

OXUS

MARYAM NAJVAN

BRAND GUIDELINES

EDITION ONE · 2026

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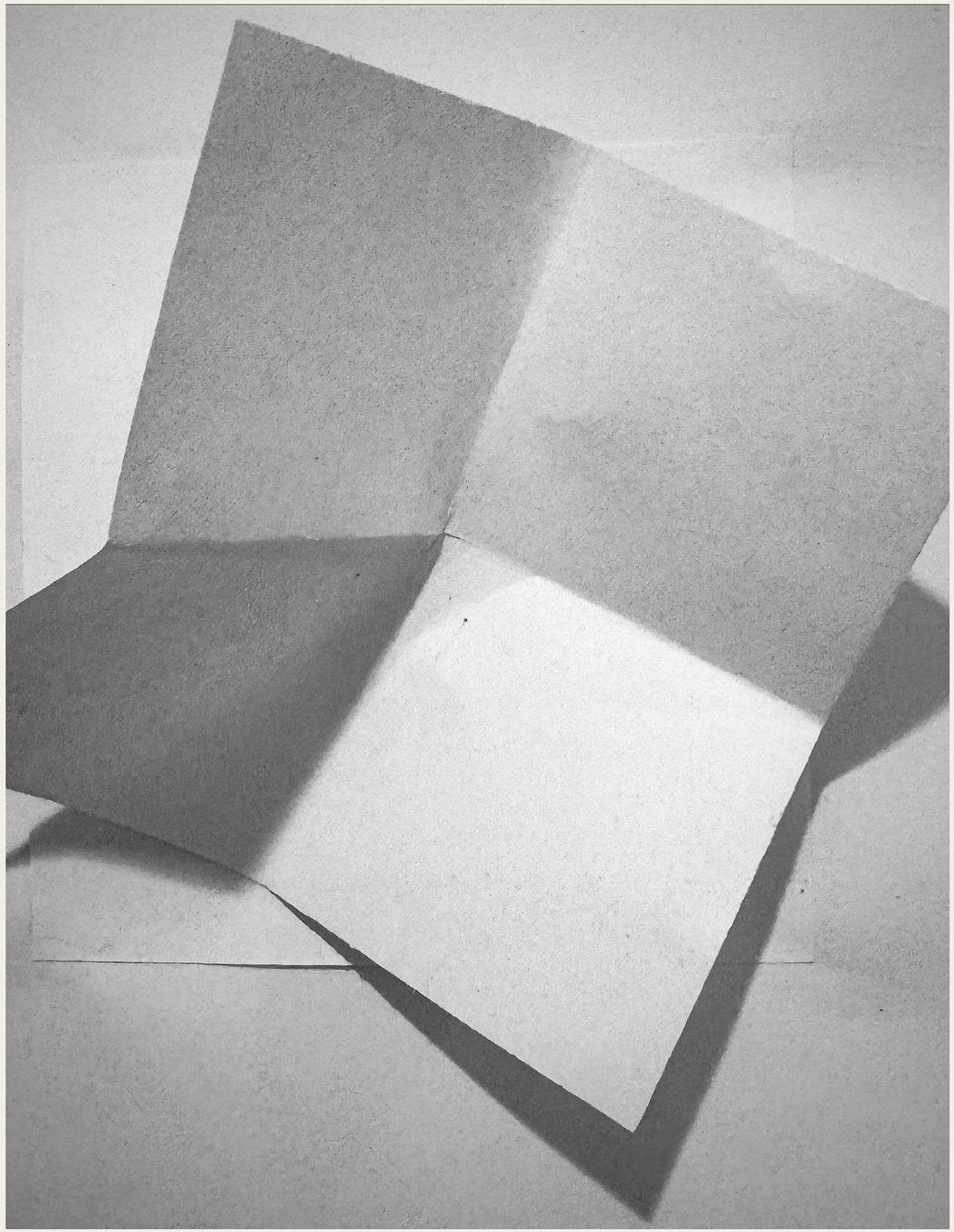
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A living artist. *One of one.*

