SABIKA

BEIRUT

BRAND GUIDELINES · 2026

How Sabika Beirut looks, sounds and presents itself.

WHO WE ARE

Precious metals, *clearly quoted.*

Sabika Beirut is a precious metals and jewelry company based in Beirut. Sabika (سبيكة) is the Arabic word for a bar of precious metal: the name says exactly what we handle, and the mark draws it.

Clear

Every figure is labelled for what it is. Indicative values are called indicative; the price is the numbered quote.

Careful

We confirm availability, premium, charges and expiry in writing before a client commits to anything.

Personal

A person answers on WhatsApp, in Arabic, English and French. We guide; we never push.

Discreet

Calm, dark and quiet. Gold is the only accent, and it is used sparingly.

The logo

The mark is a gold bar seen from the front: its top face and its front face, cut apart by a thin gap. The name is set in Fraunces, tracked wide; the city in IBM Plex Mono, in gold. The Arabic logo mirrors it, with the mark on the right.



PRIMARY · ON DARK · SABIKA-LOGO-ON-DARK



ON LIGHT · SABIKA-LOGO-ON-LIGHT



ARABIC · ON DARK · SABIKA-LOGO-AR-ON-DARK



ARABIC · ON LIGHT · SABIKA-LOGO-AR-ON-LIGHT

Using the logo



CLEAR SPACE: HALF THE HEIGHT OF THE LOGO, ON EVERY SIDE

Minimum size. The full logo: 30 mm wide in print, 120 px on screen. Below that, use the mark alone.

The mark alone is for small spaces: profile pictures, app icons, favicons.

Backgrounds. Near-black first. On light paper, use the on-light files, where the gold is deeper.



DO NOT STRETCH



DO NOT ROTATE



DO NOT RECOLOUR



DO NOT ADD EFFECTS



DO NOT FADE



DO NOT CROWD

Colour

Dark and quiet, with one accent. As a rule of thumb: nine parts ink, one part paper, a touch of gold.

Ink

#090D11

The background. Most of every layout.

Paper

#F3EEE4

Text on dark, and light backgrounds.

Gold

#E2A64A

The accent: labels, emphasis, small details.

Gold gradient

#F6D08A → #E2A64A → #C9702F

The mark and the main button only.

Deep gold

#A8612A

Gold on light backgrounds, for contrast.

Surface

#11171D

Cards and panels on the ink background.

Typography

Fraunces

Titles. Light weight, set large; the second half of a title in gold italic.

Precious metals, *clearly quoted.*

Inter

Text, in regular and medium.

Your final price is confirmed only in a numbered Sabika Beirut quote, with availability, premium, charges and expiry.

IBM Plex Mono

Labels, figures and small details. Capitals, widely spaced.

PHYSICAL BULLION · BEIRUT · SKU SB-AU-V-100

Noto Naskh Arabic

Arabic titles. Emphasis in gold, never italic.

معادن ثمينة، بأسعار واضحة.

IBM Plex Sans Arabic

Arabic text and labels.

ذهب وفضة استثماريان، مع عرض سعر مرقّم قبل أن تلتزم.

Company and product names (Sabika Beirut, Valcambi, Boghos) stay in Latin script inside Arabic text.

How we speak

Plain, exact and calm. We describe; we do not sell hard. Anything about price follows the same rule everywhere: values on the site are indicative, and only a numbered quote is a price.

WE SAY

“Indicative metal value.” For every figure shown before a quote.

“A numbered quote, confirmed in writing.” For the price itself.

“Availability on request.” Until stock is confirmed.

“The value of gold and silver can go down as well as up.” On every piece that mentions value.

“A person on WhatsApp.” How clients reach us.

WE NEVER SAY

“Guaranteed”, “safe”, “risk-free”. No promise of return or protection.

“Best price”, “cheapest”. No claim we cannot prove on the day.

“Buy now”, “last chance”. No pressure and no urgency.

“Investment advice.” We sell physical metal; we do not advise.

A price in a post. Prices move; posts stay. Send people to the quote.

Three languages: English, Arabic and French. Official contact: WhatsApp +961 70 52 66 53 · sabika@tayoungroup.com · sabika.tayoungroup.com

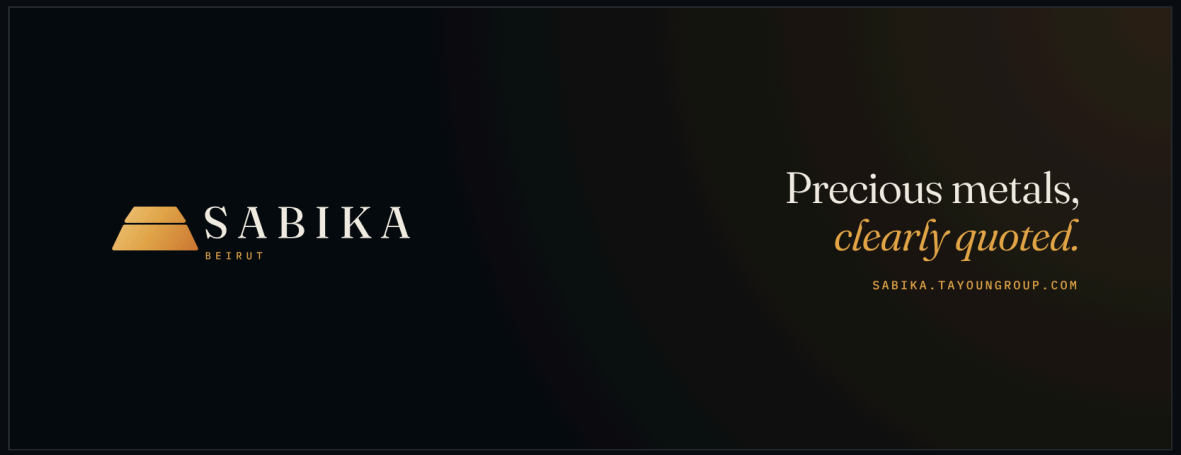
In use











The ready-made files are in **brand/sabika-beirut/marketing/**: social covers, Instagram posts and a story in three languages, a one-page flyer and captions.