



LOCALLY

**BRAND
GUIDELINES**



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LOCALLY

BRAND OVERVIEW



1.1 CONCEPT

Locally is Egypt's first-ever local brand boutique, a trailblazing concept that's redefining how young people experience fashion. Founded by four ambitious creatives, Locally was born from a simple belief: local doesn't mean limited, it means powerful. Since launching on December 24, 2022, we've built more than just a store, we've built a movement. Locally curates the freshest designs from over 100 of the country's most exciting fashion talents. Driven by a passionate team, Locally delivers an immersive retail experience marked by bold design, standout customer service, and a deep commitment to showcasing Egypt's creative scene.

MISSION



***EMPOWERING YOUNG
CREATIVES TO SHARE LOCAL
CRAFTSMANSHIP FROM
CAIRO TO THE WORLD.***

VISION 

***TO CHAMPION LOCAL
CREATIVITY BY CONNECTING
PEOPLE WITH THE BEST OF
HOMEGROWN TALENT.***

VALUES 

INCLUSIVITY

At Locally, we create a space where every voice is seen, heard, and celebrated. With diverse brands and styles, we make creativity accessible to all, and no one gets left out.

AFFORDABILITY

Locally is a movement built by and for young entrepreneurs. We empower emerging talent to push boundaries, spark innovation, and shape the future of fashion.

YOUTH-DRIVEN

We believe great design should be accessible to all. By supporting local brands, we offer high-quality, standout pieces at fair prices, proving that style doesn't need a luxury price tag.

TONE OF VOICE



BOLD

With a strong belief in local talent, the brand communicates with conviction, celebrating Egyptian creativity unapologetically.

WE SAY

We don't follow trends, we set them.

This isn't just a store, it's a statement.
Every piece on this rack was made to stand out, just like you.

WE DON'T SAY

We try our best to offer something different.

We're excited to share our latest collection featuring local brands. Feel free to pass by and take a look.

INCLUSIVE

Locally speaks in a way that makes everyone feel seen and valued. The tone is warm, approachable and community-driven.

WE SAY

Locally is for every voice, every background, every story.

We're building a space where style has no rules and creativity knows no labels.

WE DON'T SAY

Made for the those who get it, if you know, you know. Sleek silhouettes and city-girl edge.

Luxury fashion for those who can afford it.

YOUTHFUL

Fresh, dynamic, and full of personality Locally's tone reflects the spirit of the young generation. It's lively, fun, and always in tune with the latest trends and conversations.

WE SAY

You're not here to play it safe, and neither are we.

This drop hits different: Cairo-born, designed for real life, not runways.

WE DON'T SAY

We proudly present our latest winter collection, featuring a refined take on modern youthwear.

Step into a world of style and sophistication.

BRAND



PERSONA

THE COMMUNITY BUILDER

CARDINAL ORIENTATION
Belonging & Inclusivity
ARCHETYPE SIGN
Air
CORE DESIRE
Community

THE GOAL
To bring people together, foster collaboration, and uplift emerging local talent
MAIN STRENGTHS
Innovation Functionality Imagination
MAIN FEARS
Exclusion or lack of connection

ATTITUDE ADJECTIVES
Supportive Inclusive Approachable Warm
THE STRATEGY
Empower young entrepreneurs by providing visibility and support
THE TONE
Friendly Community-driven Warming



USER **GUIDE**

HIGH SCHOOL GIRL

DEMOGRAPHIC

Jana, 15 yrs Female

LOCATION

Cairo, Egypt

EDUCATION

International School in Egypt

INCOME BRACKET

Relies on parents for purchases (EGP 7,000/month for shopping & outings)

PSYCHOGRAPHICS

Social media influenced (Instagram, TikTok, Snapchat)

Loves fashion trends, streetwear, and accessories

Influenced by online creators and peer recommendations

Wants to express individuality through unique pieces

Shops at local malls & online stores

BUYING PREFERENCES

Impulsive Buyer: Makes quick, trend-driven purchases based on social media influence.

Affordable & Trendy: Looks for the latest styles at budget-friendly prices.

Prefers Online Shopping: Uses Instagram and TikTok to discover new brands.

Friends' Influence: Relies on peer recommendations, social media trends, and viral moments to guide buying decisions. Trusts friends' opinions over traditional advertising.

Loves Limited Drops: Excited by exclusive collections or collaborations.

PAIN POINTS

Budget Constraints: Wants trendy items but has a limited allowance.

Lack of Variety: Struggles to find unique pieces that aren't mass-produced.

Sizing Issues: Often unsure about fit and returns when shopping online.

UNI STUDENT

DEMOGRAPHIC

Adam, 20 yrs, Male

LOCATION

Cairo, Egypt

EDUCATION

Engineering Student

INCOME BRACKET

Moderate, part-time freelance income (~EGP 8,000/month)

PSYCHOGRAPHICS

Passionate about Egyptian creativity and design

Prefers local brands over international fast fashion

Enjoys thrifting, customizing clothes, and exploring artistic styles

Cares about sustainability and ethical shopping

Seeks brands that support independent designers

BUYING PREFERENCES

Quality Over Quantity: Prefers well-crafted, statement pieces.

Supports Local Designers: Values brands with strong creative direction.

Eco-Conscious: Avoids mass production and prefers sustainable options.

Curated Shopping Experience: Shops at pop-ups, concept stores, and select online platforms.

Looks for Storytelling: Engages with brands that showcase creative narratives.

PAIN POINTS

Hard to find unique, statement pieces from local designers

Many local brands lack proper curation or storytelling

Wants stylish but functional everyday wear
Prefers to shop on a student budget

ACCOUNT MANAGER

DEMOGRAPHIC

Youssra, 27 yrs, Female

LOCATION

Alexandria, Egypt

EDUCATION

Recent Management Graduate

INCOME BRACKET

Mid-level job (EGP 28,000/month)

PSYCHOGRAPHICS

Balances work and social life, loves exploring new brands

Interested in minimalist, high-quality, and timeless designs

Prefers a curated shopping experience over fast fashion

Values affordability but is willing to invest in quality

Wants to support young entrepreneurs and local businesses

BUYING PREFERENCES

Invests in Timeless Pieces: Looks for stylish yet versatile items

Prefers Premium Quality: Willing to spend more on durable and well-made products

Balanced Shopping Habits: Mixes trendy buys with investment pieces

Seeks Convenience: Enjoys well-curated online shopping experiences with smooth checkout and returns

Values Ethical Brands: Prefers brands with transparent sourcing and production

PAIN POINTS

Balancing Quality & Affordability: Struggles to find well-made, stylish pieces at reasonable prices.

Limited Access to Local Brands: Finds that many local brands are concentrated in Cairo, making it harder to shop from other cities.

Work & Social Life Balance: Needs versatile pieces that transition from work to casual outings.

Too Many Options, Not Enough Curation: Overwhelmed by the number of brands without clear differentiation in style or quality.

LOCALLY

LOGO



LOGO CONCEPT

The creative direction behind Locally is unapologetically bold, urban, and forward-moving, a system built on disruption, clarity, and control. Slanted typefaces signal momentum and progression, while sharp geometric cuts reinforce strength and precision. Pure, unblended colors are used powerfully and independently, reflecting the raw, expressive energy of Egypt's youth culture. Modular shapes like arrows, stars, and angled blocks form a toolkit of directional symbols that double as identity markers.



The Locally logo captures the brand’s bold and fashion-driven identity through a striking combination of symbolism and typography. The slanted “L” signals progress and momentum, a brand that moves at the speed of the street, reacts to culture in real time, and refuses to stand still. It reflects how Locally stays ahead of trends by driving them.





FULL LOGO CLEARANCE

The “O” in Locally’s logotype is used as the unit of measurement for logo clear space. Circular, stable, and centered, the “O” reflects both the modular nature of Locally’s design system and the brand’s clean, controlled boldness. It provides a clear and flexible rule that scales proportionally with the logo, reinforcing Locally’s identity with precision and confidence.





LOCALLY

WE LEAD, THEY FOLLOW.



WE LEAD, THEY FOLLOW.



WE LEAD, THEY FOLLOW.



WE LEAD, THEY FOLLOW.



The standalone Locally logotype is a stripped-down expression of the brand: bold, slanted, and confident without compromise. Designed with sharp geometry and a strong forward tilt, the logotype captures the essence of Locally's identity: always moving, always leading.





LOGOTYPE CLEARANCE

The “O” in Locally’s logotype is used as the unit of measurement for logo clear space. Circular, stable, and centered, the “O” reflects both the modular nature of Locally’s design system and the brand’s clean, controlled boldness. It provides a clear and flexible rule that scales proportionally with the logo, reinforcing Locally’s identity with precision and confidence.



LOCALLY

LOCALLY

LOCALLY

LOCALLY



LOGOMARK/ EMBLEM

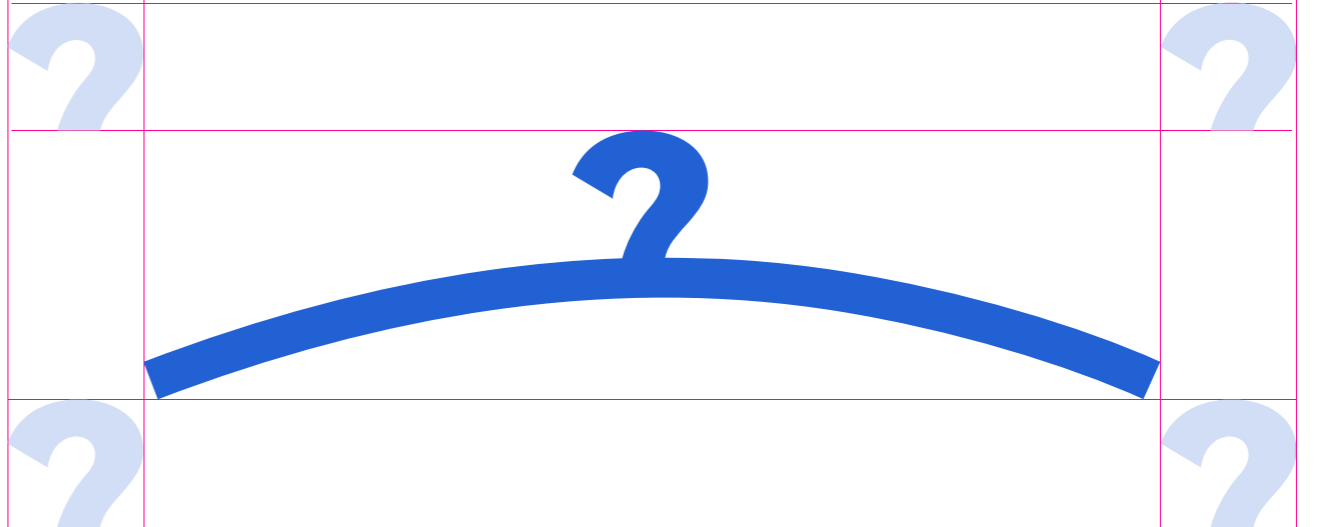
Locally's emblem is a reimagined hanger: sharp, minimal, and unmistakably iconic. More than a fashion reference, the hanger stands as a symbol of identity, readiness, and cultural pride. It becomes a graphic shorthand for the Locally movement: bold, familiar, and deeply rooted in local fashion culture.





LOGOMARK CLEARANCE

The hanger head is used as the unit of clear space around Locally's emblem because it is the most iconic and structurally distinct part of the mark. This proportional rule guarantees that the emblem stays clear, recognizable, and powerful across all sizes and contexts, whether printed on a tag or displayed digitally.







2

2



For digital use, Locally’s logos must remain clear and impactful across all screen sizes, from mobile devices to desktop banners. Refer to these sizes when designing a digital product for Locally.



Min. size 180px x 92.7px



Min. size 120px x 25.8px



Min. size 60px x 16px



**FULL LOGO
MINIMUM SIZE**

For print use, maintaining minimum logo sizes is essential to preserving Locally's bold identity and legibility across all scales. Refer to these sizes when designing a printed product for Locally.