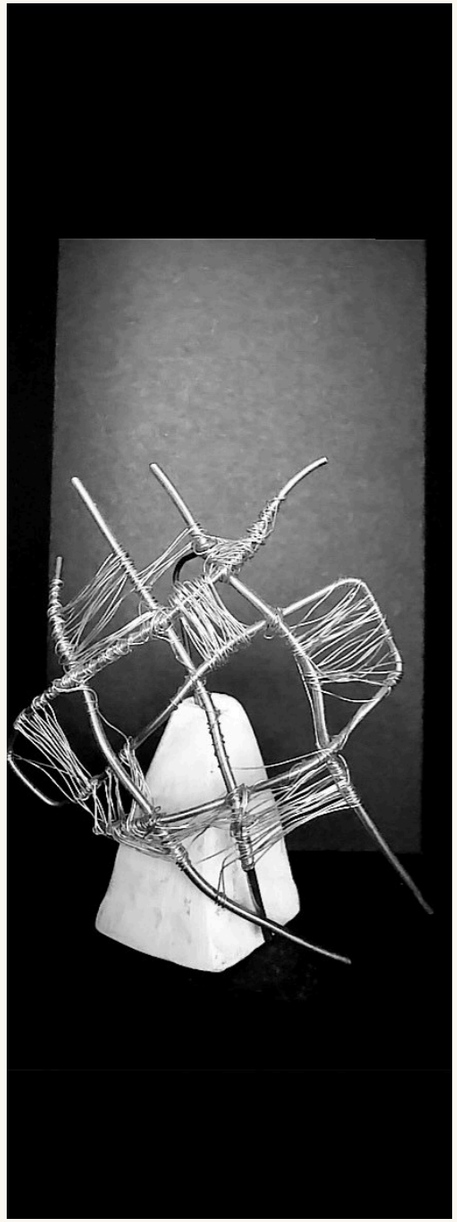
OXUS is the jewelry studio of the artist Maryam Najvan. It is in the Jewelry District of Downtown Los Angeles.

She is a sculptor first. Her work was in the show Duets at Gallery 825 in 2025. Her jewelry ideas come from her art in wire, stone, paper and ink.

She draws every piece for one person. Then she builds it in CAD herself, down to the place of each stone. Partners in the District cast and set it. She directs them and checks every stage. Nothing comes from a catalog. You meet her by private appointment.

THE FEELING

Like a visit to a private gallery, not a store. Calm, sure and exact.



Her six strengths. *Show them every time.*



i

A sculptor first

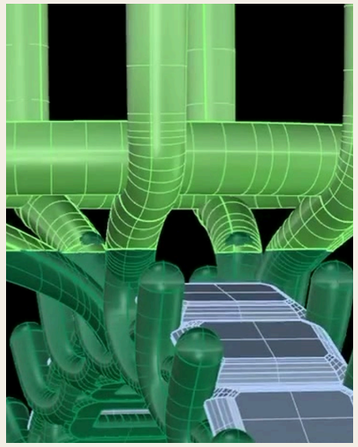
Her art is shown at Gallery 825 and through MB Abram. The art comes first, then the gold.



ii

Folded shapes in gold

Her own style: the Paloma studs and pendant, the faceted heart, the Embrace ring.



iii

Exact design

She builds every piece in CAD herself, down to each stone. She checks every stage.



iv

Natural to geometric

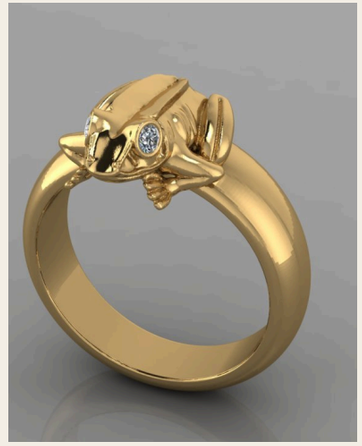
Gold leaf shaped by hand, and exact fine jewelry. She makes both.



v

Isfahan to Los Angeles

Born in Isfahan, Iran. In Los Angeles since 2017. Persian ideas and California palms.



vi

Truly custom

Each piece starts with a conversation and a drawing. Nothing from a catalog.

