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# BASIC BRAND GUIDE

# MAIN LOGO

always use the logo with its full form (mawwal + icon + arabia) for a very well visualize representation+ to let the audience get familiar with the name and memorize it better.







## VERSIONS MAWWAL

Mawwal brand was developed with a unique arabic look different versions so that you have a total readability and flexibility of application in the most varied materials and formats.

Each version has its own characteristics that facilitate their daily use and guarantee maximum efficiency communication.

### BRAND VERSIONS

#### FULL LOGO PRESENTATION

this includes both full company name and tagline. this is more of a formal presentation. where it appears: places your audience dont know you- where you want to appear formal. ads

#### TEXT ONLY

This format works well where the logo-mark or symbol cannot be easily used. may be used to avoid repetition

#### STANDARD LOGO

informal and casual  
can be on merchandise-on insta stories or social media posts displayed on consumer focused content - it can appear on instagram and social media stories on cover photos ( T-shirts, tags . Considered more informal casual ).

#### ICON

the viewer is already made aware of our name. Mostly used further as watermarks, background graphics or patterns ( website - social media - emails where your consumer already can see your name) this can be used as a responsive logo on apps too

### Positive



FULL LOGO PRESENTATION



TEXT ONLY



STANDARD LOGO



ICON

### negative



# LOGO USAGE EXAMPLES



## instagram stories

This format works well where the logo-mark or symbol cannot be easily used. may be used to avoid repetition



## Street ads + bottles

### FULL LOGO PRESENTATION

this includes both full company name and tagline. this is more of a formal presentation.  
where it appears: places your audience dont know you- where you want to appear formal. ads



## ICON

the viewers are made aware of the brand already so they can recongnize the brand (mostly social media plat-forms (stories and posts that are di-rected to current audience





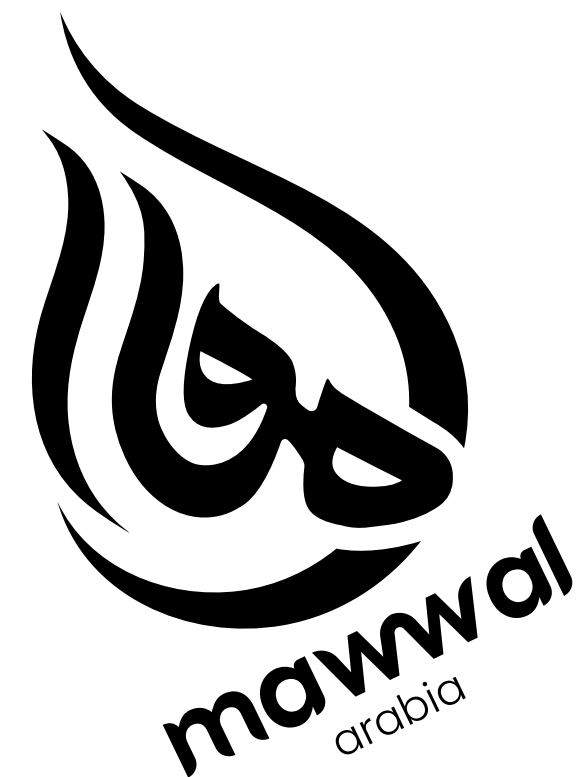
# LOGO MISUSE



**NO DISTORTION**  
Do not distort the logo.



**NO EFFECTS**  
Do not apply effects.



**NO ROTATE**



**NO OUTLINE**

# COLOR PALETTE

mawwal has only 2 primary colors in its composition.

Luxury

HEX	RGB	CMYK
#C5A25D	197 162 93	25 35 75 0

BLACK

HEX	RGB	CMYK
#231F20	35 31 32	0 0 0 100

the living color has the lowest amount possible mixing of primary colors in your composition to achieve the expected color, ensuring thus more purity and ease of color perception when naked eye. Any other variation of this pattern is considered as a DEAD COLOR.

