R

RIVAAN

BRAND IDENTITY GUIDELINES

Women's Fashion · Kids · Fragrance · Light, Worn Well · Version 1.0

Contents

01 Brand Story & Positioning

02 Logo Suite — The Arc Monogram

03 Color System

04 Typography

05 Article Architecture

06 Kids & Fragrance

07 Store Design — The Light Corridor

08 Packaging

09 Website & Digital

10 Instagram & Social

11 Photography & Art Direction

12 Launch Checklist

01 · Brand Story & Positioning

Who we are

Rivaan is a Pakistani women's fashion house — a home for the embroidered suit, the printed lawn, the unstitched three-piece and the everyday kurti, all under one roof with our own kids' line and fragrance. The name means a ray of light; the brand behaves like one: deep maroon grounding, warm ivory space, and gold — the fine line of craft that runs through every article.

Positioning

Light, Worn Well. Craft at every price point: Luxury articles for celebration (zardozi shararas, silk anarkalis), Mid-range pret and unstitched for the smart wardrobe (embroidered suits, printed lawn), and Daily essentials for effortless everyday wear (kurti co-ords, kaftans).

Brand personality

- Heritage-rich — embroidery, craft and the subcontinent's textile vocabulary.
- Fresh — clean ivory spaces, modern cuts, airy photography.
- Warm & confident — luxurious without being loud.
- Colourful — maroon and ivory anchor the brand; articles live in a rich seasonal palette.

Signature elements

- The arc monogram — the portal: the store entrance, the logo, the emblem.
- The gold line — hairlines, embroidery, hardware, print accents.
- The ivory canvas — carries every surface; maroon gives depth, gold gives craft.

02 · Logo Suite — The Arc Monogram

The Arc Monogram is the primary lockup: a geometric R inside a portal arc with a rising dot — the doorway into the house of Rivaan. It was chosen as the brand's identity and is supported by three variants.



Primary — Arc Monogram (maroon on ivory)

Use on light backgrounds: website, print, tags, stationery.



Gold variant

Use on packaging, embroidery and premium print.



Dark variant (ivory on maroon)

Use on store signage, dark backgrounds and the footer.



Avatar badge (gold R in ring)

Use as the social profile picture and favicon.

Logo rules

- Wordmark text is always RIVAAN (caps).
- Clear space: at least one letter-height on all sides.
- Maroon on ivory is default; gold and ivory-on-maroon are approved variants.
- Never re-colour, stretch, shadow or add effects.
- Visual direction drafts — commission vector artwork and run a trademark search before commercial use.

03 · Color System

Maroon is the depth, ivory is the light, gold is the craft. Target ratio: 60% ivory · 30% maroon · 10% gold on brand surfaces. Articles are free to use the wide seasonal colour range.

Maroon family (the depth)

#4A0D16	**Maroon Deep**	Grounding, text on ivory, store feature wall.
#6E1423	**Maroon Primary**	Logo, keylines, primary brand colour.
#7B1E2B	**Maroon Rich**	Alt primary, fabric swatches, gradients.
#A85460	**Maroon Soft**	Supporting accents, digital highlights.
#D8A6AD	**Maroon Pale**	Tints, print backgrounds.

Ivory family (the light)

#F7F1E6	**Ivory Primary**	Default background, walls, paper goods.
#F2E9D8	**Cream**	Alternate surfaces, lookbook panels.
#E3D6C0	**Sand**	Layering tone, floor tones.

Gold family (the craft)

#B08D57	**Gold Primary**	Hairlines, embroidery, hardware, print accents.
#C9A980	**Gold Light**	Highlights, borders on ivory.
#8C6B3F	**Gold Deep**	Text on ivory, deep accents.

Neutrals & article palette

	Ink	Body text on light backgrounds.
#9A9087	**Warm Gray**	Secondary captions, metadata.

Article colour range: emerald, sage, terracotta, dusty rose, ochre, burgundy, ivory — every season ships prints and embroidery in these colours. Maroon and ivory remain guaranteed anchors in every collection.

Accessibility: maroon primary on ivory passes WCAG AA for large text; use Maroon Deep for body-size text on ivory.

04 · Typography

A refined serif carries the name and the headlines; a clean sans runs the practical layer — one voice, two registers.

