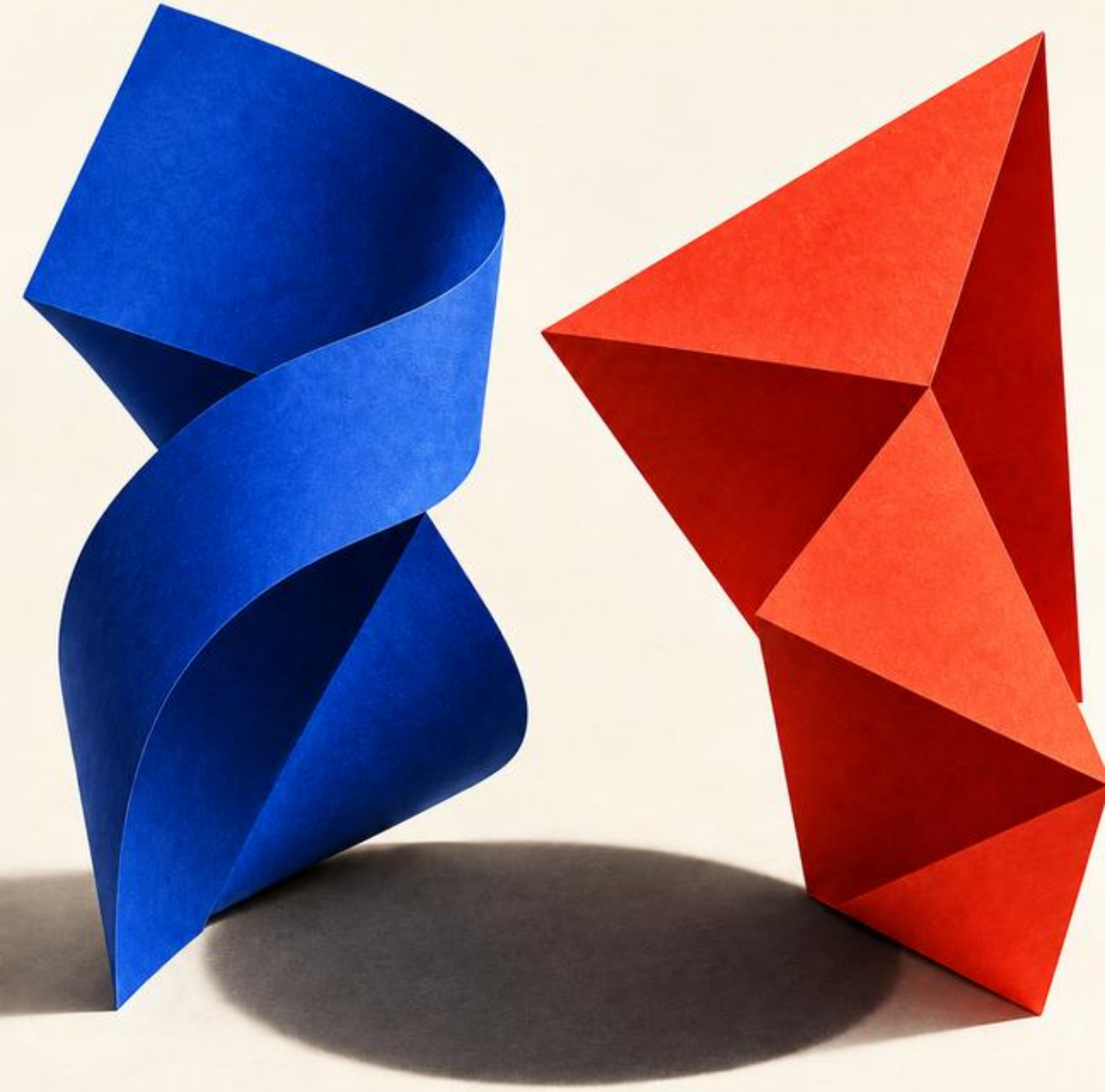
# The same brand in two languages.



01 / THE CONSTANT

# Keep the brand, release the sentence

A brand can sound translated even when every sentence is accurate. It can also feel like two unrelated businesses when each language version is written independently. The useful task sits between those problems: decide which meanings, behaviors and recognizable cues must remain, then allow each language enough room to express them well.

Consistency is not a demand for the same number of words, the same line breaks or a literal mirror of every layout. It is a set of decisions about what someone should recognize and expect. The promise should survive. Product conditions should agree. A reader should not encounter a helpful, precise business in one language and an inflated, commanding one in the other.

