



تفّرس

tafarrus

كل مباراة تحمل أكثر مما تراه العين.

Every match holds more than the eye catches.
Tafarrus reads it.

This playbook defines how the brand looks, speaks, and behaves. It is written for anyone who must produce Tafarrus work without us in the room. Follow it and the work stays ours.

The gift is firasa. The practice is Tafarrus.

فِرَاسَة is a classical Arabic word: the gift of reading what lies beneath the surface, of knowing a thing by its signs. Coaches prize it in a player. They call it reading the game.

A gift cannot be scheduled. A practice can. تَفَرُّس is the same root turned into its verb noun: the disciplined, repeated act of deep perception. That is the product. Every match, read. Every week, again.

الموهبة فِرَاسَة. الفريق يحتاج تَفَرُّسًا.

.Talent has firasa. A team needs tafarrus

MORPHOLOGY • جذر ف ر س

ف ر س ← فِرَاسَة ← تَفَرُّس

TAFARRUS • THE PRACTICE

FIRASA • THE GIFT

THE ROOT

N . The act of reading a match, a player, a moment, closely enough to know what it means.

FORM V A verbal noun of practice, in the institutional naming family: Tadawul, Tamkeen, Tatweer. Names built to govern, not to sell.

The word we loved was occupied. So we took one morphological step.

The founders chose فِرَاسَة. The audit found the field occupied inside our own region and category. A name you cannot own is a debt. The answer was not a different word. It was the same root, one step deeper.

DECIDED

Tafarrus تَفَرُّس

Zero commercial collisions found, August 2026. Root intact. Speaks both languages.

MANAGED RISK

The shadda

تَفَرُّس doubles the r. Register tafarrus and tafarus; both redirect. Say it: ta-far-RUSS.

COLLISION AUDIT · FOUND AUGUST 2026

firasa.io	AI call intelligence	OCCUPIED
firasa.ai	AI personality, Jordan	OCCUPIED
firasai.com	AI agency, Doha	OCCUPIED
firasah.com	AI education analytics, Khobar	OCCUPIED
farsight	Multiple, four sectors	OCCUPIED
tafarrus	No commercial use found	OPEN

To confirm before launch: trademark classes 9, 35, 41, 42 in KSA and UAE; tafarrus.com and .sa; social handles. Verification is a legal task, not a design one.

POSITIONING STATEMENT

For the coaches building women's and youth football in the Arab world, Tafarrus is the intelligence layer: a tactical dossier written natively in Arabic or English, on the coach's phone before morning training, for a fraction of an analyst's salary.

BRAND TRUTH

The match does not end
at the whistle.
It ends when someone
reads it.

لا تنتهي المباراة عند
صافرة النهاية.
تنتهي حين يقرأها أحد.

THE SITUATION

A coach, Sunday night, replaying the match in her head. Training is Tuesday. She does not need software. She needs the answer.

WHAT WE ACTUALLY SELL

Being seen. A coach whose work is witnessed, match by match, in her own language. The dossier is the form. Recognition is the product.

NEVER US

Not broadcast media.
Not GPS vests.
Not a dashboard.

REGISTER ONE

الملعب ليلاً

The night pitch.

The world we watch. Floodlights, grain, the match as it was. The brand speaks in this register: deep green, chalk lines, one amber light.



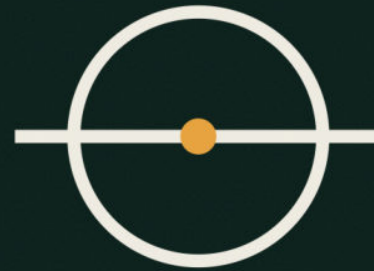
REGISTER TWO

التقرير صباحاً

The morning report.

The thing we deliver. Paper light, ink, measured type. The product lives in this register: the dossier, the email, the document a coach actually reads.





