

BRAND IDENTITY

v1.0 — 13 October 2026

How Raizer and Raizer Ventures look, sound and move. Every rule in this book is applied on this page.

One parent brand, two arms

Raizer is the parent. Its two arms do different jobs for different people, and each has its own default mode inside one shared system.

PARENT BRAND

RAIZER

ORIGIN

Founded in Aleppo. Building for the region.

ARM 1 / AI SYSTEMS

Scale is a **system**. We build it.

TAGLINE

NAME

Raizer

ARM 2 / VENTURE STUDIO

Rise above limits.

TAGLINE

NAME

Raizer Ventures

WHAT IT IS

AI systems

POSITIONING

For growing companies in the Gulf and Syria whose operations still run on people and spreadsheets, Raizer designs, builds and installs AI operating systems in 90 days — so they scale without scaling costs.

MARKET

Gulf and Syria

DOMAIN

raizer.tech

DEFAULT MODE

Graphite

WHAT IT IS

Incubator and venture studio

DOMAIN

ventures.raizer.tech

DEFAULT MODE

Limestone

Plain words and real numbers

Both arms share one core voice. Each arm then has its own register on top of it.

Shared core

01

Short sentences

One idea per sentence. Say it, then stop.

02

Plain words

Use the word a client would use on a call:
“install” rather than “leverage”, “cost” rather than
“spend optimisation”.

03

Numbers over adjectives

“Installed in 90 days” tells the reader more than
“fast”. When a claim has a number, lead with it.

04

Nothing inflated

Leave out “revolutionary”, “game-changing” and
“cutting-edge”. The work and the numbers carry
the weight.

05

Confident, not loud

State what we do and what it returns, once.
Confidence comes from specifics, not from volume.

06

One call to action

Every page, post and email ends on a single
next step.

Two registers

RAIZER

Precise and operational

- Talks in workflows, hours and dollars.
- Cost-of-manual currency: dollars are the promise, hours are the evidence.
- Sells capacity. It never promises headcount reduction.

RAIZER VENTURES

Warm, ambitious, founder to founder

- Story-led: open on a founder and a moment.
- Ambitious about the region and concrete about the work: real companies, real numbers.
- Speaks as one builder to another.

Arabic

Both arms write Arabic in Syrian dialect, set in Almarai and laid out right to left. The same voice rules apply: short sentences, plain words, real numbers.

Case

Sentence case for headlines, buttons and navigation. Capitals appear in two places only: labels and display caps.

Book a call →

Book A Call BOOK A CALL

03 / CASE STUDIES

The wordmark

Raizer has one mark: a wordmark drawn in Razek's own typeface. That typeface draws the logo and nothing else.

The wordmark 'RAIZER' is rendered in a stylized, blocky, sans-serif typeface. The letters are filled with an orange-to-red gradient. The wordmark is centered on a dark, almost black, rectangular background that has a slight shadow effect on the right side.

PRIMARY Orange gradient on Graphite. The default logo.

The wordmark 'RAIZER' is rendered in the same stylized, blocky, sans-serif typeface as in the previous image. The letters are filled with the same orange-to-red gradient. The wordmark is centered on a light, off-white rectangular background that has a slight shadow effect on the right side.

PRIMARY The same gradient file on Limestone, unchanged.

The wordmark 'RAIZER' is rendered in the same stylized, blocky, sans-serif typeface. The letters are solid white. The wordmark is centered on a dark, almost black, rectangular background that has a slight shadow effect on the right side.

WHITE For one-colour uses on Graphite and dark photography. It never sits on stone.

The wordmark 'RAIZER' is rendered in the same stylized, blocky, sans-serif typeface. The letters are a solid dark grey or black. The wordmark is centered on a light, off-white rectangular background that has a slight shadow effect on the right side.

INK Graphite ink #0e141b for one-colour print and light grounds where the gradient cannot reproduce.

RAIZER

ORANGE

Solid #FF8B26 for single-ink orange uses such as vinyl, embroidery and spot-colour print.

The typeface is for the logo only

The custom Raizer typeface draws the wordmark. Every other word is set in Jost or Almarai.

The logo before the name

Where the logo fits — navigation, headers, covers, slides, signatures — use the SVG. The typed name belongs in running sentences.

GRADIENT



#FF8B26

0%



#EF7025

36%



#DD4B23

100%

Always left to right, at the same stops as the logo file. The direction stays fixed in Arabic layouts and the gradient never animates.

