



ASFOUR
CRYSTAL





ASFOUR
CRYSTAL

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24 HELLO

WE ARE HAPPY YOU ARE HERE

In which we outline the building blocks of Asfour Crystal brand

including what we stand for, what sets us apart, why we choose the words we choose and how we have decided to show up in the world.





Asfour crystal's roots date back to 1961, originating in Egypt to lay a solid foundation for global success.

We transform any space into an unforgettable and inspiring place, with our exquisite custom-made crystal lighting designs.

Engaging with the past and future we seek to unlock the best potential for our clients. Combining the ancient Egyptian craftsmanship with the latest technologies is our emphasis. Alongside with interior design and architecture, we have always taken pride in delivering our unique design and manufacturing solutions, from ancient Egypt to the world!

Our ancient Egyptian ancestors, were the pioneers, weaving magic through their skilled hands to create stunning glassworks. This glorious craft endures, captivating hearts with its timeless beauty. Meticulous attention to detail and dedication have earned worldwide acclaim.

Asfour crystal carries on the rich legacy of glassblowing technique, keeping the flame alive in its birthplace. Over 61 years of honoring our heritage and commitment to the art of sparkle. Asfour crystal, where art and beauty unite in every shining creation!

You are now invited on a journey full of uncovering secrets, where you will explore a unique world of art and Unlimited Possibilities inherited by the glorious hands of artists throughout thousands of years.



The largest and oldest glass-blowing factory in Tell el-Amarna, Egypt, existed around 1400 BCE. It was there that "a large and diverse collection of colored glass was made to decorate walls and personal embellishments." Since ancient times, the Egyptians not only mastered the art of glassmaking but also developed a sophisticated culture of colors and reflections surrounding glass.



An Arabian craftsman discovered a new method of shaping glass in Jerusalem during the first century where Mr. Khamis Asfour born and got the inherited secret.



Mr. Khamis led the first shiny journey of unique success.

He decided to collect the ancient Egyptian

With his talent that inherited from his palastnian origin



The journey of building civilizations has always been full of secrets where the pure sands of Egypt is filled with purity and lives a cycle of artistic life within our factories to produce the purest crystal in the world, loaded with originality of craftsmanship and glorious art.

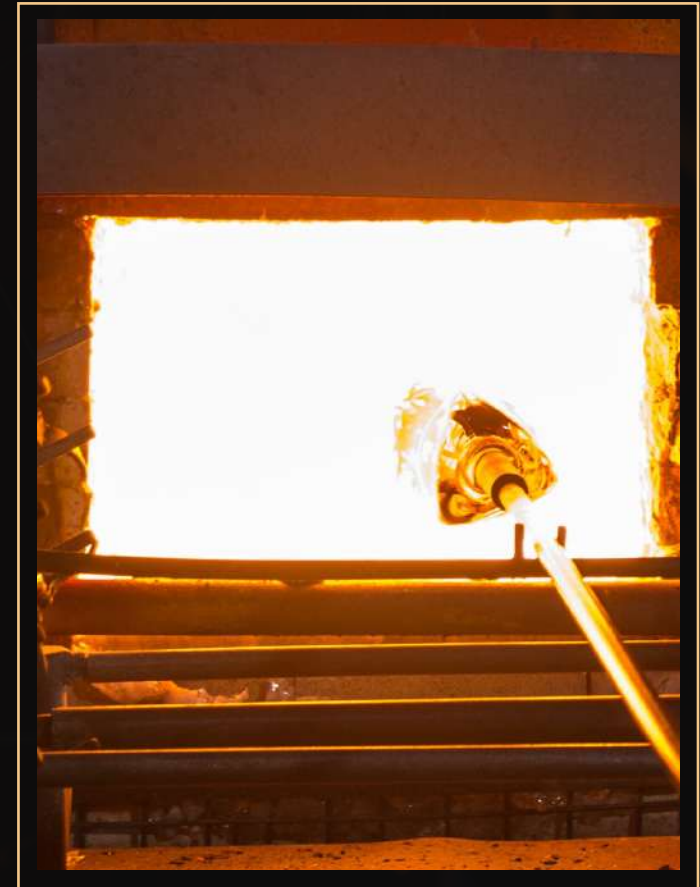


VISION

To retain our global leadership in luxury lighting crystal manufacturing, renowned for exceptional quality, timeless shining, and unparalleled artistry

