



H. LOULOU
MAISON DE COUTURE

BRAND GUIDELINES · EDITION 01 · 2026

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I · LA MAISON

LA MAISON

Every piece begins on Hanan's table.

Hanan is a tailor. She cuts, pins and sews every H·LOULOU garment herself, in small runs, in Morocco. The house brings that care online: modern silhouettes, honest fabrics and finishing you can feel.

Hanan, founder & tailor

FOUR WORDS

Warm

Personal and welcoming.
Never casual.

Refined

Precise and clean. Never
fussy.

Handmade

Proud of the hand. Never rustic.

Quiet

Confident enough to
whisper.

H·LOULOU

ÉCHELLE 1 : 8

II

Le Logo

THE MARKS

05

The primary lockup

Monogram, wordmark and tagline, always from the master file. The H is intentionally subtle: never redraw it.



Wordmark · Fonde

Tagline · Poppins Regular, +60% tracking



H. LOULOU
MAISON DE COUTURE

HORIZONTAL

Website, labels



H. LOULOU
MAISON DE COUTURE

STACKED

Packaging, tags

H. LOULOU

WORDMARK

Beside the monogram



MONOGRAM

Seals, avatars



Clear space

Keep a margin of x on every side, where x is the cap height of the wordmark. For the monogram alone, x is a quarter of its width.



HORIZONTAL

70 mm · 320 px



STACKED

50 mm · 240 px



WORDMARK

25 mm · 120 px



MONOGRAM

8 mm · 24 px

Shown at true digital size. Below these, step down
to the next, simpler mark.



160



64



40



24



App



32



16

Line art holds to 24 px on Cream.

Under 24 px: Cream on a solid Clay tile.



01 Do not stretch



02 Do not recolor



03 Do not add effects



04 Do not use busy grounds



05 Do not rotate



06 Do not rearrange

H·LOULOU

ÉCHELLE 1 : 4

V La Couleur

THE PALETTE

12

V · LA COULEUR

Clay

DOMINANT GROUND

#7A3E2C

RGB 122 62 44

CMYK 0 49 64 52

Cream

TEXT &
LIGHT
GROUNDS

#F3EADF

RGB 243 234 223

CMYK 0 4 8 5

Blush

SOFT
SURFACES

#E2B9A3

RGB 226 185 163

CMYK 0 18 28 11

Terracotta

ACCENT

#B8664A

RGB 184 102 74

CMYK 0 45 60 28

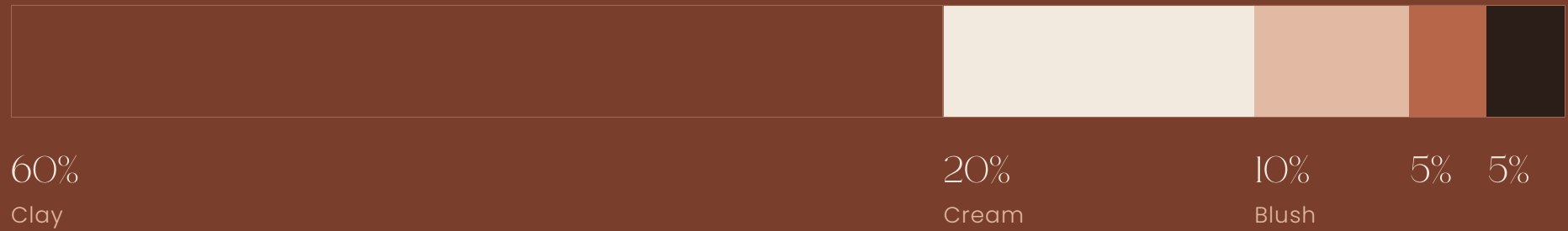
Espresso

DEEP TEXT

#2B1D18

RGB 43 29 24

CMYK 0 33 44 83



Clay is the house. Cream writes on it.
Terracotta, once, to invite.

Terracotta and Espresso, 5%
each: Espresso only for text on
light grounds.



CLAY ON CREAM

6.9:1



CREAM ON CLAY

6.9:1



CLAY ON BLUSH

4.6:1



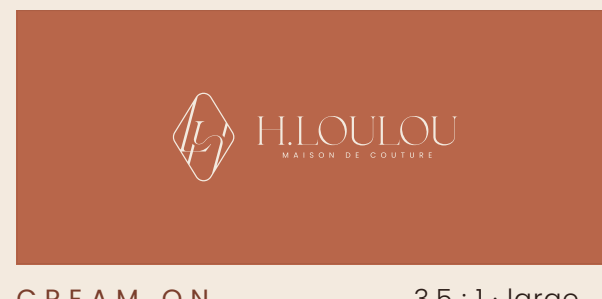
CREAM ON ESPRESSO

13.7:1



ESPRESSO ON BLUSH

9.1:1

CREAM ON
TERRACOTTA3.5:1 · large
only

Avoid Terracotta on Blush (2.3 : 1) and Clay on Espresso (2.0 : 1). Contrast per WCAG 2.1.

