

The brand, in one file.

Everything a designer needs to represent Zij correctly – logos, colors, typography, naming, and voice. Sourced from ziji.org/brand.

TAGLINE (EN)

Engineering precision
meets creative chaos.

TAGLINE (AR)

ارْتَقِ لِتَلْهِم

FOR

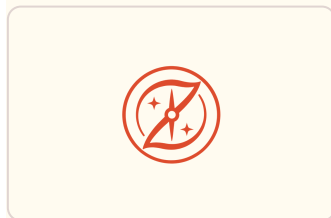
Designers & partners

ORIGIN

Persian Zih → Zij,
the astronomical handbook.

Logos

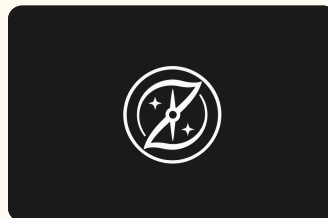
01 / LOGO SYSTEM



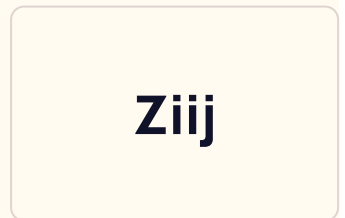
Orange mark · light surfaces



Reversed · on Zij Orange



Reversed · dark surfaces



Wordmark · Navy #0F1229

USAGE RULES

- Don't recreate or redraw the logo.
- Only use the logo in the approved colors provided.
- Always keep sufficient clear space around the logo.
- Respect the minimum size – **min-height: 24px**.

CLEAR SPACE & MINIMUM

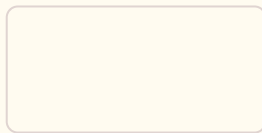
Reserve clear space equal to the height of the compass mark on all sides. Never crop, rotate, add effects, or place the mark on a busy photo without an approved solid panel behind it. The reversed (white) mark is for Zij Orange or dark surfaces only.

Colors

02 / PALETTE

CORE**Zij Orange****#DD4829**

RGB 221, 72, 41
CMYK 0, 67, 81, 13

**Cream****#FFFBF0**

RGB 255, 251, 240
CMYK 0, 2, 6, 0 · RAL 9001

**Warm Black****#2A1A15**

RGB 42, 26, 21
CMYK 0, 38, 50, 84

**Charcoal****#1A1A1A**

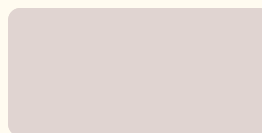
RGB 26, 26, 26
CMYK 0,0,0,90 · RAL 9005

**Wordmark Navy****#0F1229**

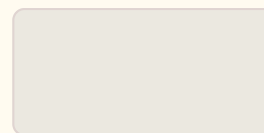
RGB 15, 18, 41
CMYK 63, 56, 0, 84

SUPPORTING**Muted Text****#70605C**

RGB 112, 96, 92

**Border****#E0D4D1**

RGB 224, 212, 209

**Secondary****#EBE8E0**

RGB 235, 232, 224

Engineered for clarity in two languages. Primary faces below; obtain **Satoshi** free from Fontshare (fontshare.com).

Satoshi ENGLISH UI · BODY · HEADINGS · BUTTONS · LABELS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789 – Engineering precision meets creative chaos.

WEIGHTS IN USE – Medium 500 · Semibold 600 · Bold 700 · Black 900

Alexandria ARABIC UI · BODY

أ ب ت ث ج ح خ
الدقة الهندسية تلتقي بالإبداع.

Amiri DECORATIVE ARABIC

زيج — ارتق لتلهم

Sidebar · highlights · footer

Thuluth LARGE ARABIC DISPLAY

زيج

Footer watermark · Our Story titles (specimen shown in a thuluth-style face)

Ejaza SIGNATURE WORDMARK

زيج

The large «زيج» in the footer

NOTES Mono / technical labels use Satoshi via **font-mono** – not a separate monospace. · English italic emphasis uses the system serif. · In Arabic, **font-black** steps down to 800 and tight letter-spacing is disabled.

Writing

“Ziij”

ENGLISH – APPROVED

- Ziij Ziij AI Ziij Inc. © Ziij Inc. 2026

AVOID

- ZIJ Ziijz zii ZiijAI Ziijinc

- One capital only: **Z** then lowercase “iij”.
- Proper noun – no plural. Use “at Ziij”, “Ziij’s approach”.
- All-caps **FROM ZIJ / BY ZIJ** only in technical eyebrow labels – never body copy.
- URLs & handles stay lowercase: **ziij.ai · @ziij_ai**.
- Never use the retired name “Lakhsly” – it is now **Nawah**.

ARABIC – SPELLING BY CONTEXT

CONTEXT	SPELLING
Brand (full diacritics)	زيج
With English gloss	(زيج)
UI / nav (no diacritics)	زيج
Definite	الزيج
Accusative	زيجًا
Legal entity	شركة زيج

- Formal content & footer: prefer **زيج** with full diacritics.
- Short titles & UI: **زيج** without diacritics is acceptable.
- Never mix spellings (زيج / Zij / Zeej / Lakhsly).

CONTEXT REFERENCE

CONTEXT	ENGLISH	ARABIC
Hero	Ziij – AI Agency & Custom Software	زيج لوكالة الذكاء الاصطناعي
Copyright	© Ziij Inc. 2026	© زيج إنك ٢٠٢٦
Nawah label	Nawah · BY ZIJ	نواة · من زيج
Blog byline	At Ziij	عند زيج

Voice & Messaging

05 / VOICE

Confident

We state outcomes, not hopes.

Technical

Precise language; we respect an expert audience.

Partner, not Vendor

We advise and architect; we don't just sell.

Precise

Clarity over hype. Every claim is backed.

CORE MESSAGING – EN

Engineering precision meets creative chaos.

From chaos to clarity.

We are the Bridge.

We turn the complexity of your ideas into the elegance of a functioning, precise reality.

الرسائل الأساسية – ع

الدقة الهندسية تلتقي بالابتداع.

من الفوضى إلى الوضوح.

نحن الجسر.

نحوّل تعقيد أفكارك إلى أناقة واقع يعمل بدقة متناهية.

Pause the Game. Build the Future.

ارتق لتلهم

BOILERPLATE (SHORT)

Ziij is an AI and Odoo ERP partner that turns disconnected systems into a single, intelligent operational core for businesses across MENA.

يحوّل الأنظمة المنفصلة إلى نواة تشغيلية ذكية واحدة لشركات المنطقة ERP زيّج شريك في الذكاء الاصطناعي وأودو.

DO

- Lead with ROI, proof, and real outcomes.
- Position as a long-term partner.
- Use enterprise / deep-tech vocabulary.

DON'T

- Use “cheap”, “agency-for-hire”, or discount language.
- Over-promise specifics without proof.
- Mix in the retired name “Lakhsly”.

Ziij Inc. · Cairo, Egypt · ziij.ai · [@ziij_ai](https://twitter.com/ziij_ai)

Full brand hub → ziij.org/brand