تَفَرُّس

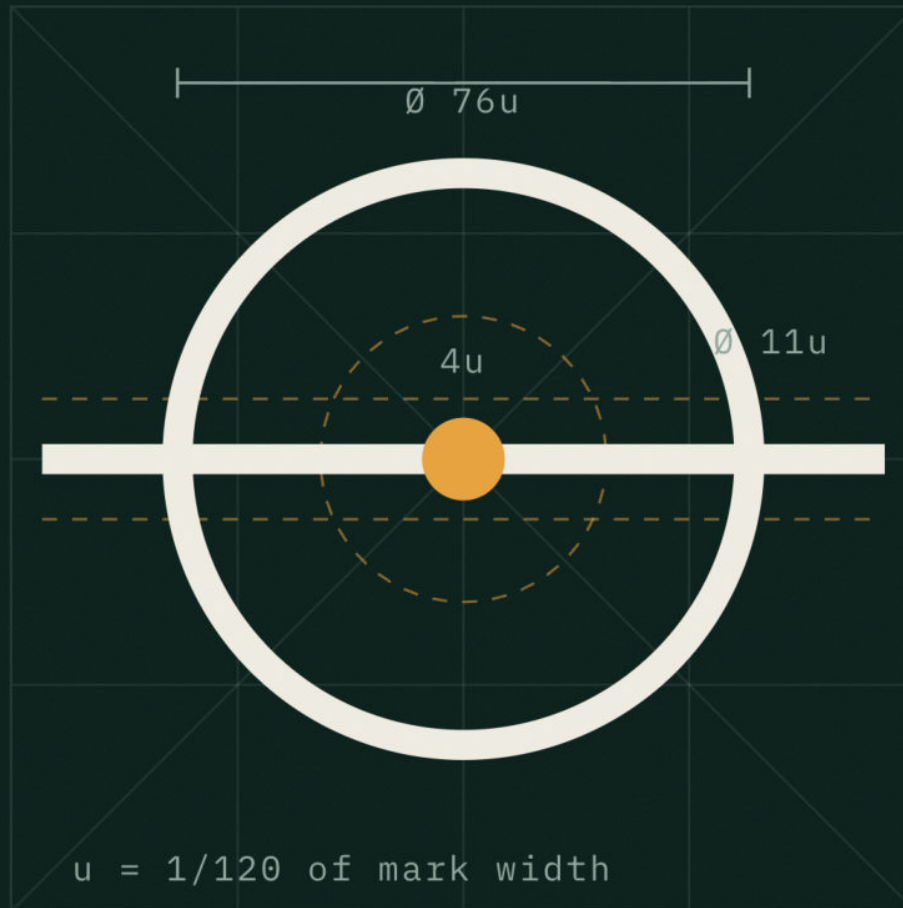
tafarrus

The center circle

The halfway line

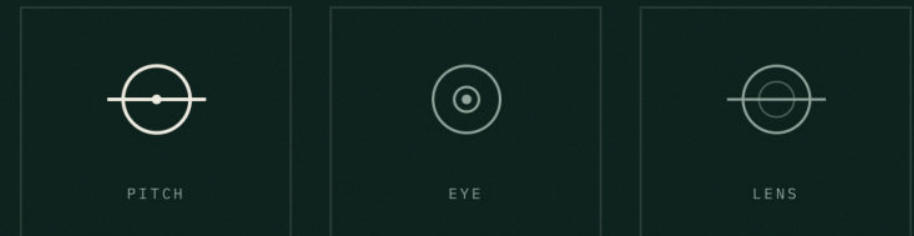
The spot

The pitch, seen by someone who reads it. Three readings coexist: a pitch from above, an eye, a lens.



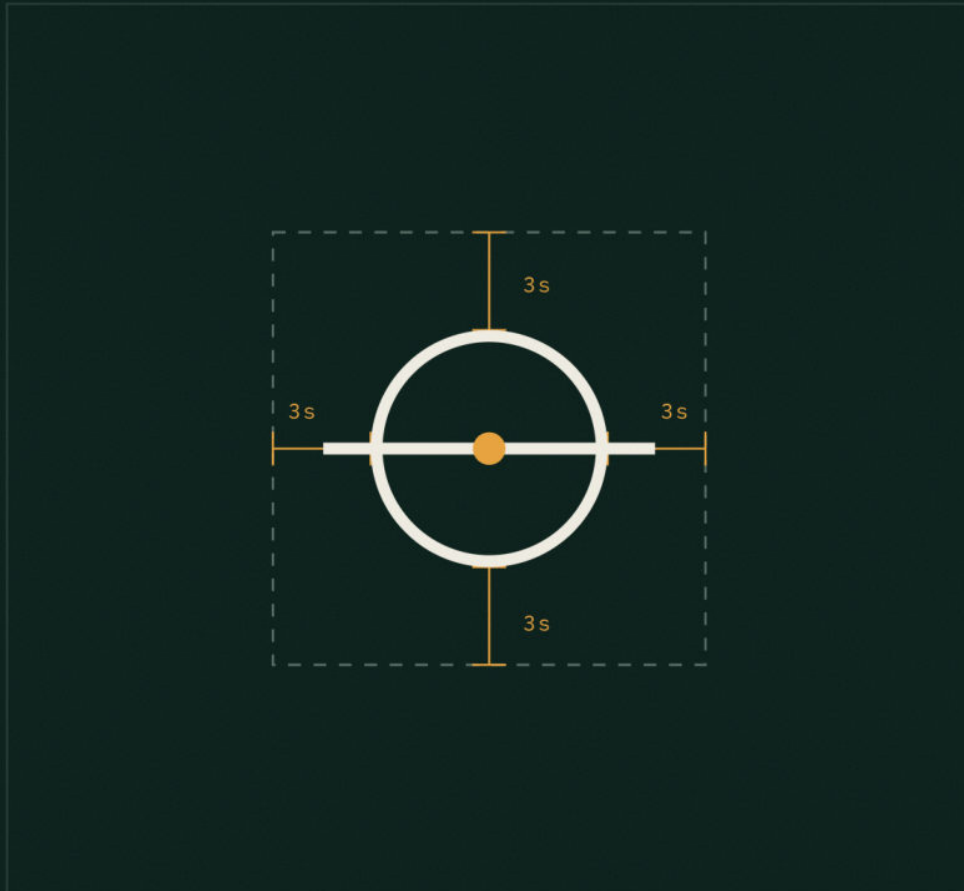
Drawn to be read in one glance.

- CIRCLE** The center circle. Where every match restarts, and where the reading begins. Diameter 76u, stroke 4u.
- LINE** The halfway line, run full width. It divides the pitch and bisects the circle: the eyelid, the horizon of the game.
- SPOT** The center spot. The pupil, the ball, the point of insight. Diameter 11u. The only place Floodlight may live inside the mark.
- HONESTY** The mark abstracts the pitch. It is not drawn to pitch scale. Real pitch proportions govern the layout grid instead (page 16).





