Orange
Guide

كشيدة
KASHIDAH
COMMUNITY
لإثـراء المحتـوى العربـي في المجـالات الابداعيـة
TO ENRICH ARABIC CONTENT IN CREATIVE FIELDS

Welcome to the Orange Guide, your tour guide to everything you need to know about the Kashidah brand.

Creative Guidelines

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Global Design Principles

Each design element supports Kashidah's mission, creating a cohesive experience that connects with the audience and reflects cultural heritage.
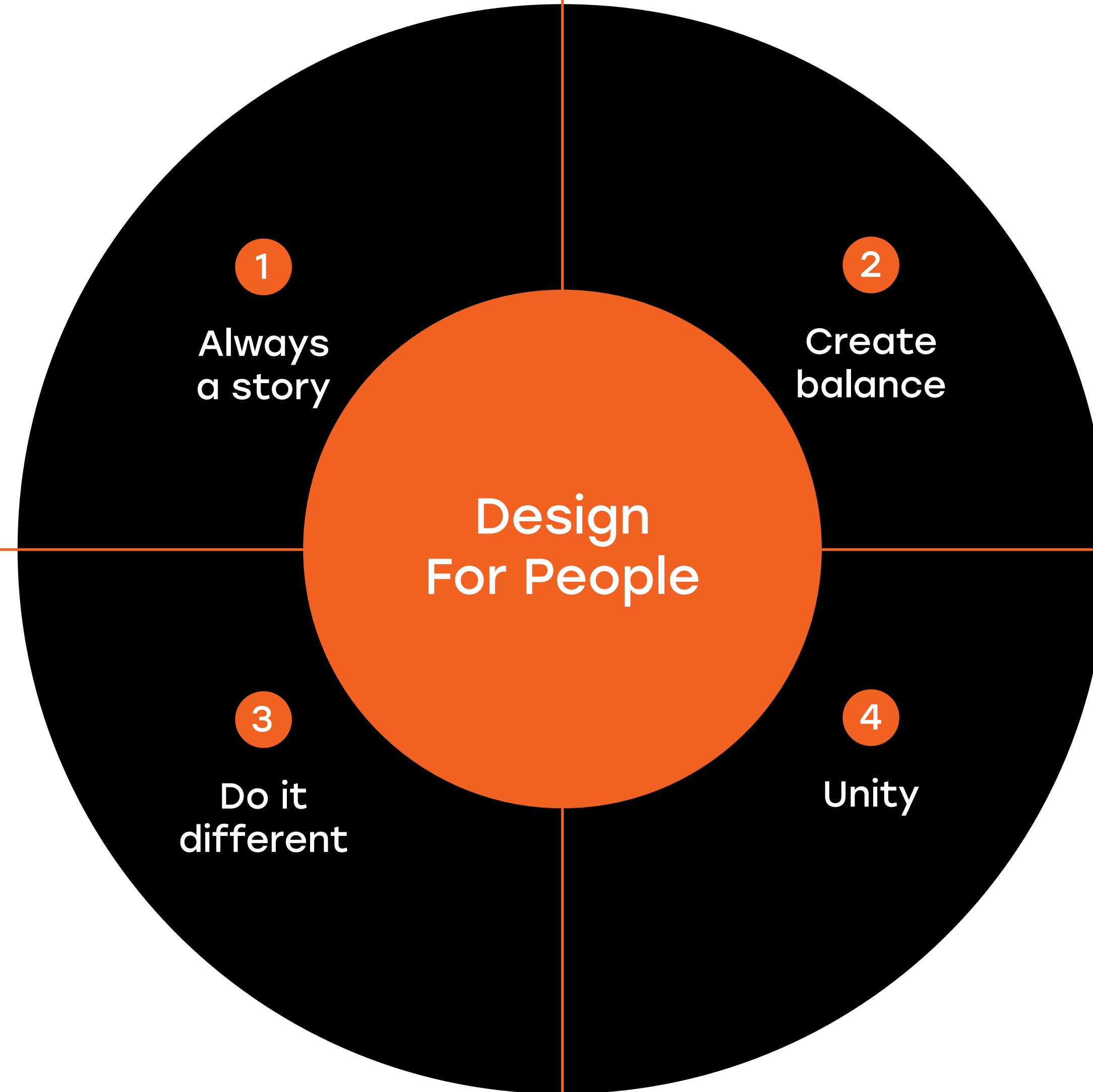
Promotes harmony in design, delivering a clear message that engages the audience and communicates Kashidah's mission.

1

Always a story

2

Create balance

Design For People

3

Do it different

4

Unity

Sparks innovation, presenting Arabic creativity uniquely and captivating audiences by enriching cultural heritage.

Encourages cohesion, uniquely embodying Arabic creativity and engaging audiences while enriching cultural heritage.

Strategic Foundation

Our strategic foundation merges tradition with innovation for timeless appeal.

Overview

Kashidah is a pioneering initiative dedicated to enriching Arabic content across creative fields such as design, arts, and media. It began as an artistic event aimed at revitalizing the use of the Arabic language in these domains, and has since grown into a vibrant community that includes events, workshops, and podcasts. The newly launched Kashidah Community brings together these elements, creating an integrated platform for dialogue, learning, and innovation.

Mission

Our mission is to empower and unite Arab creatives by providing a comprehensive platform that promotes the Arabic language in modern artistic expression. Through events, workshops, and podcasts, we seek to inspire innovation, deepen cultural appreciation, and foster collaboration among artists, designers, and creators.

Vision

We aspire to become the leading global reference for Arab creatives, offering a unique space where art, culture, and education converge to promote the use of the Arabic language in contemporary creative practices.

Core Values

[Innovation]

Innovation means pushing creative boundaries and introducing new ideas and designs that uniquely represent the Arabic spirit.

[Inclusivity]

Inclusivity fosters an environment that welcomes all individuals and creatives, embracing diversity across creative fields.

[Heritage & Modernity]

Heritage and Modernity represent the balance between preserving Arabic cultural roots while adopting modern techniques to create contemporary, authentic designs.

[Collaboration]

Collaboration involves working together among creatives, sharing ideas and experiences to enhance and grow Arabic creative content.

Brand Story

Founded in 2023, Kashidah began as a unique event designed to revive and promote the Arabic language in creative arts. What started as an online gathering quickly captured the imagination of artists and designers across the Arab world. As the initiative grew, so did its impact, evolving into a dynamic community that now includes Kashidah Community, where members can engage in workshops, listen to podcasts, and participate in events that celebrate Arabic creativity.

Purpose

Our purpose is to create a thriving ecosystem that nurtures creativity, encourages dialogue, and supports the growth of Arab artists and creatives. By emphasizing the use of the Arabic language in artistic expression, Kashidah aims to build a bridge between tradition and modernity, fostering a deeper appreciation for cultural heritage while pushing the boundaries of contemporary art.

Target Audience

Our target audience includes artists,designers, and individuals passionate

Key Demographics

1. Curious creatives, aged 18-50, with a passion for art, creativity, and all things Arabic!
2. Those on a quest to stand out and make their mark with a unique identity.

Our target audience consists of curious and driven creatives aged between 18-50, who are deeply passionate about art, design, and innovation. These individuals are eager to explore the rich world of Arabic culture and seek inspiration from both traditional and modern influences. Whether they are artists, designers, or creators, they thrive in environments that encourage self-expression and creativity.

They are individuals who are constantly looking to learn, grow, and collaborate, actively engaging in events, workshops, and creative discussions that allow them to hone their skills and expand their knowledge. They embrace new ideas while remaining connected to their cultural roots, blending heritage with contemporary trends to produce something truly unique.

These creatives are also highly engaged in community-driven initiatives, enjoying the exchange of ideas with like-minded individuals who share a love for Arabic language and culture. They seek platforms where their voices can be heard, where collaboration fosters new opportunities, and where their contributions help to shape the future of Arabic creative fields.

Behavior

[Eager]

To explore and learn about modern and traditional Arabic creative practices.

[Active]

Participants in creative and cultural discussions, both online and offline.

[Interested]

In attending events, workshops, and listening to podcasts that expand their knowledge and skills.

**Content
Preferences**

1. Educational content
   That highlights the use of Arabic in modern art and design.

2. Interactive
   & engaging activities that involve hands-on learning and collaboration.

3. Inspirational
   Stories and insights from leading Arab creatives.

Tone of Voice

Overview

Kashidah's tone of voice reflects its mission to bridge traditional Arabic culture with contemporary creative expressions. It is designed to resonate with a diverse, creative audience that values both heritage and innovation.

Characteristics

Traditional	——————◆————	**Modern**
Artistic	——◆————————	**Utilitarian**
Elaborate	————◆——————	**Simple**
Narrative	——————————◆—	**Factual**
Handmade	————————◆——	**Industrial**
Profound	—◆————————	**Superficial**
Authentic	—————◆————	**Modified**

Writing Style and Tone

[Inspirational]

Motivates the community to explore and appreciate the depth of Arabic culture in creative fields.

[Inclusive]

Welcoming to individuals from all backgrounds, emphasizing diversity and accessibility in all communications.

[Educational]

Provides valuable information in a clear and engaging manner that encourages learning and curiosity.

[Respectful]

Shows deep respect for cultural heritage and the creative process, ensuring all content is considerate and culturally sensitive.

Visual Identity

Our identity is crafted to be dynamic, ensuring flexibility without losing its essence.
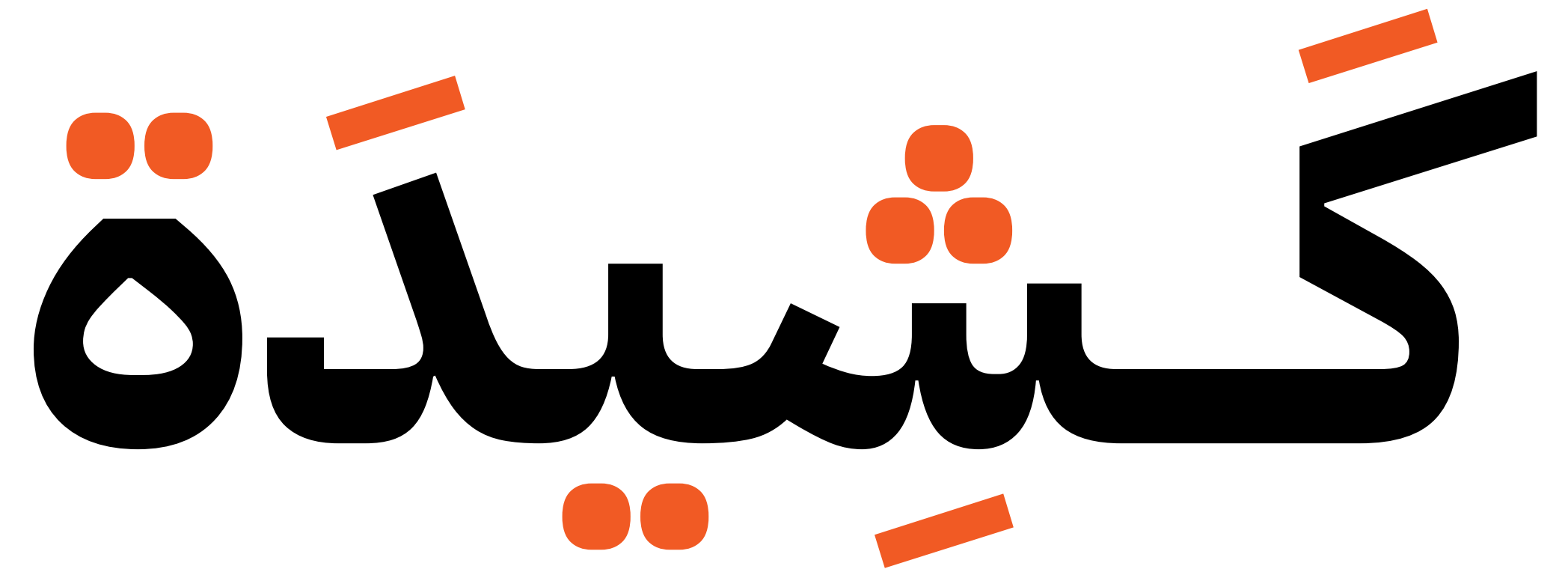
Old
Logo

