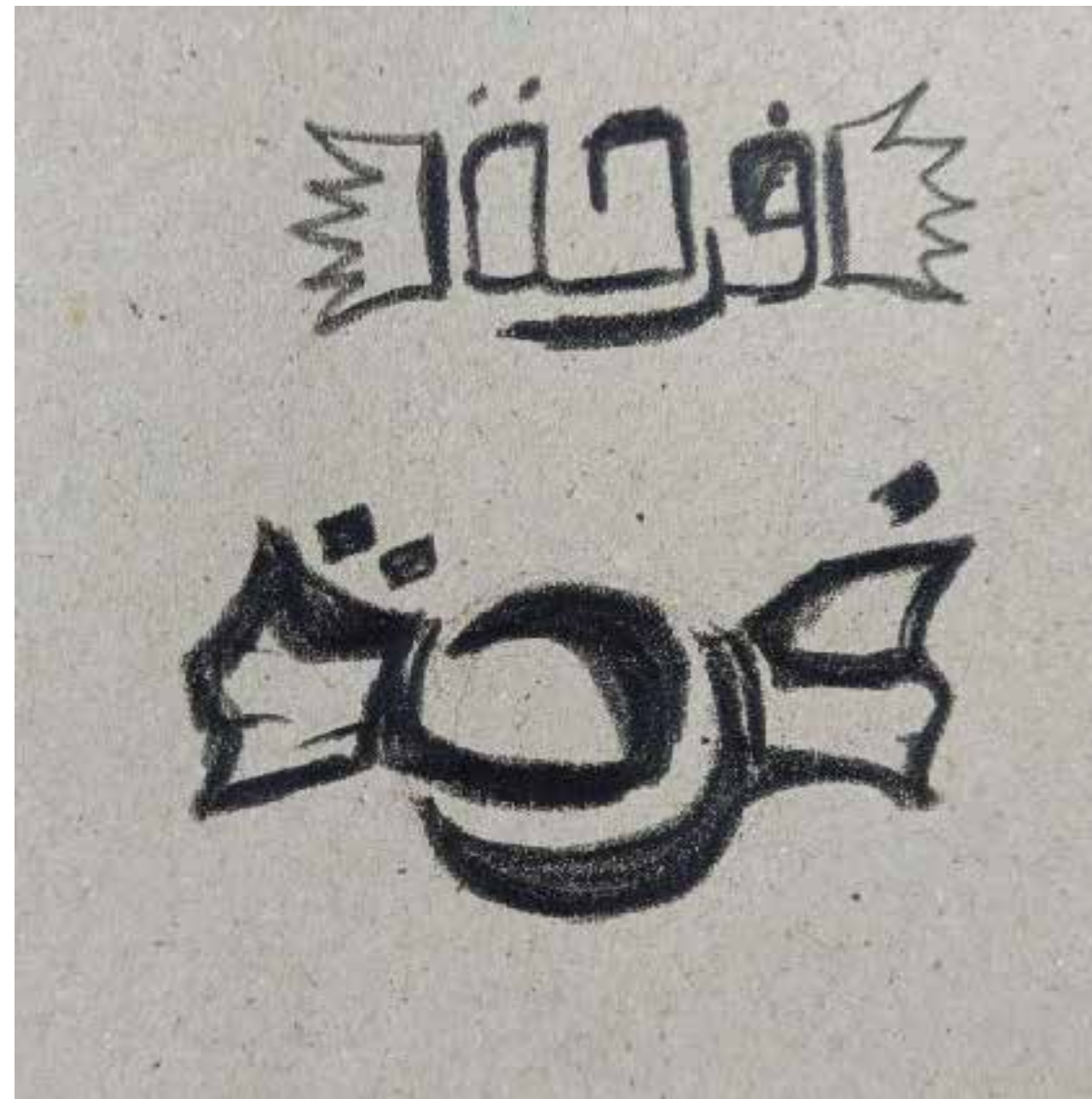
Farha is an Eastern sweets store that offers a variety of delicious treats loved by both children and adults. The brand aims to be a part of every celebration, bringing joy and sweetness to special moments. Whether it's a family gathering, birthday, or holiday, Farha provides traditional sweets with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

