A4 · 2026 edition

Make your brand work in Arabic and English.

علامتك بلغتين

The Bilingual Brand Kit. A name test, twenty type pairings, logo lockup grids, right-to-left rules and a checklist for every post.

Here is what is inside, and where.

Work through it in order the first time. After that, the worksheets and checklists are the pages you will print again.

03	**Test your name in four dialects before you fall for it.**
11	**Two fictional brands, tested start to finish.**
15	**Twenty Arabic and Latin type pairings you can use today.**
26	**Lock up the logo in both scripts.**
30	**Flip the layout for right-to-left readers.**
32	**Pick your digits on purpose.**
33	**Check every bilingual post before it goes out.**

Templates (social post, story, reel cover, business card and lockup grids) are in the templates folder of your download as layered SVG and HTML.

Test your name in four dialects before you fall for it.

A name that works in English can sound odd in Cairo, mean something rude in Casablanca, or get spelled six ways in Riyadh. Five checks catch most of it.

1 **Say it.**

How does it sound in Gulf, Egyptian, Levantine and Maghrebi Arabic?

2 **Mean it.**

Does it mean, or sound like, something you would hate to be called?

3 **Spell it.**

How will people write it in Latin letters, in Arabic and in Arabizi?

4 **Decide.**

Translate, transliterate or keep two names?

5 **Own it.**

Are the handles, domains and trademarks free?

Who to ask. At least two native speakers per dialect, ideally one under 30. Friends are fine for a first pass. Before launch, pay for a proper review by native speakers in each market.

Say the name out loud in each dialect.

Ask each speaker to read the name in Arabic script, then say it after hearing it once. Write what you hear.

Sounds that often shift. Standard Arabic has no letters for p or v, so they are usually written ب and ف and often said as b and f. The letter ق is often a g in Gulf cities and a glottal stop in Cairo and Levantine cities. In Cairo, ج is a hard g.

Dialect	How a native speaker says it	Sounds that shift	Problem?
Gulf UAE, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman			
Egyptian Cairo and most of urban Egypt			
Levantine Lebanon, Syria, Jordan, Palestine			
Maghrebi Morocco, Algeria, Tunisia, Libya			

Your name in Arabic script, as you will write it:

Look for meanings you did not choose.

Most bad surprises are slang, a rude word one letter away, or a small word hiding inside the name. Search each spelling, then ask people.

Check	What you found	Risk: none, low, high
Standard Arabic Look the root up in a dictionary		
Dialect slang Ask speakers under 30 in each region		
Sound-alikes Words one letter or one sound away		
Hidden words Smaller words inside the name		
Other languages French, Urdu, Farsi, Turkish, Hindi		

Say these to your panel. “What is the first thing you think of?” “Would you be embarrassed to say this to your mother?” “Does it remind you of a brand you know?”

Also check. Religious words and names of God, which many brands avoid using commercially, and words that read as political in one country.

Write down every way people will spell it.

If a customer hears your name on a podcast, can they find you? Collect the spellings now and claim the common ones.

Your official Latin spelling

Other ways people will type it

Ask five people to write it after hearing it once

Arabic script spelling

Agree one spelling and use it everywhere

Arabizi spellings

How it looks in chat, with number letters

Search test

Do all spellings find you on Google and Instagram?

Arabizi is Arabic typed with Latin letters and numbers. The number letters are on the next page.

Learn the numbers people use as letters.

In Arabizi, digits stand in for Arabic sounds that have no Latin letter. Most digits were picked because they look like the Arabic letter. There is no official standard and usage changes by country, so test with your audience. An apostrophe adds the dot: 3' is غ, 6' is ظ, 9' is ض.

Number	Letter	Sound	Example
2	ء	hamza, the glottal stop	so2al (سؤال)
3	ع	ain	3arabi (عربي)
3'	غ	ghain	3'ali (غالي)
5	خ	kha	5aleej (خليج)
6	ط	emphatic t	6ayara (طيارة)
7	ح	emphatic h	7abibi (حبيبي)
8	ق	qaf in some places, غ in Lebanon	8alb (قلب)
9	ص	emphatic s, or ق in Saudi Arabia	9a7 (صح)

What this means for your name. If your name has ع, ح, خ or ط, people will type it with numbers in chats and comments. Decide if you want to own those spellings too, for example as a handle.

Choose to translate, transliterate or keep two names.

Transliterate.

Keep one name and write it in both scripts. Best when the name is short, has no p or v sound, and means nothing awkward in Arabic.

Translate.

Use the meaning in each language. Best when the name is a real word that people should understand, such as a product type or a promise.

Keep two names.

Run a different name in each script that shares an idea. Best when the original fails the sound or meaning test, or when a pun only works in one language.

Question	Yes	No
Does the name sound the same in all four dialects?		
Is it free of awkward meanings in Arabic?		
Will people spell it one way in Latin letters?		
Does the meaning matter more than the sound?		
Does a pun or idea get lost in one language?		