A0 — Min. size 150mm x 77.7mm



A1 — Min. size 120mm x 61.8mm



A2 — Min. size 90mm x 46.3mm



A3 — Min. size 70mm x 36mm



A4 — Min. size 50mm x 25.7mm



A5 — Min. size 40mm x 20.6mm



A6 — Min. size 35mm x 18mm



A7 — Min. size 25mm x 14.4mm



LOGOTYPE MINIMUM SIZE

For print use, maintaining minimum logo sizes is essential to preserving Locally's bold identity and legibility across all scales. Refer to these sizes when designing a printed product for Locally.

LOCALLY



A0 — Min. size 100mm x 14.1mm

LOCALLY



A1 — Min. size 80mm x 11.3mm

LOCALLY



A2 — Min. size 60mm x 8.4mm

LOCALLY



A3 — Min. size 45mm x 6.3mm

LOCALLY



A4 — Min. size 30mm x 4.3mm

LOCALLY



A5 — Min. size 25mm x 3.4mm

LOCALLY



A6 — Min. size 20mm x 2.8mm

LOCALLY



A7 — Min. size 15mm x 2mm



LOGOMARK MINIMUM SIZE

For print use, maintaining minimum logo sizes is essential to preserving Locally's bold identity and legibility across all scales. Refer to these sizes when designing a printed product for Locally.



A0 — Min. size 60mm x 16mm



A1 — Min. size 50mm x 13.3mm



A2 — Min. size 40mm x 10.6mm



A3 — Min. size 30mm x 8mm



A4 — Min. size 20mm x 5.3mm



A5 — Min. size 18mm x 4.8mm



A6 — Min. size 15mm x 4mm

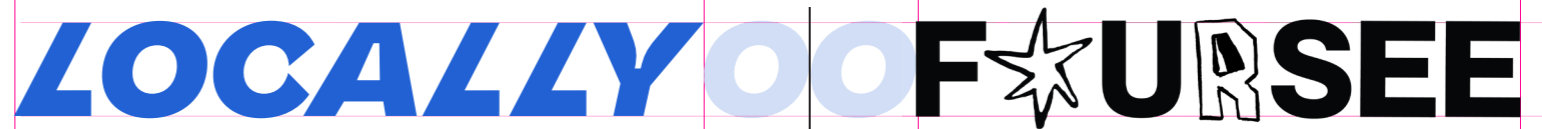


A7 — Min. size 12mm x 3.1mm



COBRANDING

When Locally’s logo appears alongside a partner or collaborator’s logo, it must do so with equal presence, clear separation, and visual balance. The Locally logo should never be altered, resized disproportionately, or combined within another brand’s mark. Both logos must maintain their respective minimum sizes and be aligned horizontally or vertically with equal visual weight.





2.6 COBRANDING

When Locally’s logo appears alongside a partner or collaborator’s logo, it must do so with equal presence, clear separation, and visual balance. The Locally logo should never be altered, resized disproportionately, or combined within another brand’s mark. Both logos must maintain their respective minimum sizes and be aligned horizontally or vertically with equal visual weight.

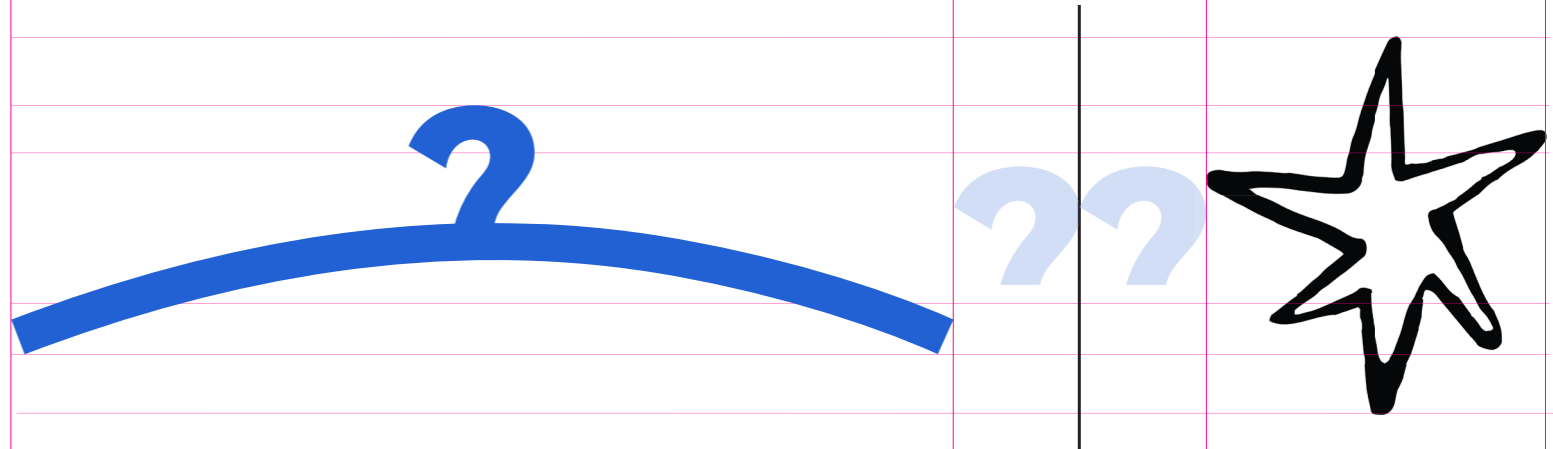
LOCALLY

| **F★URSEE**



COBRANDING

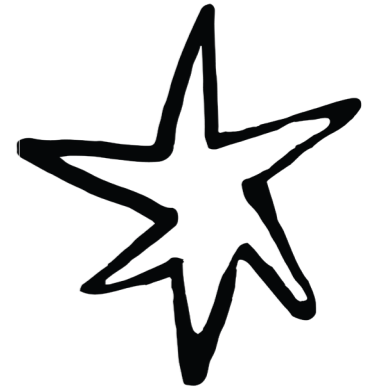
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COBRANDING

When Locally’s emblem appears alongside a partner or collaborator’s logo, it must do so with equal presence, clear separation, and visual balance. The Locally logo should never be altered, resized disproportionately, or combined within another brand’s mark. Both logos must maintain their respective minimum sizes and be aligned horizontally or vertically with equal visual weight.





LOGO GUIDELINES

The Locally logo has been carefully designed with proportion and thought and should never be altered in any way. These examples illustrate how NOT to use the logo, although they are only some examples and not all the cases.



DO NOT USE OTHER COLOR BACKGROUNDS



DO NOT DISTORT/STRETCH



DO NOT DISTORT/STRETCH



DO NOT ROTATE



DO NOT ADD DROPSHADOWS



DO NOT OUTLINE

LOCALLY

COLORS

3.1

COLOR RATIONALE

Locally's color system is a bold expression of Egypt's vibrant youth energy, rendered in unapologetically pure, high-impact tones. The palette blends electric primaries with earthy neutrals and soft pastels, creating a visual language that's both expressive and balanced. Vivid oranges, hot pinks, and acid yellows reflect the raw, disruptive spirit at the heart of the brand, while grounded browns, deep greens, and navy blues convey trust, strength, and cultural depth.

PRIMARY

COLORS



LOCALLY BLUE

PANTONE 293 C

#2060D3

RGB 32, 96, 211

CMYK 87, 67, 0, 0

PEARL GREY

PANTONE COOL GRAY 1 C

#F7F8F9

RGB 247, 248, 249

CMYK 2, 1, 1, 0

SECONDARY



COLORS



HEATWAVE ORANGE

PANTONE 165 C

#FF6B06
RGB 255, 107, 6
CMYK 0, 76, 100, 0



WARM SAND

PANTONE 7499 C

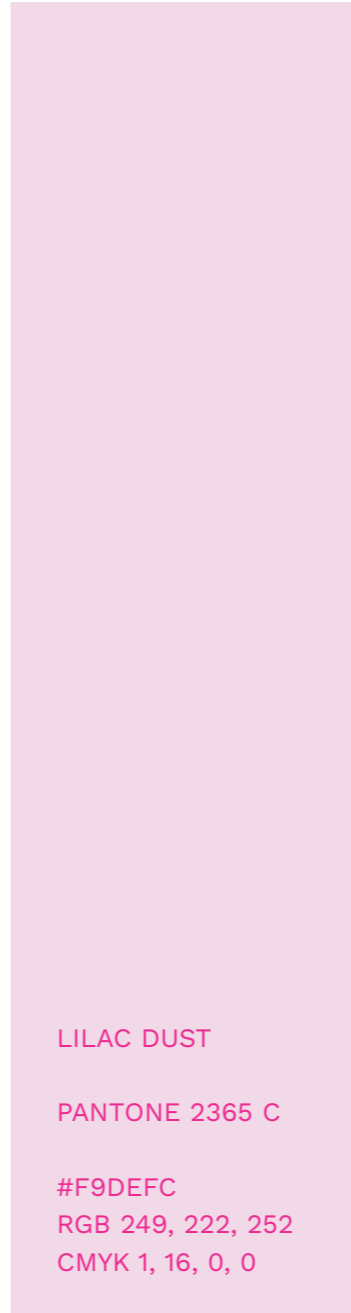
#FFefd9
RGB 255, 239, 217
CMYK 0, 7, 14, 0



PINK FIRE

PANTONE 806 C

#FF0092
RGB 255, 0, 146
CMYK 0, 98, 0, 0



LILAC DUST

PANTONE 2365 C

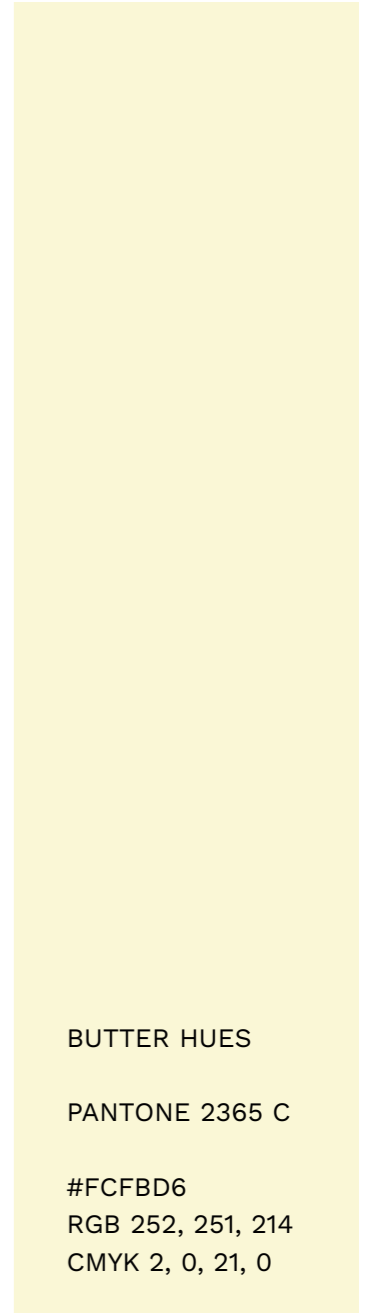
#F9DEFC
RGB 249, 222, 252
CMYK 1, 16, 0, 0