EXAMPLE

LIVING COLOR



C 25%  
M 35%  
Y 75%  
K 0%

DEAD COLOR



C 24%  
M 33%  
Y 75%  
K 1%

## SUPPORTING COLORS

Oud

HEX	RGB	CMYK
#DF6D27	223 109 39	10 70 100 0

Arabic

HEX	RGB	CMYK
#e2e1e1	226 225 225	10 8 8 0

Coffee

HEX	RGB	CMYK
#6E4224	110 66 36	40 70 90 40

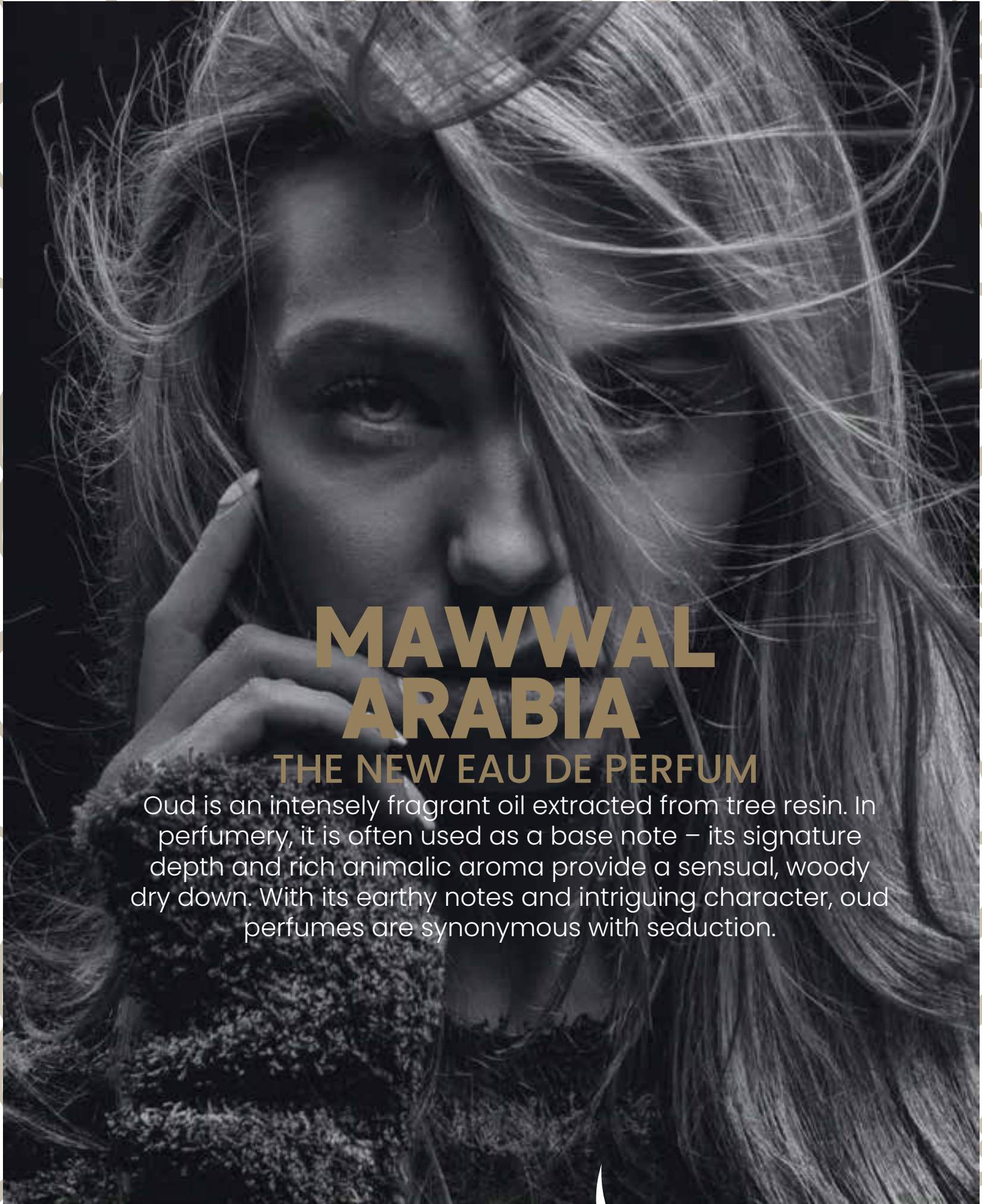
clouds

HEX	RGB	CMYK
#bcdae7	188 218 231	25 05 05 0

mawwal has only 4 secondary/supporting colors in its composition. its values are multiples of 5 except for the arabic (grey color) which is multiple of 2

these colors come in handy for the packaging design color choices/ to support the whole concept of the brand





example

# TYPOGRAPHY

Aa

Tittle

**Madani Arabic Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

١٢٣٤٥٦٧٨٩١٠

Aa

Subtittle

**Poppins ExtraLight**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910**

Aa

Body text

**Poppins ExtraLight**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910**



A black and white photograph of a man sitting on a stone wall. He is wearing a dark fedora hat, a dark blazer, and a light-colored patterned shirt. He is looking off to the side with a thoughtful expression, his right hand resting on his hat. He is also wearing a beaded bracelet on his right wrist. The background shows a building with a brick wall and a window. The overall mood is contemplative and stylish.

# POSITIONING IN THE MARKET



BRAND ARCHITECTURE **MAWWAL**

INSTITUTIONAL



COMMUNICATION  
WITH THE TARGET AUDIENCE



PACKAGING  
language : AFFORDABLE LUXURY





## BRAND DNA **MAWWAL**

### **DNA** **Strengths**

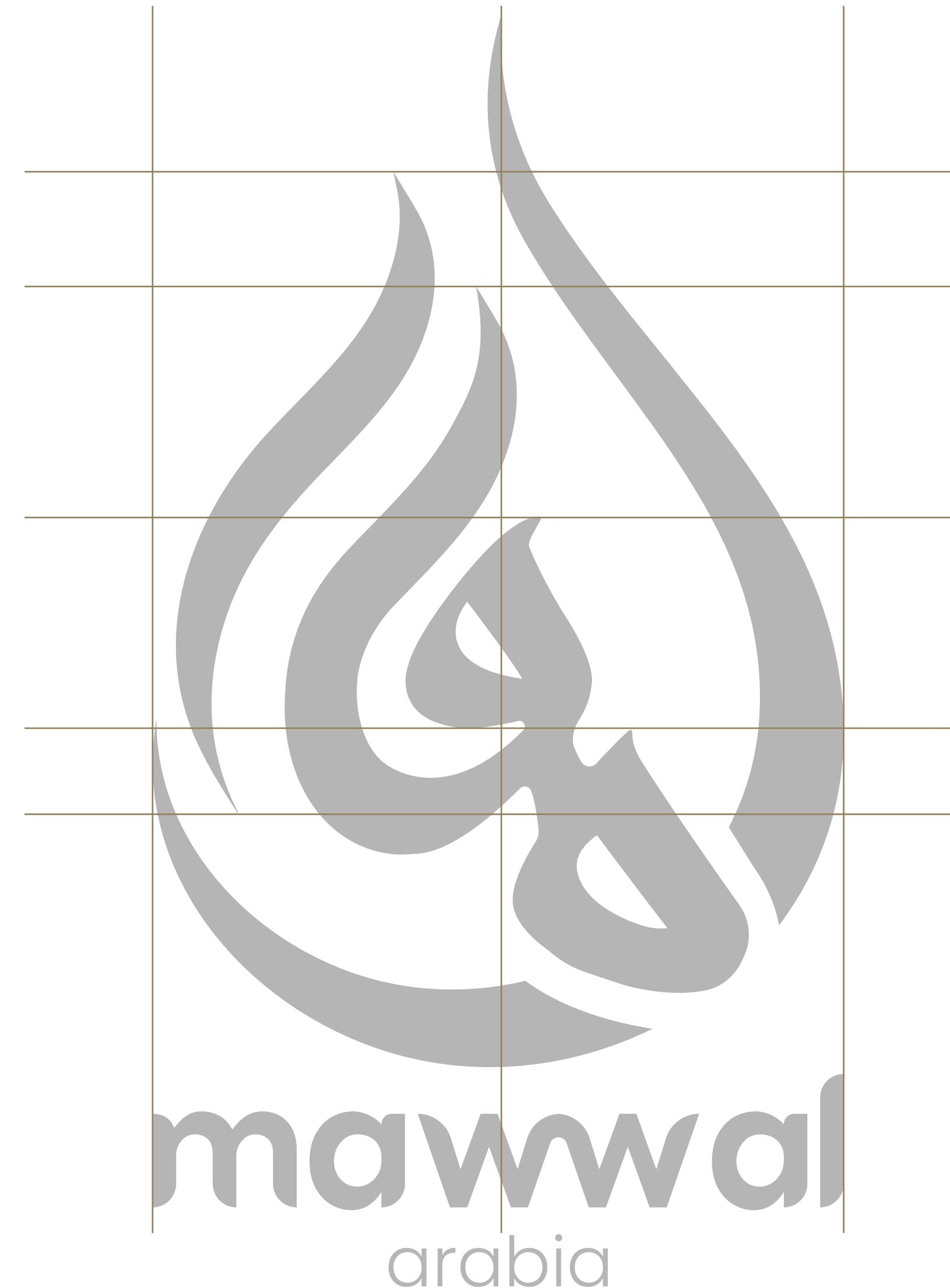
**Luxurious Brand Image:** Mawwal has positioned itself as a luxurious perfume brand, leveraging Arabic heritage to appeal to consumers seeking sophistication and elegance.