MISSION

Passionately create and deliver exquisite crystal products that captivate and delight customers. We blend heritage with innovative design, precision, and attention to detail, enhancing spaces, elevating experiences with new lines, and leaving a sparkling legacy through quality, customer satisfaction, and sustainable practices.



1. RESPONSIBLE SOURCING :

Asfour Crystal places a strong emphasis on responsible sourcing of raw materials. The company ensures that every material used in its products are sourced ethically and sustainably, complying with all applicable regulations and standards. By partnering with suppliers who share the same commitment to sustainability, Asfour Crystal promotes responsible practices throughout its supply chain.

2. WATER CONSERVATION :

Water conservation is a priority for Asfour Crystal. The company implements measures to reduce water consumption in its manufacturing processes, such as implementing efficient water management systems and recycling water wherever possible. By minimizing water usage, Asfour Crystal contributes to the conservation of this valuable natural resource.

3. PRODUCT DURABILITY AND LONGEVITY

Asfour Crystal designs its products to be durable and long-lasting. By creating high-quality crystal pieces that stand the test of time, the company encourages customers to cherish and retain their Asfour Crystal items for generations. This approach promotes sustainability by reducing the need for frequent replacements and minimizing waste.

4. CORPORATE SOCIAL RESPONSIBILITY :

Asfour Crystal has been steadfast in its loyalty and reverence for the humanity. It recognizes its duty towards the people in our origin and other countries, community, and region it belongs to.

Over the course of 61 years, the foundation has been instrumental in supporting numerous non-profit initiatives, generously donating more than 500 Million USD to various organizations, institutions, and individuals.



Al-Nas Hospital



Bahtim Surgical Hospital



Comor Islands Hospital

Asfour Crystal recognizes the importance of gender equality and the significant contributions that women make to the success of the company. By fostering an inclusive and supportive workplace environment, Asfour Crystal ensures that women have the opportunities and resources they need to thrive and excel in their careers

1. EQUAL OPPORTUNITIES :

Providing equal access to career advancement, training programs, and leadership positions for all employees, regardless of gender.

2. WOMEN IN LEADERSHIP:

Actively encouraging and supporting women's leadership within the organization at various levels.



3. WORK LIFE BALANCE :

Offering flexible work arrangements and family-friendly policies to support women in managing their personal and professional responsibilities.

4. EMPOWERMENT AND PROFESSIONAL DEVELOPMENT

Investing in training programs, mentorship, and skill-building initiatives to help women excel in their careers

5. SAFE AND SUPPORTIVE ENVIRONMENT :

Maintaining a work environment free from harassment, discrimination, or bias, ensuring women feel respected and valued

HOW WE DESCRIBE THE NEED FOR OUR CRYSTALS

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1. CHALLENGE :

When it comes to decorative lighting, it's crucial to prioritize quality and durability.

The main common challenge to all clients is how to choose the pieces which will provide the space with an elegant and luxury touch?



2. SOLUTION :

We offer a selection of exquisite pieces that add an elegant and luxurious touch to your space. Our crystals have the ability to create a sophisticated and classy atmosphere, enhancing any design preference.

3. RESULT :

Asfour crystal is the ultimate choice for lifelong brilliance and opulence, making it an obvious and reliable option. We are the synonymous name of lifetime shining and essence of luxury.

These unique features collectively contribute to the allure and desirability of Asfour Crystal products. Whether it's the exceptional clarity, precision cutting, customization options, sustainability practices, or its business collaborations, Asfour Crystal describes itself as the leader in the world of crystal manufacturing.

