Hasan Al-Imam — brand guide

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01 Logo



The mark is **The Arch**: one line that reads as an H and an A, shaped like an arched doorway. The brass bar is the crossbar of both letters. Use the horizontal lockup by default and the stacked lockup in square spaces.

02 Mark & avatar



Dark avatar for profiles (LinkedIn, X, GitHub, email). Light avatar on dark sites. One-colour versions for stamps, engraving and embroidery.

03 Clear space & size



- Keep empty space around the logo of at least half the mark's width on every side.
- Minimum size: mark 16 px (favicon); horizontal lockup 140 px wide / 30 mm in print.
- Don't stretch, rotate, outline, add shadows, or recolour outside the palette.
- On photos, place it on a calm, dark area, or use the dark avatar tile.

04 Colour

Ink
#0E1A2B · RGB 14 26 43
Primary. Backgrounds, text, the arch.

Brass
#C9A04E · RGB 201 160 78
Accent. Crossbar, highlights, text on Ink.

Brass Deep
#85631F · RGB 133 99 31
Accent text on light backgrounds (passes WCAG AA).

Paper
#F4EFE6 · RGB 244 239 230
Light backgrounds, text on Ink.

Contrast: Ink on Paper 15.3:1 · Brass on Ink 7.2:1 · Brass Deep on Paper 4.8:1. Do not set small text in Brass on light backgrounds (2.1:1).

05 Typography

Fraunces SemiBold

Name, headings, titles. Body text: Fraunces Regular.

IBM Plex Mono Medium

Domain, labels, small details, code.

Both are free (SIL Open Font License) from fonts.google.com.

06 Files

- **svg/** master vector files (scale to any size)
- **png/** ready-to-upload images: avatars, icons, banners
- **pdf/** vector lockups for print
- **favicon/** website icons + HTML snippet