**Affordable Pricing:** Offering luxury fragrances at an affordable price point gives Mawwal a competitive edge in the market, attracting a wider range of customers.

**Diverse Fragrance Concepts:** With six distinct fragrance concepts (Woody, Oriental, Floral, Citrus, and Fougère), Mawwal offers variety to cater to different preferences and tastes.

**Global Presence:** Mawwal plans to target multiple markets, including Brazil, the US, and the GCC region, enhancing brand visibility and potential for growth.

**Online and Offline Distribution:** By adopting a dual distribution strategy, Mawwal can reach customers through both online channels and offline partnerships, maximizing market reach.





# POSITIONING MAWWAL

It is the result of the execution of the D.N.A. from the brand seen by the public at the end or with the analysis of market experts.

Constantly search for the correct application of each characteristic of the D .N.A. of brand with its target audience, aims to guarantee the real market gain between PROJECT REALITY or STRATEGY X RESULT.

## WHO IS MAWWAL'S TARGET AUDIENCE?

WHO IS MAWWAL'S TARGET AUDIENCE?

AGE GROUP BETWEEN 20 - 50 years

DOMINANCE OF CLASS B and C

male and female percentage will be according to each line

**values:** Arabic luxurious perfumes, Affordable price, and mainly hygiene.

## POSITIONING - MALE TARGET AUDIENCE -



## POSITIONING - FEMALE TARGET AUDIENCE -



# POSITIONING

"MAWWAL" is a luxurious yet accessible perfume brand inspired by the rich heritage of Arabic fragrances.

With a focus on blending Arabic luxury with affordability, MAWWAL offers a range of captivating scents that cater to individuals seeking sophistication and elegance without compromising on quality.

Rooted in tradition yet embracing modernity, each fragrance concept - Woody, Oriental, Floral, Citrus, and Fougère - embodies the essence of Arabian opulence, inviting customers on a sensory journey infused with exotic ingredients and captivating aromas.

Through a combination of online accessibility and strategic B2B partnerships, MAWWAL delivers an unparalleled olfactory experience to discerning consumers in the Brazilian, US, and GCC markets, positioning itself as the epitome of luxury that is within reach.

# COMPETITORS

Swiss Arabian/Designer Shaik/  
Lattafa/Atyab Al Marshoud/  
O Boticário/Natura/  
Água de Cheiro/Jequiti.



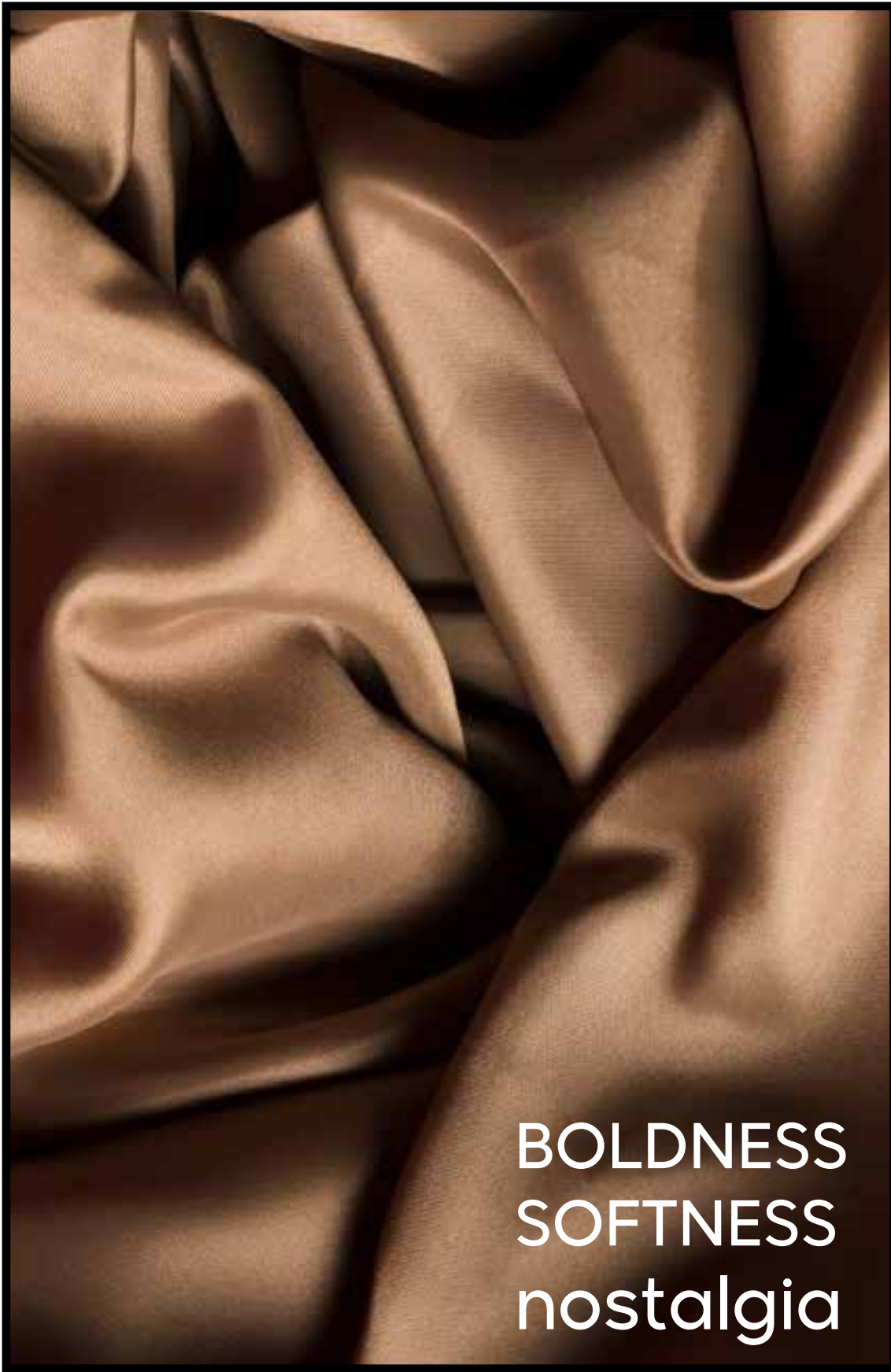
A close-up, low-key photograph of a woman's hand holding a clear glass perfume bottle, spraying a fine mist of perfume towards her face. The scene is dramatically lit from the side, creating strong highlights on the woman's dark hair and the spray of the perfume, while the rest of the scene is in deep shadow. The background is a bright, out-of-focus window or light source.

