



ARD PERFUMES



O U R B R A N D S

Brand Guidelines

Version 2.1.3



These guidelines are a practical document to help all those involved with **ARD PERFUMES** brand remain consistent and maintain high quality standards across all materials.

JUNE 2024

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Who we are?

Overview of company:

ARD PERFUMES is an Oriental perfume company that specializes in the manufacture of high-quality Perfumes, Attars, Air Fresheners, and Concentrated Oils. We are dedicated to preserving the traditional art of perfumery and creating unique, luxurious fragrances that evoke the rich cultural heritage of the Middle East.

Our perfumes and attars are made using only the finest natural ingredients, sourced from around the world. We use a blend of traditional and modern techniques to create our unique scents, and we pay close attention to every detail, from the selection of ingredients to the packaging of our products.

We are committed to providing our customers with the highest level of service and quality, and we strive to make our products available to a wide range of customers, from individual buyers to wholesalers and retailers.

We hope that our perfumes and attars will bring a touch of the exotic and luxurious to your life, and that you will enjoy using them as much as we have enjoyed creating them.

CEO Message:

As the CEO of ARD PERFUMES, I am proud to lead a company that is dedicated to preserving the traditional art of perfumery and creating unique, luxurious fragrances. Our goal is to provide our customers with the highest level of service and quality, and to make our products available to a wide range of customers, from individual buyers to wholesalers and retailers all over the world.

We believe that the key to our success is using only the finest natural ingredients, sourced from around the world and blend traditional and modern techniques to create our unique scents. We are committed to providing our customers with the highest level of service and quality.

We are confident that our dedication to preserving the cultural heritage of the Middle East through our perfumes and attars will help us achieve our goal of becoming a leading provider of high-quality perfumes, attars, and concentrated oils, and a multinational company recognized for its excellence in the world of perfumery.

I invite you to experience the luxury and quality of our products and join us in our journey to bring the exotic and luxurious of the Middle East to the world.

CEO

MR. ABDIFETAH AHMED

Brand Values, Vision and Mission

Brand Values

Quality:

We are committed to providing our customers with the highest level of quality in all of our products. We use only the finest natural ingredients and employ traditional and modern techniques to create our unique scents.

Heritage:

We are dedicated to preserving the cultural heritage of the Middle East through our perfumes and attars and other categories. We strive to create a brand that is synonymous with luxury and excellence in the world of perfumery.

Craftsmanship:

We believe in the traditional art of perfumery and are committed to creating unique, luxurious fragrances that are crafted with the utmost care and attention to detail.

Innovation:

We strive to be at the forefront of the industry by continually seeking out new and innovative ways to create and enhance our products.

Customer Service:

We are committed to providing our customers with the highest level of service and making our products available to a wide range of customers, from individual buyers to wholesalers and retailers all over the world.

Vision and Mission:

Vision:

Our vision is to become a leading provider of high-quality perfumes, attars, and concentrated oils, and to become a multinational company recognized for its dedication to preserving the traditional art of perfumery and creating unique, luxurious fragrances.

Mission:

Our mission is to provide our customers with the highest level of service and quality, and to make our products available to a wide range of customers, from individual buyers to wholesalers and retailers all over the world. We strive to use only the finest natural ingredients, sourced from around the world and blend traditional and modern techniques to create our unique scents. We aim to create a brand that is synonymous with luxury and excellence in the world of perfumery.

In addition, we want to be recognized for our commitment to preserving the cultural heritage of the Middle East through our perfumes and attars, and to bring a touch of the exotic and luxurious to the lives of our customers.

