

KIMIYA

Identity, social and packaging for a formulation supply brand. Old knowledge, made clear for today’s makers.



THE BRIEF

A supplier makers can trust

KIMIYA sells fragrance oils, essential and carrier oils, and candle wax to independent makers moving from first batch to real production.

They follow for straight answers and buy from whoever is consistent. The brand had to feel like a serious lab that is still open to small makers.

01	02	03
Identity Wordmark, emblem, palette, type and a graphic language of fine lines and annotations.	Social Content pillars, a post system and a sample grid that reads like a lab notebook.	Packaging A label that works like a lab record, carried across bottles, wax, kits and shipping.
ROLE	Creative direction, brand identity, art direction, packaging design	
DELIVERABLES	Logo suite, brand guidelines, content pillars and post templates, packaging system	

الكيمياء

THE IDEA

Old knowledge,
made clear for today's makers.

Al-kimiya is the Arabic word that became alchemy, and then chemistry. It was the original lab science: measure, heat, distill and write it all down. KIMIYA carries the name and that habit of keeping records into a modern supply brand.

CHAPTER 01

Identity

A wordmark built for labels, an emblem for small spaces, and a quiet palette that lets the materials do the talking.

KIMIYA

LOGO SUITE

Wordmark and emblem

A heavy, slightly rounded wordmark with the warmth of hand-cut type. It sits as comfortably on a dropper label as on a shipping box.

The K emblem carries the brand where the full name won't fit: caps, seals, favicons and avatars.