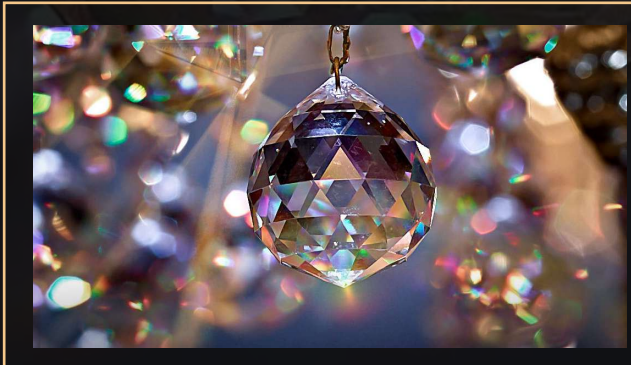
HIGHEST
REFLECTIVE
INDEX
WORLDWIDE



UNLIMITED
POSSIBILITIES

PUREST CRYSTAL
AROUND THE WORLD
LESSTHAN 77PPM
OF IRON IS FOUND WITHIN OUR
SILICA SAND TO ENSURE A PREMIUM
GRADE CRYSTAL

FULL
LEAD
CRYSTAL



LIFETIME
WARRANTY

Asfour Crystal harmoniously merges ancient

CRAFTSMANSHIP

with modern technology, presenting a selection of over 1300 standard products to elevate spaces with enduring beauty.

Explore a spectrum of sizes at Asfour Crystal, ranging from

0.5 ML TO 140 MM

setting the standard for crystal pieces. Whether petite or grand, our diverse size range ensures a perfect fit for every creative vision.

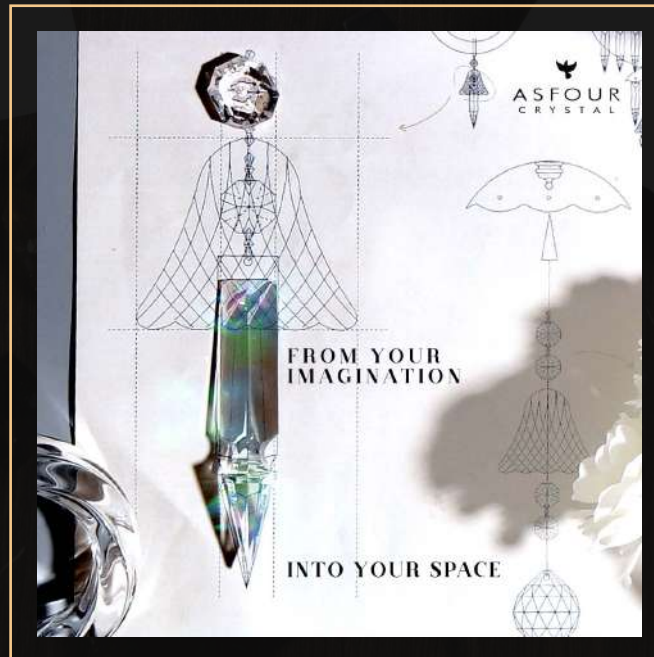
CUSTOMIZATION

Asfour Crystal embraces personalization, providing customers with bespoke crystal pieces that reflect their unique style and vision. With personalized engravings and tailor-made designs, we ensure each customer possesses a truly one-of-a-kind crystal masterpiece.

It's an invitation to discover your inner artist and customize your dreams in shades and

COLORS

never conceived before.



PRECISION CUTTING

Asfour Crystal employs cutting-edge technology and skilled artisans to ensure precision cutting of each crystal piece. The intricate facets and geometric patterns are meticulously crafted to enhance the play of light, resulting in mesmerizing sparkle and brilliance.



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BRAND FEATURES

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BRAND VALUES
PERSONA & PERSONALITY
VOICE & TONE

1. HERITAGE :

Rooted in tradition, this brand embraces its rich history to create timeless experiences.

