



ARTERAPIA

A guide to the house.

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ART FIRST. ALWAYS.

A home begins with a feeling.

ARTERAPIA exists to bring art closer to everyday life. By presenting original artworks alongside collectible design in lived settings, we help people imagine how a piece could belong in their home and feel confident choosing what speaks to them.

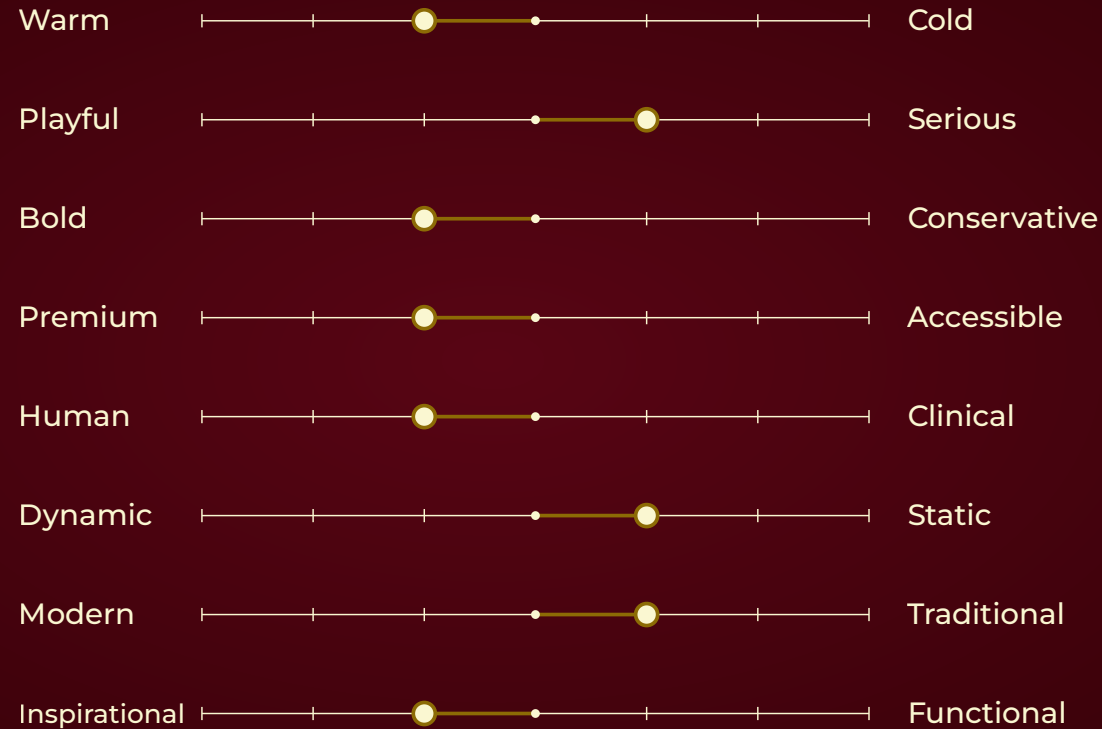
Our vision is to build a community where art feels approachable, collecting feels personal, and homes become expressions of the people who live in them.

ANATOMY OF HOME / An expression of the brand, not a replacement for its name.



Tone of Voice

Warm. Expressive. Thoughtful. Human.



HOW IT SOUNDS

Invite people to look closer. Lead with feeling; follow with clear, useful details.

Poetic in headlines. Precise in information.

POSITIONING

Make art feel personal.

ARTERAPIA is a Cairo-based, art-first platform where contemporary art meets retro furniture and collectible design. Art leads the experience; objects and furniture provide the context that helps people see its possibilities. Thoughtful curation and honest guidance connect discovering a piece with imagining life around it.

01

New perspectives

Welcome first-time buyers with clear, approachable guidance. Explain the work without making art feel exclusive.

02

A shared home

Help couples and homemakers see how a work can express their identity within a lived setting.

03

A considered collection

Offer collectors context, thoughtful curation and a distinctive relationship between art and design.

Creative principle: show the artwork first, then the feeling of living with it.

TONE OF VOICE

An invitation to look closer.

Warm. Cultured. Expressive. Clear.

SAY

Start with curiosity

Describe what a work makes us notice: its texture, light, gesture or emotional presence.

WRITE

Offer honest guidance

Use short sentences and specific details. Explain unfamiliar terms. Give the audience room to form an opinion.

"Discover the piece that makes a room feel like you."

SAMPLE BRAND COPY



Logosystem

THE CUSTOM WORDMARK

ARTERAPIA

A signature with its own point of view.

Preserve the drawn letterforms, connections and spacing. The wordmark is artwork; use the original master file whenever it appears.

IDENTITY ASSETS

One house. Distinct signatures.

ARTERAPIA

01 / WORDMARK

Lead with the full name on introductions, stationery, website headers and gallery communication.



02 / EMBLEM



03 / RA DETAIL

Emblem and RA shown in source context. Use supplied flat masters; never trace them from a mockup.

LOGO VARIATIONS

primary logo



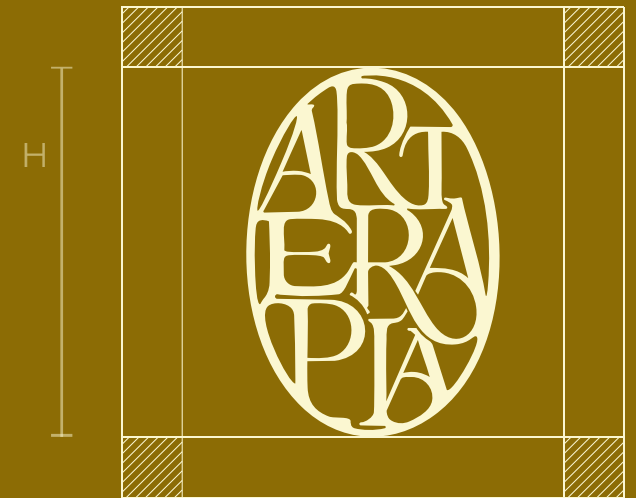
For primary brand identification.

Secondary Logo



For portrait and formal applications.