**STYLE GUIDE MAWWAL**



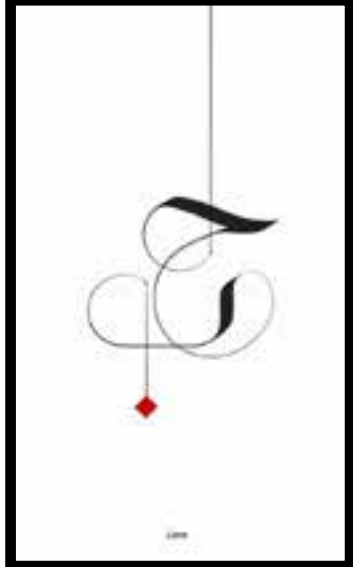
**BRAND  
BOARD**

where consumers use fragrances as a part of daily hygiene. Factors influencing fragrance choice include sexuality, elegance, sophistication, and personal connection, with price playing a minor role, rising purchasing power.



**CLASS  
LUXURY**

Color palette: teal, dark brown, medium brown, light brown, orange.



**OLD AUTHENTIC**





# BRAND NAMING

Mawwal In Arabic Music, the mawwāl (Arabic: مَوَّال; plural: mawāwīl, مواويل) is a traditional genre of vocal music that is usually presented before the actual song begins. It is characterized by spelling vowel syllables longer than usual.



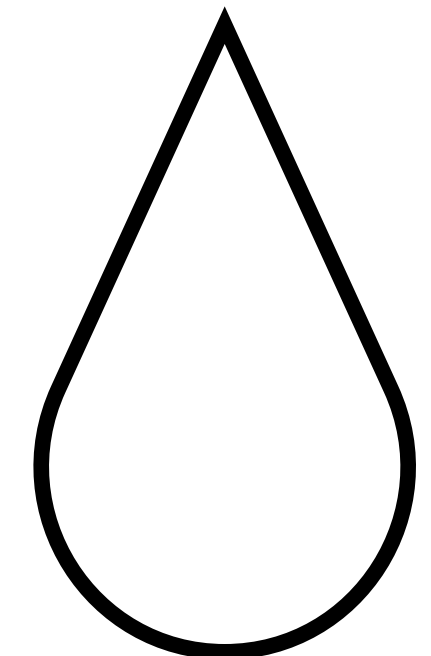
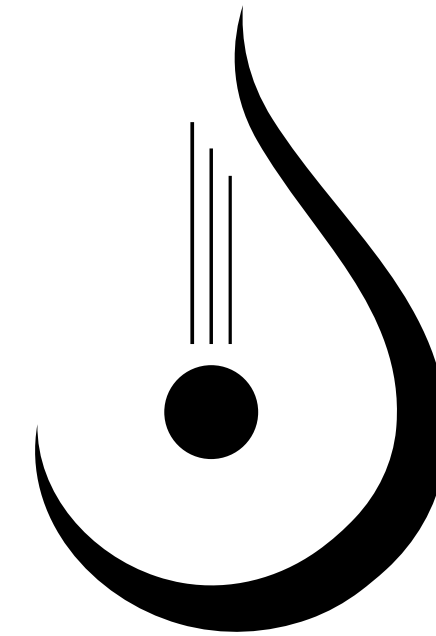
# CONCEPT CONSTRUCTION

The logo design plays with the soft waterfall grace of an oud string, encapsulating the essence of the perfume brand through musical harmonies and aromatic blends

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mawwal → mawwal

WE UTILIZED MADANI ARABIC FONT FOR THE "MAWWAL" WORD, BUT MANUALLY ADJUSTED CERTAIN POINTED LETTERS TO A SLIGHTLY ROUNDED STYLE IN THE TYPOGRAPHY.



