FORAN | فُوراً

BRAND BOOK

Food and grocery delivery · Version 1.0 · 2026



FORAN MEANS "RIGHT AWAY"

Foran (فوراً) is the Urdu word for "immediately". The name is the promise: order food or groceries from nearby stores and restaurants, and it comes foran.

Everything in the brand is built to say that one thing: speed you can trust. The lightning bolt says fast. The red says appetite and energy. The Roman Urdu and English voice says "we are from your neighbourhood".

FAST

the bolt, the lean, the name

FRESH

real food and groceries, shown big

APNA

local stores, local language



The English logo. Red F plus near-black letters on light backgrounds; all white on red.

1 The Flash F

A capital F drawn as a lightning bolt. It is the app icon and the first letter of the name at the same time.

2 The tail

The stem ends in a sharp point, like a bolt striking down. It is what makes the F ours.

3 Forward lean

Every letter leans 15 degrees forward, the angle of something moving fast.

4 Custom letters

O, R, A and N are drawn by hand to match the F: blocky, heavy, with soft outer corners. This is not a font.



1 The bolt is the dot

The first letter, ف (fay), normally carries a dot. Ours is a lightning bolt, the same idea as the Flash F.

2 Same lean, same weight

The Urdu leans 15 degrees and stands as tall as the English capitals, so the two sit together as one logo.

3 Lettering

Built from the Cairo Black typeface, then slanted and softened to match. It reads فوراً (foran).

The Urdu logo. Use it alone for Urdu-first pieces, or beside the English with a thin divider.

04 LOGO VERSIONS



Colour: first choice on white and light backgrounds



White: on Foran red



On dark: red F, white letters



Black: one-colour printing, stamps, receipts

GIVE IT ROOM



Keep a margin of half the capital height (x) on every side. Nothing else enters this box.

Smallest sizes: English logo 24 mm or 90 px wide · F mark 6 mm or 16 px · English + Urdu together 45 mm or 170 px wide

FORAN RED

#E81820

RGB 232 24 32

CMYK 0 95 90 0

Main colour. Appetite, energy, urgency.

DEEP RED

#C80F17

RGB 200 15 23

CMYK 10 100 100 10

Shading and depth behind the red.

MANGO

#FFC72C

RGB 255 199 44

CMYK 0 24 88 0

Accent only: offers, stickers, one word.

INK

#1A1113

RGB 26 17 19

CMYK 60 65 60 85

Text and the logo letters.

CREAM

#FFF6EA

RGB 255 246 234

CMYK 0 3 8 0

Warm light background for food.

WHITE

#FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

Logo and text on red.

Rich red: backgrounds use a soft light in the middle (#F7303A) fading to Deep Red at the edges, like the current app.

Red always leads. Mango is never more than a tenth of a layout. Blue and green are not brand colours. CMYK values are starting points for your printer.

ORDER KIYA?
FORAN AA RAHA HAI!

HEADLINES

Barlow Condensed

Black Italic, always in capitals.
Tall, tight and leaning forward,
so it sits naturally beside the logo.

Tight line spacing (0.9).

TEXT AND DETAILS

Barlow

Regular, Medium and SemiBold.
Sub-lines, addresses, prices, buttons.
Same family as the headlines, so the
two always match.

THE LOGO ITSELF

Custom lettering

The FORAN letters are drawn, not
typed. Never retype the logo in a font.

Urdu logo: based on Cairo Black.

All three fonts are free (SIL OFL).

The big F

A huge, faint F sits behind red layouts for depth. Never more than a whisper.



The slanted cut

Photos are cut on the same forward angle as the logo, with a thin mango edge.



Stickers and the badge

Mango stickers carry one short fact, tilted a few degrees. The F badge sits top-left on every post.





1 Groceries

Fresh and abundant, in the Foran bag, on red or cream. Studio light.

2 Food

Real Pakistani dishes from above, warm light, dark or cream table.

3 Always

Big, close and appetising. One hero per layout. Real packs where possible.

4 Never

Generic stock, clip-art food, crowded collages, blue or green colour casts.

