Karkade Guidelines.

Egyptian hibiscus skincare: one serum, steeped cold the way karkade is made in Cairo.

Introduction



The home page's first screen. A drop of hibiscus falls into the name and steeps it crimson; the pointer drags the ink out of the letters.

Karkade is a skincare brand built on one Egyptian ritual. In Cairo, karkade is dried hibiscus steeped until the water turns crimson, drunk cold in summer and hot in winter. Karkade keeps the steep and leaves out the sugar: a light hibiscus serum, one step, morning or night.

The name is the logo. It is lettered the way a Cairo sign painter letters a shopfront: tall capitals cut with a reed pen, stacked KAR, KA, DE so it stands like a sign by a door. The seal is the same K, reversed out of a crimson disc, for caps, stickers and the favicon.

Karkade crimson on cream carries everything, with wine for depth. The brand should feel like a shop on a sunny Cairo street: warm, unhurried and specific, never pharaonic, never gold.

At a glance

LOGO

KARKADE

COLOURS

Cream
#F6ECE4

Crimson
#7E0C22

Wine
#3A0711

TYPE

Aa Instrument Sans

Aa Newsreader

LINE

Hibiscus serum, steeped slow.

BRAND KIT

36 files · 2.1 MB

Download the zip

Wordmark scale

160 px



128 px



104 px



84 px

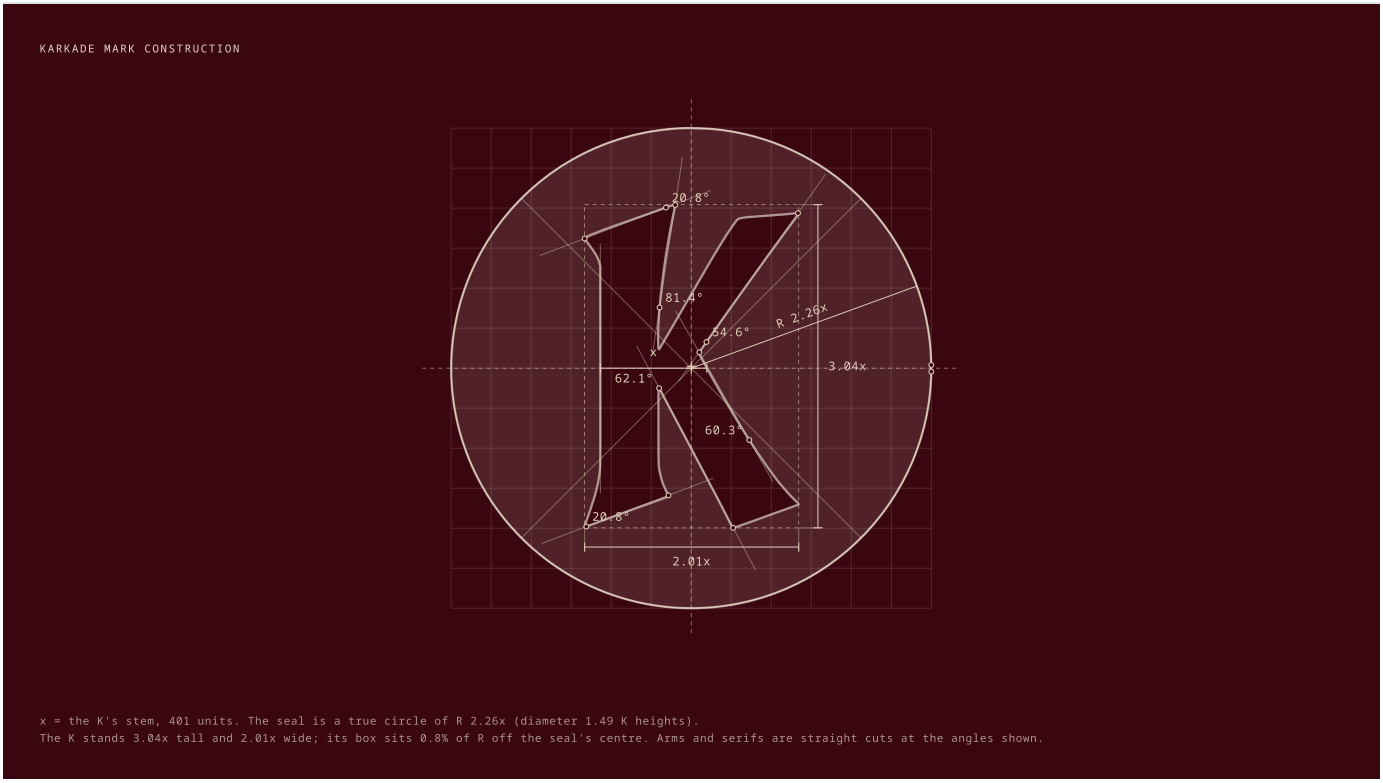


64 px

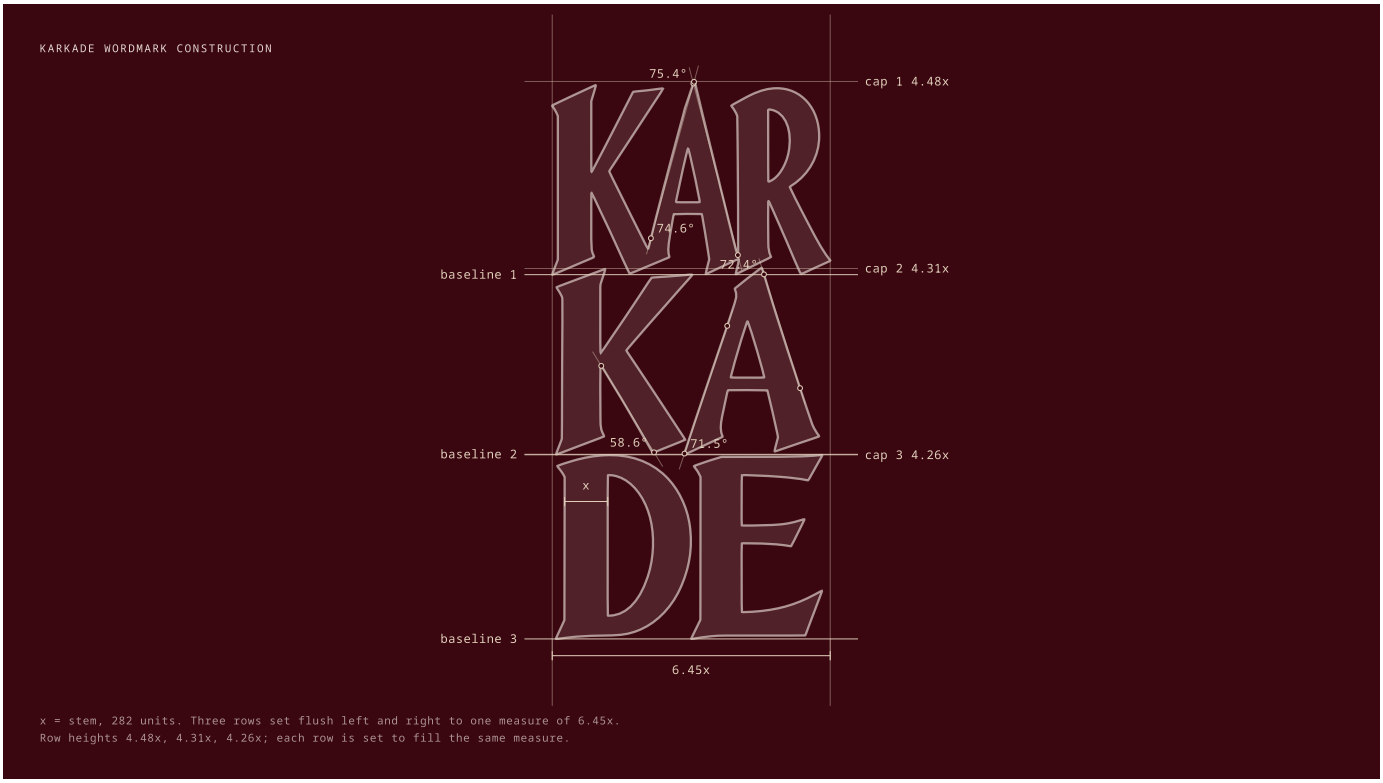


The stack is the logo: KAR, KA, DE, every line the same width. Use it alone wherever there is height, on the carton, the bottle, the sign. Add the seal above it for the shop wall and the front of the bag. Use the seal alone where the space is small or round: the cap, the sticker, the favicon, the profile picture. The stack needs 64 px of height; below that, the seal carries the brand. Never retype, restack or spread the letters into one line.

