COLORING
PALESTINE
تلوين فلسطين

WHOLESALE PARTNER GUIDE

Color the Patterns of Palestine

Our story, the range, how to sell it, a ready-made marketing kit and how to order.



Spreading culture, one pattern at a time

Coloring Palestine was born from a belief that culture should be experienced, not just read about. We're Palestinian, and like many Palestinians we've lived all over the world, from Kuwait and Greece to Canada and Dubai. Wherever we went, we carried our culture with us. Coloring Palestine is how we share it.

From our base in Dubai we create coloring books that celebrate Palestinian heritage through tatreez (cross-stitch embroidery), ceramics and cultural illustrations. When someone colors a tatreez pattern, they're tracing the same geometric logic Palestinian grandmothers have stitched for centuries.

There are thousands of generic mandala and animal coloring books. None of them carry real cultural meaning. Ours do, because every pattern comes from a living tradition.

Featured in

Khaleej Times and Entrepreneur Middle East, and stocked at leading bookstores and cultural retailers across the UAE and beyond.

Our promise

Designed with cultural authenticity, printed with quality materials and backed by responsive support. We donate a portion of proceeds to Palestinian causes.

Who colors Palestine

Parents who want their children to know their roots, adults who find calm in intricate patterns, teachers, gift-givers and art lovers.

Physical books

Thick, premium paper with perforated tear-out pages, made for colored pencils, markers and light watercolor. Finished pages can be framed or displayed.



4 Book Bundle

All 4 physical books

The complete set, perfect for gifting or for the whole family.

Best value • Gift ready



Adult Zen Coloring Book

Adults • 50 pages • Tatreez & ceramics

Intricate patterns from Palestinian tatreez and ceramics. A calming, mindful escape.

Best seller



Kid's Coloring Book

Kids • 25 pages + sticker sheet

Tatreez and ceramics patterns for little hands, with a bonus sticker sheet.

Best seller



Lil' Zaytooni

All ages • 20 illustrations • A4

Nostalgic, kid-friendly art of Palestinian daily life: olive trees, architecture, food.

Popular



Origins

Art book • 10 illustrations • Reham Shaheen

Original tear-out illustrations by acclaimed artist Reham Shaheen from Gaza, made for coloring and display.

New • Artist edition



Mini Pack

Pocket size • 10 designs + 6 pencils

Self-contained and portable. Made for creative moments on the go.

Impulse buy

Printable editions (PDF)

Every book is also an instant download. Ideal for international buyers avoiding shipping, and for teachers who print multiple copies.

PRODUCT	PAGES
The Ultimate CP Download Bundle (all 10 books)	100+
Origins printable, by Reham Shaheen	10
The Lil' Zaytooni Bundle (Vol. 1 + 2)	20
Lil' Zaytooni Vol. 1 • Vol. 2	10 each
Adults • Kids	10 each
Tatreez Vol. 1 • Vol. 2 • Tatreez Kids	10 each
Ceramics • Ceramics Kids	10 each

For retail partners

Printables are mainly for direct-to-consumer online sales. For shops we recommend the physical books. Ask us about digital licensing.

Ages at a glance

4-8: Lil' Zaytooni, Ceramics Kids, Tatreez Kids
8-12: Kid's Coloring Book
Teens and adults: Adult Zen, Origins
All ages: Mini Pack

Price points

Accessible range across Mini Packs, single books and the 4 Book Bundle. Contact us for wholesale pricing.

Why Coloring Palestine sells

Three things to tell every customer: it means something, it covers every age, and there's nothing else like it.

Cultural meaning drives purchases

Every pattern comes from real Palestinian heritage. Customers buy because the designs mean something to them.

> *"Every pattern in this book comes from traditional Palestinian art. When you color it, you connect with real heritage."*

The perfect gift

Coloring books suit every age, and the cultural story makes them feel thoughtful, not generic. The Bundle is the premium gift, the Mini Pack the party favor.

> *"Looking for a meaningful gift? Each one celebrates Palestinian heritage through original artwork."*

Wellness meets culture

Adult coloring is a recognized mindfulness activity. Customers who come for calm discover the heritage, and the reverse.