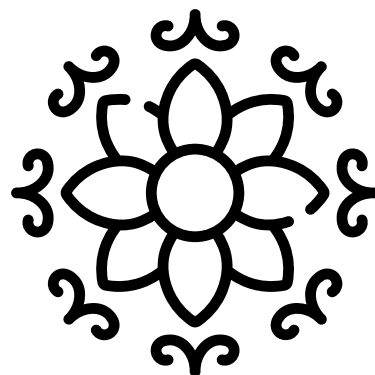
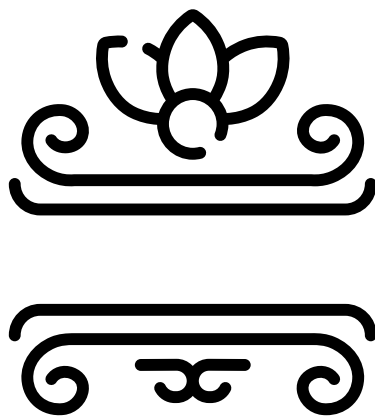
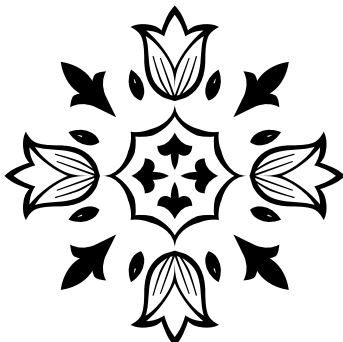
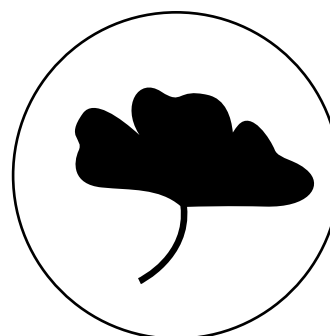
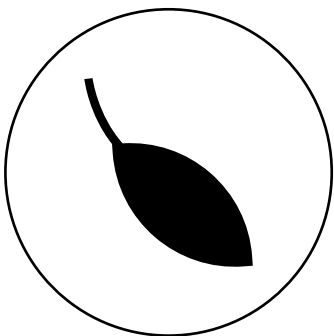
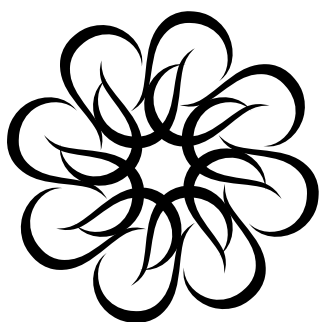
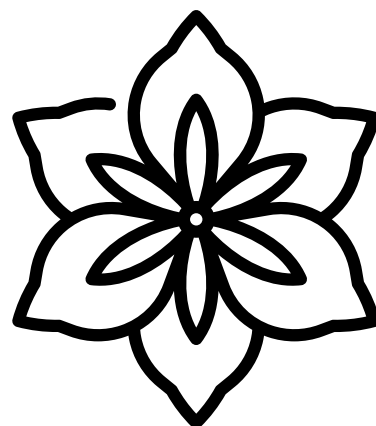
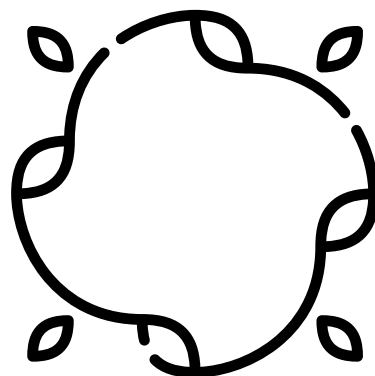
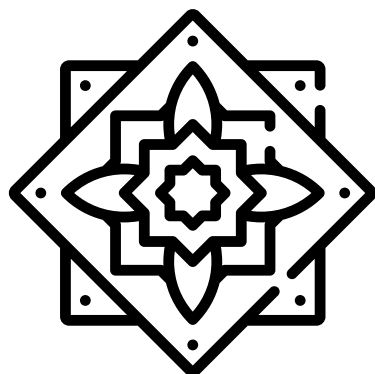
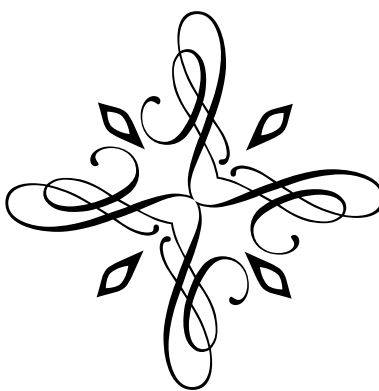
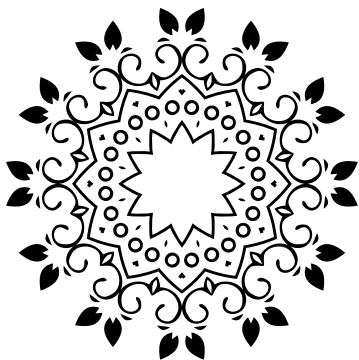
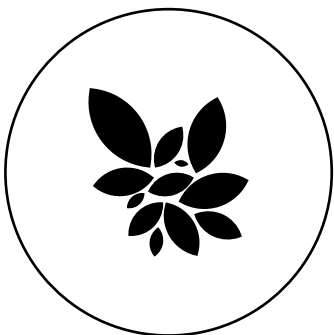
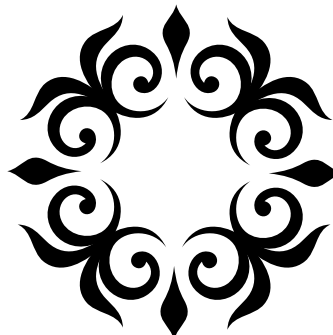
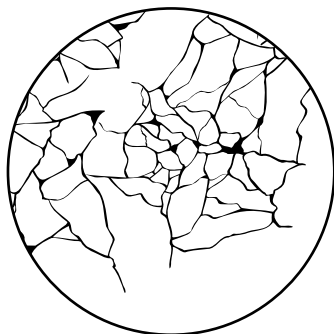
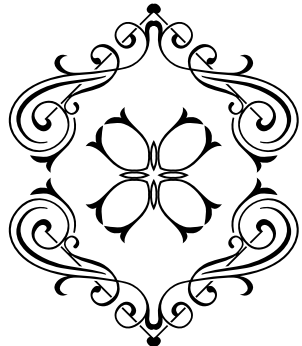
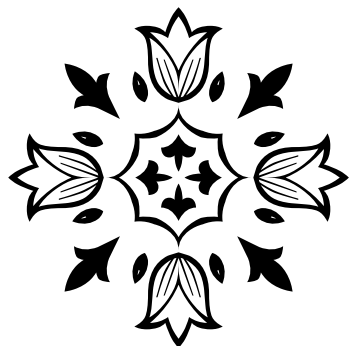
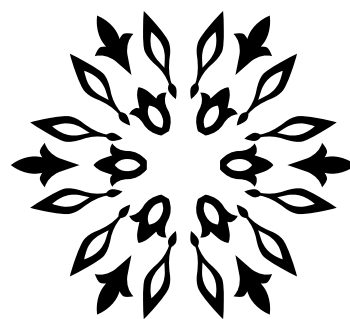
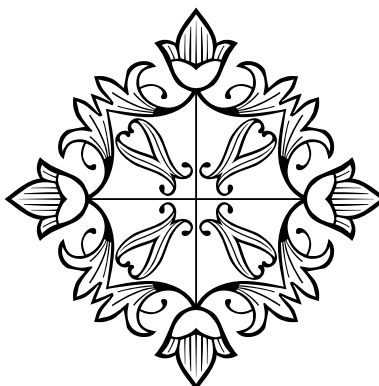
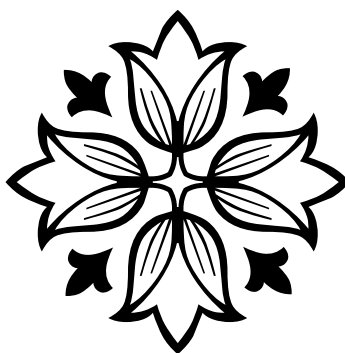
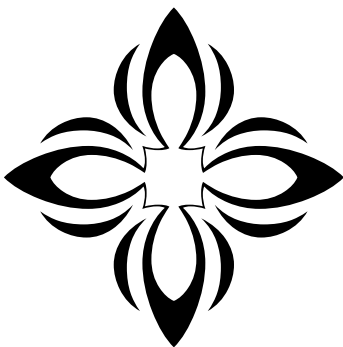
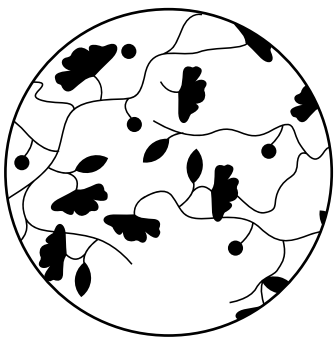
# SUPPORTING ICONS/GRAPHICS

## MAWWAL

They serve to help and complement any type of creation based on this BrandBook. The icons developed next to follow as a visual style reference for the creation of new icons (if necessary), because as the young visual universe is in constant updating and growth would be It is impossible to have and predict all the icons. The creation of new icons can be based on for the following themes below:

### SUPPORT ICONS:

arabesque  
calligraphy  
arabic patterns  
old instruments  
elegant brushes  
(flow from thin to thick)  
coffe - diamonds -





## Support Typographies

are families of typography chosen for the development of targeted materials EXCLUSIVELY FOR THE TARGET AUDIENCE.

Each family has its own characteristics and must be used with care. Is it possible to develop new graphics according to each situation requires, however, the following material FAITHFULLY fits the graphic concept of this brand book.