Where the jewelry *comes from.*

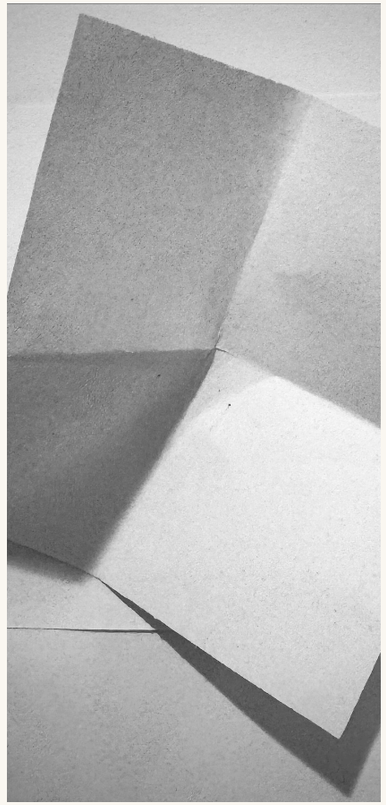
Put her sculpture next to the piece it led to. The client sees where the idea came from. They see that no one else could make it.





Wire around a stone. *Then an open gold hexagon around an emerald.*

SCULPTURE, WIRE ON STONE · PALOMA PENDANT, 18K GOLD, EMERALD



A folded sheet of paper. *Then a faceted heart in gold.*

SCULPTURE, FOLDED PAPER · FACETED HEART, 14K GOLD, SAPPHIRE

THE ARTIST, IN SHORT

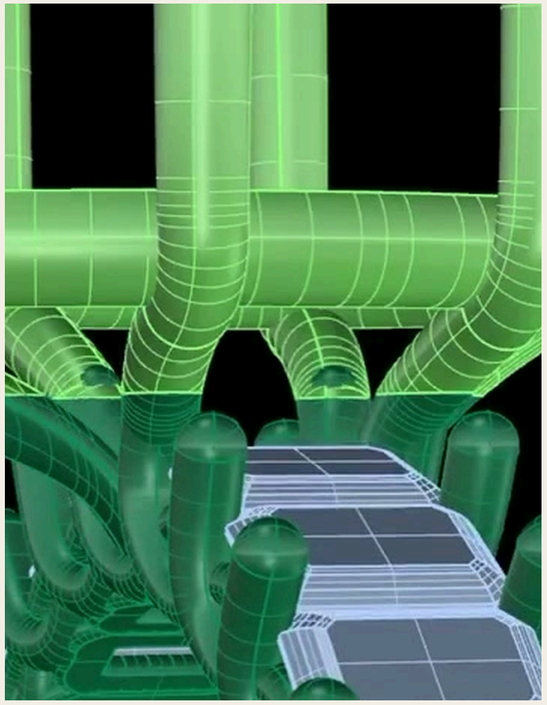
Shown in *Duets*, Gallery 825, 2025. *The River*: signed, one of a kind sculptures you can wear, through MB Abram. Member, Los Angeles Art Association.

Say it once, plainly. It shows that a real artist designs the piece with you.

She designs it. She directs the work. *She checks every stage.*

She studied graphic and industrial design. She builds every piece in CAD herself, down to each stone. Then casting and setting partners in the District make it. She directs them and checks every sample.

Write it this way. Never say she casts or sets the piece herself, or that it is all done in one place.



i

HER CAD MODEL, WITH THE STONES



ii

CAST, BEFORE THE STONES



iii

THE BANDS, WITH STONES



iv

THE PEAR DIAMOND



v

FINISHED, WITH ETERNITY BANDS

Natural. *Shaped by hand.*





GOLD LEAF WITH TURQUOISE · AVENTURINE DROPS ON WIRE

Geometric. *Built in CAD, then cast.*







LACE BANGLE · GREEK KEY BAND · SERPENT RING

To show her range, put one natural piece and one geometric piece on the same page. The difference is the point: she made both.



BORN IN ISFAHAN · IN LOS ANGELES SINCE 2017

Beneath California palms, *the Oxus still flows.*

Persian culture and the palm trees of Los Angeles are in her drawings, her sculpture and her gold. The name comes from the Oxus river. Palm trees come back again and again in her work.

USE IT

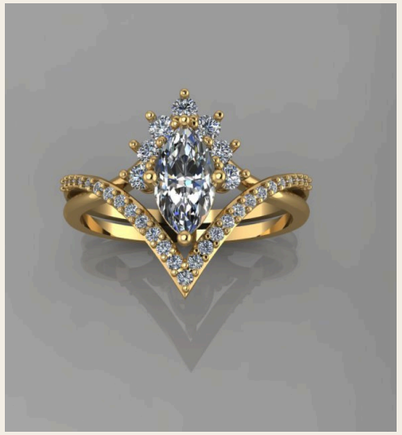
This is her own line. Use it exactly as written, on covers and at the end of a film.