> *"Fifty pages of intricate patterns based on real tatreez. Customers love it for stress relief."*

An unserved niche

Culturally authentic Palestinian coloring books at this quality are essentially unserved. Generic books compete on price; ours don't have to.

Pages become wall art

Perforated tear-out pages turn the book into framed art, fridge art and shareable gifts, which drives word of mouth.

Easy to merchandise

Compact, stackable, no expiry and zero breakage. A full range fits on one shelf, and the covers sell themselves.

PEAK SEASONS

- **Ramadan & Eid** top gifting season
- **Back to school** parents and teachers
- **Christmas & holidays**
- **Cultural fairs & bazaars** impulse buys
- **Mother's Day / Teacher's Day**

CUSTOMER QUESTIONS

What age is this for?

There's a book for every age:

- **4-8:** Lil' Zaytooni, Ceramics Kids, Tatreez Kids
- **8-12:** Kid's Coloring Book
- **Teens and adults:** Adult Zen, Origins
- **All ages:** Mini Pack

What pens or pencils work?

Colored pencils, markers, gel pens and light watercolor. The thick paper prevents bleed-through.

Can you tear out the pages?

Yes, every page is perforated. Many customers frame finished pages or give them as gifts.

What do the patterns mean?

- **Tatreez:** centuries-old cross-stitch embroidery whose patterns encode village, family and identity.
- **Ceramics:** geometric patterns from Palestinian pottery, tiles and architecture.
- **Lil' Zaytooni:** nostalgic scenes of daily life, olive trees and architecture.
- **Origins:** original fine art by Reham Shaheen.

Is it only for Palestinians?

Not at all. The patterns are universal and appeal to anyone who enjoys meditative coloring or cultural art. Many customers discover Palestinian culture through our books.

Which book makes the best gift?

- All-round: 4 Book Bundle (our top gift seller)
- Adults: Adult Zen Coloring Book
- Under 8: Lil' Zaytooni • 8-12: Kid's Coloring Book
- Quick and affordable: Mini Pack
- Art lovers: Origins

Do you ship internationally?

Yes, to 40+ countries from Dubai. Printable PDFs give instant access anywhere.

HANDLING HESITATION

"Coloring books are just for kids."

Adult coloring is one of the fastest-growing wellness activities. The Adult Zen book's 50 intricate pages are designed for adults, and the cultural layer adds engagement generic books lack. The global adult coloring market is valued at over $500 million.

"There are cheaper coloring books."

There are, and they're interchangeable. Customers who buy for cultural connection don't comparison-shop against generic books. They're buying meaning, original art and premium tear-out paper.

"Is there really a market for this?"

The Palestinian diaspora alone is estimated at 7+ million people, before the wider Arab diaspora and art and design lovers. We've shipped to 40+ countries and been stocked in major UAE bookstores.

"Won't these sit on the shelf?"

Demand peaks at Ramadan, Eid, holidays and back to school, with steady gifting year-round. The Mini Pack is built for impulse, the Bundle drives high-value sales, and nothing expires.

Who buys Coloring Palestine

The strongest driver across every profile is cultural connection. It turns first purchases into repeat buys, referrals and social shares.

The Heritage Parent

Primary

Palestinian or Arab parent raising children abroad who wants them to know their roots. Often comes back for the adult book.

Age 28-45

Buys 4 Book Bundle, Kid's Book, Lil' Zaytooni

The Mindful Adult

Primary

Colors to relax and loves the intricate patterns. Shares finished pages online and often discovers the culture through the art.

Age 22-55

Buys Adult Zen, Origins, Tatreez printables

The Gift-Giver

Secondary

Shopping for someone of Palestinian or Arab heritage and wants a gift that feels personal.

Age 20-60

Buys 4 Book Bundle, Mini Pack, Origins

The Educator

Secondary

Teacher or community organizer running cultural activities, workshops and school fairs. Often buys in bulk.

Age 25-55

Buys Kid's Book, Mini Pack (bulk), printables

The Bazaar Shopper

Seasonal

Browsing a fair or Ramadan market and drawn in by the covers. Starts with a Mini, returns for full-size books.

