



A sound worth
remembering.

Visual identity guidelines

2026 / Huzaifa Alahmad



An identity shaped by sound.

The chosen direction: the original purple R / oud mark.

The oud silhouette makes the category recognisable. The integrated R connects the instrument with the Rare Oud name. The small star closes the composition.

The new system expands this selected mark through colour, rhythm, paper, fabric and a clear digital hierarchy.

A separate brown woodgrain direction remains an archived exploration. Do not mix it into this system.

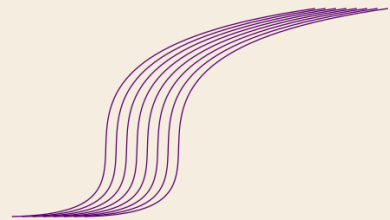


Rare Oud

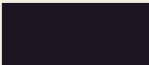
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Craft. Clarity. Resonance.



Purple
#5B0070



Ivory
#F5EDDF



Ink
#1D1422



Brass
#B99A61

The mark is the constant.

Preserve the supplied outlines, proportions, Arabic wordmark and star.



Primary / ivory or white field



Reversed / purple field



One-colour master in kit

Give it room.

Recommended application limits; validate small sizes with a printed proof.



Clear space

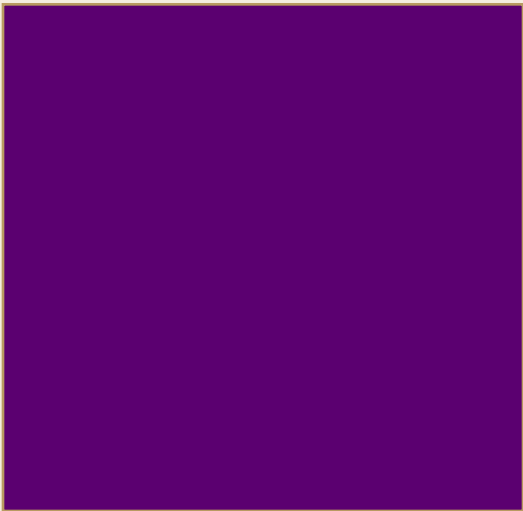
Leave at least one quarter of the symbol-body width around the complete lockup. Keep pattern, text and trim edges outside this zone.

Minimum starting sizes

Full lockup: 35 mm print / 160 px digital. Symbol: 10 mm print / 28 px digital. For embroidery or foil, proof at actual size.

Purple carries the voice.

Ivory gives it space. Ink carries information. Brass is an accent.



Royal purple

#5B0070



Uncoated ivory

#F5EDDF



Warm ink

#1D1422



Muted brass

#B99A61

Start with purple and ivory as the dominant pair. Use brass sparingly; choose real ink or foil from a physical proof rather than an unverified Pantone equivalence.

A clear voice in two scripts.

Keep the original Arabic logo as outlined artwork. Do not retype it.

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Latin display: Britanica Bold. Body: Britanica Regular. Keep lines comfortably short and use sentence case.

Arabic display: the owner-supplied Rawafed Zainab is a supporting option for short headings. For longer digital text, use a readable Arabic body face such as the existing site system stack.

Font files are not redistributed. Editable text artwork and outlined production companions are supplied separately.

Rhythm, held in reserve.

Parallel arcs echo the movement of strings without repeating the instrument itself.