ACID FLASH

PANTONE 395 C

#D8DB16
RGB 216, 216, 22
CMYK 14, 2, 100, 0



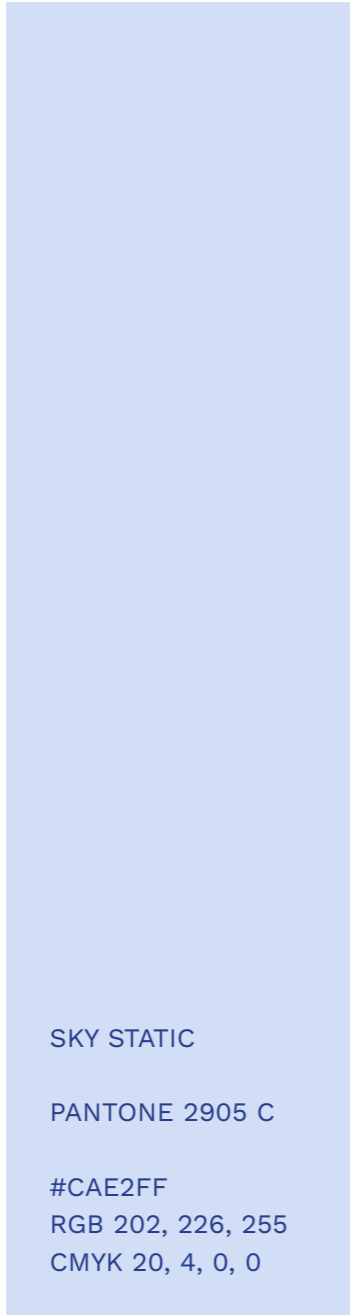
BUTTER HUES

PANTONE 2365 C

#FCFBD6
RGB 252, 251, 214
CMYK 2, 0, 21, 0



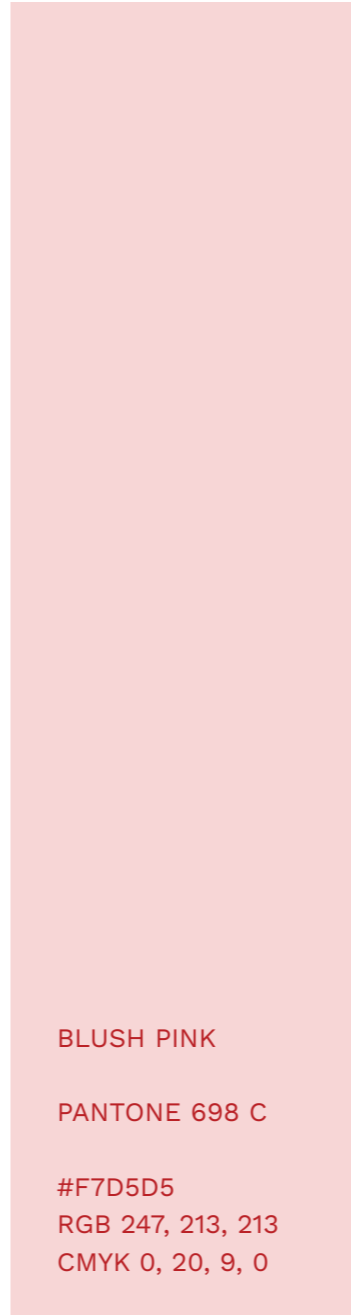
MIDNIGHT NAVY
PANTONE 281 C
#002E93
RGB 0, 46, 147
CMYK 100, 91, 9, 1



SKY STATIC
PANTONE 2905 C
#CAE2FF
RGB 202, 226, 255
CMYK 20, 4, 0, 0



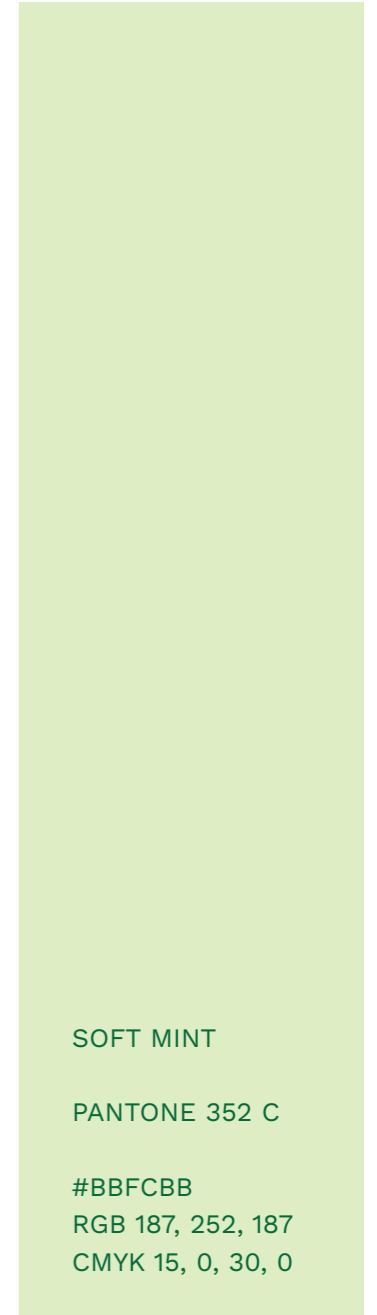
BRICK
PANTONE 186 C
#FF0092
RGB 188, 15, 15
CMYK 13, 100, 100, 4



BLUSH PINK
PANTONE 698 C
#F7D5D5
RGB 247, 213, 213
CMYK 0, 20, 9, 0



CONCRETE GREEN
PANTONE 349 C
#006837
RGB 0, 104, 55
CMYK 100, 31, 100, 23



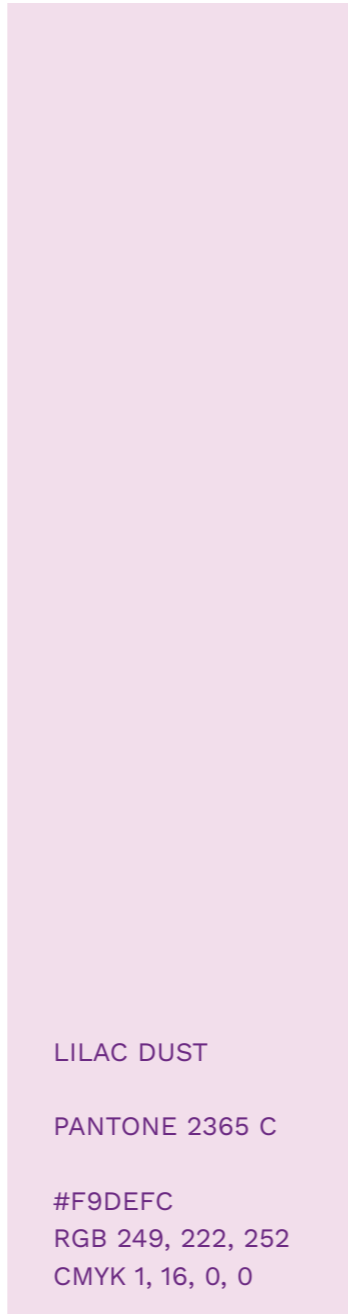
SOFT MINT
PANTONE 352 C
#BBFCBB
RGB 187, 252, 187
CMYK 15, 0, 30, 0



VOLT PURPLE

PANTONE 2592 C

#6D0387
RGB 109, 3, 135
CMYK 68, 100, 8, 1



LILAC DUST

PANTONE 2365 C

#F9DEFC
RGB 249, 222, 252
CMYK 1, 16, 0, 0



DUST BROWN

PANTONE 476 C

#5E422E
RGB 94, 66, 46
CMYK 43, 66, 79, 45



WARM SAND

PANTONE 7499 C

#FFefd9
RGB 255, 239, 217
CMYK 0, 7, 14, 0

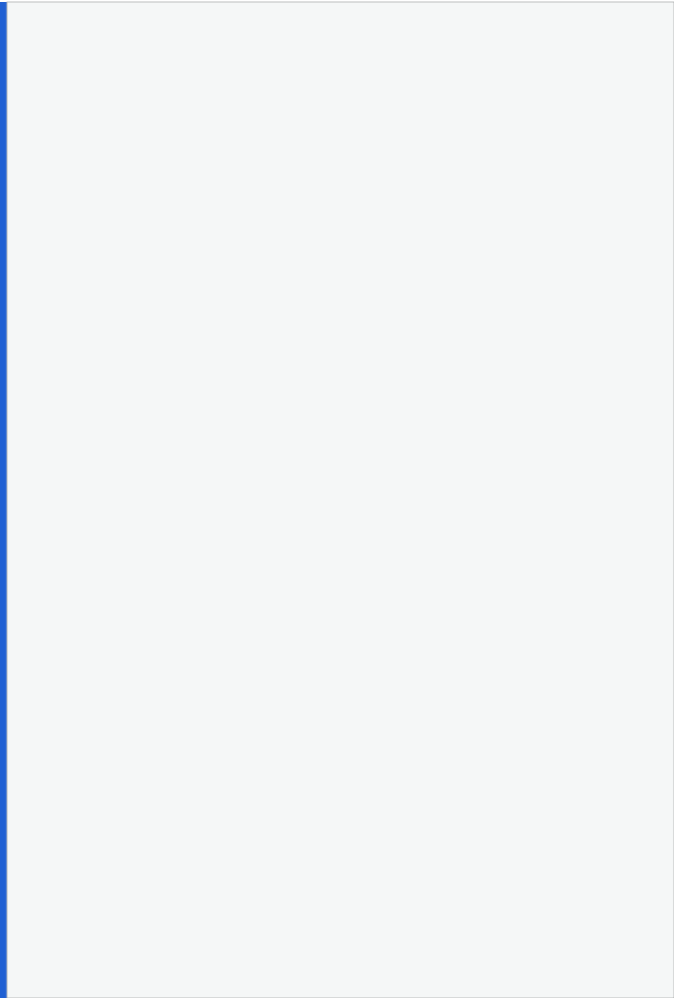


COLOR PAIRINGS

To maintain visual consistency and brand integrity, Locally’s identity must only be expressed using the colorways and combinations outlined in this section. Each color has been carefully selected to reflect our bold, unapologetic personality and should be used with intention and clarity.

BACKGROUND

COLOR



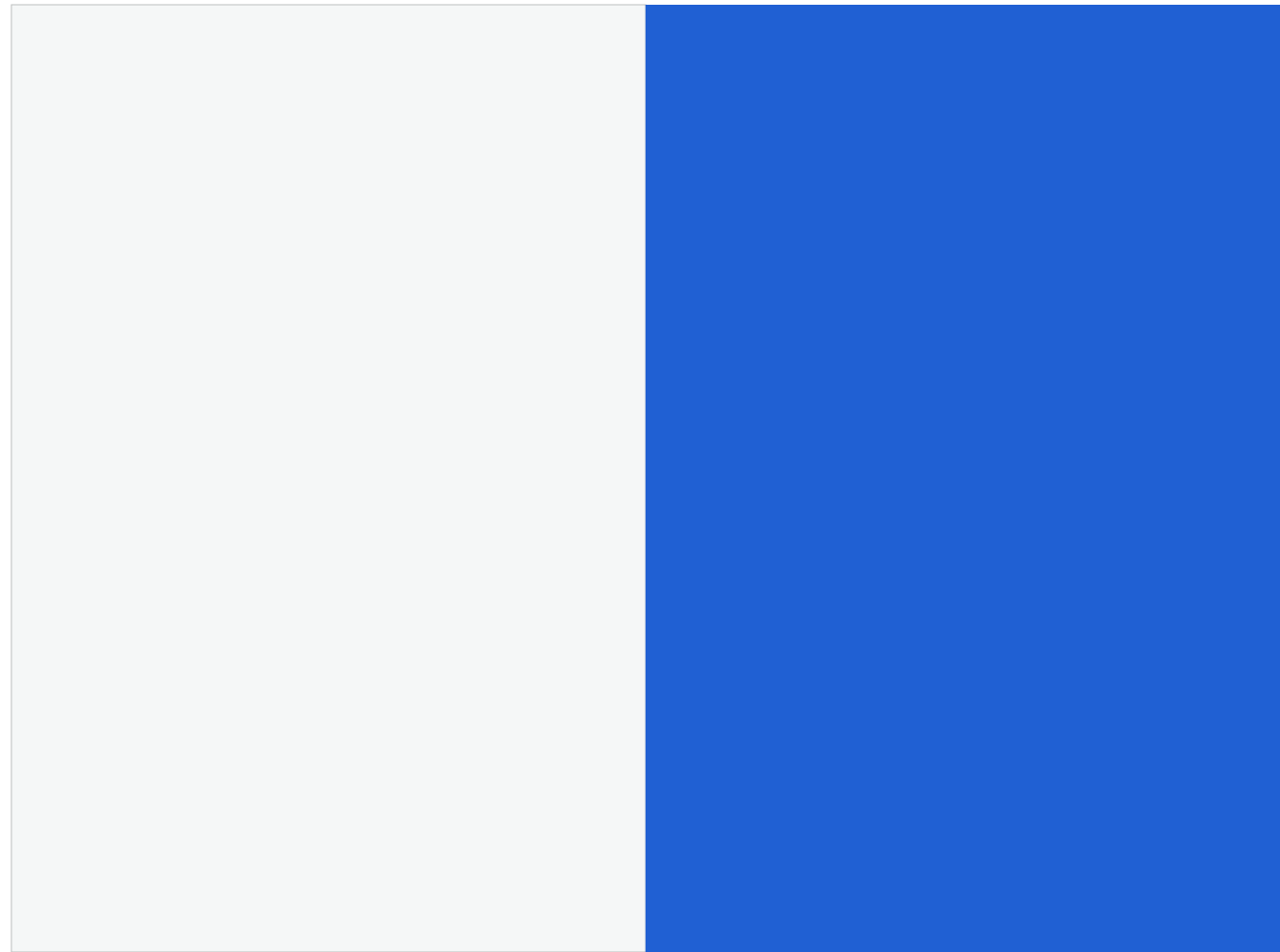
3.4

COLOR PAIRINGS

To maintain visual consistency and brand integrity, Locally's identity must only be expressed using the colorways and combinations outlined in this section. Each color has been carefully selected to reflect our bold, unapologetic personality and should be used with intention and clarity.

