



VELARI

A T E L I E R

B R A N D G U I D E L I N E S

EDITION 01 · 2026

C O N T E N T S

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A world, not a label

Velari Atelier creates premium women attire, starting with embroidered Mukhawara's for women across the UAE. Each piece is given a name, never a code, so every fabric arrives with its own story.

CRAFTED

Embroidery is the heart of every piece: details you notice up close.

UNIQUE

Few premium pieces made to bring out your inner shine.

NAMED

Every piece has a name and a character, a special persona like our clients.

Inspired by Velaris

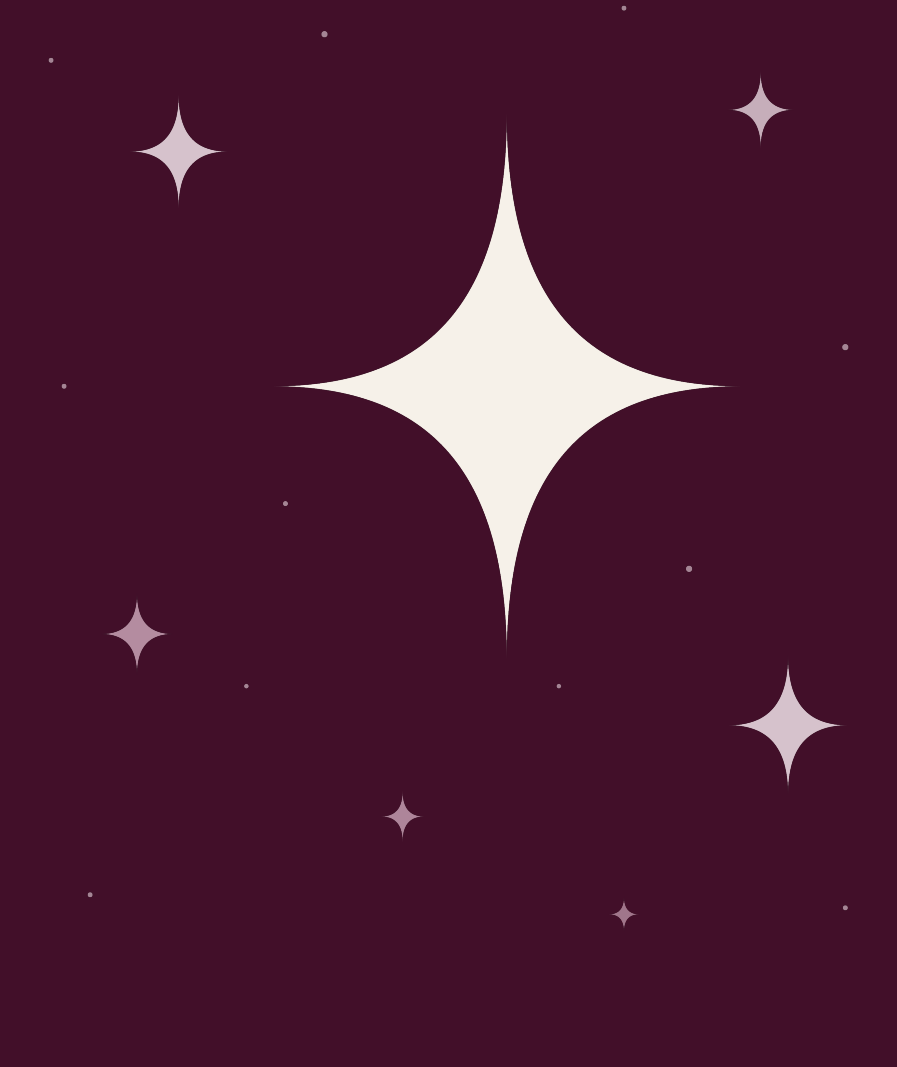
Velari takes its spirit from Velaris, the City of Starlight: the hidden, magical sanctuary within the Night Court of Prythian. A city kept safe and unseen, where the night is celebrated rather than feared.

Velari is our own sanctuary: a private world, found by those who know where to look. The four-point star is its light, and wherever Velari appears, the star is there.

OVER THE I
in the wordmark

BESIDE THE V
in the monogram

AT THE CROWN
of the emblem



Four marks, one family



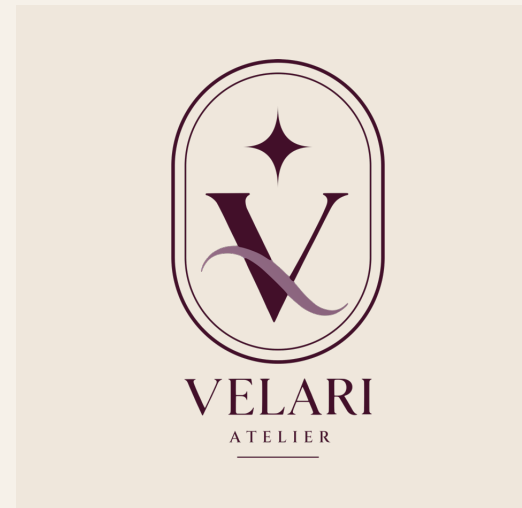
PRIMARY

Website, labels, stationery: the default.