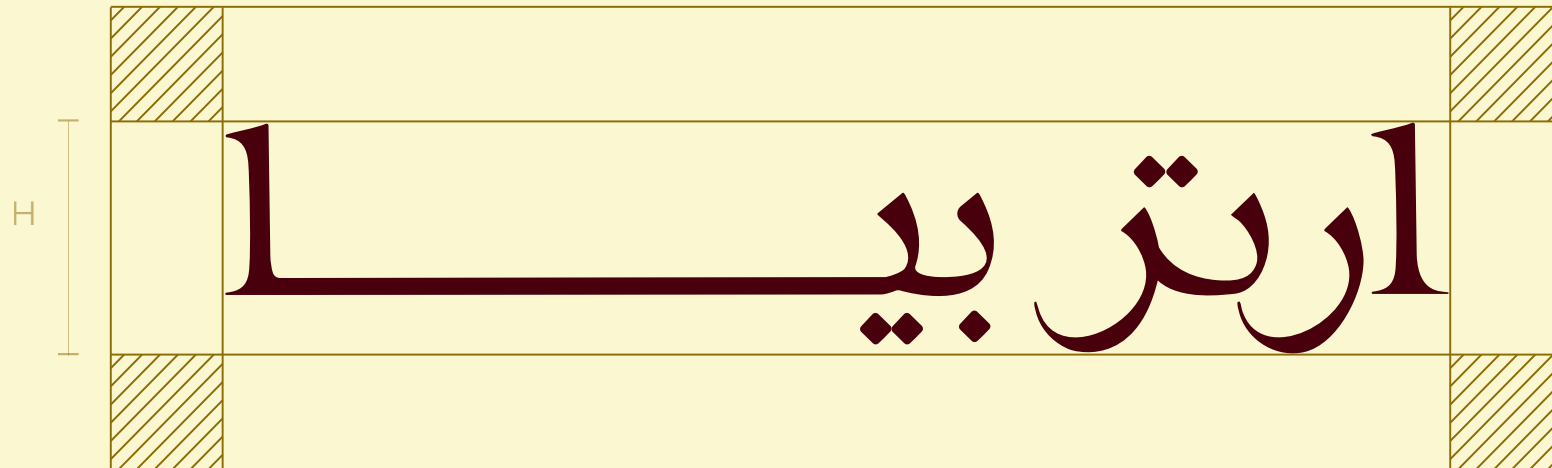
submark logo



For supporting brand signatures.

PROPOSED USAGE STANDARD / Apply the same rule at every scale. Internal lockup spacing remains fixed.

Arabic version



Arabic version



USE WITH CARE

Keep the character intact.

The word "ARTERAPIA" is shown in its standard serif font, but the letters are distorted. The 'A' and 'P' are stretched horizontally, while the 'R' and 'I' are compressed, making the word look awkward and unbalanced.

AVOID / stretching or compressing

The word "ARTERAPIA" is shown in a different serif font than the original logo. The letterforms are slightly different, particularly in the serifs and the curves of the letters, which changes the brand's visual identity.

AVOID / retyping the custom wordmark

The word "ARTERAPIA" is shown in a light blue color. This is a low-contrast combination with the white background, which may not be suitable for all applications where the logo needs to stand out.

AVOID / low contrast combinations

The word "ARTERAPIA" is shown in its standard dark red color, but it is placed on a background of many horizontal lines, creating a visually busy and cluttered effect that distracts from the logo itself.

AVOID / visually busy backgrounds

Also avoid new outlines, added flourishes, changed letter connections, shadows and unapproved lockups.



colors

Color tints

2080%
Derived tints

100%
Original color

Tints provide quieter
backgrounds and
supporting details.

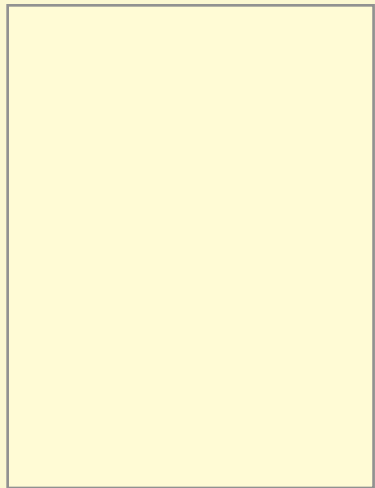
20%	20%	20%	20%	20%
40%	40%	40%	40%	40%
60%	60%	60%	60%	60%
80%	80%	80%	80%	80%
100%	100%	100%	100%	100%
#953215	#8C6B05	#B1D0E8	#FBF7D1	#48010C

Tint percentages show base color mixed with white. Core brand colors remain unchanged.

TIMELESS GALLERY TONES

A quieter setting for expression.

Use these tones for supporting surfaces, editorial sections and contextual imagery. Let the artwork retain the strongest presence.



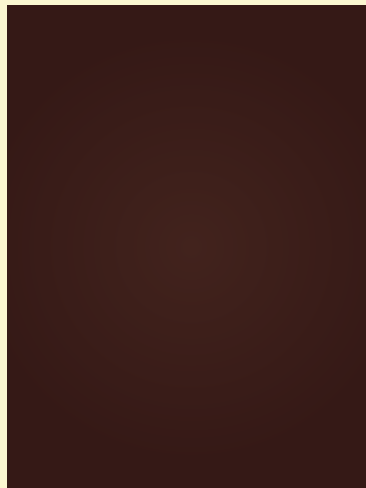
Mist

#FFFBD5



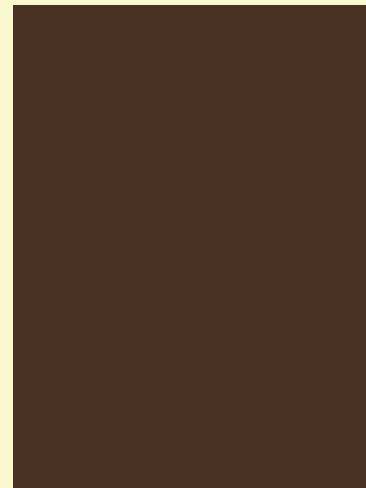
Olive

#20210D



Dark Mahogany

#48010C



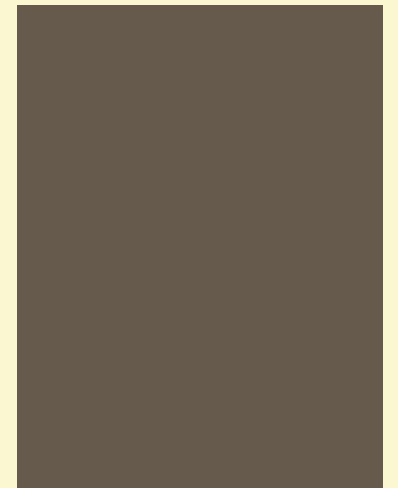
Terracotta

#483022



Ink

#21190F



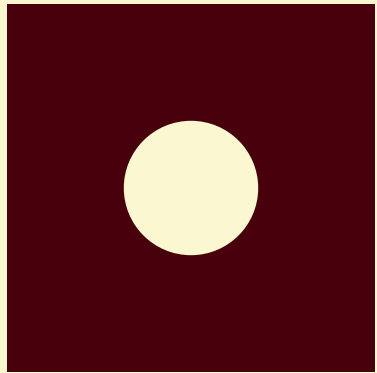
Sage

#655A4B

Source labels and HEX preserved. The repeated Sage swatch is listed once. Mist differs from primary cream.