Never recolour, never stretch

Use one of the four supplied files — gradient, white, ink or orange — at the native 6 : 1 proportion, with no outlines, effects or new colours.

On Limestone, the gradient logo

Stone takes the original gradient file; ink is the one-colour fallback. The white version is for dark grounds only.

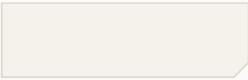
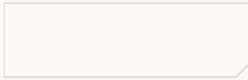
Two modes, one orange

Limestone is the light mode and Graphite the dark mode. Ink, orange and the direction of the light are shared by both.

LIGHT MODE

Limestone

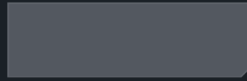
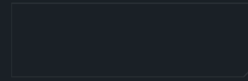
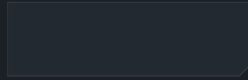
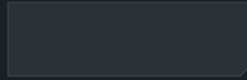
Aleppo stone with the yellow taken out, so orange separates by hue. Flat **#F5F2EC** with no light effect. Default mode for Raizer Ventures.

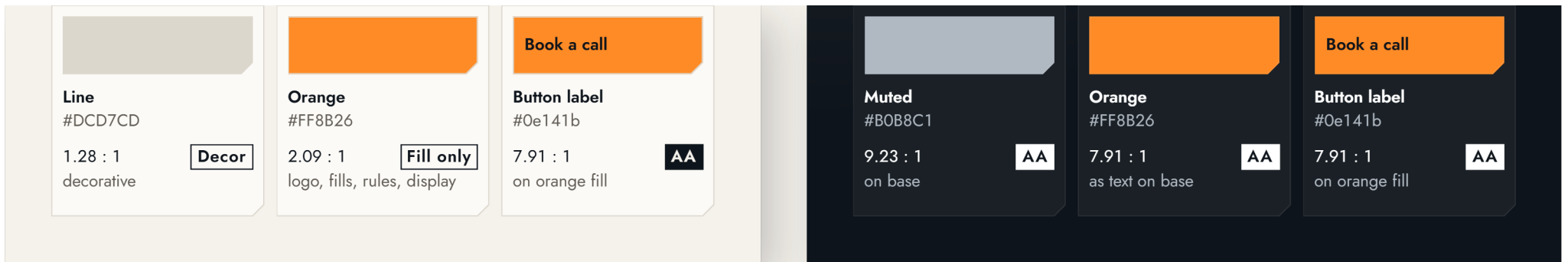
 Background #F5F2EC 16.57 : 1 ink on it AA	 Surface raised #FBFAF7 17.73 : 1 ink on it AA	 Surface sunk #EAE6DE 14.87 : 1 ink on it AA
 Ink #0e141b 16.57 : 1 on background AA	 Muted #615C55 5.93 : 1 on background AA	 Muted on sunk #615C55 5.32 : 1 on surface sunk AA

DARK MODE

Graphite

Flat **#0e141b** with one corner light at the top-left: **#535860** in the corner, fading to the base by about 70% of the diagonal. Surfaces are neutral graphite. Default mode for Raizer.

 Base #0e141b 18.51 : 1 text on it AA	 Corner light #535860 7.16 : 1 text on it AA	 Surface #1a2026 16.43 : 1 text on it AA
 Surface 2 #232930 14.67 : 1 text on it AA	 Line, 8% white rgba(255,255,255,.08) 1.23 : 1 decorative Decor	 Text #FFFFFF 18.51 : 1 on base AA



Contrast ratios are calculated live from the hex values (WCAG 2.1). Body text needs 4.5 : 1, large text 3 : 1.

The orange rule

Core orange is **#FF8B26**. Use the gradient when it is big enough to see it; use solid orange when it is small, interactive or data.

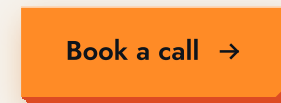
GRADIENT

- The logo
- One headline word: the hero, plus at most two key headlines
- Big stat numbers
- Large shapes



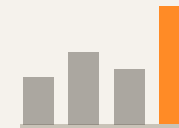
SOLID

- Buttons
- Icons
- Small text and the label slash
- Lines 2px and thinner, including the 36px heading rule
- Charts and data



RAIZER / KEYNOTE 2026

HEADING RULE, 36PX



Extrusion face

The primary button's depth face is **#DD4B23**, the dark end of the gradient.

Dark labels on orange

Ink on orange is **7.9 : 1**. White on orange is 2.3 : 1 and fails, so button labels are always ink.

Orange on stone

Logo, fills, rules and display sizes only. On Limestone, text under 24px stays ink, with orange beside it as a rule or marker.