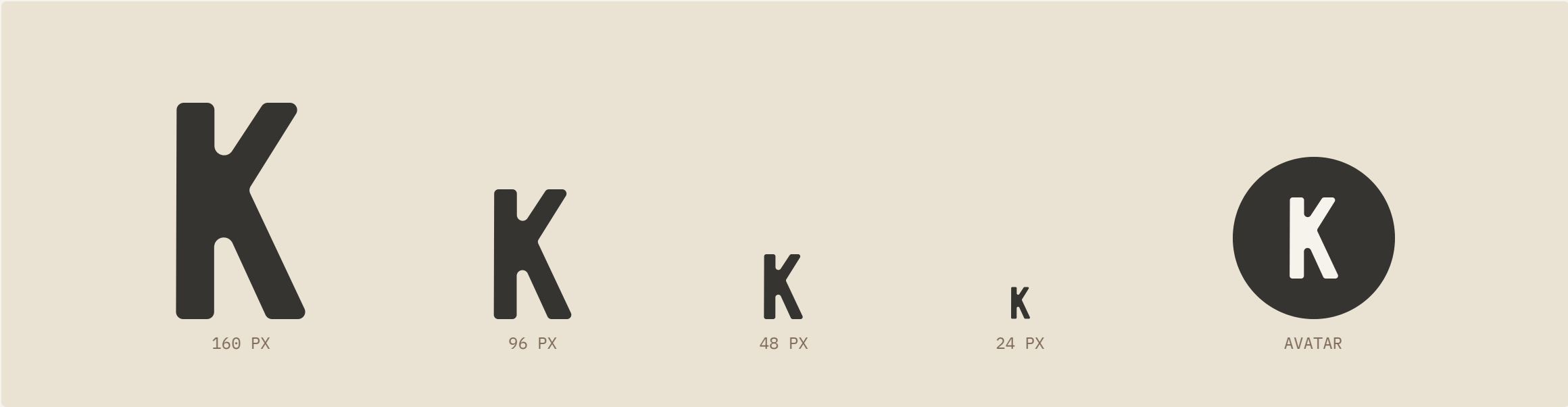
PRIMARY
Ink on Near white



REVERSED
Near white on Ink



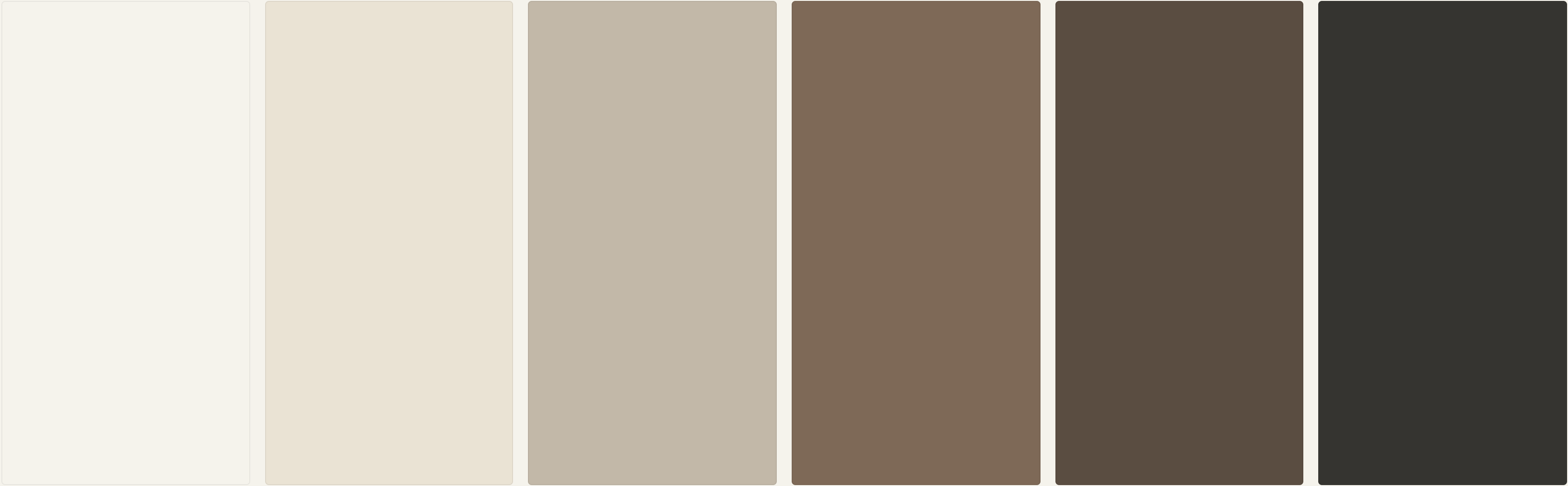
ACCENT
Parchment on Tincture



COLOR

Warm, quiet, precise

Six tones taken from the materials themselves: paper, resin, wax and ink. Nothing bright, so amber glass and real product photography always lead.



Near white
#F5F3EC
Backgrounds

Parchment
#EAE3D4
Panels, labels

Vellum
#C2B8A8
Lines, borders

Tincture
#7E6957
Accents, buttons

Sepia
#5A4D41
Headings

Ink
#353430
Logo, text, line art

TYPOGRAPHY

Three voices