BACKGROUND

COLOR





COLOR GUIDELINES

To maintain the bold clarity of Locally's brand presence, use the specified colors in regards to the guidelines in the manual.



DO NOT USE
NON-BRAND COLORS



DO NOT ADD
GRADIENTS



DO NOT AN ACCENT
WITH AN UNSPECIFIED COLOR



DO NOT USE
OTHER LOGO COLORS



DO NOT USE
2 ACCENTS TOGETHER



DO NOT USE 2 MAIN
COLORS TOGETHER

LOCALLY

TYPOGRAPHY & GRID



4.1

**PRIMARY
TYPEFACE**

Usage: Headlines and Large highlighted text.

Rationale: PP Valve’s heavy weight, sharp angles, and slanted posture embody the brand’s unapologetic energy and constant forward motion. The italic stance feels urgent, directional, and confident, echoing Locally’s identity as a brand that sets trends.

PP VALVE - PLAIN SEMIBOLD ITALIC

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

0123456789

!@#\$%^&*()_+=“”{}



SECONDARY TYPEFACE

Usage: Body text and captions.

Rationale: For body text and smaller formats, Work Sans ensures clarity, readability, and consistency. It's minimal, legible, and quietly confident, providing the necessary calm in the visual.

WORK SANS - REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

!@#\$%^&*()_+=“”{}
}



ACCENT TYPEFACE

Usage: Subheadings, subtitles, highlighted text within body paragraphs.

Rationale: Work Sans Bold offers a structured yet approachable contrast to the expressiveness of PP Valve. With its geometric simplicity and contemporary proportions, it supports Locally's urban, clean, and community-driven tone while remaining accessible and modern.

WORK SANS - BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

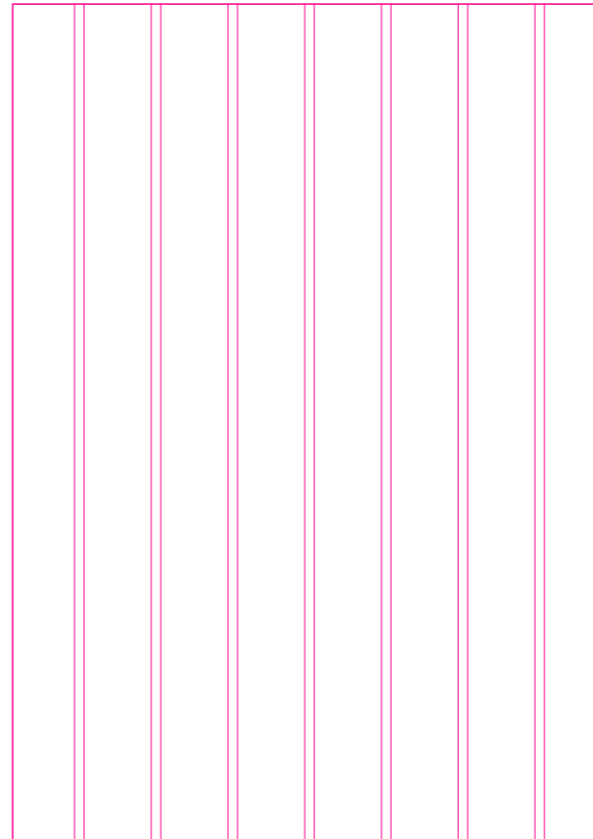
0123456789

!@#\$%^&*()_+=”{}

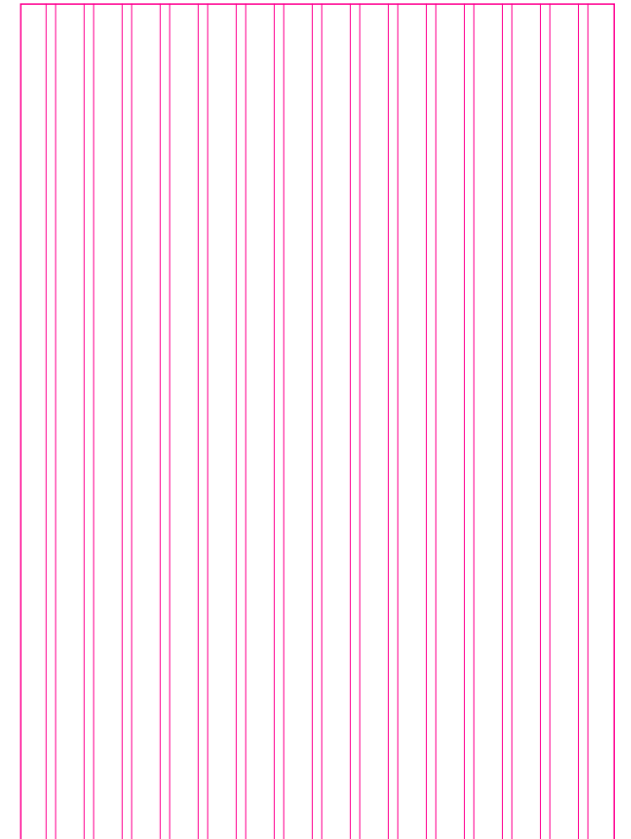
4.4 **LAYOUT & GRID**

For column grid systems, an 8 or 16 column grid system is used. More column grids can be created by using any numbers divisible by 4. Headlines can take up to 6/14 columns while body text takes 3/6 columns.

8 COLUMN GRID



16 COLUMN GRID

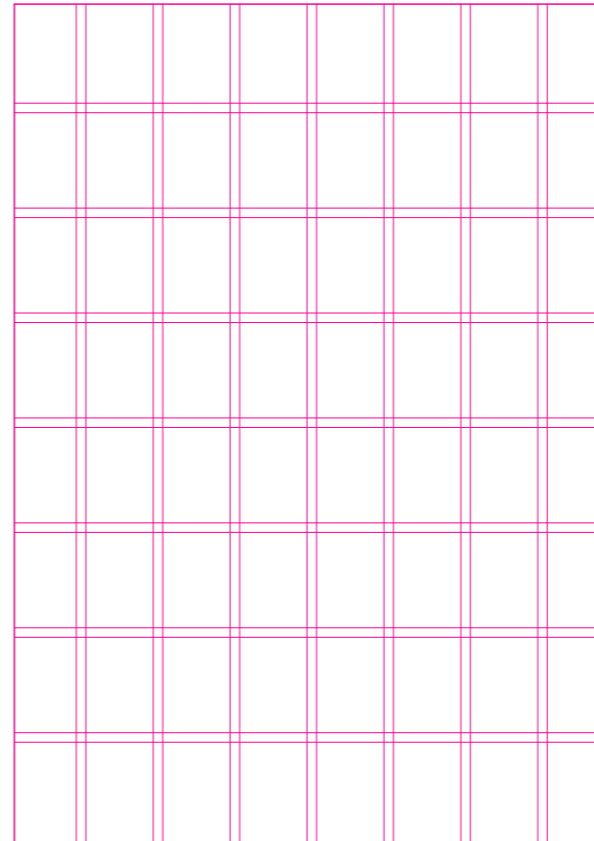


4.4

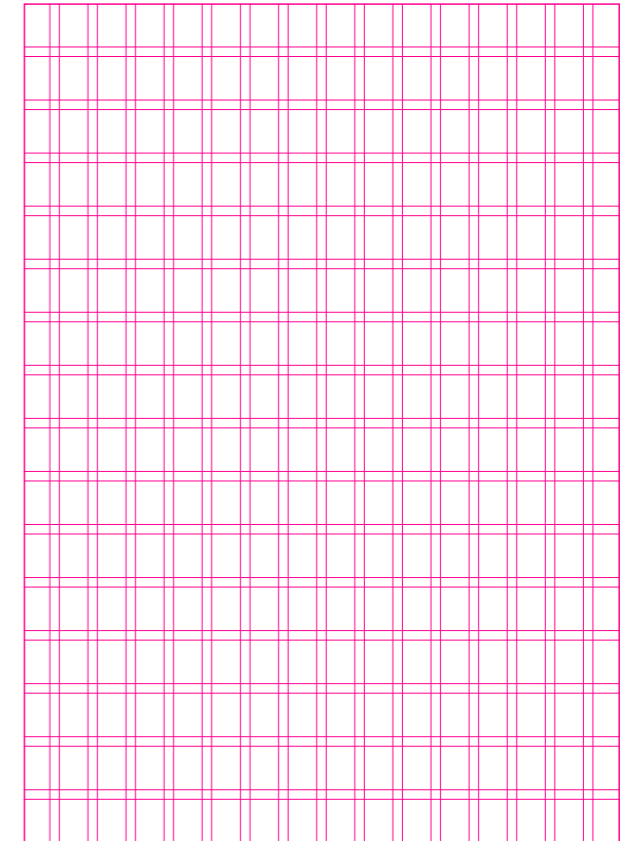
LAYOUT & GRID

For modular grid systems, an 8x8 or 16x16 modular grid system is advised. More modular grids can be created by using any numbers divisible by 4.

8X8 MODULAR GRID



16X16 MODULAR GRID



4.4

LAYOUT & GRID

For big headlines, PP Valve Extrabold Italic is used in all caps. Headline leading ratio is **1:1**.

1:1 ———
HEADLINE
1:1 ———

**LOCALLY
BRAND
MANUAL**



4.4
**LAYOUT
& GRID**

For Headlines and Subtext, PP Valve Extrabold Italic and Work Sans Semibold are used. The spacing between them is **1/3X**, and font ratio is **8:3**. The subtext leading ratio is **1:1**.

HEADLINE

1/3X

SUBTEXT

LOCALLY

X

**THE FIRST AND LARGEST
BOUTIQUE BRAND IN EGYPT**

4.4

LAYOUT & GRID

Work Sans Regular is used in body text with a spacing of **1/2X** between the body text and headline, and the font ratio is **4:1**. The body text leading ratio is **5:6**.

HEADLINE

1/2X

BODY

LOCALLY

x

LOCALLY redefines how Egyptian fashion is discovered and experienced by becoming the regional destination for local design.



4.5 TYPOGRAPHY GUIDELINES

Locally’s type system is designed to reflect movement, presence, and clarity. It is advised to use the specified typefaces in regards to the guidelines in the manual.



