

DESIGN LAB - 2026

# BRAND REFRESH GUIDELINES

THE DEEN MAGAZINE

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## OBJECTIVE

Create a refreshed, cohesive visual system that modernizes the magazine while respecting its existing identity. The refresh will enhance clarity, warmth, and youth appeal without changing the logo or Arabic typography.

## SCOPE OF WORK

### Included:

- Color palette refresh (primary, secondary, neutrals).
- English typography selection & usage rules.
- Instagram visual direction (posts & grid harmony).
- Photography guidelines (style, mood, composition).
- Illustration style direction.
- Final Brand Refresh Guide (PDF).

### Not Included:

- Ongoing design execution.
- Unlimited revisions.
- Logo redesign.

# BRAND ESSENCE

- Youth focused Islamic digital magazine.
- Warm, hopeful, modern, non-preachy.
- Visual tone: calm, light, approachable.

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# COLOR GUIDELINES

## primary colors

**#FDFAF1**

**#E7BD73**

**#006265**

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## secondary colors

#545454

#5a4d3a

#cd882a

#fff3c2

#8bb594

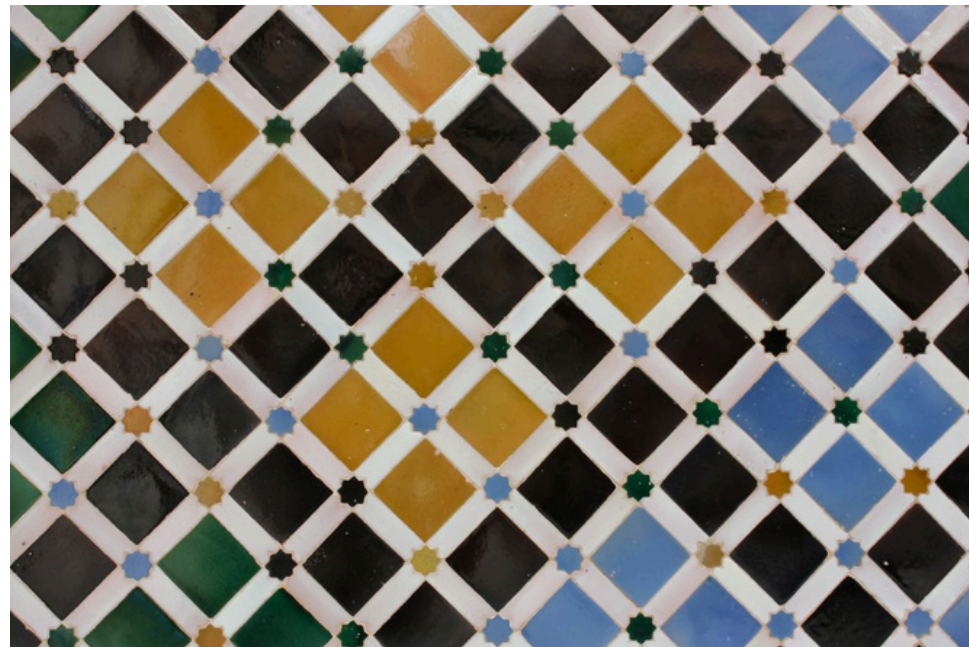
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# COLOR GUIDELINES

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The color palette is inspired by contemporary Islamic Andalusian art, drawing from architectural tiles, natural materials, and light found in Andalusian spaces.

**Note:** Avoid using two high contrast colors in the same design.



# COLOR GUIDELINES

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## COLOR USABILITY:



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# TYPOGRAPHY

## Arabic Typeface

- Existing fonts (Doran for headings and 29LT Zarid Text for body text).

## English Typeface

- Manrope.

## Hierarchy

- Headings: Bold / Extra bold.
- Body: Regular / Semi bold (only for highlighting a word).
- Avoid decorative fonts.

# VISUAL DIRECTION

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## Instagram Grid Look:

- Systematic balanced mix: text based / image based / illustration.
- Consistent spacing & margins.

**Applies to other platforms too but grid look is more important for Instagram.**

## Text on Posts:

- Short, readable lines.
- Clear contrast.
- Breathing space around text.

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# VISUAL DIRECTION

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## Photography Guidelines

### Mood:

- Natural light.
- Real moments.
- Calm & hopeful.

### Subjects:

- Youth lifestyle.
- Details (hands, books, nature).
- Minimal posed shots.