Arabic leads in Arabic contexts; Latin leads in Latin contexts; the bilingual lockup signs official documents. The mark may stand alone only where the audience has already met the name: app icons, favicons, stitch, the dossier cover's back. Never recolor the spot outside Floodlight or the single ink of a one-color job.



Clearspace equals three spot diameters (3s) on every side. $s = 11u$. Nothing enters the field: no type, no rules, no image edges.

Small is a different mark.



PRINT · MIN 12MM
Full form. Stationery, dossier, documents.



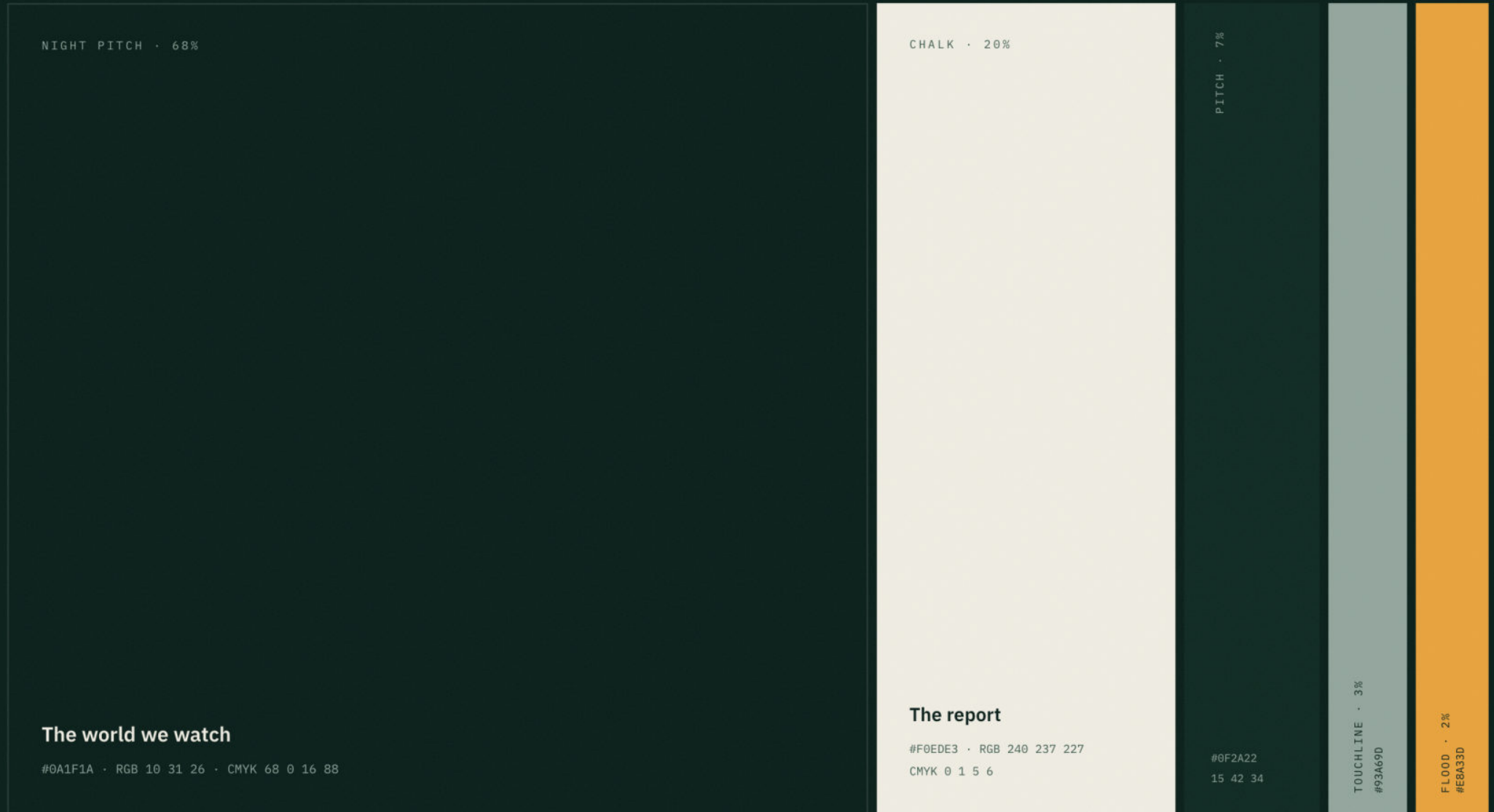
STITCH · MIN 18MM
Stitch form. Stroke 7u, spot 15u. One thread color, no infill.



ICON · 16PX TEST
Icon form. Stroke 9u, spot 17u. Survives favicon scale.



Below 12mm print or 44px screen, the full form is retired. Reduction is designed, not shrunk. The 16px render above is shown at true size.



Proportion is the rule. A brand that is half amber means nothing; a brand with two percent amber signs everything it touches. Swatch rows lie. This field is the truth.

Night Pitch dominates every composition. Chalk carries the document register. Pitch raises surfaces on dark. Touchline is the only secondary text color on dark. Floodlight is the spot, the scoreline, the one number that matters.

SANCTIONED PAIRINGS · WCAG MEASURED

		Chalk on Night Pitch	14.65:1	AAA · ALL TEXT
		Floodlight on Night Pitch	7.96:1	AAA · ALL TEXT
		Touchline on Night Pitch	6.69:1	AA · SECONDARY
		Night Pitch on Chalk	14.65:1	AAA · ALL TEXT
		Deep Floodlight on Chalk	3.39:1	LARGE DISPLAY ONLY
		Floodlight on Chalk	1.84:1	GRAPHIC SHAPES ONLY

Floodlight signs. It never decorates.