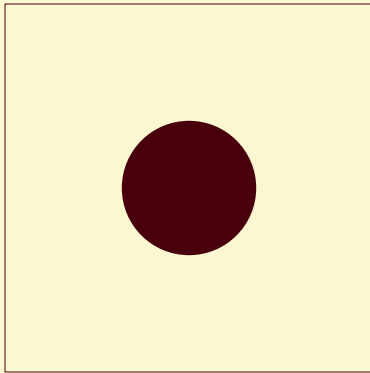
Color combinations

A consistent palette gives each composition room for art.



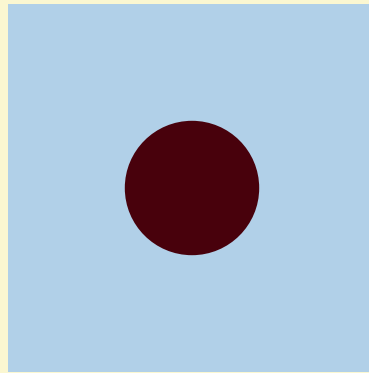
Core signature

#48010C / #FBF7D1



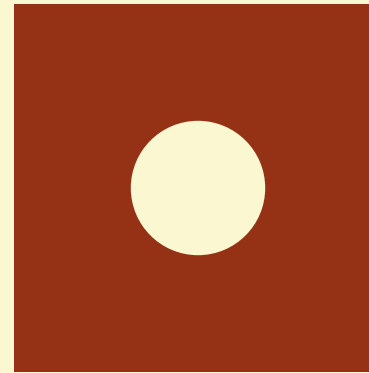
Light background

#FBF7D1 / #48010C



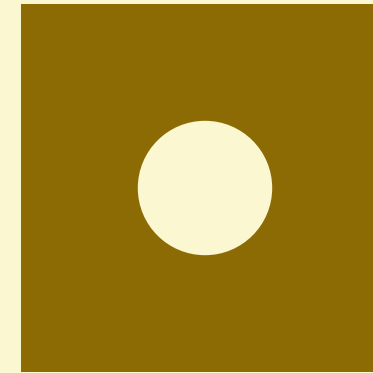
Cool accent

#B1D0E8 / #48010C



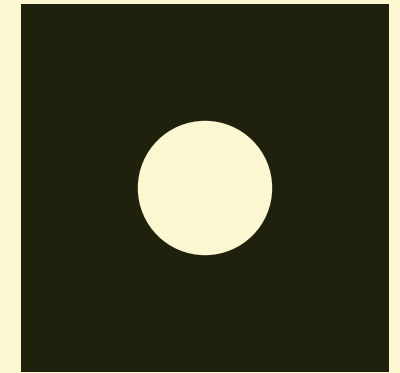
Warm expression

#953215 / #FBF7D1



Material detail

#8C6B05 / #FBF7D1



Secondary palette

#20210D / #FBF7D1

Use the cream and burgundy pairing as the foundation. Introduce one accent at a time.

Special Finishes & Effects



GRADIENT APPLICATIONS

Use gradients on backgrounds and campaign graphics. Keep artwork prominent and text easy to read. Preserve the original colors and direction. Use solid colors for small text.

Special Finishes & Effects



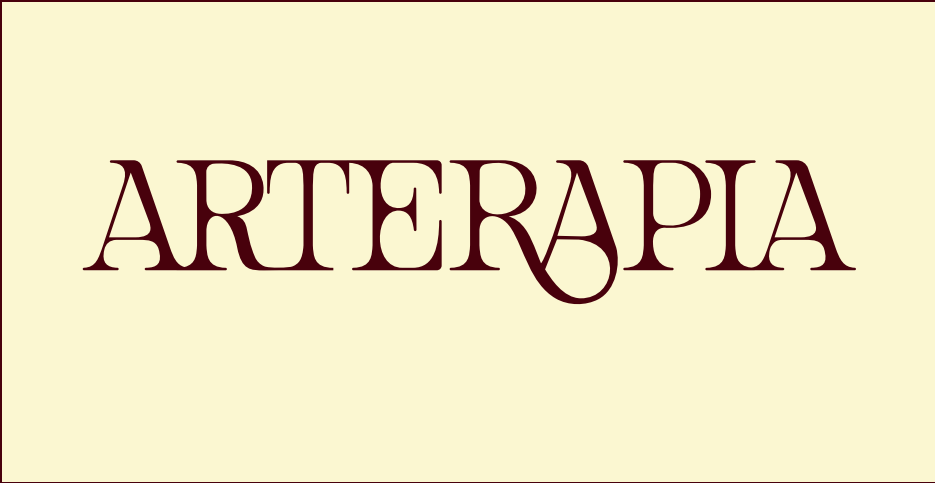
GRADIENT APPLICATIONS

Golden Gradient: for premium accents, emblems, and packaging details

Digital gold effect. For print, specify gold foil or metallic ink separat

BALANCE & CONTRAST

Let art carry the intensity.



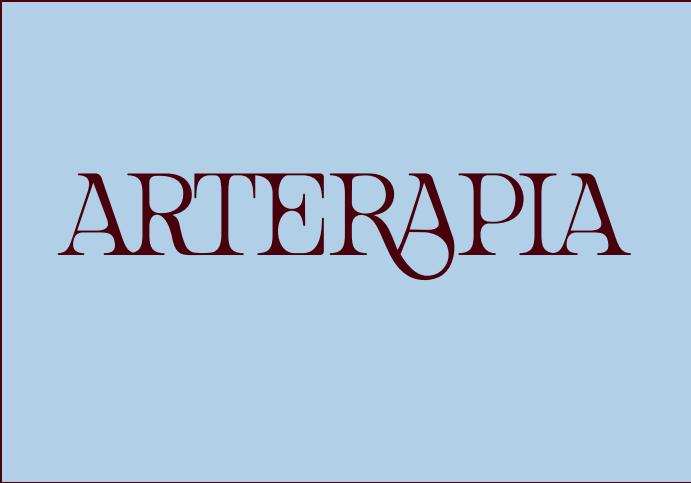
ARTERAPIA

PRIMARY / Burgundy on cream



ARTERAPIA

REVERSE / Cream on burgundy



ARTERAPIA

ACCENT / Burgundy on blue

Begin with a calm cream or burgundy field. Add one accent intentionally. Keep long text on solid, high-contrast backgrounds; reserve metallic effects for finishes and imagery.



Typography System

Greats

Accent font

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % & * ()

Use the accent font for short headlines, quotes and featured words on posters, invitations and campaigns. Use it sparingly to highlight key messages. Keep paragraphs, captions and practical information in the body font

sa

Boska

HERO HEADLINE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789
!@#\$%&*()

Black**Medium****Regular****Extralight**

aaaa

Montserrat

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789
!@#\$%&*()

Sizes are in pt for layouts; adapt proportionally for digital.