Manrope does almost all the work, set big and quiet. Amiri carries the Arabic heritage. Plex Mono is the lab voice for anything that changes per batch.

MANROPE · PRIMARY

Formulation, made
clear.

AMIRI · ARABIC

الكيمياء · الأنيق

PLEX MONO · RECORD

BATCH B-12 · FR-014

GRAPHIC LANGUAGE

Lines from the lab notebook

Fine line drawings of vessels and methods, and an annotation kit of rings, leaders, dimensions and brackets. Together they make photography, diagrams and packaging read as pages from the same notebook.

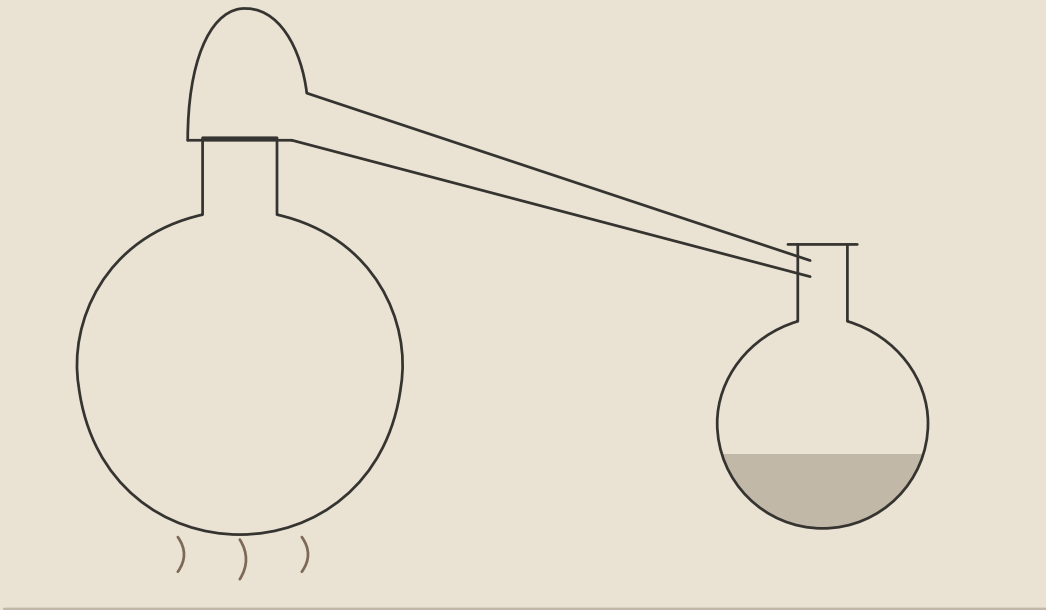
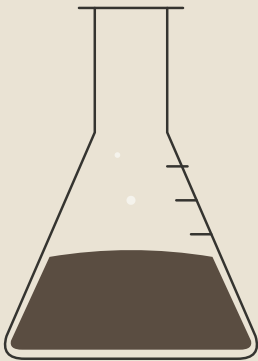
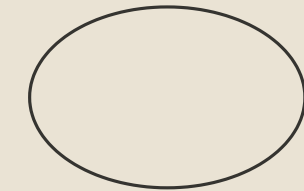


