



PASHMEEN



GRACE OF CASHMERE LUXURY

• بَشْمِين •

PASHMEEN • بَشْمِين

BRAND GUIDELINES

Version 1.0 • October 2026

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OUR STORY

WOVEN IN THE HIMALAYAS. WORN WITH GRACE.

منسوجة في جبال الهيمالايا

Pashmeen is an emblem of age old craftsmanship and contemporary luxury.

Our pashmina is sourced in the Himalayas and finished by hand by artisans in Kashmir, who are paid fairly and work in safe conditions. Every shawl carries generations of skill, made to last a lifetime.

From our home in Doha we bring that heritage to Qatar and the world.

BRAND ESSENCE

GRACE OF CASHMERE LUXURY

PROMISE

Real Himalayan fibre, finished by hand, made to last a lifetime.

PERSONALITY

Graceful, warm, heritage proud and quietly confident. Never loud, never trendy.

CUSTOMER

Men, women and families in Qatar and beyond who value craft, modesty and timeless style.

02

THE LOGO

A ribbon of cashmere that flows like Arabic calligraphy, crowned by a guiding star.





PRIMARY LOGO

FIVE PARTS, ONE LOCKUP

1 Symbol: the cashmere ribbon and star

2 Wordmark: PASHMEEN in Cinzel

3 Divider: hairlines and the Kashmiri flower

4 Tagline: Grace of Cashmere Luxury

5 Arabic name: بشمين

Never rearrange, resize or remove single parts. Use the ready made versions on the next page instead.