Problems:

Can't work on one color

Inconsistent placement of diacritics:
The diacritics (shadda, fatha, kasra) in the
previous logo appear to be placed unevenly,
making the word visually unbalanced and harder
to read. This affects the overall clarity of the
word and could cause confusion for viewers.
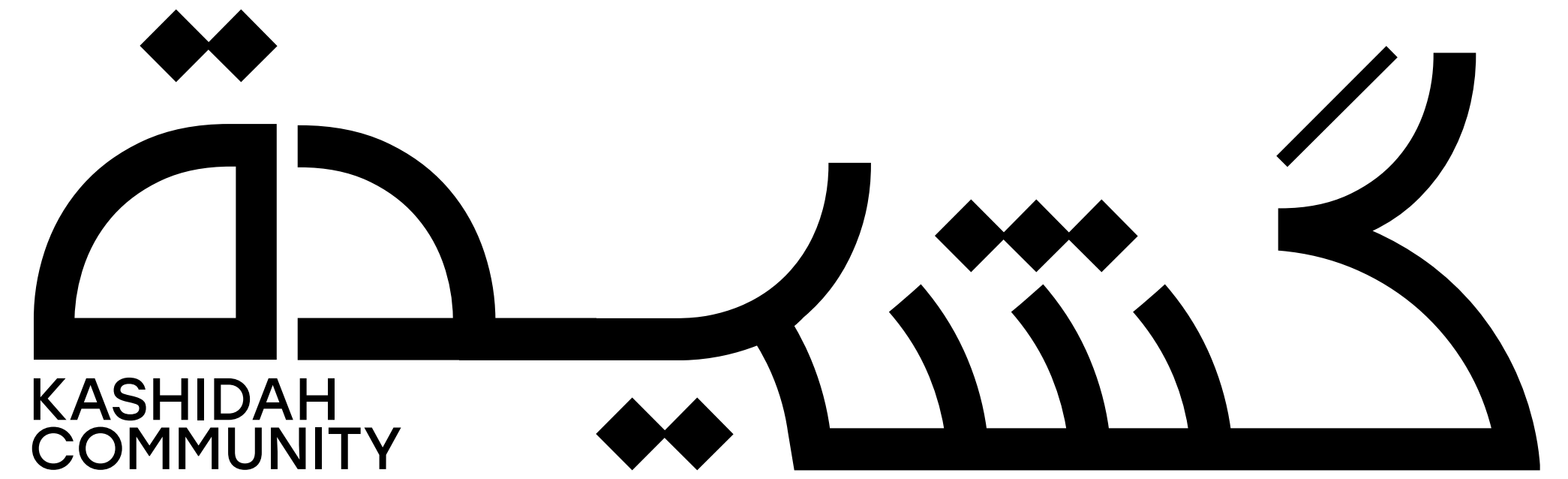
Variation in letter size and thickness:
The letter "ك" (Kaf) appears thinner compared
to the other letters, creating a visual imbalance
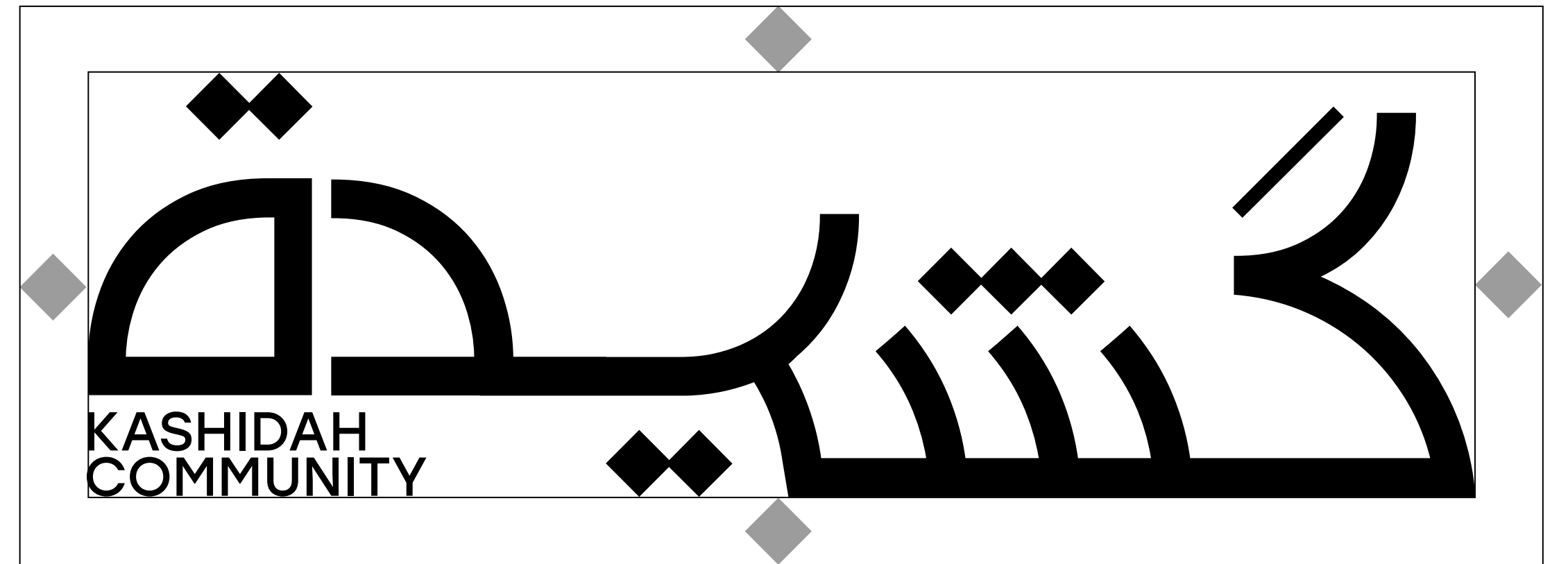in the overall composition of the logo.

كَشِّيدَة

Primary
Logo

A logo doesn't make a brand, but our logo contains a number of ideas about the Kashidah brand within it.

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**KASHIDAH
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Safe
Zone

The logo's safe zone extends to the height of the 'Arabic Dot' on all sides.

Construction

Embracing the unexpected and the captivating in creative pursuits, we've creatively manipulated upper and lowercase letterforms. This approach celebrates our commitment to experimentation and our dedication to maintaining a unique edge.
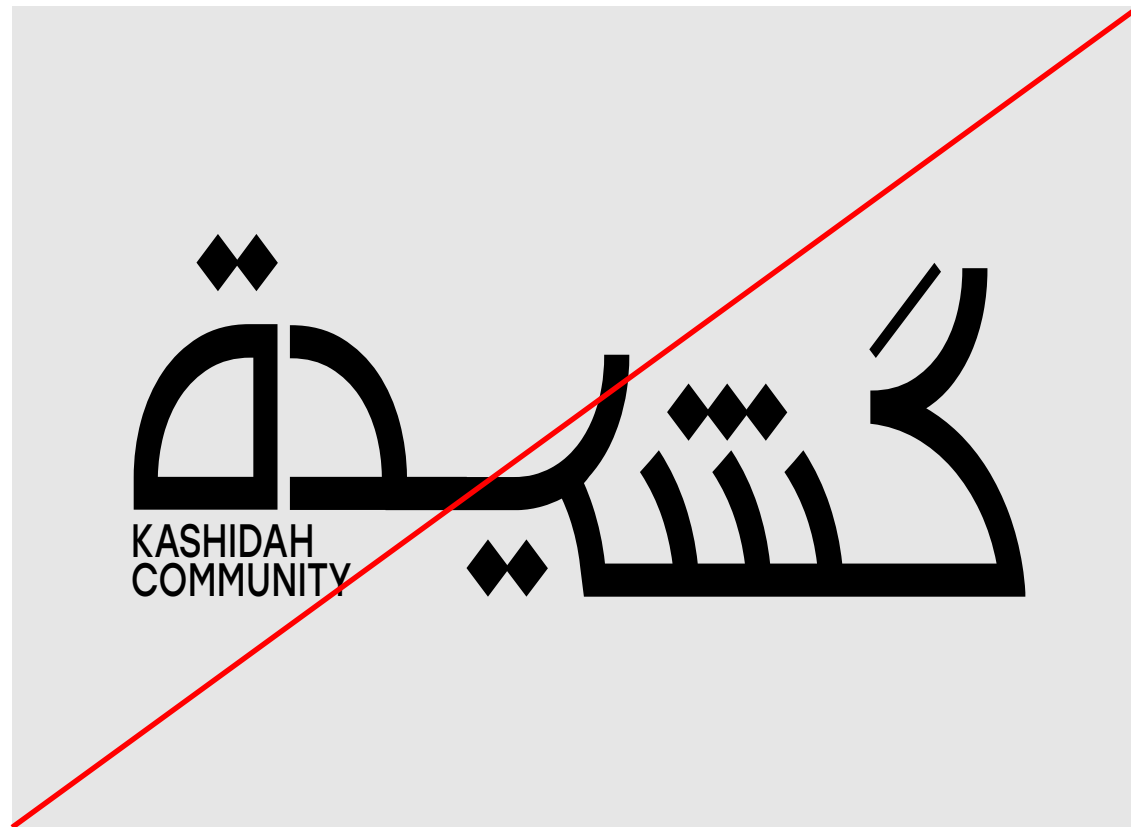
The Kashidah logo, crafted in a contemporary Arabic font, mirrors the evolving trends across creative disciplines, showcasing our forward-thinking approach.
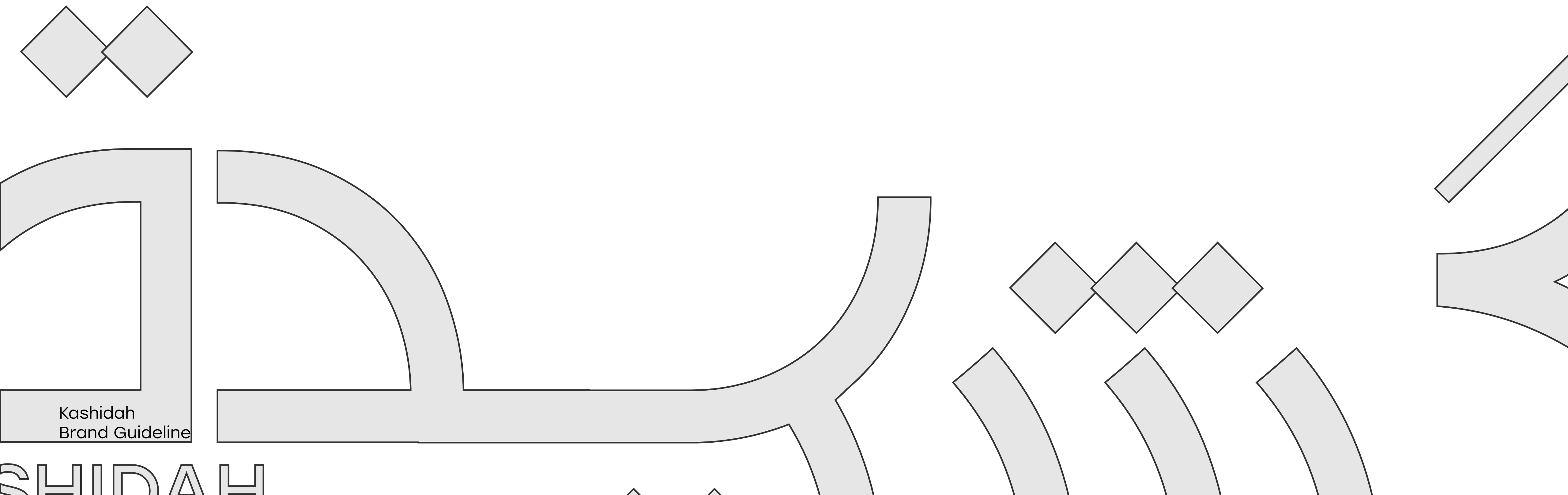
Logo Don'ts

