



NAFIS

A large, stylized, light beige letter 'N' is positioned on the left side of the image, set against a dark brown background. The 'N' is composed of two thick, curved strokes that meet at the top and bottom, creating a modern, minimalist look.

NAFIS

TIMELESS MODESTY

BRAND OVERVIEW

Nafis is a modest fashion brand for Muslim women, designed around everyday wear rather than a single occasion.

The name comes from the Arabic word نفيس : "a precious thing."

The idea: a woman's everyday self deserves the same care and quality as her occasion-wear self.

BRAND GUIDELINES

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Brand Typography

Arabic fonts, English fonts

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Packaging

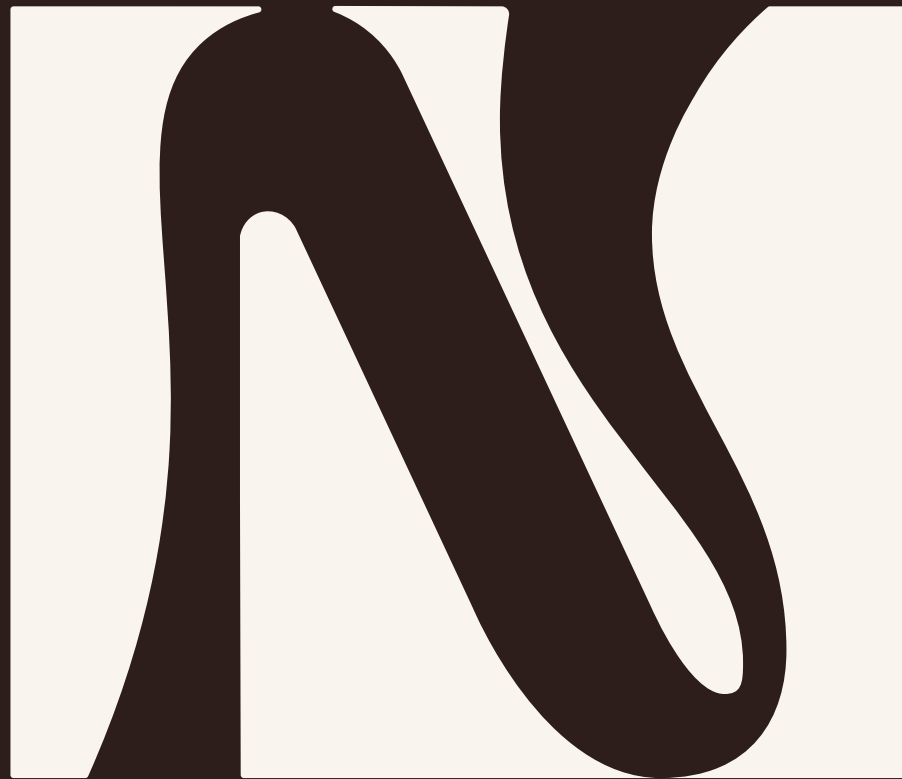
packaging box, thank you card, sticker.

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Mock Ups

LOGO DESIGN

LOGO ICON

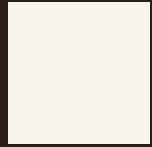


Logo Concept: Letter N, doubled and interwoven
The mark is built from two overlapping forms of the letter N echoing the fold and drape of fabric, and doubling as a monogram. It reads as structured and fluid at the same time: a straight edge on one side, a flowing ribbon-like curve on the other.

Logo Construction

Built on a square grid, with the negative-space curve calibrated so the mark stays legible and balanced at both large and small sizes.