TYPE SCALE / RECOMMENDED STARTING POINT

Section title	Boska Regular
Subheading	Montserrat Semibold
Body	Montserrat Regular
Caption	Montserrat Medium

Use sentence case for expressive headlines. Keep body copy left aligned, with comfortable line spacing. Uppercase labels should be brief and lightly spaced.

الحروف العربيه

الخط العربي: VEXA

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س،
ش، ص، ض، ط، ظ، ع، غ، ف،
ق، ك، ل، م، ن، هـ، و، عا

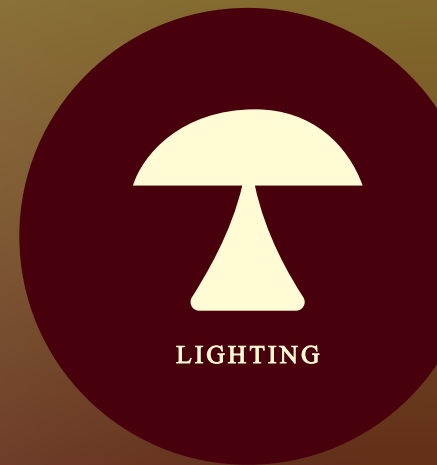
ارترپيا

٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .



ILLUSTRATIONS

SMALL SYMBOLS / SHARED CHARACTER



Sculptural forms. Clear meaning.

DIGITAL / ONLINE



HOME



MENU



SEARCH



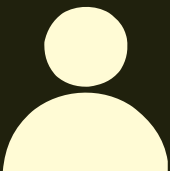
CLOSE



BACK



NEXT



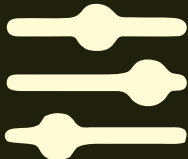
ACCOUNT



FAVORITES



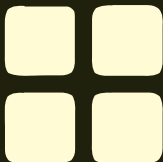
BAG



FILTER



SORT



GRID



ARTWORK



SCULPTURE



EDITIONS



OBJECTS



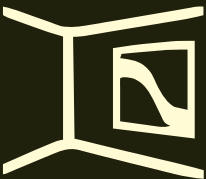
SEATING



LIGHTING



ZOOM



VIEW IN ROOM



SHARE



DOWNLOAD

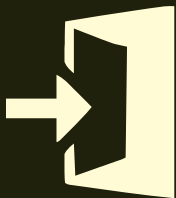


MESSAGE



CHECK

GALLERY / OFFLINE



ENTRANCE



EXIT



INFORMATION



RECEPTION



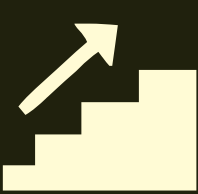
CLOAKROOM



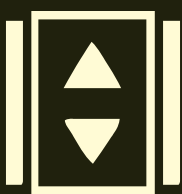
RESTROOMS



STEP-FREE ACCESS



STAIRS



LIFT



AUDIO GUIDE



PHOTOGRAPHY



NO FLASH



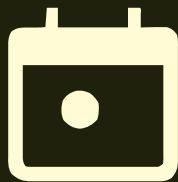
EXHIBITION



WORKSHOP



GUIDED TOUR



EVENTS



PROVENANCE



CARE GUIDE



FRAGILE



KEEP DRY



THIS WAY UP



HANDLE WITH CARE



COLLECTION POINT



DELIVERY

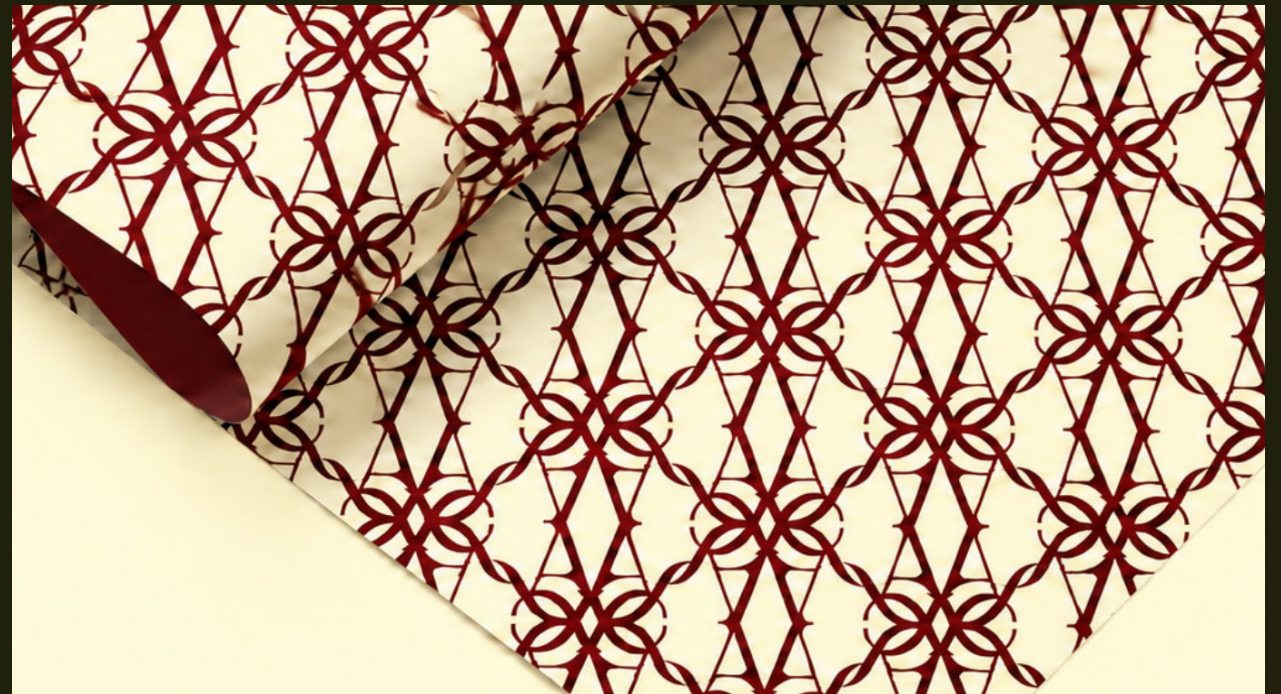
FROM LETTERFORM TO RHYTHM

The identity, repeated.