**delaney** can be used as an english contruction font for arabic words

### madani arabic letters

used for more modern looking typography targeting females and males

### Aldhabi

used for more modern arabic calligraphy targeting females and males

*Aa*  
*Delaney*

*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*

*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### Madani Arabic Regular

ز ر ذ د خ ج ح ث ت ب أ  
غ ع ظ ط ض ص ش س  
ي و ه ن م ل ك ق ف

نصبي

ز ر ذ د خ ج ح ث ت ب أ  
غ ع ظ ط ض ص ش س  
ي و ه ن م ل ك ق ف

### Hayah

ز ر ذ د خ ج ح ث ت ب أ  
غ ع ظ ط ض ص ش س  
ي و ه ن م ل ك ق ف

ز ر ذ د خ ج ح ث ت ب أ  
غ ع ظ ط ض ص ش س  
ي و ه ن م ل ك ق ف

ز ر ذ د خ ج ح ث ت ب أ  
غ ع ظ ط ض ص ش س  
ي و ه ن م ل ك ق ف



حلال العفد



لا حول ولا قوة الا بالله

لا حول ولا قوة الا بالله

## EXAMPLES OF CALLIGRAPHY

for promotional items, merch,  
gifts, events .... etc





A black and white photograph of several roses in bloom, set against a dark background. The roses are the primary focus, with their petals clearly visible. Some leaves are also visible, particularly on the right side of the frame. The lighting is dramatic, highlighting the texture of the petals.

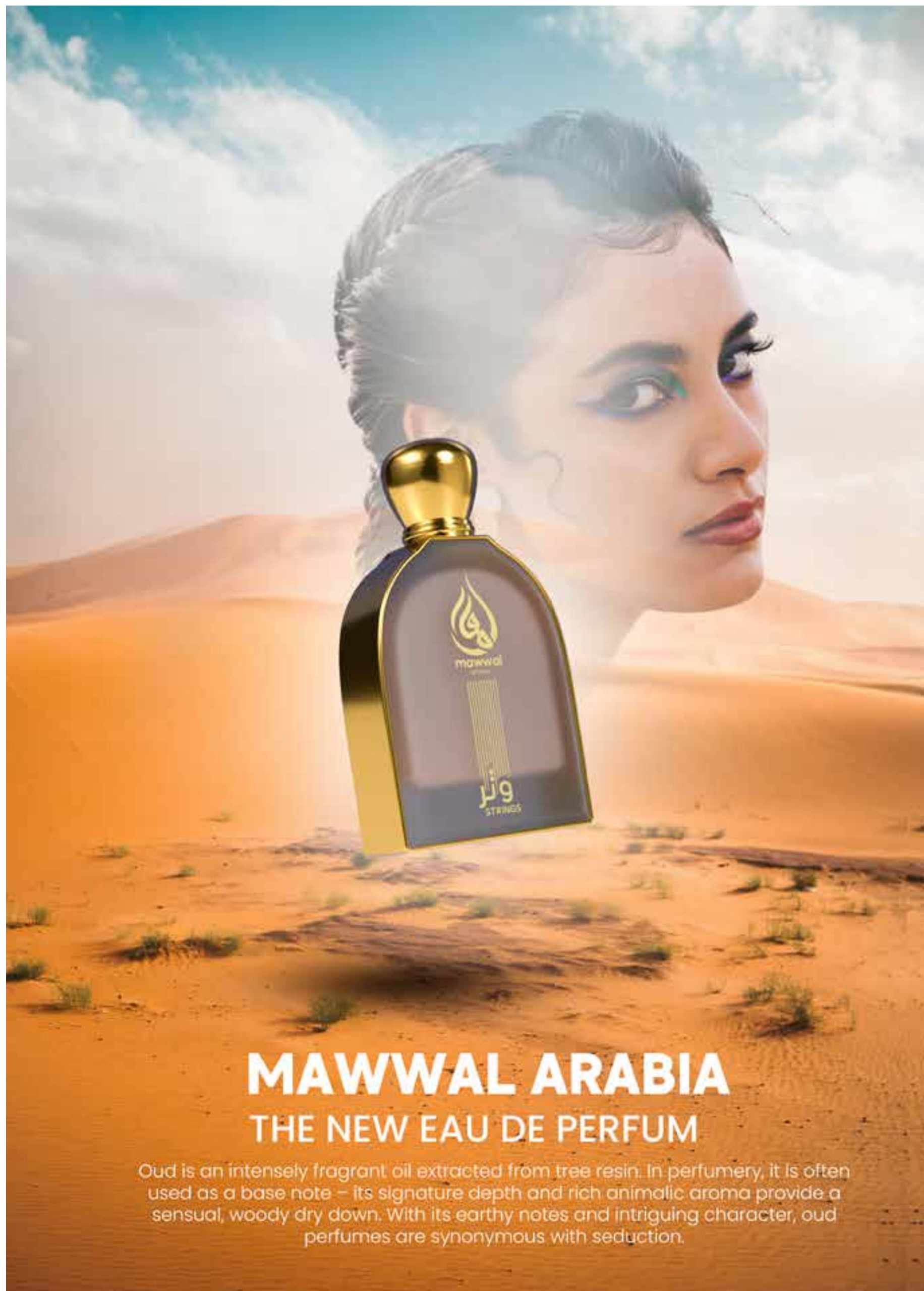
# **BASIC GRAPHICS MAWWAL**



# MAWWAL GRAPHIC PRINTS







## GRAPHIC PRINTS

in the following pages you will see many examples on graphics that the brand can benefit from having as actual products like the regular perfume bottle to the more detailed products like testers, promotional items just to get the brand name out there like: shirts, hats, bags, ... etc



## ATTENTION

with the brand getting its first steps out to the light the logo is the main element with the name, since its audience is getting to know the brand.



# MAWWAL PACKAGES









**MAWWAL**  
PRINT  
ON BAGS



# **MAWWAL**

## **SOFT PERFUME**

in this item we can see the luxury in the blue color of the bottle and the golden shine with the old traditional tip of the perfume



# PRINT ON CARDS





# Patterns









# SOCIAL MEDIA MAWWAL





## USER PERSONA • MAWWAL

# MAWWAL MALE PERSONA



### summary about him

Man, 20 years old, single. A youngster winner who, perhaps, by a stroke of Luck, he won in life and became an entrepreneur.

If you dress in clothes from high fashion, quite eye-catching, style of the artists he admires, from luxury and style Don't leave the house

Your goal is to be seen, to be remembered in all moments. He loves cars and everything focused luxury cars, Lamborghinis, Ferraris, and even dreams of having one, he cares about how he presents himself.

his hygiene is so important so he chooses high end brands of perfume and soaps to have flawless skin, and mind blowing scents with a touch of culture and modern style.

He speaks the language of the luxury and sophistication, ruled by style hygiene and self care also shares the same style. he values expression, culture, and seeks affordability expresses what he enjoys, and is proud to show what you have. formal

### VOICE

CONNECTIVITY: always be connected to trends and new artists. Ready to talk about news and post about it.

HIGH CLASS ATTITUDE: loving to buy brands to show elegance, quality and classiness

CONFIDENT: Speaks with authority and self-assurance.