Mark construction



The seal is a true circle, R 2.26x, where x is the K's stem. The K stands 3.04x tall and 2.01x wide with its box on the seal's centre, and its arms and serifs are straight cuts at the angles shown.



KAR / KA / DE is set in three rows flush left and right to one measure, 6.45x wide, where x is the D's stem. Each row has its own baseline and cap line, 4.48x, 4.31x and 4.26x tall, and the slanted strokes are straight cuts at the angles shown.

Signature



Crimson on cream is the signature: the carton, the label, the shop's plaster wall. Use it on any warm light ground.



Cream on crimson for the bag, the hanging sign and anywhere the brand needs to carry across a street. On wine, the same cream artwork.

Three cuts



Stack

The name in three lines of reed-pen capitals. The primary logo.



Seal

The stack's own K reversed out of a crimson disc. Caps, stickers, the favicon; it holds at 16 px.



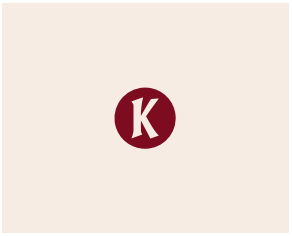
Seal over stack

The seal centred above the stack, half its width across. For the shop wall and the front of the bag.

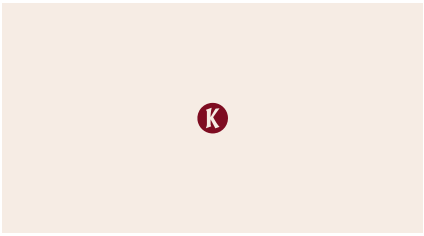
Small sizes



Stack, 64 px tall



Seal, 32 px



Seal, 16 px

Logo on your background



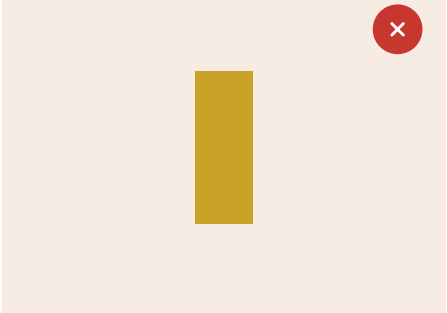
Please don’t



Don’t stretch or squeeze the stack. The capitals keep their tall reed-pen proportion.



Don’t tilt it. A sign hangs straight.



Don’t make it gold, or any other colour. Crimson, cream or wine.



Don’t set it on a red that swallows it. Check the ground with the tool above.



Don’t add shadows, embossing effects or glows on screen. It is painted lettering.



Don’t fade it. The steep is always full strength.