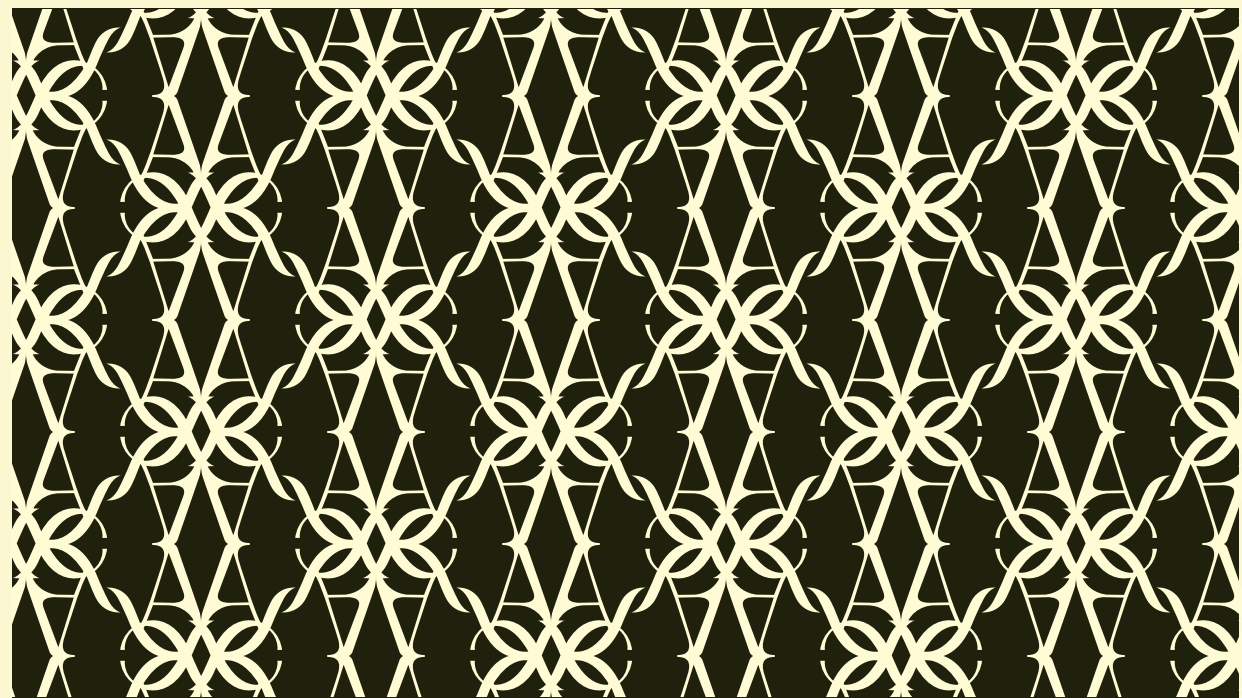
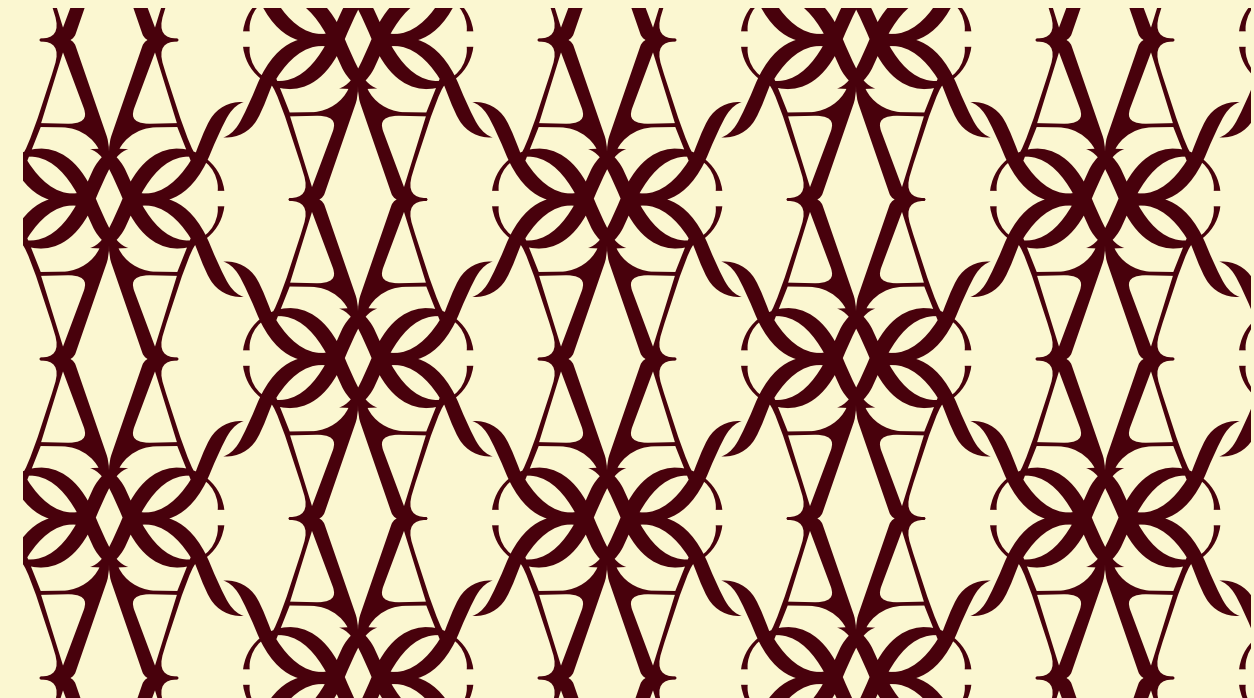
Derived from the A

The supplied pattern extracts a distinctive part of the custom A, then mirrors and connects it into a continuous composition.

Use as a border, lining, wrap or quiet background. Scale proportionally and preserve the original repeat. Leave a clean field around logos and small text.



Use the original repeat tile. Keep joins seamless; do not stretch the motif or create new versions from a photograph.





SECONDARY PATTERN

Use this fine-line pattern on packaging, stationery and background details. Keep it subtle so artwork and logos remain prominent. Preserve its proportions and repeat alignment, use brand colors, and keep text on a clear, solid area.





PACKAGING

Carry the house with you.