Our decision, and why:

Check that the handles and domains are free.

Check every spelling from check three. A handle that is close to yours, owned by someone else, will catch your customers.

Platform	Handle you want, and is it free?
Instagram	
TikTok	
Snapchat	
X	
LinkedIn	
YouTube	
WhatsApp Business display name	

Domain ending	Name and status
.com	
.ae	
.sa	
.eg	
.ma	
.امارات	
.السعودية	
.مصر	

Arabic-script domain endings such as .امارات, .السعودية and .مصر are live country domains. Rules and prices differ from the Latin endings, so check with a local registrar.

Search the trademark registers in every market you sell in.

A free search is a first filter. It does not replace a trademark lawyer, who will also check similar marks and classes.

WIPO Global Brand Database

Free. Searches many national and international registers at once. Start here.

https://branddb.wipo.int/

☐ Searched on ____ / ____ / _____

UAE Ministry of Economy and Tourism

Trademark inquiry for the UAE register. A paid service that needs an account.

https://www.moet.gov.ae/en/w/trademark-inquiry

☐ Searched on ____ / ____ / _____

Saudi Authority for Intellectual Property

Free online trademark search for the Saudi register.

https://www.saip.gov.sa/en/services/trademarks/search

☐ Searched on ____ / ____ / _____

Egypt trademark office

Search Egyptian marks through TMview, which carries data from Egypt's trademark office. Confirm the current official office before you file.

https://www.tmdn.org/tmview/

☐ Searched on ____ / ____ / _____

USPTO

Free search of the United States register.

https://tmsearch.uspto.gov/

☐ Searched on ____ / ____ / _____

Search the Latin spelling, the Arabic spelling and the common variants. Note the class numbers for your products and services.

Two fictional brands, tested start to finish.

Nuvra Pay and Tamr & Tin are names we made up for this kit. They are not real companies. The findings are written to show the method, so treat them as examples, never as research.

Nuvra Pay

نوفرا باي

A payments app launching in Dubai, then Cairo.

Tamr & Tin

تمر وتين

Date and fig snacks sold in Riyadh, Cairo and the US.

Check one: how Nuvra Pay sounds.

Ask each speaker to read the name in Arabic script, then say it after hearing it once. Write what you hear.

Sounds that often shift. Standard Arabic has no letters for p or v, so they are usually written ب and ف and often said as b and f. The letter ق is often a g in Gulf cities and a glottal stop in Cairo and Levantine cities. In Cairo, ج is a hard g.

Dialect	How a native speaker says it	Sounds that shift	Problem?
Gulf UAE, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman	*Noof-ra bay*	*v becomes f, p becomes b*	*Pay sounds like bay*
Egyptian Cairo and most of urban Egypt	*Noof-ra bay*	*v becomes f, p becomes b*	*Same as Gulf*
Levantine Lebanon, Syria, Jordan, Palestine	*Noof-ra bay*	*v becomes f, p becomes b*	*Same as Gulf*
Maghrebi Morocco, Algeria, Tunisia, Libya	*Nouv-ra pay*	*French speakers keep v and p*	*None*

Your name in Arabic script, as you will write it:

نوفرا باي

Nuvra Pay passes the sound test and fails one meaning test.

Fictional brand. Findings invented to show the method.

Check	What you found	Risk: none, low, high
Standard Arabic	*Nothing found*	*None*
Dialect slang	*Nothing found in our panel*	*None*
Sound-alikes	باي *reads as bye, the chat word*	*High*
Hidden words	نوف, *a common woman's name in the Gulf, sits inside* نوفرا	*Low*
Other languages	*Nothing found*	*None*

Your official Latin spelling	*Nuvra Pay*
Other ways people will type it	*Nouvra, Nufra, Nuvra Bay*
Arabic script spelling	نوڤرا پاي, نوفرا باي
Arabizi spellings	*nuvra pay, nofra bay*
Search test	*Nuvra and Nouvra find us. Nufra shows other results first.*

Verdict. Keep Nuvra in both scripts. In Arabic, write نوفرا on its own and drop Pay from the logo, so it never reads as "Nuvra bye". Keep Pay in the Latin name.

Tamr & Tin keeps two names that share one idea.

Fictional brand. Findings invented to show the method.

Check	What you found	Risk: none, low, high
Standard Arabic	تمر is dates, تين is figs. A clean pair.	None
Dialect slang	Nothing found	None
Sound-alikes	طين (mud, clay) is one letter from تين	Low
Hidden words	Tin in English is a metal can	None, it fits
Other languages	Nothing found	None
Your official Latin spelling	Tamr & Tin	
Other ways people will type it	Tamer and Teen, Tamar & Tin	
Arabic script spelling	تمر وتين	
Arabizi spellings	tamr w teen, tamr w 6een (wrong)	
Search test	Tamr and Tin shows recipes before us.	