Do not alter the logo.
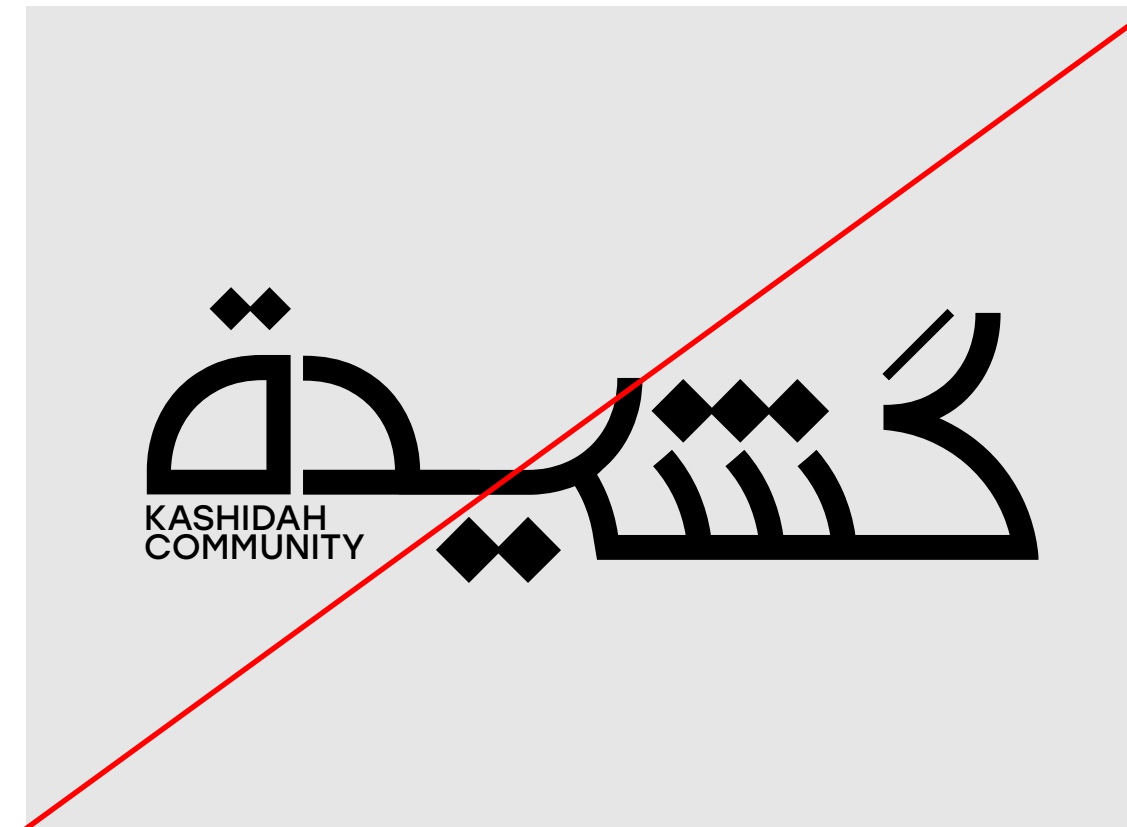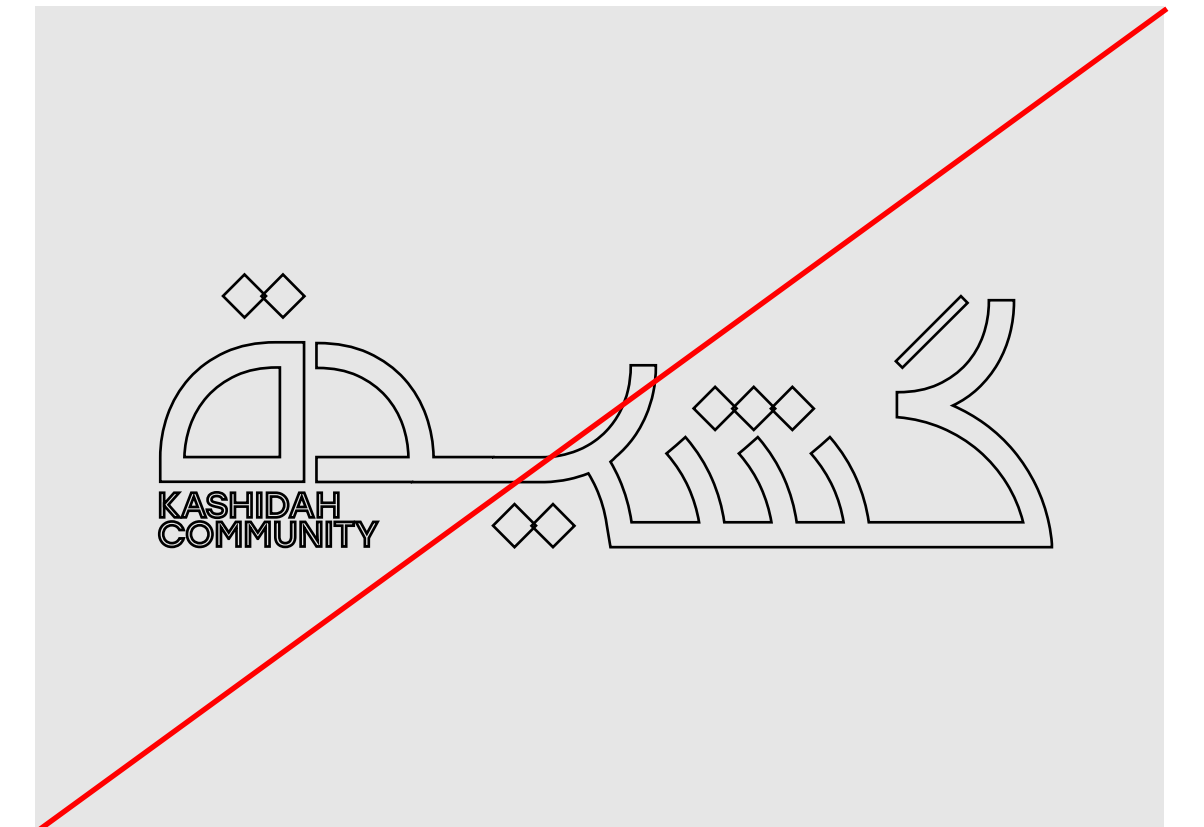Avoid the following common mistakes.

Do not stretch

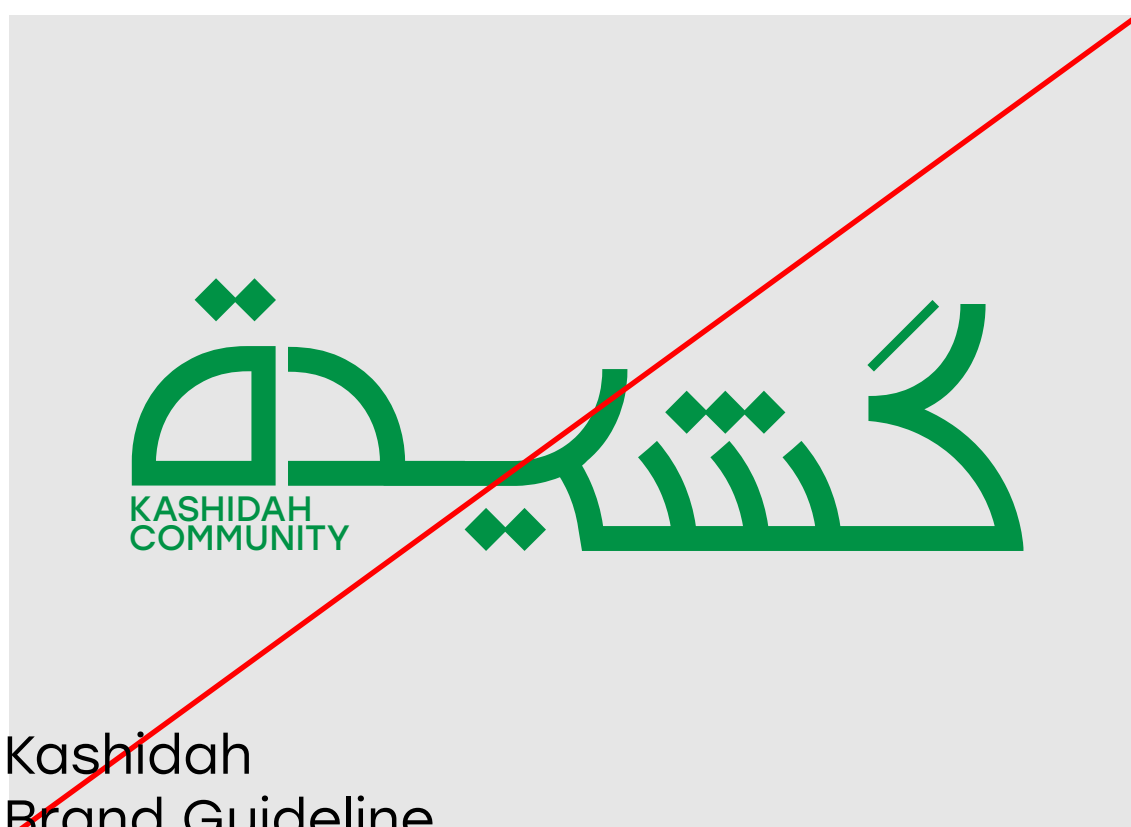**Do not scale either word independently**

Do not scale the dots

Do not outline

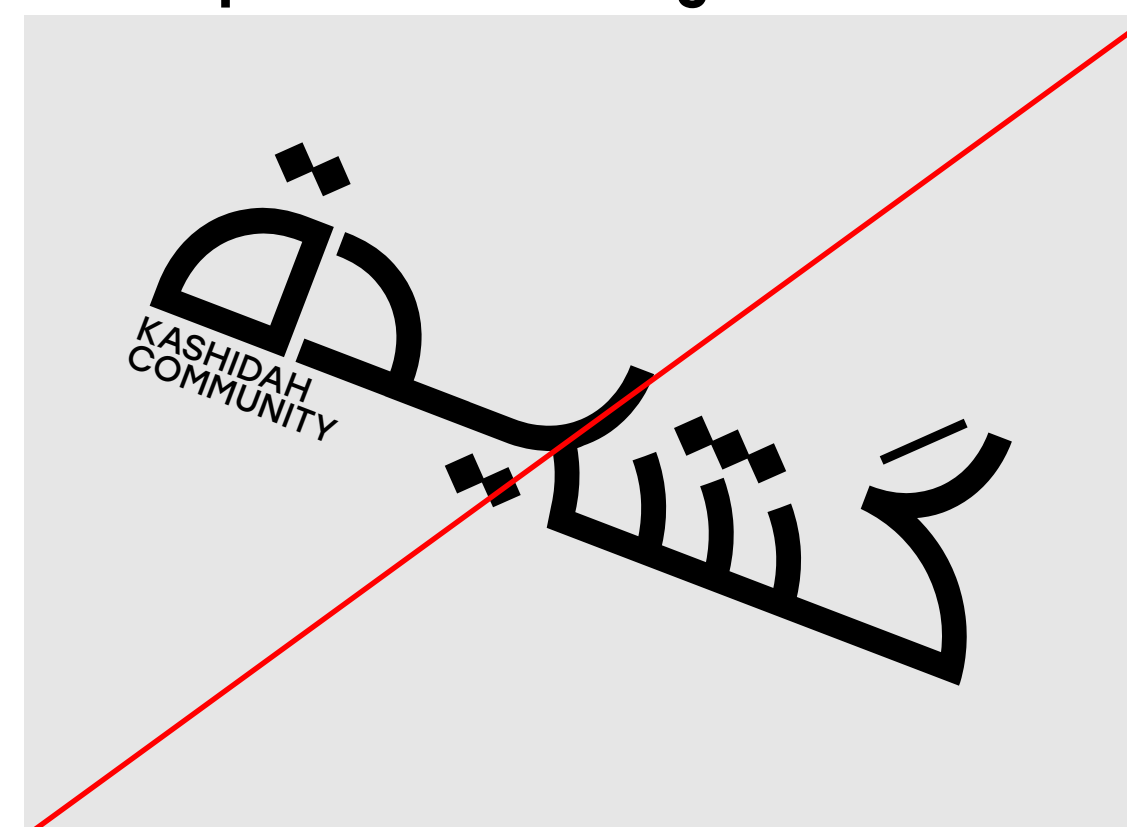**Do not use any color besides the brand colors**