Core palette

Cream

HEX #F6ECE4

RGB 246, 236, 228

CMYK 0, 4, 7, 4

Crimson

HEX #7E0C22

RGB 126, 12, 34

CMYK 0, 90, 73, 51

Wine

HEX #3A0711

RGB 58, 7, 17

CMYK 0, 88, 71, 77

Sand

HEX #E2D0BC

RGB 226, 208, 188

CMYK 0, 8, 17, 11

Shutter

HEX #3E5A48

RGB 62, 90, 72

CMYK 31, 0, 20, 65

Calyx

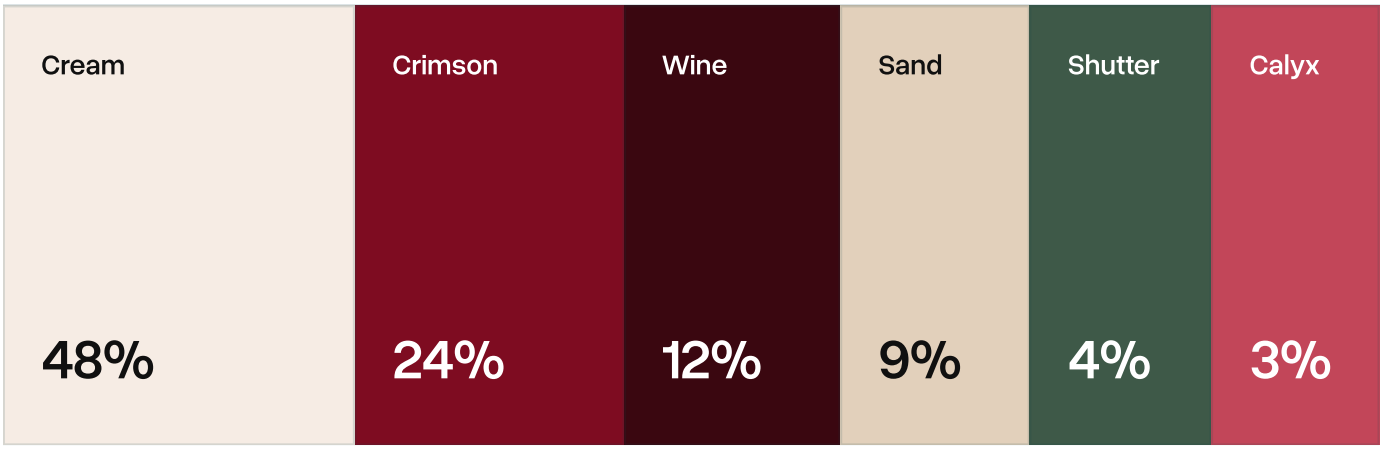
HEX #C2475A

RGB 194, 71, 90

CMYK 0, 63, 54, 24

Crimson is the colour of karkade itself, and the logo's only ink. Cream is its ground, Wine its deepest steep. Sand and Shutter come from the street the shop stands on: terrazzo and green wooden shutters. Calyx is the light coming through a glass. CMYK values are a plain device conversion for reference; print Crimson from a matched spot swatch.

Color proportions



Cream carries most of every surface, Crimson the name and the headlines, Wine the text. Shutter appears once at most.

Readable combinations

Aa	Crimson on Cream	9.1:1	AAA
Aa	Wine on Cream	14.8:1	AAA
Aa	Cream on Crimson	9.1:1	AAA
Aa	Cream on Wine	14.8:1	AAA
Aa	Crimson on Sand	7.1:1	AAA
Aa	Cream on Shutter	6.5:1	AA
Aa	Calyx on Cream	4.1:1	AA Large

Calyx on Cream reaches only large-text contrast: keep it to tints and illustration, never words. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Instrument Sans: Hibiscus serum, steeped slow.

Headlines, text and labels, as on the website: medium 500 at 22 px for the headline, regular 400 for text, capitals at 13 px with open spacing for buttons. Plain and warm, it lets the lettered name be the only voice with character. By Rodrigo Fuenzalida and Jordan Egstad, SIL Open Font License 1.1, on Google Fonts; about 30 KB a weight as WOFF2 (Latin). This preview doesn't load it yet, so the line above falls back to your system's face.

Newsreader: Steeped cold, the way it is made in Cairo.

The journal, the ritual on the back of the carton and pull quotes, often in italic. By Production Type, SIL Open Font License 1.1, on Google Fonts; about 45 KB a style as WOFF2 (Latin). This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Instrument Sans · 500 · 48.8px · 3.052rem

Steeped slow.

HEADING 1

Instrument Sans · 500 · 39.1px · 2.441rem

Hibiscus serum, steeped slow.

HEADING 2

Instrument Sans · 500 · 25px · 1.563rem

Dried hibiscus, steeped cold the way karkade is made in Cairo.

HEADING 3

Instrument Sans · 500 · 20px · 1.25rem

One step · Morning or night

BODY

Instrument Sans · 500 · 16px · 1rem

Karkade is hibiscus steeped until the water turns crimson. We keep the steep and leave out the sugar: a light serum, one step, morning or night.

CAPTION

Instrument Sans · 500 · 12.8px · 0.8rem

Egyptian hibiscus skincare · 30 ml

Tone of voice

Karkade speaks like the person behind the counter of a good Cairo shop: warm, unhurried and sure of what they make.

It describes the ritual and the ingredient plainly, and lets the colour do the persuading. It never promises miracles or results it hasn't measured.

A ritual, not a regime

Karkade is one step, made the way a drink has been made for generations. The voice invites, explains how it's made, and stops. Skin claims stay out unless they are tested.

SIGNATURE

Hibiscus serum, steeped slow.

INTRODUCTION

Dried hibiscus, steeped cold the way karkade is made in Cairo.

BRAND STATEMENT

We keep the steep and leave out the sugar.

HOW TO USE

One step, morning or night.

THE NAME

Karkade: hibiscus, in Egypt.

CALL TO ACTION

Add to bag

Show how it’s made

Name the flower, the steep and the time it takes. Process is the proof.

SAY	AVOID
Dried hibiscus, steeped cold for a night.	Clinically proven miracle serum!
We keep the steep and leave out the sugar.	Visibly younger skin in 7 days.