DO NOT USE BODY TEXT TYPEFACE IN A HEADLINE



DO NOT USE HEADLINE TYPEFACE IN SMALL CAPS



DO NOT CHANGE THE USAGE OF ANY TYPEFACE



DO NOT USE BOLD WEIGHT IN BULKY BODY TEXT



DO NOT USE 2 TYPEFACES TOGETHER



DO NOT USE 2 MAIN COLORS TOGETHER

LOCALLY

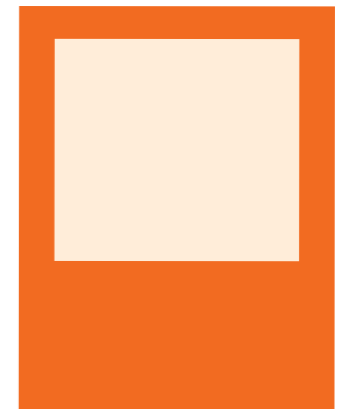
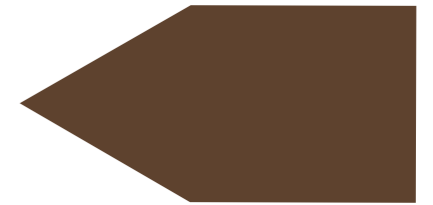
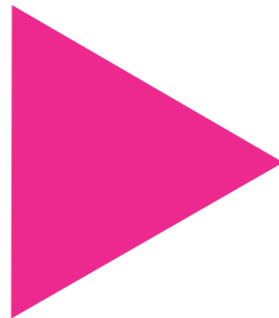
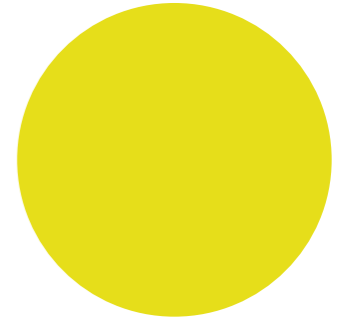
VISUAL LANGUAGE



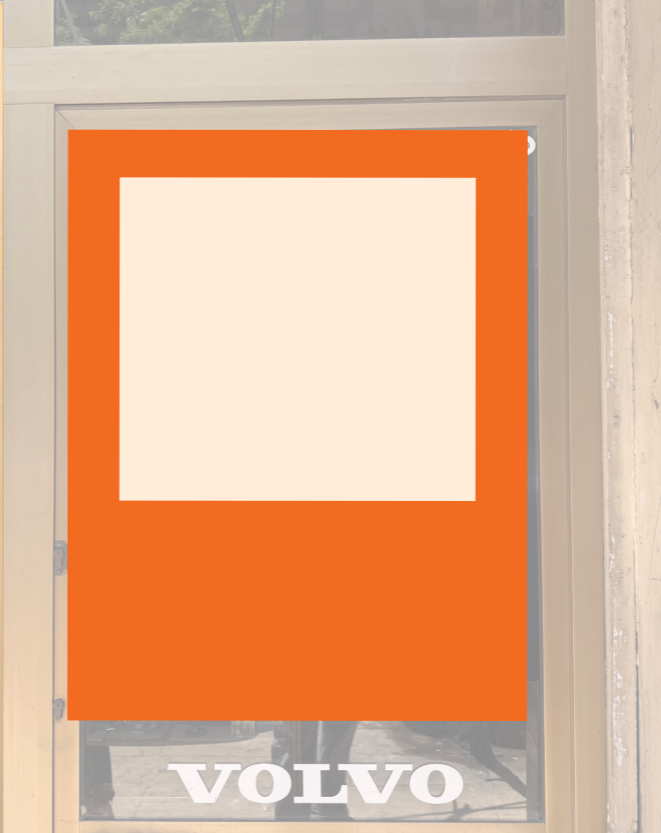
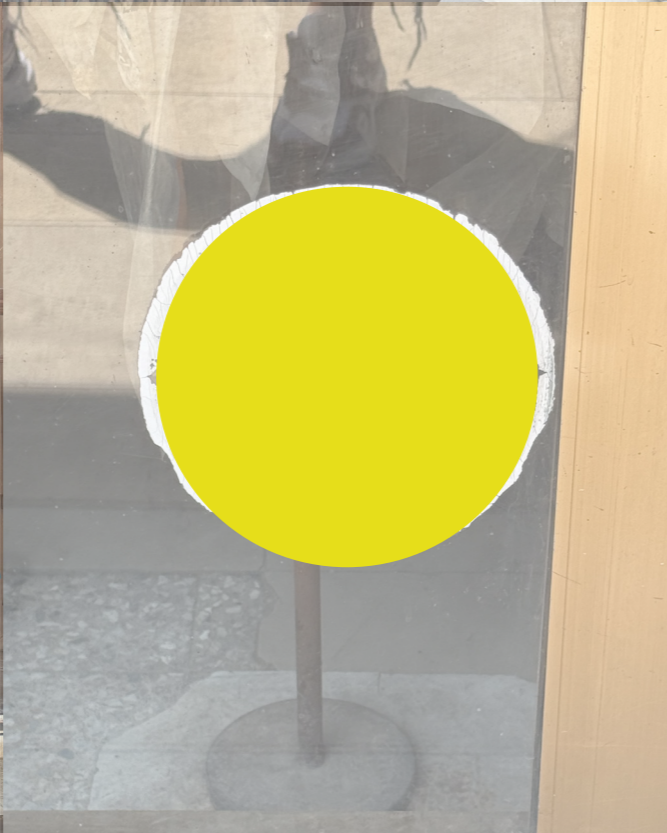
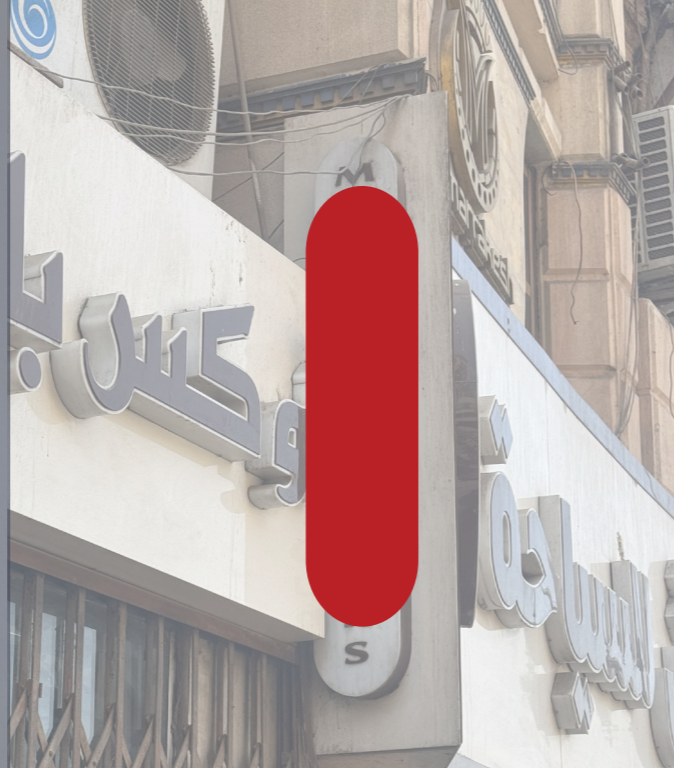
SHAPES & ICONS

Locally's icon system is born directly from the streets that shaped the brand. We drew inspiration from the first street in Cairo, photographing its angles, curves, tiles, and signage. These raw urban visuals became the foundation of our geometric language, a toolkit of arrows, blocks, stars, and directional forms.

The shapes echo the energy of the street: fast, ever-moving, and full of personality. They carry a sense of motion and modernity, while their playful structure gives them the feel of graphic toys, modular, expressive, and made to interact.







LOCALLY

5.2

VISUAL EFFECTS

Locally's imagery is not just visual, it's atmospheric. All brand-generated visuals should reflect the raw, bold texture of the street through a distinct duotone treatment in the brand's signature blue, paired with grain and noise overlays to inject edge and attitude. This treatment strips away unnecessary color distractions and builds a visual world that feels intentional.





VISUAL EFFECTS

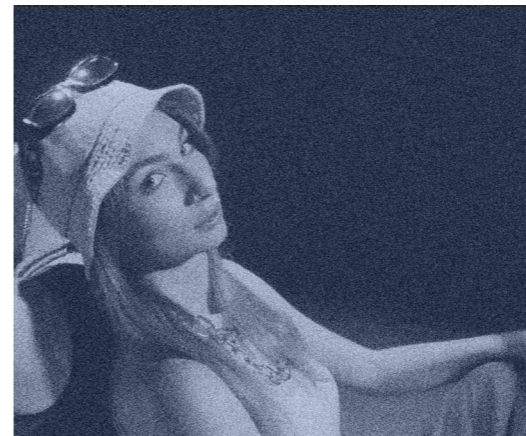
Photos should maintain strong contrast and clear subject focus, with shadows and midtones exaggerated to amplify shape and structure. Grain is used to add texture, not distortion, it evokes the imperfect, real-world energy that defines Locally's tone.



RAW IMAGE



BLACK & WHITE ADJUSTMENT
NOISE AMOUNT 8-12%
UNIFORM, MONOCHROMATIC



DUOTONE EFFECT USING
#0C1D33 & #B0C1D9

LOCALLY



BRAND APPLICATIONS

Locally's packaging is designed to be as bold and intentional as the clothes inside it. From tags to shopping bags, every material, shape, and print reinforces the brand's identity: clean, geometric, and unapologetically present.

PACKAGING





CLOTHING LABEL

MADE IN
OM EL DONIA

MADE IN
OM EL DONIA

ON MY
LOCAL(C)
SHIT

WE ////////// LEAD
THEY FOLLOW


LOCALLY

WE LEAD, THEY FOLLOW.

MADE IN
OM EL DONIA

MADE IN
OM EL DONIA

ON MY
LOCAL(C)
SHIT

WRAPPING PAPER







PR BOX - WINTER EDITION







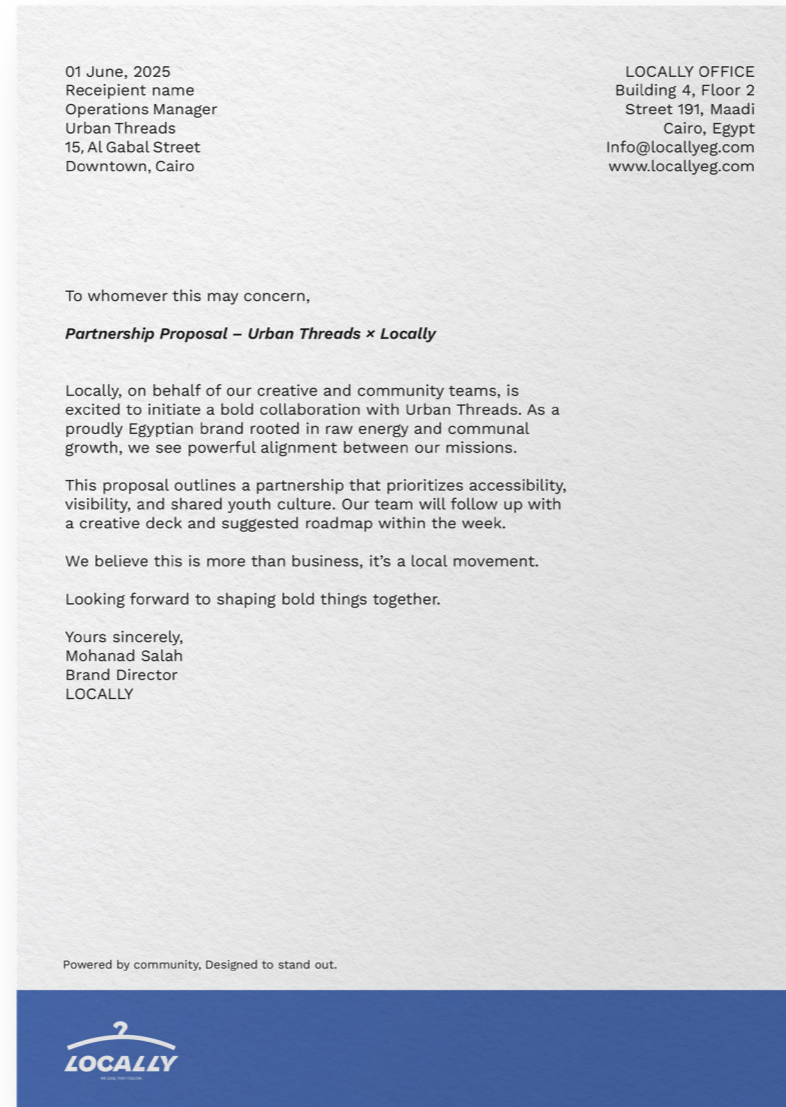
SHOPPING BAG

Whether it's a business card or a shopping basket, Locally's printed brand applications carries a message: We don't follow. We lead. From the people, to the people. This is fashion shaped by the streets, wrapped in identity, and delivered boldly.