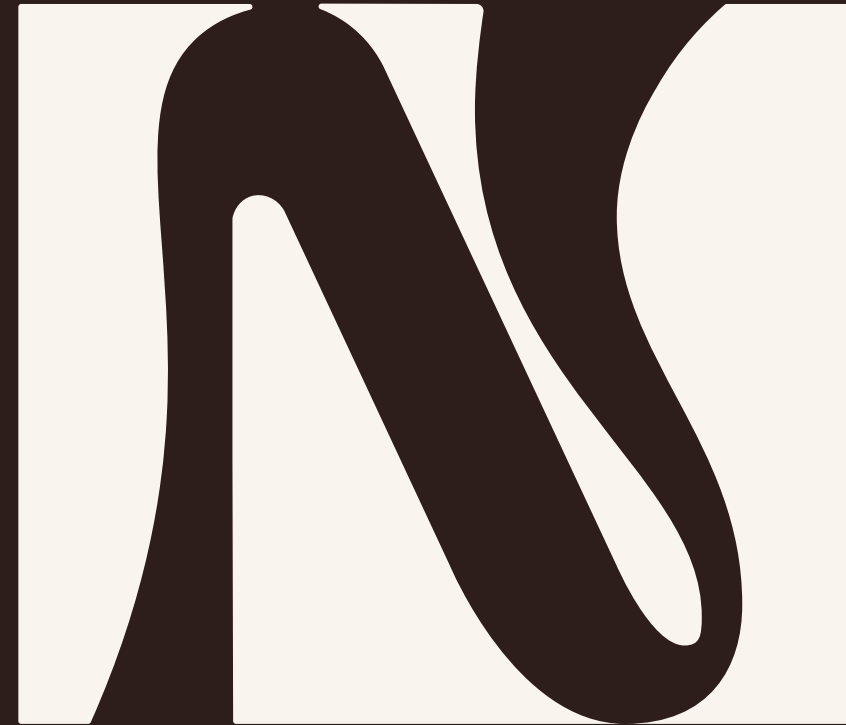
LOGO CONSTRUCTION



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BRAND TYPEMARK

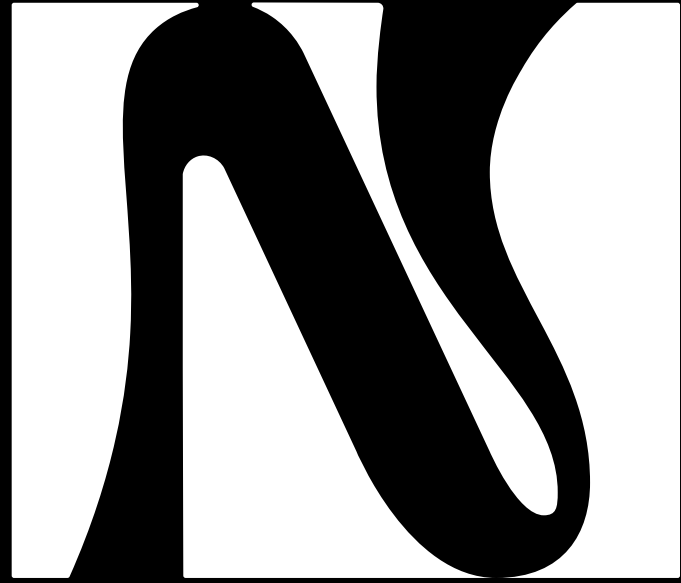
NAFIS

PRIMARY LOGO



NAFIS

MONOCHROME LOGO



NAFIS



NAFIS

VERTICAL VERSION OF LOGO



LOGO CLEAR SPACE



BRAND COLOR PALETTE

COLOR PALETTE

#2D1E1B

#C4B59E

#422E28

#E4DDCC

#F9F5EE

Gradient

COLOR USABILITY



NAFIS

NAFIS



NAFIS

NAFIS

NAFIS

BRAND TYPOGRAPHY

ARABIC FONTS

خط عربی اول - مسلمة

ابجد هوز حطي

خط عربی ثانی - بی کریم

ابجد هوز حطي

ENGLISH FONTS

Heading Font: MONCER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua,

Subheading font: Lato

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Signature font: *Nafiz*

BRAND PATTERN



PACKAGING

PACKAGING BOX

FLAP BOX



THANK YOU CARD



14 X 10 CM

STICKER



MOCK UPS



Thank You.

for ordering Nafis



NAFIS



Thank you for your purchase.

Every piece we make is designed to be part of your everyday,
not just your special occasions.

Do not forget to say:

الهم اك الصت انت كسوت ، اسالك عن خود و خور ما صبح له ، وانود نگ من فرد رتر ما صبح له

Nafis



NAFIS





NAFIS

TIMELESS MODESTY
MADE IN ISTANBUL
100% ORGANIC UNEN
DRY CLEAN ONLY



NAFIS

TIMELESS MODESTY
MADE IN ISTANBUL
100% ORGANIC LINEN
DRY CLEAN ONLY

THANK YOU.