2. QUALITY :

Committed to excellence, this brand ensures superior craftsmanship and materials in every product or service.

3. LUXURY :

Offering exclusivity and refinement, this brand provides opulent experiences and products.



4. RELEVANCE :

This brand stays current and adaptive, addressing evolving customer needs and desires.

5. CREATIVITY :

Celebrating imagination and innovation, this brand creates unique and inspiring offerings.

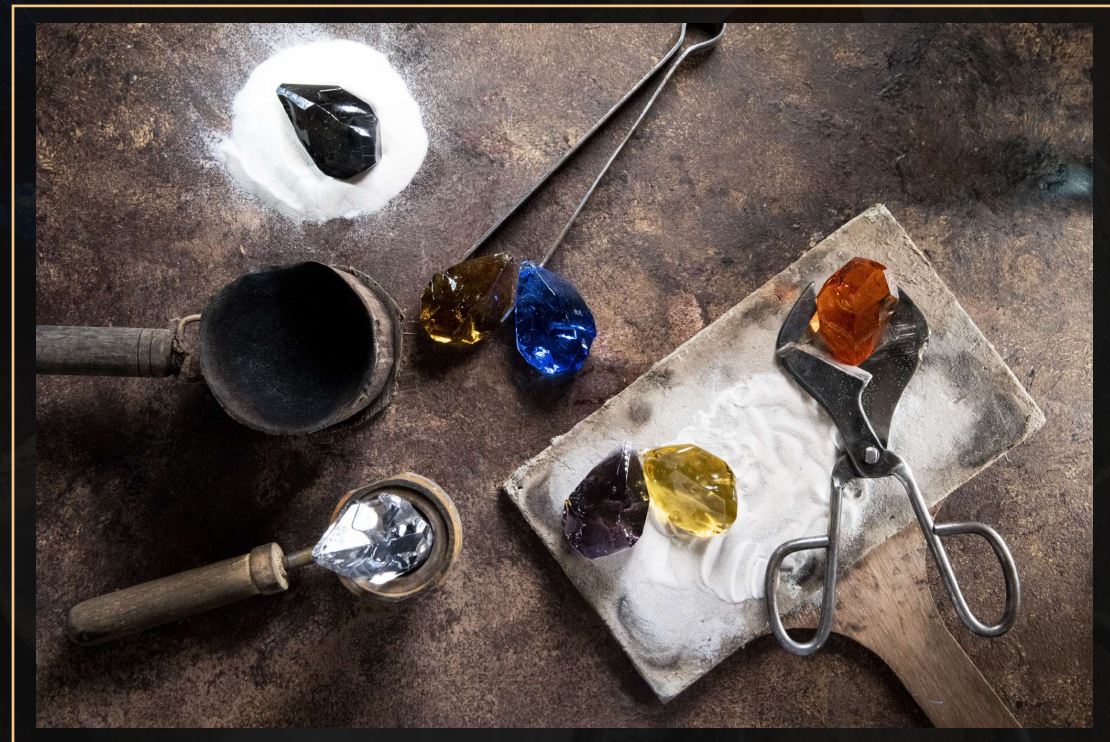
6. CONTEMPORARY :

Embodying the latest styles, Asfour Crystal sets trends and appeals to those seeking chicness and sophistication.

WE ARE SMART HARD WORKERS & COLLABORATIVE

Asfour Crystal is a reflection of - Creativity,
Professionalism, Thoughtfulness, Respect,
Purpose and Curiosity.

Our brand mirrors the best we bring to our
partners, uniting as one formidable team.



WE ARE HUMAN BEINGS SPEAKING TO HUMANS

Our language reflects Elegant, Authentic, and Confident language choices.
Not Elitist, Overeager, Boastful, or Impersonal

WE
ARE
AUTHENTIC

WE LIKE THE
PEOPLE WE ARE
TALKING TO

WE ARE PROUD
OF WHAT WE ARE
TALKING ABOUT



GENERAL TERMS

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Our brand is original.