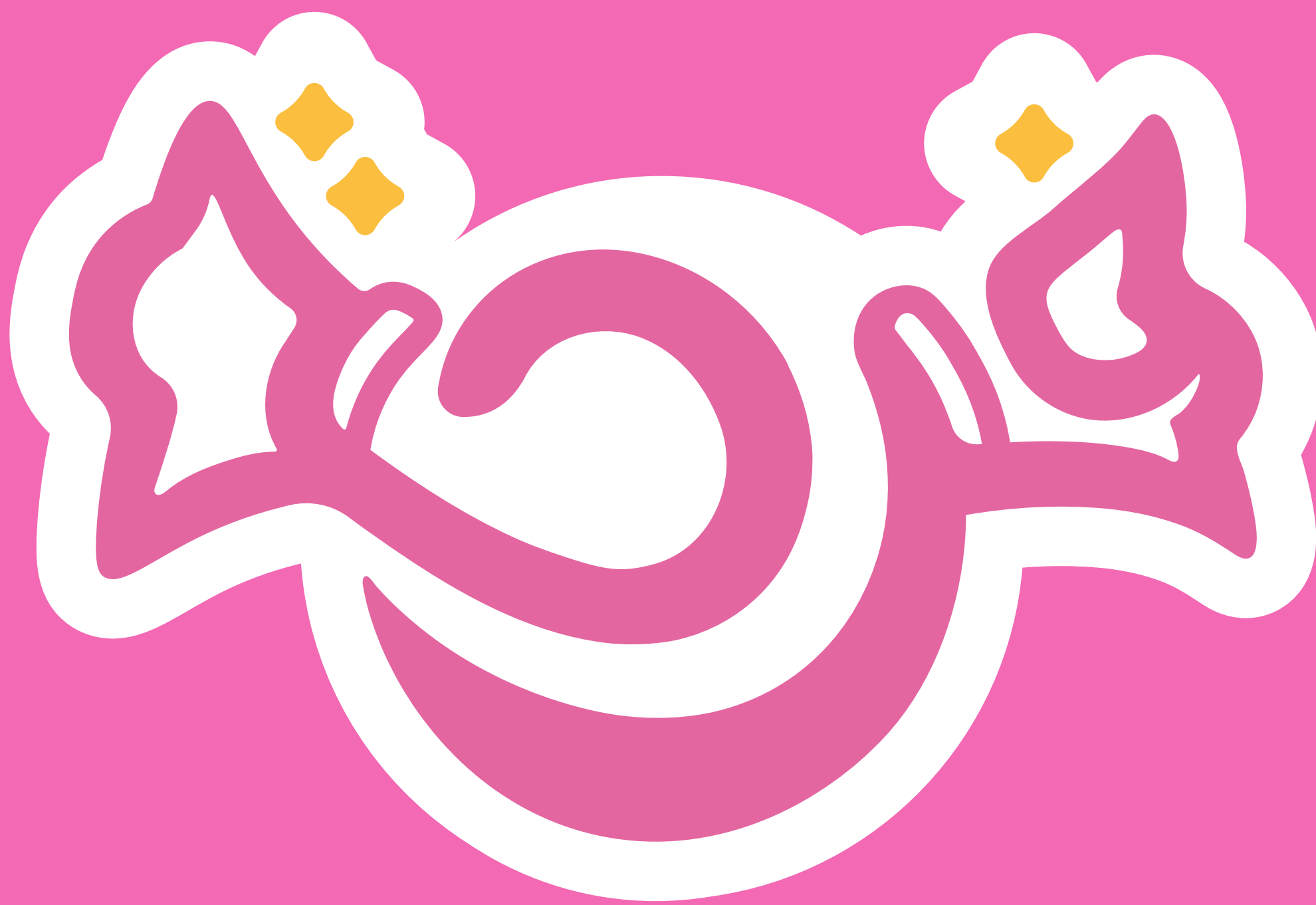