The accent appears where attention is owed: the spot in the mark, the scoreline, the decisive metric, the one action on a page. If it is on every page, it has stopped meaning anything.

PERMITTED

The spot · scorelines · key metric · one CTA
· data for the team we serve

FORBIDDEN

Backgrounds · body text · borders ·
gradients · icons in rows

PRINT & THREAD

Night Pitch: toward PMS 5535 C. Floodlight: toward PMS 7563 C, thread toward Madeira 1124.
Direction only. Confirm on press and on stitch; never trust a screen match.

THE RAISED VOICE · ARABIC DISPLAY

نقرأ اللعبة

Noto Kufi Arabic · Semibold, Bold

Geometric Kufi: the oldest Arabic letterform, drawn new. Headlines, the wordmark, the scoreline. Never below 20pt. Never for body. Never tracked, never Latin.

THE WORKING VOICE · TEXT, BOTH SCRIPTS

The report is the product.

التقرير هو المنتج. يصل قبل التدريب الصباحي.

IBM Plex Sans Arabic + IBM Plex Sans · 400–600

One family, two scripts, one color of ink. Body, labels, interface, documents. Arabic sets 1.15× the Latin size to hold optical parity.

THE EVIDENCE VOICE · DATA

54% · 8.2

1.8 · 0.9

90'+2

IBM Plex Mono · 400, 500

Numbers are evidence and evidence is set in mono. Scores, metrics, timestamps, references. Western numerals 0–9 in both languages, always.

RULE 01 · Arabic is never letter-spaced. Spacing breaks the joining of the script.

RULE 02 · Tracking tightens as Latin display grows: 0 at text, –0.02em above 40px.

RULE 03 · Line-height follows measure: 1.45 Latin body, 1.7 Arabic body, 1.25 display.

RULE 04 · Two scripts share a line only inside the bilingual lockup. Everywhere else, each gets its own line.

SWPL · ROUND 12 · SAMPLE

الأهلي يقرأ المساحات، والتحول يحسم المباراة

لم تكن النتيجة وليدة الاستحواذ، بل وليدة القراءة. انتظر الأهلي لحظة التحول، وضغط على الظهر الأيسر عند كل تمريرة للخلف، فجاء الهدفان من المساحة ذاتها.

الخلاصة: ما تغير بعد الدقيقة 60 لم يكن الخط، بل المسافة بين خطي الوسط والدفاع.

SWPL · ROUND 12 · SAMPLE

Al Ahli read the spaces. The transition decided it.

The scoreline was born from reading, not possession. Al Ahli waited for the transition, pressed the left back on every backward pass, and both goals came from the same space.

Bottom line: what changed after the 60th minute was not the plan. It was the distance between the midfield and defensive lines.



The page is a pitch.

Every layout divides into three vertical zones, like the thirds of a pitch. Content enters the final third to score: the number, the mark, the action. The middle third carries play. The first third defends silence.

MARGINS	14mm on every side. The touchline offset. Nothing crosses it but full-bleed photography.
THIRDS	Three zones of 89.6mm. Columns align to zone edges, never to a twelve-column habit.
FOCAL CIRCLE	A Ø40mm device at the optical center. It anchors the one thing the page exists for.
BASELINE	4.5mm. All type sits on it. Arabic and Latin share the same grid.

Asymmetry is the default. A centered page is a set piece: permitted on the cover and dividers, questioned everywhere else.

Recognizable before the wordmark is seen.

Four elements. Strict rules. The pitch's own linework, put to work — nothing else is needed.

01 • HAIRLINE

0.5pt, Chalk at 14%. Frames, divides, holds the grid. Structure, not ornament.

02 • LANE TRACE

1pt line ending in a 4u Floodlight dot: the pass. One per composition. It points at the finding.

03 • OFFSIDE DASH

4/4 dashed line. Means one thing: transition. Never decorative.

04 • CIRCLE CROP

Photography masked in the center circle. Portraits of the game only. The logo never enters.

SPECIMEN BOARD

FIG. 08

HAIRLINE • 0.5PT • CHALK 14%

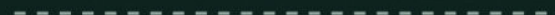
LANE TRACE • THE PASS



CIRCLE CROP



OFFSIDE DASH • TRANSITION



The trace ends on the amber dot. The dot is the finding. In print the trace is still; in motion it travels.

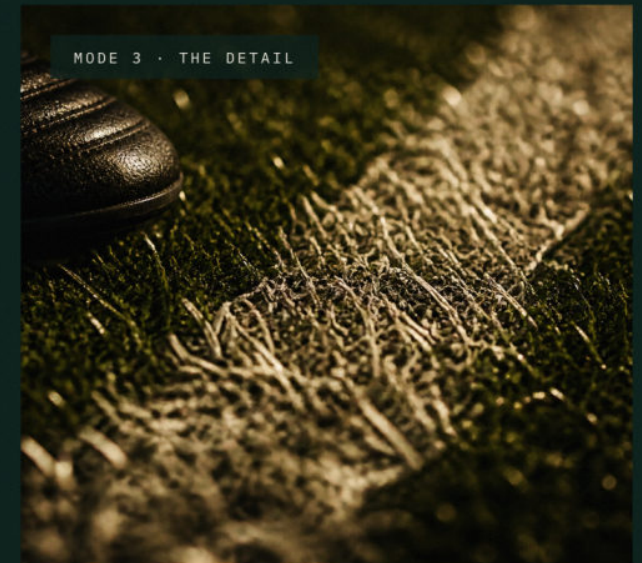
GRAIN 5%
ALWAYS ON DARK



Floodlit, 35mm grain, blacks crushed to Night Pitch, amber haze kept. Players from behind or at distance. The game as atmosphere, not broadcast.