### Composition:

- Negative space for text.
- Soft contrast.

**Note:** Try to use grain not dark overlays.

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# VISUAL DIRECTION

## Illustration Style:

- Flat / semi-flat.
- Limited brand palette.
- No black outlines.
- Simple shapes & friendly proportions.

## Do & Don't:

**Do:** light backgrounds, warm tones, consistency. **Don't:** heavy blacks, dramatic shadows, random stock styles.

# CREATIVE CONCEPT DIRECTION

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## **Concept:**

- Light, Not Loud.

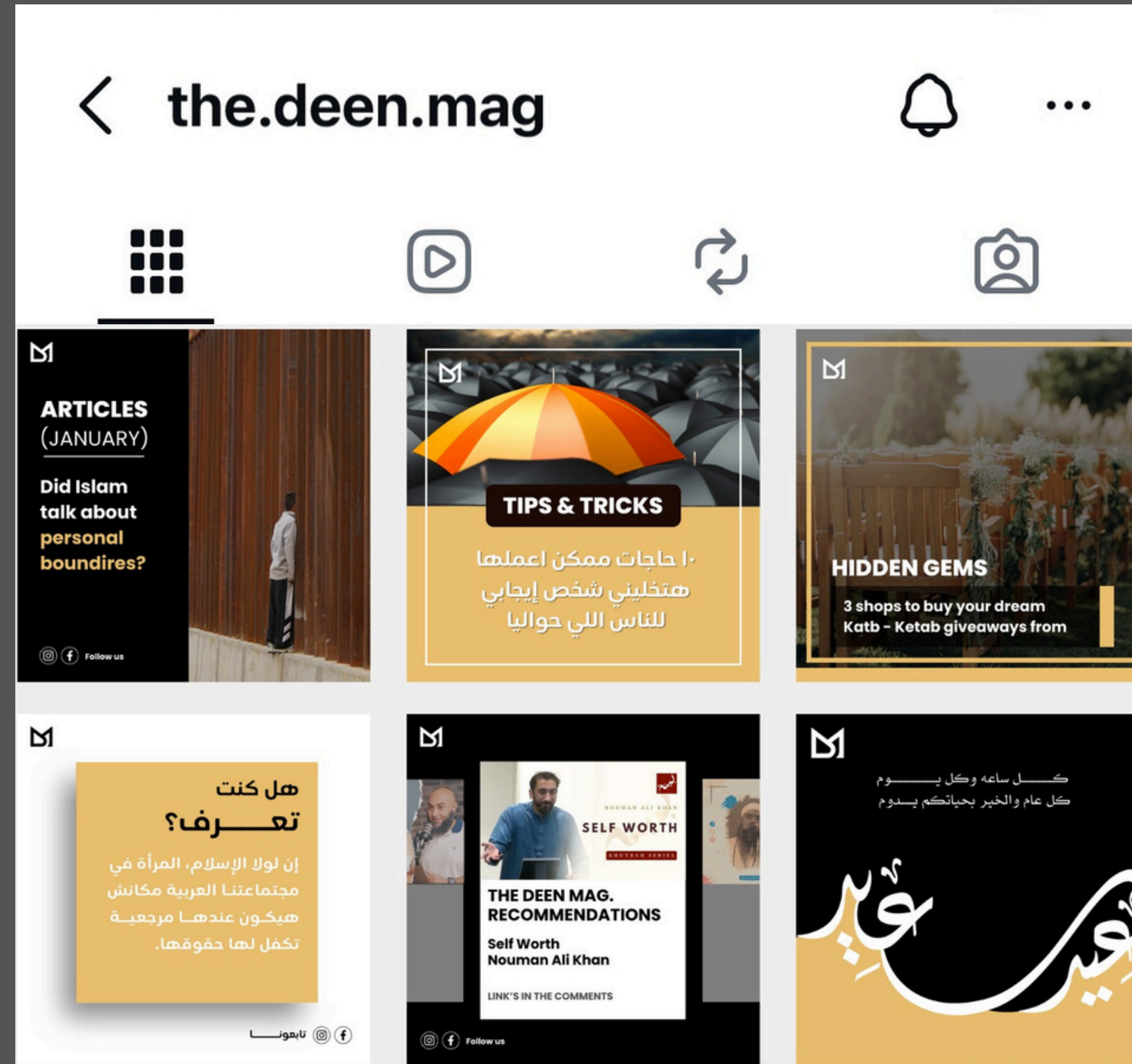
## **Core Idea:**

- Islamic content that feels present in daily life, not distant or heavy.  
A visual world that feels like light entering a room.