Do not use shadows

Do not position on an angle

Do not apply patterns

Kashidah
Brand Guideline
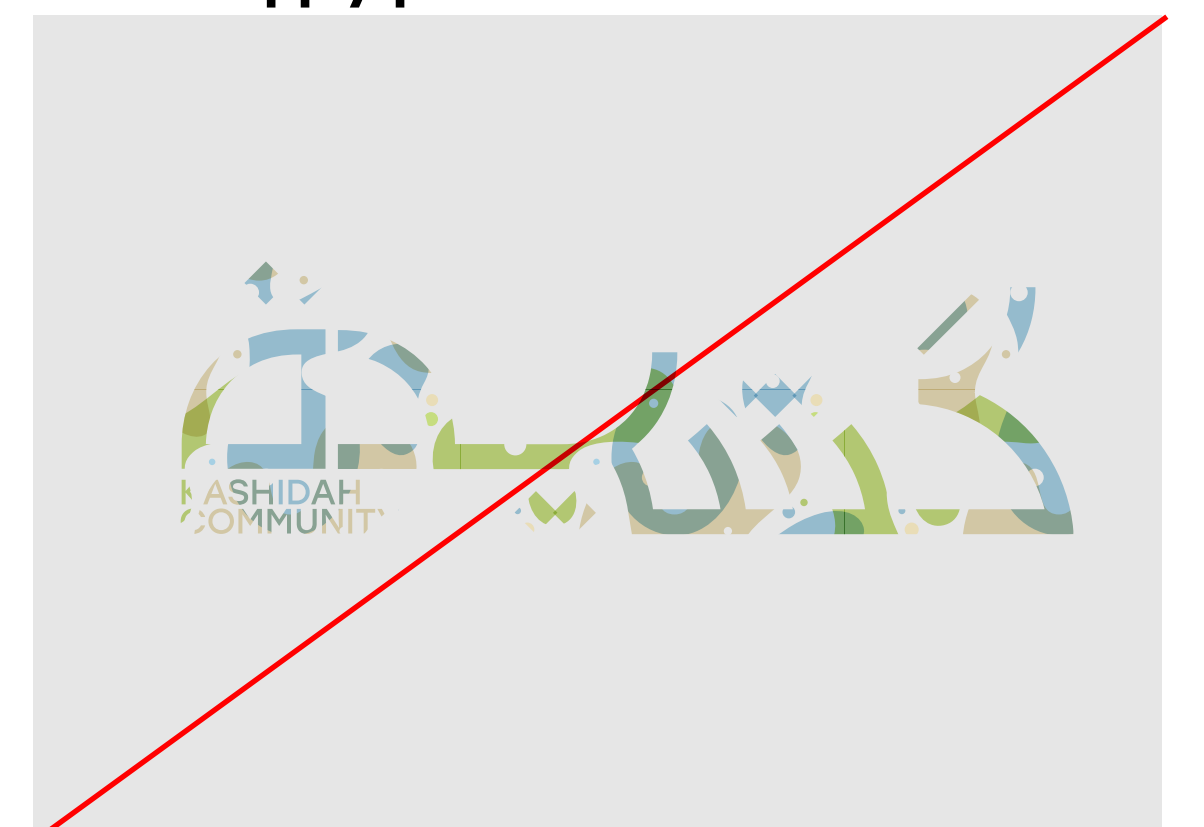
Logo
Scale

We've built a flexible logo
system that reads well at
any size and orientation.

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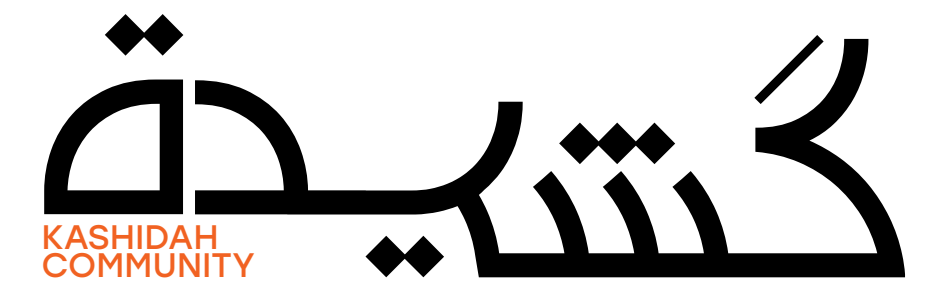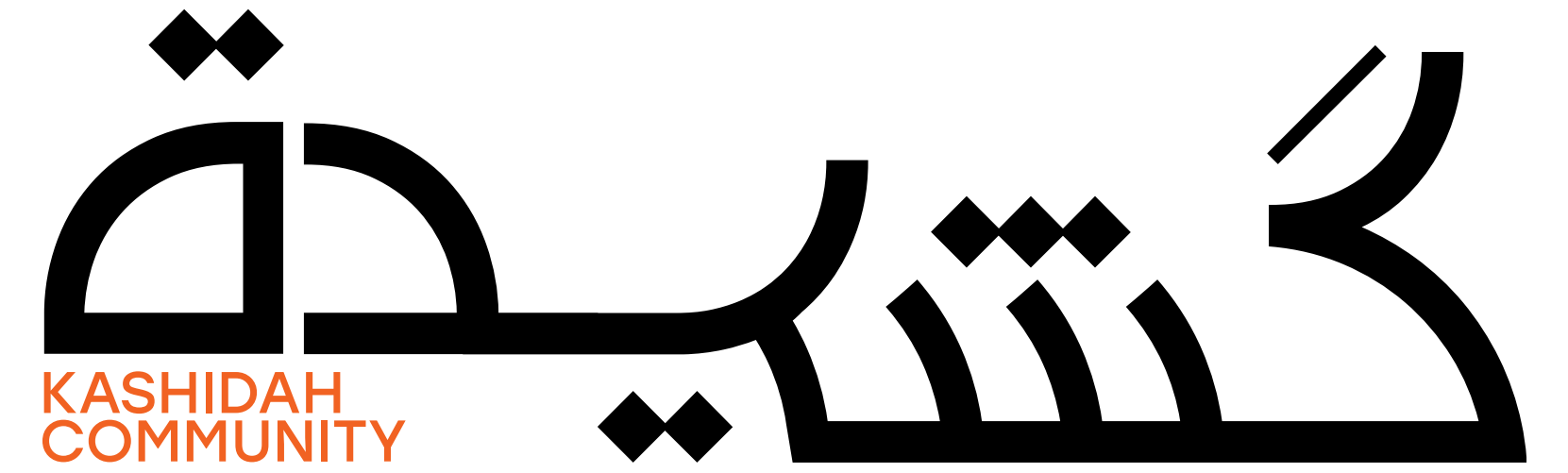
Primary Logo and Logo Lockups

The Kashidah logo is the primary visual icon of our identity, but it is also complemented by other elements depending on its placement. Below are the most common ways our logo is presented.

Kashidah Logo

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KASHIDAH
COMMUNITY

Kashidah Subbrands Logos

كشيدة

KASHIDAH
EVENT

كشيدة

KASHIDAH
WORKSHOPS

كشيدة

KASHIDAH
PODCAST

Kashidah Collaboration

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KASHIDAH
PODCAST

× ¥
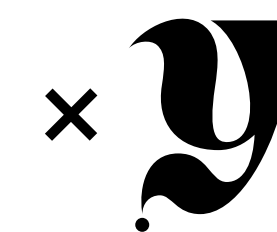
Social
Icon

Social icons are individually designed based on specifications. The following schematic provides guidance on logo sizing.
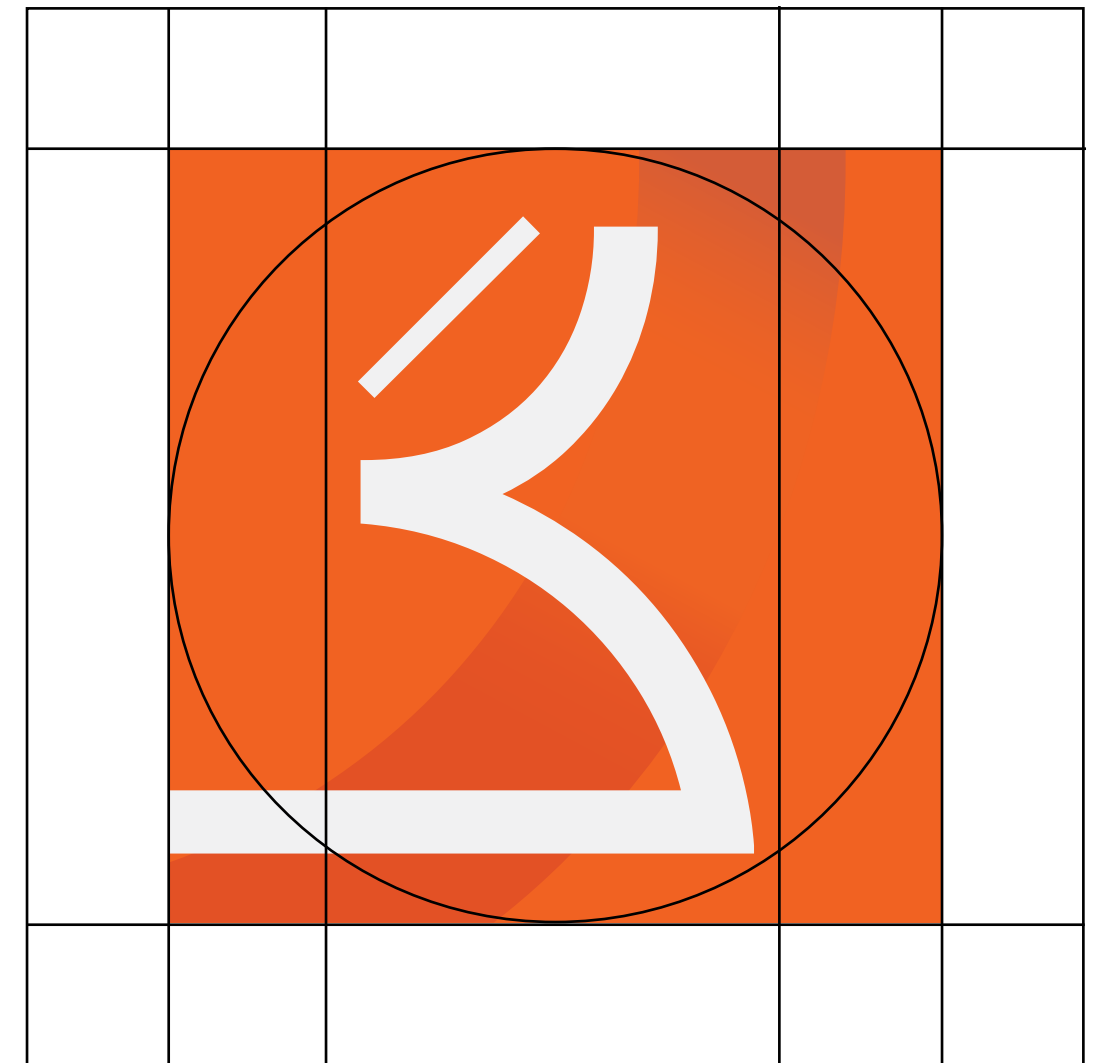
Typography

Typography is our visual voice. Bringing range, nuance and attitude to what we have to say.

