BRAND GUIDELINES

SHAFAQ

PREMIUM INDIAN FRAGRANCES

THE ART OF TWILIGHT
BOTTLED



VERSION 01 • JUNE 2026

BRAND STORY

Where Twilight Becomes Fragrance

SHAFAQ celebrates the magical moment between daylight and night—a symbol of transformation, elegance, and timeless beauty.

Inspired by India's centuries-old perfume heritage and refined through contemporary craftsmanship, every fragrance captures the warmth of sunset, the mystery of twilight, and the richness of Indian artistry.

ROOTED IN HERITAGE. CRAFTED FOR TODAY.



FROM KANNAUJ
THE PERFUME CAPITAL
OF INDIA





LOGO DEVELOPMENT

Crafting An Icon of Twilight

The SHAFAQ logo is a reflection of twilight's beauty—where heritage meets luxury. Every curve and detail is inspired by India's rich perfumery traditions and timeless elegance.

01. CONCEPT EXPLORATION



TWILIGHT
HERITAGE
FRAGRANCE
INDIA
TIMELESS

DEEP
ELEGANT
SOULFUL

02. SYMBOL DEVELOPMENT



03. CONSTRUCTION



04. TYPOGRAPHY EXPLORATION

SHAFAQ

SHAFAQ

SHAFAQ

SHAFAQ

SHAFAQ

SHAFAQ
EAU DE PARFUM



05. FINAL LOGO

SHAFAQ
EAU DE PARFUM

06. LOGO USAGE PREVIEW



VISUAL IDENTITY

The Visual Language of SHAFAQ

A rich and evocative identity inspired by India's heritage, twilight hues, and the art of perfumery. Every element is crafted to express timeless elegance, authenticity, and soul.

COLOR PALETTE

BURNT ORANGE #E4572E	TERRACOTTA #C4513D	DEEP CRIMSON #8E1C2C	ROYAL PURPLE #4B1D5E	EMERALD GREEN #1B5E4B
MUSTARD YELLOW #E0A21A	INDIGO #1A1F4B	WARM BEIGE #F3E6D6	CHARCOAL #2B2B2B	SOFT PEACH #FFCDB2

TYPOGRAPHY

PRIMARY TYPEFACE

SHAFAQ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqastuvwxyz
0123456789

SECONDARY TYPEFACE

Cormorant Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqastiuvwxyz
0123456789

SUPPORTING TYPEFACE

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqastuvwxyz
0123456789

LOGO LOCKUP

SHAFAQ

EAU DE PARFUM

ICON SYSTEM

HERITAGE · CRAFTSMANSHIP · NATURAL INGREDIENTS · TIMELESS ELEGANCE · TWILIGHT · INDIAN ORIGIN

PATTERN LIBRARY



INSPIRED BY INDIAN ARCHITECTURE, TEXTILES & NATURE

VISUAL ELEMENTS







PRODUCT COLLECTION

A Collection That Captures Twilight

From timeless attars to contemporary perfumes, every SHAFAQ creation is a journey through India's rich olfactory heritage and twilight-inspired elegance.

EAU DE PARFUM RANGE



RUBY DUSK
Spiced. Warm. Intense.

VELVET OUD
Rich. Smoky. Timeless.

GULAB ERA
Floral. Romantic. Classic.

KESAR SOIR
Saffron. Radiant. Exotic.

INDIGO NIGHTS
Woody. Deep. Mysterious.

PURE ATTAR COLLECTION



OUDH MAJESTY
Deep. Sacred. Regal.

ROSE TAJ
Pure. Elegant. Timeless.

MOGRA NOOR
Fresh. Delicate. Divine.

AMBER RAQEEB
Warm. Resinous. Addictive.

DISCOVERY KIT



5 x 2ML
Explore. Experience. Find Your Twilight.

TRAVEL COLLECTION



RUBH DUSK | VELVET OUD | GULAB ERA | KESAR SOIR | INDIGO NEIHTS

5 x 10ML
Twilight with You. Everywhere.

GIFT SET



The Perfect Expression of Elegance.

PREMIUM INGREDIENTS
Sourced from the finest farms across India.

EXPERT CRAFTSMANSHIP
Blended by master perfumers with decades of legacy.

LONG-LASTING FRAGRANCE
Crafted for depth, purity and enduring memories.

LUXURIOUS PACKAGING
Thoughtful design that honors our heritage.

PACKAGING DESIGN

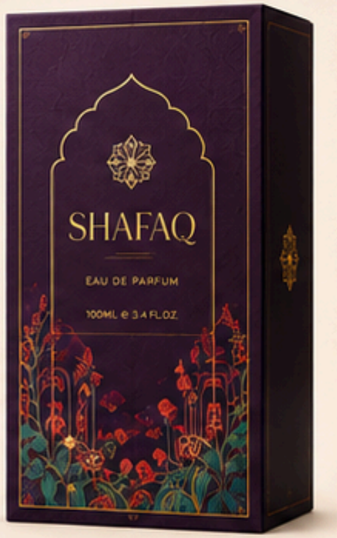
Timeless Elegance, Thoughtful Every Detail.

