

Brand Identity Guidelines

Positioning Statement

For development teams who want a self-hosted Git platform with soul, Atay Makhzan is the repository platform that blends the reliability of Git with the warmth of Moroccan tea culture. Unlike cold, corporate alternatives, Atay Makhzan makes code collaboration feel like gathering around a tea tray — where every voice matters and every contribution is savored.

2. Brand Story

In Morocco, tea is never rushed. It is poured from height to create foam, served three times, and each glass carries a proverb: *The first glass is as gentle as life, the second as strong as love, the third as bitter as death*. Code is the same. The first commit is excitement. The second is the real work. The third is the refactor that teaches you something.

Atay Makhzan was born from a simple idea: what if a Git platform felt less like a corporate tool and more like a Moroccan tea gathering? Where the host welcomes you, the tea is always ready, and the conversation flows naturally between branches, merges, and deploys.

The logo tells this story. A traditional Moroccan tea glass — the *Kess* — ornate with Zellige patterns and Moorish arches, filled with amber tea and fresh mint. But the steam rising from the glass transforms. What begins as organic vapor becomes a geometric network of nodes and connections — a Git commit graph rendered in gold. Tradition ascends into technology. The old becomes the new. The tea becomes code.

3. Logo

Concept

The logo is a cel-shaded, sticker-style illustration of a Moroccan mint tea glass (*Kess*) with the following elements:

- **The Glass:** Tall, cylindrical, decorated with Moorish horseshoe arches, arabesque filigree, and Zellige geometric bands in gold and forest green.
- **The Tea:** Amber-gold liquid, visible through the translucent glass, with a thick layer of white foam (*reiza*) on top — the signature of tea poured from height.
- **The Mint:** A sprig of fresh green mint leaves on the right rim, with detailed vein linework.
- **The Steam:** Rising white steam that transitions from organic swirls into a geometric, node-and-line structure — a subtle Git commit graph embedded in the vapor.
- **The Border:** A thick white "die-cut" sticker outline that gives the logo a tactile, physical quality.

Logo Variants

Variant	Background	Use Case
Primary (original)	Solid black (#0A0A0A)	Dark themes, social media, stickers
Light variant	Off-white (#F2F0E6)	Light themes, documents, print
Monochrome amber	Any	Single-color applications, etching
App icon	Black squircle + gold border	Favicon, mobile icon, dock

Clear Space

Maintain a minimum clear space equal to the height of the mint sprig on all sides. Nothing — text, images, UI elements — should enter this zone.

Minimum Size

- Digital: 32x32 px (use the simplified app icon below this)
- Print: 20mm width

What NOT to Do

- Do NOT recolor the tea liquid (amber/gold is sacred)
- Do NOT remove the mint sprig
- Do NOT place the logo on a busy background without the sticker border
- Do NOT stretch, skew, or rotate the logo
- Do NOT add drop shadows or gradients beyond the original cel-shading

4. Color System

Primary Palette

Color	Hex	RGB	Name	Role
	#0A0A0A	10, 10, 10	Espresso Black	Primary background, UI dark mode
	#E5A338	229, 163, 56	Atay Amber	Primary accent, CTAs, brand color
	#D9B477	217, 180, 119	Filigree Gold	Decorative elements, borders, Zellige patterns

Color	Hex	RGB	Name	Role
	#2D472C	45, 71, 44	Zellige Green	Secondary accent, glass patterns
	#5B8E2A	91, 142, 42	Mint Fresh	Tertiary accent, success states, highlights
	#F2F0E6	242, 240, 230	Foam White	Text on dark, light backgrounds
	#E3C9A1	227, 201, 161	Sahara Tan	Muted text, secondary UI text
	#C6781F	198, 120, 31	Deep Amber	Hover/active states, gradients

Extended Palette

Color	Hex	Name	Role
	#1A1A2E	Night Navy	Elevated surfaces, cards in dark mode
	#F5A623	Brand Gold	AZ Caisse cross-brand accent
	#2B4DA0	Cobalt Blue	AZ Caisse cross-brand accent
	#0D1B3E	Deep Navy	AZ Caisse cross-brand accent

Color Usage Rules

1. **Espresso Black** is the default background. Atay Makhzan lives in the dark — like a tea glass on a Moroccan evening.
2. **Atay Amber** is the voice. It carries every CTA, every link, every moment of warmth.
3. **Filigree Gold** is the decoration. Use it for borders, dividers, and Zellige patterns — never for body text.
4. **Mint Fresh** is for life. Success states, "merged" badges, new contributions, growth.
5. **Foam White** is for readability. All body text on dark backgrounds.