Display & Luxury — Refined Serif

A high-contrast serif (e.g. Cormorant Garamond or Marcellus) for the wordmark, collection names, lookbook headlines and luxury tier applications. Letterspaced caps, generous margins.

Interface & Everyday — Clean Sans

A clean sans (e.g. Jost or Montserrat) for navigation, price tags, signage, digital UI and essentials labelling. Regular, Medium, Bold — never below 9px on screen.

Body copy

A warm readable serif or sans (e.g. Lora or Source Serif) for product descriptions and lookbook copy. 10–12pt, line height 1.5.

RIVAAN

Serif Display — luxury, editorial, signage

RIVAAN

Sans Display — digital, tags, everyday

Maroon is the depth. Ivory is the light. Gold is the fine line of craft between them.

Body sample — Lora / Source Serif 12pt

05 · Article Architecture

A women's house with three price tiers and three shop categories (Unstitched, Pret, Accessories). Every article carries pattern, embroidery or print — never a plain single colour.

LUXURY — celebration

Zardozi shararas, silk anarkalis, heavy gold-work formals. Maroon velvet and emerald silk with gold embroidery. Limited runs.





MID-RANGE — pret & unstitched

Embroidered pret 3-piece suits (burgundy, dusty rose) and printed unstitched lawn with floral borders. The volume business.





DAILY — essentials

Sage kurti co-ords, printed terracotta kaftans, easy cottons. Always in stock.





Shop categories

- Unstitched — lawn and chiffon 3-piece, printed and embroidered lengths.
- Pret — ready-to-wear suits and co-ords, stitched and finished.
- Accessories — shawls, dupattas, jewellery and add-ons.

06 · Kids & Fragrance

Two more rooms in the house: Rivaan Junior for children and Rivaan Parfum for the brand's signature scent. Both share the arc monogram, the maroon × ivory × gold system and the house's craft-first attitude.

Rivaan Junior — kids wear

Mini kurta sets and shalwar suits in maroon with gold threadwork, matching siblings' sets, soft cottons, playful prints.





Rivaan Parfum — fragrance

Maroon, ivory and emerald glass bottles with gold caps engraved with the arc monogram. One signature line, gift-ready.



07 · Store Design — The Light Corridor

The flagship is deep and narrow — lengthy but less wider. The floor plan is a light corridor: warm ivory walls, one curved maroon wall carrying the display, gold hairlines as the fine detail, and a glowing circular sun-portal at the far end as the destination.

Exterior

Narrow single-bay facade in warm ivory limewash, one deep maroon arched portal entrance, thin vertical 'rivaan' blade sign, one display window with a single mannequin. Warm glow spills out at dusk.



Exterior — ivory facade, maroon portal, blade sign

Interior — the corridor

One-point perspective down the hall: a curved deep maroon wall on the left with floating display planes and rails; ivory shelving on the right with folded stacks; a slim skylight strip; the glowing sun-portal anchors the far end.



Interior — light corridor with sun-portal focal point

Zoning & details

- Entrance: open ivory, minimal — depth does the inviting.
- Left wall: the maroon line — floating planes and rails (luxury at front, mid in the middle).
- Right wall: ivory shelving with folded stacks (essentials toward the back, kids' corner low shelves).
- Far end: the sun-portal + lounge seating (luxury zone and brand moment).
- Fragrance table at the lounge junction; fitting rooms in the back third; checkout near the exit.
- Lighting: warm 3000K spots on product; gold hairlines on mirrors, rails and signage.



Display detail — floating maroon plane, round shelf, round mirror

08 · Packaging

Packaging is the brand you hand over: maroon paper goods with gold print and the arc monogram; ivory ribbon as the light; the gold line as the craft signature.

