



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

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



Secondary Colors

FFE5C9	
F9AD92	
E66F7F	
82394B	

04/ TYPOGRAPHY

Regular 18 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

Bold 18 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

MV Boli

A a

Evoke joy, elegance, and approachability

A a

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

A poster for Farha Sweets. The background is pink with white wavy lines. In the center is a large circular frame containing a tray of various Middle Eastern sweets. A cartoon girl with pink hair and a purple shirt is standing on the left side of the frame, looking through a magnifying glass at the sweets. The word "FARHA" is written vertically on the left and right sides of the frame. At the top and bottom of the frame are decorative circles. In the top right corner is a logo with the word "Farha" and a heart symbol in both English and Arabic.

FARHA

Brings joy to your table

FARHA

A poster for Farha Sweets. The background is light beige with pink wavy lines. In the center is a large circular frame containing a tray of sweets, with a close-up view of the sweets in the foreground. A cartoon girl with pink hair and a purple shirt is running from right to left along the edge of the frame. The word "FARHA" is written vertically on the left and right sides of the frame. At the top and bottom of the frame are decorative circles. In the top right corner is a logo with the word "Farha" and a heart symbol in both English and Arabic.

Enjoy our variety of sweets, Where every bite is a moment of celebration.

09/ EID POSTER

Your life is more fun with Farha.



حلوه لـك مناسبة



ORDER NOW

01113901888
WWW.FARHA2024.COM



10/ RAMADAN POSTER

Farha is sweet for every gathering and celebrations.



Farha فرحة

رمضان كريم

حلوة لذك مناسبة

→ ORDER NOW

01113901888
WWW.FARHA2024.COM

FOLLOW US NOW

11/ MENU



الكيلو

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

حلاوة لذك مناسبة

Farha فرحة

Farha فرحة



Thank You :)