We describe the using of **Asfour Crystal** or someone who uses it.

We're proud of our partners and we will not stop support them.

That itself sets us apart.

SECTION 2

LOGO



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Historically, **Asfour Crystal** has had several different versions of the logo.

The change and modernization of the logo and its use are therefore an integral part of the development of the whole group as well as individual divisions over the years.

Asfour Crystal's logo has undergone many changes in shape, font and color.

Originally known as "**Crystal Asfour**" in Arabic, the logo then switched to the English order of its name "**Asfour Crystal**" to establish a prominent word mark and open the door for more Asfour Crystal products beyond Crystal in the future



Logo versions used in the history of Asfour Crystal from 1990 to 2009



Logo versions used from 2009 to 2012



Logo versions used from 2012 to 2015



Logo versions used from 2015 to 2018

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CORE ELEMENTS



The Asfour Crystal logo and the photographic style are the key visual elements that are essential to the visual identity of the brand voice.

Together, these elements symbolize the brand's positioning of "**inspiring luxury**" and help convey the personality traits of the brand: historic, luxurious, relevant, creative, contemporary and built on quality. The brand logo is composed of three elements: the Asfour icon mark, the Asfour name and the Crystal identifier.

Usage and placement of the core elements varies between applications and will be explained in their respective sections i.e. advertising, outdoor, etc

In order to ensure a clear and consistent identification of the brand, a limited number of versions of the logo are permitted:



English/Arabic vertical corporate logo



Chinese Logo



English/Arabic horizontal corporate logo





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TRADEMARKS & CONTENT COPYRIGHTS

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I. Asfour Crystal permits its partners based on their partnership degree “ list attached “ to use its name, trademarks, logos, web pages, screenshots and other brand features (The Asfour Crystal Brand Features - Marks or logos) only in limited circumstances and as specified in these Guidelines.

By using Asfour Crystal’s Marks, you agree to adhere to these Guidelines and specifically to the Use Requirements and Terms below. If you have a separate agreement with Asfour Crystal that addresses use of the Asfour Crystal brand, that agreement shall govern your use of the Asfour Crystal Marks.

II. The Asfour Crystal marks include the Asfour Crystal name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any of Asfour Crystal's products.

III. List of Trademarks:

- Asfour Crystal
- The Asfour Crystal logo (Arabic – English & Chinese)
- Unlimited Possibilities
- World’s No.1 lighting crystal manufacturer
- Asfour Crystal-emblem
- Crystal Asfour

- The company name is “**Asfour Crystal**”
- If true, you’re welcome to say that your product integrates with Asfour Crystal (we love that!), but please don’t use our name or marks as part of yours.
- **Do Not** Don’t use “Asfour Crystal” as a noun, verb, plural, or possessive
- **Don’t** use the Asfour Crystal marks in a way that suggests a common, descriptive, or generic meaning
- **Don’t** register a domain containing the word “Asfour Crystal” or any variation thereof. Deliberate misspellings and transliterations are also not permitted.
- **Do not** apply for a trademark that includes the word “Asfour Crystal,” our logo, or any other words or marks similar to our own
- **Do not** use “Asfour Crystal” or our other trademarks in connection with advertising (search engine or otherwise) without explicit approval from Asfour Crystal
- **Don’t** use the Asfour Crystal logo (with or without your company logo) except you have a prior approval from our side.

BRAND ASSETS USAGE REQUIREMENTS & TERMS

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- Any use of Asfour Crystal brand assets must confirm to these guidelines.
- Use of the Asfour Crystal brand assets constitutes consent to any modifications to the guidelines.
- Asfour Crystal has sole discretion in determining if use of the Asfour Crystal assets violates these guidelines.
- Contact us at (marketing@asfourcrystal.com) to request use of brand assets or for any questions.

Asfour crystal has the rights to modify the guidelines at any time.

