

the *style guide*

TARIQ BAKKALI / PERSONAL SOCIALS / CAPCUT SETTINGS

HOOK / LINES 1 + 3

Font: TariqSerif Title
Color: #FFFFFF, lowercase
Shadow: black 50%, blur 5%
distance 5, angle -45
Background: NONE, never a box

HOOK / PUNCH LINE

Font: Shrikhand
Color: #F5D696, 1.4x bigger
Shadow: same as lines 1 + 3
Always the money words

CAPTIONS

Font: TariqSerif Caption
Centre align, lower third
Color: #FFFFFF, lowercase
1 word per line, 2 max
Money words: Emphasis #F5D696
Shadow: black 60%, blur 8%
Animation: 1 word pop, fast

AUDIO + PACING

CapCut Reduce noise: ON, always
Voice otherwise untouched
Music + SFX UNDER the voice
Every 3s: cut, B roll, zoom, pop



FONTS

TariqSerif Title

hook lines + captions

really made

Shrikhand, hook punch line

\$1,000

TariqSerif Emphasis, money words

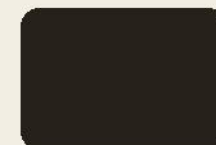
SPACE MONO / LABELS

COLORS



#F2EEE4

cream, cards



#26221B

ink, text



#F5D696

gold, on video



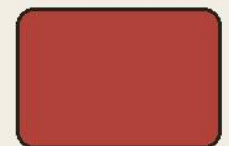
#E0A84A

gold, on cards



#2E6C42

green, money



#B04239

brick, costs