Shopping bag



Maroon bag, gold cord handles, gold monogram + RIVAAN

Gift box



Maroon rigid box, gold embossed monogram, ivory ribbon

Hang tag



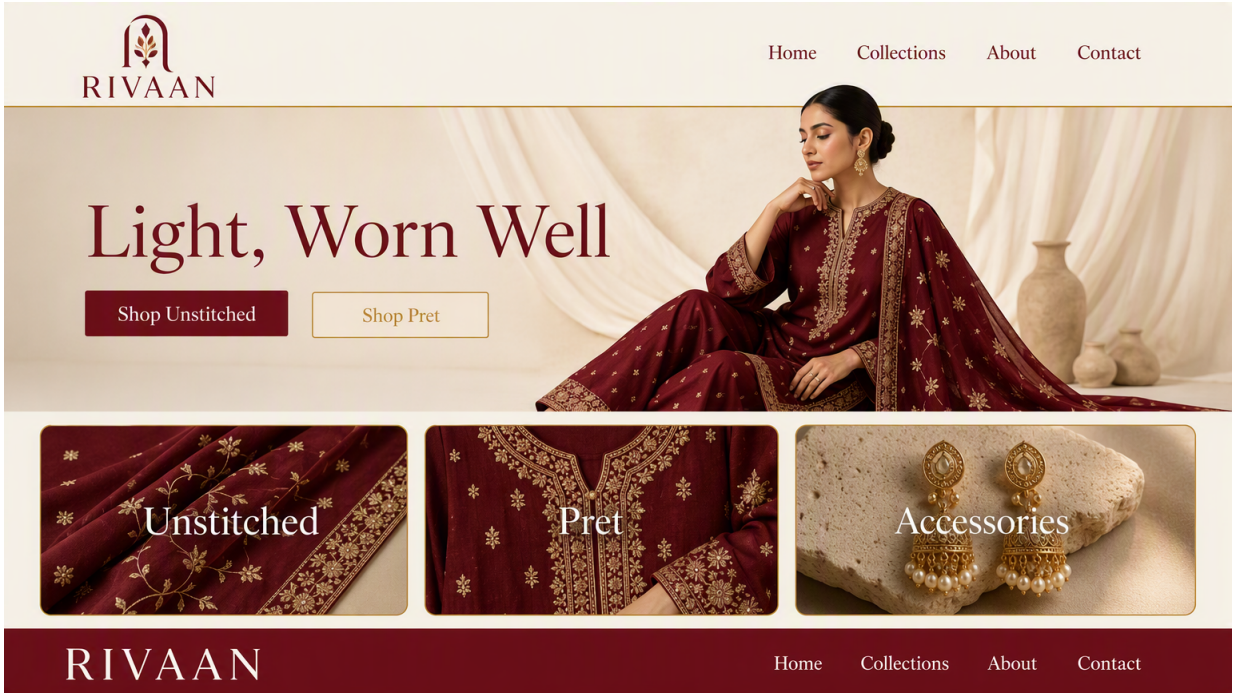
Cream die-cut tag, gold monogram + RIVAAN, gold cord

Standards

- Paper: 250–350gsm matte stock, soft-touch finish.
- Print: maroon and gold only — one monogram, one wordmark per piece.
- Luxury tier: gold-foiled box + ribbon; essentials: plain maroon bag.
- Every parcel leaves with maroon + ivory + gold visible.

09 · Website & Digital

The website is the digital house: ivory surfaces, maroon text, gold hairdlines, and a hero that speaks in the house voice.