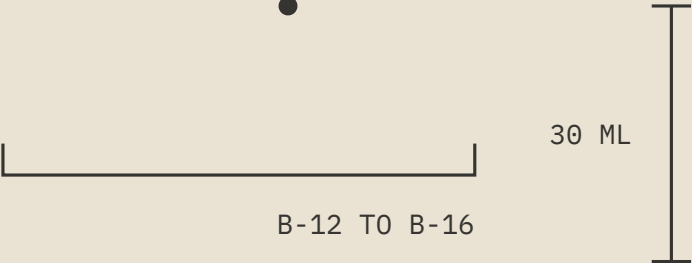
PLATE 02 · AL-ANBIQ, THE ALEMBIC



LINE ART
2 px Ink lines, Vellum fills,
no shading.



AGARWOOD
Resinous heartwood



PATTERN AND IMAGERY

Stacked stones, warm light

A pattern of soft stacked forms, like river stones or the shapes of old lab glass, used at the edges of things. Imagery stays close and warm: amber glass, travertine, linen and low sun.



CHAPTER 02

Social

A feed that reads like a well-kept lab notebook. Five content pillars and six post templates, so it stays on system week after week.

CONTENT PILLARS

Five pillars, one notebook

Each pillar has a job. Education earns the follow, materials sell, makers show it working, process builds trust, and heritage sets KIMIYA apart.

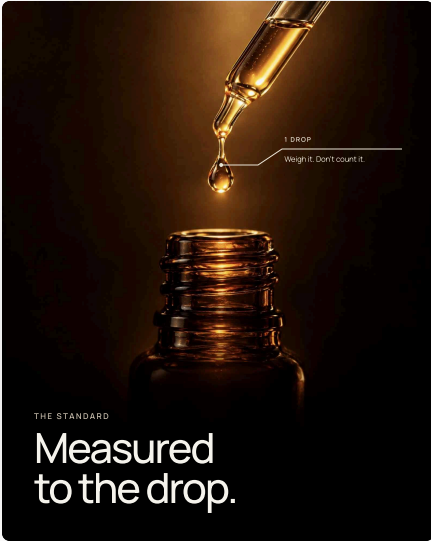
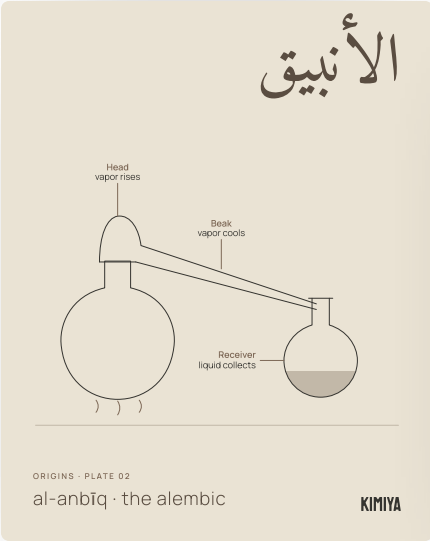
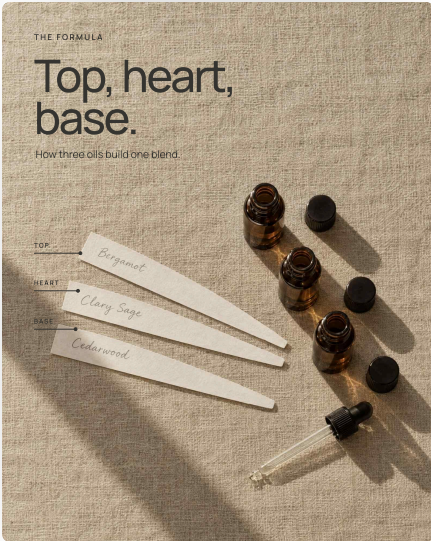
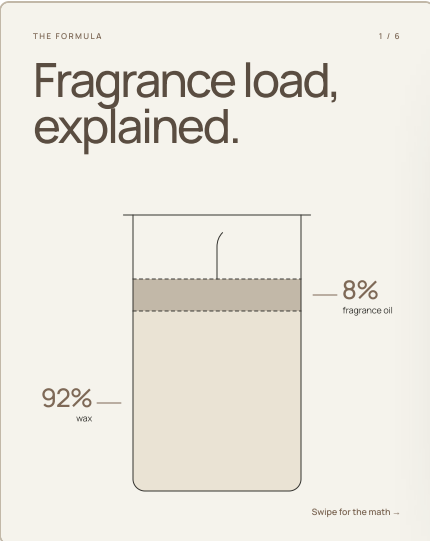


