

SalamLink — Brand Guidelines

A NOORIX PRODUCT

SalamLink Brand Guidelines (vo.1)

Working brand system for press, partner placements, and early marketing.

Brand essence

Element	Definition
Name	SalamLink
Arabic	سلام لينك (secondary lockup)
Tagline	Speak your language. Hear their heart.
One-liner	Turn a handshake into a real-time conversation bridge during Umrah and Hajj.
Parent	Noorix — faith-aligned technology
Tone	Dignified, warm, modern, trustworthy — never gimmicky or overly tech-bro
Avoid	Neon startup aesthetics, cliché mosque stock photos, surveillance vibes

Color palette

Token	Hex	Use
Primary green (emerald)	#1B6B4A	SalamLink sub-brand accent, buttons, headers
Primary dark	#0F3D2C	Text on light, footer
Accent gold	#C9A227	Highlights, pilgrimage warmth (shared with Noorix parent brand)
Sand	#F5F0E6	Backgrounds, cards
White	#FFFFFF	Clean space, text on green
Ink	#1A1A1A	Body text
Muted	#6B7280	Captions, metadata
Success	#22C55E	Active session state
Error	#DC2626	Sparingly

Gradient (hero only): #1B6B4A → #0F3D2C at 135°

Typography

Role	Font	Fallback
English display	Cormorant Garamond	Georgia, serif
English body	DM Sans Regular	system-ui
Arabic	Amiri	Arial
Deck / data	Inter or DM Sans	—

Scale:

- H1: 48px / 56px line
- H2: 32px / 40px
- Body: 18px / 28px
- Caption: 14px / 20px

Logo usage

CLEAR SPACE

Minimum padding = height of the icon mark on all sides.

MINIMUM SIZE

- Icon only: 24px digital, 8mm print
- Full lockup: 120px wide digital

DON'TS

- No drop shadows on logo
 - No stretching or rotation
 - No low-contrast gold-on-sand for small sizes
 - No replacing "Salam" with generic handshake clip art in wordmark
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Imagery style

Attribute	Guideline
People	Diverse pilgrims, modest dress, respectful framing
Setting	Hint of Makkah/Madinah atmosphere — marble, warm light — not tourist postcard
Product	Companion wearable on the hand; phone shows session UI
Mood	Connection, calm, brotherhood — not chaos or crowd panic
Tech	Subtle; human moment first, UI second

Iconography

- Rounded stroke icons, 2px at 24px
 - Use Material Symbols Outlined for app/deck consistency
 - Key icons: waving_hand, link, translate, verified_user, shield
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Voice (copy)

Do: "Connect," "Salam Session," "speak your language," "fellow pilgrims," "by Noorix" **Don't:** "Disrupt," "AI-powered revolution," "always listening"

For brand assets (logo files, wordmark variants, hero photography), contact hello@noorix.io.