The two sample photos in this kit were made with AI as style references. For ads about a specific product or restaurant, use a real photo of it.

ROMAN URDU + ENGLISH, SHORT AND PUNCHY

ORDER KIYA? FORAN AA RAHA HAI!	Hero line
BHOOK LAGI? BITES KHOLO!	Restaurants
SAB KUCH, EK HI APP MEIN!	Range
RAAT 3 BAJE TAK, FORAN!	Hours
SCAN KARO, ORDER KARO!	In stores

1 Do

Mix both languages in one line.
Use an exclamation mark.
Say one thing per layout.

2 Do not

Promise a number of minutes.
Write headlines in English only.
Shout discounts or look cheap.

Tagline: "Groceries in Minutes". Always show www.forandelivery.com and the two store buttons.







Round version for Android

1 What it is

The white Flash F on a soft red that runs light to dark, top to bottom (#F5252D to #C80F17).

2 Why no name

At icon size a word is unreadable. One bold shape is found faster on a crowded phone screen.

3 Sizes supplied

iPhone 20 to 1024 px, Android adaptive, round and notification icons, favicon.

The F fills about two thirds of the tile and sits a touch right of centre, so it looks centred to the eye.

Never add text, a border, a shadow or a new background colour to the icon.









1 Badge top-left
White badge on red, red badge on light.

2 Headline, two colours
White or ink, with the last line in mango or red.

3 One hero picture
The bag or a dish, large, overlapping the edge.

4 Footer
Website on the left, store buttons beside it.



Do not stretch or squash



Do not change the colours



Do not rotate



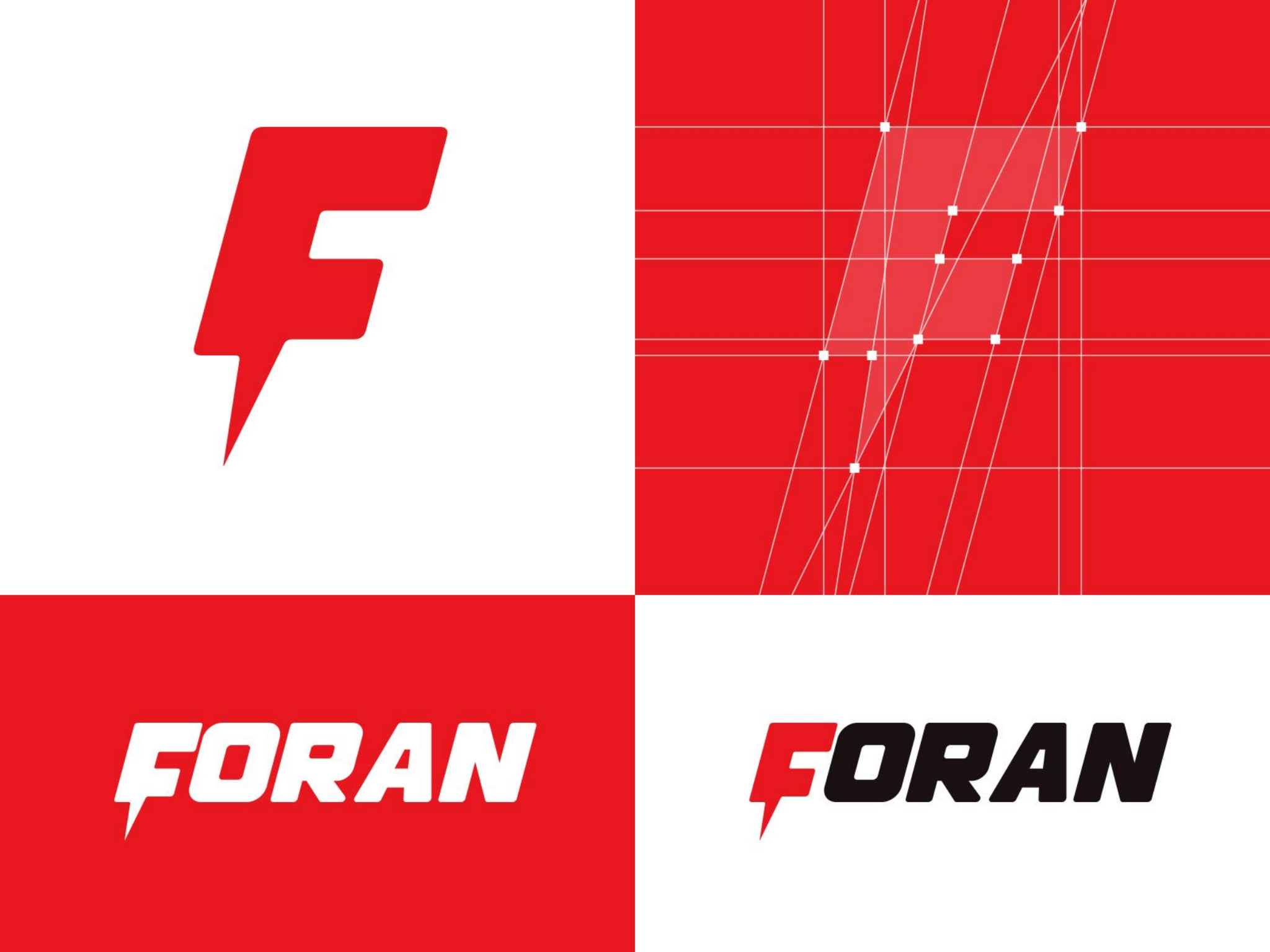
Do not put red on red



Do not add shadows or outlines



Do not retype it in a font


FORAN
FORAN

FORAN BRAND KIT: SOCIAL



post-01-order-kiya-1080x1350



post-02-bites-1080x1350



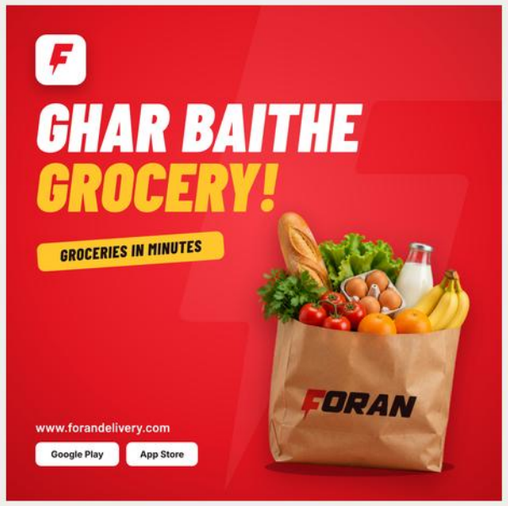
post-03-sab-kuch-1080x1350



post-04-app-1080x1350



post-05-raat-1080x1350



post-06-ghar-baithe-1080x1080



story-01-order-kiya-1080x1920



story-02-bites-1080x1920



facebook-cover-1640x624