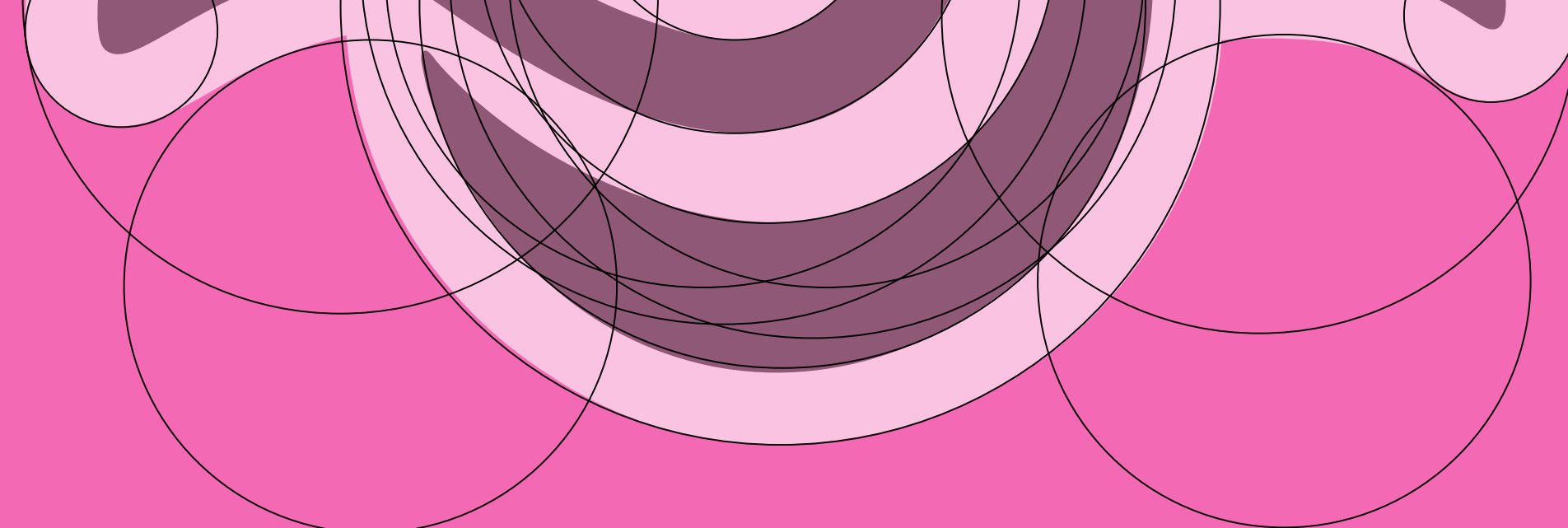
## Logo concept:

Design Concept: Design Concept: The logo should blend tradition and joy. The name "Farha" (فرحه) means "joy" in Arabic, which will be reflected in both the typography and the design.

## Tone:

The typography should evoke joy, elegance, and approachability, in line with the theme of sweet celebrations







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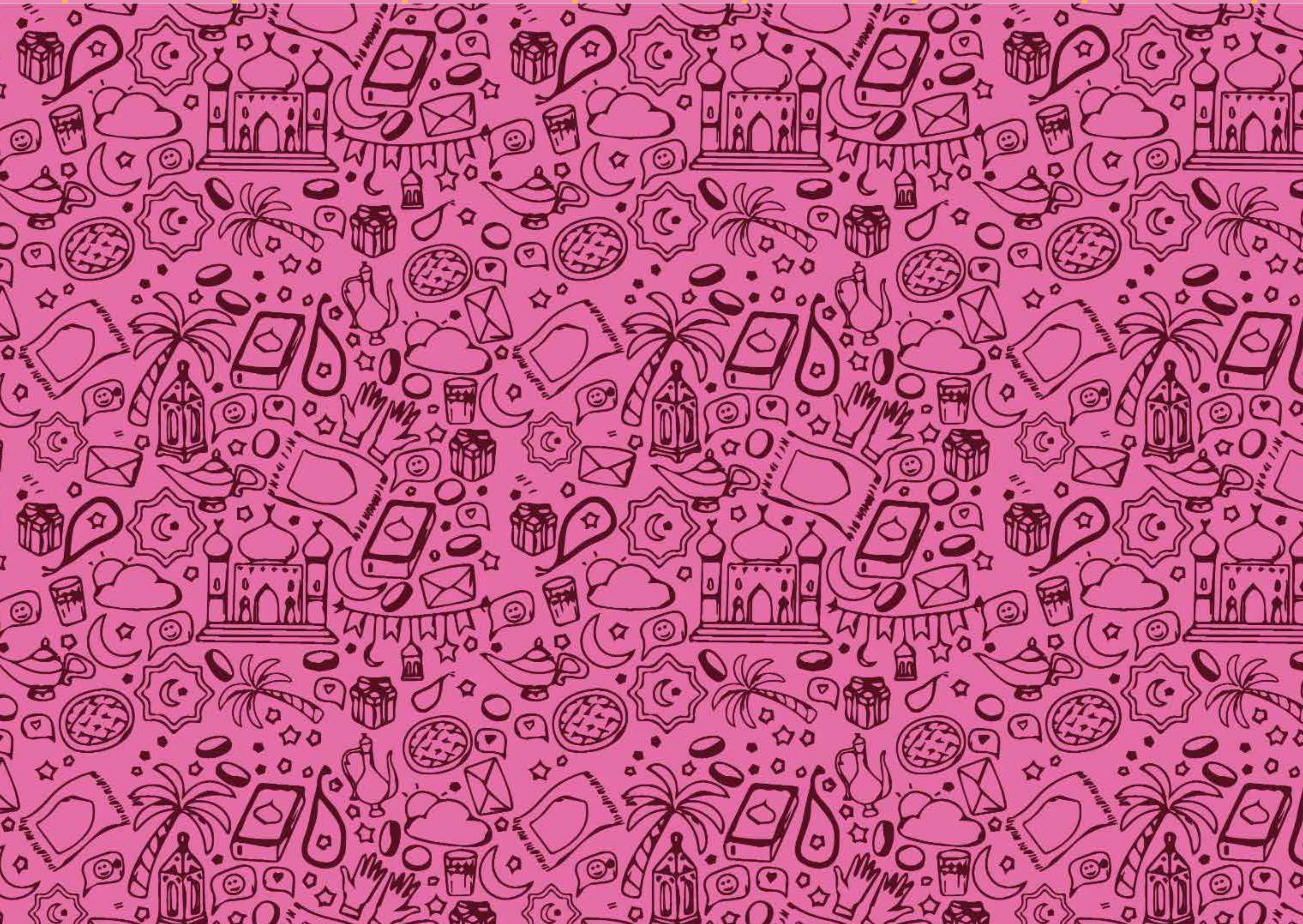


