

دلّة

DALLAH

SPECIALTY COFFEE ROASTERS



Every bag carries its own dune.

كل كيس شايل كتيبه.

The dallah is the oldest symbol of Arab hospitality. DALLAH takes that welcome into specialty coffee: warm sand, roasted date and ember. Each lot gets its own ripple pattern drawn from its real roast curve, so the shelf reads as one family and every bag is still its own.

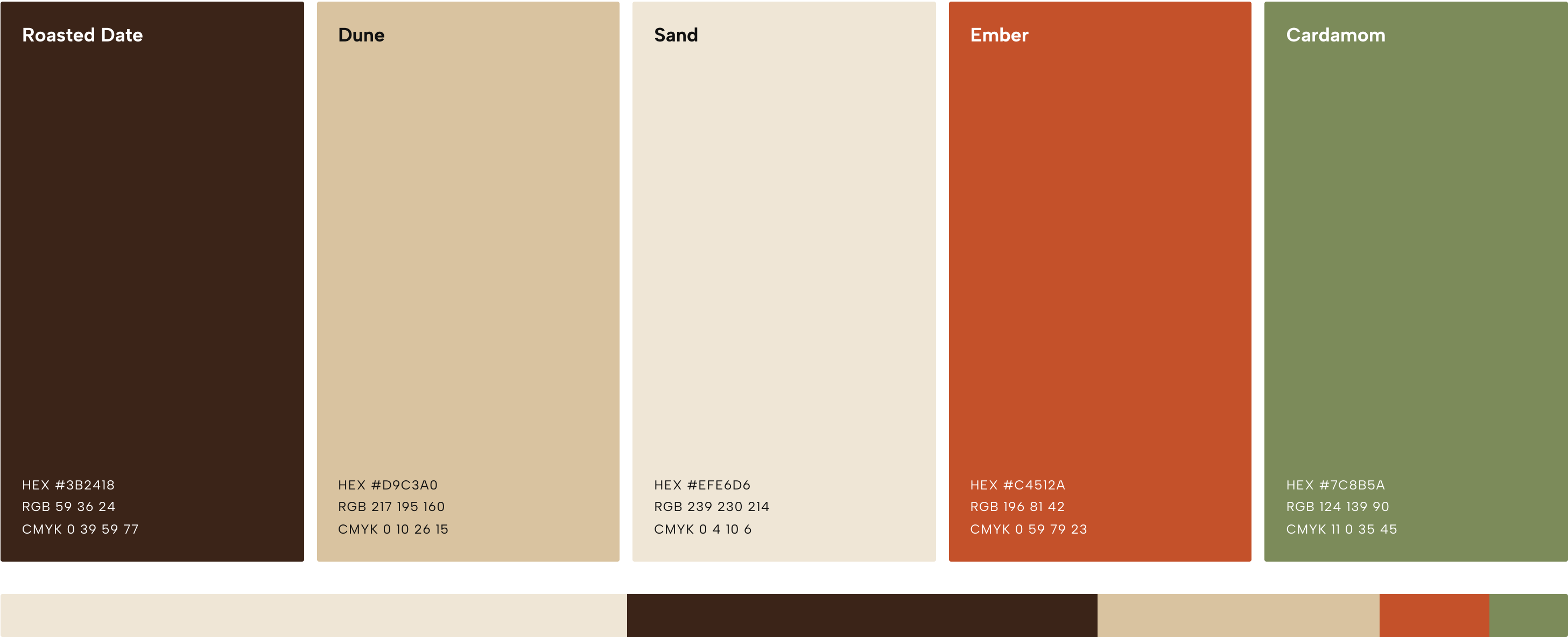
الدلة أقدم رمز للضيافة العربية. دلة بتنقل الترحيب ده للقهوة المختصة: رملة دافية، ولون التمر المحمّص، والجمر. كل لوت ليه تموجات رملة مرسومة من منحنى التحميص الحقيقي بتاعه، فالرف بيبان عيلة واحدة وكل كيس ليه شخصيته.



Clear space = **x**, the height of the Latin capitals. Nothing enters the dashed zone. Minimum size: 24 mm / 120 px wide for the full lockup.



Arabic leads, Latin follows. Never stretch, recolour outside the palette, add effects, or set the logo on busy photography without the dark or light panel.



Proportion of use across all touchpoints. One owned colour, used sparingly, carries the brand.

أ ب ج

كل كيس شايل كتيبه.

Arabic display — headlines, signage, packaging

Aa Bb

Every bag carries its own dune.

Latin display — always set after the Arabic

قهوة مختصة من المحمصة

عنوان / H1 · 48

نص / Body · 18

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H1 · 48

Specialty coffee, roasted here

Body · 18

The dallah is the oldest symbol of Arab hospitality. DALLAH takes that welcome into specialty coffee: warm sand, roasted date and ember. Each lot gets...





Built for the shop floor, not just the screen.

- Fascia: brushed-brass halo letters on sand render
- Bag: matte stand-up pouch, 250 g, ripple pattern per lot
- Cup sleeve: logo centred, one long horizontal stroke
- Menu boards: Arabic-first, Latin mirrors on the right

This chapter is where an identity meets fabrication: materials, light temperature, sizes and rules a contractor can build from.



D A L L A H

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