

MORA

A little more room.

Visual identity guidelines

01

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FOUNDATIONS, DESIGN RULES & APPLICATIONS

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About the brand

MORA

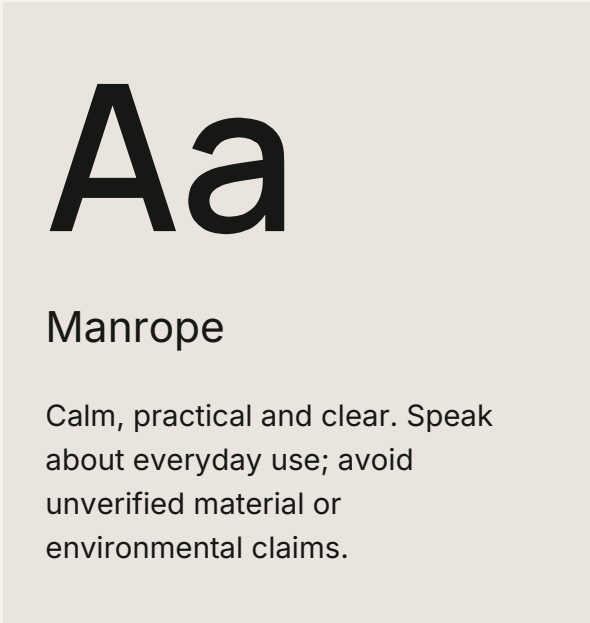
Uncertainty: product type is not specified beyond desk organizers and storage.

PROPOSED BRAND NARRATIVE

MORA is a fictional home-storage concept for small spaces. This proposed identity brings together calm colors, clear typography and simple layouts.

This narrative follows the project brief. Use verified brand-supplied information for founding dates, certifications, company history and product claims.

Identity at a glance



One identity.
Every
expression.

The signature, palette, typography and applications share one system. Edit your identity and export again to keep every asset aligned.

04

Brand foundation

POSITIONING

A quiet, distinctive identity for practical home storage objects.

AUDIENCE

People furnishing small spaces who prefer calm, practical objects.

FROM POSITIONING TO DESIGN

Let the audience determine the information hierarchy. Use the positioning to choose copy, imagery and relevant applications. Keep the signature, typography and palette consistent; let real product information lead the design.

05

Voice & expression

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OUR VOICE

Calm, practical and clear. Speak about everyday use; avoid unverified material or environmental claims.

WRITING PRINCIPLES

Use concrete language about the real business.
Give each sentence one clear thought.
Support product, certification and numerical claims with evidence.

06

Professional personality

CHARACTER & TONE

Calm, practical and clear. Speak about everyday use; avoid unverified material or environmental claims.

Turn the voice into repeatable behavior, beyond a list of adjectives.

- 01

SPEAK CLEARLY

Explain the product in words your audience uses. Answer their question before introducing the brand.
- 02

SHOW UP CONSISTENTLY

Use the type, palette and spacing in this guide. Start each handoff from the same source files.
- 03

MAKE IT CREDIBLE

Be specific about specifications and scope. Promise only what the business can deliver.