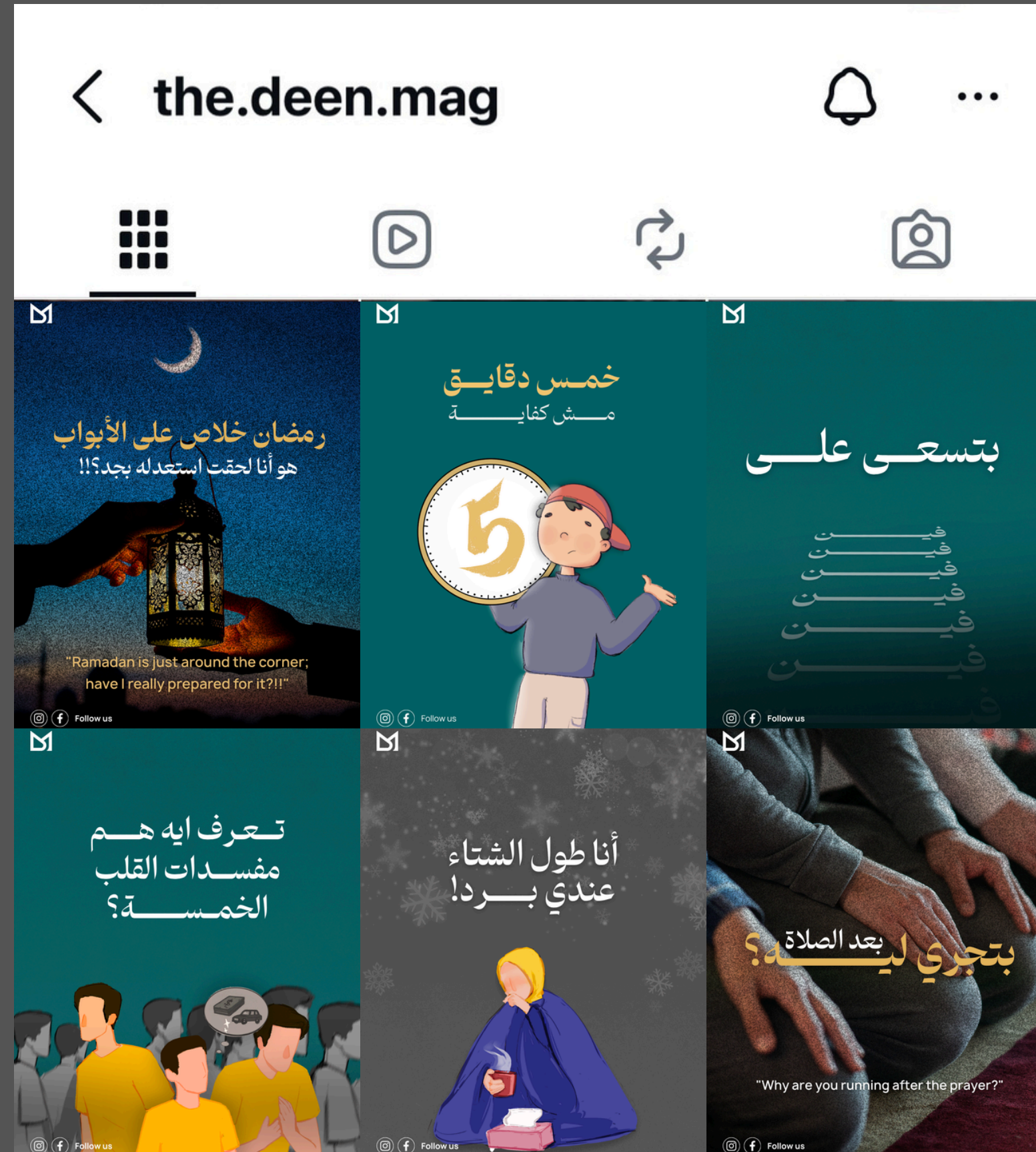
## **Visual Keywords:**

- Soft
- Honest
- Grounded
- Youthful
- Hopeful

BEFORE  
CONCEPT  
APPLICATION



AFTER  
CONCEPT  
APPLICATION



*thank you*