

Three identity directions

Compare the letterforms first. Every application in this document reuses the same primary silhouette for that direction.

DIRECTION A

Refined Editorial

KEFHA

BLACK ON IVORY



IVORY ON BLACK

Airy. Precise. Classical.

High contrast strokes, generous proportion and an elegant curved K leg.

DESIGN REVIEW

84 / 100

DIRECTION B

Signature Typography

KEFHA

BLACK ON IVORY



IVORY ON BLACK

Sculpted. Warm. Individual.

Flared serif forms, lower contrast, a compact K and an asymmetric A apex.

DESIGN REVIEW

86 / 100

DIRECTION C

Modern Couture

KEFHA

BLACK ON IVORY



IVORY ON BLACK

Compact. Assertive. Fashion.

Strong verticals, a cut K joint, angular inner terminals and a compact silhouette.

DESIGN REVIEW

89 / 100

Refined Editorial

Airy. Precise. Classical. / Flat application studies, proposed formats only.

KEFHA

KEFHA

PROFILE



CLOTHING LABEL



HANG TAG



PACKAGING / FRONT



Signature Typography

Sculpted. Warm. Individual. / Flat application studies, proposed formats only.

KEFHA

KEFHA

PROFILE



CLOTHING LABEL



HANG TAG



PACKAGING / FRONT



Modern Couture

Compact. Assertive. Fashion. / Flat application studies, proposed formats only.

KEFHA

KEFHA

PROFILE



CLOTHING LABEL



HANG TAG



PACKAGING / FRONT



Small sizes, honest limits

Nominal screen-size study at 1 page unit per pixel. Inspect the exported 1440 px page at 100%; this is a visual simulation, not a device or stitching test.

DIRECTION A / REFINED EDITORIAL

240 PX WIDE

KEFHA

120 PX WIDE

KEFHA

80 PX WIDE

KEFHA

CIRCULAR CROP



128 px



64 px



32 px

At tiny avatar sizes the full five-letter name is not reliably readable. Use a reviewed responsive variant; do not improvise a monogram.

DIRECTION B / SIGNATURE TYPOGRAPHY

240 PX WIDE

KEFHA

120 PX WIDE

KEFHA

80 PX WIDE

KEFHA

CIRCULAR CROP



128 px



64 px



32 px

At tiny avatar sizes the full five-letter name is not reliably readable. Use a reviewed responsive variant; do not improvise a monogram.

DIRECTION C / MODERN COUTURE

240 PX WIDE

KEFHA

120 PX WIDE

KEFHA

80 PX WIDE

KEFHA

CIRCULAR CROP



128 px



64 px



32 px

At tiny avatar sizes the full five-letter name is not reliably readable. Use a reviewed responsive variant; do not improvise a monogram.

Pure black. Pure white.

The same primary stencil is used for every polarity and scale. Print this PDF at 100% to inspect the millimetre samples; no foil, gradient, shadow or texture is needed.

DIRECTION A



60 MM WORDMARK WIDTH



40 MM WORDMARK WIDTH



25 MM WORDMARK WIDTH



100 mm scale reference

DIRECTION B



60 MM WORDMARK WIDTH



40 MM WORDMARK WIDTH



25 MM WORDMARK WIDTH



100 mm scale reference

DIRECTION C



60 MM WORDMARK WIDTH



40 MM WORDMARK WIDTH



25 MM WORDMARK WIDTH



100 mm scale reference

Full review rubric

Evidence: direct visual inspection of generated primary marks and same-source document proofs. Scores assess design concepts, not production or legal readiness.

REVIEW AREA	A / EDITORIAL	B / SIGNATURE	C / COUTURE
Brand	KEFHA	KEFHA	KEFHA
Design objective	Editorial luxury	Signature luxury	Modern couture
Audience	Fashion customer, broad brief	Fashion customer, broad brief	Fashion customer, broad brief
Platform	Apparel / print / digital	Apparel / print / digital	Apparel / print / digital
Copy review	Name only; no extra claim	Name only; no extra claim	Name only; no extra claim
Spelling review	KEFHA reads correctly	KEFHA reads correctly	KEFHA reads correctly
Arabic / RTL review	N/A, English-only artwork	N/A, English-only artwork	N/A, English-only artwork
Hierarchy review	Primary mark leads	Primary mark leads	Primary mark leads
Layout review	Common comparison grid	Common comparison grid	Common comparison grid
Typography review	Hairline fragility	Crossbar / apex refinement	K junction refinement
Spacing review	Tune K/E and H/A	Equalize optical gaps	Open F/H rhythm slightly
Lighting review	Flat proof; no effects	Flat proof; no effects	Flat proof; no effects
Colour review	Black / ivory + pure B&W	Black / ivory + pure B&W	Black / ivory + pure B&W
Visual direction	Classic, airy contrast	Sculpted, lower contrast	Compact, assertive contrast
Logo accuracy	One primary stencil reused	One primary stencil reused	One primary stencil reused
Product accuracy	No real garment asserted	No real garment asserted	No real garment asserted
Packaging accuracy	Generic proposed flat study	Generic proposed flat study	Generic proposed flat study
Conversion strength	Perceived clarity only	Perceived clarity only	Perceived clarity only
Score / 100	84	86	89
Final status	NOT READY FOR PUBLICATION	NOT READY FOR PUBLICATION	NOT READY FOR PUBLICATION

Recommend C for refinement

Recommendation only. C has the strongest compact silhouette and the most visible K detail. Mina chooses the direction before a final vector is drawn.

A / REFINED EDITORIAL

KEFHA

WHAT WORKS

The calmest editorial voice. Strong for large format fashion presentation.

PROBLEM AND IMPACT

Fine diagonals and crossbars lose presence as the mark gets smaller.

EXACT CORRECTION

Build an optical small-size cut. Increase the finest strokes and rebalance K/E and H/A spacing.

SHARED CORRECTION

B / SIGNATURE TYPOGRAPHY

KEFHA

WHAT WORKS

A more crafted personality and more substantial connecting strokes.

PROBLEM AND IMPACT

The uneven H crossbar and A terminal need intentional, consistent geometry.

EXACT CORRECTION

Redraw the H crossbar and A apex as controlled features. Harmonize serif curves across all five letters.

C / MODERN COUTURE

KEFHA

WHAT WORKS

The clearest visual signature in the set, with strong shelf and screen presence.

PROBLEM AND IMPACT

The K cut and fine upper diagonal still need a dedicated small-size treatment.

EXACT CORRECTION

Resolve the K junction, open E/F counters slightly and rebalance F/H. Keep the compact overall proportion.

Rebuild the selected wordmark as deliberate vector curves. Add one tested small-size version, then verify label printing and embroidery with the actual supplier.

Choose a direction. Then finish it.

Review owner: Mina Abdelmassih. Creative execution: GMP. No current production asset or website has been replaced.

01 Choose A, B or C

Pick the direction and list changes. This selects development; it does not approve publication.

02 Refine and approve the drawing

Review optical spacing, curves, small-size version, both colourways and true-size supplier samples.

03 Build the approved asset pack

Real SVG paths, transparent PNG, production PDF, editable source and profile/social exports.

04 Verify the master hub

After explicit approval, update kefha.com/master.html. Check each real file, download and version status.

Current delivery: concept review PDF, comparison and application previews, review notes and repeatable document source. These raster-derived proof masks are not a final vector logo or a manufacturing approval.