

Nisa Clothing Company Ltd.

Branding & Design

Logo Design Brief

Our brand represents the following, and we would like our logo to help convey this messaging:

1. We understand what modesty is and why it's important to you.
2. We represent modesty and active living and want you to be able to LOVE and LEAD an active/healthy lifestyle, while feeling COMFORTABLE doing so.
3. Our products put people and our planet first, ensuring that those who contribute to the production of our pieces and packaging, are all treated and paid fairly. This begins from first design to final delivery and is a continuous process we are striving to refine and perfect.

About Nisa Clothing Co.

About Nisa

We provide modest women's activewear and athleisure apparel, which gives women the option to cover up/conceal their bodies for when they are exercising.

Values

High Value

Honesty in all matters

Dignity and Respect

Giving Back

Mission

Empower women worldwide to live active and amazing lives, while upholding their moral convictions.

Motto

“Love modesty, love Nisa”.

Details

Elements

Element 1: Heart icon which resembles the letter “N” - see Logo 1 and Logo 2 in [Inspiration](#).

- Note: We prefer the heart to look more “natural”, “sophisticated” and resembling movement/flow, like in Logo 1. In the Logo 2 example, this looks more like a heart for a health tracking app.
- Colour preference: open to designer suggestions, but maybe Burgundy for the heart?
Note: logo will be used on both the company website, as well as clothing designs.

Element 2: Brand name - “nisa” or “NISA”. The word “Nisa” translates to “women” in Arabic.

Font Preferences

- Modern, minimalist; see inspiration for references

Other

- We are looking for a creative integration of the heart into our logo, if possible. [Examples have been provided below for inspiration](#).

Inspiration

Logo 1

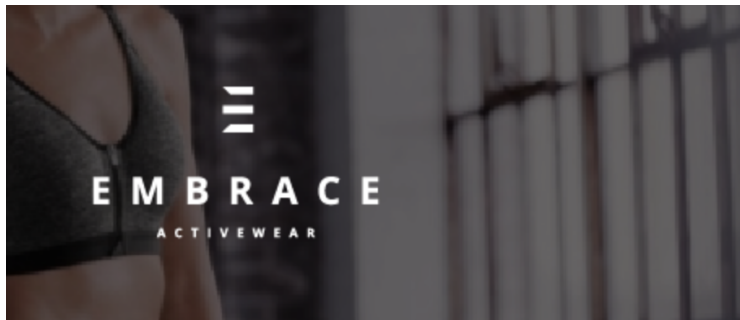


Logo 2



HAUTE HIJAB

NEW YORK



EMBRACE

ACTIVEWEAR

Nisa



Inspiration - "Clever designs"

door

glasses

passw*rd