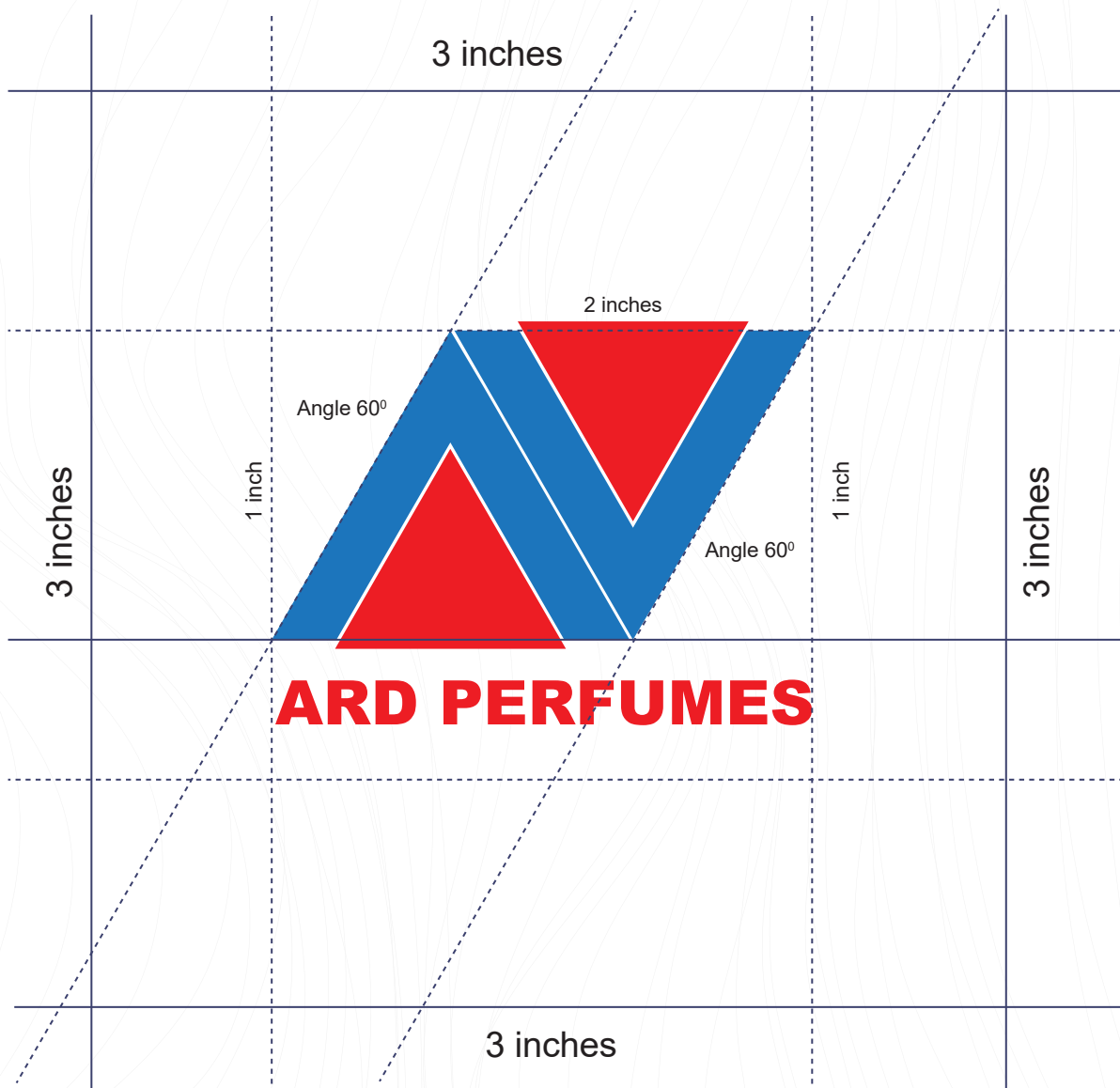
Our Logo

Exclusion Zone

This is our logo, It should be used as it is presented here wherever possible and must adhere to the brand guidelines. The logo has a possible and must adhere to the brand guidelines. The logo has a possible and must adhere to the brand guidelines. The logo has a fixed visual relationship and specified colours, which must not be altered in any way.

To achieve maximum visibility and to protect the logo's visual integrity it should always have sufficient surrounding space. This will help ensure legibility at any size. For optimal results, we recommend ensuring there is an exclusion zone, in keeping with the example shown here.

The exclusion zone is determined by the







Our logo (for small use)

Specific Measurements

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px wide and 90px wide.

The small logo mark should be used at a size between 15px tall and 20px tall.

Only the horizontal logos are appropriate for small use.

Maximum sizing for Small Use Logo	Minimum sizing for Small Use Logo
<p data-bbox="325 1021 547 1055">90px wide, approx.</p>  <p data-bbox="312 1317 536 1350">(or approx. 1.25 inches)</p>	<p data-bbox="1090 1021 1311 1055">50px wide, approx.</p>  <p data-bbox="1074 1283 1286 1317">(or approx. 0.7 inches)</p>
<p data-bbox="316 1413 557 1447">20px height, approx.</p>  <p data-bbox="339 1615 563 1648">(or approx. 0.28 inches)</p>	<p data-bbox="1062 1413 1303 1447">15 px height, approx.</p>  <p data-bbox="1074 1615 1286 1648">(or approx. 0.2 inches)</p>

Usage on backgrounds, One-color Logo

Background Color Variation

The full-color logos should be used only on white,black. We will keep maintain the colors of primary logo anywhere.



