

# IZO.

## Brand Guidelines

دليل الهوية البصرية

# The Brand at a Glance

## نظرة عامة على الهوية

IZO Media is a creative agency based in Kuwait specializing in photography, videography, and post-production. The visual identity is editorial-minimal: sharp, confident, monochrome with a single decisive red accent.

### DESIGN REFERENCES

Off-White · A24 · Apple Pro Display · Editorial print design. The language is restrained and typographic — whitespace and confident type do the heavy lifting, with red used sparingly as punctuation.

### CORE PRINCIPLES

#### Editorial

Type-led layouts. Generous margins. Print-inspired structure.

#### Monochrome + 1

Black, white, and a single red. Nothing else competes.

#### Confident

Bold weights, tight tracking, decisive statements.

### FOUNDER

Dhari Alhesinan — Founder, IZO Media.

# The Mark

## العلامة

The primary mark is a typographic wordmark: **IZO.** — set in Archivo Black with a red period after the "O". The dot is non-negotiable; it is the brand's signature.



PRIMARY — INK ON WHITE · DOT IN DEEP RED #991B1B



REVERSED — WHITE ON INK · DOT IN VIVID RED #EF4444



LOCK-UP WITH ARABIC LEGAL NAME (DOCUMENTS)

### CONSTRUCTION (CSS)

```
font-family: 'Archivo', sans-serif;
font-weight: 900;
letter-spacing: -0.05em;
line-height: 0.85;
color: #1a1a1a;
.dot { color: #991b1b; }
```

## 03 / COLOR PALETTE

# Monochrome + Red

## لوحة الألوان

The palette is strictly monochrome plus red. Red is an accent, never a fill — use it for  $\leq 10\%$  of any composition. No gradients, no other hues.

<p>BACKGROUND</p> <p><b>White</b> #FFFFFF --bg</p>	<p>PAPER</p> <p><b>Off-White</b> #F5F5F2 --bg-alt</p>
<p>PRIMARY INK</p> <p><b>Near-Black</b> #1A1A1A --ink</p>	<p>SECONDARY</p> <p><b>Ink Dim</b> #333333 --ink-dim</p>
<p>LINES</p> <p><b>Hairline</b> #E5E5E0 --line</p>	<p>FORMAL ACCENT</p> <p><b>Deep Red</b> #991B1B --red</p>
<p>HIGHLIGHT / DOT / HOVER</p>	<p><b>Vivid Red</b> #EF4444 --red-bright</p>

### USAGE RULES

Black-on-white and white-on-black are both core. Red works on both. Default to deep red **#991B1B** for formal contexts (documents, labels); vivid red **#EF4444** for web hover states, the wordmark dot, and highlights.

# Three Typefaces

## الخطوط

Each typeface has a clear job. All three are free via Google Fonts.

### 01 - DISPLAY & ENGLISH BODY

## Archivo Black

The quick brown fox jumps over the lazy dog — 0123456789

400 Regular

600 SemiBold

700 Bold

800 ExtraBold

900 Black

HEADLINES · TITLES · LARGE STATEMENTS · BODY COPY (EN)

### 02 - ARABIC

## آي بي إم بلكس

قصص تستحق أن تُروى — الخط العربي الرسمي للعلامة

300 Light

400 Regular

500 Medium

600 SemiBold

700 Bold

IBM PLEX SANS ARABIC · ALL ARABIC TEXT · DIR="RTL" ALWAYS

### 03 - LABELS & CODE

## JETBRAINS MONO

// SECTION · 01 / CATEGORY · EST-260504-01

400 Regular

500 Medium

700 Bold

KICKERS · LABELS · CAPTIONS · METADATA · DOCUMENT NUMBERS · ALWAYS UPPERCASE

## 05 / TYPOGRAPHIC SCALE

# Sizes & Weights

## السلم الطباعي

A consistent scale keeps every layout on-brand. Use these as defaults.

USE CASE	FAMILY	WEIGHT	SIZE	TRACKING
Display / Hero	Archivo	900	64px+	-0.04em
H1 / Page title	Archivo	800	32px	-0.03em
H2 / Section title	Archivo	800	24px	-0.02em
H3 / Card title	Archivo	700	18px	-0.01em
Body	Archivo	400	14px	0
Small / caption	Archivo	400	12px	0
Mono label / kicker	JetBrains Mono	700	10–11px	0.2–0.25em
Mono caption	JetBrains Mono	400	9px	0.25em
Arabic body	IBM Plex Arabic	500	14px	0
Arabic title	IBM Plex Arabic	700	20–24px	0

### VOICE & TONE

**Bilingual:** English primary, Arabic in Kuwaiti dialect (formal for clients).

**Editorial & minimal:** let whitespace and typography speak.

**Labels read like code:** // CONTACT · 01 / WORK — monospace, uppercase.

# Building Blocks

المكونات

## BUTTONS

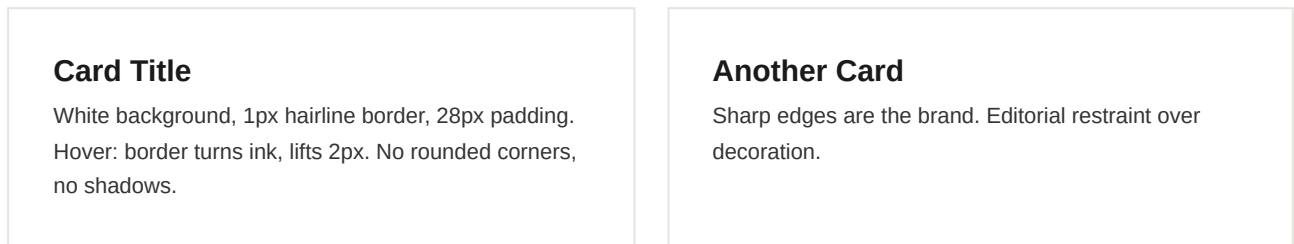


PRIMARY: INK BG, HOVER → RED. SECONDARY: 1PX BORDER, HOVER → FILLS INK. TEXT: HOVER → RED.

## SECTION HEADER BAND



## CARDS



## ICONOGRAPHY



MINIMAL / NONE. USE TYPOGRAPHIC GLYPHS INSTEAD OF AN ICON LIBRARY. PREFER THE ZERO-ICON EDITORIAL AESTHETIC.

## MOTION

All animations ≤200ms, ease. Allowed: card hover lift (150ms), button hover (150ms), modal fade+slide (200ms), toast slide-in. Never: spin, bounce, elastic, decorative motion. Editorial brands move quietly.

# Do & Don't

## القواعد

### ✓ ALWAYS

Keep the red dot on the IZO. wordmark

Use mono + red only

UPPERCASE mono labels with wide tracking

Generous whitespace

Sharp corners, hairline borders

dir="rtl" for all Arabic

### ✗ NEVER

No colors outside the palette

No gradients

No rounded corners on cards/sections

No drop shadows (beyond subtle hover lift)

No emojis in formal UI or documents

No "AI" / "Beta" / "Pro" badges

Never stretch or recolor the wordmark

## Business Details

### بيانات الشركة

LEGAL NAME (AR)

شركة ايزو ميديا للدعاية والاعلان (ذ.م.م)

PHONE

+965 9669 0879

WHATSAPP

+965 9669 0879

ADDRESS

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DOMAIN

izo-media.com

TAGLINE (AR)

قصص تستحق أن تُروى