Arabic Typeface

Since the brand covers both categories (Ar. and En.), it is necessary to provide an Arabic font, which is Noor font. where the bold font is used for headlines and the Regular\Light font for the subheadings and body.

خط نور - سميك
أ ب ت ث ج ح خ ذ د ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩ ٠ !؟

أ ب

خط نور - عادي
أ ب ت ث ج ح خ ذ د ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩ ٠ !؟

أ ب

خط نور - نحيف
أ ب ت ث ج ح خ ذ د ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩ ٠ !؟

أ ب

English Typeface

We lean heavily on our sans typeface in most things we create and for all things product-related.

Stolzl Family - Book
ABCDEFGHIJKLMNOPQR
TUVWXYZ1234567890!?#@

Stolzl Family - Regular
ABCDEFGHIJKLMNOPQR
TUVWXYZ1234567890!?#@

Stolzl Family - Bold
ABCDEFGHIJKLMNOPQR
TUVWXYZ1234567890!?#@

Aa Aa Aa

ENG Type Hierarchy

Whenever we write and design copy, please ensure to use the following examples as guidance.

Headline: Stolzl Bold

Art x Innovation

Subline: Stolzl Regular

Art and innovation fuse creativity, vision, experimentation, and ingenuity to transform ideas into groundbreaking, inspiring realities.

Body: Stolzl Regular

Creativity thrives when vision and experimentation come together, pushing boundaries to uncover new possibilities. Through imagination and ingenuity, ideas evolve into impactful, transformative works that challenge norms, inspire change, and redefine how we perceive the world around us.

Button: Stolzl Regular

Know More!

AR Type
Hierarchy

Whenever we write and design copy, please ensure to use the following examples as guidance.

العنوان :Noor Bold

الابتكار x الفن

العنوان الفرعي :Noor Regular

الفن والابتكار يمزجان الإبداع، والرؤية، والتجريب، والابتكار
لتحويل الأفكار إلى أعمال ملهمة ورائدة.

النص الأساسي :Noor Light

يَزدهر الإبداع عندما تندمج الرؤية والتجريب معًا، مما يدفع الحدود لاكتشاف إمكانيات جديدة. من خلال
الخيال والابتكار، تتطور الأفكار إلى أعمال مؤثرة ومُحوّلة تتحدى الأعراف، وتُلهم التغيير، وتعيد تعريف
كيفية إدراكنا للعالم من حولنا.

الزر :Noor Regular

تعرف على المزيد!

Kashidah
Brand Guideline

Application

Kashidah
Brand Guideline

Colors

Color is how we tell stories and catch attention. Our orange is vibrant enough to captivate through your screen.

Kashidah Orange

Orange is powerful. It sets us apart and is the first thing that comes to mind when you think of Kashidah.

Primary Colors

Our primary colors form the base of our design system.

Kashidah Orange

Our primary brand color represents the fresh distinctiveness of our brand and stands out from more traditional entertainment palettes.

#F16222
R 241
G 98
P 34

C 0.00
M 0.59
U 0.86
K 0.05

Kashidah Purple

The secondary color of the identity was chosen to match the orange color.

#1D0E33
R 29
G 14
P 51

C 0.43
M 0.73
U 0.00
K 0.80

Dynamic Gradient

Used as a background to create depth and bring a cinematic quality

Secondary Orange

The secondary color orange is used with the primary color orange as a color gradient for social media uses

#E55125
R 229
G 81
P 37

Secondary Purple

The secondary violet is used along with the primary purple as a hue for social media uses.

#2B1C58
R 43
G 28
P 88

White Background

#EEEEEE
R 238
G 238
P 238

Podcast Colors

The podcast colors form the core of the visual identity, reflecting creativity, vibrancy, and energy. These bold and dynamic shades enhance the innovative spirit of Kashidah's podcast, creating an engaging and visually appealing experience for the audience.

Fuchsia Rose

Symbolizescreativity and energy, perfectly reflecting Kashidah's podcast's bold and dynamic spirit.

#EC0975
R 236
G 9
P 117

C 0.00
M 0.96
U 0.50
K 0.7

Kashidah Orange

Our primary brand color represents the fresh and dynamic side of our brand. It stands out from more traditional entertainment podcasts.

#F16222
R 241
G 98
P 34

C 0.00
M 0.59
U 0.86
K 0.05

Purple Heart

Deep, rich purple that signifies sophistication, creativity, and ambition.

#6C2C90
R 108
G 44
P 144

C 0.25
M 0.69
U 0.00
K 0.44

Pink Sherbet

Soft, playful pink that evokes feelings of warmth and creativity.

#EB74AD
R 235
G 116
P 173

Secondary Orange

The secondary color is paired along with the primary orange color, adding depth and a modern twist for social media uses.

#2B1C58
R 43
G 28
P 88

White Background

#EEEEEE
R 238
G 238
P 238

Workshops Colors

The workshop colors bring a lively and energetic tone to Kashidah's educational sessions. They reflect creativity, interaction, and the dynamic exchange of ideas, helping to engage participants and stimulate innovation during the workshops.

Dark Purple

Evokes creativity and introspection, complementing Kashidah's workshops with a thoughtful and immersive atmosphere.

#221223
R 34
G 18
P 35

C 0.00
M 0.47
U 0.00
K 0.87

Lemon Yellow

A bright and vibrant color that exudes energy and optimism, evoking feelings of joy and creativity. Its lively tone is perfect for stimulating a cheerful atmosphere.

#FFF205
R 255
G 242
P 5

C 0.00
M 0.5
U 0.98
K 0.00

Rich Black

A deep, intense black that conveys sophistication and depth. It adds a dramatic touch, grounding designs and creating a sense of elegance and timelessness.

#6C2C90
R 0
G 4
P 8

C 0.00
M 0.00
U 0.100
K 0.00

Plum Purple

Fostering inspiration and reflection, the hue enriches Kashidah's workshops with an enchanting atmosphere for artistic exploration.

#78357D
R 120
G 35
P 125

Golden Yellow

This warm, inviting hue combines sunshine and richness, creating a sense of warmth and comfort. It enhances creativity and optimism, making it suitable for inspiring environments.

#DED461
R 222
G 212
P 97

White Background

#EEEEEE
R 238
G 238
P 238

Icongraphy

Our icons help tell a story while adding artistic value.

Marketing Icons

A selected set of our product utility icons become.

The Vessel

Concept

Born from our logo, The Vessel becomes
the holder of what is most essential.

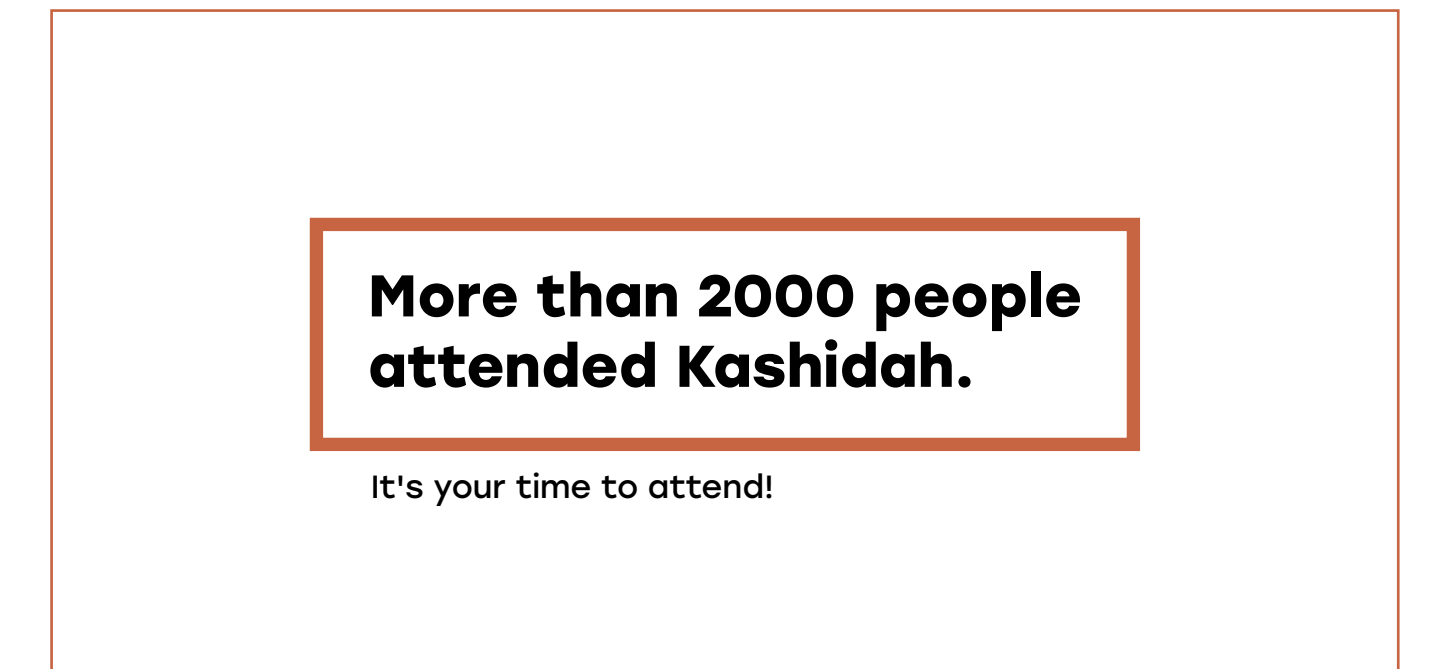كشيدة

KASHIDAH
EVENT

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Behaviors

The Vessel has a range of
behaviors and expressions.

Tell stories

Emphasize what's important

Stroke Weight
Examples

Regular

Heavy

لإثراء المحتوى **العربي**

كشيدة للفن

Layout System

Our layout system, the Mirror, is adaptive and responds to all ratios.

Horizontal Participation Grid

For participation, we use a poster grid that aligns elements. The number of columns, a multiple of 4, varies by format ratio. This grid guides placement of the mirror, accommodating both even and uneven panels, with minimum margins set at 12/1 of the shortest side.