### CONTENT PILLARS:

#### CHANNELS

instagram, youtube, linkedin, tiktok, facebook

#### MUSIC THEY LIKE:

all classic jazz music

# MAWWAL

## FEMALE PERSONA



### summary about her

Woman, 20 years old, single. fashion designer loves trends and sweet floral oriental scents in perfume.

loves comfort, but looks classy, happy, energetic and expressive.

her goal present a unique way of self expression through her designs her clothes and what she smells like

a unique view for life were she tries different things, adventures and all lively things.

## USER PERSONA • MAWWAL

She speaks the language of the Creativity and Self expression, ruled by style hygiene and self care also shares the same style. loves culture, old jazz and arabic music holds back her ties to her ancestors

### VOICE:

**SENSUAL:** Creates a captivating and seductive mood.

**POETIC:** Employs evocative language and imagery to paint a picture.

**Warm:** Invites and welcomes customers on a journey of discovery

**CREATIVE:** loves discovery and is attracted to beautiful visuals and is interested in knowing details.

### CONTENT PILLARS:

### CHANNELS

instagram, youtube, linkedin, tiktok, facebook



# THE WRITING MAWWAL

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## BRAND VOICE:

### CORE VALUES:

**LUXURY:** Evoking opulence, sophistication, and exclusivity.

**HERITAGE:** Drawing on the rich tapestry of Arabic scent traditions.

**MODERNITY:** Adapting these traditions to create contemporary allure.

**ALLURE:** Enchanting and captivating the senses.

**MYSTERY:** Unveiling an exotic and evocative world through scent.

### TONE:

**CONFIDENT:** Speaks with authority and self-assurance.

**ENIGMATIC:** Hints at deeper meaning and hidden stories.

**SENSUAL:** Creates a captivating and seductive mood.

**POETIC:** Employs evocative language and imagery to paint a picture.

**WARM:** Invites and welcomes customers on a journey of discovery.





# THE WRITING MAWWAL

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## WORD CHOICE

- Use rich and luxurious vocabulary (e.g., opulence, exquisite, ethereal).
- Incorporate Arabic words seamlessly for an exotic touch (e.g., oud, bakhoor, amber).
- Employ sensory language to evoke emotions (e.g., velvety, radiant, captivating).
- Use figurative language like metaphors and similes to paint a picture.

## EXAMPLES:

- "Unveil the secrets of the Orient with a single spritz. Immerse yourself in a world of opulent fragrances, crafted with centuries-old traditions and a modern twist."
- "Our scents are more than just perfumes; they are whispers of stories, woven from moonlight and desert spices. Let them transport you to a world of endless possibilities."
- "Imagine yourself adorned in shimmering silks, the air alive with the alluring scent of jasmine and amber. This is the magic of [Brand Name]."
- "Each bottle is a precious jewel, holding the essence of ancient allure. Discover the timeless beauty of Arabic perfumery, reimagined for the modern woman."



## ADDITIONAL TIPS:

- Tailor your voice to your target audience in Brazil, respecting their cultural nuances.
- Maintain consistency in your voice across all branding materials.
- Use storytelling to connect with customers on an emotional level.
- Highlight the unique ingredients and heritage of your fragrances.



# THE WRITING NEGATIVE COMMENTS

## ACKNOWLEDGMENT:

- **Acknowledge the feedback:** Start by thanking the customer for taking the time to share their feedback, regardless of whether it's positive or negative. This shows that you value their opinion and are ready to hear it.
- **Maintain professionalism and courtesy:** Even if the comment is rude or aggressive, stay respectful and professional throughout your response. Avoid getting defensive or argumentative.
- **Offer solutions:** If possible, offer solutions to address their concerns. This could involve offering a sample of a different fragrance, a refund, or a store exchange.
- **Provide contact information:** If the issue needs further discussion, provide contact information for your customer service department or offer to get in touch with them directly.
- **Show transparency:** If the feedback highlights a legitimate concern, acknowledge it and explain what steps the brand is taking to improve. You can share how you're incorporating customer feedback into future product development.
- **Avoid making promises you can't keep:** Don't promise changes you can't deliver on. Be honest and realistic about what you can and cannot do.

**MAWWAL  
ARABIA**  
THE NEW EAU DE PERFUM



## EXAMPLES:

- i dont like the smell of this perfume.
- reply:"Thank you for sharing your honest feedback. We understand that fragrance is a very personal choice, and not every scent will resonate with everyone. If you'd like to explore other fragrance options from our collection, we'd be happy to suggest some based on your preferences. You can send us a direct message, and we'll be happy to assist you further."



# THE WRITING

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## POSITIVE COMMENTS

### ACKNOWLEDGMENT:

- Thank the customer for their feedback: Show genuine appreciation for their kind words and for taking the time to share their positive experience. This reinforces the value you place on their opinion and fosters a sense of community.
- Highlight their experience: Briefly mention what they liked about the perfume, referencing their specific comment if possible. This personalizes the interaction and shows you're paying attention to their feedback.
- Maintain your brand voice: While keeping the response professional, use your brand's unique voice and personality to create a genuine connection with the customer.

### EXAMPLES:

- i dont like the smell of this perfume.
- i like the scent of this perfume
- **reply:**
- "We're so glad you find [Name of perfume] delightful! We put a lot of love into crafting our fragrances, and your feedback means the world to us. "
- **or** "We're passionate about creating unique scents, and it's wonderful to hear that [Name of perfume] resonates with you. If you have any questions about our other fragrances, feel free to ask! "







# PHOTOS IN STUDIO ENVIRONMENT

when using photos:



## **AVOID:**

- using unlicensed pictures
- including clothes that are sports
- makeup that is too bright (unless the campaign creative asks for that)
- avoid scenery that doesn't show arabic culture



## **FOCUS ON:**

- arabic eyeliner & kohl
- use luxury clothing with flow and elegance
- you can use arabic clothing as well
- makeup choice can be simple sometimes to highlight elegance (but be ware of the choice of color palettes then)



A black and white photograph of a classical staircase. The staircase features a curved balustrade with decorative balusters. The wall on the left is made of large, light-colored stone blocks. In the background, a wooden door with multiple panels is visible. The floor is made of large stone tiles. The overall scene is well-lit, with shadows cast on the wall and floor.