The report moment. Warm window light, shallow focus, the phone, the coffee. Quiet, domestic, certain. The only mode where Chalk leads.



Macro. Chalk on grass, a boot's edge, the ball's seam. Texture stands in for the body. One subject per frame, nothing else.

CONSENT IS THE LENS · Players are minors and developing athletes in modest environments. No identifiable faces without written federation and guardian consent. The brand photographs the game, not the girls.

NEVER · Stock stadiums. Posed smiles. Daylight match action. Wire photos. Watermarks.

FEED RHYTHM · Five night : three detail : two morning. The grid reads like the product: match, match, match, morning.



THE WIDE • REFERENCE FRAME

● التصوير THE GRADE

- LIGHT** Floodlight from a corner, never overhead. One source. Haze kept, not cleaned.
- GRADE** Blacks toward Night Pitch, never true black. Highlights toward Floodlight, never white. Saturation down one step.
- GRAIN** 35mm grain at 5–8%. Digital clean is forbidden; the night has texture.
- SPACE** Minimum 40% darkness. The subject is small. The night is large.
- CROP** Landscape 4:3 or 16:9. Circle crop for portraits of the game. No verticals except stories.

The test: a frame should feel like the minute before the dossier arrives. If it could run as a broadcast still, it fails.

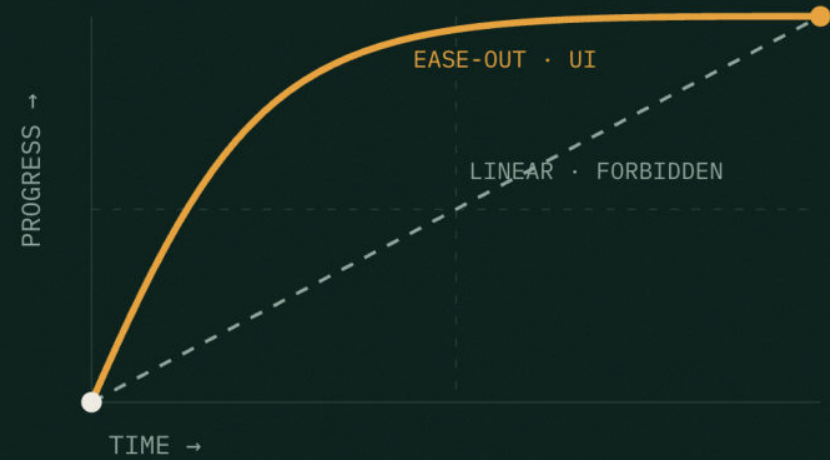
Felt, not seen.

Motion is the analyst's hand, not the broadcast's replay button. Fast, quiet, gone before it is noticed.

The Draw · the mark draws itself	600MS · ONCE PER SESSION
Interface · panels, reveals, toggles	150-250MS · EASE-OUT
The Trace · the pass dot travels	400MS · ON DATA REVEAL
Reduced motion · respect the setting	INSTANT · NO DRAW

Transform and opacity only. Never layout, never bounce, never ease-in. If the animation is noticed, it is too slow.

THE CURVE · CUBIC-BEZIER(0.23, 1, 0.32, 1)



Fast at the start, certain at the end. The interface answers before the finger lifts.

An analyst talks. We write it down.

Short sentences. Concrete nouns. Certain about what the footage shows, honest about what it does not. The coach has ten minutes; the writing respects every one.

REPORT OPENER · AR

فاز الأهلي لأنه قرأ المساحة قبل أن تظهر. هذا الملف يشرح أين ومتى ولماذا.

REPORT OPENER · EN

Al Ahli won because they read the space before it appeared. This dossier shows where, when, and why.

NOTIFICATION · 07:04

ملف المباراة جاهز. الأهلي 1-2 الاتحاد. The dossier is ready. Al Ahli 2-1 Al Ittihad.

THE LAW OF THE VOICE

- 1 · Say what happened first. Interpretation second.
- 2 · Numbers in mono, claims in prose, doubts stated.
- 3 · Arabic is written, not translated. «التمريرات الحاسمة», never «key passes» left in English inside an Arabic sentence.
- 4 · The coach is addressed as a professional, never as a customer.
- 5 · No word a coach would not say at the touchline.

BANNED FROM THE BRAND

ELEVATE

JOURNEY

SEAMLESS

PASSION

UNLOCK

EMPOWER

LEVERAGE

GAME CHANGER

IN TODAY'S GAME

REVOLUTIONIZE

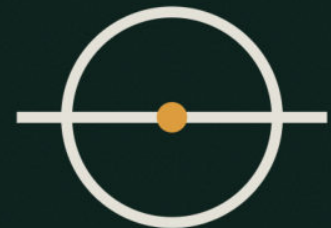
Numerals are Western (2-1, not ١-٢) in scores, data, and timestamps in both languages. Dates: 12 March 2026 / 12 مارس 2026.

PART TWO

التطبيقات

The system at work.

Ten applications, rendered to spec. The dossier first, because the dossier is the product.
Everything else is delivery.





