ELYSIAN

DESIGN STUDIO

A State of Perfect Bliss

Brand guidelines

ENGLISH EDITION

About ELYSIAN and our story

ELYSIAN — A State of Perfect Bliss

Inspired by the meaning of its name, ELYSIAN creates elegant, timeless spaces where beauty, comfort, and functionality exist in perfect harmony.

For ELYSIAN, bliss is a feeling of completeness: elements finding their place, and beauty becoming part of everyday comfort. It can be felt in the softness of light, the warmth of a material and the ease of moving through a space.

This philosophy shapes an approach to interiors grounded in quiet elegance and the people who use them. We connect the idea to its details, balancing visual character with practical needs to bring greater calm and refinement to everyday moments.

A vision behind every decision

01

Vision

To shape spaces that embody perfect bliss through the harmony of beauty, comfort and function, with an elegance that endures.

02

Mission

To translate each project's needs into a balanced spatial experience through considered planning, materials, lighting and detail, guided by a clear vision and an agreed scope.

03

Purpose

To enrich everyday life through spaces that make comfort tangible and beauty an experience to be lived.

Objectives with direction

01

Understand the way people live

Explore users' needs and daily rhythms so the design begins with the experience of the place.

02

Create a coherent whole

Connect layout, materials, lighting and furniture through a balanced composition in which each element has a role.

03

Express quiet elegance

Use considered proportions and thoughtful details to create visual calm and ease of use.

04

Bring the idea closer to reality

Make decisions clear through visualisations and relevant information, relating them to implementation within the project scope.

05

Make the client journey clear

Organise stages, reviews and deliverables so the working process is understandable from the outset.

Our position

ELYSIAN DESIGN STUDIO interprets perfect bliss through interiors that bring beauty, comfort and function into harmony. It speaks to clients seeking quiet elegance, connected details and a spatial experience shaped around their needs.

The brand promise

Quiet elegance, considered comfort and details that work in harmony with the way people use a space.

Residential clients

For people seeking a home that balances comfort, function and character, with a clear vision connecting its rooms and material choices.

Retail and commercial clients

For businesses seeking clearer product presentation and a spatial experience that reflects the identity of their brand.

Exhibiting brands

For brands that need a stand to give their products a clear presence while organizing display, reception and movement within a defined footprint.

Values expressed in decisions

01

Harmony

Consider the space as a connected whole, bringing function, materials, light and detail into balance.

02

Comfort

Give ease of use and a sense of visual calm a central role in design decisions.

03

Balanced beauty

Seek elegance through proportion and considered relationships, giving detail the space to be appreciated.

04

Care

Attend to the experience at a human scale, from the feel of a material to movement through the space.

05

Clarity

Explain the concept and choices, and define deliverables and responsibilities in each project agreement.

The ELYSIAN character

The brand promise

Quiet elegance, considered comfort and details that work in harmony with the way people use a space.

Refined

Expresses elegance through balanced proportions and considered choices, giving each detail room to be appreciated.

Composed

Gives the composition room to breathe, with a visual and verbal rhythm that reflects calm and harmony.

Attentive

Begins with people and the way they use a space, listening to different needs and tastes.

Assured

Presents the idea clearly, with precision and a measured approach to showing and describing the work.

The approved signature

ELYSIAN
DESIGN STUDIO

A name drawn as a signature

The signature pairs elegant, high-contrast serif lettering with the descriptor DESIGN STUDIO. Preserve the complete artwork, including its approved proportions, details and spacing.

A supporting E monogram

Use the approved E monogram, with its distinctive curved terminal, as a supporting element for seals and compact settings. The full name introduces the brand at first contact.

A considered logo system

ELYSIAN
DESIGN STUDIO

ELYSIAN
DESIGN STUDIO

ELYSIAN

Wordmark for compact horizontal settings.

The approved E monogram supports seals and compact applications. Preserve its curved form; use the full name at first introduction.

Space to be recognised

A consistent margin around the name

Clear space X equals the height of the E in the mark. Keep at least X around the complete signature, free from page edges, text and photographs.

Suggested minimums: full signature 55 mm or 260 px; wordmark 30 mm or 140 px; monogram 8 mm or 32 px. Check legibility in the actual medium.

Consistency builds recognition

Preserve proportions

Preserve the full signature and E monogram proportions. Do not stretch, compress or reposition the descriptor.

Choose a clear ground

Use a pale mark on the primary ground or a primary mark on pale. On photographs, choose a quiet area or a solid panel.

Keep the artwork clean

Avoid shadows, outlines or gradients within the logo. Use the vector originals for scaling and print.