MONOGRAM

Packaging seals, embroidery, social posts.



EMBLEM

Hang tags, boxes, formal occasions.



ICONS

Profile pictures, highlights, favicon.

The primary wordmark



VELARI
A T E L I E R

THE STAR

Sits over the I, like its dot. Never move or resize it.

VELARI

Custom lettering. Always use the artwork file; never retype it.

ATELIER

Set in Cinzel, widely spaced, centred beneath the name.

Plum on light, ivory on dark



ON WARM IVORY



ON DEEP PLUM



ON MIDNIGHT NAVY



Use the plum logo on Warm Ivory and light photography. Use the ivory logo on Deep Plum, Midnight Navy, Velvet Mauve and dark photography.

For small spaces and special moments



MONOGRAM

The V with its mauve swish and star. Use it where the full name would be too small, or where Velari is already known: tissue seals, embroidered labels, social posts.



EMBLEM

The monogram framed in a double arch with the full name. Reserve it for hang tags, gift boxes and invitations, where there is room for ceremony.

Round icons for social and digital



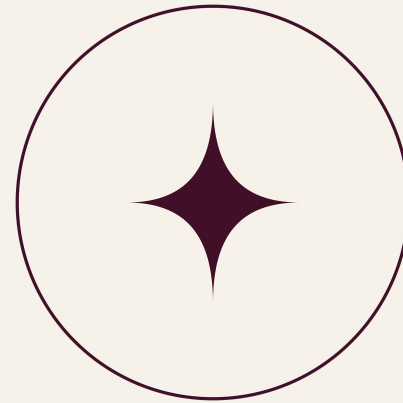
MONOGRAM · PLUM

Instagram and WhatsApp profile picture.



MONOGRAM · IVORY

Light story covers and website favicon.



STAR · IVORY

Highlight covers and stickers.



STAR · NAVY

Highlight covers and small seals.

Give the logo room to breathe



CLEAR SPACE

Keep a margin at least the height of the star (X) clear on every side.
No text, edges or images inside it.

Mark	Print	Screen
Wordmark	35 mm wide	160 px wide
Monogram	12 mm wide	48 px wide
Emblem	18 mm tall	80 px tall

Recommended minimums. Test-print small labels and embroidery before ordering.

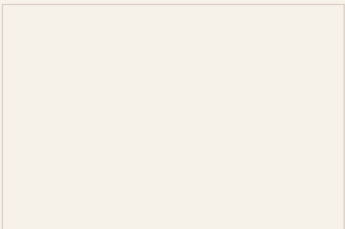
Six colours, led by plum and ivory



DEEP PLUM

#420F29
RGB 66 15 41

Logo, headings, signature backgrounds.



WARM IVORY

#F6F1E9
RGB 246 241 233

Base for pages, packaging, space.



DUSTY MAUVE

#936A7E
RGB 147 106 126

The swish; small accents only.



VELVET MAUVE

#754F66
RGB 117 79 102

Emblem ground, secondary panels.



MIDNIGHT NAVY

#141B35
RGB 20 27 53

Evening contrast, occasions.



Approximate balance: mostly ivory, plum as the voice, navy, velvet and dusty mauve as accents. Confirm CMYK and Pantone matches from a printed proof.

Two typefaces and the lettering

HEADINGS & LABELS

CINZEL

ATELIER · NEW
PIECES

Uppercase, generously spaced. Titles, the ATELIER descriptor, labels and buttons.

TEXT

Cormorant

Garamond

Ivory crêpe, finished by hand.

Medium weight for body copy, captions and piece stories. Italic for emphasis.

ARABIC (SUGGESTED)

فيلاري

Amiri pairs well with Cormorant. Confirm before printing Arabic materials.

The VELARI name itself is custom lettering. Always place it from the logo files; never type it in any font.

Please don't



How Velari speaks

POETIC, NOT FLOWERY

Evocative words, short sentences. One image per line.

“Meet [piece name]: ivory crêpe, stitched with plum.”

WARM & PERSONAL

Speak to one woman, as at a private appointment.

“Tell us the occasion and we’ll bring the pieces to you.”

ASSURED, NEVER LOUD

Let the craft speak. No shouting, no discount language.

“Hand-finished. Made to be remembered.”

Across every touchpoint



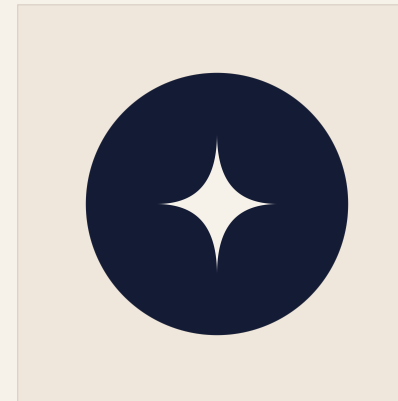
INSTAGRAM POST



PROFILE PICTURE



HANG TAG



TISSUE SEAL



GIFT BOX



THANK YOU