E5AD4A



57061D







# Fonts:

## Primary Font (Arabic and English):

For Arabic, select a friendly elegant font to maintain cultural authenticity and a sense of celebration.

For English, a modern sans-serif font with soft

Font type:

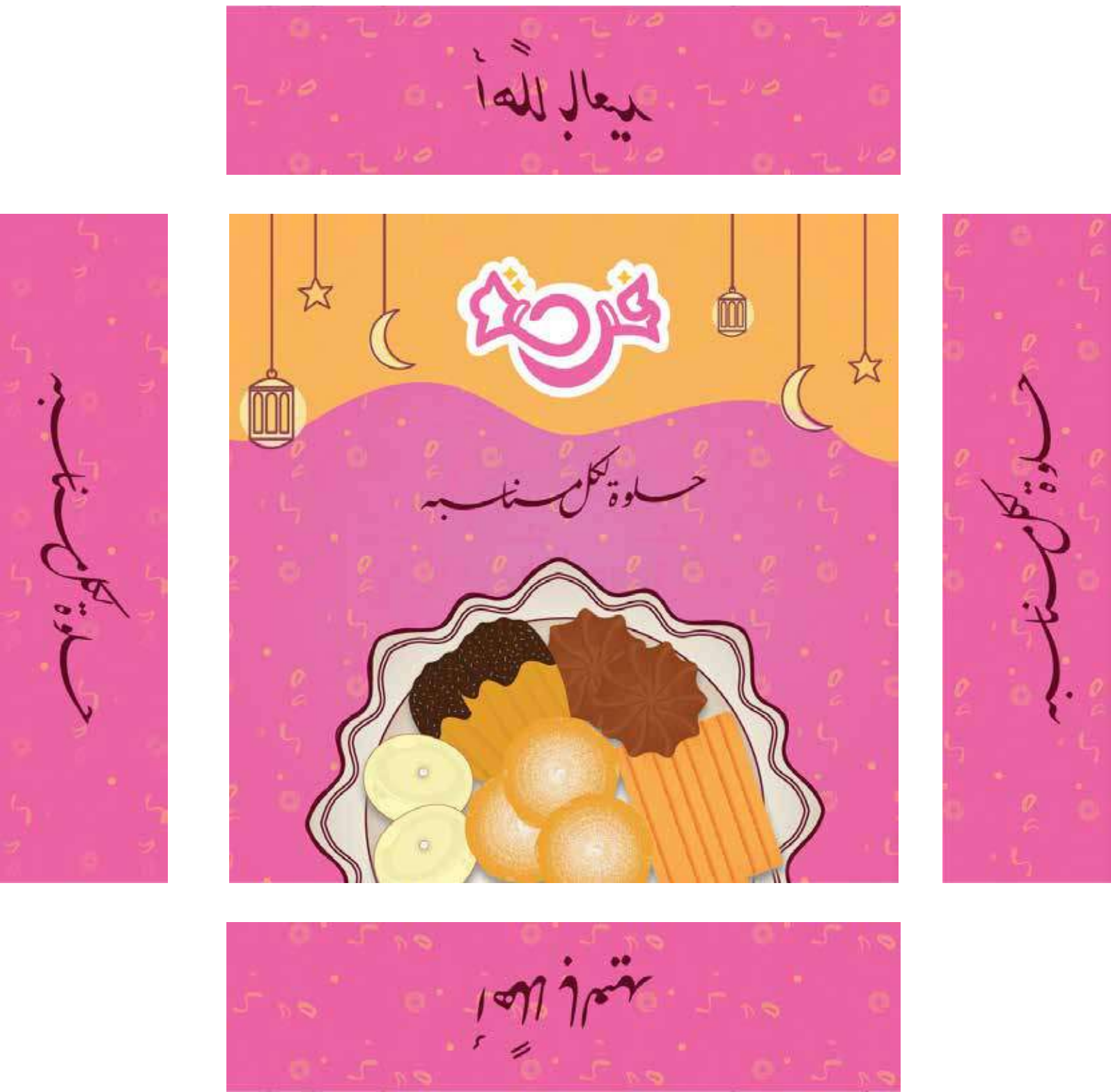
DG Trika Font



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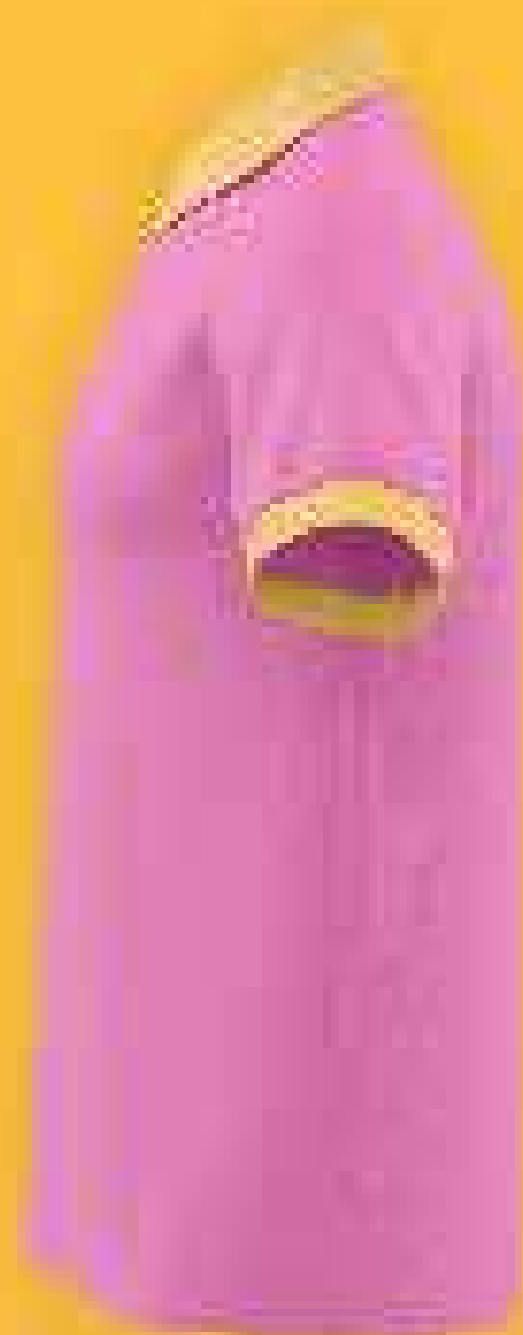


