Ablaq rhythm

Light and dark sections alternate down the page, like the alternating stone courses of Aleppo's old city.

Alternate the bands

Stone, graphite, stone: each section takes the opposite mode to the one before it. This page follows it, and the mode switch swaps which band comes first.

Full bleed, hard edges

Bands run edge to edge and meet on a straight line. There is no gradient, fade or shadow between two bands.

Each band keeps its own tokens

Text, surfaces, lines, shadows and the logo version all follow the band they sit in. Orange on a stone band follows the orange-on-stone rule.

Light on the opening band only

A graphite band that opens a major section may carry the top-left corner light. Every other graphite band stays flat.

The light rule

Light always enters from the top-left, once per canvas. A canvas is a hero, a slide or a cover — never a whole long page.

CORRECT

USE One corner light on flat #0e141b.

AVOID

AVOID A gradient stretched across the whole canvas. Graphite stays flat, with blue mid-tones kept out.

Jost and Almarai

Jost sets every English word and Almarai every Arabic one. Both are free on Google Fonts, so there is no licence cost on any channel.

ENGLISH

Google Fonts, open licence

Jost

Aa

200 Scale is a system

400 Scale is a system

600 **Scale is a system**

ARABIC

Google Fonts, open licence

Almarai

أب

300 التوسع هو نظام

400 التوسع هو نظام

700 **التوسع هو نظام**

800 **التوسع هو نظام**

The custom Raizer typeface draws the logo only. It is never used to set text.

Weights and their jobs

ENGLISH	ARABIC	USED FOR
200 ExtraLight	300 Light	Display caps, sentence headlines at 56px and above, big numbers
400 Regular	400 Regular	Body, headings under 56px, captions
600 SemiBold	700 Bold	The key word, buttons, emphasis
—	800 ExtraBold	The key word in Arabic display caps only

English uses three weights only. Sentence headlines at 56px and above are set in 200; smaller headings in 400.

Two headline modes

DISPLAY CAPS

SCALE
SYSTEMS

Covers, section titles, slides and social posts. One to three words in Jost caps: light words at 200, the key word at 600. The key word takes the gradient only on the cover or hero. Line height 0.95, tracking –1%, usually one word per line.

SENTENCE HEADLINE

Scale is a system. We build it.

Website messages and longer lines. Sentence case, line height 1.02, tracking –2.5%. Orange follows the orange-word rule (T04).

One fixed scale

Six sizes and nothing in between. On small screens the three display steps shrink together by the same ratio.

96

RISE

Display caps, covers

56

Installed in 90 days

Section headlines, big numbers

32

Installed in 90 days

Sub-headlines, pull quotes

20

Installed in 90 days

Ledes, card titles

16

Installed in 90 days

Body, buttons, navigation

13

INSTALLED IN 90 DAYS

Labels, captions

Rules

Each rule is stated, then shown. This page follows all of them.

T01

Tracking

Sentence display −2.5%, display caps −1%, labels +11%, body 0. Arabic is always 0.

T02

Line height

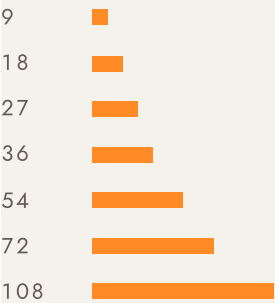
Display caps 0.95, sentence display 1.02, body 1.6 at no more than 65 characters a line. Arabic body 1.75.

Systems

T03

Spacing in nines

Every margin, padding and gap is 9, 18, 27, 36, 54, 72 or 108px, from the logo's 9-unit module.



T05

Numbers as heroes

Big figures at 56–96px in weight 200 with a small tracked label underneath. Tables use tabular figures so columns line up.

90

T04

Ration the orange word

One orange word per page in the hero, plus at most two key headlines. Every other headline stays ink or white, and body text is never orange.

Chaos in. A system out.

An ordinary headline: no orange word.

T06

Bilingual

Arabic is set 10–15% larger than the English beside it (12.5% by default), fully right to left, with Western digits, no letter spacing and no italics.

Installed in 90 days

بیرکب بـ 90 يوم

DAYS TO INSTALL

AGENT	RUNS	TIME
Intake	1,204	0.6s
Quotes	318	1.2s
Invoices	2,231	0.4s

Sample data.

T07

Label pattern

Small tracked caps split by a solid orange slash. The slash is small, so it stays solid.