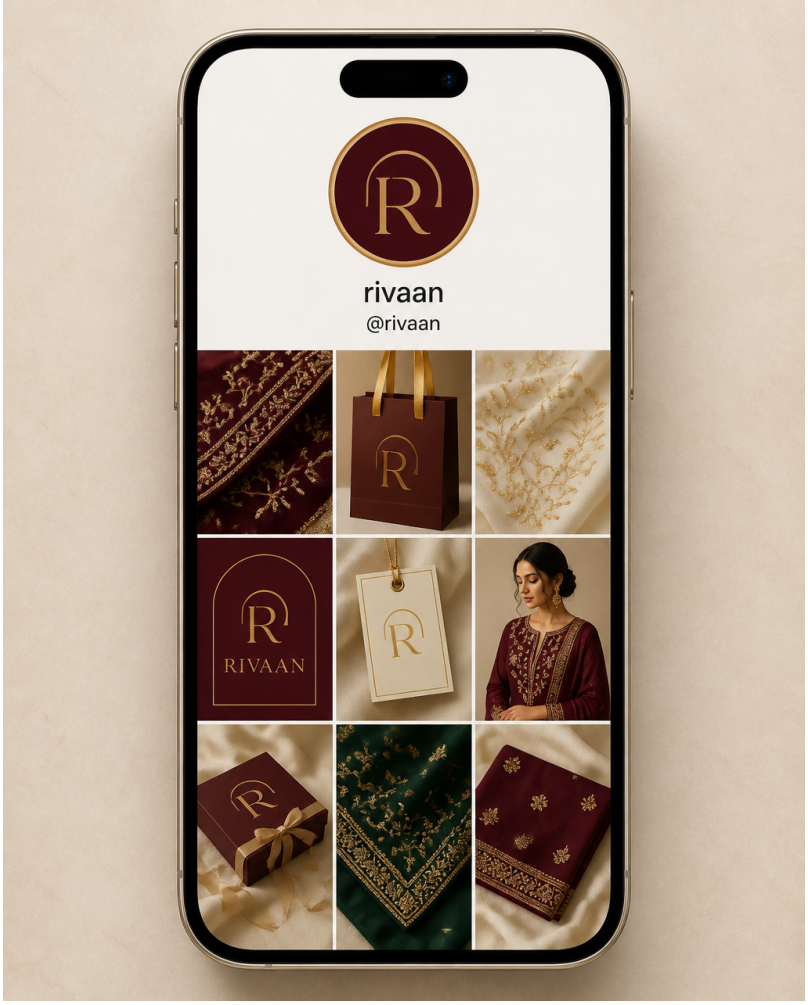
Desktop home — hero, CTA buttons, category cards, maroon footer

Standards

- Header: arc monogram left; navigation Home · Collections · About · Contact.
- Hero: one model, maroon-and-gold outfit, slogan 'Light, Worn Well', two CTAs — Shop Unstitched / Shop Pret.
- Category cards: Unstitched · Pret · Accessories.
- Footer: deep maroon bar, ivory serif RIVAAN.
- Typography: Cormorant-style serif for headings, Jost for UI; prices in PKR.

10 · Instagram & Social

The grid is the second storefront: maroon, ivory and gold in every row, with fabric, embroidery and packaging as the cast.



Profile mockup — arc monogram avatar, maroon/cream/gold 3×3 grid

Grid rhythm rules

- Avatar: gold arc monogram on maroon (avatar badge).
- 2:1 ivory-to-maroon balance across every row; gold as the accent.
- Content mix: embroidered close-ups, fabric flat-lays, model shots, packaging, brand graphics.
- One wordmark per tile maximum; captions short, warm, no hype.
- Hashtags: #Rivaan #RivaanPret #RivaanUnstitched #RivaanJunior #RivaanParfum #LightWornWell

11 · Photography & Art Direction

Look

Editorial photography that celebrates craft: warm ivory or soft architectural backdrops, gentle light that catches gold threadwork, models in natural motion, rich patterned fabrics filling the frame. Luxury shots are slow and detail-driven; pret is lifestyle with context; essentials are bright and friendly.

Rules

- Brand space stays maroon × ivory × gold — backdrops, plinths, styling props.
- Articles may be any seasonal colour — pattern and embroidery are encouraged.
- No visible logos or external brand marks on garments.
- One model, one clear silhouette per hero image.
- Keep the warm ivory grade; avoid blue or cold casts.
- In store: product shots on maroon/ivory props with gold details.

12 · Launch Checklist

Everything needed to take Rivaan from brand book to street.

Brand

Finalise the arc monogram · commission vector master files · run trademark search (class 25) · write the brand story

Digital

Website per Section 09 · Instagram per Section 10 · WhatsApp Business with avatar badge

Products

Sample luxury, pret, unstitched, daily lines · price bands in PKR · care labels + hang tags

Kids & Fragrance

Junior sampling · Parfum bottles and caps with engraved monogram

Store

Portal facade + blade sign · Light Corridor fit-out per Section 07 · sun-portal installation

Packaging

Bags, boxes, tags per Section 08 · tissue in ivory with gold seal

Launch

Campaign shoot per Section 11 · opening offer · press kit one-pager · staff style guide

---

RIVAAN — Brand Identity Guidelines · Version 1.0 · Light, Worn Well.