Warm, not exotic

Cairo is a real city, not a theme. No pharaohs, no mystique, no gold.

SAY	AVOID
The way karkade is made in Cairo.	Unlock the ancient beauty secrets of Cleopatra.

Unhurried

Short sentences, no urgency. Nothing is ever running out.

SAY	AVOID
One step, morning or night.	Hurry, only a few left!

Carton



The stack runs the height of the carton, as a sign runs the height of a door. Crimson on uncoated cream board; one quiet line names what is inside.

Shop counter



The seal over the stack, painted by hand on the shop's plaster. Brush marks show; the shutters stripe it with sun.

Dropper bottle



Amber glass, a crimson bulb and a cream label: the stack wraps the bottle's curve and needs nothing else.

Cream jar



The seal where the space is round and small: debossed into the lid and filled with crimson, the K left in the lid's own cream.

Shopping bag



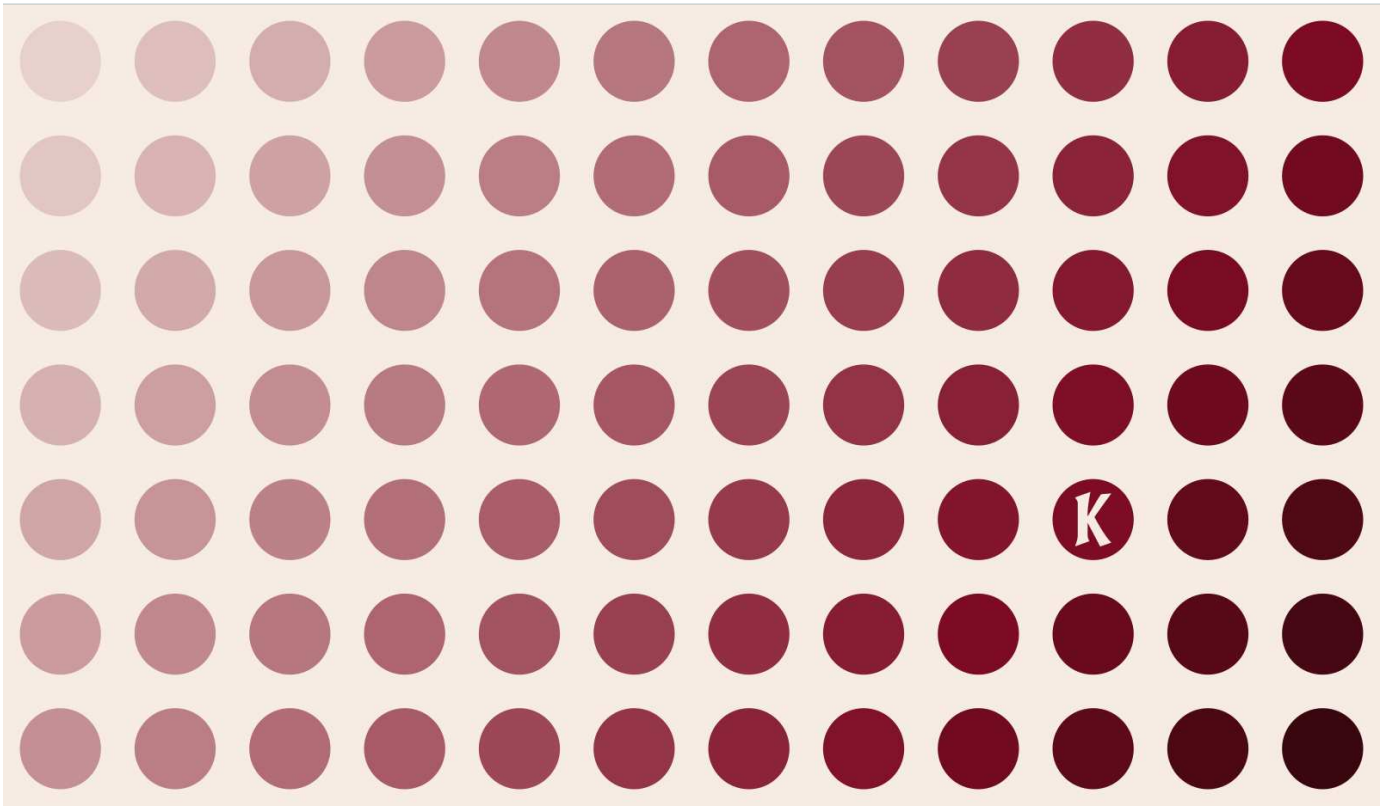
Cream on crimson, so the bag carries down a street. The seal, in its light version, closes it.