H·LOULOU

ÉCHELLE 1 : 2

VI

La Typographie

TYPEFACES

16

Aa

Fonde

HEADINGS

Display & wordmark · used large, never for body

Aa

Poppins

BODY, LABELS & TAGLINE

Light 300 for body · Regular 400 for labels & tagline

The wordmark is artwork: never retype “H·LOULOU”, always place the logo file.

DISPLAY

Fonde 72 / 80

Sewn by hand

HEADING

Fonde 40 / 48

The linen collection

BODY

Poppins Light 16 / 28

Washed linen, French seams and a hand-finished hem.

LABEL

Poppins Regular 12 · +30%

NOUVELLE PIÈCE

TAGLINE

Poppins Regular · +60%

MAISON DE COUTURE

H·LOULOU

ÉCHELLE 1 : 1

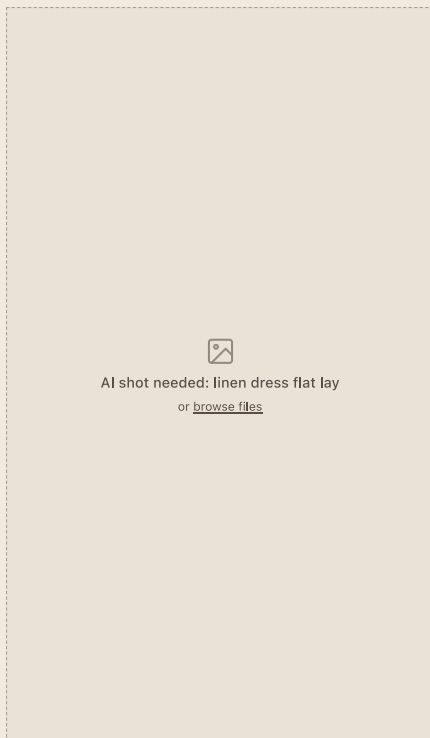
VII

L'Image

PHOTOGRAPHY

H·LOULOU

VII · PRODUCT



FLAT LAY



ON FORM



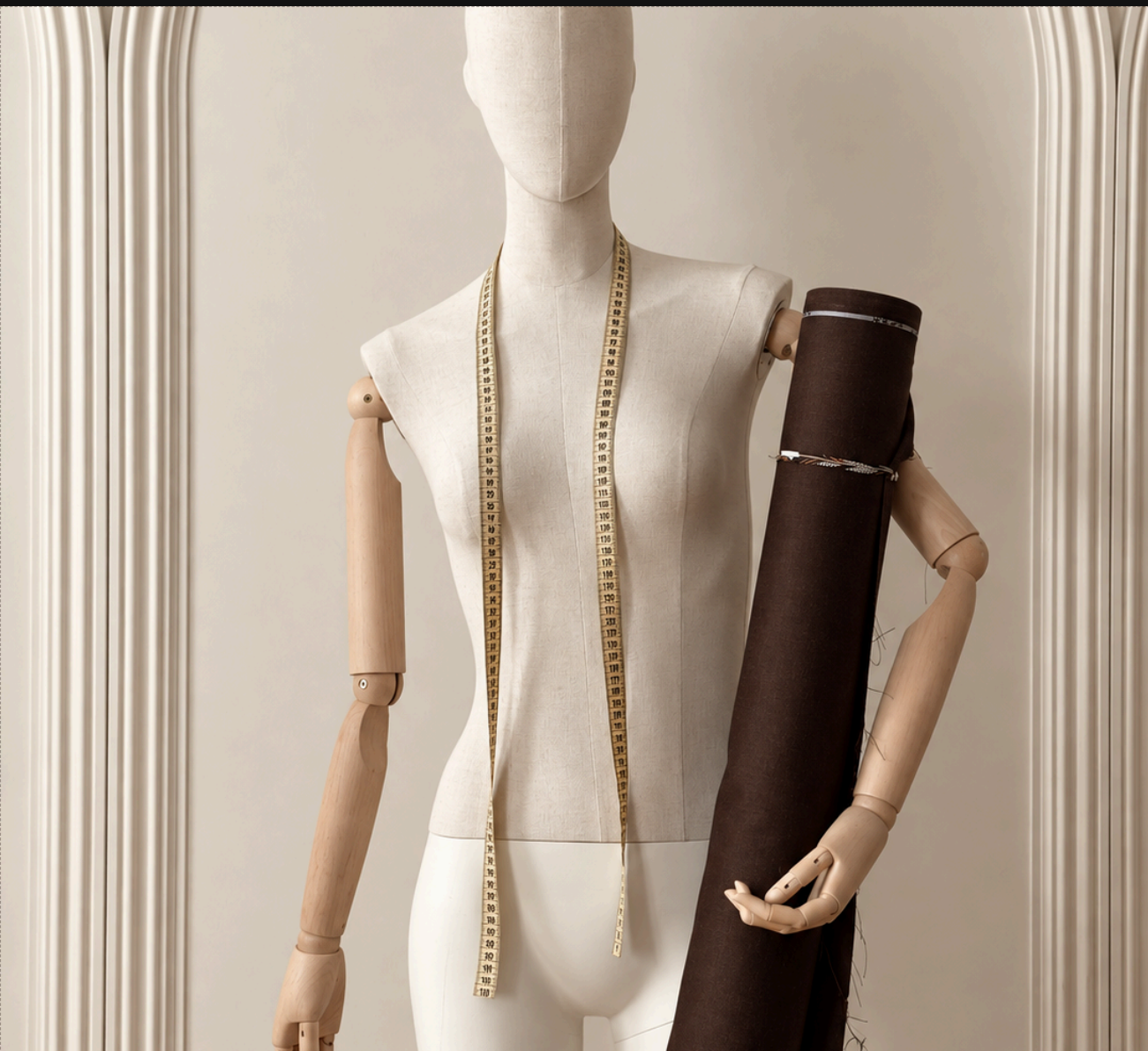
DETAIL

Let the
fabric speak.

Soft daylight from one side.
Warm, true-to-cloth color.
Texture always visible. Plaster,
linen or wood, never props.
Portrait 4 : 5.

BRAND GUIDELINES

