



Kanz Aloud
Branding / Packaging

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Please note that this guideline is interactive, featuring clickable elements for easy navigation and access to additional information.

Visual Identity
Stationery
Packaging

Visual Identity

Logo / Visual Elements / Imagery



The **logo** is a graphic comprised of the wordmark (**logotype**) and figurative mark (**symbol**).

The lettering is created using the Tajwal typeface, and the combination of the English "K" and Arabic "ك" (kaf) symbolizes the OUD flame, reflecting the rich cultural heritage associated with agarwood. The "K" stands for the first letter of our brand, KANZ, which means "treasure," evoking the warmth and depth of OUD's aromatic essence and its significance in Arabic perfumery and tradition.







Vertical version

The horizontal version of the logo is the official version, and should be used in all media. However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the **KANZALOUD** logo.

You should avoid using this version unless it is strictly necessary.





Legibility

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.

The height of the “ك” of the logo is taken as a guide to define the exclusion zone.

Exclusion zone



Minimum size online
60px



Minimum size offline
20mm





Don'ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.



Move elements



Stretch or transform



Move elements



Move elements



Remove elements



Add elements



Outline



Remove elements





Favicon and APP Icon

The KANZ ALOUD favicon graphic is linked with the Kanz Aloud website. It is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the favicon is not the brand logo and should never replace the logo.
It can be used as 32x32px.





Colour palette

The KANZ ALOUD favicon graphic is linked with the Kanz Aloud website. It is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the favicon is not the brand logo and should never replace the logo.
It can be used as 32x32px.



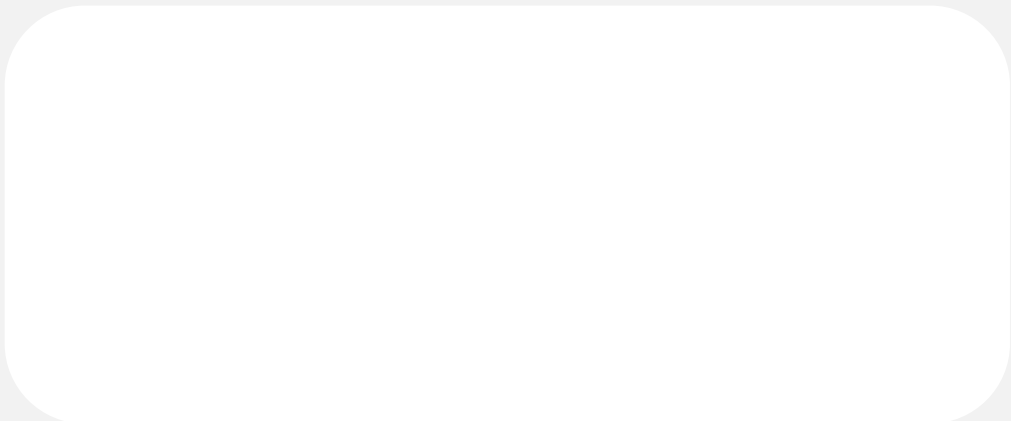
Charcoal” or “Rich Black

Hex: #231F20
RGB: (35 ,31 ,32)
CMYK: (%70 ,%67 ,%64 ,%74)



Kaki” or “Pale Gold

Hex: #A19062
RGB: (161 ,144 ,98)
CMYK: (%37 ,%37 ,%69 ,%6)