07

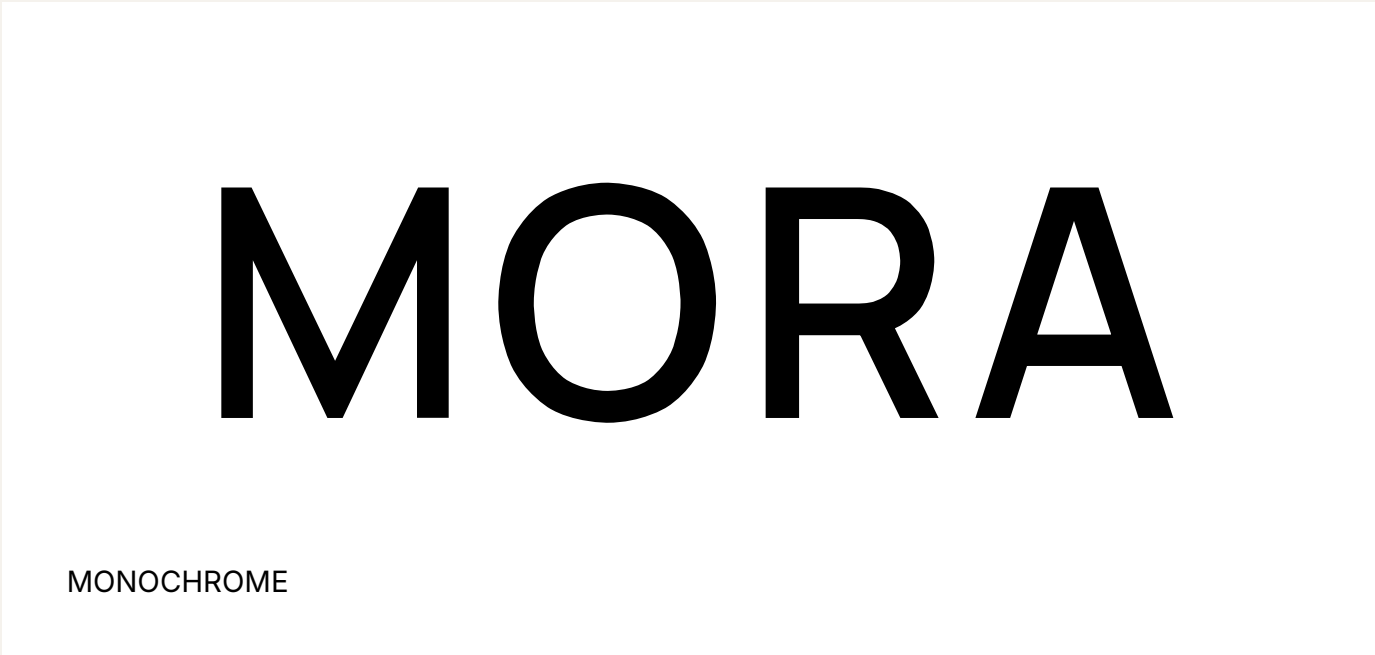
Primary signature

The image shows the word "MORA" in a large, bold, black, sans-serif typeface. The letters are evenly spaced and centered within a light gray rectangular background.

The primary signature is typeset in Manrope and exported as vector outlines, independent of installed fonts.

logos/primary.svg

Signature variations



Clear space & scale



Give the mark room

X is half the visible mark height.
Keep at least 1X clear on every
side, free from text or graphics.

MORA

MO

Suggested starting sizes: 120 px full signature; 32 px compact mark. Test complex marks, long names and small print separately.

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Using the signature



MORA

01

KEEP PROPORTIONS

Scale the source uniformly; never stretch one axis.



MORA

02

KEEP CONTRAST

Use a dark mark on light surfaces and the reversed version on dark ones.



MORA

03

KEEP IT INTACT

Do not rotate it, add outlines or apply arbitrary effects.

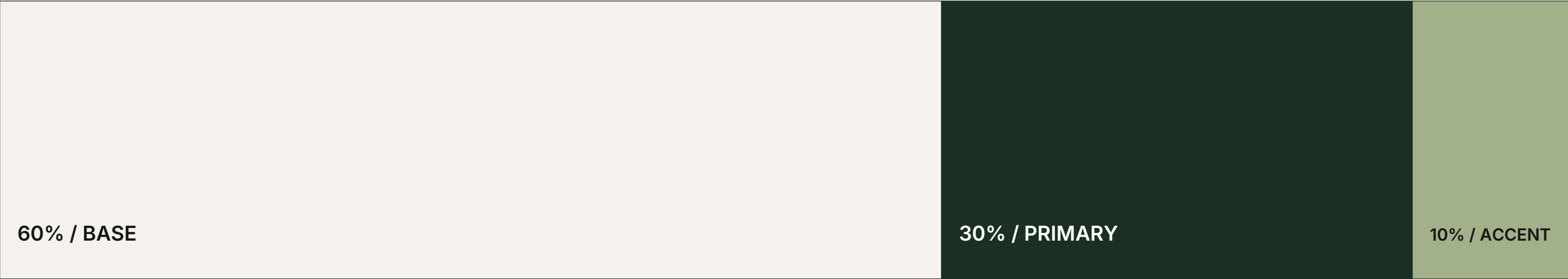
Color system

01 / PRIMARY #1B3022 RGB 27 / 48 / 34 Recognition & emphasis	02 / BASE #F5F2ED RGB 245 / 242 / 237 Primary reading surface	03 / ACCENT #A3B18A RGB 163 / 177 / 138 Accent & support	04 / LIGHT #E9E5DE RGB 233 / 229 / 222 Space & background
--	---	--	---

Digital color space: sRGB. Confirm print colors against stock, ink and physical proofs.

