





Optima

by Hermann Zapf

The Optima typeface is a clear and precise font designed by the renowned type designer Hermann Zapf. Optima was inspired by classical Roman inscriptions and is distinguished by its flared terminals – the ends of letters. The curves and straights of the Optima fonts vary minutely in thickness to provide a graceful and clear impression to the eye. Optima is used to convey classic ideals as well as current trends. For example, it is used by skin care giant Estée Lauder as its official typeface design. Optima is also used by the Traveller™ science fiction role-playing games.



PT PRECTION merak merak merak merak merak merak merak merak mera

 R: 185
 R: 247
 R: 210
 R: 206

 G: 188
 G: 244
 G: 175
 G: 215

 B: 198
 B: 242
 B: 162
 B: 214

#EAEAEA
#F5ECE6
#E59C83
#5A5959

M E R A K مصراك

The name Merak was inspired from the name of the 5th brightest star in the Big Dipper asterism associated with the constellation Ursa Major. The brand is all about transparency, honesty, brilliance, trust, and most importantly, shine! We aim at being different, we got inspired from our real star Merak, and thus we chose our slogan depending on this. The slogan is A SHINE THAT LEADS YOU HOME, which we aim at doing. Merak will be the source of inspiration, support and guidance to it's clients, promising a happy ending at a happy home!