White

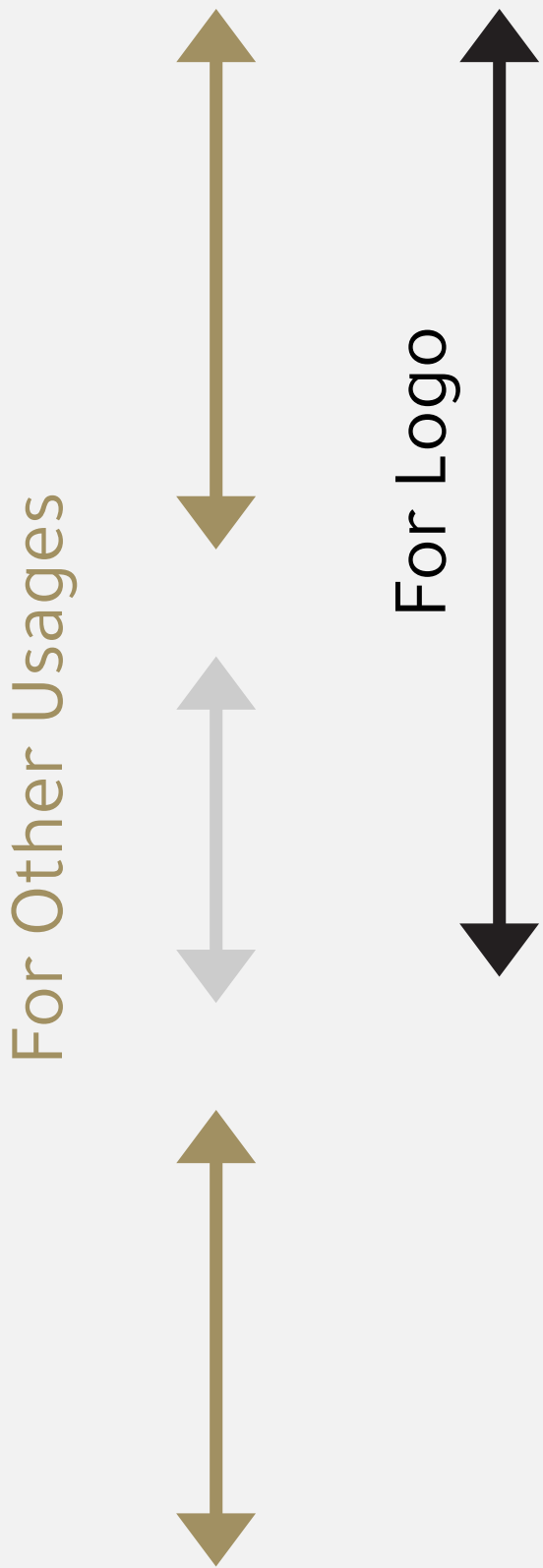
Hex: #FFFFFF
RGB: (255 ,255 ,255)
CMYK: (%0 ,%0 ,%0 ,%0)



Typography

For the Logo: The Tajwal typeface family, in both Arabic and English, embodies a modern yet classic aesthetic. The **Arabic** script complements our brand's cultural heritage, reflecting our commitment to quality and authenticity. The **English** version features sleek lines and a contemporary style that enhances readability and sophistication.