**CONTACT POINTS**



# MAWWAL ON WOMEN'S DAY

collections of bags that line  
with the names and concepts of  
the perfume bottles to spread  
empowering messages

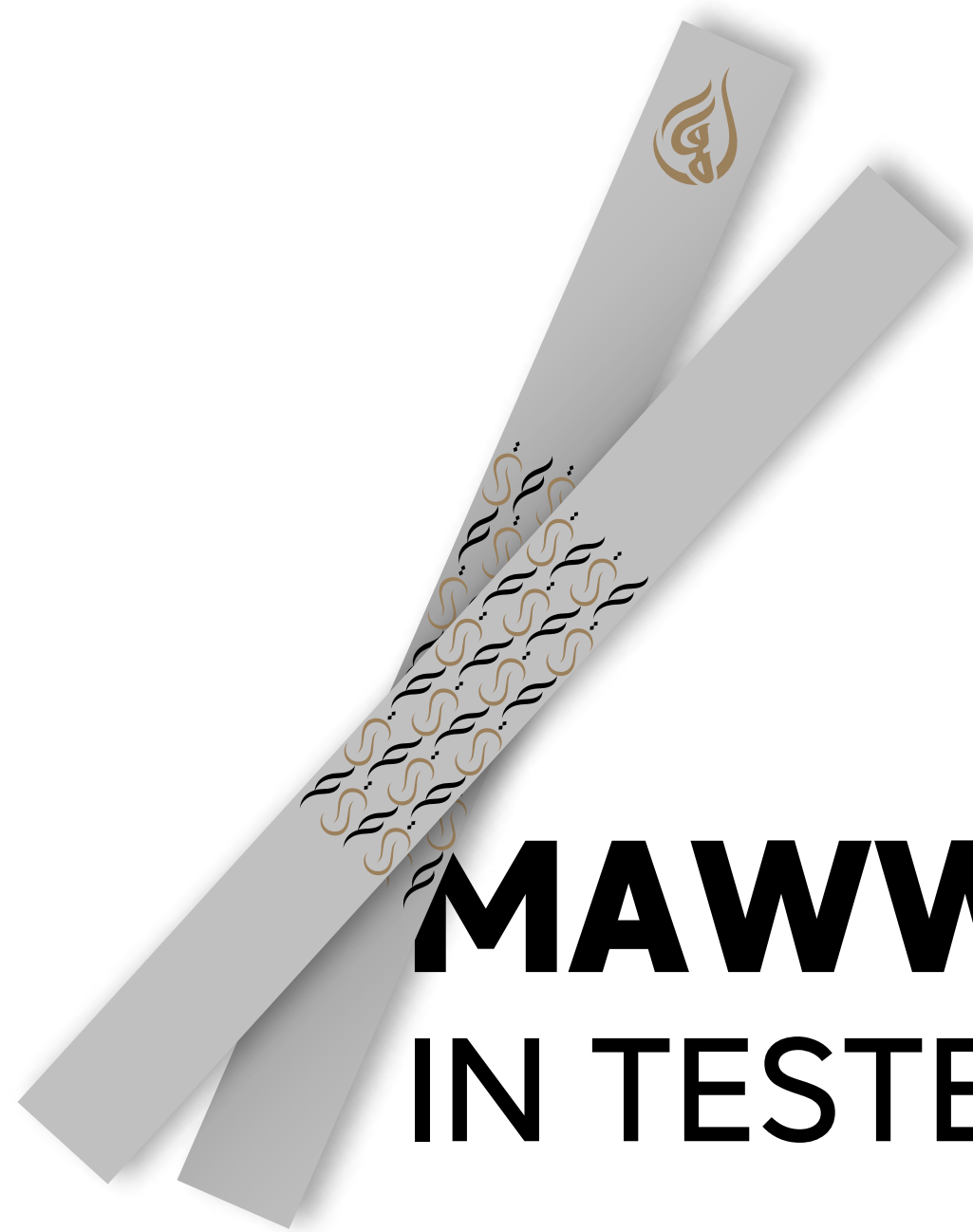


visionairy

DREAMER



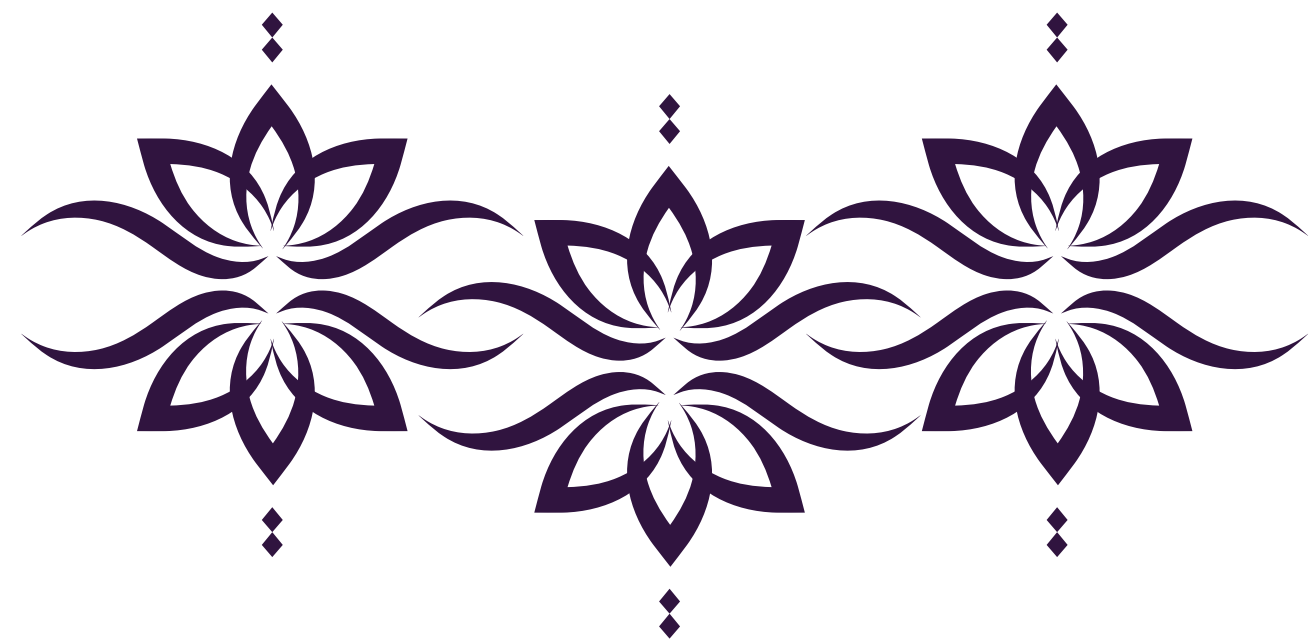




# MAWWAL IN TESTERS







## MAWWAL IN DRESSES





# PROMTIONAL ITEMS.

Promotional merchandise are products branded with a logo or slogan and distributed at little or no cost to promote a brand, corporate identity, or event. Such products, which are often informally called promo products, swag (mass nouns), tchotchkes, or freebies (count nouns), are used in marketing and sales.





# PROMOTIONAL NOTEBOOK WITH BUSINESS CARD







**YOU ARE GOLDEN**



# BOTTLES & MUGS





THANK  
YOU