Color usage

AN ADAPTABLE STARTING POINT



LET THE BASE CARRY CONTENT

Give body copy a calm reading surface with a clear, continuous background.

BUILD RECOGNITION

Use the primary color for signatures, key headings and important actions across channels.

USE ACCENTS WITH RESTRAINT

Use accent color in small areas. Ratios guide composition; verify text contrast separately.

Color & accessibility

Aa / Text

12.60:1 AA PASS
#1B3022 on #F5F2ED

Aa / Text

11.21:1 AA PASS
#1B3022 on #E9E5DE

Aa / Text

2.04:1 NOT FOR TEXT
#A3B18A on #F5F2ED

Aa / Text

11.21:1 AA PASS
#E9E5DE on #1B3022

Aa / Text

2.04:1 NOT FOR TEXT
#F5F2ED on #A3B18A

Aa / Text

6.17:1 AA PASS
#A3B18A on #1B3022

14

Typography

Aa

Manrope

Display face / signatures, titles and key expressions

Inter

Clarity in every line.

Noto Sans SC

Body copy uses Inter; Chinese uses Noto Sans SC.
Bundled fonts include SIL OFL licenses.

DISPLAY 56 / 1.1

HEADING 32 / 1.25

BODY 16 / 1.6

15

Typographic hierarchy

SPECIMEN / ONE MESSAGE, CLEAR HIERARCHY

UNCERTAINTY: PRODUCT TYPE IS NOT SPECIFIED BEYOND DESK ORGANIZERS AND STORAGE.

A little more room.

A quiet, distinctive identity for practical home storage objects.

MORA

01 / EYEBROW

12-14 px / Inter

02 / DISPLAY

40-56 px / Manrope

03 / BODY

16-20 px / Inter

04 / CAPTION

12-14 px / Inter

Layout & rhythm

MORA

Uncertainty: product type is not specified beyond desk organizers and storage.

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A quiet, distinctive identity for practical home storage objects.

Discover MORA

MORA

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room.

Uncertainty: product type is not specified beyond desk organizers and storage.

Modern Serenity / structured

The current composition uses a clear grid to organize the signature, product image and copy.

Graphic language



Repeat, with room.

The graphic motif connects applications. Keep it within the palette, control its density and protect the signature's clear space.

Design elements



Build from one visual vocabulary.



LABELS & DIVIDERS

KEEP INFORMATION ALIGNED

Repeat the motif, fine dividers and clear labels. Keep line weight and alignment consistent. Avoid unrelated decoration and keep graphics clear of copy and signatures.