Verdict. Keep two names. The Latin “Tamr & Tin” works on the US shelf, where tin is the pack. The Arabic تمر وتين means dates and figs. Claim the Arabizi handle tamrwteen, and never write it with a 6.

Twenty Arabic and Latin type pairings you can use today.

Every family here is free for commercial use under the SIL Open Font License and is on Google Fonts. We checked each license in the Google Fonts repository in October 2026.



How we sized them. We measured each font in Chrome at the same size: the height of the Arabic ه against the Latin x-height, and alef against the Latin capital H. The suggested Arabic size balances both. Treat it as a starting point and trust your eye.

How to read a page. The big line shows the Latin at 34px and the Arabic at the suggested size. Below it, body text at 13px. The notes cover where the pair fits, weights and baseline.

01 IBM Plex Sans Arabic pairs with IBM Plex Sans.

Your money, in plain numbers.

أموالك بأرقام واضحة.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Both halves belong to the IBM Plex family, so stroke endings, proportions and weights were planned together. It reads engineered and calm.

Where it fits. Tech, fintech, B2B software, telecom.

Size. At the same font size, the Arabic letter ه is 80% of the Latin x-height and alef is 106% of the Latin cap height. Start the Arabic at 110% of the Latin size, as shown above.

Weight and baseline. Plex Sans Arabic comes in seven static weights, 100 to 700. Use the same weight name in both scripts. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License.
fonts.google.com/specimen/IBM+Plex+Sans+Arabic and /IBM+Plex+Sans

---

02 Noto Kufi Arabic pairs with Noto Sans.

Renew your license in five minutes.

جدّد رخصتك في خمس دقائق.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Google built Noto so many scripts sit together on one page. Noto Kufi is an unmodulated Kufi meant mainly for larger sizes, so it suits headings and signs.

Where it fits. Government, utilities, multilingual forms and signs.

Size. At the same font size, the Arabic letter ه is 115% of the Latin x-height and alef is 106% of the Latin cap height. Start the Arabic at 90% of the Latin size, as shown above.

Weight and baseline. For long Arabic text in the same system, switch to Noto Sans Arabic or Noto Naskh Arabic and keep Noto Kufi for titles. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License.
fonts.google.com/specimen/Noto+Kufi+Arabic and /Noto+Sans

03 Cairo pairs with Titillium Web.

Demo day starts at six.

يوم العرض يبدأ في السادسة.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Cairo began as an Arabic extension of Titillium Web, so the Latin partner is a direct match. Short ascenders and descenders keep lines compact.

Where it fits. Startups, tech events, sports clubs.

Size. At the same font size, the Arabic letter ه is 100% of the Latin x-height and alef is 104% of the Latin cap height. Start the Arabic at 100% of the Latin size, as shown above.

Weight and baseline. Cairo is variable from 200 to 1000. Titillium Web stops at 900, so cap the Arabic at 900 too. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Cairo and /Titillium+Web

---

04 Tajawal pairs with DM Sans.

Your order is on the way.

طلبك في الطريق.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Tajawal is a low-contrast geometric Arabic by Boutros in seven weights. DM Sans shares the low contrast and round geometry.

Where it fits. Delivery apps, fintech, telecom, everyday consumer brands.

Size. At the same font size, the Arabic letter ه is 87% of the Latin x-height and alef is 92% of the Latin cap height. Start the Arabic at 110% of the Latin size, as shown above.

Weight and baseline. Tajawal has static weights 200, 300, 400, 500, 700, 800 and 900. There is no 600, so pair DM Sans 600 with Tajawal 700. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Tajawal and /DM+Sans

05 Almarai pairs with Work Sans.

Weekend offers on every aisle.

عروض نهاية الأسبوع في كل الأقسام.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Boutros drew Almarai for clear reading on screen and in print, with low contrast and wide openings. Work Sans has the same open, plain feel.

Where it fits. Retail, supermarkets, public notices, packaging.

Size. At the same font size, the Arabic letter ه is 97% of the Latin x-height and alef is 108% of the Latin cap height. Start the Arabic at 95% of the Latin size, as shown above.

Weight and baseline. Almarai has four weights only: 300, 400, 700 and 800. Map the Latin weights to those four and avoid 500 and 600. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Almarai and /Work+Sans

---

06 Readex Pro pairs with Lexend.

Read a little every day.

اقرأ قليلاً كل يوم.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Readex Pro is the Arabic expansion of Lexend, a family designed around research on reading fluency. The two were built to work as one.

Where it fits. Education, health, kids learning, public information.

Size. At the same font size, the Arabic letter ه is 102% of the Latin x-height and alef is 106% of the Latin cap height. Start the Arabic at 95% of the Latin size, as shown above.