12 Columns

1:1

16 Columns

4:3

20 Columns

16:9
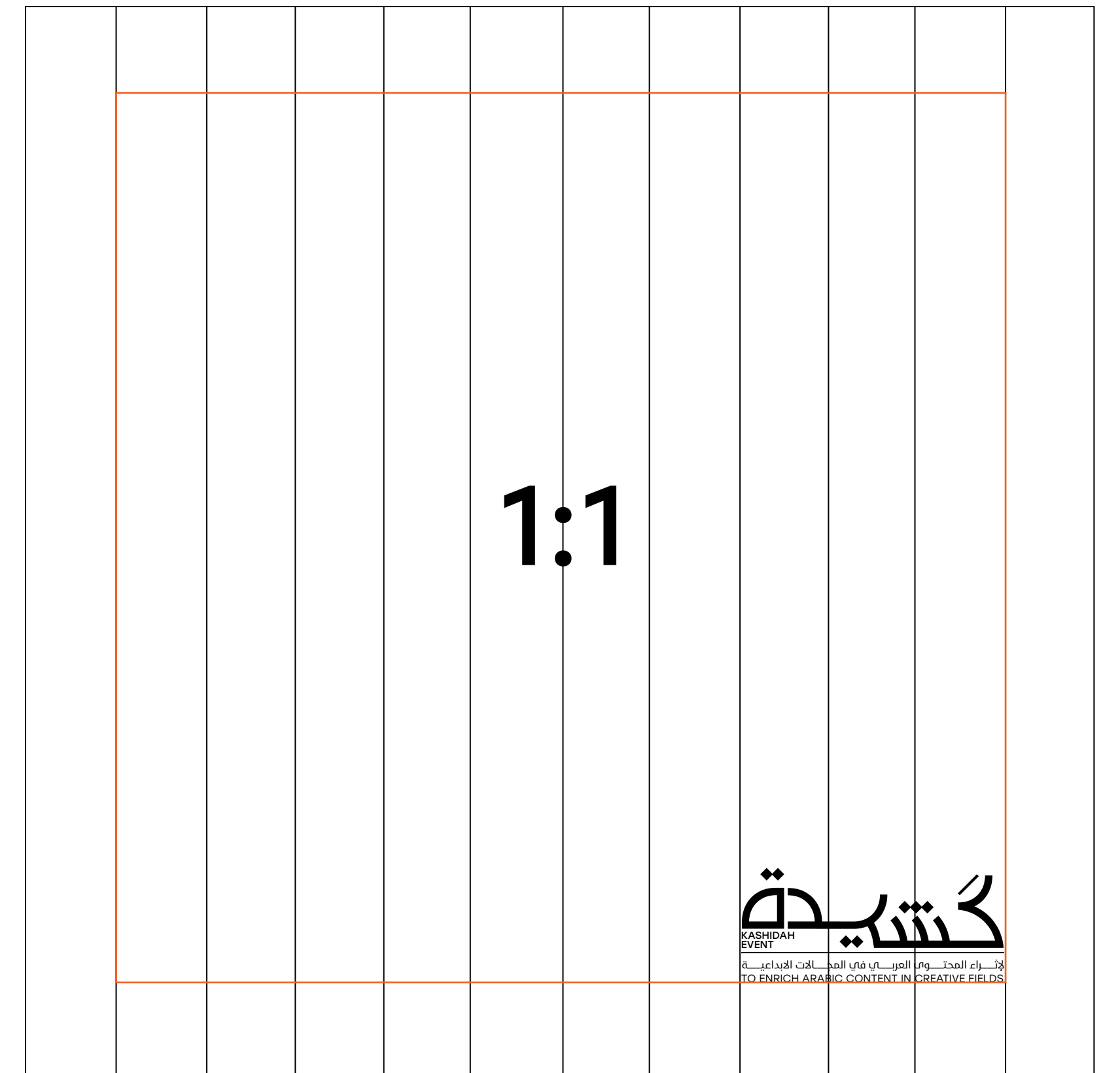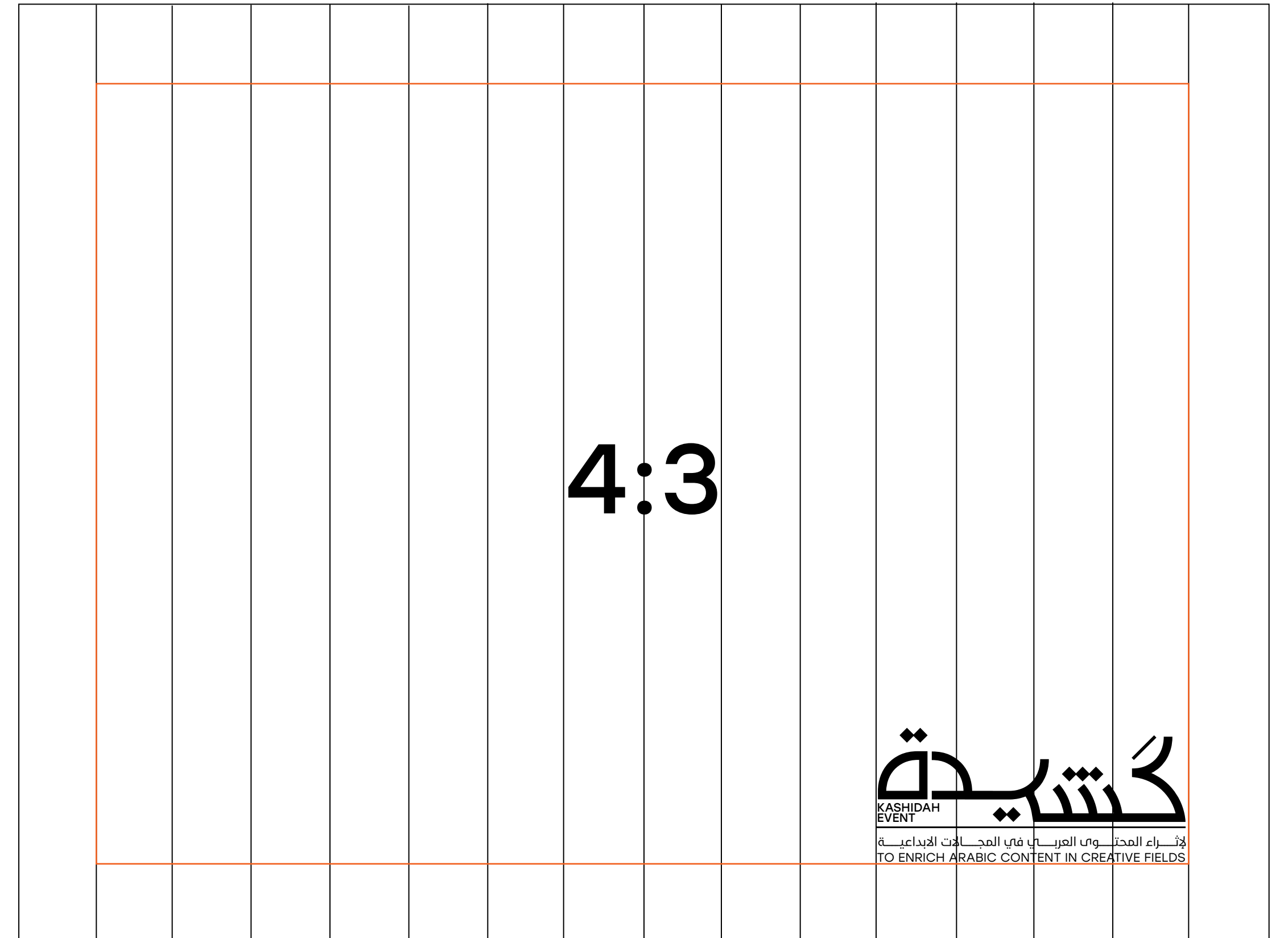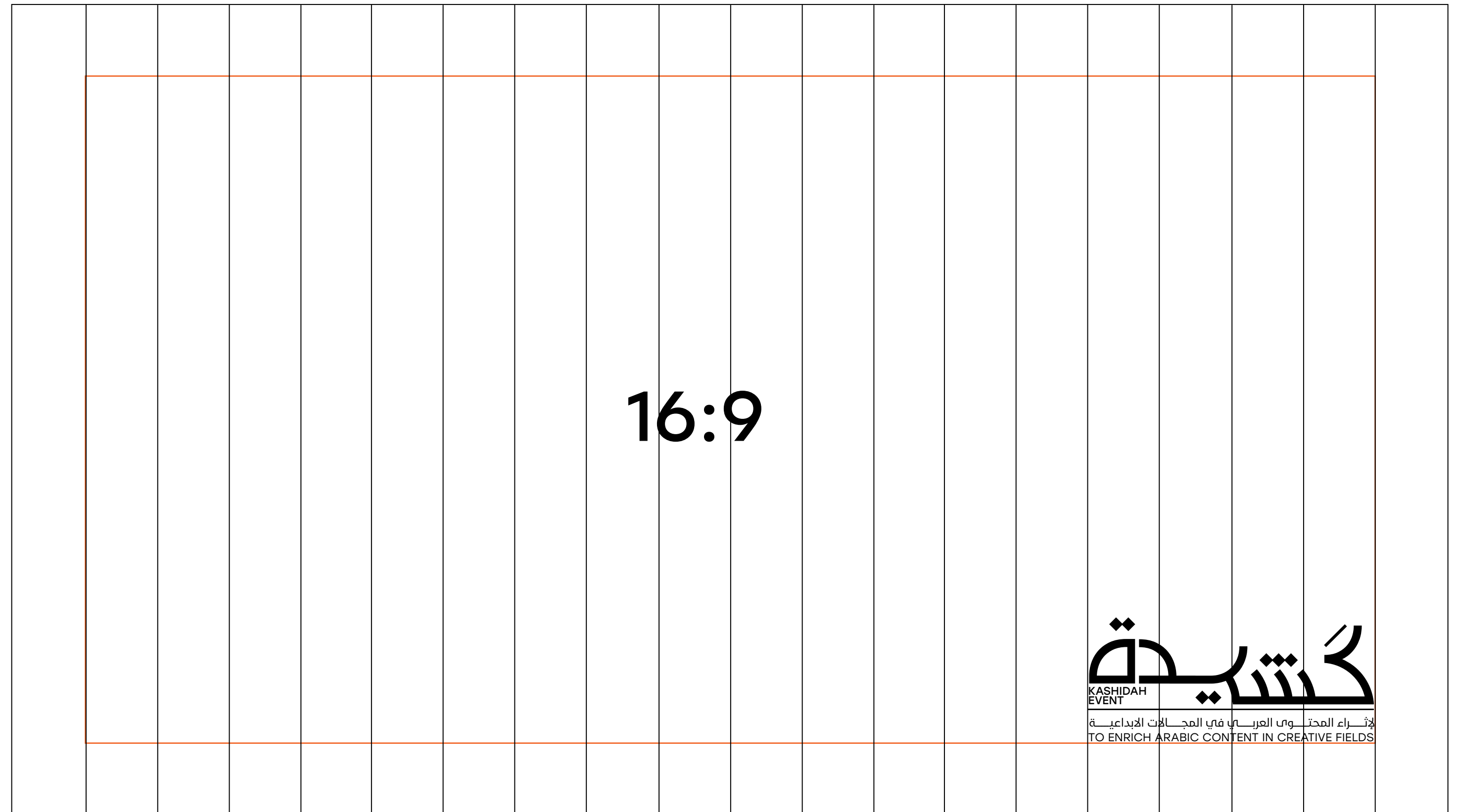
Vertical Participation Grid

For vertical layouts, apply the same rules as for the horizontal approach. The minimum margins are 12/1 of the shortest side.

