



BRAND STYLE GUIDE

Arifa Akbari

Woven by hand, made to outlive us.

Hand-knotted heirloom rugs

Edition 01 · 2026



01 — ESSENCE

Brand Essence

Arifa Akbari sells heirloom, hand-knotted rugs sourced piece by piece from master weavers. The brand is warm and artisanal, with the feel of a hand-made object held in warm light rather than a flat, cold storefront.

Every choice, from a cream parchment canvas to dye-on-wool colour to an editorial serif, is drawn from the rugs themselves. Restraint rules. Warmth and texture lead; gloss and chrome have no place here.



02 — IDENTITY

The Logo

The primary lockup pairs the woven medallion symbol with the Arifa Akbari wordmark, set in Cormorant Garamond with light tracking.

Use the full lockup wherever space allows: headers, covers, signage, and the studio door.



The Medallion

Drawn from the central medallion woven into a classical rug, the symbol carries the brand on its own as an avatar, a favicon, a wax-seal stamp, or a quiet mark in a corner.

Reserve the standalone symbol for small or square spaces where the full wordmark would not breathe.



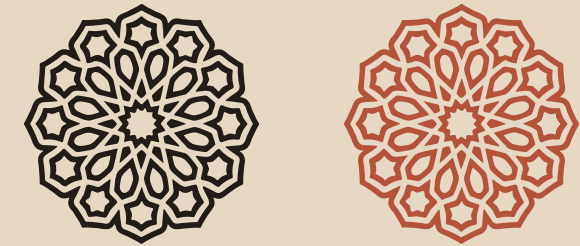
Logo Usage



Ink on light grounds, the default.



Cream on dark or over scrimmed imagery.

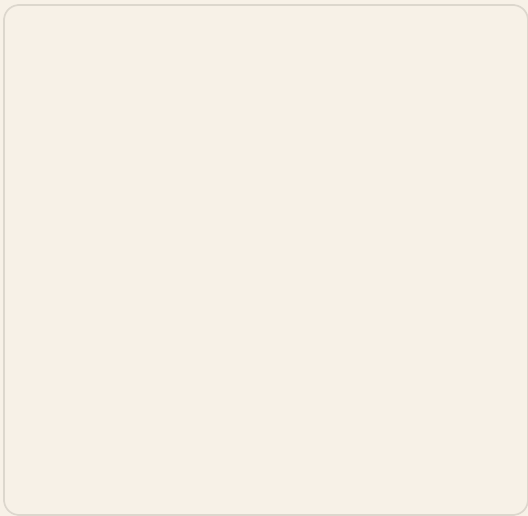


Clear space $\geq$ the medallion's width on all sides.

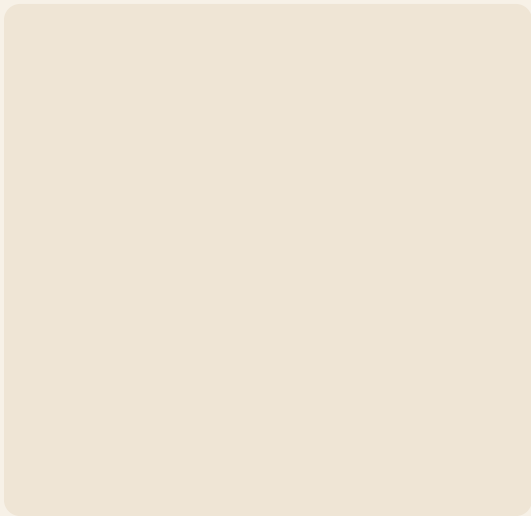
Don't recolour outside the palette, stretch, rotate, add drop shadows, or crowd the mark.

Colour Palette

A controlled warm spectrum pulled from the wool: undyed cream, fired clay, ochre, olive, plus one gold breath.



