# Brand Guidelines

**Corporate Office**
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www.Alsamah.iq

Overview

## Brand

AlSamah is an Iraqi brand specializing in hosiery and everyday clothing, including socks, pantyhose, and leggings for women, men, and children. The name traces back to Iraq's hosiery industry since the 1950's and has long been associated with everyday essentials

Today, the brand continues its development under Allawi Group International, which has revitalized AlSamah by combining its heritage with modern sourcing, updated product ranges, and contemporary retail experiences

## Vision & Misson

AlSamah aims to build on its long-standing presence in the Iraqi market by offering reliable everyday apparel and positioning the brand as a one-stop shop for everyday essentials. The focus is on combining trusted quality with modern retail experiences while continuing to expand product offerings to better serve contemporary consumers.

## Target Audience

AlSamah serves a wide customer base, primarily women and families purchasing everyday essentials, while also catering to men and young adults looking for practical, reliable everyday clothing essential products.

## Brand Character

The brand should feel trusted, practical, modern, and approachable, reflecting a balance between heritage and contemporary retail standards.

# Logo & Usage

The AlSamah logo is the primary visual identifier of the brand and should be used consistently across all brand applications, including retail signage, packaging, marketing materials, and digital platforms. The logo system consists of the primary logo, the emblem, and the secondary English logo, each designed for specific contexts while maintaining a unified visual identity.

Primary

Colored Logo

Emblem

Secondary

These elements should always be used in their approved forms and proportions to preserve brand recognition and clarity. Designers should select the appropriate version depending on the application, language context, and available space, ensuring the logo remains clear, balanced, and visually consistent across all uses. The logo should also maintain strong contrast with its background **and must never be placed on a black background.**

# Brand Colors

AlSamah’s color palette is divided into primary and secondary colors to maintain a consistent and recognizable visual identity across all brand applications. **The palette is built around the signature Burgundy (#782341)**, which serves as the main brand color and the dominant visual element. Primary colors should represent the core look of the brand, while secondary colors are used sparingly to support layouts, create contrast, or highlight specific elements.

## Primary

| Burgundy | White Smoke | Twilight Indigo | Black |
|---|---|---|---|
| C: 0 M: 71 Y: 46 K: 53 | C: 0 M: 1 Y: 0 K: 5 | C: 48 M: 34 Y: 0 K: 65 | C: 50 M: 0 Y: 50 K: 99 |
| R: 120 G:35 B: 65 | R: 243 G: 240 B: 242 | R:47 G: 59 B: 90 | R: 1 G: 2 B: 1 |
| #782341 | #F3F0F2 | #2F3B5A | #010201 |

Designers should prioritize the primary palette in retail environments, packaging, and marketing materials to ensure strong brand consistency. Secondary colors should be used as accents and should not overpower the primary colors, allowing the burgundy tone to remain the central visual anchor of the brand.

## Secondary

| Turquoise | Coffee Bean |
|---|---|
| C: 69 M: 0 Y: 10 K: 17 | C:0 M: 39 Y: 25 K: 83 |
| R: 65 G: 211 B: 189 | R:44 G: 27 B: 33 |
| #41D3BD | #2C1B21 |

# Typography

Typography ensures clarity and consistency across all AlSamah communications. **Tajawal** is used as the primary Arabic typeface and **Futura** as the English typeface for headlines and titles, creating a clean and recognizable visual presence across signage, marketing materials, and retail environments. All numerals should be written using Arabic numerals (0–9) to maintain visual consistency across all brand materials.

For subtext and longer body copy, the brand uses **Noto Sans** to ensure strong readability across both Arabic and English content. This helps maintain clarity in smaller text sizes while supporting consistent typography across digital and printed materials.

## Arabic Typeface

تجول

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق
ك ل م ن ه و ي
0 1 2 3 4 5 6 7 8 9
!@#$%^&*()_+

السماح
أساسيات يومية بجودة موثوقة

## English Typeface

Futura

ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
0123456789!@#$%^&*()_+

AlSamah
Everyday Essentials You Can Trust