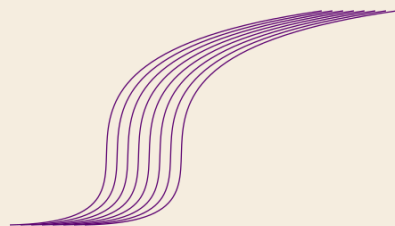


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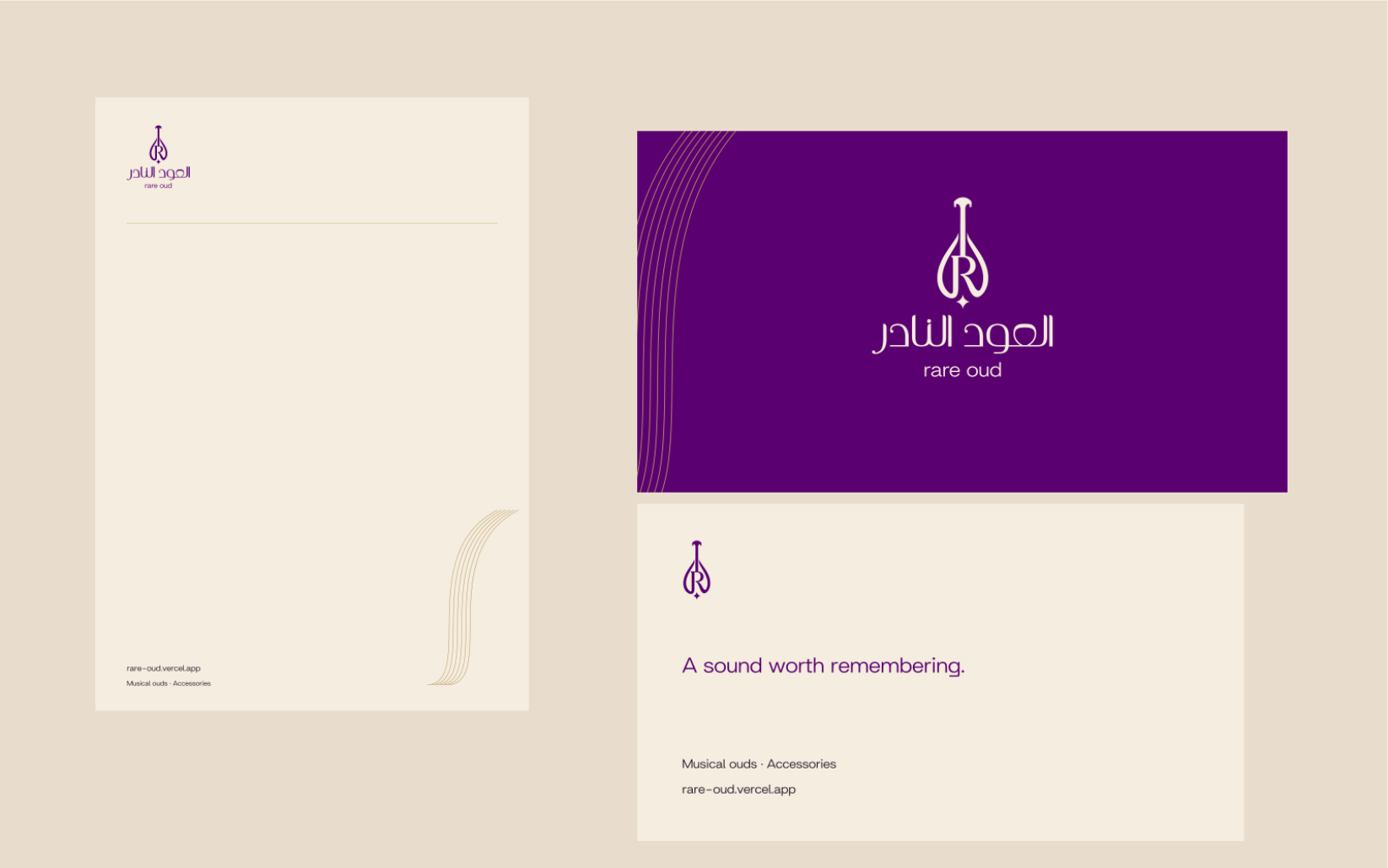
Brass
#B99A61

Use one arc field per composition. Crop at an edge and let the field continue beyond the surface.

Keep reading areas quiet. Never place pattern through the logo. Avoid adding notes, instruments or unrelated decoration.

Quiet objects. One identity.

Business cards, an A4 letterhead and a care booklet cover.



Card proportion: 90 × 50 mm.
Generous margins, a clear mark and only the verified website address.

Recommended material direction: uncoated ivory stock, purple ink and restrained optional foil or blind emboss.

A material language.

Brand application visualisation — not manufactured product or packaging evidence.



Case patch, accessory sleeve, paper and care booklet.

Production masters are the supplied SVGs. The photograph is an AI-generated material study.

Digital compositions that belong together.

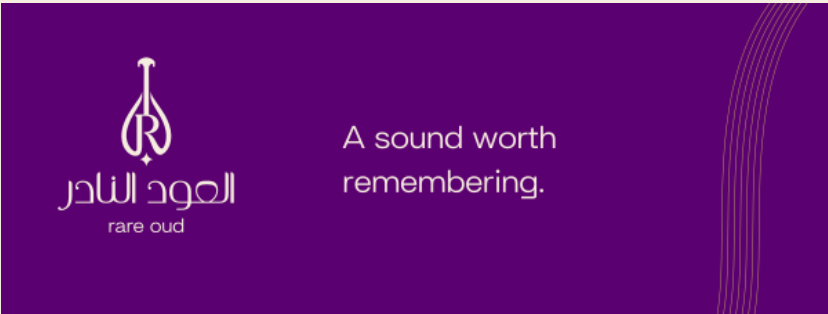
Editable social templates: square, vertical story and a wide cover.



1080 × 1080



1080 × 1920



1600 × 600

A presence in the real world.

Unbuilt signage concept. Use approved logo masters for fabrication.



Aubergine dimensional lettering on warm plaster, with walnut and a restrained brass detail.

AI-generated spatial study. It is not a completed retail installation.

Keep the system intact.

A practical handoff for the next person working with the brand.

Use the right master

Purple, reversed ivory, warm ink and brass SVGs. Use the isolated symbol only where the full name is already clear.

Protect the geometry

Never stretch, rotate, add glow, outline, drop the star or replace the Arabic lettering. Do not use AI mockups as a logo source.

Prepare production with the printer

The sleeve, seal and hang tag are face artwork concepts. Final dielines, bleed, stock and spot-colour proofs depend on the supplier.

Keep claims grounded

Brand and spatial mockups are studies. The live storefront remains separate from these imagined applications.