

ZE HARAA

BRANDING



ABOUT

Zeharaa is a slow fashion brand born from the desire to create pieces with meaning and purpose. Named in honor of the founders' grandmother, Zeharaa reflects not only her legacy but her belief in the beauty and strength of every woman. Our collections are crafted with exceptional fabrics, thoughtful design, and a modern aesthetic enriched with traditional details and storytelling. Each piece carries a story, a connection to heritage and a celebration of individuality. We believe fashion should empower, not conform; we release only a few collections each year, focusing on quality and uniqueness over mass trends. Through Zeharaa, we're building a community of women who embrace their stories and celebrate their inner strength.

CONCEPT

Zeharaa's identity is rooted in the meaning of its name, "flower blossoms," symbolizing femininity, strength, and growth - qualities that define the brand's mission to empower women. The logo mark captures this essence with a graceful arrangement of petals, balancing tradition with a contemporary touch. Bilingual logo options, featuring both English and a handcrafted Urdu mark, reflect the brand's cultural heritage and add an artistic layer to its visual language. This fusion of sleek design and storytelling creates a polished, timeless identity that resonates across packaging, social media, and cinematics, embodying Zeharaa's commitment to elegance and empowerment.





tone and personality

Zeharaa's tone is warm, empowering, and poetic, merging timeless elegance with a modern perspective. We speak with authenticity and purpose, celebrating individuality, strength, and the richness of heritage. Our voice reflects refined sophistication and heartfelt warmth, encouraging women to connect deeply with their roots. This brand isn't just about clothing, it's about making every woman feel seen, valued, and inspired.

COLOR



846f60



6b5246



b09885



c3b4a4



efeae2



8f745e

FONT

OUTFIT LIGHT

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

OUTIFT MEDIUM

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

LOGO VARIATIONS

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.

Logo variations can include a range of colors, sizes, and formats, but there are four main logo variations every brand needs. A brand identity designer should design you at least four non-negotiable logo variations to help your brand show up and look consistent no matter where you place it.



SECONDARY LOGO



PRIMARY LOGO



SUBMARK LOGO

PRIMARY LOGO

The primary logo is the main graphic that represents your business and is used most often. When designing the primary logo, our goal is to communicate who you are, what you offer, or where you operate. This logo may include your company's tagline, category or geographic location.



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SECONDARY LOGO

The secondary logo is a simplified version of the primary logo. This design may eliminate or rearrange the elements to improve readability in small sizes. Secondary logos are intended for online use or when you must resize your logo to small formats.



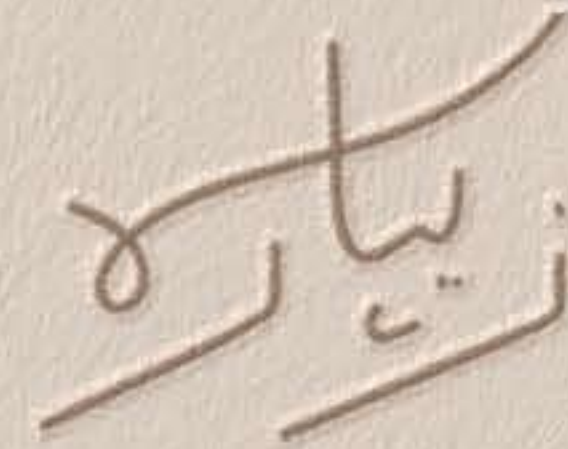
SUBMARK

A sub-mark logo is a stripped down graphic of your main logo. The sub-mark typically does not include text or the full name of the business. Instead, the sub-mark logo is a graphical shape, drawing, or icon that represents your business. The sub-mark logo is used when the design must be resized to extremely small formats or to help communicate your brand quickly. Reading the text on a logo takes time, help your customers quickly identify and remember you with a well designed sub-mark logo.



BRANDMARKS

A brandmark is a unique symbol or icon that visually represents the essence of a brand. Unlike a logo that may include text, a brandmark is often purely graphic, capturing the brand's core identity and values in a single, memorable image. It is a powerful tool used to convey the personality, tone, and story of the brand at a glance. Designed to be versatile and easily recognizable, a well-crafted brandmark builds familiarity and trust with audiences, helping the brand stand out across various touchpoints, from packaging to digital platforms.