LOGO VERSIONS

THE RIGHT LOGO FOR EVERY SPACE



PRIMARY

Hero spots,
packaging, signage



HORIZONTAL

Website header, email,
letterhead



SYMBOL

Social avatar, seals, favicon

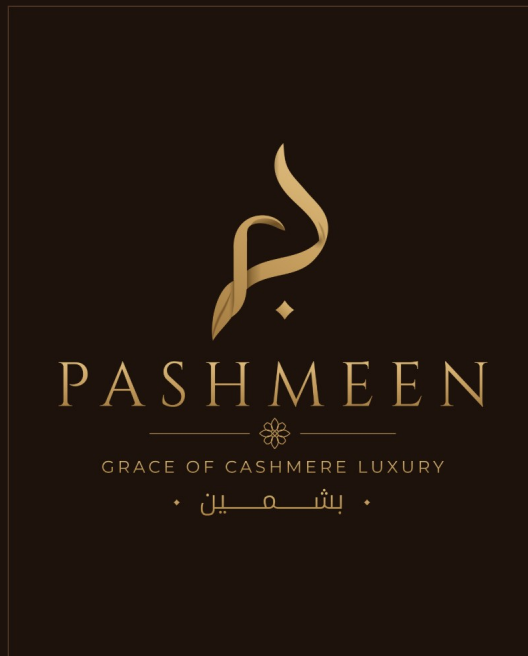


WORDMARK

When the symbol is
already there

LOGO COLOURS

GOLD ON DARK, ESPRESSO ON LIGHT



3D GOLD

Digital and full colour print
on espresso



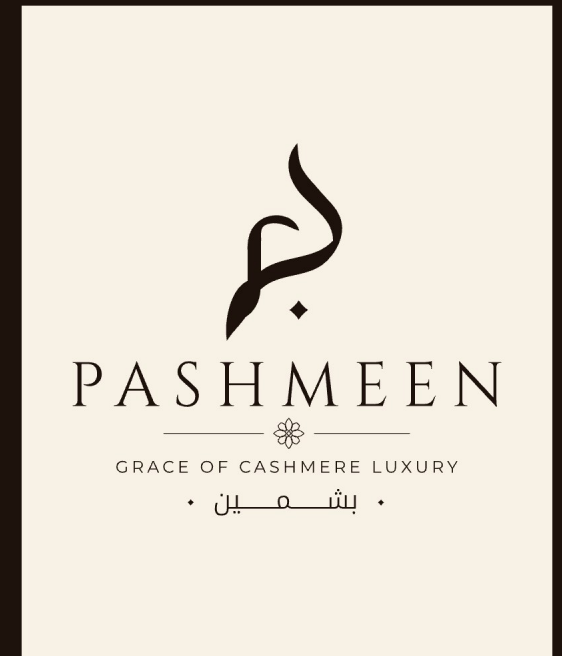
FLAT GOLD

Foil, emboss, screen print,
embroidery



IVORY

One colour light ink, dark photos



ESPRESSO

Ivory and sand paper,
light screens



CLEAR SPACE & SIZE

GIVE IT ROOM TO BREATHE

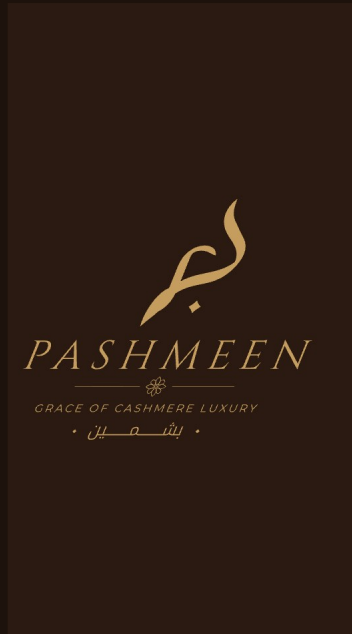
X is the height of the star under the symbol. Keep at least X of empty space on every side.

Version	Print	Screen
Primary	30 mm wide	160 px wide
Horizontal	35 mm wide	140 px wide
Symbol	8 mm tall	24 px tall

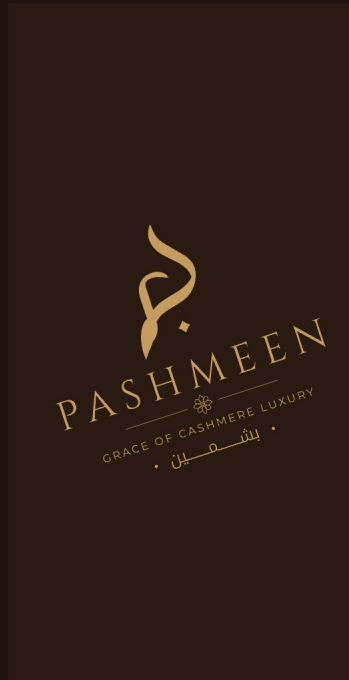
Smaller than 30 mm? Switch to the horizontal logo or the symbol.

LOGO MISUSE

PLEASE NEVER DO THIS



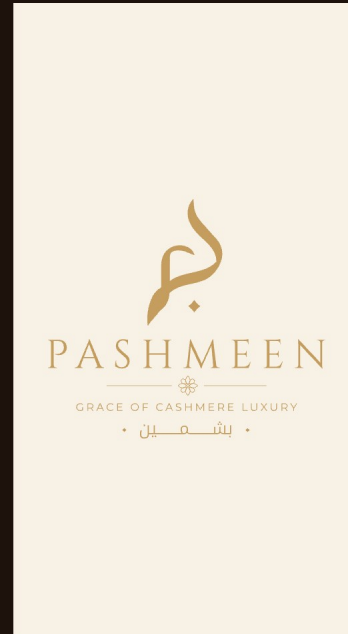
Don't slant or stretch it



Don't rotate it



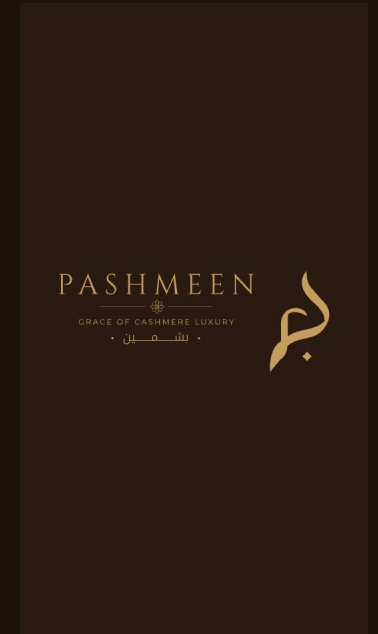
Don't change its colour



Don't use flat gold on ivory



Don't place it on busy areas



Don't rearrange the parts

Also avoid outlines, glows and extra shadows. The official 3D file is the only shaded version.

03

COLOUR

Dark chocolate, warm gold and the soft ivory of raw cashmere.