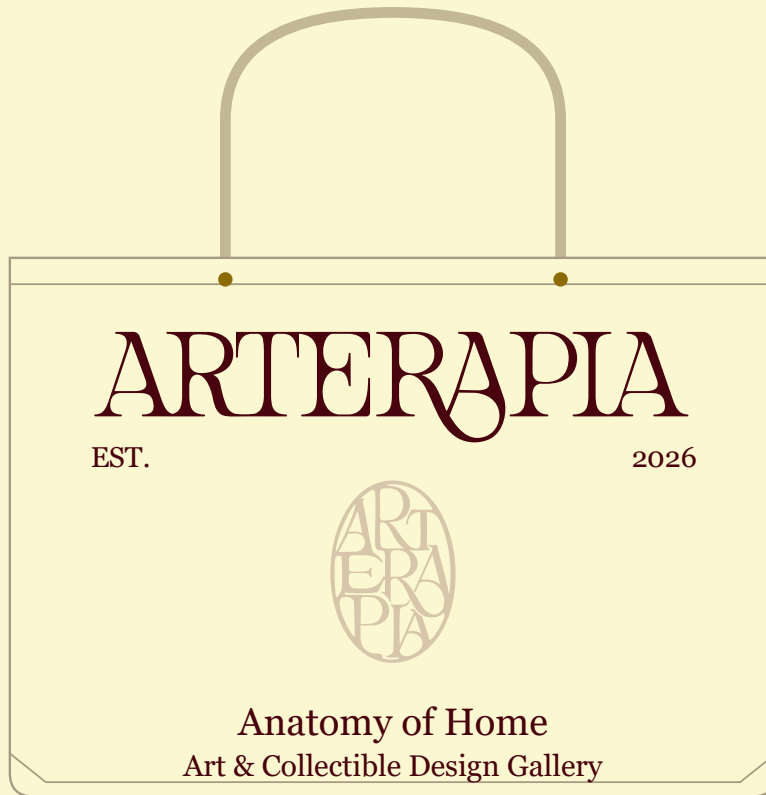
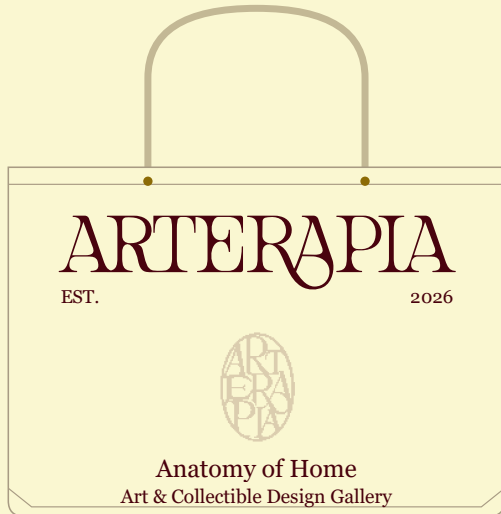
Layer the experience: outer signature, tactile wrap, then the object. Use patterns to frame the reveal and keep one focal mark per surface.



Shopping bag

Flat artwork & placement

01 / USAGE EXAMPLE



02 / DESIGN PRINCIPLES

An artful handover,
beyond the gallery.

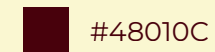
Centre the wordmark above
the establishment details.

Use a tonal emblem as a
quiet focal point.

Set the tagline and gallery
descriptor below the emblem.

Use burgundy artwork on
a cream paper ground.

COLOR APPLICATION



Illustrative proportions · not a dieline

Tote bag

Flat artwork & placement

01 / USAGE EXAMPLE



02 / DESIGN PRINCIPLES

A canvas for art,
carried into the everyday.

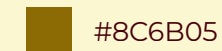
Keep the wordmark centred
across the upper front panel.

Place the emblem on the
same vertical centre line.

Use the ochre brand ink
on a natural cream ground.

Keep handles, seams and
reinforcement free of print.

COLOR APPLICATION



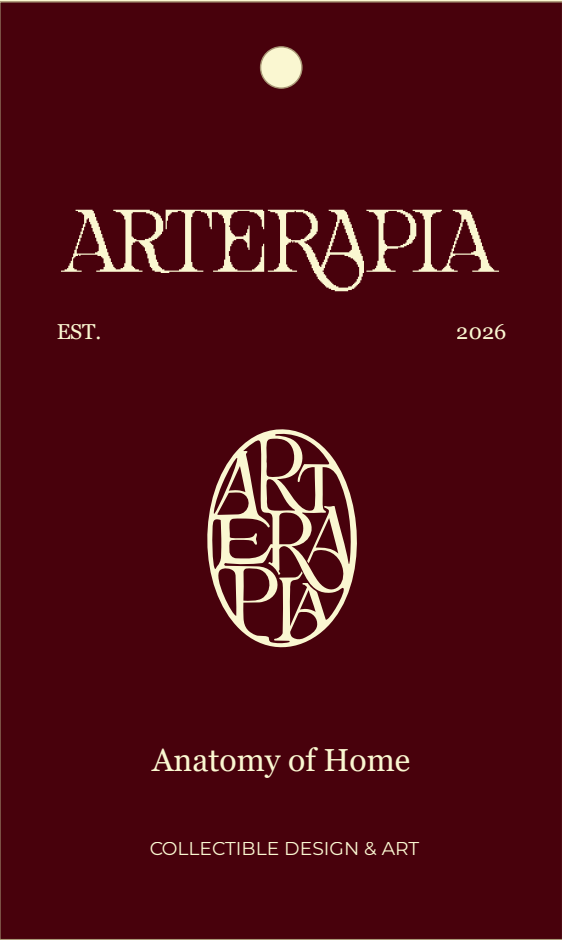
Illustrative proportions · not a dieline

Swing tag

Every piece has a story.
A small introduction
to what makes it yours.

PROPOSED SIZE	60 × 100 mm
PUNCH HOLE	Ø 4.4 mm
HOLE CENTRE	7 mm from top
COLORS	#48010C / #FAF7D1

- Keep essential print 5 mm from edges.
- Keep artwork clear of the punch hole.
- Use the reverse for object details.
- Confirm stock and hole with supplier.



01 / FRONT



02 / BACK



Application

A TACTILE INTRODUCTION



The art of receiving.

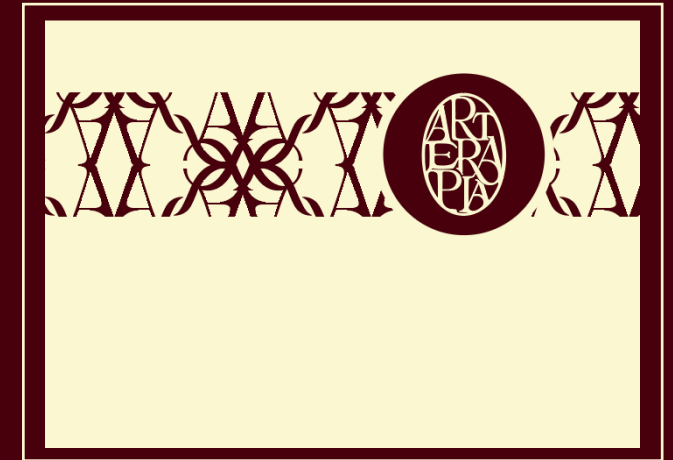
Use cream stock, a restrained signature and one considered pattern detail. Keep invitation copy simple and give the event information a clear reading order.

Print applications / Invitation, correspondence and presentation folder. Reference mockups from the supplied identity.

Letterhead

An artful first impression.
A considered frame
for every conversation.

FORMAT	A4 · 210 × 297 mm
TEXT MARGIN	20 mm
COLORS	#48010C / #FAF7D1



01 / Header detail



02 / Wordmark detail

Business cards

A small expression
of a larger world.
Art, held in the hand.

FORMAT	90 × 50 mm
ORIENTATION	Landscape
COLORS	#48010C / #FAF7D1

Use the supplied vector artwork.
Keep text inside a 5 mm safe area.
Add 3 mm bleed for print production.



