



Jalsatak

Jalsatak



Chair

symbol of comfort



Letter K

Last letter of the logo

The Jalsatah logo features a contemporary wordmark where the final letter “K” is transformed into a stylized chair symbol, seamlessly blending typography with product identity. This design choice directly reflects the brand’s core offering—comfortable, functional furniture designed for everyday living. The chair form represents relaxation, usability, and modern lifestyle, while the clean lines and balanced proportions convey quality, stability, and thoughtful design. By integrating the symbol into the name itself, the logo becomes instantly recognizable and strongly connected to Jalsatah’s focus on comfort-driven indoor and outdoor furniture.



Jalsatak

جلساتک
Jalsatak

Logo

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جلساتك

Jalsatak

Do Not

A consistent and easily identifiable look helps maximize brand impact. It is important not to experiment with variations of the logo.



- Do not stretch, distort, add outlines, scale disproportionately or alter the logo in any way.
- Do not enclose the logo in any kind of border or add elements such as drop shadows or “glow” effects. Do not play crazy with colors, or flip the logo mark.
- Don’t twist and turn the logo around. Use it within the provided ratios. Do not gradient it, add space between letters or rescale the logo mark.

Color

The Jalsatah color palette is built around warmth, depth, and balance to reflect the brand's focus on comfort-driven living. Burnt Sienna introduces a sense of warmth and craftsmanship, evoking natural materials and inviting interiors. Velvet Black adds contrast and sophistication, grounding the identity with strength, stability, and modern elegance. Soft White balances the palette by providing openness and clarity, ensuring visual comfort and enhancing readability across applications. Together, these colors create a cohesive, timeless palette that supports Jalsatah's identity while maintaining a welcoming and relaxed atmosphere.

Burnt Sienna

Hex	#C84B31
RGB	200/75/49
CMYK	13/81/91/2

Velvet Black

Hex	#231F20
RGB	35/31/32
CMYK	69/68/63/71

Soft white

Hex	#FEFEFB
RGB	254/254/251
CMYK	0/0/1/0

Typography

Light
Medium
SemiBold
Bold

Fustat

FUSTAT 45 LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz
012345678910

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz
012345678910

FUSTAT 45 MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz
012345678910

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz
012345678910

FUSTAT 45 SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz
012345678910

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz
012345678910

FUSTAT 45 BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz
012345678910

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz
012345678910

Aa

Bb

Cc

Dd

Logo Usage

Use the Jalsatak logo only in the approved color variations shown to maintain clarity and brand consistency. Do not alter, distort, or recolor the logo, and always ensure sufficient contrast with the background.

