01 PRIMARY LOGO

MORA

02 LOGO VARIATIONS

MORA

REVERSED

MO

COMPACT

MORA

MONOCHROME

03 TAGLINE & VOICE

Room for the everyday.

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

04 COLOR PALETTE

#1B3022

PRIMARY
RGB 27 48 34

#F5F2ED

BASE
RGB 245 242 237

#B96E46

ACCENT
RGB 185 110 70

#E9E5DE

LIGHT
RGB 233 229 222

05 TYPOGRAPHY

Aa

Manrope
Logo & headings

Aa

Inter
Body copy & interface

06 PATTERN

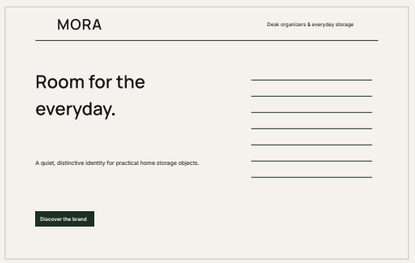
07 IN USE



Business card / front



Social post



Website hero