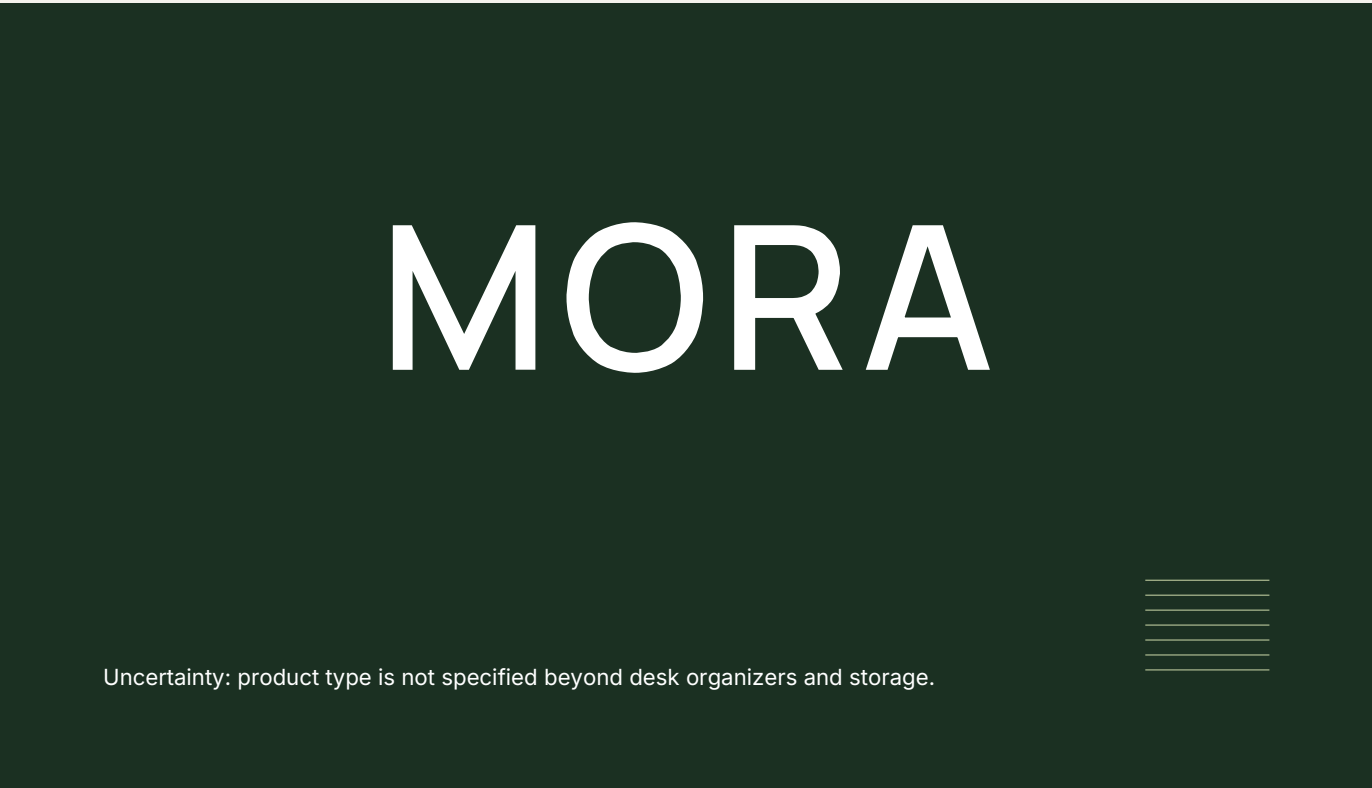
Image direction



A minimalist desk setup with soft morning light. A lifestyle shot of a small apartment corner. A top-down view of organized desk essentials.

Verify product shape, labels and materials against the source. Review AI images against originals; missing images are never counted as delivered assets.

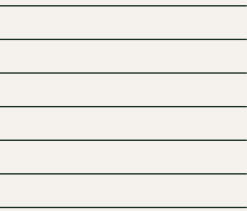
Brand stationery



Uncertainty: product type is not specified beyond desk organizers and storage.

EDITABLE SVG / 1050 × 600

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Uncertainty: product type is not specified beyond desk organizers and storage.

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Every introduction
is part of the brand.

Print media



LETTERHEAD & ENVELOPE

Carry the signature, contact details and shared alignment into print. SVGs are sRGB concept sources; confirm physical size, bleed, paper and CMYK conversion with the printer, then proof.

Packaging concept



Carry the identity
onto the package.

An editable label concept establishes signature,
headline and information hierarchy.

Before production, supply real specifications,
ingredients, barcodes and regulatory text, then
confirm dielines and materials with your supplier.