Weight and baseline. Both are variable. Keep the same weight value in both scripts and you are done. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Readex+Pro and /Lexend

07 Amiri pairs with EB Garamond.

You are invited to our wedding.

ندعوكم لحضور حفل زفافنا.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Amiri revives the Naskh type of the Bulaq (Amiria) Press in Cairo, made for books. EB Garamond revives classic Garamond. Both are modulated book faces.

Where it fits. Luxury, publishing, invitations, law firms.

Size. At the same font size, the Arabic letter ه is 83% of the Latin x-height and alef is 110% of the Latin cap height. Start the Arabic at 105% of the Latin size, as shown above.

Weight and baseline. Amiri has two weights, 400 and 700. Keep EB Garamond at 400 and 700 to match, and skip its 500 and 600. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Amiri and /EB+Garamond

---

08 Noto Naskh Arabic pairs with Source Serif 4.

The city plans a new metro line.

المدينة تخطط لخط مترو جديد.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Noto Naskh Arabic is a modulated Naskh made to sit next to serif Latin fonts. Source Serif 4 has optical sizes for both text and display.

Where it fits. News, reports, annual reviews, long reading.

Size. At the same font size, the Arabic letter ه is 88% of the Latin x-height and alef is 100% of the Latin cap height. Start the Arabic at 105% of the Latin size, as shown above.

Weight and baseline. Noto Naskh runs 400 to 700. Keep Source Serif in the same range for body text. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Noto+Naskh+Arabic and /Source+Serif+4

09 Markazi Text pairs with Newsreader.

Stories from the old port.

حكايات من الميناء القديم.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Markazi Text came from a University of Reading and Google project, with moderate contrast. Newsreader adds a sharper editorial Latin with optical sizes.

Where it fits. Magazines, books, museums, cultural institutions.

Size. At the same font size, the Arabic letter ه is 87% of the Latin x-height and alef is 76% of the Latin cap height. Start the Arabic at 125% of the Latin size, as shown above.

Weight and baseline. Markazi runs 400 to 700. Its own Latin is also good if you want one file for both scripts. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Markazi+Text and /Newsreader

---

10 Reem Kufi pairs with Jost.

Coffee roasted here every morning.

قهوةٌ نحمّصها هنا كل صباح.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Reem Kufi is a Kufic display face fitted to the Fatimid Kufic grid. Jost takes its cues from 1920s German geometric sans faces, so the circles and straight lines meet well.

Where it fits. Cafes, architecture studios, heritage hotels.

Size. At the same font size, the Arabic letter ه is 109% of the Latin x-height and alef is 114% of the Latin cap height. Start the Arabic at 90% of the Latin size, as shown above.

Weight and baseline. Reem Kufi is for display. Use a plain Arabic sans such as Tajawal or Almarai for body text. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Reem+Kufi and /Jost

11 El Messiri pairs with Cormorant Garamond.

A quiet room by the sea.

غرفة هادئة على البحر.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر.
٠١٢٣٤٥٦٧٨٩

Why it works. El Messiri is a curvy Arabic drawn as if with a brush, inspired by Naskh. Cormorant brings high contrast and fine serifs with the same soft elegance.

Where it fits. Hotels, perfume, fashion, fine dining.

Size. At the same font size, the Arabic letter ه is 124% of the Latin x-height and alef is 106% of the Latin cap height. Start the Arabic at 85% of the Latin size, as shown above.

Weight and baseline. Cormorant looks light next to El Messiri at the same weight. Set the Latin one step heavier (500 next to 400). Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/El+Messiri and /Cormorant+Garamond

12 Changa pairs with Barlow.

Gates open at five on match day.

البوابات تفتح في الخامسة.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Changa draws its lowercase inside a square with short ascenders. Barlow is a slightly rounded, low-contrast grotesk with a squared, road-sign feel.

Where it fits. Sports, gaming, automotive, energy drinks.

Size. At the same font size, the Arabic letter ه is 93% of the Latin x-height and alef is 90% of the Latin cap height. Start the Arabic at 110% of the Latin size, as shown above.

Weight and baseline. Changa runs 200 to 800 and Barlow 100 to 900. Stay between 400 and 800 in both. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Changa and /Barlow

13 Lalezar pairs with Anton.

The best shawarma on the street.

أطيب شاورما في الشارع.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Lalezar revives the bold lettering of 1960s and 1970s Iranian film posters. Anton reworks a traditional advertising sans. Both shout in a friendly way.

Where it fits. Street food, posters, event promos, loud packaging.

Size. At the same font size, the Arabic letter ه is 59% of the Latin x-height and alef is 66% of the Latin cap height. Start the Arabic at 160% of the Latin size, as shown above.

Weight and baseline. Each comes in one weight. Never apply bold in your software: it will fake it (see the mistakes page). Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Lalezar and /Anton

14 Alexandria pairs with Montserrat.

New homes, ready next spring.