SAMPLE GRID

Nine posts, one voice

Dark plates, light diagrams and warm specimen photography alternate so no two neighbors feel the same, and the whole grid still reads as one system.

Every post comes from one of six templates, with a shared annotation kit.

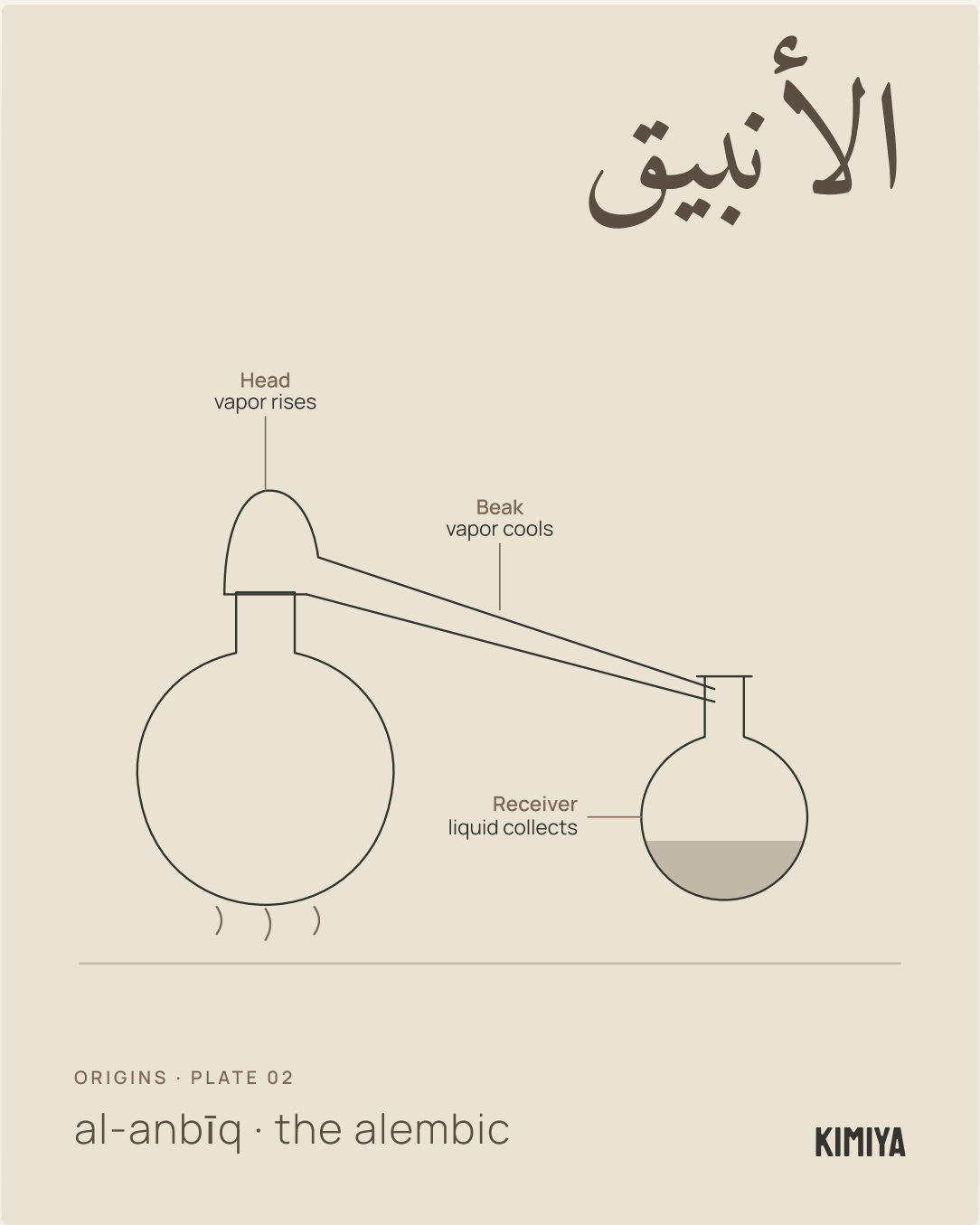




ORIGINS · PLATE 01



MATERIA · SPECIMEN NO. 01



ORIGINS · PLATE 02

CAROUSEL · THE FORMULA

Fragrance load, explained

Carousels are where saves come from. One idea per slide, a drawing on every slide, and a last slide that asks for the save. The shape repeats for any Formula topic.

The image displays a series of six educational cards, each titled "THE FORMULA" and numbered 1 through 6, explaining concepts related to candle making. Each card has a light beige background and a dark beige border.

- Card 1: Fragrance load, explained.** Features a diagram of a candle in a container. The wax is labeled "92% WAX" and the fragrance oil is labeled "8% fragrance oil". A small text at the bottom right says "Swipe for the math ...".
- Card 2: It's a share of weight.** Features a diagram of a candle on a scale. The scale reads "454 g". A small text at the bottom right says "Swipe ...".
- Card 3: The math.** Features a diagram of a candle on a scale. The scale reads "454 g". A small text at the bottom right says "Swipe ...".
- Card 4: Every wax has a limit.** Features a diagram of a candle on a scale. The scale reads "454 g". A small text at the bottom right says "Swipe ...".
- Card 5: More oil isn't more scent.** Features a diagram of a candle in a container. The wax is labeled "WAX" and the fragrance is labeled "FRAGRANCE". A small text at the bottom right says "Swipe ...".
- Card 6: Save this for your next pour.** Features a photograph of various candle-making supplies, including bottles of wax, fragrance, and a scale. A small text at the bottom right says "Questions? Ask the lab in our DMs."

CHAPTER 03

Packaging

Every bottle is a specimen. A label that works like a lab record, carried from a 10 ml vial to the shipping box.



CONCEPT RENDER

The bottle range on travertine. Final label artwork mapped onto an AI-generated scene.

LABEL ANATOMY

Seven parts, one record

The 30 ml front panel at 1.9× size. A new mono typeface carries anything that changes per batch.



- 1 Category tab**
Color and code show the range: FR, EO, CO, WX, WK.
- 2 Specimen number**
A fixed number inside each range.
- 3 Arabic name**
Set large in Amiri, on every pack.
- 4 Name and note**
The product name and its category.
- 5 Batch block**
Printed in mono at fill. Batch, code, date, net.
- 6 Graduation scale**
1 mm ticks down the edge, like lab glass.
- 7 Registration mark**
A small printer's mark. Quietly technical.

30 ML DROPPER

One shelf, five specimens

Only the tab changes color and only the Arabic changes shape, so the range reads as one shelf.



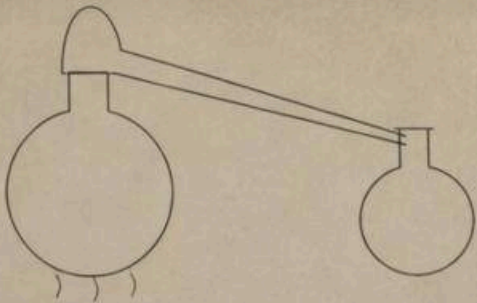


CONCEPT RENDER

The specimen set: six 10 ml materials in rack positions A1 to A6. Artwork mapped onto an AI-generated scene.