01 / FRONT



02 / BACK

Stationery

A considered frame
for every exchange.
Art in every detail.

- Use consistent logo placement.
- Keep generous clear space.
- Use burgundy and cream as the core color pairing.

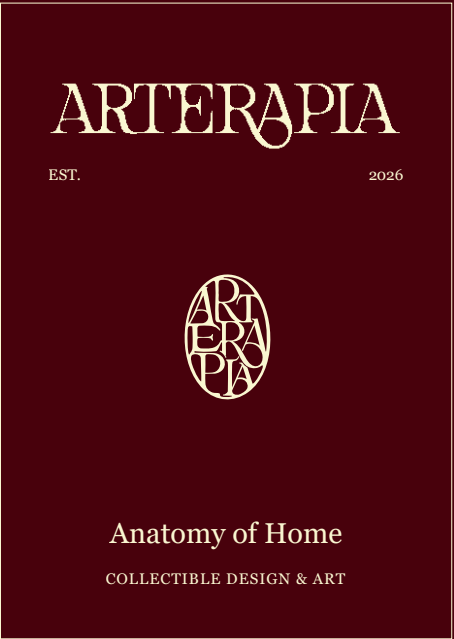
Use the pattern as an accent
along edges and small fields.

Keep correspondence legible.

#48010C / #FAF7D1
Anatomy of Home



01 / A4 LETTERHEAD



02 / FOLDER — COVER



05 / BUSINESS CARD — BACK



03 / ENVELOPE — BACK



04 / BUSINESS CARD — FRONT

FROM SCREEN TO SURFACE

Protect the details at delivery.

DIGITAL

Keep the masters sharp

Use the supplied SVG or vector PDF for logos.
Export transparent PNGs at the required size.
Keep images in sRGB for digital use.

PRINT

Proof the material

Keep logos as vectors. Set bleed and safe areas with the printer. Convert color using the agreed press profile and approve a physical proof.

FINISH

Make texture intentional

For foil or embossing, prepare a separate single-color vector plate. Confirm minimum line width and relief depth with the fabricator.

Color truth

HEX values define screen color. Metallic finishes need physical samples; there is no universal CMYK or foil equivalent.



Imagery



Imagery Style

ARTERAPIA's imagery captures the feeling of discovering art in a lived space. Paintings, sculptures, and collectible objects lead the composition, while furniture provides context. Warm amber light, rich shadows, and intimate crops create an expressive, nostalgic gallery atmosphere.

ARTERAPIA's imagery evokes the warmth and quiet discovery of an intimate gallery. Amber lighting, deep burgundy shadows, and soft motion blur create a nostalgic, cinematic atmosphere.

Wide shots show art within a lived setting, while close-ups reveal the character of painted ceramics, expressive canvases, and collectible objects. Gentle glow, subtle grain, and selective focus bring warmth and tactility to each scene, keeping art as the focal point and furniture as its supporting context.

Application

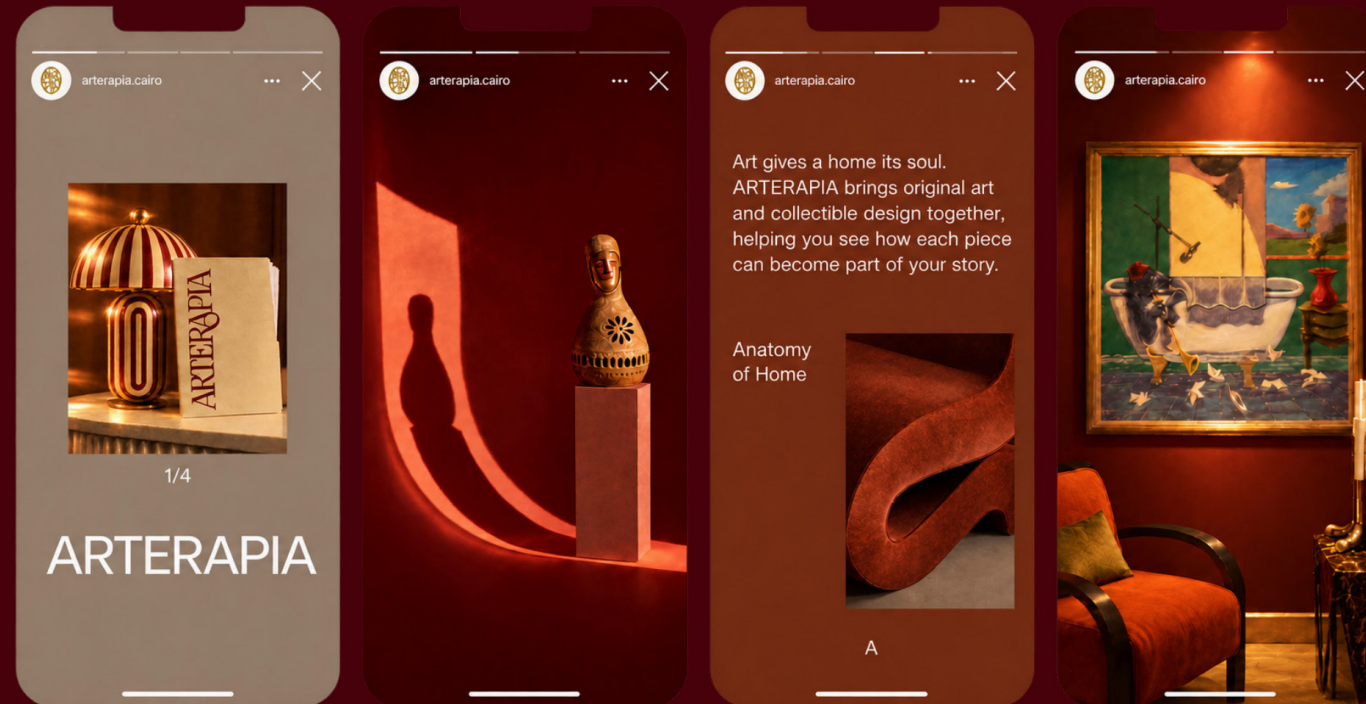
Use atmospheric blur for campaigns and storytelling. For artwork listings, certificates, and condition details, use sharp, accurately colored photography. Avoid heavy filters, excessive glow, and distortion that obscures the work.





online

THE EXPRESSIVE ARCHIVE / IN MOTION



Artwork. Detail. Perspective. Invitation.

Build a sequence around one work: introduce it, move closer, show its setting, then invite discovery. Keep the artwork visible and supporting copy brief.

THE ONLINE GALLERY

A clear frame for discovery.



01

Put the work first

Begin with a strong artwork or gallery image. Use a short headline and one clear action.

02

Make browsing feel easy

Carry the typography hierarchy into artwork details, artist information and contact pages. Use generous spacing and readable labels.