منازل جديدة جاهزة الربيع القادم.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Alexandria was drawn as the Arabic companion of Montserrat, from Thin to Black. Few pairings are this closely matched.

Where it fits. Real estate, consumer brands, beauty, travel.

Size. At the same font size, the Arabic letter ه is 104% of the Latin x-height and alef is 117% of the Latin cap height. Start the Arabic at 90% of the Latin size, as shown above.

Weight and baseline. Both run 100 to 900. Use identical weight values. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Alexandria and /Montserrat

15 Lemonada pairs with Fredoka.

Ice cream tastes better outside.

الآيس كريم ألذ في الهواء الطلق.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Lemonada starts from Naskh with touches of Diwani and wide counters. Fredoka is big and round. Together they feel friendly without being childish.

Where it fits. Kids brands, desserts, juice bars, toys.

Size. At the same font size, the Arabic letter ه is 125% of the Latin x-height and alef is 113% of the Latin cap height. Start the Arabic at 85% of the Latin size, as shown above.

Weight and baseline. Lemonada runs 300 to 700, Fredoka 300 to 700. A clean one-to-one match. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Lemonada and /Fredoka

---

16 Mada pairs with Source Sans 3.

The clinic is on the second floor.

العيادة في الطابق الثاني.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Mada's Arabic is inspired by road signs around Cairo, and its Latin is a modified Source Sans Pro. Source Sans 3 is its natural partner.

Where it fits. Healthcare, wayfinding, government services, interfaces.

Size. At the same font size, the Arabic letter ه is 98% of the Latin x-height and alef is 95% of the Latin cap height. Start the Arabic at 105% of the Latin size, as shown above.

Weight and baseline. Mada runs 200 to 900, Source Sans 3 runs 200 to 900. Identical values work. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Mada and /Source+Sans+3

17 Rubik works on its own in both scripts.

Free returns for thirty days.

إرجاع مجاني خلال ثلاثين يوماً.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Rubik ships Arabic, Hebrew, Cyrillic and Latin in one family with slightly rounded corners. One file, one feel, fewer surprises.

Where it fits. E-commerce, consumer apps, food delivery.

Size. At the same font size, the Arabic letter ه is 78% of the Latin x-height and alef is 107% of the Latin cap height. Start the Arabic at 110% of the Latin size, as shown above.

Weight and baseline. Rubik runs 300 to 900 in every script it covers. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Rubik

---

18 Vazirmatn pairs with Inter.

Your report is ready to export.

تقريرك جاهز للتصدير.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Vazirmatn was made for web pages and apps, simple and legible. It ships with Roboto for its Latin, so a neutral UI sans like Inter sits well beside it.

Where it fits. SaaS, dashboards, admin panels, internal tools.

Size. At the same font size, the Arabic letter ه is 82% of the Latin x-height and alef is 92% of the Latin cap height. Start the Arabic at 115% of the Latin size, as shown above.

Weight and baseline. Vazirmatn started as a Persian project. Check that Arabic letters such as ي and ك, and Arabic digits, look right in your real text. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Vazirmatn and /Inter

19 Aref Ruqaa pairs with Fraunces.

Sweets for the Eid table.

حلويات لمائدة العيد.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ف ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Aref Ruqaa captures classical Ruqaa calligraphy. Fraunces is a soft old-style display serif with the same handmade warmth.

Where it fits. Sweets, gifts, Ramadan and Eid campaigns, cultural events.

Size. At the same font size, the Arabic letter ه is 88% of the Latin x-height and alef is 98% of the Latin cap height. Start the Arabic at 110% of the Latin size, as shown above.

Weight and baseline. Aref Ruqaa has 400 and 700 only. Keep it for headlines and pair with a plain Arabic for body copy. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Aref+Ruqaa and /Fraunces

---

20 Kufam pairs with Sora.

The festival opens on Thursday.

المهرجان يفتتح يوم الخميس.

Aa Bb Cc Gg Qq Rr 0123456789. Body text at 13px with the same line height as the Arabic.

أ ب ت ج ح خ ع غ ق ك ل م ن ه و ي. نص بنفس ارتفاع السطر. ٠١٢٣٤٥٦٧٨٩

Why it works. Kufam's Arabic draws on 7th-century Kufi inscriptions and was made for signage and information design. Sora's wide geometric shapes keep the same structured feel.

Where it fits. Media, festivals, signage and wayfinding.

Size. At the same font size, the Arabic letter ه is 98% of the Latin x-height and alef is 104% of the Latin cap height. Start the Arabic at 100% of the Latin size, as shown above.