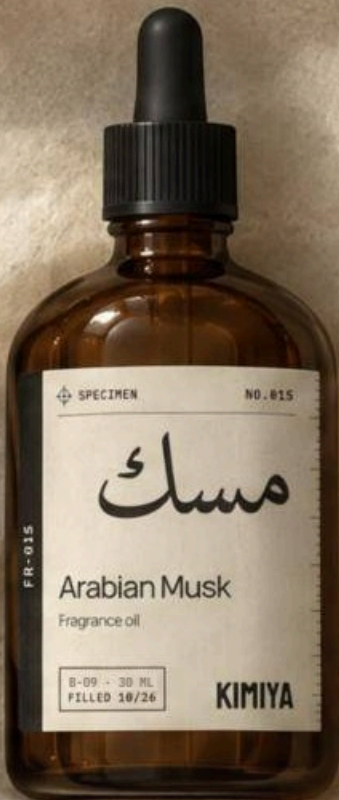


Formulation,
made clear.



Every material in this box has a batch number.
The record card lists them, so a formula that
works can be made again.

KIMIYA



BATCH RECORD

What's in this box.

FR-014	ARABIAN OUDH	B-12	×1
EO-031	BERGAMOT	B-21	×2
CO-052	ARGAN OIL	B-33	×1
WX-071	CONTAINER SOY WAX	B-40	×1

KIMIYA

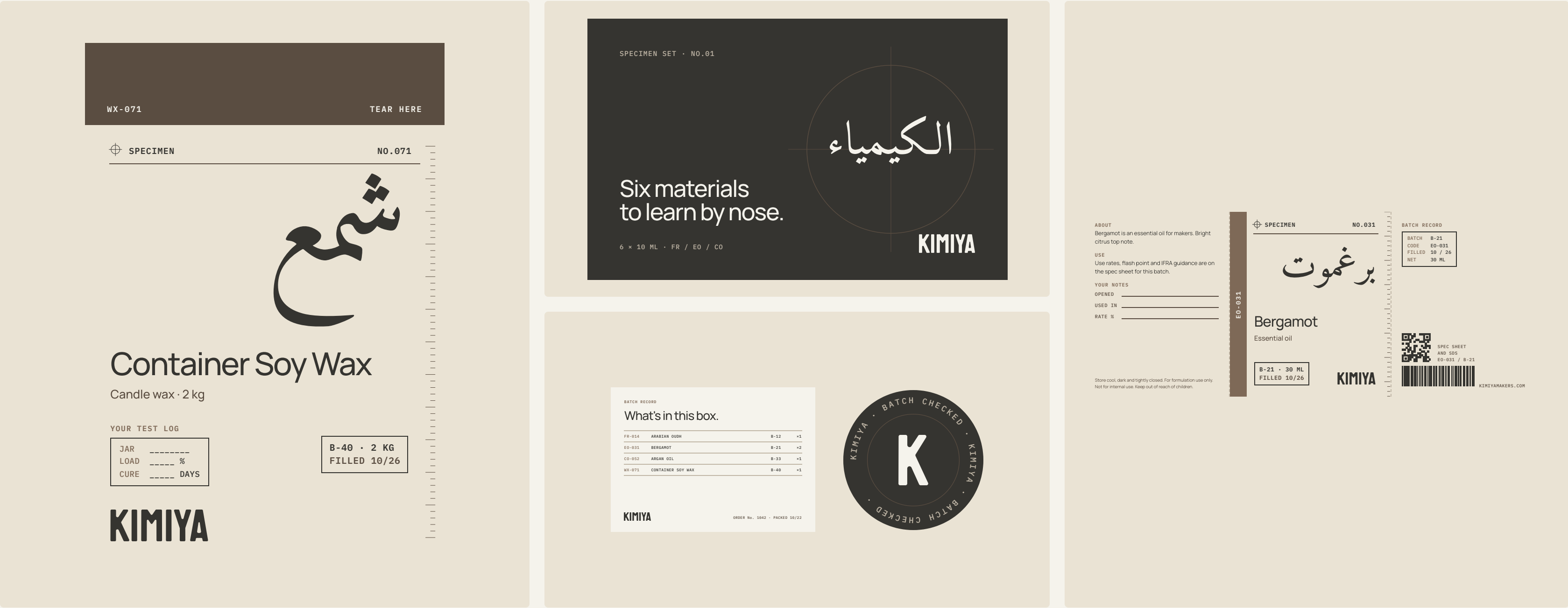
ORDER No. 1042 · PACKED 10/22



THE SYSTEM

From vial to mailer

The same parts on every surface: tab and code, Arabic name, mono record, and room for the maker to write.



KIMIYA

BRAND IDENTITY

Creative direction, brand identity and design by Faiz. Product photography and scenes are concept imagery made with AI; label and packaging artwork is final design.