مسك

MISK

PARFUMS

A quiet presence.
A lasting impression.

BRAND GUIDELINES

A contemporary fragrance house and curated perfumery concept for Muscat, Oman.

An identity for thoughtful discovery, personal expression and considered gifting. This first edition sets the creative direction for the boutique, original collection and digital experience.

01 / THE BRAND IDEA

The invisible.
The unforgettable.

Positioning

MISK is a contemporary fragrance house and curated perfumery concept, bringing distinctive international scents together with original fragrances inspired by Oman.

The promise

Help each customer find a fragrance that feels personal, through thoughtful selection, clear advice and a beautiful discovery experience.

PRIMARY TAGLINE

A quiet presence.
A lasting impression.

Brand character

Refined, warm, confident and curious. Express quality through precision, space and useful detail. Avoid exaggerated luxury language, gender stereotypes and claims without evidence.

Brand architecture

MISK Perfumery: the multibrand boutique. MISK Parfums: the original fragrance collection. The MISK Collection: a collective product descriptor. Keep MISK as the constant master name.

Arabic tagline direction for native-language review: a phrase expressing quiet presence and enduring impression. Do not release a literal translation without Arabic editorial review.

02 / IDENTITY SYSTEM

Give the name room.



BILINGUAL MASTER LOGO / REFERENCE ARTWORK

Clear space

Keep a minimum clear space equal to the capital M height in the English wordmark on every side of the visible logo. Measure from the artwork, not the outer image canvas.

Minimum size

Starting specification: at least 35 mm wide in print or 180 px digitally for the full bilingual lockup. Validate Arabic and PARFUMS legibility on the actual material. Use a simplified approved wordmark for smaller applications.

Approved treatments

Use the supplied master on warm ivory. Create a separate one-colour charcoal master for stamps and small labels, and a warm-ivory reverse master for dark backgrounds. These production variants require designer preparation.

Never alter the artwork

Do not stretch, redraw the Arabic, rearrange the bilingual lockup, add shadows or place the mark on busy photography. Use MISK in capitals in brand headings; write MISK naturally in body copy.

Production note: the current logo is raster concept artwork. Commission faithful vector masters (SVG / EPS / print PDF), native Arabic lettering review and trademark clearance before manufacturing signage or packaging.

03 / THE VISUAL LANGUAGE

Warmth. Contrast. Restraint.

Warm ivory
#F7F2E8
RGB 247 / 242 / 232



Charcoal
#242321
RGB 36 / 35 / 33



Antique gold
#AD8B47
RGB 173 / 139 / 71

Soft sand
#D8C9B1
RGB 216 / 201 / 177

Use approximately 65% ivory, 25% charcoal and 10% combined gold/sand. This is a composition guide, not a fixed formula. Gold is an accent; use charcoal for small text on ivory.

Editorial serif

Georgia Regular / Italic for digital headlines. Elegant, calm and highly readable. Use sentence case, generous scale and short lines. The logo is artwork, not a typeset headline.

A clear supporting voice

Arial or Helvetica for web body copy, navigation and labels. Use a licensed Arabic companion such as Noto Naskh Arabic for editorial content after native-language review. Never recreate the master logo using a font.

Digital: body 16 px target; secondary copy 12-14 px; H1 48-80 px desktop / 38-48 px mobile. Keep long text near 60-70 characters per line. Check contrast to WCAG AA for functional text.

Print: convert colour through the selected printer profile and approve physical proofs. Metallic foil is a material finish, not an exact reproduction of the screen gold.

04 / HOW MISK SPEAKS

Invite. Describe. Never overstate.

A voice with substance

Use concise, sensory descriptions: bright citrus, dry woods, soft musk, resinous warmth. Connect scent to an occasion or feeling. Explain unfamiliar terms without making the customer feel inexperienced.

SAY

"A warm amber trail, softened by smooth woods."

"Discover the scent that feels like you."

"Explore three fragrances. Let them settle. Take your time."

AVOID

"The world's most luxurious perfume."

"Guaranteed 24-hour performance on everyone."

"Rare Omani ingredients" without verified sourcing.

Provenance and quality claims

Say "inspired by Oman" when describing the concept. Use specific ingredient origins, natural-content claims, manufacturing origins and concentration claims only when documented for the finished product.

Multilingual expression

Keep MISK consistent across languages. The Arabic master spelling is contained in the approved logo artwork. Adapt campaign copy with native Arabic review; use Urdu and Hindi when relevant to the audience, rather than crowding every layout with four languages.

Brand story: "A familiar warmth. A fleeting memory. The trace of someone unforgettable. MISK begins with a simple belief: the most personal expression of style is often the one you cannot see."

05 / THE FIRST CHAPTER

One house. Four scent stories.

01

Coastal Dawn

Citrus / neroli / clean musk

Fresh everyday expression

02

Frankincense Veil

Frankincense accord / tea / cedar

Quiet signature expression

03

Rose After Dusk

Rose / saffron accord / amber

Floral evening expression

04

Amber Majlis

Cardamom / sandalwood / oud accords

Warm, intimate expression

These are development briefs, not approved formulations or ingredient-origin claims. Validate formulas, names, performance and pricing before commercial launch.

Packaging direction

Clear glass, a charcoal cap and an ivory label. Place the master logo first, fragrance name second and verified concentration / volume third. Start with a stock bottle and one unified carton structure; distinguish scents through a restrained accent.

Maintain a dedicated compliance panel for the approved ingredients, batch traceability, warnings, origin and responsible-party information. Obtain regulatory approval of all required language and content before printing.

06 / THE MISK WORLD

Let the product lead.



CAMPAIGN CONCEPT / ILLUSTRATIVE PACKAGING

Photography

Use directional natural light, limestone, warm shadows, honest glass reflections and a quiet composition. Show one clear focal point. Avoid excessive props, artificial sparkle, saturated gradients and unsupported ingredient imagery.

Retail and gifting

Warm stone tones, dark wood and restrained brushed metal. Create breathing space between bottles and a seated consultation area. Use ivory gift wrap, charcoal bags and a discreet gold mark. Keep ambient scent light for fragrance testing.

Digital behaviour

Mobile first, readable type, high contrast controls and descriptive alt text. Keep scent-family filters simple. Product pages should explain the scent, format, verified specifications and availability before asking for a purchase.

The first webpage is a launch concept with scent exploration. Activate ordering, customer enquiries and appointment booking only after products, contact details and fulfilment arrangements are confirmed.

07 / BEFORE COMMERCIAL RELEASE

Build the impression. Protect the promise.

IDENTITY

Clear the name, trademark and tagline. Prepare vector logo masters and review Arabic lettering.

PRODUCT

Approve formulations, safety documentation, testing, label content and accurate product claims.

RETAIL

Confirm premises, licences, genuine supply channels and rights to use partner brand assets.

DIGITAL

Confirm trading details, customer contact, policies, delivery terms, stock and payment arrangements before enabling sales.

PRODUCTION

Approve colour and material proofs. Retain one controlled master artwork set and a version record.

MISK PARFUMS / BRAND GUIDELINES V1.0
Creative direction prepared November 2026. Collection, packaging and boutique plans remain concepts until commercially confirmed.