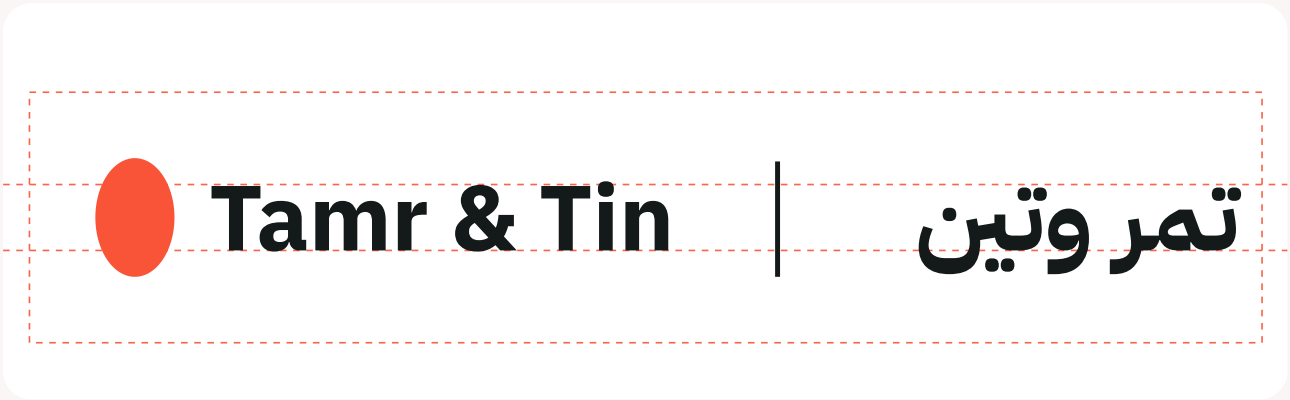
Weight and baseline. Kufam runs 400 to 900 and includes its own Latin. Sora runs 100 to 800, so cap both at 800. Both share one baseline; give Arabic text a line height of at least 1.5.

Both free for commercial use under the SIL Open Font License. fonts.google.com/specimen/Kufam and /Sora

Put the two names side by side on one baseline.

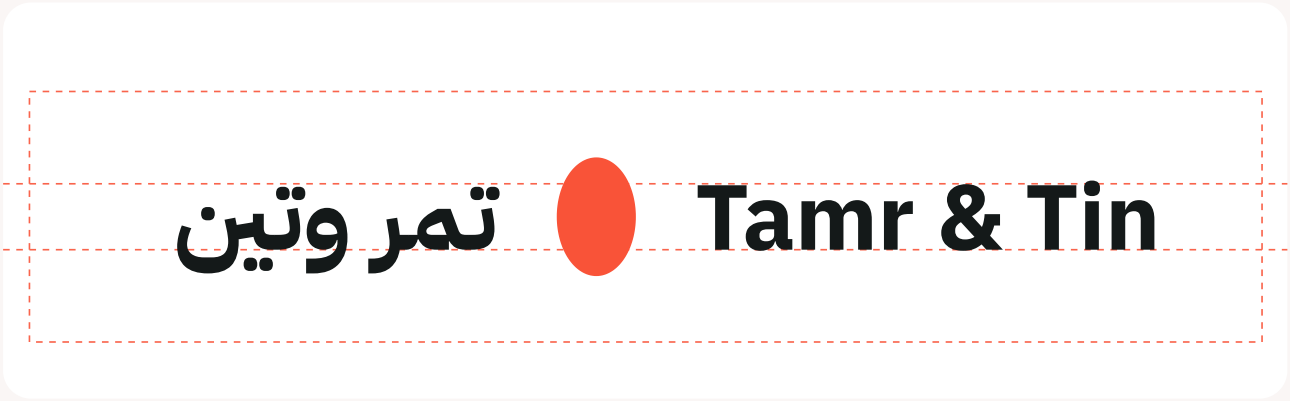
Fictional brand used for the demo: Tamr & Tin. The orange lines are the baseline and the cap height. Grids for both orders are in templates/lockups as layered SVG.

Put Latin on the left and Arabic on the right.



Each name starts at its outer edge and reads toward the middle. This is the order most readers expect. Use a thin divider or a gap of at least one unit (the width of the mark).

Or put Arabic on the left and Latin on the right.



Both names start next to the center and read outward, so this order works best with the mark in the middle as the divider.

One rule for both. Share the baseline, and make the Arabic alef as tall as the Latin capitals. Arabic descends lower, so the clear space below is measured from the deepest Arabic letter.

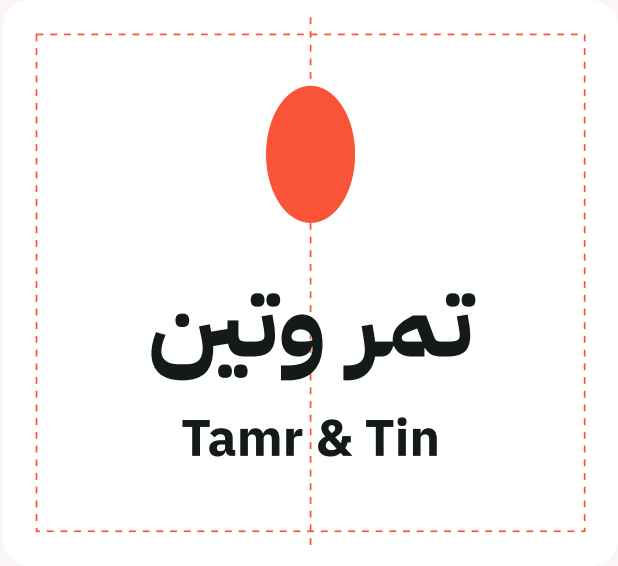
Stack the names when the space is tall or square.