linkedin-cover-2256x382



whatsapp-catalogue-cover-1920x1080



x-header-1500x500



youtube-banner-2560x1440



youtube-thumbnail-1280x720



profile-1080



profile-white-1080

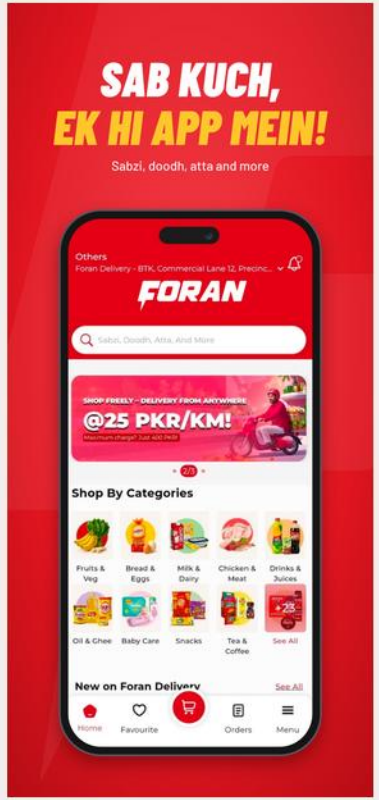
FORAN BRAND KIT: APP STORE



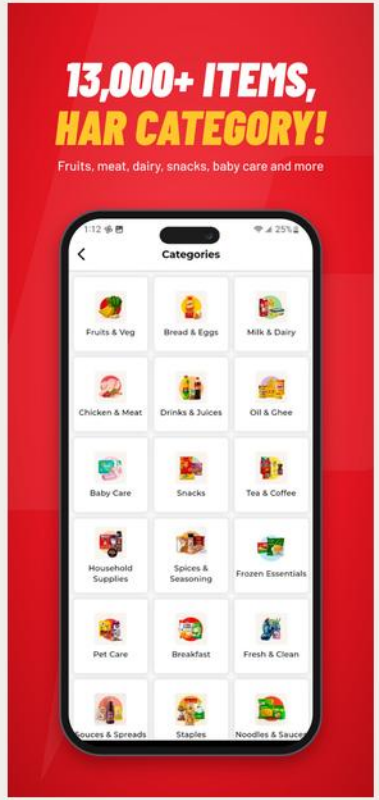
play-feature-graphic-1024x500



screenshot-1-1290x2796



screenshot-2-1290x2796



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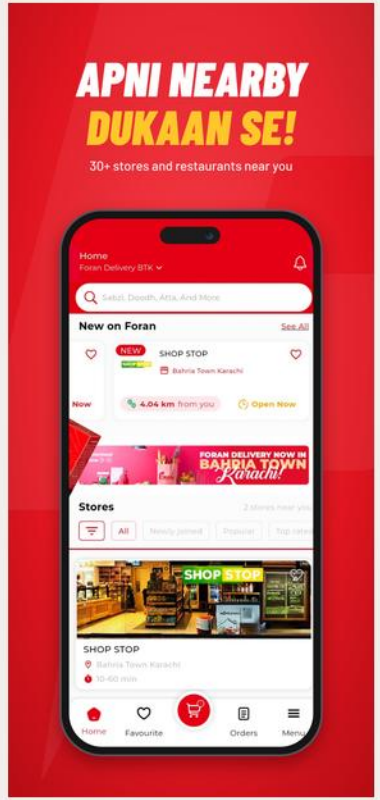


screenshot-4-1290x2796



screenshot-5-1290x2796

FORAN BRAND KIT: PRINT AND PLACEMENTS



flyer-a5-1748x2480



bag-print-2000x2600



seal-sticker-1200



tape-pattern-6000x300



bike-sticker-3000x600



rider-box-back-3000



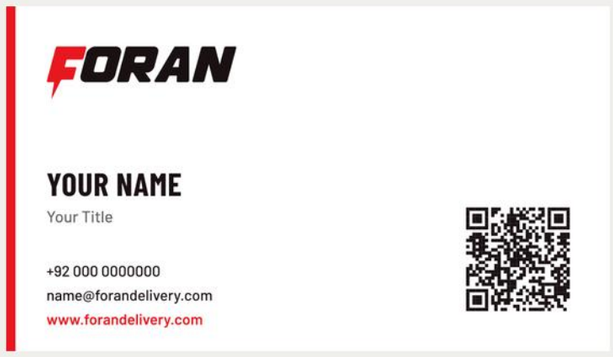
rider-box-side-3000x1500



uniform-back-print-3000x3600



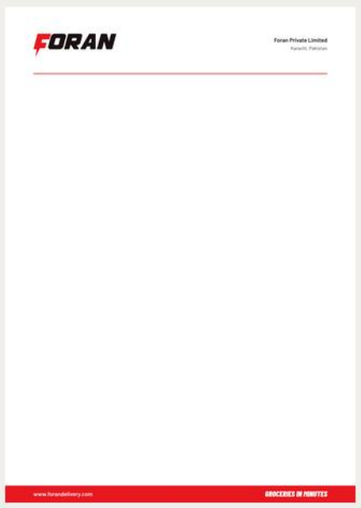
uniform-chest-logo-1600x560



business-card-back-1050x600



business-card-front-1050x600



letterhead-a4-2480x3508



qr-standee-a5-1748x2480



shop-door-sticker-2000