One-Color Logo

We can use one color logo based on Packaging color combination which will be good looking as a branding.

For Packaging Design use Gold with Red or Blue.

Minimize use of Silver Color.



Logo misuse

Way of Logo Misuse

Consistency across the ARD PERFUMES brand identity is crucial. To help make sure our logo is presented consistently and on brand, we have highlighted some common issues to avoid to maintain brand identity.



✗ Never alter the colours of the logo



✗ Never apply any effects, shadows or overlays to the logo



✗ Never alter the font within the logo



✗ Always make sure there is enough contrast to visibly see the logo clearly



✓ Do leave the logo completely unaltered and keep the lock-up as shown here on white background



✓ Do leave the logo completely unaltered and keep the lock-up as shown here on black background

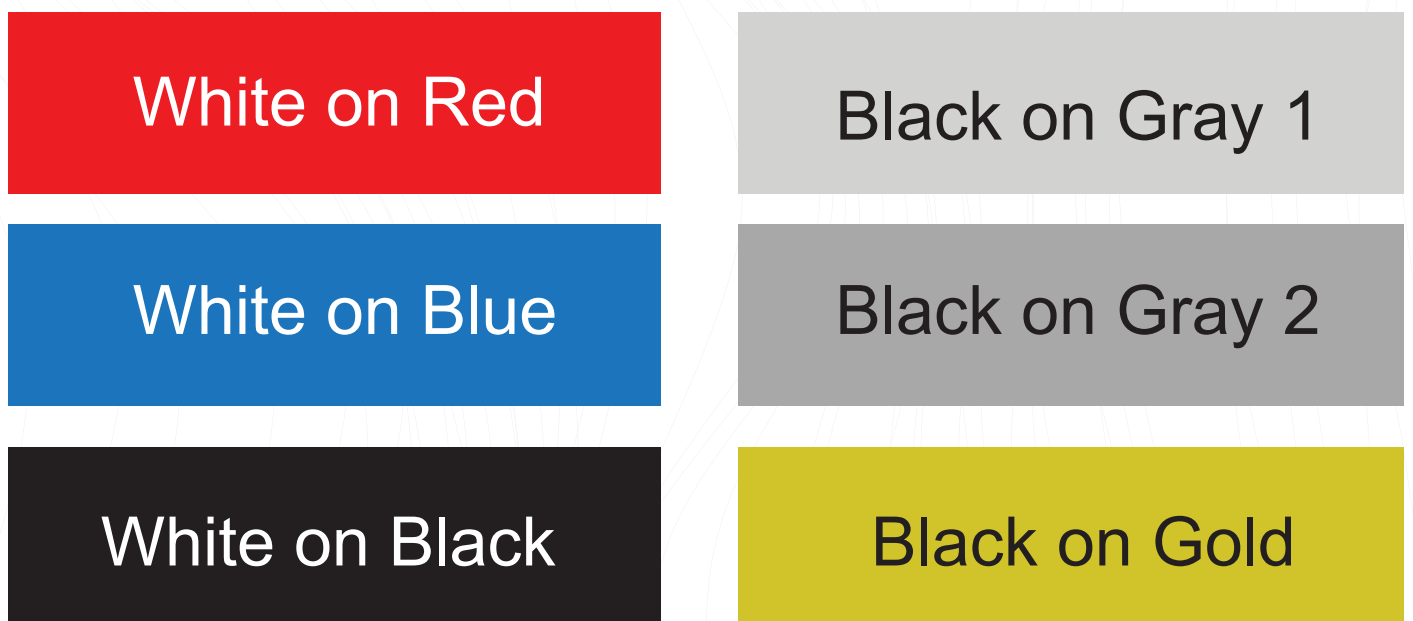
Core Colors

Way of Logo Misuse

The ARD PERFUMES brand primarily uses the logo colours. Here are the approved logo colour variations for print (CMYK), Pantone and screen (RGB) formats. The brand colours should be kept consistent across all materials and must not be altered in any way.



Accessible Color Combination (Website Colors)



Typography: Arial

Arial Font Family

Arial Family is the primary typeface for all materials. It should be used wherever possible to ensure maximum consistency. It comes in a number of weights and can be used at all sizes.