Stack with Latin first.



For brands that lead in English, such as a US brand entering the region. Center both names on the mark. The Arabic can run a little larger to look equal.

Stack with Arabic first.



For brands that lead in Arabic, such as a local brand or a public service. The Arabic runs close to twice the Latin size. Some places have rules about Arabic on shop signs, so check local rules.

Arabic-first side by side. Mirror the side-by-side lockup: mark on the right, Arabic next to it, Latin on the far left. Use it as the default on Arabic pages and in right-to-left apps.

Give the lockup room, and know its smallest size.



Know the smallest full lockup.

30 mm wide in print, 160 px wide on screen. Below that, the dots in Arabic start to clog. Use the mark alone, or one script only.

Protect the smallest Arabic.

Never let the Arabic in a lockup drop below the Latin in visual size. In body text, do not go below 11 pt in print or 16 px on screen.

Use one color per lockup.

Both names in the same color. Two colors make one script look secondary, unless that is the point.

Lock it as artwork.

Export the final lockup as outlined vector art. Live Arabic text can break when it travels to a printer or a partner.

These sizes are our studio starting points. Test your own mark on a real phone and a real print proof.

Avoid the five mistakes we see most.

Arabic set too small.

Tamr & Tin تمر وتين

Wrong: Arabic at half size

Tamr & Tin تمر وتين

Right: equal visual size

Fake bold.

تمروتين

Wrong: software thickens a one-weight font

تمر وتين

Right: use a real bold, or none

Letter-spacing on Arabic.

ت م ر و ت ي ن

Wrong: tracking breaks the joins

تمر وتين

Right: zero tracking, use kashida with care

Broken connections.

نيتورمت

Wrong: letters left in their isolated forms

تمر وتين

Right: letters join as written

Reversed text in software without right-to-left support.

نيتورمت

Wrong: backwards and unjoined

تمر وتين

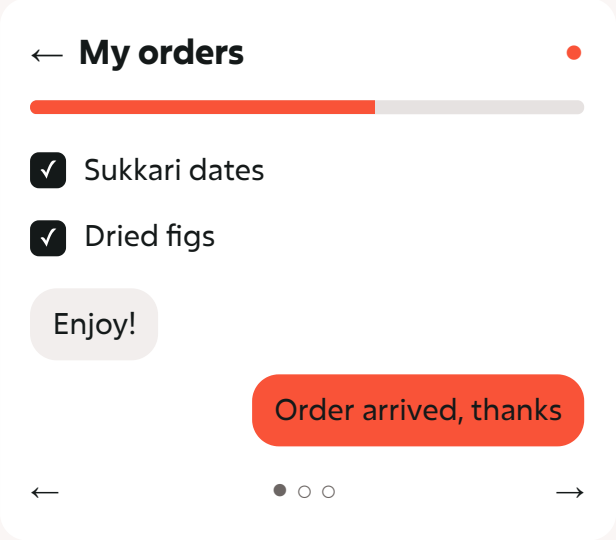
Right: set in a tool that shapes Arabic

If Arabic comes out backwards or unjoined, the app does not support right-to-left text. Set the Arabic in a tool that does, and paste it as outlined art.

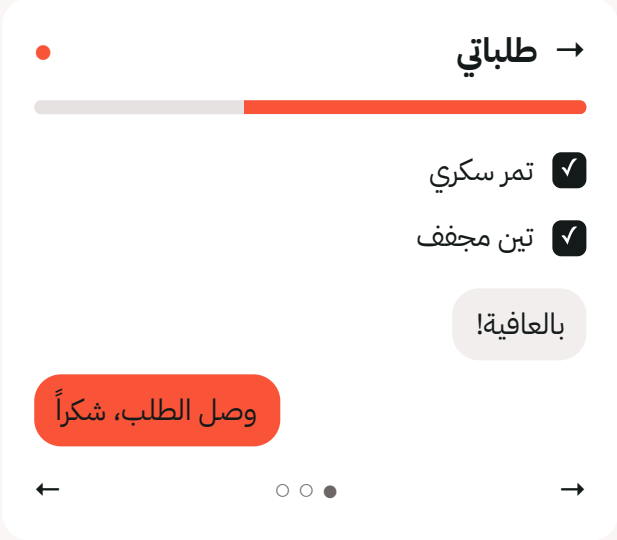
Flip the layout for right-to-left readers.