Merchandising

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TOTE / PRINT AREA

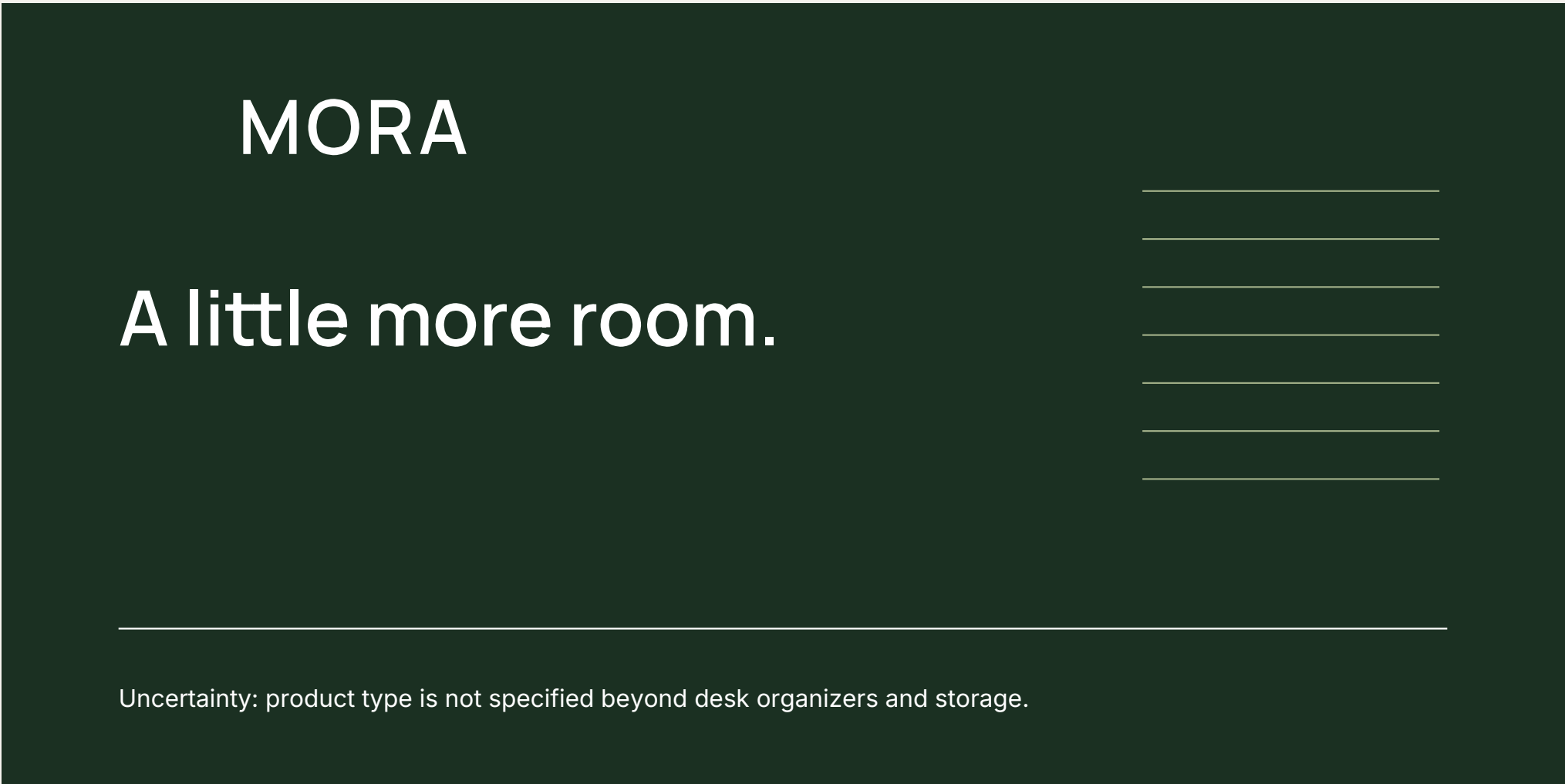
MORA

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MUG / FLAT WRAP ARTWORK

Artwork demonstrates the identity on merchandise. Confirm supplier templates, printable areas, seam placement and process limits before production.

Outdoor applications



KEEP THE DISTANCE MESSAGE SIMPLE

Use one headline, one signature and one destination. Test type at the actual viewing distance; prepare size, bleed and installation files to the media supplier’s specifications.