Four colours One identity

Primary

#351E28
RGB 53 30 40
CMYK 0 / 43 / 25 / 79

Secondary

#4E3D42
RGB 78 61 66
CMYK 0 / 22 / 15 / 69

Blush

#E5CFC8
RGB 229 207 200
CMYK 0 / 10 / 13 / 10

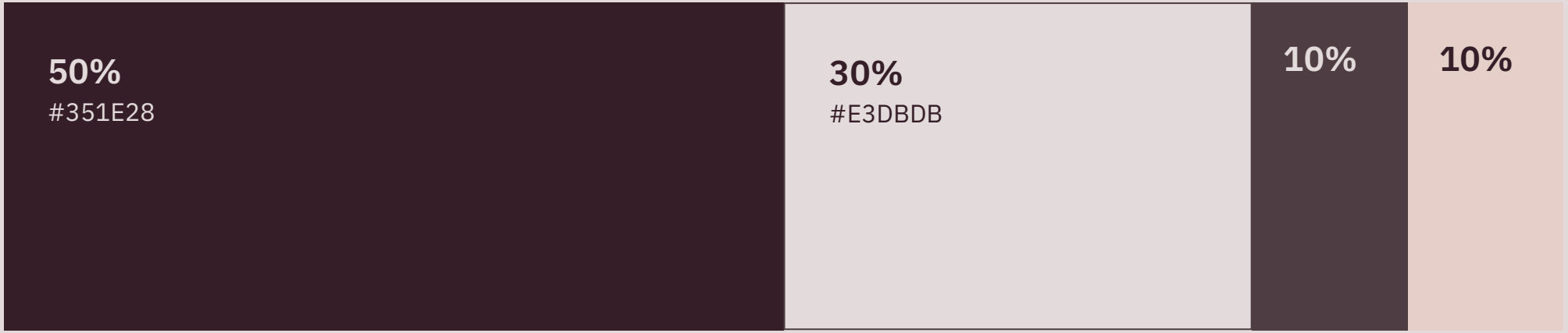
Pale

#E3DBDB
RGB 227 219 219
CMYK 0 / 4 / 4 / 11

The primary colour leads the logo, covers and headings. The secondary adds depth; blush and pale create breathing room and readable surfaces. Use the approved codes consistently.

CMYK values are approximate; approve a proof for the selected paper and print profile.

The primary colour leads



Contrast for text

Use primary or secondary text on pale, and pale text on primary. Avoid blush for small text on a pale background.

Considered flexibility

These are flexible composition ratios. Pale expands in long-form layouts; primary has a stronger presence on covers, cards and digital applications.

Arabic typography

IBM PLEX SANS ARABIC

حالة من النعيم المثالي

أ ب ت ث ج ح خ د ذ ر ز

س ش ص ض ط ظ ع غ

ف ق ك ل م ن هـ و ي

Clear Contemporary Balanced

Use IBM Plex Sans Arabic for all Arabic copy. SemiBold supports headings, Medium labels and Regular body text. Its clarity complements the expressive logo.

Arabic body copy is justified with the last line aligned right. Headings align right. Do not track Arabic letters or add manual elongation.

English typography

IBM PLEX SANS

A State of Perfect Bliss

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

A shared typographic voice

Use IBM Plex Sans for English copy. Both languages share one family: SemiBold headings, Medium labels and Regular body text. The logo remains independent artwork.

English body copy is justified with the last line aligned left. Keep natural spacing and direction in URLs and numbers.

A clear visual hierarchy

Main heading

44–50 px, SemiBold. One clear idea over one or two lines.

Section heading

24–32 px, SemiBold, with a clear pause before body copy.

Arabic body

18–22 px, Regular, line height 1.8–1.9, fully justified.

English body

17–21 px, Regular, line height 1.7–1.8, fully justified.

Labels and captions

12–14 px, Regular or Medium. Clear alignment without stretched short lines.

Spacing

Use consistent intervals. Do not compress type to force additional content into a page.

A detail becomes a language

From the approved E monogram

A spaced repetition of the approved E monogram creates a quiet pattern, connecting backgrounds, covers and seals to the brand. Preserve the monogram’s form and proportions; the full signature remains the main identifier.

Use the pattern at low density, away from paragraphs. Quiet surfaces and fine rules separate content while expressing harmony and calm.