In Arabic the eye starts at the top right. Anything that shows order or direction follows it.

English, left to right.



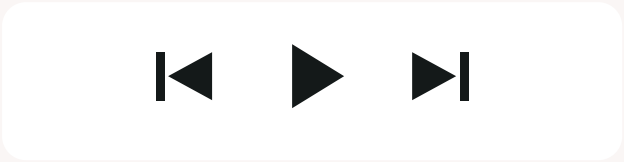
Arabic, mirrored.



- **Navigation and reading order.** Menus, tabs and lists start on the right.
- **Back and forward arrows.** Back points right, next points left.
- **Progress bars and sliders.** They fill from right to left.
- **Carousels.** Swipe order and the dots run right to left.
- **Chat bubbles.** Your own messages sit on the left, the other person on the right.
- **Checkbox and checkmark placement.** The box moves to the right of its label. The tick itself stays the same.

Based on Material Design's bidirectionality guidance (m2.material.io and m3.material.io) and Apple's Human Interface Guidelines page on right to left (developer.apple.com/design/human-interface-guidelines/right-to-left).

Keep these the same in both directions.



اتصل بنا: 0000 000 50 971+

Logos and brand marks.	Never mirror a logo or a universal mark. Apple names the checkmark as one of these.
Media play buttons.	Play, rewind and the video progress bar keep their direction. Material says they follow the direction a tape plays in.
Clocks and clockwise icons.	Clocks, refresh and history icons still turn clockwise.
Numbers inside Arabic text.	The digits in a number never reverse: 2026 stays 2026 inside an Arabic sentence.
Phone numbers.	They read left to right in both languages.
Photos and artwork.	Do not flip photos. Reverse the order of a set of images only when the order means something.
Objects used with the right hand.	A search magnifier or a coffee cup stays as drawn.

The quick test. Ask: does this show time passing, or a real object? If it shows time on a screen, flip it. If it is media, a clock, a number or a real object, leave it.

Pick your digits on purpose.

0123456789	Western Arabic digits
٠١٢٣٤٥٦٧٨٩	Eastern Arabic digits, U+0660 to U+0669
۰۱۲۳۴۵۶۷۸۹	Persian and Urdu forms. Do not use them for Arabic.

Each system is common in different places.

The Maghreb (Morocco, Algeria, Tunisia) uses Western digits. The UAE uses both. Egypt, Saudi Arabia and the rest of the Gulf and Levant use both, with Western digits gaining ground, especially in Saudi Arabia.

Phones pick a default for you.

The Unicode locale data most software uses defaults to Eastern digits for Arabic in Saudi Arabia, Egypt, Jordan, Lebanon, Kuwait, Qatar, Bahrain and Oman, and to Western digits in the UAE, Morocco, Algeria and Tunisia.

Choose with these four rules.

- Use one system per piece. Never mix both in one price or one phone number.
- Prices, codes and phone numbers: use what your customers type on their own phones.
- In our experience, formal or traditional pieces in Egypt and the Levant often suit Eastern digits, while tech and retail lean Western.
- Check that your Arabic font has both sets, drawn to match, before you commit.

Check every bilingual post before it goes out.

Check these on social posts.

- [ ] Arabic written or edited by a native speaker of the dialect you target. No raw machine translation.
- [ ] Arabic set right to left, aligned right, in a font that joins the letters.
- [ ] No letter-spacing on Arabic. Arabic at the same visual size as the Latin.
- [ ] Arabic punctuation in Arabic text: the comma ، and question mark ؟
- [ ] Phone numbers, prices and dates read correctly, one digit system each.
- [ ] Arabic hashtags use underscores between words, for example #رمضان_كريم
- [ ] Caption order decided (Arabic first or English first) and kept the same every time.
- [ ] Subtitles burned in with an editor that supports Arabic.
- [ ] Text kept clear of the top and bottom edges of stories and reels.

Check these on websites and email.

- [ ] Arabic pages declare lang="ar" and dir="rtl".
- [ ] Layout uses logical properties (start and end) so it mirrors on its own.
- [ ] Each language has its own URL, such as /ar/ and /en/, linked with hreflang.
- [ ] The language switch says العربية and English, written in each language.
- [ ] Alt text, form errors and emails exist in both languages.
- [ ] Tested on a phone set to Arabic.

Print this page and keep it next to whoever presses publish.

Build the name first, and the rest of the brand follows.

iklipse builds brand identities that work in Arabic and English from the name up, for founders in the GCC, Egypt, North Africa and the US. Kardo and One Click Away, both on our Works page, were built from their names up.

iklipseworld.com/services/brand-experiences

Fonts shown are by their designers and foundries and are licensed under the SIL Open Font License. Sample brands Nuvra Pay and Tamr & Tin are fictional. This kit is guidance, not legal advice: check trademarks with a lawyer before you file.