THE PRODUCT, NOT AN AD FOR IT

The dossier is the brand's handshake.

A4 portrait, Night Pitch cover, Chalk interior. One mark, one scoreline in Floodlight, one promise: reviewed by a human analyst. The cover answers three questions in five seconds: who played, who won, why this is worth opening.

FORMAT	A4 PDF, 12–16 pages, under 4MB. Opens on any phone made in the last decade.
NAMING	TFR- [season] - [round] · الأهلي_الاتحاد_الجولة 12 .pdf
THE SEAL	«راجعته محلل بشري» appears on every cover until the verification step earns retirement. It is a trust mark, not a disclaimer.



One spread, one finding.

Every interior spread answers a single question. The pitch shows where, the timeline shows when, the numbers show how much. Amber is always the team we serve; sage is always the opponent. A coach reads a spread in ninety seconds.

Diagrams are drawn, never screenshots. Lines at 1pt, zones at 13% fill, dashes for transitions only.



DEVELOPMENT · MONTHLY

PLAYER DEVELOPMENT REPORT

#8 · Central Midfield · U15

MARCH 2026 · 4 MATCHES READ

WHAT IS WORKING

First touch under pressure. Scanning before receiving. Second-ball positioning.

WHAT IS NEXT

Weak-foot release speed. Recovery runs after losing the ball.

SIX-WEEK TREND · FORWARD PASSES COMPLETED



COACH'S NOTE

Keep her at the base of midfield. The game slows down for her. That is rare at fifteen.

For the academy and the family · Confidential

TFR-DEV-0088

THE MORNING REGISTER

Paper light. Ink dark. One accent.

The development report is the second product, deferred until the academy relationship is proven. It lives entirely in the light register: Chalk paper, Night Pitch ink, Deep Floodlight for the one thing that matters. Parents read it in two minutes; coaches act on it in one session.

TO NE

Written to the coach about the player, never about the child to the parent. Development, not judgment.

IDENTITY

Players are number, position, age group. No names on specimen pages; consent governs the real ones.



DELIVERED WHERE THE COACH ALREADY IS

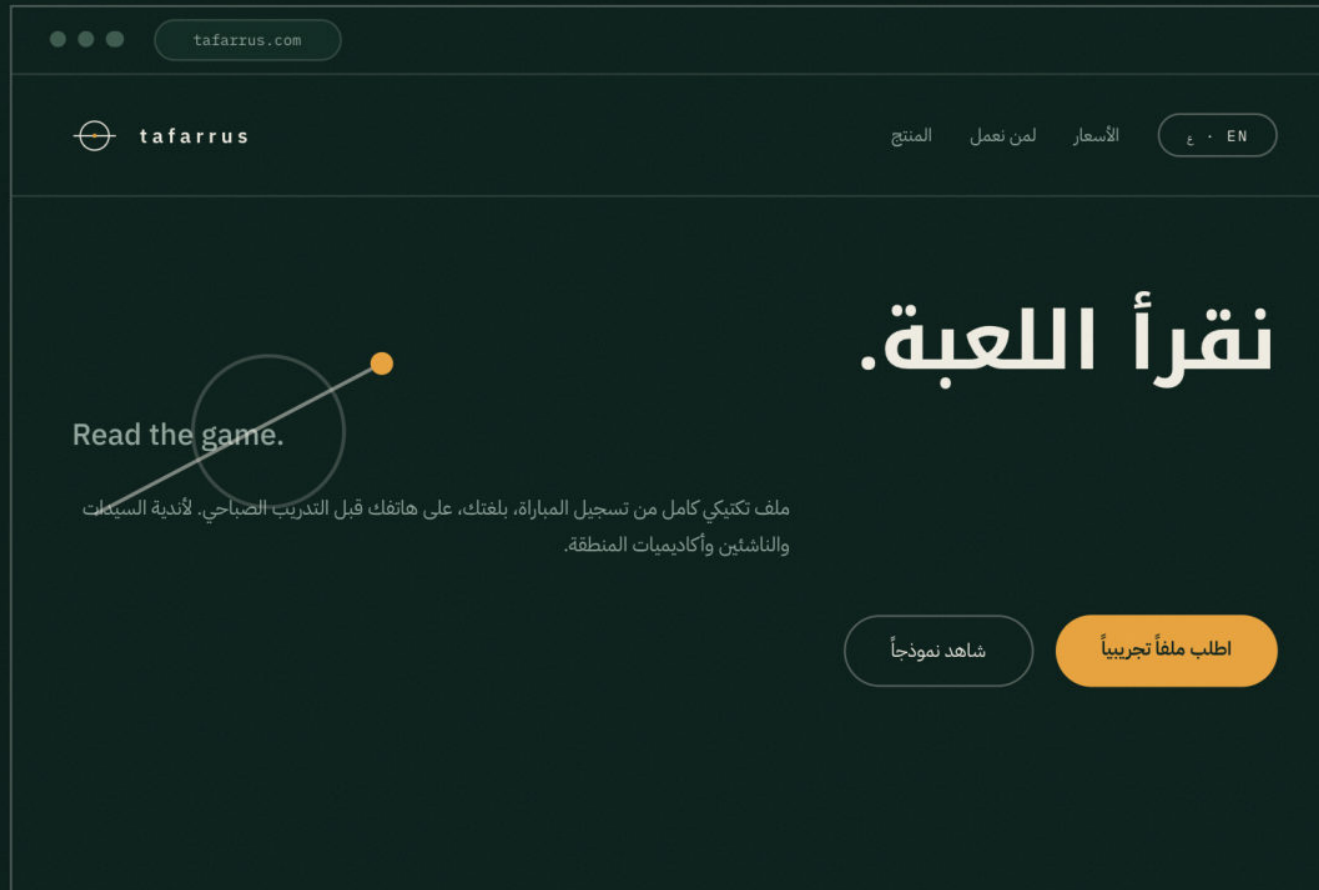
No app. No login. No dashboard.