SHAFAQ packaging is an extension of the fragrance within—crafted with intention, wrapped in heritage, and designed to create a luxurious experience from unboxing to the very last drop.

PERFUME BOTTLE



RIGID BOX



PERFUME CARD



SHOPPING BAG



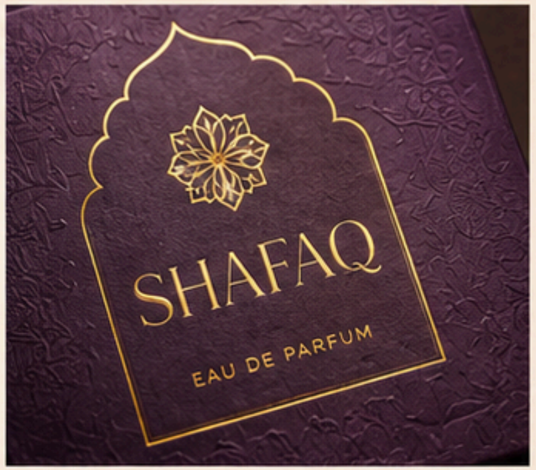
RIBBON



PACKAGING DIELINE



EMBOSS & FOIL DETAIL



MATERIAL & FINISH

- Rigid Box 1200 GSM Textured Paper
- Soft Touch Laminate
- Gold Foil Stamping
- Embossed Pattern
- Satin Ribbon
- Recyclable & Eco-friendly

DETAIL HIGHLIGHTS



DIGITAL EXPERIENCE

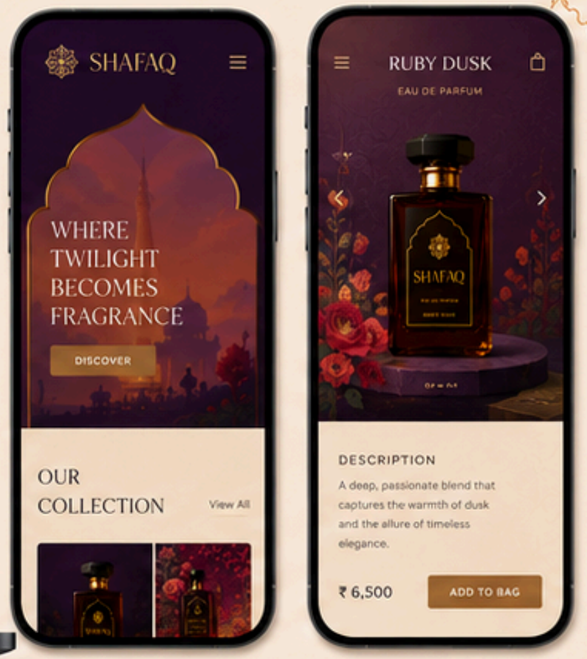
Elevating Every Touchpoint Digitally

Our digital presence captures the essence of SHAFAQ—rich in heritage, visually captivating, and seamlessly designed to offer a luxurious journey across platforms.

WEBSITE EXPERIENCE



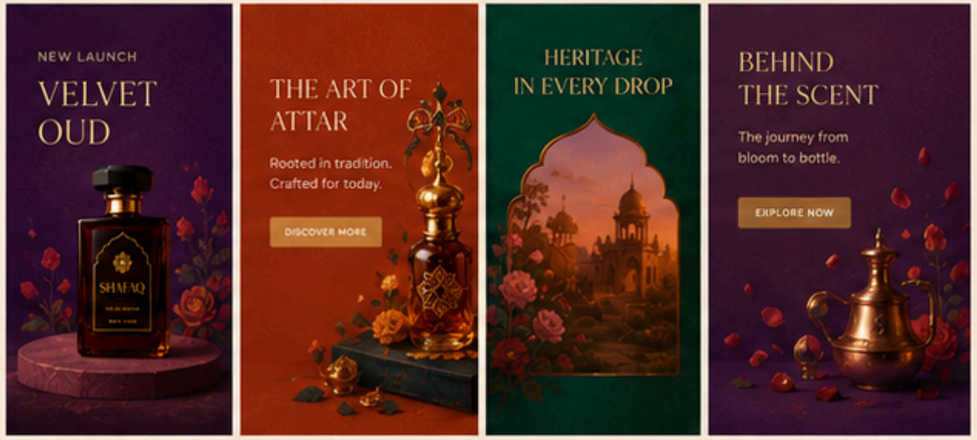
MOBILE EXPERIENCE



INSTAGRAM FEED



SOCIAL MEDIA CAMPAIGN



EMAIL NEWSLETTER

