MORA LAB

Room for everyday ideas.

Visual identity guidelines

SAMPLE

01

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FOUNDATIONS, DESIGN RULES & APPLICATIONS

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02

About the brand

MORA LAB

Desk organizers & everyday 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.

03

Identity at a glance





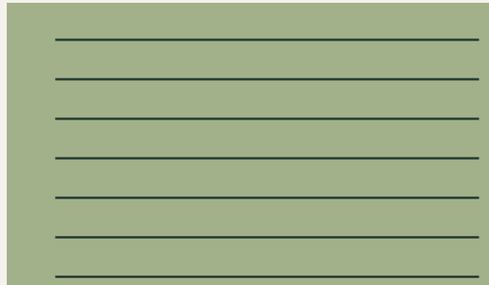
One identity. Every expression.

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

Aa

Manrope

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



#243C35	PRIMARY
#F5F2ED	BASE
#A3B18A	ACCENT
#E9E5DE	LIGHT

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

Room for everyday ideas.

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

logos/primary.svg

08

Signature variations

MORA LAB

PRIMARY

MORA LAB

REVERSED

MORA LAB

MONOCHROME

ML

COMPACT

09

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 LAB ML

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



01

KEEP PROPORTIONS

Scale the source uniformly; never stretch one axis.



02

KEEP CONTRAST

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



03

KEEP IT INTACT

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

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Color system

01 / PRIMARY

#243C35

RGB 36 / 60 / 53

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

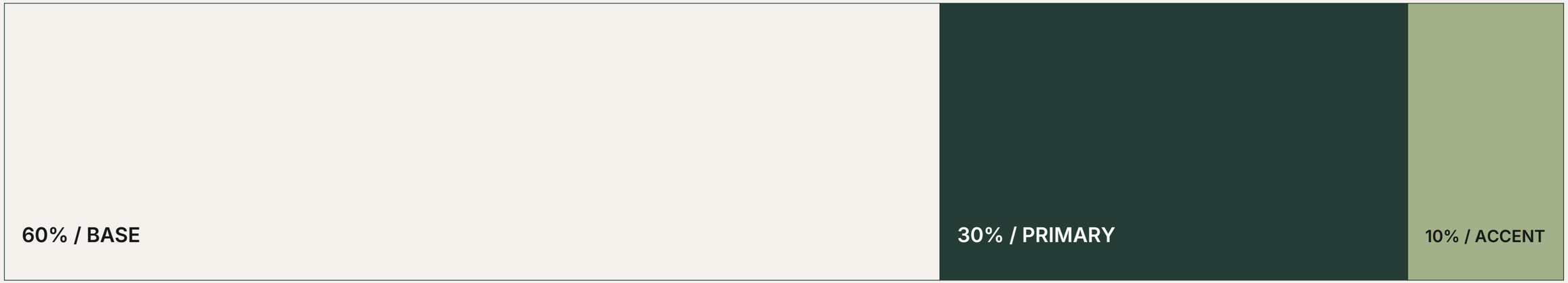
Space & background

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

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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.

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Color & accessibility

Aa / Text

10.61:1 AA PASS

#243C35 on #F5F2ED

Aa / Text

9.44:1 AA PASS

#243C35 on #E9E5DE

Aa / Text

2.04:1 NOT FOR TEXT

#A3B18A on #F5F2ED

Aa / Text

9.44:1 AA PASS

#E9E5DE on #243C35

Aa / Text

2.04:1 NOT FOR TEXT

#F5F2ED on #A3B18A

Aa / Text

5.20:1 AA PASS

#A3B18A on #243C35

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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

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Typographic hierarchy

SPECIMEN / ONE MESSAGE, CLEAR HIERARCHY

DESK ORGANIZERS & EVERYDAY STORAGE

Room for everyday ideas.

A quiet, distinctive identity for practical home storage objects.

MORA LAB

01 / EYEBROW

12-14 px / Inter

02 / DISPLAY

40-56 px / Manrope

03 / BODY

16-20 px / Inter

04 / CAPTION

12-14 px / Inter

16

Layout & rhythm

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Desk organizers & everyday storage

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A quiet, distinctive identity for practical home storage objects.

Discover MORA LAB

MORA LAB

Room for everyday ideas.

