



THE SKY IS THE CENTRE.

السما في النص.

سَكَن means both home and peace of mind. Its courtyard communities are built around an open piece of sky — so the mark is exactly that: a dark square frame around a square of sky, the courtyard seen from above. Every layout keeps its centre open for sky or photography.

كلمة «سَكَن» معناها البيت والطمأنينة مع بعض. مجتمعاتها مبنية حوالين حثة سما مفتوحة، فالعلامة هي ده بالضبط: إطار مربع غامق حوالين مربع سما، يعني الحوش من فوق. وكل تصميم بيسيب نصّه مفتوح للسما أو للصورة.



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
السما في النص.

Arabic display — headlines, signage, packaging

AA BB

THE SKY IS THE CENTRE.

Latin display — always set after the Arabic

بيوت حوالين حوش

عنوان / H1 · 48

نص / Body · 18

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H1 · 48

HOMES AROUND A
COURTYARD

Body · 18

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BUILT FOR THE SHOP FLOOR, NOT JUST THE SCREEN.

- Sales gallery: mark carved in limestone, backlit sky square
- Stand: open courtyard plan, real olive tree, lattice canopy
- Lookbook: die-cut square window on the cover
- Hoarding: 2.4 m frieze, lattice shadow pattern

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



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