The product arrives as a PDF in the thread the coach already checks. The notification is the interface: one line, the scoreline, the page count. Everything behind it — the video pipeline, the models, the verification — stays invisible.

07:04 LOCK SCREEN

WHATSAPP THREAD · SAME MORNING

NO NEW HABIT TO LEARN



One page earns the call.

Arabic first, English one toggle away, never a machine translation badge. The hero is the tagline and one action: request a sample dossier. The sample is the trial; the site exists to deliver it.

RTL BY DEFAULT · LANG TOGGLE ع/EN

LOAD: THE DRAW, ONCE

SCROLL: NONE ABOVE THE FOLD BUT PROOF



REF TFR-2026-F041
RIYADH · 12 MARCH 2026

إلى: إدارة تطوير كرة القدم النسائية
الموضوع: قراءة تحليلية لدوري المدارس · مقترح تعاون

السلام عليكم ورحمة الله وبركاته،

يسعدنا أن نشارككم ملفاً تحليلياً كاملاً لمباراة من دوري المدارس، أعدّ بلغة المدربين وبمراجعة محلل بشري.
يوضح الملف ما حدث، ولماذا حدث، وما الذي يمكن تغييره قبل المباراة التالية.

نقترح تحليل ثلاث مباريات من اختياركم دون مقابل، لتقييم الجودة بأنفسكم.

علي درويش

Ali Darwish · Founder & Technical Lead



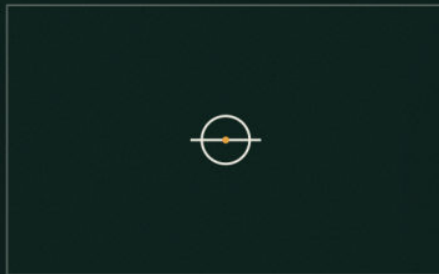
THE INSTITUTIONAL REGISTER

Written like the sector it serves.

The federation is the durable customer, and federation correspondence has a grammar: Arabic first, the greeting in full, the offer concrete, the ask small. The bilingual lockup heads the page; the mono reference and Hijri date sit where procurement expects them. The seal is the mark in Deep Floodlight, the only accent on the sheet.

The offer is always the same shape: three matches, analyzed free, judged by the reader. The sample is the trial.

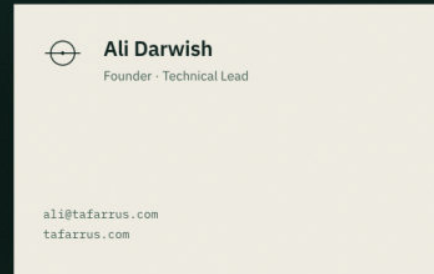
ALI DARWISH · علي درويش



FRONT



BACK · AR



BACK · EN

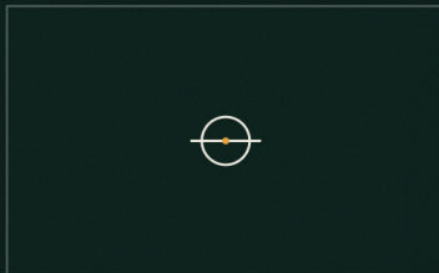
**85 × 55, two faces,
two languages.**

Front: the mark alone on Night Pitch, spot in Floodlight, 350gsm. Back: Chalk register — Arabic on one face, English on the other. Mark sits at the start of the reading direction. No QR, no slogan.

Print: Night Pitch toward PMS 5535 C on uncoated stock; spot in Floodlight toward PMS 7563 C. Confirm on press.