12 Columns

1:1

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لإثراء المحتوى العربي في المجالات الابداعية
TO ENRICH ARABIC CONTENT IN CREATIVE FIELDS

16 Columns

3:4

كشيدة
KASHIDAH
EVENT
لإثــراء المحتــوى العربــي في المجــالات الابداعيــة
TO ENRICH ARABIC CONTENT IN CREATIVE FIELDS

20 Columns

16:9

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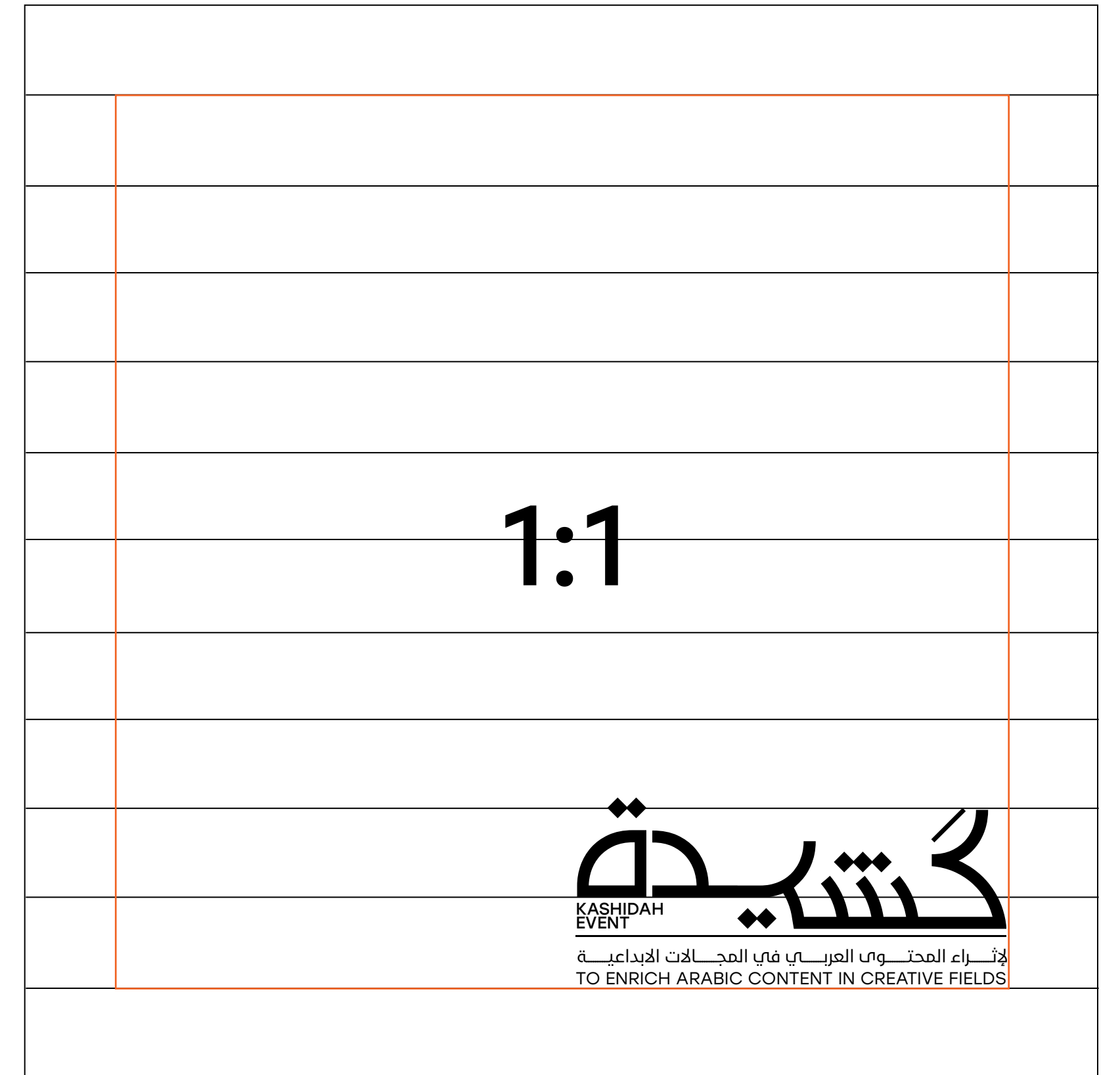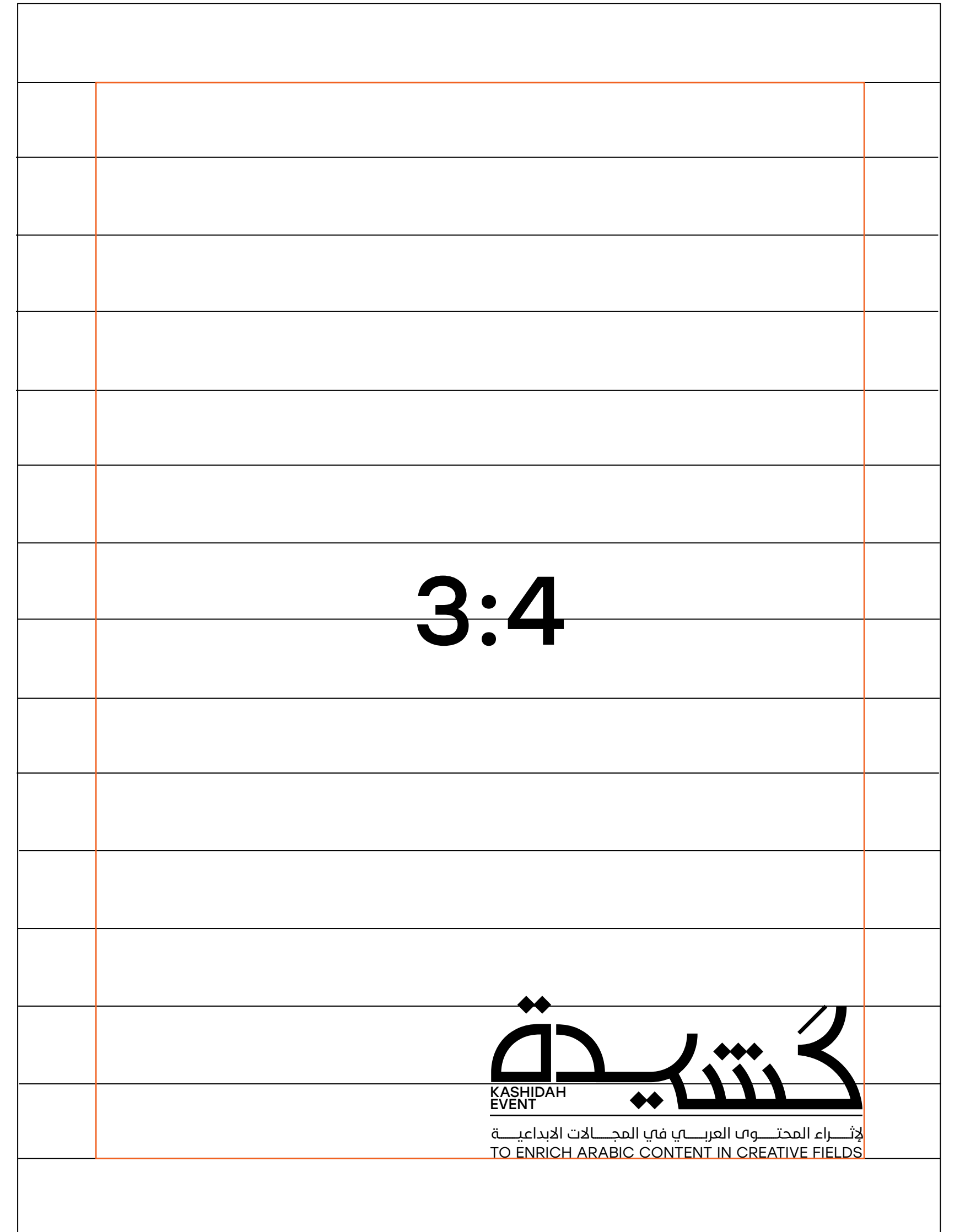
لإثـراء المحتــوى العربـي في المجــالات الإبداعيــة
TO ENRICH ARABIC CONTENT IN CREATIVE FIELDS
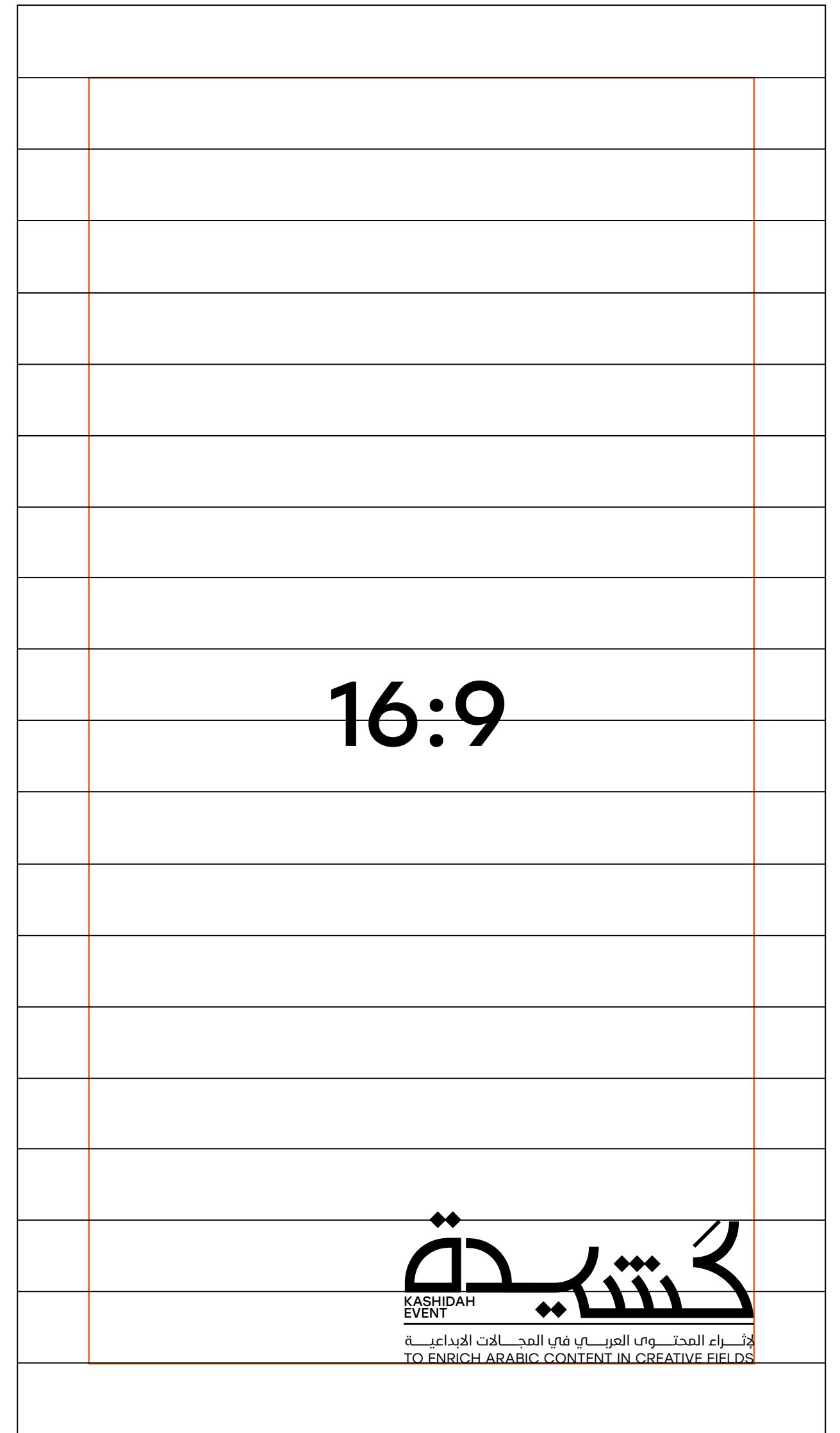
Don'ts

1. Do not use different size margins for all four sides.

2. Do not customise the margins.

Application Examples

Explore the following examples to see
how our layout can be effectively utilised.

Kashidah
Brand Guideline

Brand Elements

The power of our identity is embodied in our elements.

Business Card

Firstname Lastname
Jop Title

+••• •••• •••
@kashidah.com   * Cairo, Egypt

الاسم الأول والاسم الأخير
المسمى الوظيفي

kashidah.com

+••• •••• •••
***@kashidah.com   *** القاهـــرة, مصر

kashidah.com

الاسم الأول والاسم الأخير
المسمى الوظيفي

*** القاهـــرة, مصر   ***@kashidah.com   +••• •••• •••

Kashidah
Brand Guideline

Letterhead

Hello!