OPEN TO ALL

Her roots are where she starts. They are not a limit. OXUS makes jewelry for every tradition.

Nothing here is *from a catalog.*

Each piece starts with a conversation and a drawing. Her past work shows she can design almost anything: a frog, a crown, a moon, a platinum lace bangle.










Say “commission” or “made for you”, never “collection”. Show how wide her past work is. Never offer it as a menu.

Plain words. *Short sentences.*

WHY

Many clients, and Maryam, speak English as a second language. The design, the space and the photos make it feel special. The words stay plain.

SIMPLE

Short sentences. Everyday words that a person with basic English understands at once.

NOT

No poetry, no rare or old words, no idioms, no clever metaphors, no long sentences.

EXACT

Name the metal, the karat, the stone, the cut.

TRUE

Only what we can prove. Never show a price.

WRITE LIKE THIS

Every piece starts as a drawing.

Made by hand in Los Angeles. One of one.

Bring your family's old stone. We make it into a new piece.

Book a private meeting. In person or on Zoom.

The Oxus is an old river in Central Asia. Near it, people found gold made 2,500 years ago.

She designs every piece. She directs the casting and setting, and checks every stage.

NEVER LIKE THIS

~~Where antiquity's goldsmiths left their lineage, she draws the line forward.~~

~~An heirloom, reimagined for the hands that come after.~~

~~Commissions are received by private appointment.~~

~~Exquisite luxury jewelry for the discerning few!~~

~~Elevate your look with stunning, timeless elegance.~~

~~Shop the curated collection. Prices from …~~

~~World-renowned, award-winning designer.~~

~~Cast and set under our own roof. (Not true.)~~

Words we never use: luxury, exquisite, stunning, elevate, curated, timeless elegance, bling. No exclamation marks. Headings are two to five plain words. Warm and calm, never childish. Write karats as numbers: 18k gold.

Bring us the stone *your grandmother wore.*

Our clients come from Persian, Jewish, Armenian, Arab, Indian, Chinese, Korean, Russian, Latin American, European and many other families. They mark big moments with jewelry. We respect every tradition. The client tells us their story.

A family stone from Tehran, Beirut, Yerevan or Mumbai, made into a new piece for the next generation. We give this kind of commission the most space.

HOW WE WRITE ABOUT IT

Exact, or ask.

Name a custom only when you are sure it is right. If you are not sure, write “Bring us your tradition.”

Never a stereotype.

No costumes and no fixed ideas about any culture. Show the piece and the hands.

Every script, checked.

A name in Persian, Hebrew, Armenian, Arabic, Devanagari or Chinese is checked by a native reader before it is made.

Big moments.

Engagement and wedding in every tradition; bar and bat mitzvah; a first birthday; quinceañera; graduation; a first grandchild.

OXUS

The name goes back *2,500 years*.

The Oxus is the old name of the Amu Darya, a river in Central Asia.

Near the river, around 1877 to 1880, people found about 180 pieces of gold and silver. They were made in the Achaemenid Persian empire, about 2,500 years ago (the 5th to 4th century BC). This is the Oxus Treasure. It is now in the British Museum. It is some of the finest gold work left from the ancient world.

Say it in one or two short lines, not as a history lesson. Pair it with her own line: *Beneath California palms, the Oxus still flows.* The name line is always **OXUS, by Maryam Najvan**.

OXUS

MARYAM NAJVAN

WORDMARK · THE DEFAULT

OXUS

MARYAM NAJVAN

LOCKUP · COVERS, PACKAGING

MONOGRAM · SEALS, FOIL, ICONS

CLEAR SPACE



Leave empty space on every side, at least the height of the O. Put nothing in that space: no text, no edge, no busy part of a photo.

MINIMUM	Wordmark 30 mm wide in print, 120 px on screen. Monogram 8 mm, 24 px.
SMALL SIZES	Below 96 px, use the small monogram (the favicon files).
GOLD	Gold wordmark on Ink or Lapis only. On Ivory or Paper, use Ink.

