



FRACIA

THE GUIDEBOOK

THE LOGO

FRAOIA

LUXURY FASHION CONDENSED SERIF FONT TO REFLECT THE ELEGANCE OF THE BRAND AND GIVE IT A HIGH POSITIONING IN THE MARKET. WITH ITS MONOCHROME COLOR GIVING IT A FANCY AND CHIC LOOK, THE BRAND IS POINTING AT ITS VALUE OF STYLE AND PROFESSIONALISM.

LOGO VARIATION

MAIN LOGO | Horizontal Format

FRAEQA

SECONDARY LOGO | Vertical Format

FRA
EQA.

THE LOGO / CLEARING SPACE



THE LOGO / INCORRECT USAGE



FRACQA

✘ Don't change the colors



FRACQA

✘ Don't change the logo



FRACQA

✘ Don't use gradients



FRACQA

✘ Don't change shadows



FRACQA

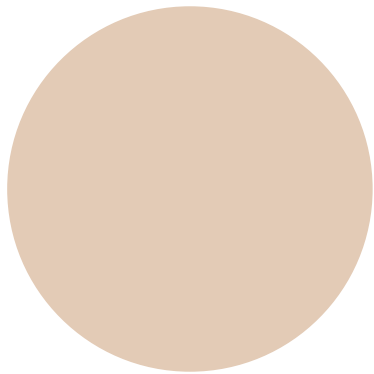
✘ Don't distort the logo



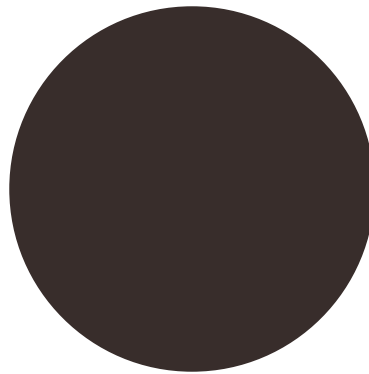
FRACQA

✘ Don't apply transparency effect

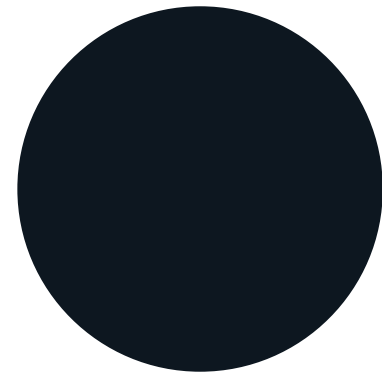
THE COLORS



FRAGA BEIGE
PANTONE 4675 C



FRAGA BROWN
PANTONE 440 C



FRAGA BROWN
PANTONE Black 6 C

THE TYPOGRAPHY

GYOZA | Logo Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