Arial is the chosen system font. It is the chosen font for all PowerPoint and Word templates.



Arial - Regular



Arial - Bold



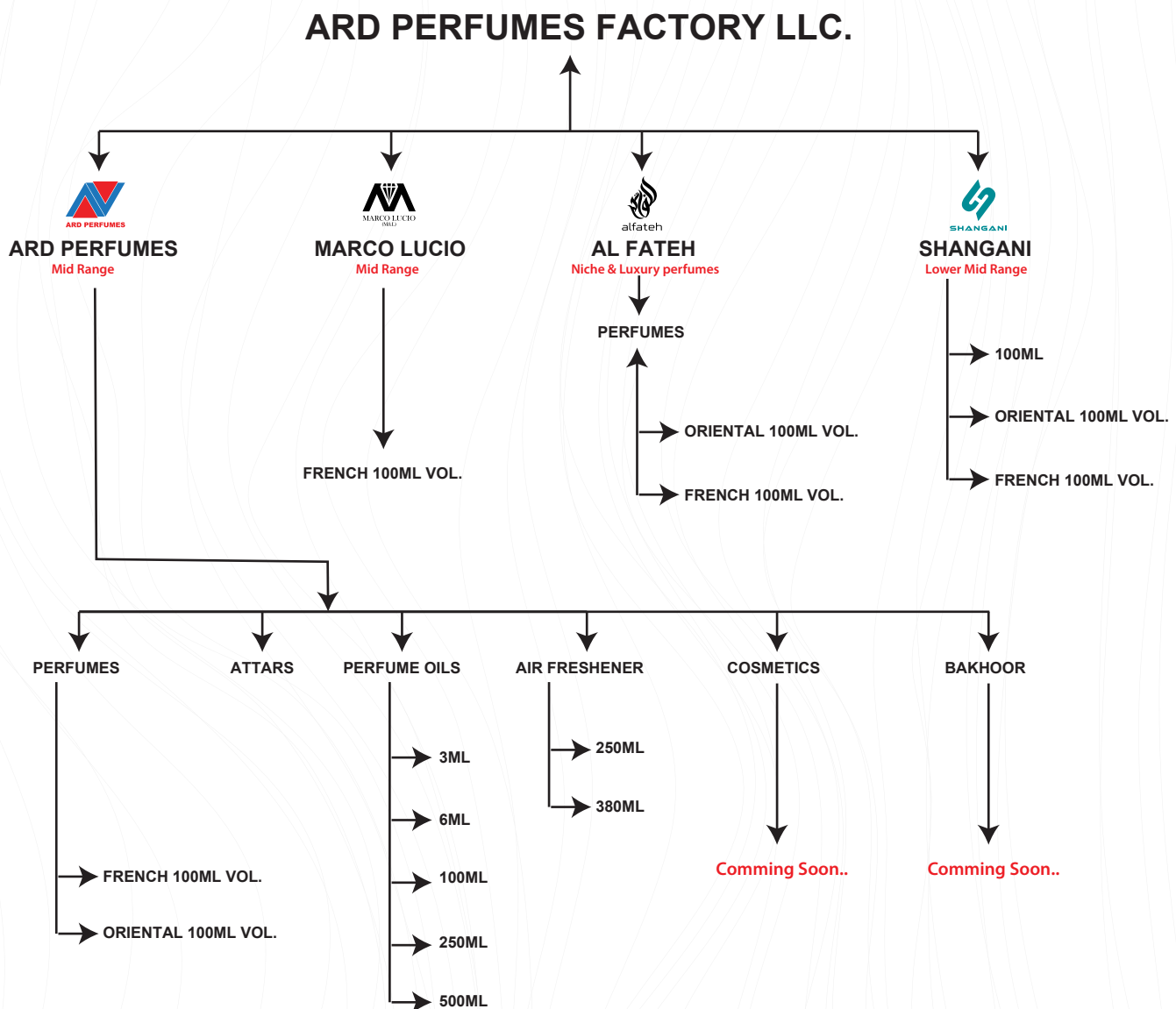
Arial - Black

Brands & Products Categories

Details

ARD PERFUMES FACTORY LLC. has four brands which covers French and oriental perfumes under different price range:

- ARD PERFUMES
- MARCO LUCIO
- AL FATEH
- SHANGANI



ARD PERFUMES FACTORY LLC.



O U R B R A N D S



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ARD PERFUMES

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