Cream
#F7F1E7



Sand
#EFE5D5



Linen
#E6D8C3



Clay
#B5533A



Clay Deep
#7C2D18



Terracotta
#C26A4A



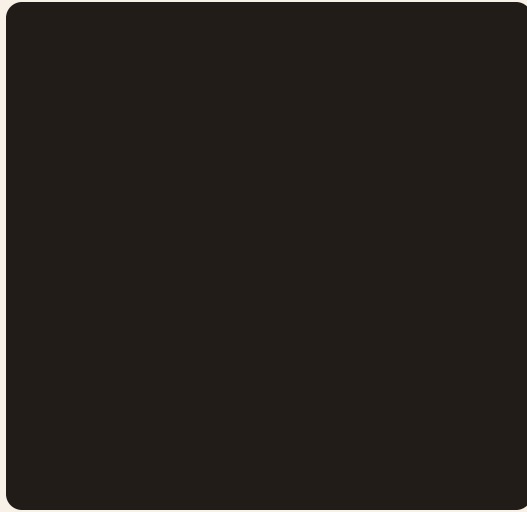
Ochre
#C79A4B



Gold
#D8B164



Olive
#6B6F52



Ink
#211C18



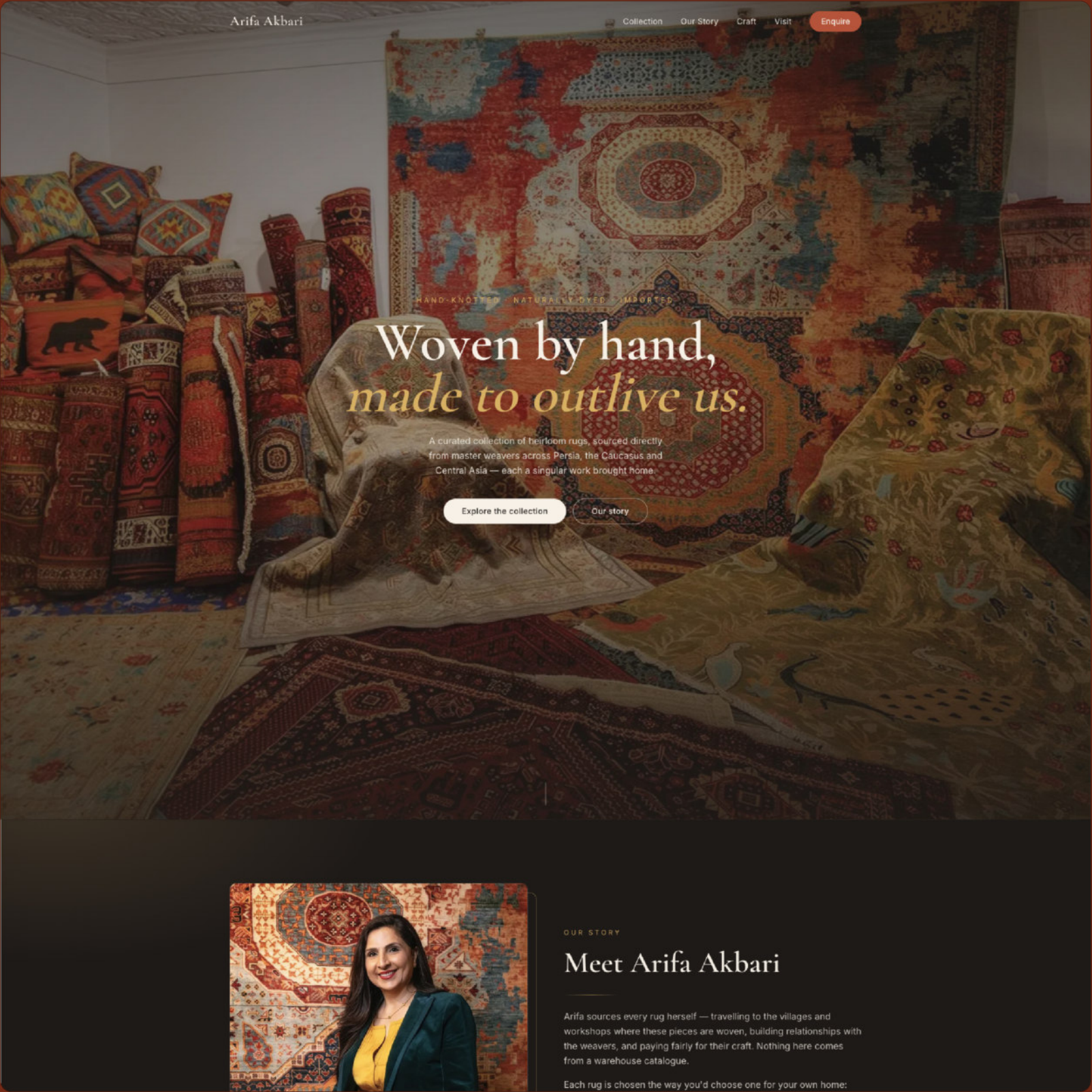
Ink Soft
#4A4038



Mist
#8A7C6B

Colour in Context

The near-black ink and cream canvas carry a deliberate warmth that reads as dye on fibre, not ink on screen. **Clay** owns every action; **gold** is the single decorative breath used on eyebrows, rules, and italic accents, never a large fill.



Typography

Aa

Cormorant Garamond

The voice for display headlines, product names, and the logo. A high-contrast old-style serif. Italic in gold for a single line of emphasis. Never body, nav, or labels.

Aa

Inter

The utility for body, nav, buttons, eyebrows, and metadata. Weights 400 and 500 only. Hierarchy through size and uppercase tracking, never a second colour.

Type Scale

Made to outlive us

Display · Cormorant · clamp→6rem

Each rug, a single edition

Heading · Cormorant · clamp→3.25rem

Isfahan Medallion

Product title · Cormorant · 1.25rem

Hand-knotted, naturally dyed, chosen one at a time.

Body · Inter 400 · 1rem

THE COLLECTION

Eyebrow · Inter 500 · 0.3em tracking

09 — IN USE · AN INVITATION

Colour, weight
and lustre never
quite survive a screen.

Come see them in person.

The eyebrow, the serif headline with a single gold
italic breath, and quiet Inter body copy: the
composition the brand returns to again and again.

Visit the studio

Photography



Warm, atmospheric, and full-bleed, the inverse of a flat product catalogue. Shoot rugs and people in warm light. Let imagery lead and copy accompany. Over any image that must hold text, layer an ink scrim so cream copy stays legible. No cold gradients, no glass, no 3D.

Voice & Principles

Do

Let the serif be the voice and the sans the utility.

Keep cream the canvas; use sand for alternate bands.

Reserve gold for a single breath of emphasis.

Layer warm imagery under ink scrims for legibility.

Don't

Use pure black or pure white on large surfaces.

Set body, nav, or labels in Cormorant.

Flood gold or terracotta across backgrounds.

Introduce cool blues or greens outside the warm family.



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