Age All ages

Buys Mini Pack, Kid's Book

Ready-to-post captions

Copy, paste and tag **@coloringpalestine** so we can reshare. Photos of finished pages and customers' own work get the most engagement.

Adult Zen Coloring Book

50 pages of Palestinian tatreez and ceramics patterns, designed for the kind of coloring that slows you down and connects you with centuries of heritage.
Each pattern tells a story. Each page is a meditation.

Kid's Coloring Book

How do you teach a child about their heritage? You let them color it.
25 pages of Palestinian tatreez and ceramics patterns, designed for little hands and big imaginations. Bonus sticker sheet included.

Lil' Zaytooni

Meet Lil' Zaytooni.
20 original illustrations celebrating Palestinian culture: the olive trees, the architecture, the food, the moments that make up daily life. All drawn with love and a touch of humor.

Origins

Origins: 10 original illustrations by Reham Shaheen, an acclaimed artist from Gaza.
Each piece tells a Palestinian story through her unique artistic vision. This isn't just a coloring book. It's a gallery.

Mini Pack

Pocket-sized Palestinian heritage. 10 designs + 6 color pencils.
Take it on a flight. Bring it to a coffee shop. Give it as a party favor. Small book, big culture.

Gift guide

Looking for a gift that means something?
Our 4 Book Bundle includes every Coloring Palestine physical book: four different ways to connect with Palestinian heritage. Save when you buy the bundle. Perfect for families.

HASHTAGS

BRAND

#ColoringPalestine #ColorThePatternsOfPalestine #PalestinianHeritage #PalestinianArt

PRODUCT

#Tatreez #PalestinianTatreez #PalestinianEmbroidery #LilZaytooni #ColoringBook #AdultColoring #KidsColoring

DISCOVERY

#MindfulColoring #StressRelief #CulturalArt #HeritageArt #ArabArt #PalestinianCulture #FreePalestine #Palestine

SEASONAL

#RamadanGift #EidGift #RamadanActivities #BackToSchool #CulturalFair #GiftIdeas #MeaningfulGifts

Colors, type and logo

Palestine Green
#099247

Cream
#FEF8E8

Ink
#1B1B1B

White
#FFFFFF

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Typography

Rubik for everything: ExtraBold (800) for headlines, Medium (500) for labels, Regular (400) for body text. Use the dark logo on light backgrounds and the white logo on dark ones.

Do

- Use the full name "Coloring Palestine"
- Keep clear space around the logo
- Reference tatreez, ceramics and heritage authentically
- Show finished pages next to product shots

Don't

Abbreviate the name to "CP" for customers. Alter the logo's colors or proportions, or place it on busy backgrounds. Use political imagery or messaging alongside the brand: the products celebrate culture and heritage, so let the art speak for itself.

How to become a partner

1

Reach out

Email us your business name, location, type of retail and the products you're interested in.

2

Get pricing

We send tiered wholesale pricing. Minimums are flexible for first-time partners.

3

Place your order

Confirm quantities. Payment before shipping, by bank transfer or major payment methods.

4

Start selling

Your order ships from Dubai with all the marketing materials you need.

SUGGESTED FIRST ORDERS

PARTNER	STARTER ORDER
Bookstore	Adult Book + Kid's Book + Lil' Zaytooni, 5 each
Gift shop	5 × 4 Book Bundle + 10 Mini Packs
Online retailer	Full range, 3-5 each
Event / bazaar	20 Mini Packs + 10 Kid's Books
School / library	10 Kid's Books + 10 Lil' Zaytooni

WHAT WE PROVIDE

- Margin-friendly wholesale pricing
- High-resolution product photography
- Captions, hashtags and product descriptions
- Logos and brand guide
- Restocking support
- Co-marketing: social features and event support

First-order guarantee

If your first wholesale order doesn't perform, we'll work with you on a solution. We want a long-term partnership, not a one-time sale.

Let's talk

We're a small, founder-led team, so you talk directly to the people who make the books. We reply within 24-48 hours (Dubai, GMT+4).

hello@coloringpalestine.com

Subject: **Wholesale Partnership Inquiry**

coloringpalestine.com

Instagram @coloringpalestine

facebook.com/coloringpalestine