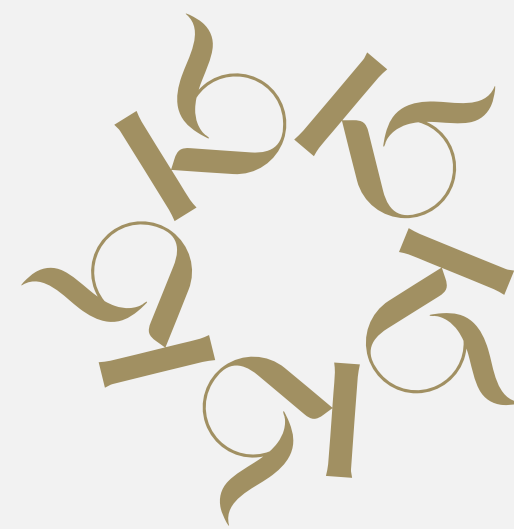
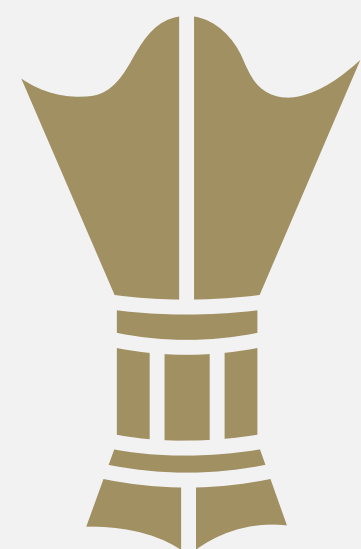
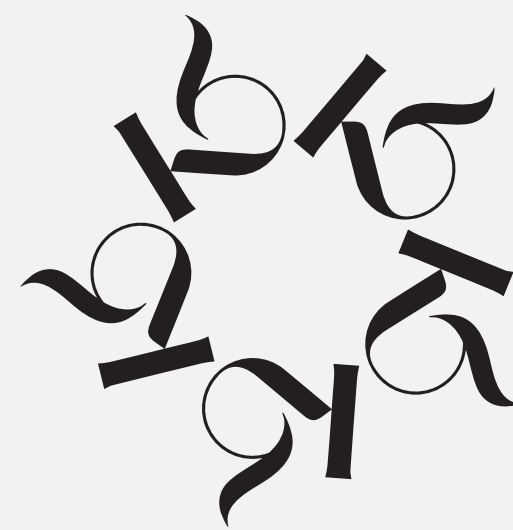
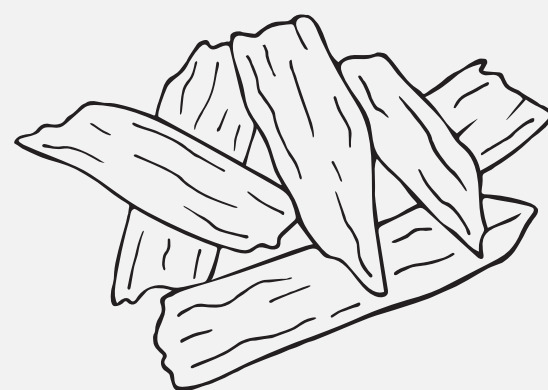
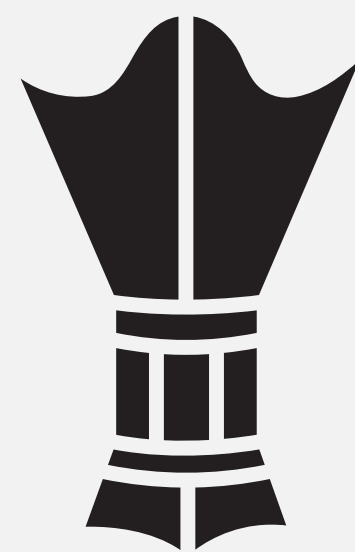
For various usage across applications, from Marketing stuff to website to packaging, ensuring a cohesive visual identity that resonates with our audience, **Proxima Nova Family** is the English font to be used with **Tajwal Arabic Font**.



Tajwal Arabic Font
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ش ص ض ط ظ ع غ ف ق ك
ل م ن ه و ي
><?:«()*&^%\$#@!٠١٢٣٤٥٦٧٨٩

Tajwal English Font
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

Proxima Nova Font
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
?<«:()*&^%\$#@!0123456789







Calligraphy

The calligraphy of **كنز العود (Kanz Al-Oud)** is a stunning representation of **Arabic artistry**, where each letter is crafted with precision and grace. The flowing lines and intricate details reflect the rich heritage of oud, symbolizing **luxury** and **tradition**. This elegant script not only enhances the visual appeal of the brand but also conveys the warmth and depth associated with oud, inviting viewers to appreciate its cultural significance and aromatic beauty.