COLOUR PALETTE

FOUR CORE COLOURS, FOUR SUPPORTING

ESPRESSO

#1D120C

RGB 29 18 12

CMYK 0 38 59 89

Pantone Black 4 C*

GOLD

#C59D5F

RGB 197 157 95

CMYK 0 20 52 23

Pantone 7562 C · Foil 871 C

COCOA

#2A1A11

RGB 42 26 17

CMYK 0 38 60 84

IVORY

#F7F1E6

RGB 247 241 230

CMYK 0 2 7 3

GOLD LIGHT

#E2C184 · CMYK 0 15 42 11

GOLD DEEP

#7D5A2B · CMYK 0 28 66 51

SAND

#EADFCB · CMYK 0 5 13 8

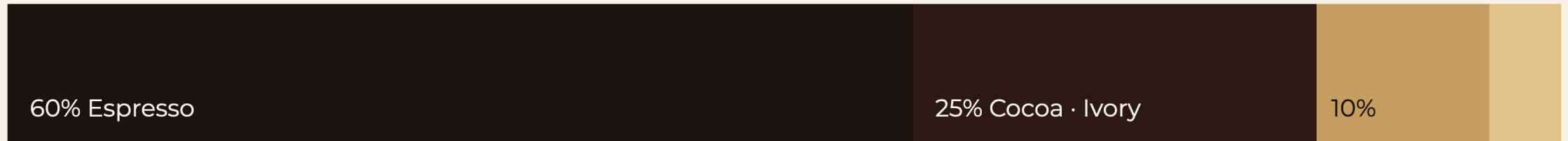
BARK

#24170E · CMYK 0 36 61 86

*Closest match. Always approve a printed proof; CMYK values are a starting point for the printer.

COLOUR BALANCE

GOLD WORKS BECAUSE IT IS RARE



GOLD ON ESPRESSO
7.3 : 1 · Text, logo, prices

GOLD DEEP ON IVORY
5.5 : 1 · Gold text on light

BARK ON SAND
13 : 1 · Body text on light

Flat Gold on Ivory reads at only 2.2 : 1. Use it for ornaments, never for text or a small logo.

04

TYPOGRAPHY

Carved Roman capitals for the brand, a clean sans for everything else, and a graceful Kufi for Arabic.



TYPEFACES

THREE FACES, THREE JOBS

DISPLAY

AA

CINZEL

Brand name, headlines, product names. Capitals only, tracked wide.

ABCDEFGHIJKLM

TEXT

Aa

Montserrat

Taglines, body copy, prices, buttons. Light, Regular and Medium.

Abcdefghijklm 0123

ARABIC

بشمين

Noto Kufi Arabic

The Arabic name and all Arabic copy. Light and Regular, right aligned.

أ ب ت ث ج ح خ

All three are free Google Fonts (SIL Open Font License) and come with the design system.

HIERARCHY

ONE CLEAR ORDER ON EVERY PAGE

Eyeblink first, headline second, then body. Track capitals wide; never track lowercase.

Body copy stays at 16 px or larger on screens and 9 pt or larger in print.

Eyeblink · Montserrat Medium, caps, +0.24 em

GRACE OF CASHMERE LUXURY

Headline · Cinzel Regular, +0.12 em

TIMELESSLY YOU

Product name · Cinzel Regular

SAPHIR ÉLÉGANCE

Body · Montserrat Regular

Premium hand embroidered merino wool shawl, finished by hand in Kashmir.

Price · Medium

QAR 699.00

Button · Medium, caps

SHOP NOW

ORNAMENTS

THREE DETAILS FROM THE LOGO



THE DIVIDER

Between a headline and its tagline,
on care cards, emails and certificates.
One per page.



THE STAR

A bullet, a list marker or a small
seal. Never more than three on
one surface.



THE FLOWER

Tissue stickers, wax seals and soft
pattern repeats at low contrast.

For website icons use a thin 1.5 px outline set in ink colour. No emoji as icons.

VOICE & TONE

A GRACIOUS HOST IN A FINE BOUTIQUE

WE SAY

WOVEN IN THE HIMALAYAS. WORN WITH GRACE.

HERITAGE YOU CAN WRAP YOURSELF IN.

FINISHED BY HAND. MADE TO LAST A LIFETIME.

A GIFT FROM PASHMEEN.

HOW WE WRITE

- Short lines with weight. Calm, warm, unhurried.
- Talk to “you”. Call the house “we” or Pashmeen.
- Name the craft and the place: Himalayas, Kashmir, sozni, kalamkari.
- Prices as QAR 699.00. Product names keep their accents.
- No emoji, no slang, no “cheap”, “deal” or “hurry”.
- Arabic is written by a native writer, not machine translated.



IMAGERY

LOW LIGHT, WARM GOLD, REAL HANDS

- Golden hour light, deep chocolate shadows, a little haze
- Close ups of weave, fringe and needlework
- One shawl per frame on wood, stone or linen
- Calm, modest styling in natural light

Avoid cold blue light, white seamless backdrops for heroes, busy props and heavy filters.