Images explain the idea

Coastal Villa — Living

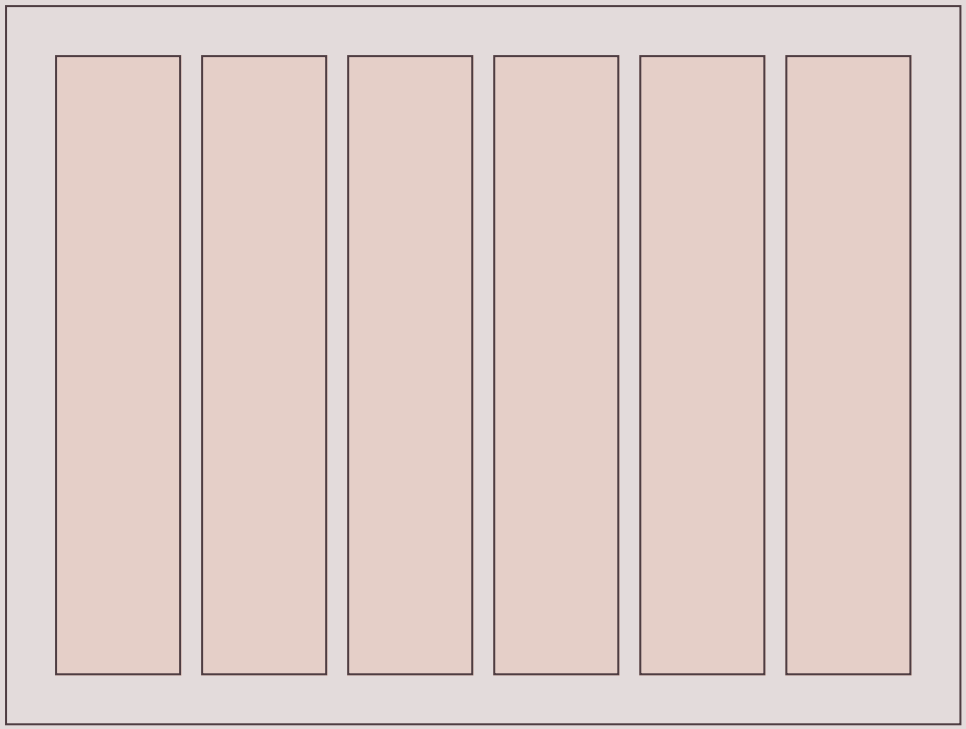
Coastal Villa — Dining

Mosagaty — Commercial design

Begin with a clear overall view, then move into a detail that explains material, light or display. Preserve the supplied image colours and proportions, and distinguish design visualisations from site photography.

Original images from the supplied work folder; scenes are presented as design visualisations.

A steady grid A natural rhythm



Six columns

Combine columns into halves or thirds according to the content.

Consistent margins

Keep roughly 6% of the page width as clear margin, increasing space around the logo.

Language-aware flow

Arabic flows right to left; English flows left to right. Body copy is justified.

A voice grounded in space

Composed and refined

Use measured, direct language to express beauty, comfort and harmony. Leave room for the image to complete the meaning.

Sensory and specific

Describe light, materials, proportion and movement through observable details, connecting them to the everyday experience of a place.

Warm and clear

Use accessible, respectful language to explain the idea and choices, making design decisions easier to understand.

Confident and accurate

Describe the scope precisely, distinguish visualisations from completed work, and avoid absolute claims or unsupported promises.

ELYSIAN DESIGN STUDIO | Interior design

A State of Perfect Bliss

Elegant spaces where beauty, comfort and function come together.

TikTok: @elysiands

A consistent social presence

Spaces in harmony

Present selected work through the relationship between layout, materials and light, identifying the nature and stage of each project.

Material and light

Look closely at texture, colour and lighting, connecting visible details to warmth, depth and visual calm within the space.

Comfort in everyday use

Share clear observations about circulation, furniture, storage and proportion, showing how design choices respond to daily use.

The idea taking shape

Share available visualisations, concept boards and details, followed by documented execution where available, keeping the stage of the work clear.

ELYSIAN DESIGN STUDIO | Interior design

A State of Perfect Bliss

Elegant spaces where beauty, comfort and function come together.

TikTok: @elysiands

Feed 1080 × 1350 · Story 1080 × 1920 · Highlight 1080 × 1080 · TikTok / @elysiands

The identity in everyday use

ELYSIAN

Interior design studio

@elysiands

An identity made for daily use

The library includes a business card, letterhead, three-page proposal, invoice and email signature in Arabic and English. Replace variable fields with approved company information before use.

Cards are 90 × 50 mm. Add 3 mm bleed as required by the printer and approve a proof for colour and fine details.

The identity reference

Signature and monogram

The full ELYSIAN DESIGN STUDIO signature and supporting E monogram anchor the visual system shown in this guide.

Colour

Primary #351E28, secondary #4E3D42, blush #E5CFC8 and pale #E3DBDB follow the contrast and balance guidance in this document.

Typography

IBM Plex Sans Arabic / IBM Plex Sans

Brand content

Story, vision, mission, purpose, values and voice express perfect bliss through the harmony of beauty, comfort and function.

Application reference

Consult the examples in this guide before approving a new application to keep the signature, monogram, colour, typography and content consistent.

The identity in application

ELYSIAN
DESIGN STUDIO

A State of Perfect Bliss

Elegant spaces where beauty, comfort and function come together in harmony, through quiet elegance and considered detail.

ELYSIAN DESIGN STUDIO

The E monogram
A supporting brand seal

Illustrative layouts showing the full signature, E monogram and approved palette in consistent applications.

ELYSIAN

DESIGN STUDIO

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Quiet elegance, considered comfort and details that work in harmony with the way people use a space.