KANZ ALOUD



KANZ ALOUD

Staionery

Business cards/ Letterhead / Envelope / Marketing Materials





Visual Identity Stationery / Letterhead



Lorem Ipsum,

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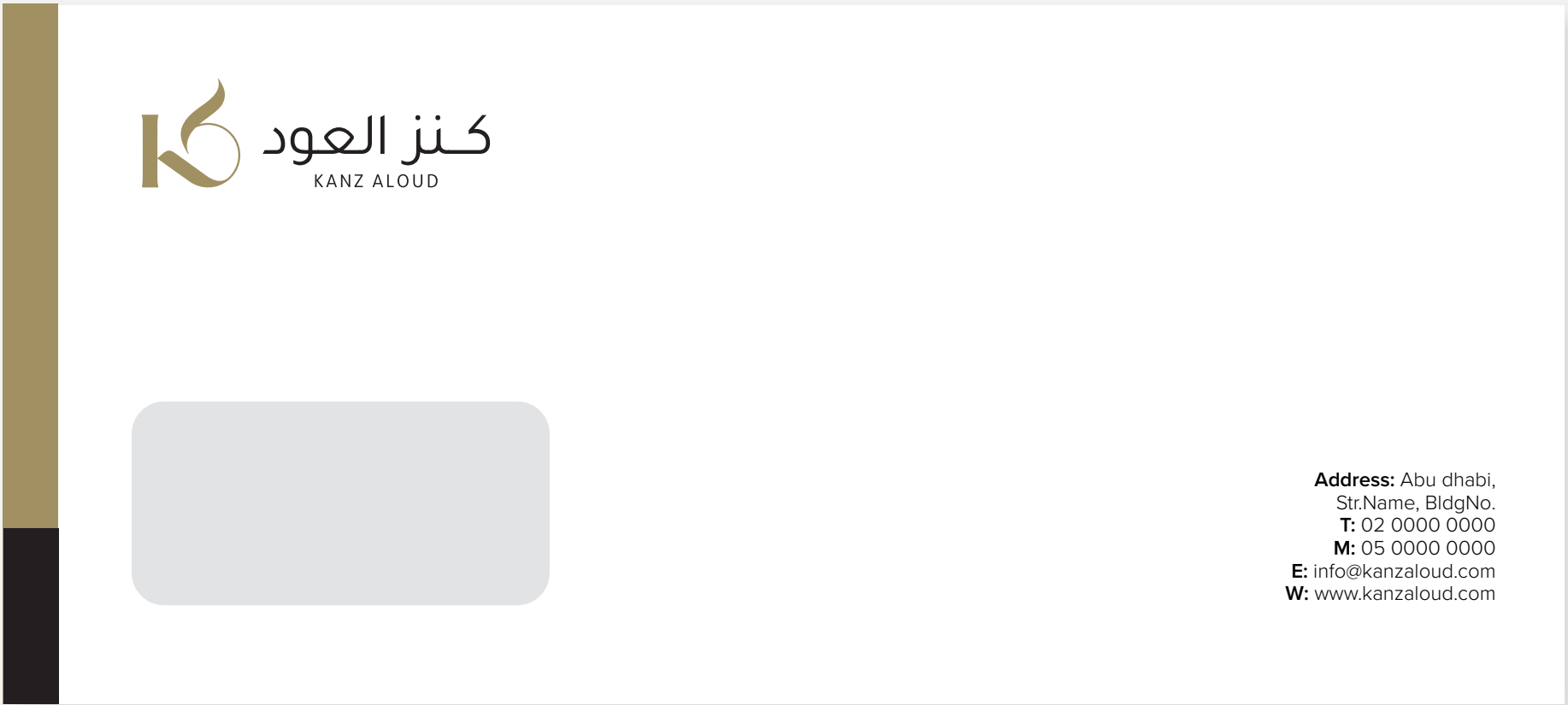
Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

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Zayed Bu Nahyan
General Manager

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Str.Name, BldgNo.
T: 02 0000 0000
M: 05 0000 0000
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Packaging