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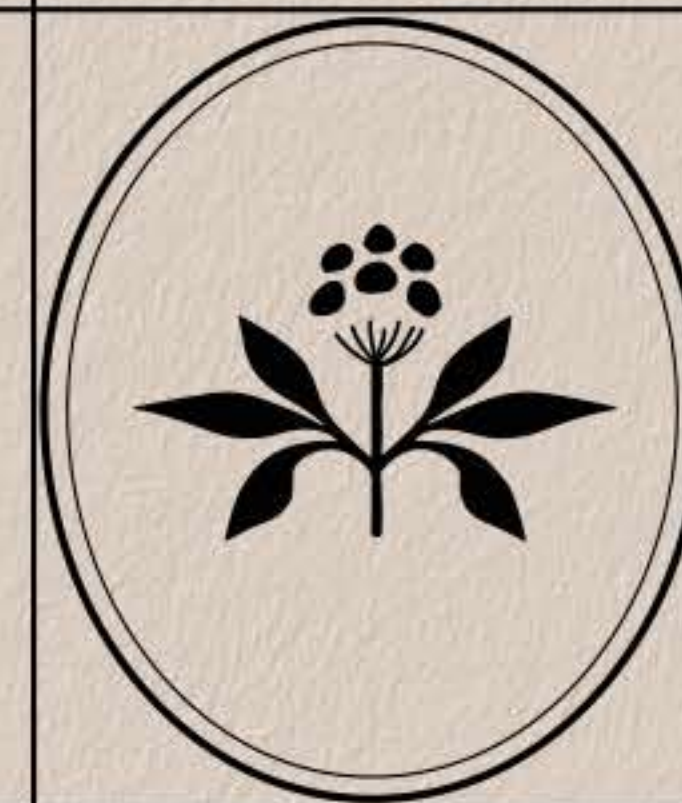


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LOGO SPACE

Standards should be set to distinguish the space around the logo which is referred to as clear space. This helps ensure the distance from other design elements that surround the logo. Ultimately, clear space increases the visibility and impression on the audience.





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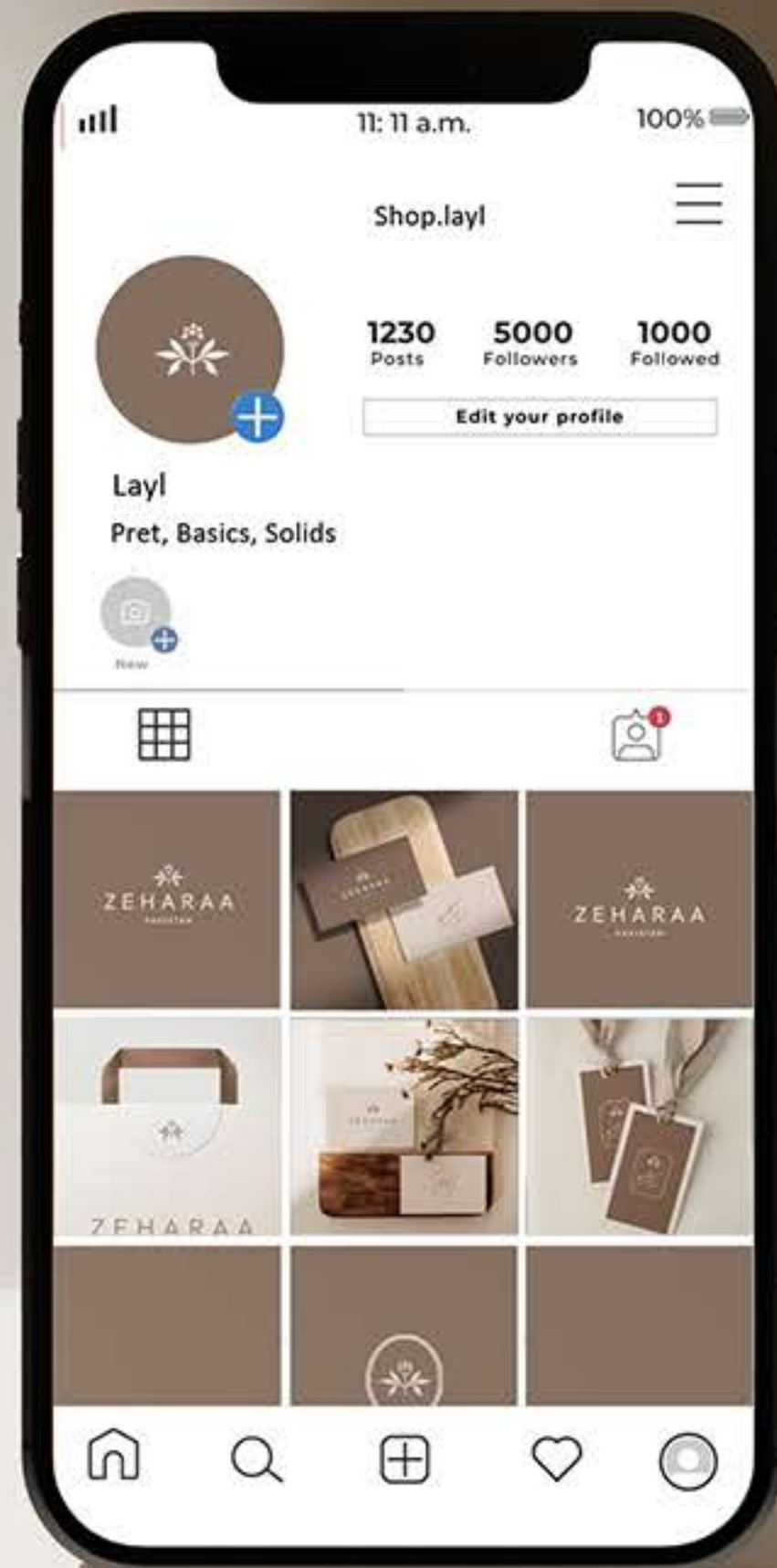
MOCKUPS

