

روح

R U H

MAISON DE PARFUM



The essence, not the bottle.

الخلاصة، مش الزجاجاة.

In perfumery, ruh is the purest essence of a flower — ruh al ward is the soul of the rose. RUH is a fragrance house built on that word: deep plum, soft gold, quiet luxury. The Arabic leads, the Latin follows, and nothing on the shelf is louder than the scent.

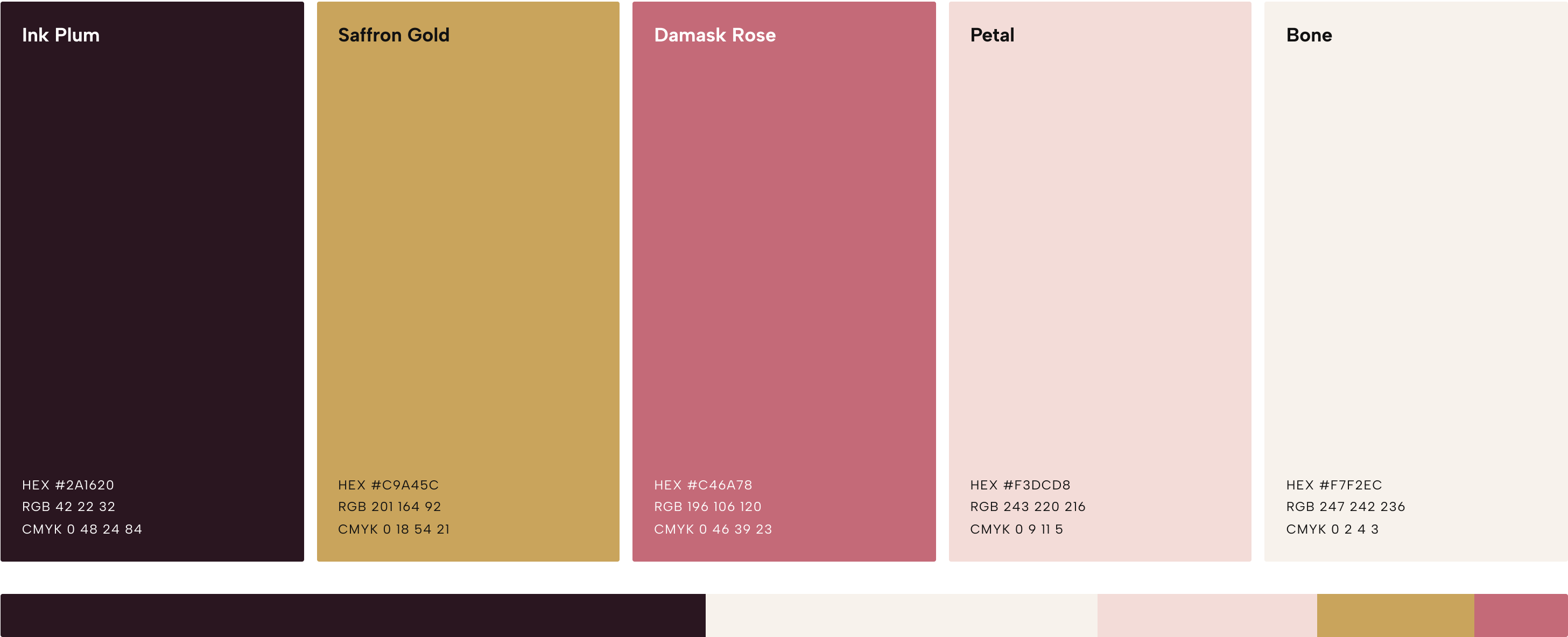
في صناعة العطور، «الروح» هي أنقى خلاصة للزهرة، و«روح الورد» هي قلب الوردة. روح دار عطور مبنية على الكلمة دي: بنفسجي غامق، ودهبي هادي، وفخامة من غير دوشة. العربي في الأول والإنجليزي وراه، ومفيش حاجة على الرف أعلى صوتًا من الريحه.



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.

أبج
الخلاصة، مش الزجاجاة.

Arabic display — headlines, signage, packaging

Aa Bb

The essence, not the bottle.

Latin display — always set after the Arabic

عطور بروح الورد

HI · 48 / عنوان

Body · 18 / نص

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HI · 48

Fragrance with a soul

Body · 18

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Built for the shop floor, not just the screen.

- Fascia: brushed-gold letters on ink-plum lacquer
- Box: soft-touch plum board, hot-foil gold logo
- Niches: blush arches, 2700K, bottles at eye level
- Testing bar: travertine, branded blotter strips

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



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