Boxes / Labels / Bags



Visual Identity

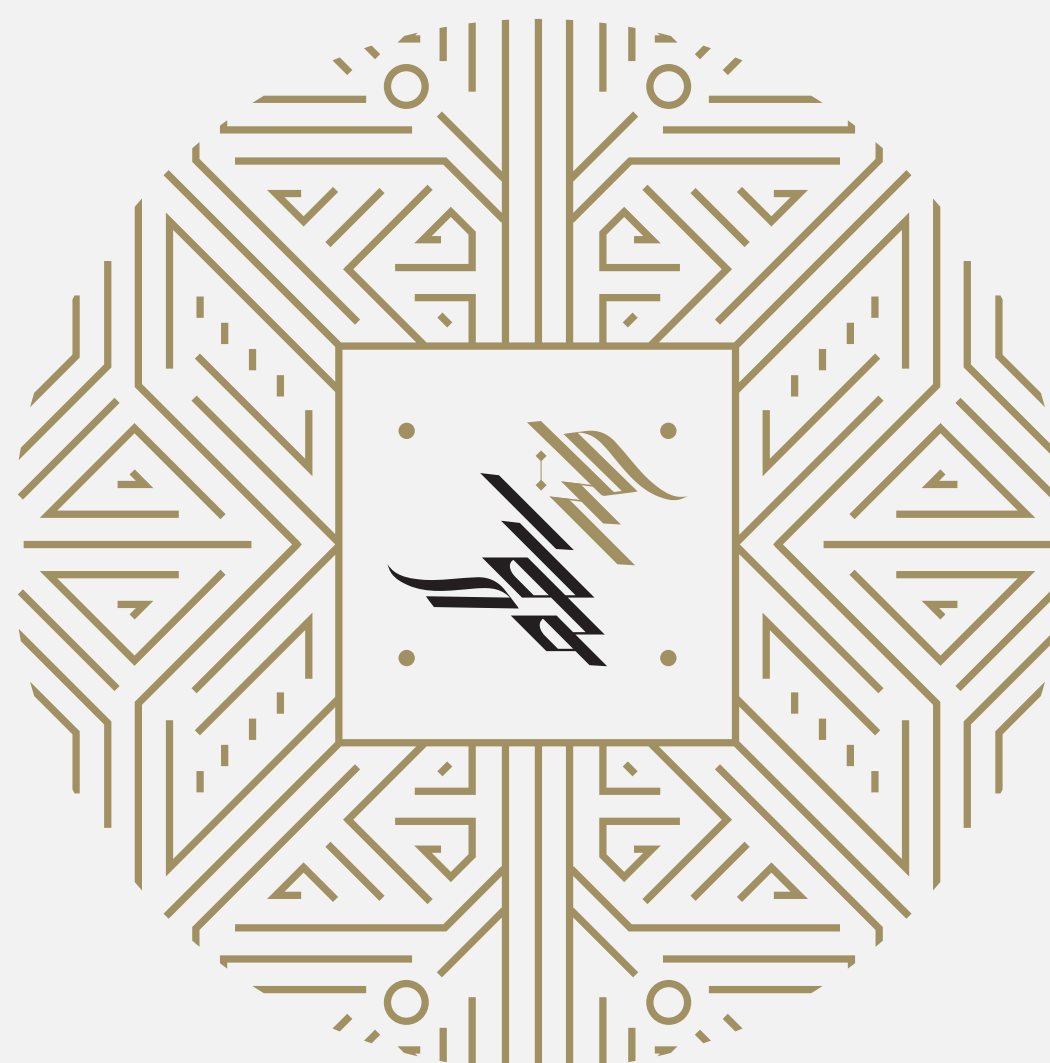
Packaging / Bags

































Mock ups









كنز العود
KANZ ALOUD



كنز العود
KANZ ALOUD



Lorem Ipsum,

Cras mattis consectetur purus sit
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Cras justo odio, dapibus ac facilisis in, egestas eget quam. Morbi leo risus, p
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sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

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Thank You