VISUALISE YOUR BRAND



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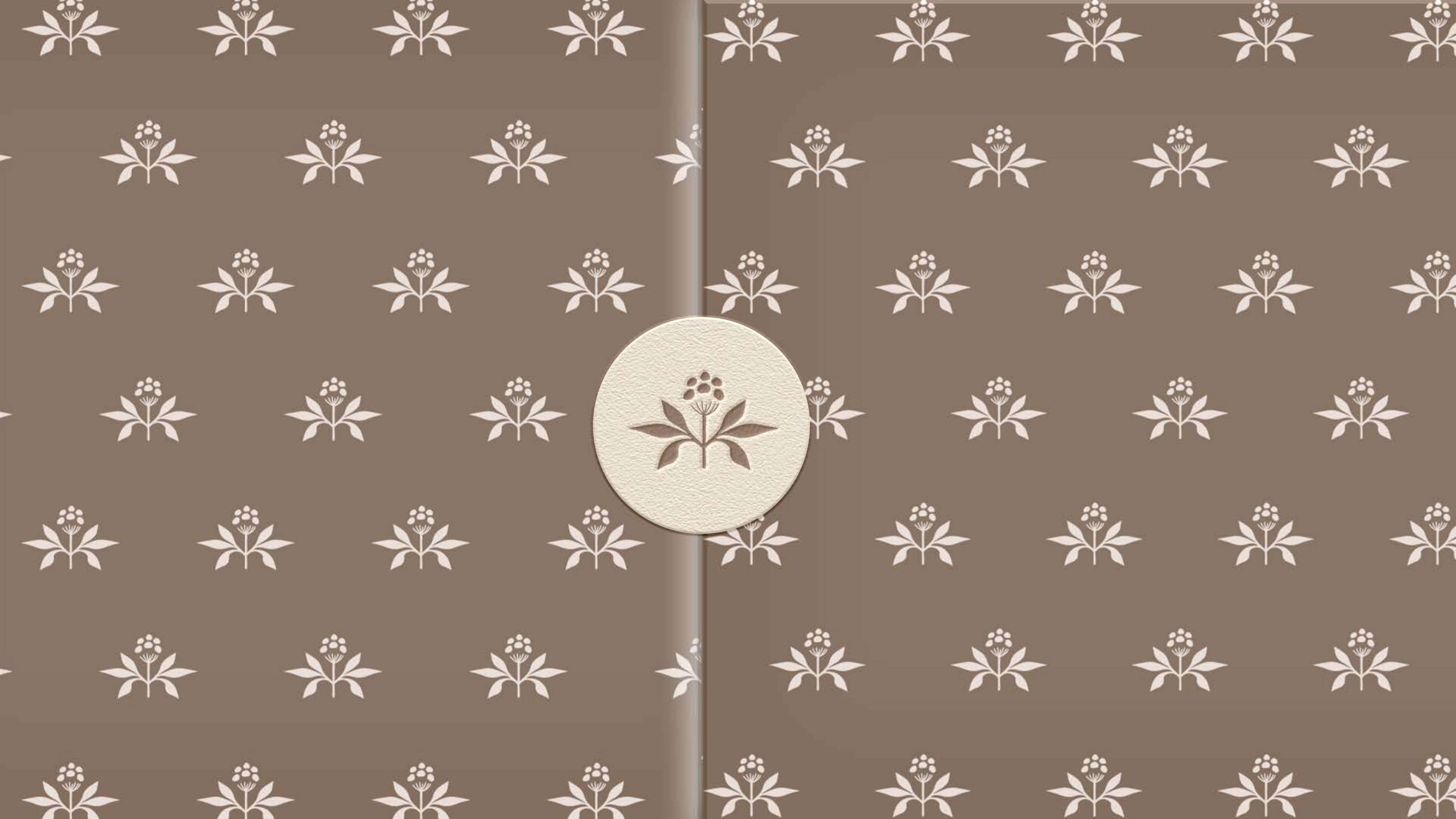
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