PRINTED ***APPLICATIONS***



BUSINESS CARD

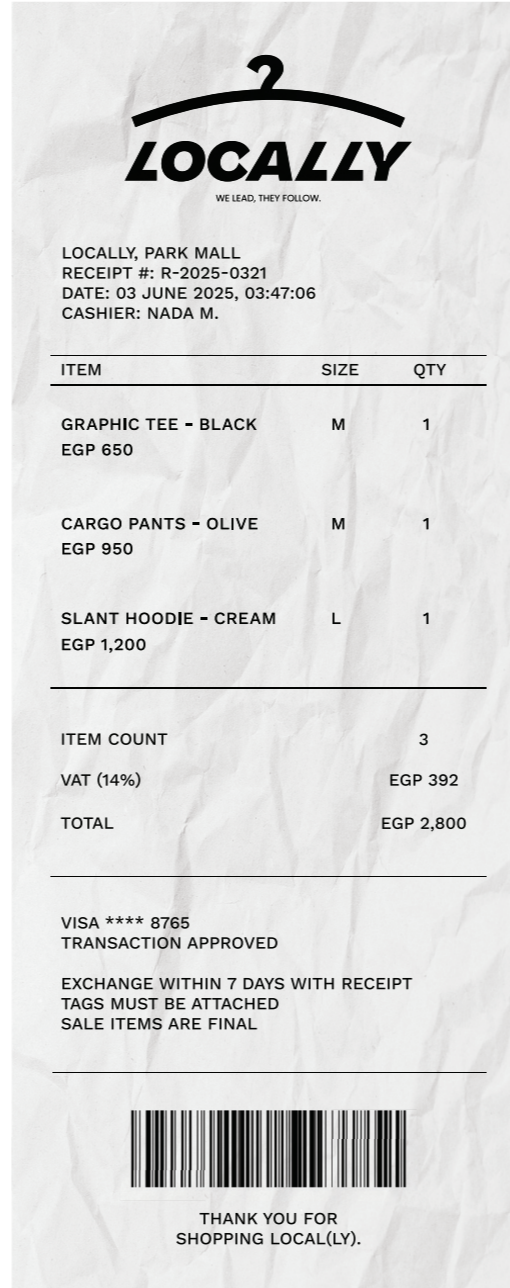




SMALL ENVELOPE



LARGE ENVELOPE



INVOICE

Billed to:
 LOCALLY
 Building 4, Floor 2
 Street 191, Maadi
 Cairo, Egypt

Invoice number 104738
 11 June 2025

Item	Quantity	Unit Price	Total
250gr Paper Clothing Tags District 5 Branch	1000	2.5 EGP	25,000 EGP
NOT TOYS Store Placement District 5 Branch	3	10,000 EGP	30,000 EGP
Packaging bags Park Mall Branch	20000	2 EGP	40,000 EGP
Subtotal			95,000 EGP
Tax (14%)			13,300 EGP
Total Due			95,000 EGP

Payment Details:
 National Bank of Giza
 Mohanad Saleh Ahmed Sallam
 EG231938041093













NAME TAGS



PRINTED APPLICATIONS



ALL PRINTED APPLICATIONS - OPTION 1

PRINTED APPLICATIONS



ALL PRINTED APPLICATIONS - OPTION 2

Built from a bold visual system of sharp angles, layered shapes, and unapologetic clarity, every design is created to echo the voice of Egypt's next generation. Graphics and type move with momentum, slanted to reflect forward energy, while color is never blended, only positioned with strength and purpose.

DIGITAL ***APPLICATIONS***

APP ICON

For the application icon, the emblem is to be used alone without subtext in a curved square icon format.

IOS size: 1024px x 1024px

Android Size: 192px x 192px









LOCALLY

SOCIAL MEDIA GUIDELINES



LOGO USAGE

For social media, the emblem is to be used alone without subtext in a circular icon format.

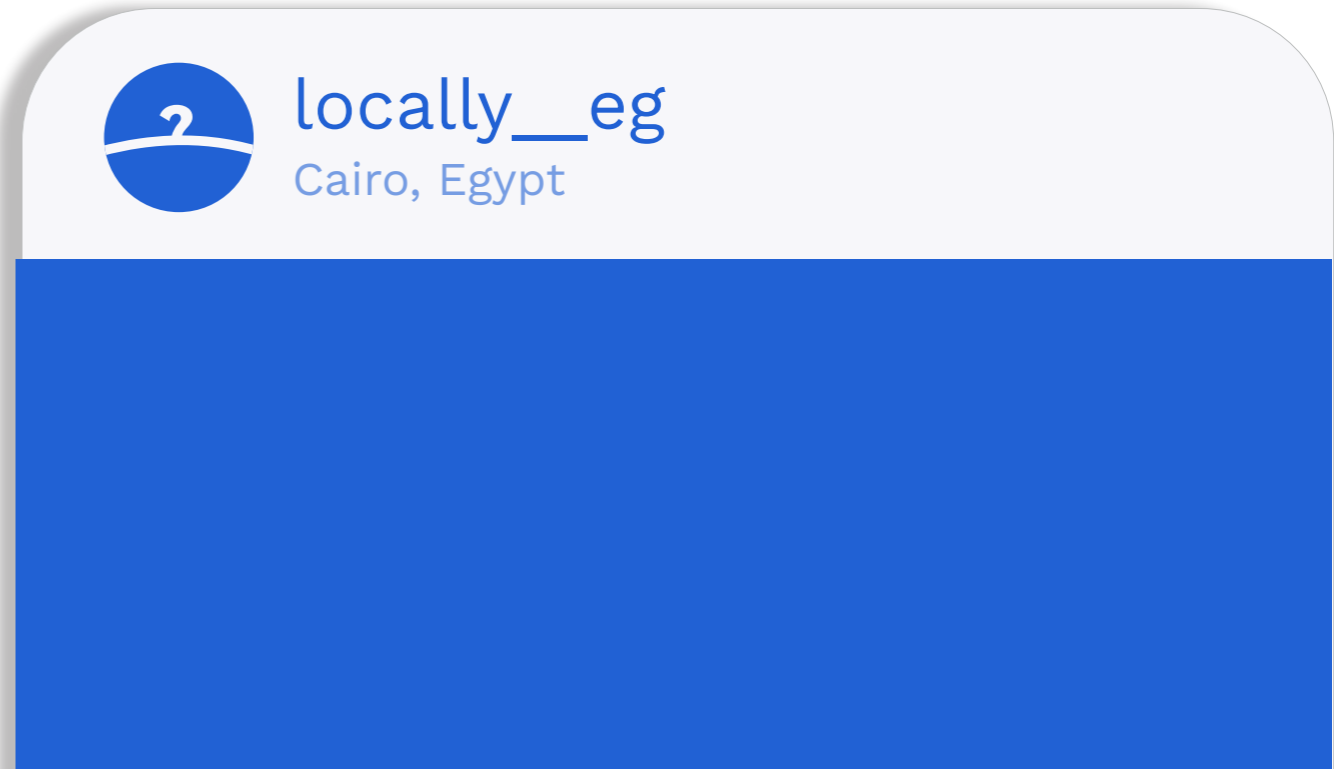
Instagram Profile Picture: 320px x 320px

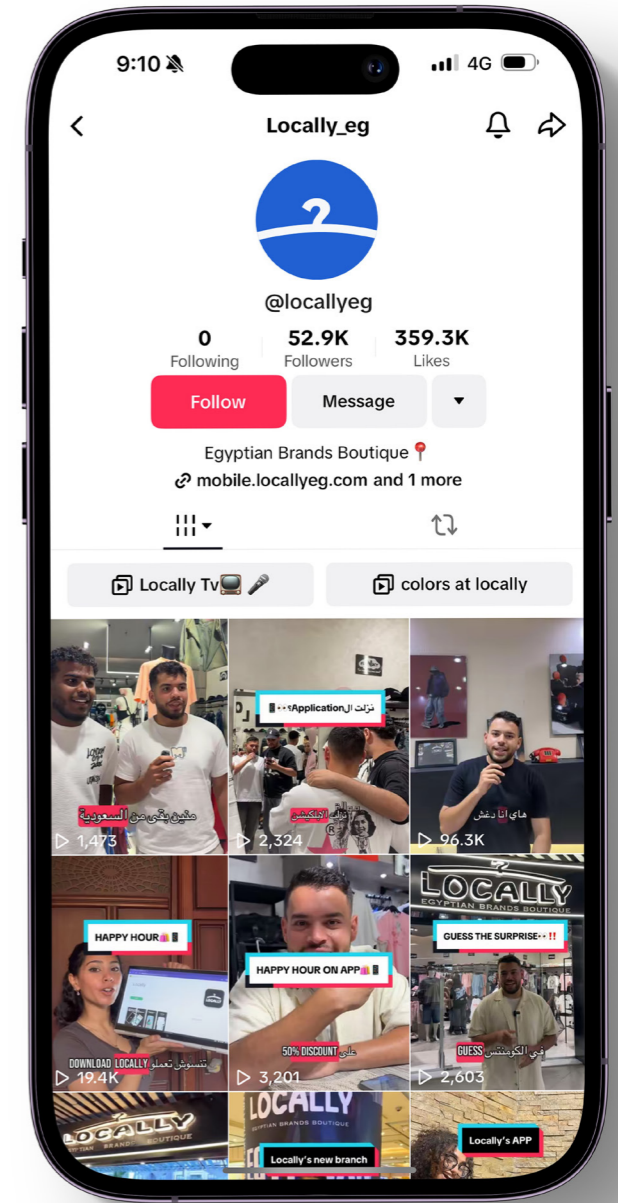
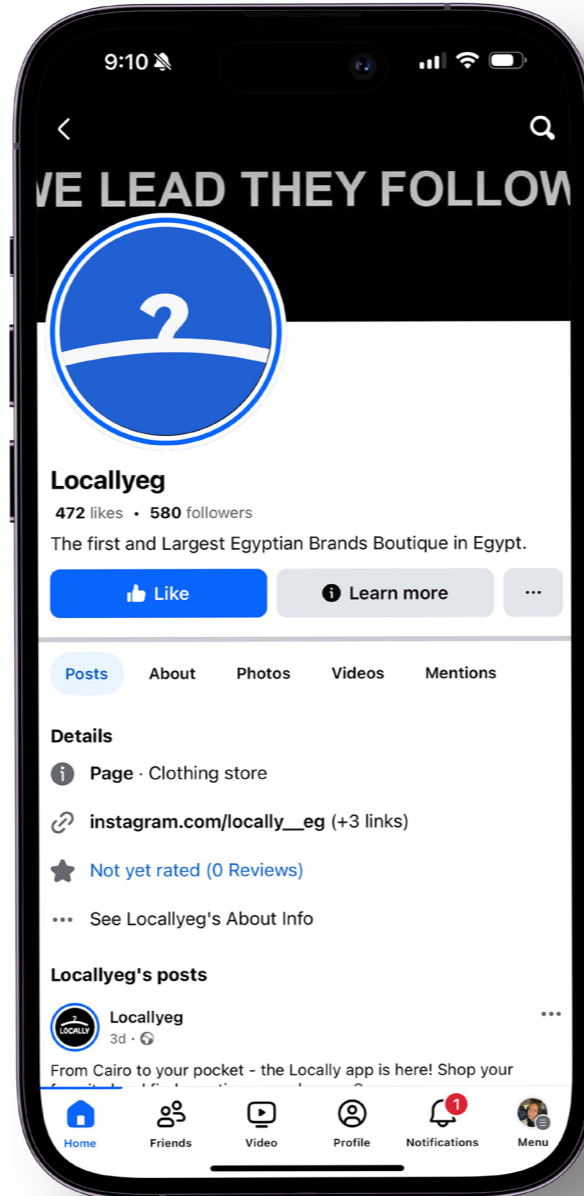
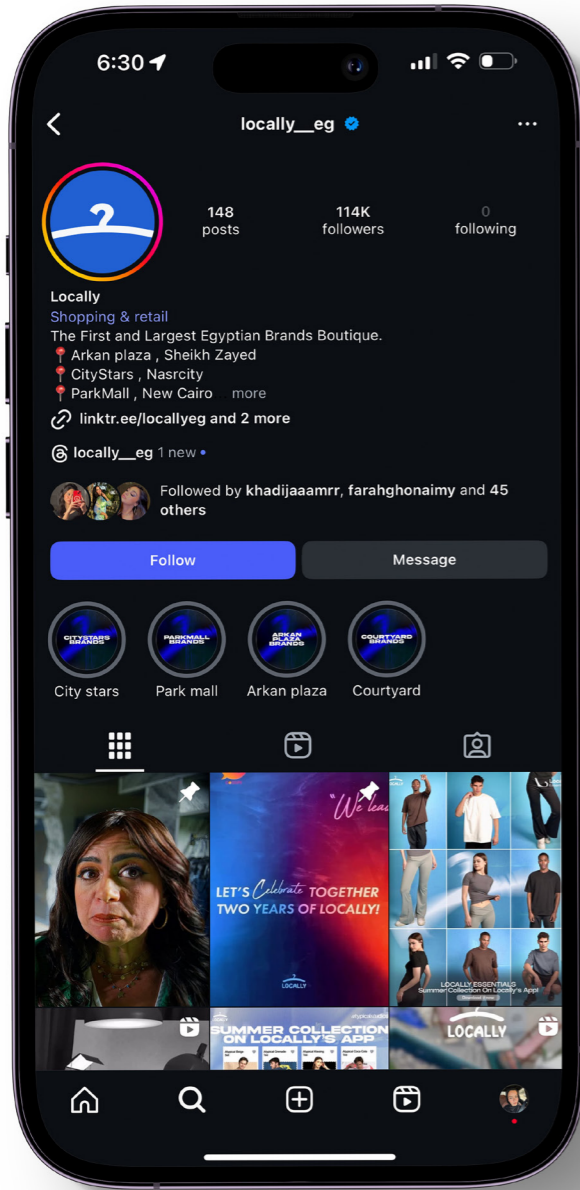
Facebook Profile Picture: 196px x 196px