Firstname Lastname

Ph: +*** XXXX XXXX
Email: ****@kashidah.com
Date: 20 june 2024

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eleifend mi et cursus mollis.

varius, turpis et finibus laoreet, neque arcu varius purus, sit amet vestibulum erat nunc et lectus. Phasellus auctor, purus a sodales placerat, erat mauris euismod magna, convallis volutpat dui justo vitae ligula. Nulla commodo, velit id posuere tempor, ligula velit semper nulla, et scelerisque justo eros vel enim. Mauris rutrum ex at mauris aliquet rhoncus. Phasellus purus elit, lobortis id dignissim nec, tempor sit amet ante. Duis luctus dapibus metus, eget vestibulum justo sollicitudin .

Vestibulum feugiat sapien quis dictum imperdiet. Nunc ac facilisis dui, eu ullamcorper lorem. Aliquam vitae tincidunt lacus. Phasellus vitae elit sed felis facilisis varius. Morbi a tristique augue. Nulla facilisi. Donec et lacus nec est malesuada aliquam. Donec venenatis lacus ligula, luctus volutpat sapien malesuada ac. Fusce eu tempus sem, egestas imperdiet augue. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Suspendisse eget pharetra elit. Donec sed turpis ligula. Duis id enim eu urna malesuada vulputate.

Fusce quis nibh id tellus pellentesque ornare. Mauris lacus est, porttitor vitae tempus id, rutrum vel mauris. Nam est sem, lacinia ac urna sed, tempor iaculis leo. Etiam consectetur ultrices turpis, id dictum purus pulvinar vitae. Aliquam ac metus odio. Vestibulum nec imperdie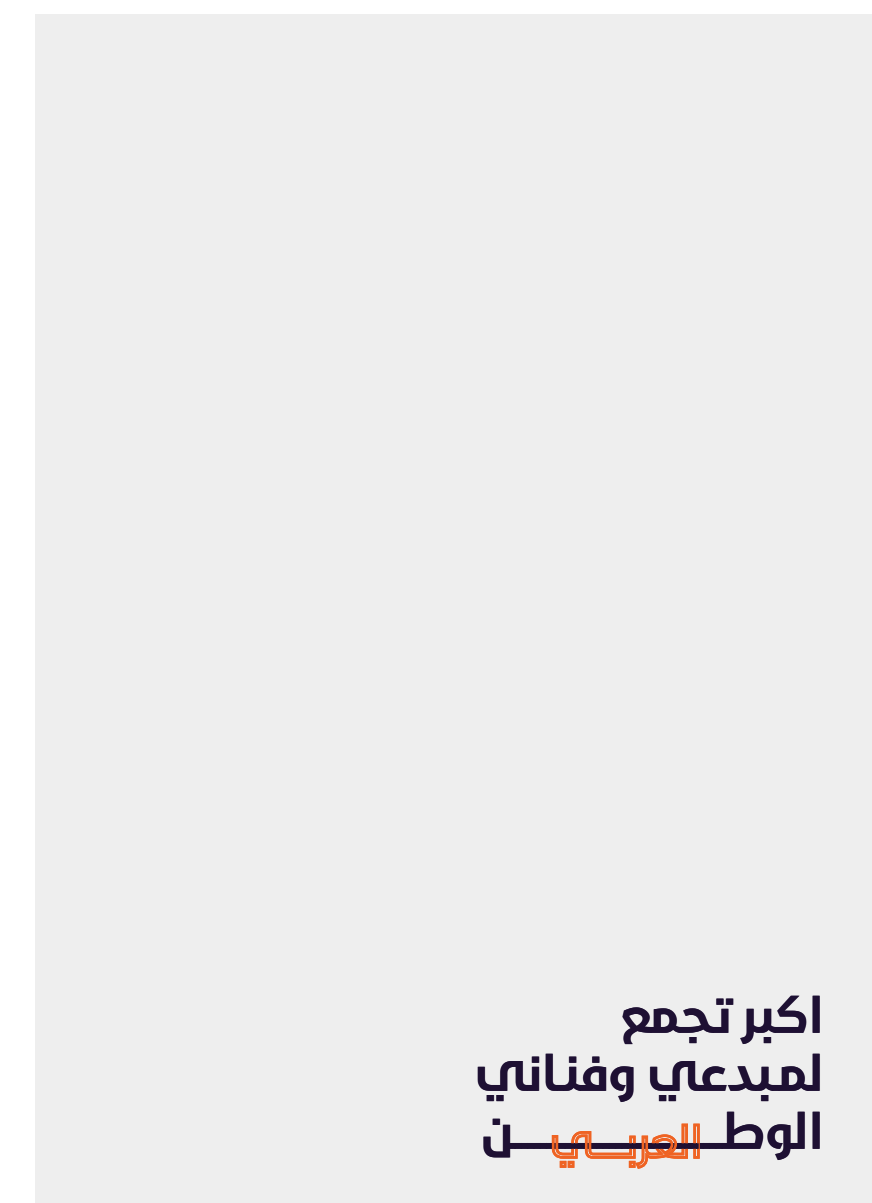t enim, vel accumsan eros. Nam rhoncus varius urna. Nullam iaculis nulla neque, iaculis interdum nunc commodo vel. Aenean velit odio, mattis non facilisis eu, ullamcorper eget turpis. Ut tincidunt, nisl vel accumsan tempus, est ipsum consequat neque, a tristique ligula justo nec nibh. Pellentesque id sapien tortor. Ut ullamcorper metus ac ante ultricies congue. Mauris ultrices tincidunt arcu, at placerat justo mattis ut. Cras porttitor fermentum rutrum.

Warm Regards,
Yara Radwan

Invitation

Notepad

اكبر تجمع
لمبدعي وفناني
الوط العربـــي

اكبر تجمع
لمبدعي وفناني
الوط العربـــي
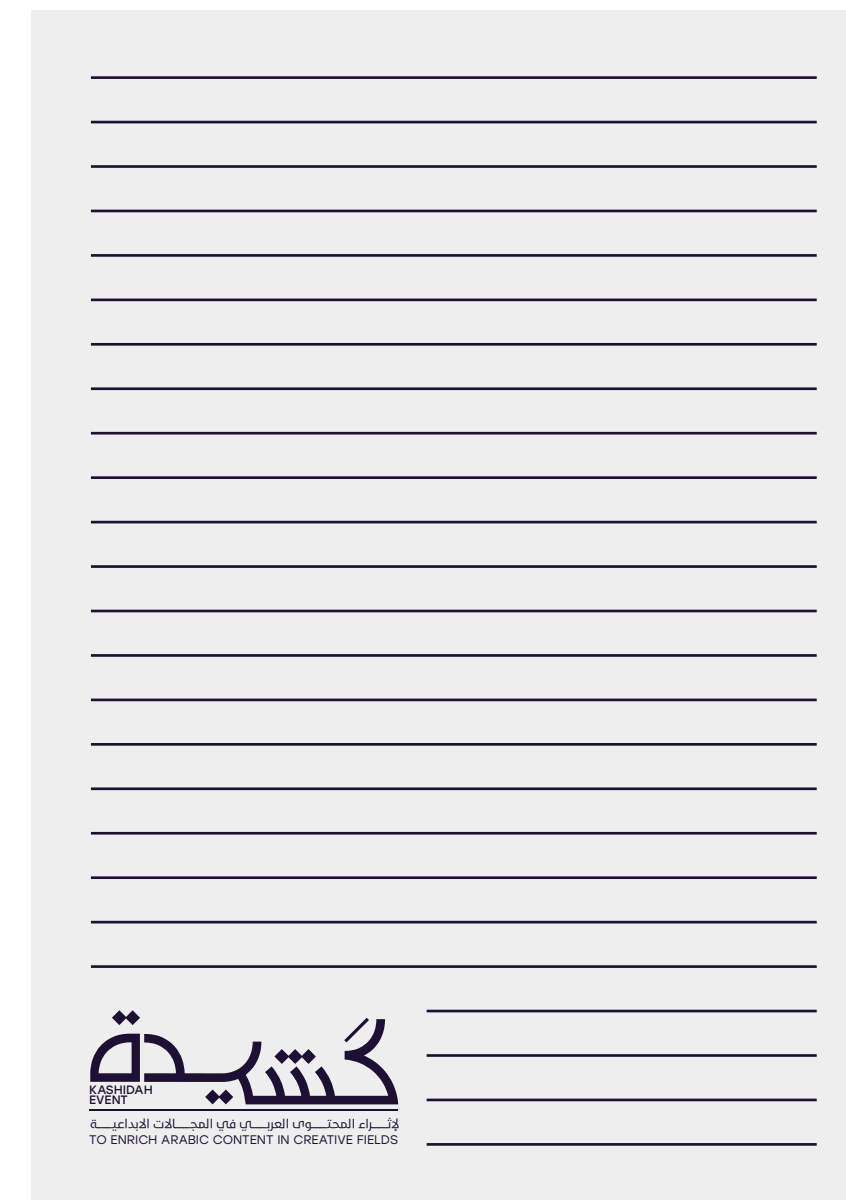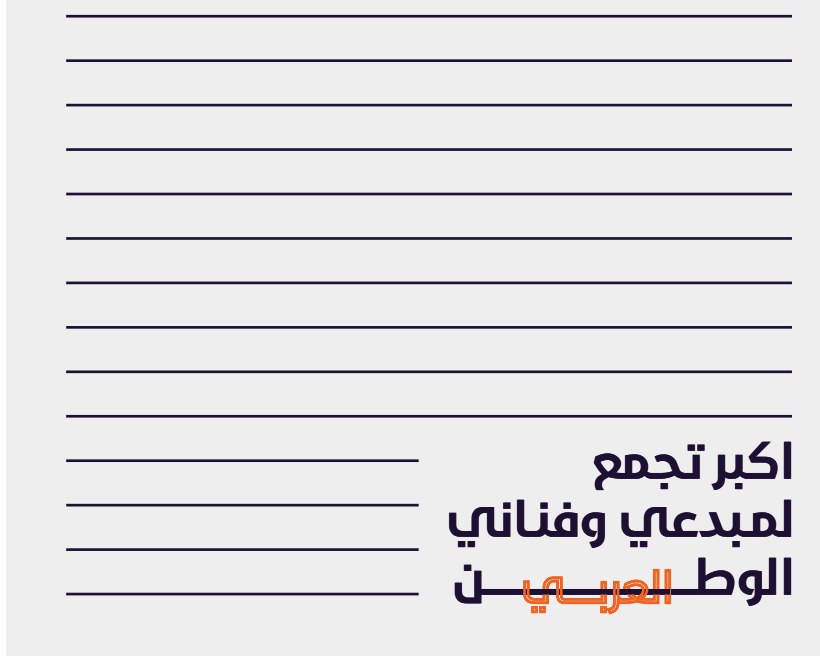
Pen

كشيدة ليست مجرد حدث، بل هي مجتمع نابض بالحياة.

مجتمع يساند ويدعم بعضه البعض، مجتمع يحتفي بالإبداع والابتكار، ويفخر بهويته العربية المتأصلة. في كشيدة، نجتمع لنرسم ملامح مستقبل إبداعي أكثر إشراقًا، حيث يجد كل مبدع ومبدعة مساحة للتعبير عن أنفسهم بحرية وتميز. مكان يجمع الفنانين، المصممين، والمبدعين من مختلف المجالات، ليتبادلوا الأفكار، يتعاونوا، ويحتفلوا بالجمال الكامن في ثقافتنا العربية الثرية. نؤمن بأن القوة في الوحدة، وأننا معًا نخلق حراكًا إبداعيًا يُلهم ويمتد إلى أبعد الحدود.

يارا رضوان

Thank You!