DOMAIN · tafarrus.com

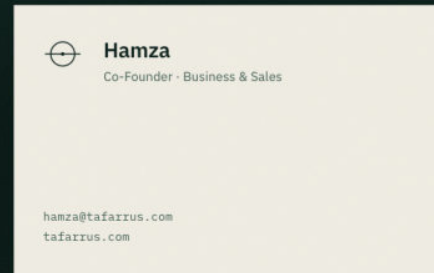
HAMZA · حمزة



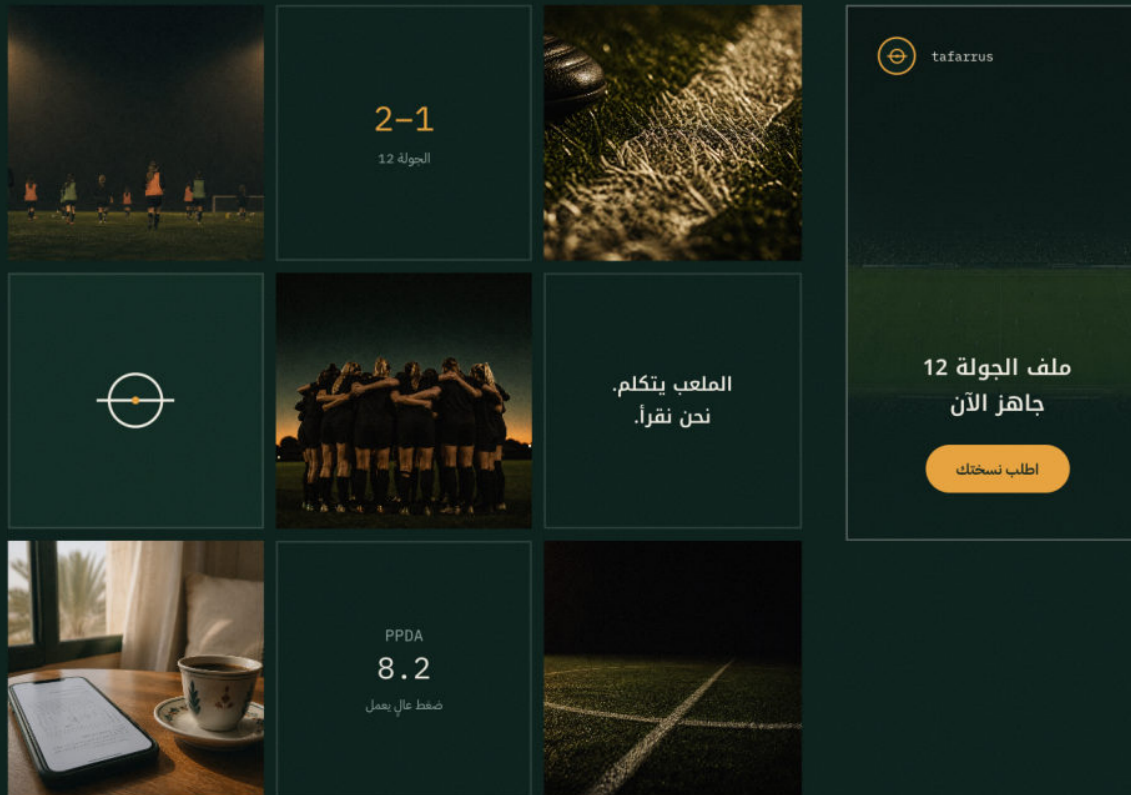
FRONT



BACK · AR



BACK · EN



The grid reads like the product.

Match, number, detail. Mark, huddle, sentence. Morning, metric, pitch. Nine tiles, three modes, one rhythm: five night, three detail, two morning. Captions stay under twelve words, Arabic first, and end with what happened, never with hype.

The story frame announces the dossier the morning it lands. One image, one line, one action. Handle: @tafarrus, to confirm at registration.



THE SAMPLE IS THE TRIAL

No free tier. One real dossier.

The first email carries a real analysis of a real match the coach just lived. Four sentences, one attachment, one small ask. It works because the attachment is the product, and the product is proof.

The email is plain text in the light register. No banner, no template, no tracking pixel theater. It reads as a person writing, because a person is.

Numbers are evidence.

The dossier's credibility lives in its charts. They are drawn, measured, and quiet. Five components cover ninety percent of matches; a sixth must be argued for.

HOME / AWAY

Amber is always the team we serve, sage always the opponent. Never team colors, never red and green.

TYPE

All figures in Plex Mono. Labels in Plex Sans Arabic or Plex Sans. Units stated once, never repeated.

WEIGHT

Bars 2.6mm, lines 1pt, gridlines 0.5pt dashed or absent. No 3D, no gradients, no shadows.

HONESTY

Sample size under every metric. Four matches is four matches; a trend is not a truth.

EVENT TIMELINE • ANATOMY



THE RADAR • SIX AXES MAX



THE SPARKLINE



THE THREAT BAR





ACCREDITATION
PVC · 54 × 85 · Floodlight lanyard



FIELD NOTES
A6 clothbound · Night Pitch cover

Worn at the fence, not on a stage.

The analyst films from the touchline and answers to the badge. Two objects: accreditation for federation venues, and the notebook every verification pass starts from. Both dark, both quiet, both recognized by the mark before the word.

The lanyard is the only place Floodlight covers a large area: visibility is its function there. Everywhere else, the discipline holds.



COLOPHON

Tafarrus · Brand Identity Playbook, v1.0, August 2026.
Set in Noto Kufi Arabic, IBM Plex Sans Arabic, IBM Plex
Sans, and IBM Plex Mono. Built in HTML and CSS,
rendered to PDF in headless Chromium, A4 landscape.
Photography plates generated for scene context; every
specified asset is drawn in vector. No existing brand
materials were supplied; the identity is derived from
the founder brief of July 2026 and the collision audit of
August 2026.

DECISIONS LOG

Name: Tafarrus, one morphological step from
firasa, after the audit found firasa and firasah
occupied in MENA AI. Mark: center circle,
halfway line, spot. Palette: night pitch and
morning report, Floodlight at two percent.
Type: Kufi speaks, Plex works, mono proves.
Grid: the page is a pitch.

TO CONFIRM

Trademark classes 9, 35, 41, 42 in KSA and
UAE. tafarrus.com and tafarus.com, both
redirecting. @tafarrus across platforms.
Pantone and thread matches on press and
stitch. Hamza's full name for print. Player
names and club marks on live dossiers, under
federation consent.

METHOD

Disciplines applied: brandkit, the Kowalski
craft standard, high-end visual design,
hallmark, impeccable, color system,
typography scale, humanizer for every line of
copy, pdf for production. No brand-name-
forge skill existed in the environment; its
discipline was applied by hand: generate,
audit, decide, document.

تفّرّس · نقرأ اللعبة

READ THE GAME · END OF PLAYBOOK