RAIZER / KEYNOTE 2026

03 / CASE STUDIES

T09

One section pattern

Every section opens the same way: label, headline, one-line lede. The 36px solid orange rule sits beside the label.

03 — DELIVERY

Installed in 90 days

Mapped, built and handed over with your team in the room.

T08

Section numbers

Sections are numbered “01 —”, “02 —” in tracked caps, like an editorial page.

01 — AUDIT

02 — BUILD

03 — INSTALL

T10

Pull quotes

Jost at 32px or larger, with the opening mark hanging outside the text edge. Arabic uses « ».

“Scale is a system.”

«التوسع هو نظام»

T11

Details

Real dashes and curly quotes. Headlines balanced, body text with no single-word last lines. Left aligned, never centred.

Hyphen in words only; en dash for 56–96px; em dash for a break — like this.

T13

Where capitals go

Labels at 13px, tracked +11%, and display caps of one to three words. Never in sentences, buttons or body.

Scale is a system

~~SCALE IS A SYSTEM~~

T15

Align to cap height

Icons, orange rules and stat numbers line up with the tops of capitals, not the middle of the lowercase.



Systems

T12

Acronyms

Jost has no true small caps, so acronyms in body text are set at 0.9em with 4% tracking.

Our AI agents update the CRM and report ROI every week.

T14

Hierarchy by colour

Rank with ink and muted grey before reaching for another size. Both lines below are 20px.

Back-office operating system

Intake, approvals and reporting on one agent layer

T16

Arabic labels

Arabic has no capitals. Labels use Almarai Bold at a small size, muted, with zero letter spacing.

التوسع هو نظام

One cut, one light

Every raised shape is square with a single 45° cut at the bottom-right, the corner furthest from the light.

Five cut sizes

The cut grows with the element so the silhouette never shrinks to a nick. One cut per shape, never two, never rounded. Use the large cut at least once per page.



9PX
Buttons. 3/16 of the 48px reference height, the typeface's stroke-to-cap ratio.



12PX
Stat tiles, chips, swatches



20PX
Cards



36PX
Image frames, slides, canvases



63PX
The large cut, 7 × 9. Large image frames, feature panels and one divider band. At least once per page.

Hero sections and full-width page sections are never cut. The cover of this book is a hero, so its corners stay square.

Things you press are blocks, things you read float

Buttons and stat tiles are extruded and lifted: a solid face 45° down-right, then a soft shadow cast by the whole block. Cards, image frames and slides are lifted only.

PRESS — EXTRUDED AND LIFTED

Book a call →

See the work

31

SYSTEMS BUILT

90

DAYS TO INSTALL

Sample data. Primary face #DD4B23; secondary face is graphite.

READ — LIFTED ONLY

SERVICE — 01



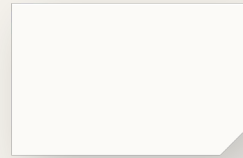
AI operating system install

Mapped, built and handed over with your team in the room.

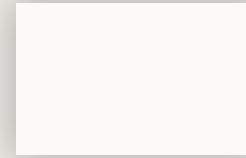


Shadows

- Down and to the right, cast by the top-left light.
- Tinted with graphite ink, never the default neutral grey.
- Only on raised elements: buttons, tiles, cards, frames, slides.
- Never a uniform blur on all sides, and never on flat page sections.
- One glow only: the soft orange underglow of the primary button.



USE
Falls down-right, tinted



AVOID
Uniform blur on all sides

Calm, then still

Motion confirms what just happened and then stops. Every move plays once, on a small set of timings.

Tokens

ENTRANCES	cubic-bezier(0.16, 1, 0.3, 1)
INTERACTIONS	cubic-bezier(0.2, 0.7, 0.2, 1)
DURATIONS	180ms interactions · 540ms entrances · 900ms hero light
STAGGER	90ms between items, 4 items at most
TRAVEL	Rise 18px at most; scale-ins from 0.98 at most
PRESS	5px into the depth in 90ms on every button, back on the interaction ease

Rules

- Transform and opacity only. Layout, blur, colour and gradients stay fixed while anything moves.
- Nothing loops. Every move plays once and settles; there is no bounce, spin, parallax or scroll-jacking.
- Entrances start on load or once 15% of a block is in view, and run once.
- Numbers arrive at their final value. Stats rise into place; they never count up.
- Reduced motion keeps opacity only: entrances become a 180ms fade with no travel, and presses do not move.

Live demos of the six moves — light turns on, soft rise, press physics, card lift, logo reveal and stats rise — are in the web version of these guidelines.