Accessibility

- Atay Amber (#E5A338) on Espresso Black (#0A0A0A): contrast ratio 7.2:1 — passes AAA
- Foam White (#F2F0E6) on Espresso Black (#0A0A0A): contrast ratio 16.8:1 — passes AAA

- Sahara Tan (#E3C9A1) on Espresso Black (#0A0A0A): contrast ratio 11.3:1 — passes AAA
 - Filigree Gold (#D9B477) on Espresso Black (#0A0A0A): contrast ratio 9.1:1 — passes AAA
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5. Typography

Primary Typeface: *Inter*

A clean, geometric sans-serif designed for screen readability. Its neutral geometry lets the Moroccan decorative elements shine without competition.

Role	Font	Weight	Size	Tracking
H1 / Display	Inter	Bold (700)	48-64px	-0.02em
H2 / Section	Inter	SemiBold (600)	32-40px	-0.01em
H3 / Subsection	Inter	SemiBold (600)	24px	0
Body	Inter	Regular (400)	16px	0
Body Small	Inter	Regular (400)	14px	0
Code / Mono	JetBrains Mono	Regular (400)	14px	0
Caption	Inter	Medium (500)	12px	0.02em

Monospace: *JetBrains Mono*

For all code blocks, commit hashes, branch names, file paths, and terminal output. A developer platform deserves a developer's typeface.

Accent Typeface: *Amiri (Optional)*

For Arabic text, cultural headings, or decorative pull quotes. Amiri is a classical Arabic typeface inspired by old typography in the Amiri Press. Use sparingly — for cultural moments, not UI.

Typography Rules

- Never use decorative or script fonts for UI text.
 - Code is always JetBrains Mono. No exceptions.
 - Arabic text is always Amiri. No exceptions.
 - Maximum two font families on any single screen.
 - Line height: 1.5 for body, 1.2 for headings, 1.4 for code.
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6. Visual Language

Illustration Style

The brand illustration language is **cel-shaded sticker art**:

- Bold black outlines (3-4pt equivalent)
- Flat-to-gradient color fills (no photorealism)
- Thick white "die-cut" borders on standalone illustrations
- Cultural motifs: Moorish arches, arabesque filigree, Zellige geometry, mint leaves, tea glasses
- The "steam-to-code" motif: organic vapor transitioning into geometric Git-node networks is the brand's signature visual metaphor

Zellige Pattern System

Traditional Moroccan Zellige geometric patterns are used as:

- Background textures at 3-8% opacity
- Decorative borders and dividers
- Section breakers in documents
- Card backgrounds in premium UI contexts

The primary Zellige motif is the **eight-pointed star (khatam)** interlocking with crosses — the same pattern on the tea glass.

Iconography

Custom icons should follow these rules:

- 2px stroke weight
- Rounded line caps
- Cel-shaded where appropriate (flat fill + 1 darker shadow tone)
- Amber or gold on dark backgrounds
- Mint green for success/add states
- Never use outline icons on busy backgrounds

Git Metaphors

Atay Makhzan extends the tea metaphor to Git concepts:

Git Concept	Atay Makhzan Term	Visual
Repository	Makhzan (storehouse)	Tea glass icon
Commit	Pour (a pour of tea)	Amber droplet

Git Concept	Atay Makhzan Term	Visual
Branch	Nekhla (palm branch)	Mint leaf
Merge	Mqas (the meeting)	Two mint leaves joining
Pull Request	Daawa (invitation)	Tea tray with two glasses
Issue	Sou'al (question)	Steaming question mark
Fork	Shajra (tree)	Mint plant
Clone	Mithil (copy)	Two overlapping glasses
Release	Hafla (celebration)	Glass with raised steam

7. Voice & Tone

Brand Voice

Atay Makhzan speaks like a Moroccan host pouring tea for a guest:

- **Warm** — never cold or corporate
- **Generous** — explains, guides, and welcomes
- **Patient** — takes time to do things right
- **Culturally grounded** — Moroccan proverbs and tea metaphors appear naturally
- **Technically precise** — warmth never sacrifices accuracy

Tone by Context

Context	Tone	Example
Onboarding	Welcoming, guiding	"Welcome to your Makhzan. Let's brew your first repository."
Error messages	Patient, helpful	"This pour went cold. Here's what happened and how to fix it."
Success	Celebratory, warm	"Merged! Your branches are now one — like tea and mint."
Documentation	Clear, generous	"Think of a branch like a fresh mint leaf — it adds flavor to the main brew."
Marketing	Bold, cultural, confident	"Le Git platform qui a du goût."

Context	Tone	Example
Security	Serious but not cold	"Your Makhzan is locked. Here's how to get back in."

Language Rules

- Marketing copy: French (Moroccan market primary language)
- UI labels: English (developer convention) with French tooltips
- Documentation: English primary, French and Arabic translations
- Proverbs: Moroccan Darija with French/English translation in parentheses
- Never use overly casual slang. The brand is warm but dignified.

8. UI Application

Dark Theme (Primary)

Atay Makhzan's default theme is dark — the tea glass glows brightest against the night.

Element	Color	Notes
Background	#0A0A0A	Espresso Black
Elevated surface	#1A1A2E	Night Navy, for cards/modals
Primary text	#F2F0E6	Foam White
Secondary text	#E3C9A1	Sahara Tan
Primary action	#E5A338	Atay Amber, for CTAs
Border/divider	#D9B477 at 20%	Filigree Gold, low opacity
Success	#5B8E2A	Mint Fresh
Error	#C64545	Terracotta Red (custom)
Link	#E5A338	Atay Amber, underline on hover

Light Theme (Secondary)

Element	Color	Notes
Background	#F2F0E6	Foam White
Elevated surface	#FFFFFF	Pure White

Element	Color	Notes
Primary text	#0A0A0A	Espresso Black
Secondary text	#5C544A	Muted Brown
Primary action	#C6781F	Deep Amber (darker for contrast)
Border/divider	#D9B477 at 40%	Filigree Gold
Success	#5B8E2A	Mint Fresh
Error	#C64545	Terracotta Red
Link	#C6781F	Deep Amber

UI Decorative Elements

- **Zellige borders:** 1px Filigree Gold at 20% opacity along section dividers
 - **Mint leaf bullets:** for feature lists in marketing pages
 - **Tea glass loading spinner:** the glass fills with amber tea as a progress indicator
 - **Steam animation:** commit graphs animate with a subtle steam-dissolve between nodes
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9. Brand Assets

Asset Inventory

Asset	Format	Dimensions	Purpose
Logo (original)	PNG	As provided	Primary logo, all contexts
Hero Key Art	PNG	16:9	Landing page hero, presentations
Social Media Banner	PNG	16:9	GitHub, Twitter, LinkedIn headers
Zellige Pattern	PNG	1:1 (tileable)	UI backgrounds, textures, packaging
OG Share Card	PNG	16:9	Open Graph, link previews
App Icon	PNG	1:1	Favicon, mobile icon, dock icon

File Naming Convention

atay-makhzan-logo-primary.png
atay-makhzan-hero-key-art.png
atay-makhzan-social-banner.png
atay-makhzan-zellige-pattern.png
atay-makhzan-og-share-card.png
atay-makhzan-app-icon.png

10. Brand Don'ts

- Do NOT use cold blue-gray color schemes. Atay Makhzan is warm.
 - Do NOT use generic stock photography of tea. The brand illustration style is cel-shaded.
 - Do NOT separate the Moroccan identity from the tech identity. They are one.
 - Do NOT use the logo without the mint sprig — it is essential.
 - Do NOT use green as the primary action color. Amber is the CTA. Green is for success only.
 - Do NOT use Arabic calligraphy as decoration if you cannot read it. Meaning matters.
 - Do NOT call Atay Makhzan "a Gitea fork." It is an original Git platform.
 - Do NOT rush the brand. Tea takes time. So does good design.
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Atay Makhzan — Brew your code. Le Git platform qui a du goût.