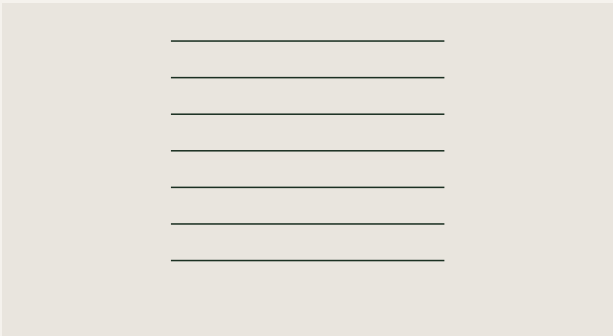
25

Mobile app

MORA

DISCOVER

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Uncertainty: product type is not specified beyond desk organizers and storage.

Explore MORA

Bring the identity into everyday interfaces.

The concept carries the signature, type, palette and action hierarchy into a mobile screen. Use a four-column layout and an 8 px spacing rhythm, with a clear primary action.

This is an editable interface design SVG. Interactions, accessible states, responsive behavior and functionality need implementation and device testing.

Social expressions

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Uncertainty: product type is not specified beyond desk organizers and storage.

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Uncertainty: product type is not specified beyond desk organizers and storage.

One system.
Two formats.

1080 × 1080
1080 × 1920

Keep signature, title and motif hierarchy consistent.

SAMPLE

27 / 30

27

Website & presentation

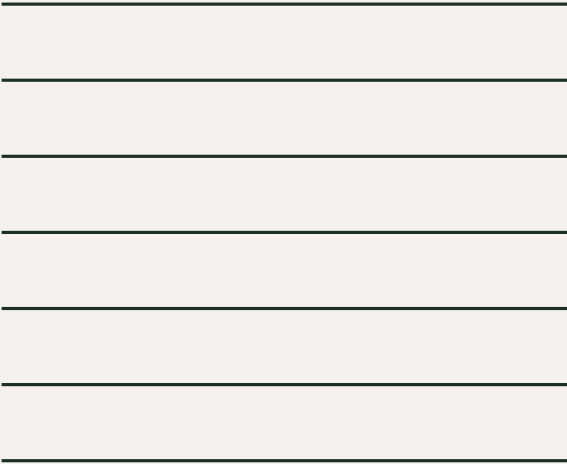
MORA

Uncertainty: product type is not specified beyond desk organizers and storage.

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A quiet, distinctive identity for practical home storage objects.

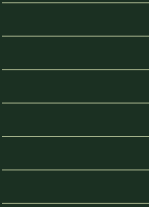
Discover MORA



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Uncertainty: product type is not specified beyond desk organizers and storage.



Website & presentation

Applications are editable SVG design sources. Website behavior belongs to implementation.

Your asset library

Inside your complete source package:

01 / GUIDE & SIGNATURES

brandbook.pdf
brand-system.json
palette.css
logos/primary.svg
logos/reversed.svg
logos/black.svg
logos/compact.svg

02 / APPLICATIONS

applications/card-front.svg
applications/card-back.svg
applications/social.svg
applications/story.svg
applications/packaging.svg
applications/letterhead.svg
applications/web.svg
applications/presentation.svg
applications/envelope.svg
applications/tote.svg
applications/mug.svg
applications/outdoor.svg
applications/mobile.svg

03 / FONTS & NOTES

fonts/Manrope-600.ttf
fonts/Inter-400.ttf
fonts/Inter-600.ttf
fonts/NotoSansSC-Regular.ttf
fonts/LICENSES.txt
README.txt

PDF, SVG, JSON, CSS and font licenses are included.

Version & use notes

ABOUT THIS GUIDE

Version 1 / 2026-10-20

MORA is a fictional brand used to demonstrate the system.

The signature is a typographic proposal. Check name and mark availability in your market. Fonts use SIL Open Font License 1.1; licenses accompany the source package.

BRAND-SUPPLIED INFORMATION

A fictional small home brand preparing its first collection of desk organizers and everyday storage objects. This is a demonstration brief, not a real company. No product photograph is supplied. Do not invent materials, manufacturing, environmental claims or history.

Source: Fictional demonstration brief supplied by Brandfolia.

Digital artwork uses sRGB. Print files, dielines and materials require separate proofing. Customer review does not replace legal or production approval.