Invented teaching scenario: Dayline sells an undated weekly planner in Arabic and English editions. Each week occupies two facing pages. The product team has made the page sequence and binding appropriate to each edition, and both contain the same planning space. Those are fictional product facts for the exercise, not claims about an existing notebook. We will create an identity specification, two headline treatments and a product-page review. The aim is a coherent brand experience, not a rule that Arabic should reproduce an English design.

02 / THE SPECIFICATION

# Write the commitments in plain language

An identity specification becomes useful when it tells a writer or designer what to protect during a change. Separate the core meaning, the behavior of the brand and the cues that help people recognize it. Avoid a long adjective list that could describe almost any stationery business.

## Dayline: completed specification

+ Purpose in this encounter: help someone understand and choose a weekly planner edition.
+ Promise: a visible place to arrange a week across two facing pages. Do not promise productivity, calm or personal transformation as guaranteed outcomes.
+ Behavior: explain the product clearly, invite the reader to use it and let them choose. Avoid scolding them about disorganization.
+ Recognition: the Dayline mark, a deep-blue date panel and a small open circle recur across the packaging and page images. Their exact usefulness would need real design and recognition review.
+ Facts: the product is undated, each week uses two pages and the buyer must choose a language edition.
+ Flexibility: sentence structure, line breaks, typographic proportions and the reading sequence can change while those commitments remain clear.

This specification does not claim that these cues are already distinctive in a market. They are proposed design decisions for an invented brand. Before treating any asset as uniquely recognizable, inspect actual competitors and test whether people associate it with the right business.

03 / THE TWO EXECUTIONS

# Make the same useful invitation

Invented English product hero. Headline: 'Your week, across two pages.' Supporting copy: 'An undated planner with room to arrange the days ahead. Choose your language edition and begin with any week.' Button: 'Choose your planner'. Product image: an open spread with the planning areas readable, not hidden beneath a decorative desk arrangement.

رتب أسبوعك على صفحتين.

Arrange your week across two pages.

This Arabic headline is a draft in a broadly formal register. Its direct invitation differs from the English noun phrase, but the useful proposition remains the same. It does not add a claim of greater efficiency or a promise that planning will remove stress. A qualified Arabic writer should review it alongside the actual product and intended audience.

The Arabic supporting copy should preserve three facts: the planner is undated, a week occupies two pages, and the buyer chooses an edition. It need not imitate the English sentence order. Show the Arabic product spread so the image confirms what the reader would receive. A translated headline over the wrong edition's photograph creates a factual inconsistency.

Use the same blue and circle as recognition cues, but compose them around the actual reading path. The Dayline mark follows its approved treatment in each context. Neither language earns the entire page while the other is squeezed into a secondary strip.

04 / FIXED AND FLEXIBLE

# Protect meaning through design changes

A designer needs more precise guidance than 'keep it consistent'. In the Dayline example, a two-line English heading might become three lines in Arabic. That does not make the identity inconsistent. A small unreadable Arabic heading squeezed into the English footprint would be a more consequential failure.

01 Keep the promise fixed: a week across two pages. The second version cannot quietly become a daily journal or a program for changing habits.

02 Keep the product facts aligned: both pages must explain which edition is pictured and what the buyer selects. Check the purchase controls as carefully as the headline.

03 Keep recognizable assets available: retain the intended mark, color and circle relationship where they work, while allowing composition to respect the reading sequence.

04 Allow typographic expression to differ: choose suitable Arabic and Latin families for the same jobs. Similar hierarchy and care matter more than pretending unlike letterforms are identical.

05 Allow rhythm to differ: a direct Arabic invitation and an English descriptive phrase can share a modest, helpful attitude. Review their effect, not only their grammar.

Write exceptions beside the rule they affect. If packaging limits require a shorter line, record which meaning the shorter line preserves and where the remaining information appears. An exception that simply says 'Arabic version' is not enough to guide the next person.

05 / THE WHOLE JOURNEY

# Follow the promise into the product page

A matched hero is only the beginning. Click through the product choice, edition selector, basket and confirmation. The brand should remain recognizable, and the practical information should remain consistent. Do not let a carefully adapted campaign lead into a purchase path that silently switches the language or selects the wrong edition.

## Worked confirmation copy

English heading: 'Arabic edition selected.' Body: 'Your basket contains the Arabic weekly planner. Each week uses two facing pages, and the dates are left for you to fill in.' Action: 'Continue to delivery'. The Arabic confirmation needs the same product identification and next step. Avoid a generic congratulatory message that hides what the person has selected.