# طوی لکل مناسبه



Hotline  
16690

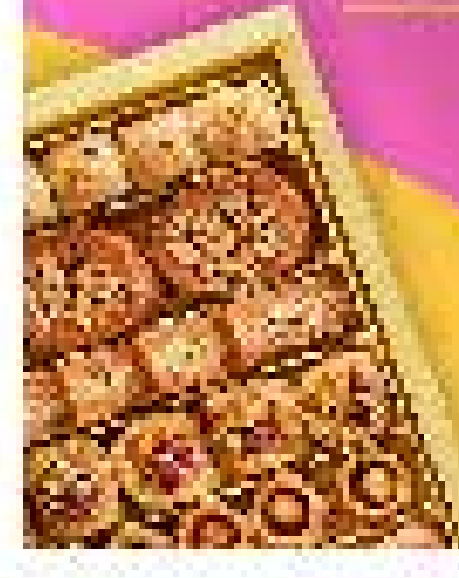
# فیرحه تکمل فرحتنا



حلوى  
لكل مناسبة



لكل مناسبة

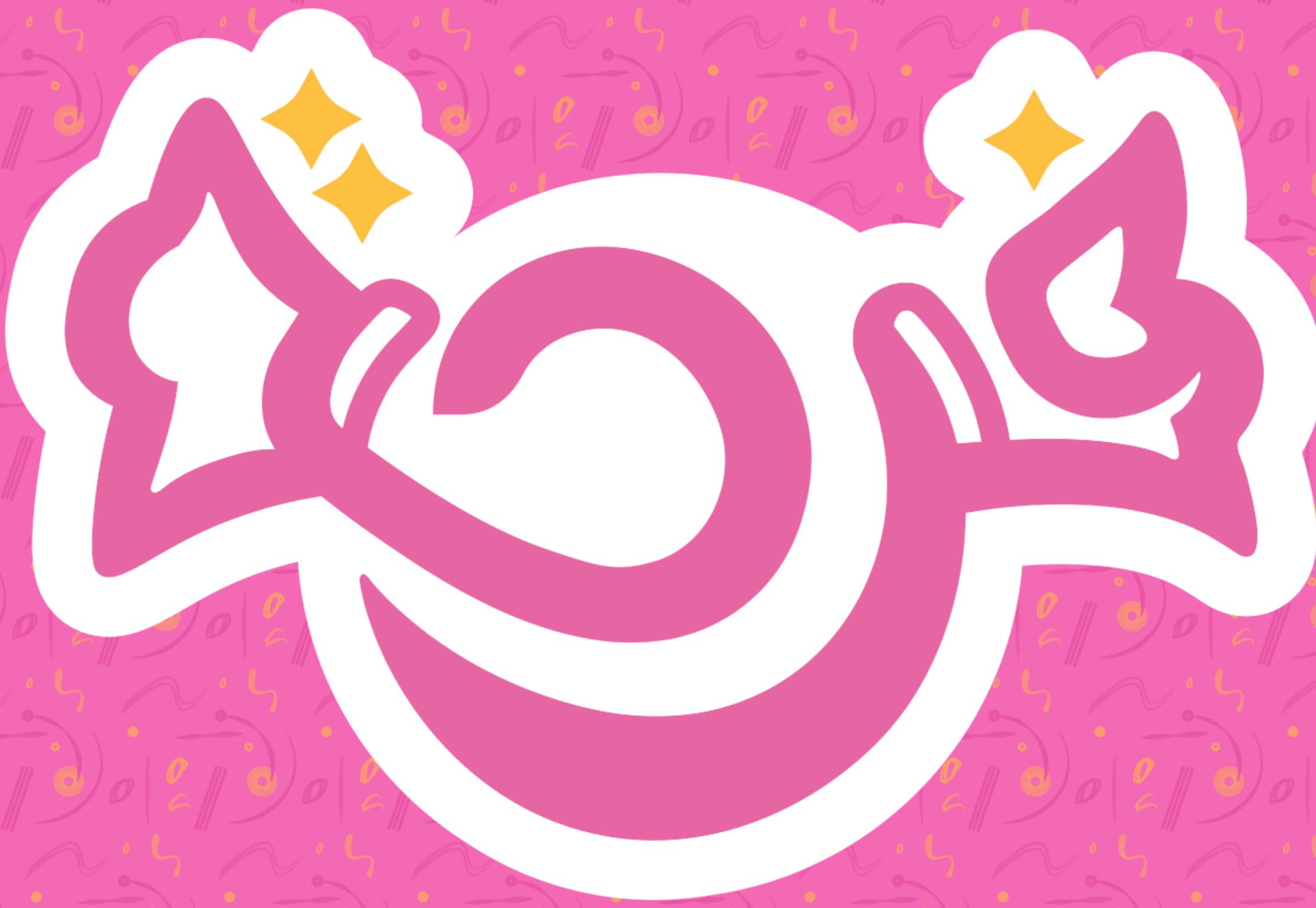


# فرحة تكمل فرحتنا

حلوه  
لكل مناسبة

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# فرحة تكمل فرحتنا



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# حلوة لكل مناسبة



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Thanks