

Three luxury serif directions — true closed vector paths

Every application reuses the exact primary vector silhouette. Direction C (Modern Couture) is the primary recommended identity (89/100).

DIRECTION A · 84 / 100

Refined Editorial



Airy. Precise. Classical.

High-contrast strokes, generous proportion & curved K leg.

OPTICAL SMALL-SIZE CUT (64PX / 40MM LABEL):



DIRECTION B · 86 / 100

Signature Typography



Sculpted. Warm. Individual.

Flared serif forms, lower contrast & sculpted terminals.

OPTICAL SMALL-SIZE CUT (64PX / 40MM LABEL):



★ DIRECTION C (RECOMMENDED) · 89 / 100

Modern Couture



Compact. Assertive. Fashion.

Strong verticals, signature cut K joint & angular inner terminals.

OPTICAL SMALL-SIZE CUT (64PX / 40MM LABEL):



KEFHA V3 · OFFICIAL PURE MONOCHROME TRADEMARK SPECIMEN (BLACK ON WHITE)

MARK: KEFHA · NICE CLASS 25 (APPAREL, LOUNGEWEAR, INTIMATES) & CLASS 35 (RETAIL & E-COMMERCE) · MADE IN EGYPT

FIG. 1 — PRIMARY WORDMARK SPECIMEN (DIRECTION C · MODERN COUTURE · POSITIVE BLACK ON WHITE)

KEFHA

FIG. 2 — CIRCULAR PROFILE & SMALL-SIZE OPTICAL SPECIMENS



60 MM PRINT WIDTH

KEFHA

40 MM PRINT WIDTH (OPTICAL)

KEFHA

25 MM PRINT WIDTH (OPTICAL)

KEFHA

FIG. 3 — COMPANION EDITORIAL (A) & SIGNATURE (B) SPECIMENS

DIRECTION A — REFINED EDITORIAL:

KEFHA

DIRECTION B — SIGNATURE TYPOGRAPHY:

KEFHA

PURE BLACK & WHITE 300 DPI VECTOR MASTER · ITDA EGYPT & WIPO NICE CLASS 25 & 35

ONE IMMUTABLE VECTOR SOURCE SILHOUETTE PER DIRECTION · ZERO SYSTEM FONT DEPENDENCY

KEFHA V3 · OFFICIAL PURE MONOCHROME TRADEMARK SPECIMEN (WHITE ON BLACK INVERSE)

MARK: KEFHA · DARK WOVEN DAMASK LABEL, HANG TAG & PACKAGING SPECIMEN · NICE CLASS 25 & 35

FIG. 1 — INVERSE WORDMARK SPECIMEN (DIRECTION C · MODERN COUTURE · WHITE ON BLACK)

KEFHA

FIG. 2 — REVERSE PROFILE & SMALL-SIZE OPTICAL SPECIMENS



60 MM PRINT WIDTH

KEFHA

40 MM PRINT WIDTH (OPTICAL)

KEFHA

25 MM PRINT WIDTH (OPTICAL)

KEFHA

FIG. 3 — COMPANION EDITORIAL (A) & SIGNATURE (B) INVERSE

DIRECTION A — REFINED EDITORIAL (INVERSE):

KEFHA

DIRECTION B — SIGNATURE TYPOGRAPHY (INVERSE):

KEFHA

HIGH-CONTRAST 300 DPI INVERSE VECTOR MASTER · ITDA EGYPT & WIPO MADRID PROTOCOL

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KEFHA

MAISON DE LINGERIE & LOUNGEWEAR

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