Tiktok Profile Picture: 200px x 200px



locally__eg
Cairo, Egypt





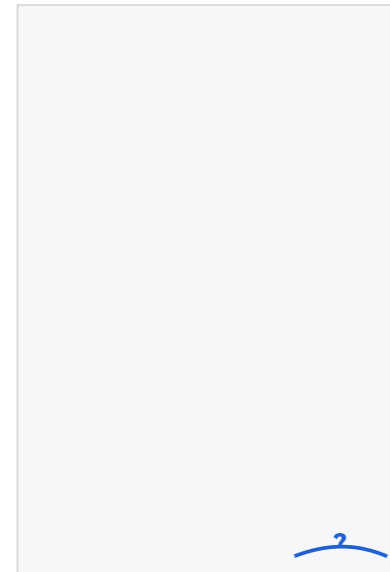


LOGO USAGE FOR SOCIAL MEDIA

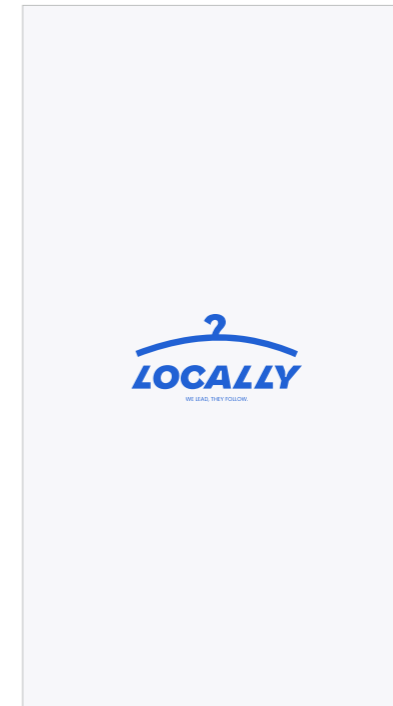
Logotype is used in reels, centered
 Min. size for reels, 220px x 113.3px

Logomark is used in stories, bottom right
 Min. size for stories, 100px x 26.6px

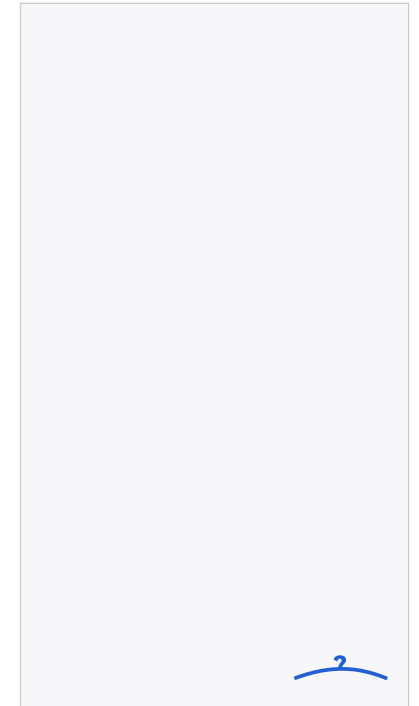
Logomark is used in posts, bottom right
 Min. size for posts, 120px x 32px



POSTS



REELS



STORIES

7.2

COLOR USAGE FOR SOCIAL MEDIA

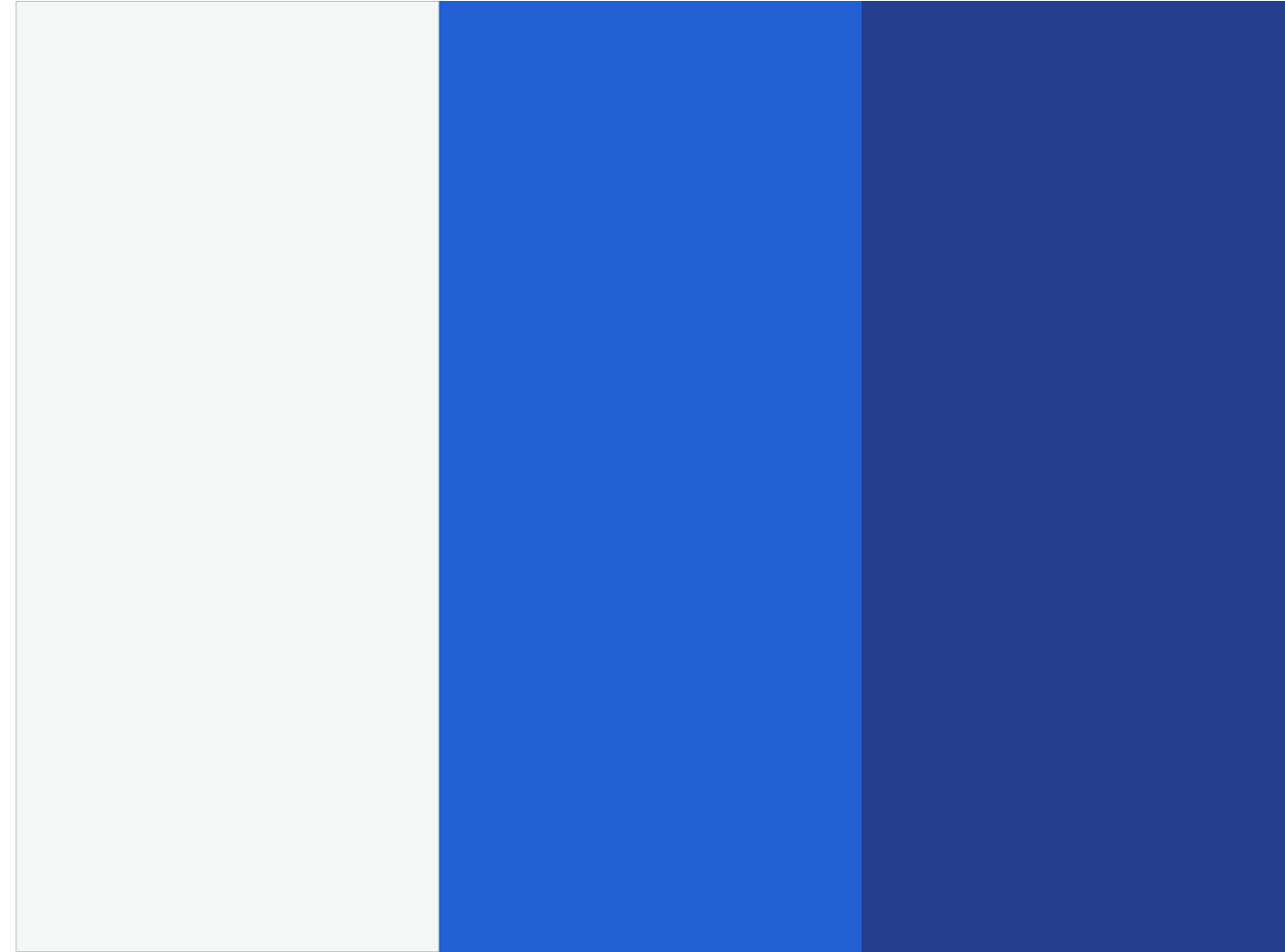
On social media, Locally's visual tone should remain sharp, bold, and minimal. Together, this trio allows Locally's content to remain clean, intentional, and visually disciplined, while reinforcing the brand's bold identity without overpowering the message.

DO NOT use the primary color as a background or use other colors from the secondary color palette for social media.

BACKGROUND

PRIMARY COLOR

TEXT COLOR





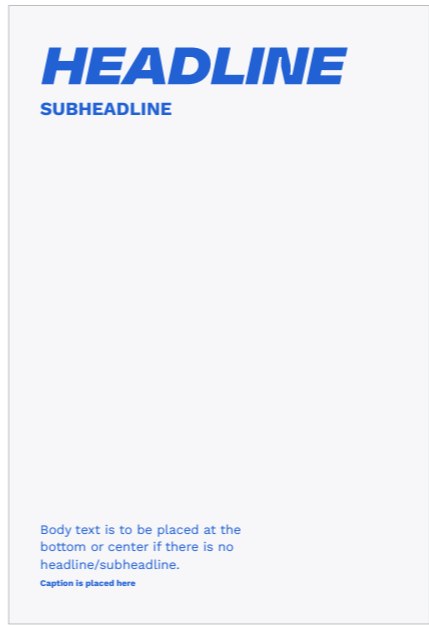
TYPOGRAPHY USAGE FOR SOCIAL MEDIA

Instagram Posts (1080x1350 px)

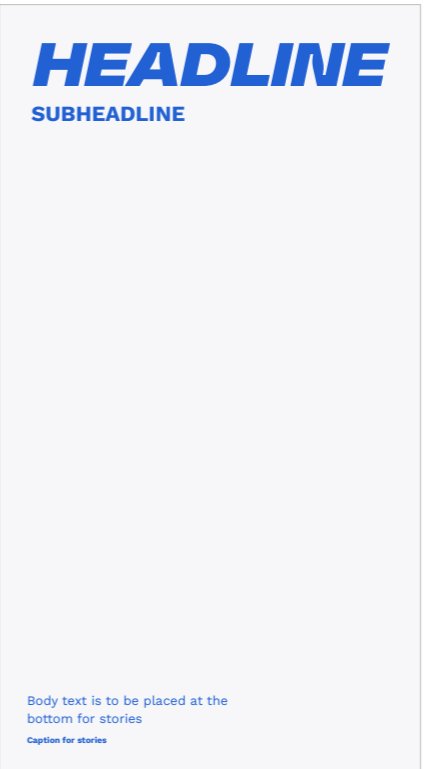
Headline (PP Valve): 80–120 pt
Subhead (Work Sans Bold): 40–60 pt
Body/Details (Work Sans Regular): 28–36 pt
Captions (if included in design): 24 pt minimum