Hanging sign



Where the stack comes from: a sign painter's lettering on a hanging enamel sign, read top to bottom from down the street.

Pattern: the steep



The seal's disc repeated, deepening from cream to crimson to wine the way water does as hibiscus steeps. One disc keeps its K. As a device, a single crimson disc closes a line like a full stop.

Export assets

▶ What's inside the zip · 36 files · 2.1 MB

Stack



Crimson



Cream, for dark grounds

Seal over stack



Crimson

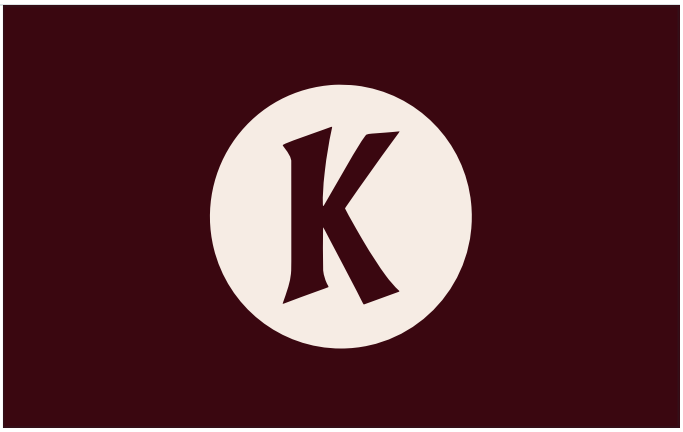


Cream

Seal



Crimson



Cream

Profile pictures



Cream



Crimson

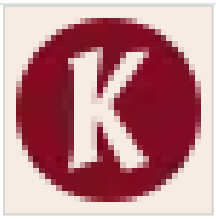


Wine

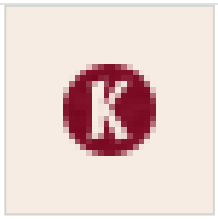
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon

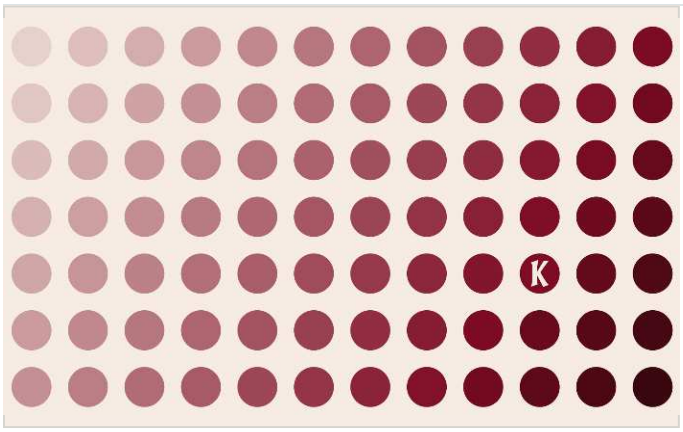


PWA icon

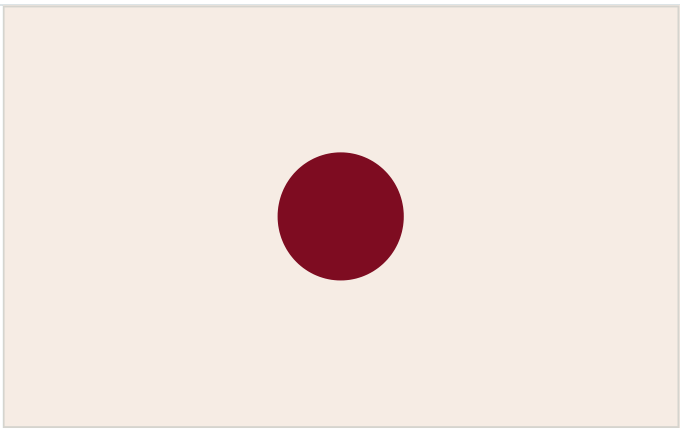


PWA icon large

Pattern



The steep, tile



The disc, device

Applications



Karkade · 01



Karkade · 02



Karkade · 03



Karkade · 04



Karkade · 05



Karkade · 06

Typography

Aa Instrument Sans

Aa Newsreader

Brand and website designed by Plumage.

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