OXUS
MARYAM NAJVAN

INK ON IVORY

OXUS
MARYAM NAJVAN

INK ON PAPER

OXUS
MARYAM NAJVAN

IVORY OR GOLD ON INK

OXUS
MARYAM NAJVAN

GOLD OR IVORY ON LAPIS

NEVER

OXUS
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× Stretched, squeezed or re-spaced

OXUS
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× Gold on Ivory or Paper



× Over a busy part of an image

OXUS
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× Shadows, glows, bevels or gradients

OXUS
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× Rotated, outlined or recoloured

Older CAD pictures show a round O mark. Do not use it any more. Use the hexagon monogram everywhere. It comes from the Paloma pendant.

Ivory

HEX #F3EEE5
RGB 243 238 229
CMYK 4 4 7 0

Main ground

Paper

HEX #FAF7F1
RGB 250 247 241
CMYK 2 2 4 0

Cards, product panels

Ink

HEX #161513
RGB 22 21 19
CMYK 73 70 68 75

Text, dark sections

Graphite

HEX #5A564E
RGB 90 86 78
CMYK 65 60 65 18

Secondary text

Stone

HEX #D9D2C5
RGB 217 210 197
CMYK 13 12 17 0

Hairlines

Gold

HEX #A8844E
RGB 168 132 78
CMYK 24 40 76 11

Rules, monogram, accents. Never small text. Foil where the job allows.

Deep Gold

HEX #7E6136
RGB 126 97 54
CMYK 32 48 84 27

Gold for text on Ivory or Paper

Lapis

HEX #1E2C55
RGB 30 44 85
CMYK 91 79 17 35

Old Persian blue. One accent; dark sections

Emerald

HEX #1F5B4A
RGB 31 91 74
CMYK 84 32 67 33

Rare accent, from the Paloma stones

IN USE, ROUGHLY

Mostly Ivory and Paper. Ink for words. Lapis once per piece. Gold only in small touches.

DISPLAY · CORMORANT GARAMOND 300, 400, 400 ITALIC

Aa Gg

Folded like paper. *Made in 18k gold.*

LABELS AND BODY · JOST 300, 400, 500

Aa Gg

BY PRIVATE APPOINTMENT · UPPERCASE, 0.18EM TRACKING

Body text in Jost Light. Short lines, plenty of line space, never justified.

ROLE	FACE	SCREEN	PRINT	EXAMPLE
HERO	Cormorant 300	64–96 px, line 1.0	36–60 pt	A living artist.
HEADING	Cormorant 300 / italic 400	36–56 px, line 1.05	20–28 pt	Down to *each stone.*
SUB	Cormorant 400	22–28 px, line 1.2	11–14 pt	Paloma pendant
BODY	Jost 300	16–18 px, line 1.6	8–10.5 pt	Every piece starts as a drawing.
LABEL	Jost 400 caps, 0.18em	11–14 px	5–7 pt	18K GOLD · EMERALD



The piece, on Paper

Put photos with white backgrounds on Paper or Ivory, with space around them. Never on dark.



The art, full bleed

Sculpture, ink and paper can fill the frame. Keep the shadows.



Worn, close

Skin, neck, a hand. Leave the face out. The piece is the subject.



Hands at work

The bench, the tools, the gold. Her hands at work.

LARGE, WITH SPACE

One image on a page is better than four. Give it room.

GENTLE COLOUR

No filters, no strong colour changes. Gold should look like gold.

LEAVE OUT

Mass-market pieces, letterboxed frames, anything with text burned in or a client's name.

SCREEN AND PRINT PAGES · 12 COLUMNS

A living artist.
One of one.



Margins 6% of the width at the sides, 6% at the top. Gutters 2%. Images take 5 to 7 columns; words rarely more than 5.

INSTAGRAM · 1080 × 1350 AND 1080 × 1920



Posts: 72 px margins. Stories: keep words between 250 px from the top and 340 px from the bottom, where Instagram draws its own buttons.

SPACING · AN 8 POINT SCALE



8 · 16 · 24 · 32 · 48 · 64 · 96 · 144. When unsure, take the next size up.

Hairlines are 1 px Stone on screen and 0.5 pt in print. One short Gold line can mark the main thing to read.