Now inspect an invented mismatch: the English page says 'undated', while the Arabic product image includes preprinted dates from a previous edition. The wording may be correct, but the assembled experience is not. Replace the image or explain the actual product accurately before debating whether the copy feels sufficiently on-brand.

Some differences are necessary. A right-bound edition needs its own photographs, opening demonstration and production file. Consistency therefore involves different assets serving the same job. Track those relationships in the content system instead of assuming one image filename and one layout can safely serve every version.

06 / PRACTICE

# Repair the identity drift

Invented exercise: the English Dayline page says, 'Your week, across two pages.' An adaptation says, in meaning, 'Master your life. Never waste another day.' The designer also removes the blue date panel because the new headline needs more room. Identify what changed, then write a repair brief that leaves space for good language work.

Model diagnosis: the adaptation changes a product invitation into a promise of personal control. 'Never waste another day' adds an absolute outcome and a judgment about the reader. Removing the blue panel discards a chosen recognition cue to accommodate that change. These are connected meaning and design decisions, not a minor translation preference.

Model repair brief: 'Return to the planner's useful offer: an undated week across two pages. Write a clear invitation in Arabic that does not promise a transformed life or blame the reader. Keep the blue date cue available, but redesign its size and position around the actual heading. Show the correct product edition and preserve the edition-selection step.'

Why this works: it gives the writer a meaning boundary without dictating the sentence. It gives the designer a recognition goal without freezing the English layout. Another execution could be quieter or more expressive, provided the product, attitude and choice remain coherent. The answer is a shared identity with legitimate variation.

07 / WORKSHEET

# Write the identity agreement

Complete this for one brand encounter, such as a product page or launch film. Use examples wherever an adjective could be misunderstood. The sheet should help a new collaborator make a decision without having to guess which language version is the real brand.

Promise and product facts that must remain equivalent

Brand behavior: what it says or does, and what it avoids

Recognition cues to retain, with their intended job

What may change in wording, typography, composition or timing

One execution in each language, reviewer and unresolved exception

After review, record why the two versions differ. A deliberate difference is easier to maintain than an unexplained inconsistency.

08 / REVIEW

# Check coherence without forcing sameness

Compare the versions as a customer would encounter them, then compare them side by side as a team. The first view tests whether each works on its own. The second helps find missing facts, changed promises and inconsistent assets. Neither view is sufficient by itself.

+ Both versions identify the same offer and preserve its consequential conditions.
+ The brand's behavior remains recognizable even when sentence structures differ.
+ Typography and layout give each language appropriate hierarchy and reading space.
+ Images and controls correspond to the actual language edition or service shown.
+ Exceptions are deliberate, documented and checked through the next step.

Neumeier's discussion of coherent brand meaning and differentiation helps frame the identity decisions. Sharp's emphasis on recognizable assets offers a different emphasis: being identifiable is not the same as claiming a unique personality. This guide uses both questions without asserting that the authors share one theory of growth. A creative identity specification cannot establish commercial effectiveness on its own.

The method also cannot replace Arabic writing, type design or accessibility expertise. Its deliverable is a practical agreement: what remains true, what helps recognition and what can vary. Leave with that agreement and two actual executions. If a reviewer can explain the differences as responses to language and context rather than accidents, the brand has a better chance of remaining itself across the experience.

READING / PRACTICE / CONTEXT

# Where the thinking starts

The methods, teaching scenarios, exercises and worksheets here are original synthesis. The books below inform particular decisions; their authors do not endorse this guide. Page references locate the supplied PDF editions and may differ from printed page numbers.

### Marty Neumeier / The Brand Gap

PDF pp. 25-29

The discussion of brand coherence, focus and differentiation informs the shared meaning specification. The guide does not reproduce the source's exercises or treat differentiation as identical to recognizable assets.

### Byron Sharp / How Brands Grow

PDF pp. 9-13

The emphasis on mental availability, recognition and preserving distinctive assets informs the design review. Proposed cues for the invented brand are not claimed to be proven distinctive or effective.

### Robert W. Bly / The Copywriter's Handbook

PDF pp. 74-77

The feature-to-benefit distinction supports a modest product promise and the rejection of unsupported transformation claims. The specific bilingual identity method is original synthesis.

## Make the tools your own

Read the worked example, try the exercise before its model response, then use the worksheet on a real assignment. Print the worksheet at 100% or annotate a copy digitally. Check your actual product facts, audience context and production conditions before applying the advice.

THATCOPYADDICT / AHMED MOUSTAFA ELSHERIF / 2026