Use a solid header field for the wordmark when image contrast varies. Check text contrast in the finished interface.

ARTERAPIA / INSTAGRAM HIGHLIGHTS

Small windows into our world.

Art, objects, and the stories that surround them.



Art



Objects



Gallery



Stories



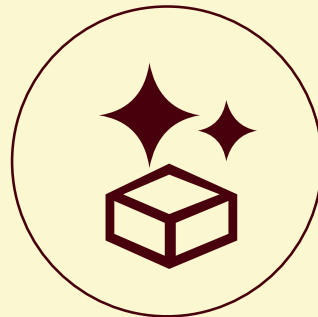
Visit



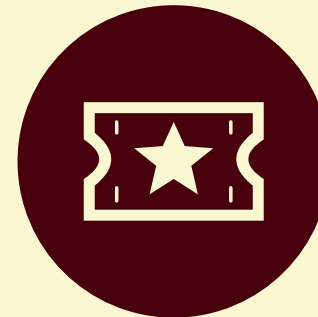
Artists



Exhibitions



New Arrivals



Events



Collections

The gallery, before the visit.

An art-first Instagram presence for ARTERAPIA.

PURPOSE

Introduce the art. Show how it lives.

Help people look closer and visit.

PROFILE ESSENTIALS

Handle: @arterapia.cairo

Avatar: cream emblem on burgundy.

Bio: what we curate, where we are, and how to visit.

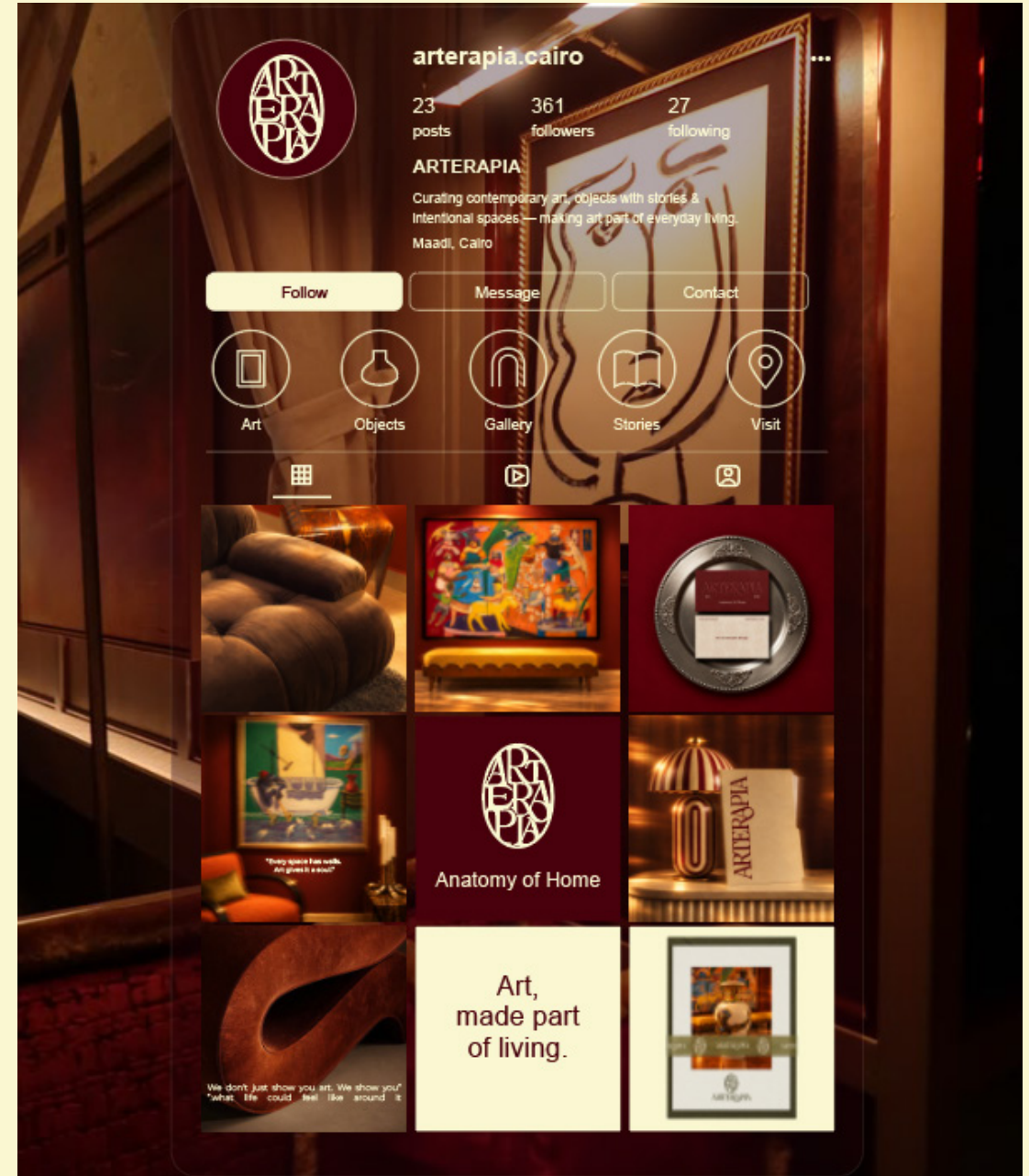
Highlights: clear categories with consistent covers.

PRESENTATION VS. PROFILE

The gallery scene and translucent panel are mockup styling.

Apply the identity to the avatar, highlights and published content.

Follower and post counts are examples, not brand rules.





APPLICATIONS / CAMPAIGNS

Advertising layout

One identity.
Three complementary panels.

Keep the logo proportions intact.
Give each panel one clear role.

Preserve quiet space around
the wordmark and emblem.

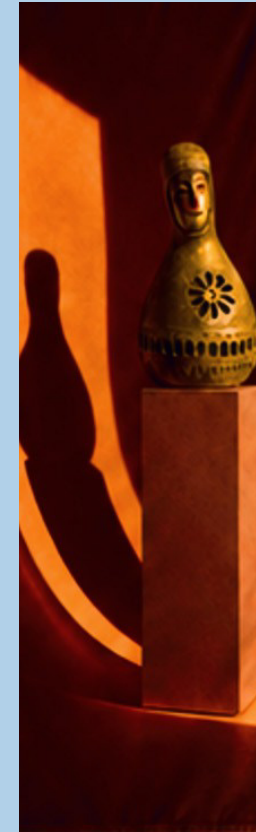
Use warm, directional light
and expressive shadows.

For a standalone ad, pair
one brand mark with one image.



01 / WORDMARK

Recognition at distance.
Generous space; clear contrast.



02 / HERO ARTWORK

Art leads the campaign.
Color and light carry the mood.



03 / EMBLEM & SETTING

A quiet signature.
Objects support the art-house story.

ARTERAPIA