Mirror the reading, keep the light

Arabic layouts mirror the reading order. The light stays at the top-left, and so does everything it casts.

FLIPS IN ARABIC

- Arrow direction
- Icon position inside buttons and links
- Button order
- Text alignment and layout columns

NEVER FLIPS

- The corner cut — always bottom-right
- Shadow and extrusion depth — always down-right
- Gradient direction — always left to right
- The corner light — always top-left

ENGLISH

Book a call →

See the work

عربي

شوف الشغل

← احجز اتصال

WHAT WE BUILD

Scale is a system.

Designed, built and installed in 90 days.

شو منبني

التوسع هو نظام.

In the Arabic column the arrow sits first and points left, the primary button leads from the right, and the cut and depth match the English column exactly.

Icons drawn on four angles

Icons use the same geometry as the logo: straight lines at 0°, 45°, 90° and 135°, with no curves anywhere.

- Inline SVG, stroke only, no fill.
- Stroke 2px on a 24px grid, in `currentColor` or solid orange.
- Four angles only: 0°, 45°, 90° and 135°. No arcs, no circles.
- Square caps and miter joins, to match the logo's square terminals.
- Never emoji, on any page, deck, post or design.

Draw new icons on the same 24px grid as the examples below, and test them at 18px and 27px before use.



Next



Back



Open link



System



Results



Grid



Image



Done



Close



Add



Calendar



Email



Person



Private



Search



Download



Milestone



Replay

Press, read, type

Buttons are pressed, cards are read, fields are typed into. Forms, tables, notices and navigation follow the same cut, the same light and the same orange rule.

FIELDS

NAME

Razek Daoud

EMAIL

razek@

✕ Enter a valid email address.

CHOICES

☒ Checkbox, chosen

☐ Checkbox

☒ Radio, chosen

☐ Radio

The radio is a diamond: the system draws no circles.

101

Fields sit flat

A field is typed into, not pressed or read: no depth, no shadow. It takes the 9px cut and a 1px control line that follows the cut. Focus thickens the line to 2px in ink or white.

102

Errors

A 2px line in **#DD4B23**, the extrusion orange, with the message in ink and a small orange marker beside it. There is no red, and no small orange text on stone.

103

Control line

Field and checkbox edges use **#6B727B** on Graphite and **#8C867D** on Limestone, so every control edge reaches 3 : 1.

I04

Choices

Checkboxes are uncut squares: nothing under 27px takes the cut. Radios are diamonds. The chosen state fills with solid orange and takes an ink mark.

I07

Navigation

The logo, three to five links and one small primary button. The current page is ink with a solid orange underline.

I05

Notices

A flat sunk panel with the 12px cut and a solid orange icon. Never a coloured side border, never a shadow.

I08

Footer

Logo, the origin line “Founded in Aleppo. Building for the region.”, link groups and one line of small print, on the band opposite the one above it.

I06

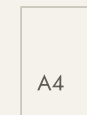
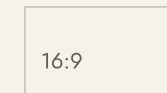
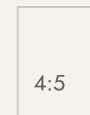
Tables

Tabular figures, hairlines, numbers aligned right, totals in 600. Bars and markers are solid orange, never the gradient.

I09

Fixed canvases

Posts and slides are drawn at half size and exported at twice the resolution, so the six type sizes hold: 540 × 675 becomes 1080 × 1350, and 960 × 540 becomes 1920 × 1080. A4 covers are drawn at true size.



Brand kit

Everything a partner needs to use the brand correctly: logo files, colour tokens and these guidelines.

COMPLETE KIT

Raizer brand kit

Logos in four colourways as SVG and PNG, colour tokens as CSS, JSON and text, the guidelines PDF and a short README.

Download brand kit 

ZIP, 2.3 MB

GUIDELINES

Brand guidelines PDF

This book as a printable A4 document, for teams that work offline.

Download PDF 

PDF, A4 landscape, 2.6 MB

LOGOS

Gradient	SVG	PNG	PNG @2x
White	SVG	PNG	PNG @2x
Ink	SVG	PNG	PNG @2x
Orange	SVG	PNG	PNG @2x

PNGs are transparent, 1000px and 2000px wide.

COLOURS

CSS custom properties	CSS
Design tokens	JSON
HEX and RGB list	TXT
Both modes, the orange and the logo gradient.	

TYPEFACES

Jost — English	Google Fonts
Almarai — Arabic	Google Fonts
Both are free under an open licence. Download them from Google Fonts.	