Stories / Reels (1080x1920 px)

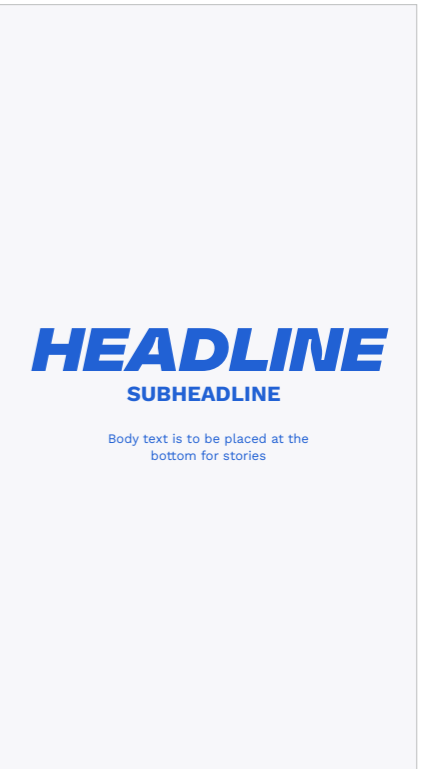
Headline (PP Valve): 90–150 pt
Supporting Text (Work Sans Regular) 50–70 pt
Small Info (Work Sans Regular): 32–40 pt



POSTS



STORIES



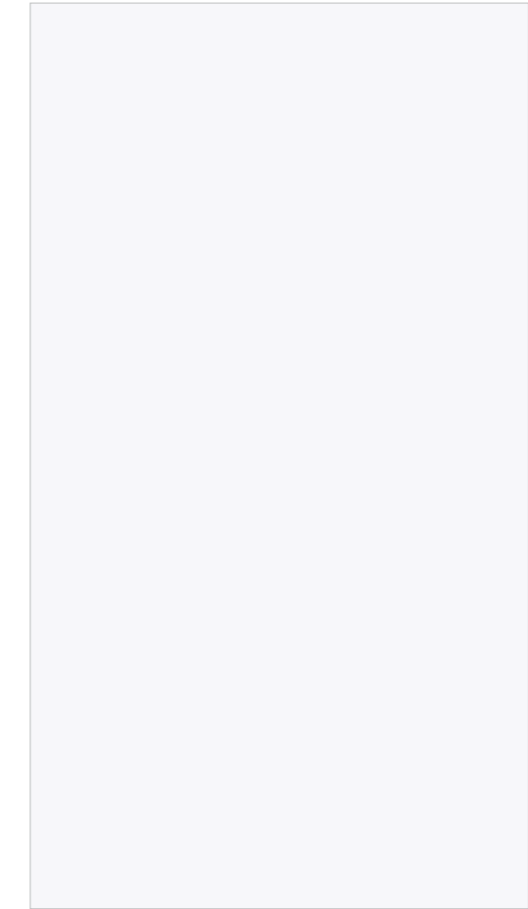
REELS



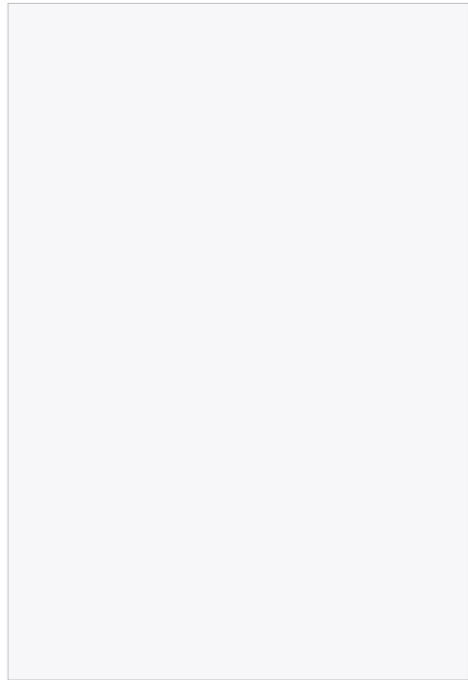
ASPECT RATIO & SIZING

For Instagram posts, stories, and reels, it is advised to upload content in the standard Instagram sizes for best quality and results.

DO NOT upload reels or stories in the post size while leaving a black border in the top and bottom.



REELS & STORIES
ASPECT RATIO 16:9
1950px x 1080px



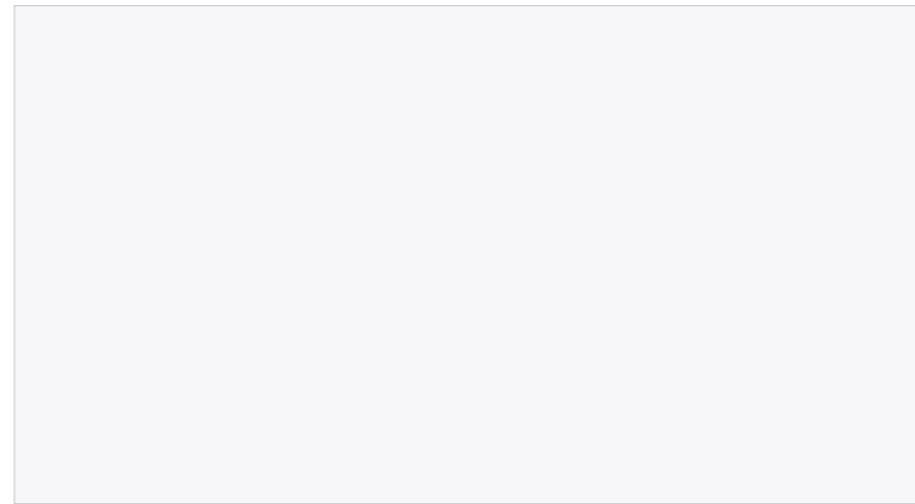
POSTS
ASPECT RATIO 4:5
1350px x 1080px



7.4

ASPECT RATIO & SIZING

For Facebook banners, it is advised to add a banner in the standard facebook size for best quality and results.



FACEBOOK BANNER

640px x 360px



HASHTAGS & TEXT

Use branded hashtags and captions to push content further and achieve best results. It is advised to use **3-5** relevant hashtags per post and repeat as many times as needed.

#LOCALLYED

#BOLDINLOCALLY

#WELEADTHEYFOLLOW

#SUPPORTLOCAL

#MADEINOMELDONYA

#LOCALLYMOVEMENT

#GETLOCAL

#KEEPITLOCALLY

LOCALLY

ART DIRECTION & IMAGERY

8.1

ART DIRECTION OVERVIEW

At LOCALLY, visual direction is a key expression of our brand identity. Each image must reflect local relevance, youth-driven energy, market leadership, and consistent visual language. The following guidelines apply across all image based content, from digital to print and in-store applications.

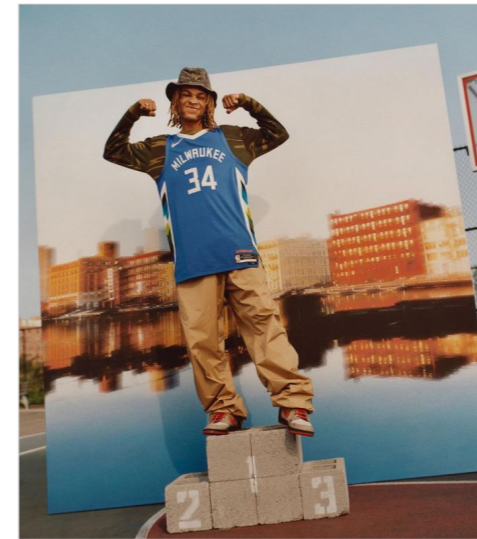


ART DIRECTION: SETS/LOCATION

Local Essence Through the Sets and Location

Imagery should be captured in street-based urban environments that reflect the everyday character of Egyptian cities. Prioritize real locations such as roads, storefronts, public signage, rooftops, and textured architectural surfaces. Avoid overly polished, staged, or sterile settings. Natural imperfections, layered compositions, and ambient detail are essential to preserving authenticity.

When shooting in studio environments, the space should still reflect an urban and raw aesthetic. Use industrial textures, minimal set dressing, muted backdrops, and elements like concrete, exposed surfaces, or natural shadows to maintain a grounded and local feel. The city is not just a location but a core part of the **LOCALLY** visual narrative.





ART DIRECTION: MOVEMENT

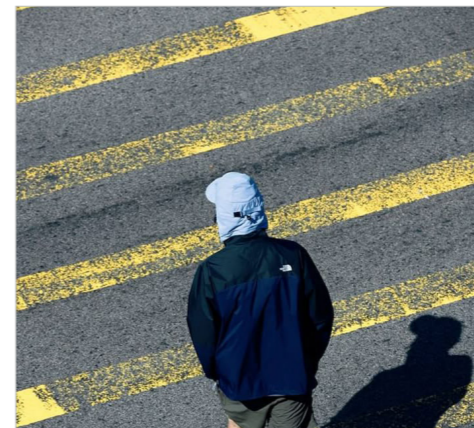
First in the Market through Movement and Shots

LOCALLY visuals must feel active and in motion. Movement, posing, and framing should reflect a brand that is constantly evolving and grounded in real life.

Movement: Capture natural motion: walking, turning, adjusting clothes, or interacting with surroundings. Use wind, shifting fabric, and blurred movement to add energy.

Posing: Avoid stiff or overly editorial poses. Direct models to move, rest, or engage with their environment. Focus on candid gestures and real body language.

Framing: Use varied angles: low, off-center, cropped, or layered. Avoid flat or overly corporate angles. Framing should suggest spontaneity while focusing on the product.





ART DIRECTION: STYLING

Local Brand Integration Through Styling

Styling plays a central role in how LOCALLY showcases its curated mix of local brands. Outfits should highlight current pieces in a way that feels practical, expressive, and aligned with how our audience actually dresses. Each look must represent the character of the brand it features while staying consistent with LOCALLY’s overall visual language.

Prioritize balanced styling that combines creativity with wearability. Use layering, texture, and contrast to reflect how fashion is worn in real urban settings. Accessories and footwear should complete the look without overpowering it. Avoid editorial styling that feels disconnected from daily life or too niche for the broader customer base. The goal is to present local brands in an aspirational but relatable way, allowing the products to lead with clarity and context.





ART DIRECTION: CASTING

Diversity Through Casting

Casting must reflect a diverse yet locally grounded audience. Select real individuals who represent a cross-section of contemporary Egyptian identity. Prioritize expressive personalities, natural presence, and a range of skin tones, body types, and styles. The goal is not perfection, but relatability and character. Age diversity within the demographic is important - from teens to early thirties - with a focus on people who carry a sense of individuality and confidence.

Avoid overly polished or commercial-looking talent. Models should feel like part of the city, not separate from it.





ART DIRECTION: COLOR & LIGHT

Branding Essence Through Color and Light

Color and lighting are central to how Locally's brand identity comes to life visually. Visuals should consistently reflect warmth, realism, and urban energy, whether shot outdoors or in studio.

Outdoor Lighting: Use natural daylight, ideally during early morning or late afternoon when shadows are soft and tones are warm. Avoid overexposure, harsh midday sun, or extreme filters. Let natural contrasts and textures remain visible. The goal is to create a balanced and true-to-life atmosphere.

Studio Lighting: When shooting indoors, maintain a raw and urban mood. Use softboxes, directional lights, or natural window light to mimic depth and environmental shadows. Avoid flat, even lighting that removes dimension. Keep the studio setup minimal and industrial.

Color Application and Editing: Brand colors should be integrated through wardrobe, props, lighting direction, and post-production grading. Tones must remain soft-saturated, warm, and contemporary. Avoid extreme contrast, artificial hues, or heavy digital retouching. Color correction should enhance the mood, not stylize it beyond recognition.





FULL BRANDING & VISUAL IDENTITY
BY FOURSEE
WWW.FOURSEEDSIGN.COM