20



VII · LIFESTYLE

Light, linen and a
slow morning.

ALWAYS

Natural light, real women, quiet streets,
the making up close

NEVER

Souk or lantern clichés, heavy filters,
flash, busy sets

H · LOULOU

LA TOILE

The monogram, repeated.

Our canvas for tissue, bag linings, envelope liners and the website footer. Always two palette tones. The logo never sits on it directly.



VII · LA TOILE

H·LOULOU

ÉCHELLE 2 : 1

VIII

Les Applications

FROM LABEL TO SCREEN

23



Woven neck label, Cream on Clay · side-seam monogram



Hang tag, front and back

H·LOULOU

VIII · BAG & TISSUE



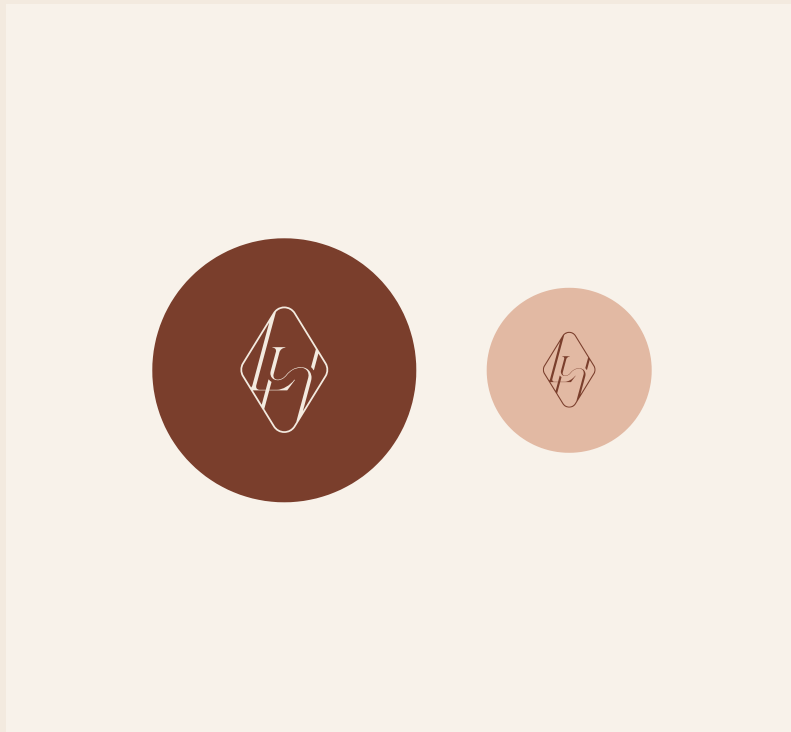
Clay board bag, Blush cotton handles, toile lining



Cream tissue printed in Clay, closed with the Clay card seal

BRAND GUIDELINES

25



Seals Ø 40 and 25 mm



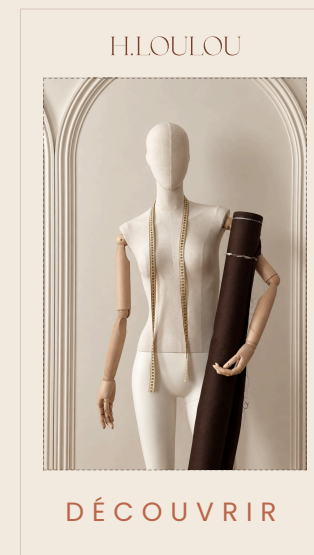
Card 85 × 55 mm, Cream foil on Clay



Post · product



Post · editorial



Story





HELLO@HLOULOU.MA