GOTHAM | English Main Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

THE TYPOGRAPHY

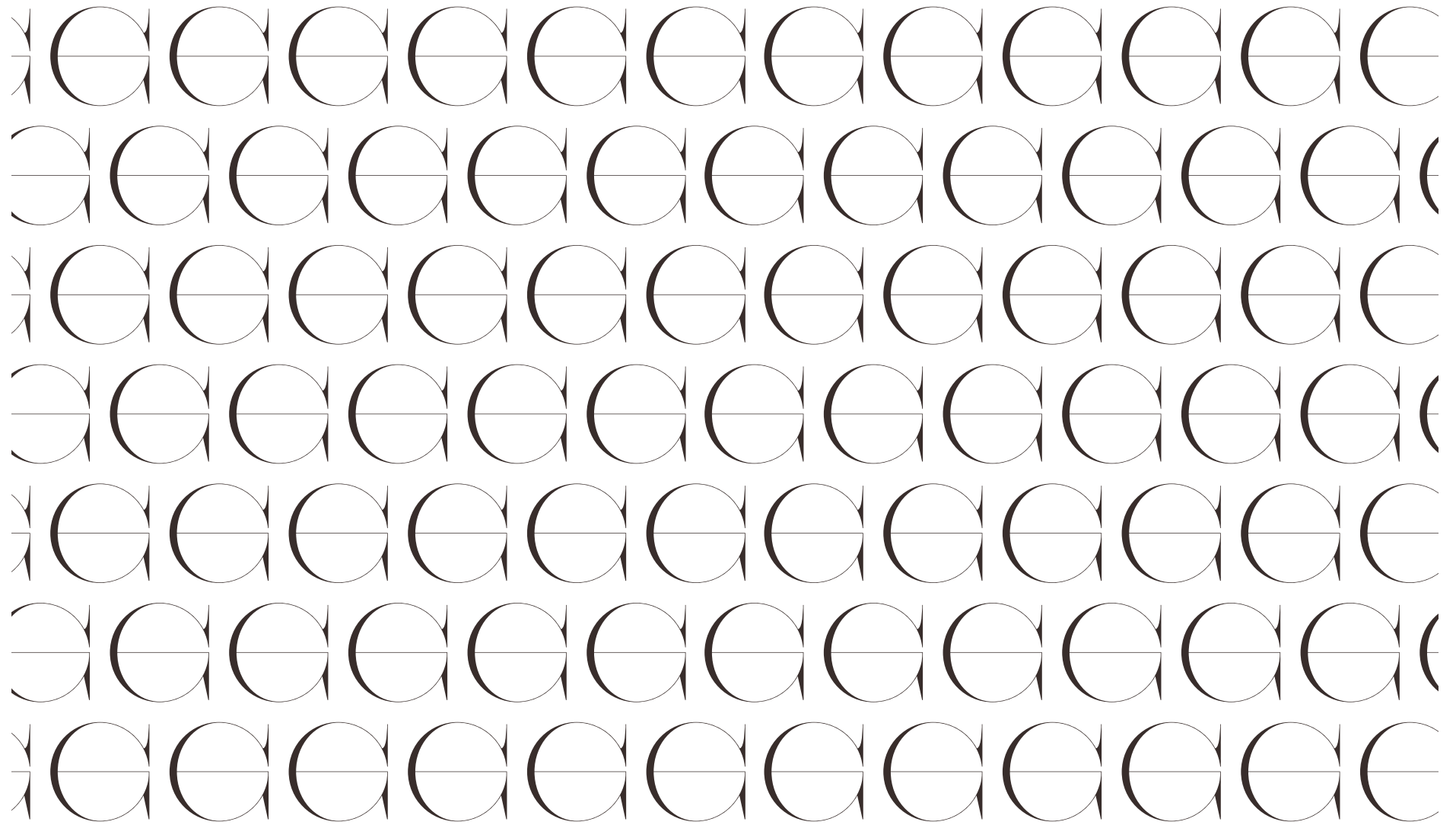
LUNAR ALCHEMY | Fragrance Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

NOTO SANS | Arabic Main Font

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THE PATTERN



THE CORPORATE IDENTITY

BUSINESS CARD | Recto



BUSINESS CARD | Verso



THE CORPORATE IDENTITY

ENVELOPE | Recto

FR
O
A
A.

www.fraga.sa | info@fraga.sa
Saudi Arabia, Riyadh, Alghadeer, Albayar st. 13311

THE BOXES



FRAGA.
A.

www.fraga.sa

WE HAVE LOVED BEING A PART OF
YOUR NEW BEGINNINGS

FRAGA

THANK YOU CARD

FRAGA

**WE CREATE SCENTS THAT ALLOW YOU
TO SPEAK WITHOUT WORDS**

YET, WE WOULD LOVE TO HEAR YOURS,
VISIT @FRAGA.SA AND SHARE YOUR THOUGHTS!

FRAGA

**العطر كفيل بأن يصنع لك ذكرى جميلة!
شكرًا لثقتكم**

يسعدنا ان نسمع عن تجربتكم
عبر @FRAGA.SA

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THANK YOU