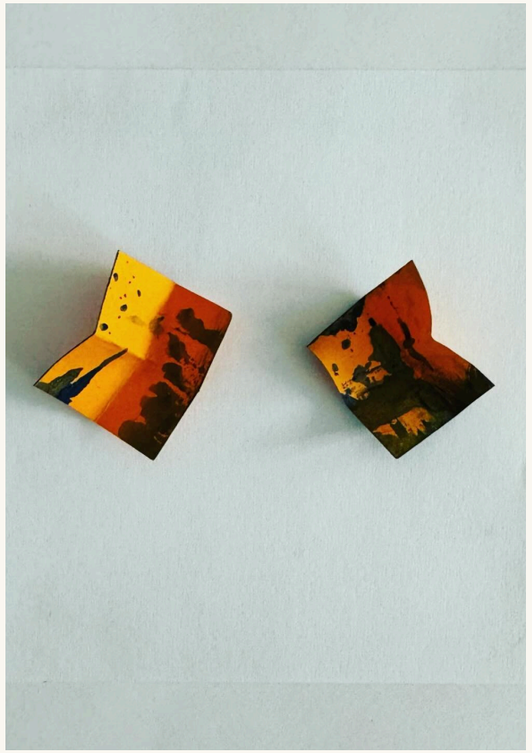
Fade

900 ms to 1.2 s. Words follow the image by 200 ms.



Slow scale

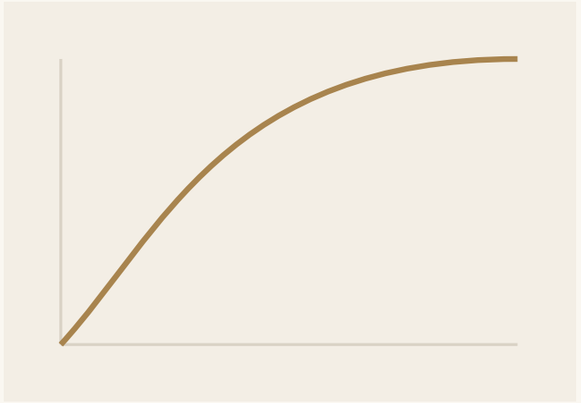
1.00 to 1.04 over 8 to 12 s. Almost too slow to see.



Mask reveal

A clean edge moves left to right, 1.2 to 1.6 s.

ONE EASING CURVE



cubic-bezier(0.22, 0.61, 0.36, 1)

NEVER

Bounce, spring, spin, sudden zoom, flashing, fast cuts on the beat, or text that types itself.

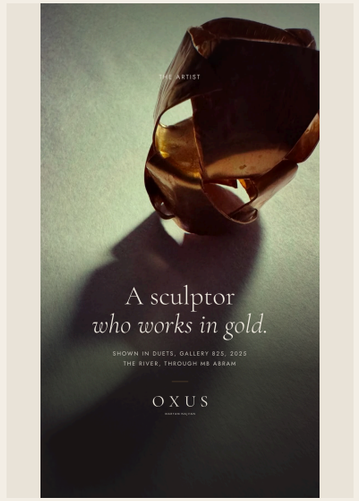
Move one thing at a time. In films, cut slowly, not on every beat. A still image can stay for three or four seconds. If a viewer's device asks for less motion, give them less.

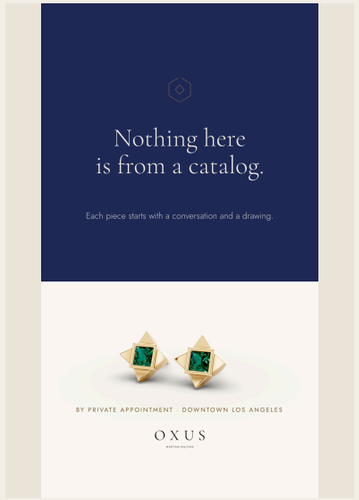


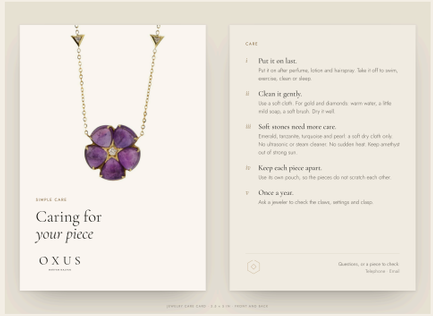


















EMAIL SIGNATURE · PREVIEW

With thanks,

OXUS
MARYAM NAJVAN

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ARTIST AND JEWELER · BY PRIVATE APPOINTMENT
Downtown Los Angeles
[Telephone] · [Email] · [Website]



Every piece starts as a drawing *on her desk*.

OXUS, BY MARYAM NAJVAN · BY PRIVATE APPOINTMENT · DOWNTOWN LOS ANGELES