PACKAGING & PRINT

UNBOXING SHOULD FEEL LIKE A GIFT



GIFT BOX

Espresso soft touch board, gold foil symbol, cocoa tissue inside



SHOPPING BAG

Primary gold foil logo, gold ribbon handles



HANG TAG

Sand card, espresso symbol

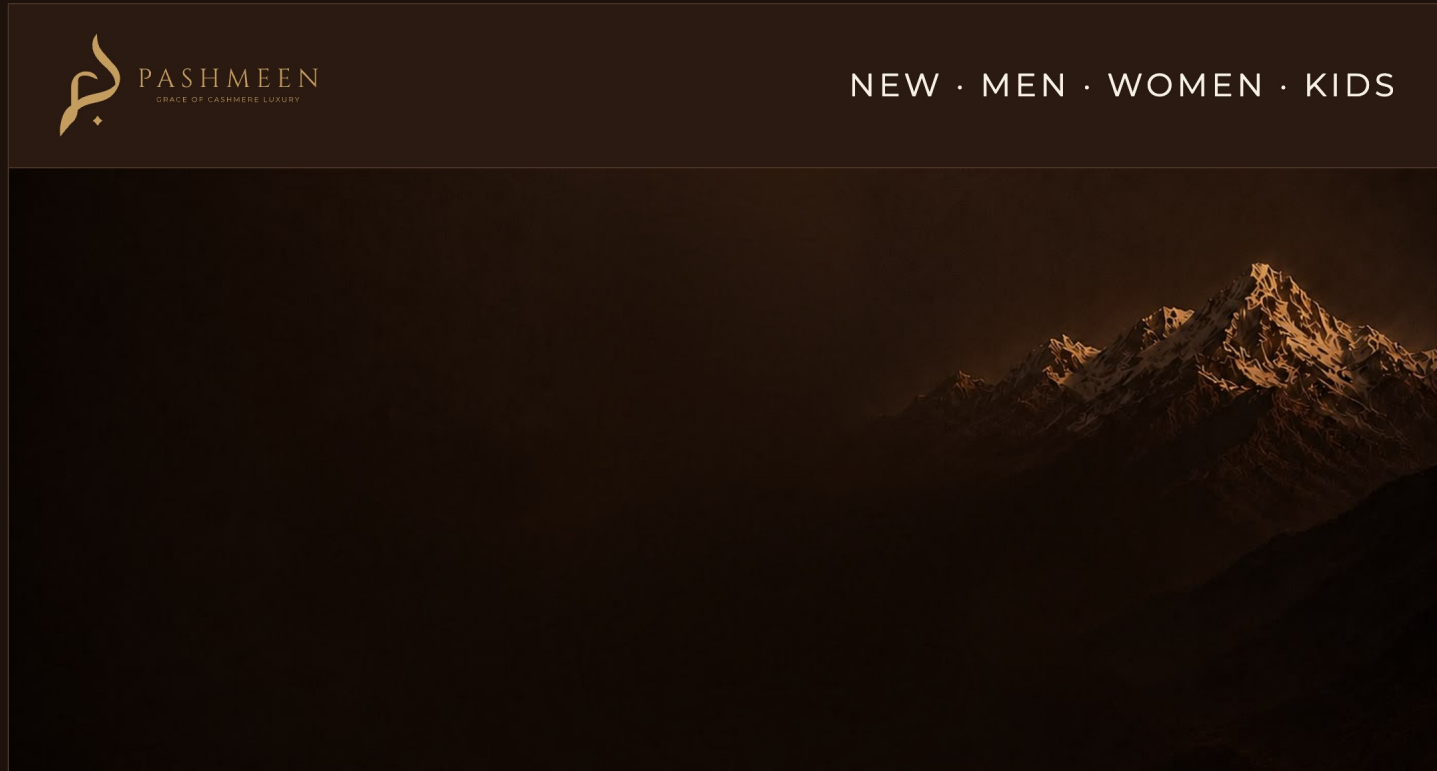


CARE CARD

Ivory card, espresso logo, short care steps

DIGITAL

THE SAME CALM ON EVERY SCREEN



Website: horizontal logo, espresso grounds, one gold button per view



@pashmeenqa · symbol as avatar,
3D logo on launch posts

LOGO FILES

WHICH FILE GOES WHERE

Job	Send this
Foil, emboss, engraving	Flat gold .ai or .pdf
Full colour print	3D gold .ai or .pdf
Light paper, receipts	Espresso .svg or .pdf
Website, social, email	3D gold .png, horizontal .svg
Avatar, favicon	Symbol .svg

Questions about the brand? Contact the Pashmeen team before printing anything new.



pashmeenqa.com · @pashmeenqa

The Gate Mall, Doha, Qatar