Desk organizers & everyday storage

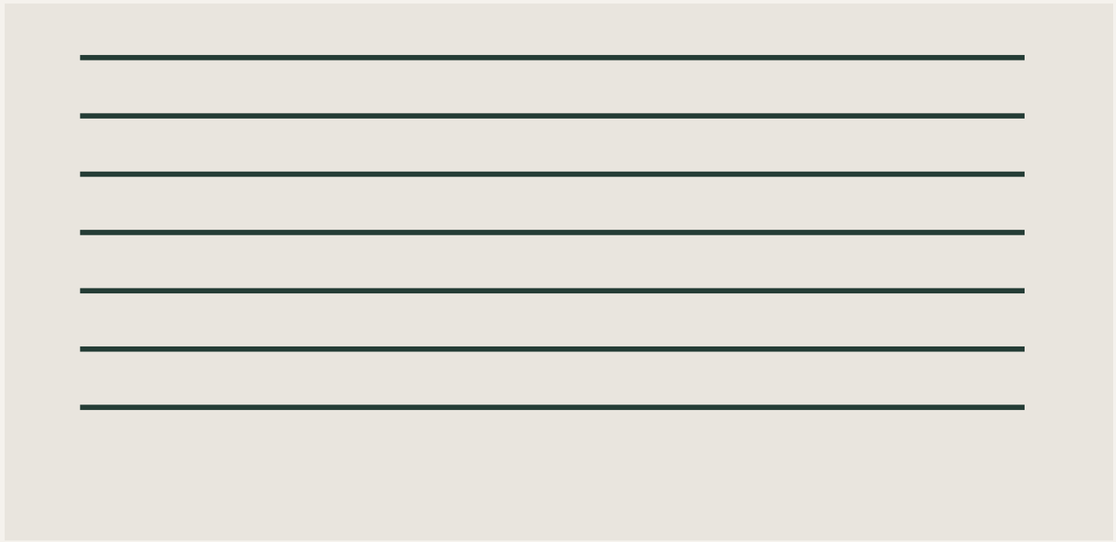
Modern Serenity / structured

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

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Graphic language



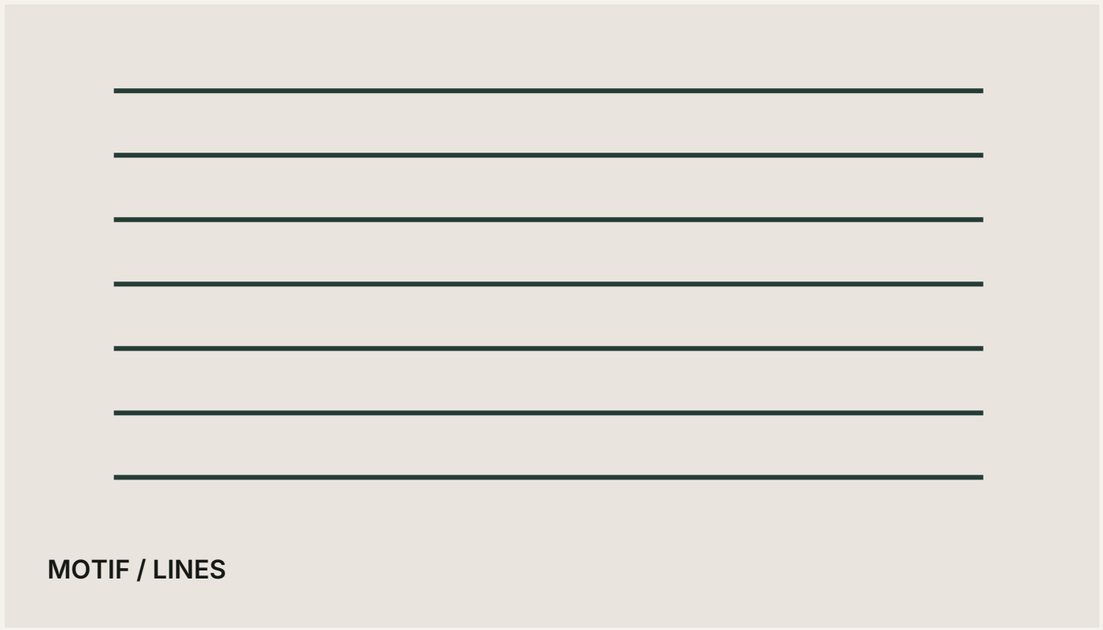


Repeat, with room.

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

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Design elements



MOTIF / LINES



LABELS & DIVIDERS

KEEP INFORMATION ALIGNED

Build from one visual vocabulary.

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.

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Image direction



IMAGE SPACE / ADD YOUR PRODUCT PHOTO

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.

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Brand stationery



EDITABLE SVG / 1050 × 600

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Every introduction
is part of the brand.

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Print media

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

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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.

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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.

23

Merchandising



TOTE / PRINT AREA

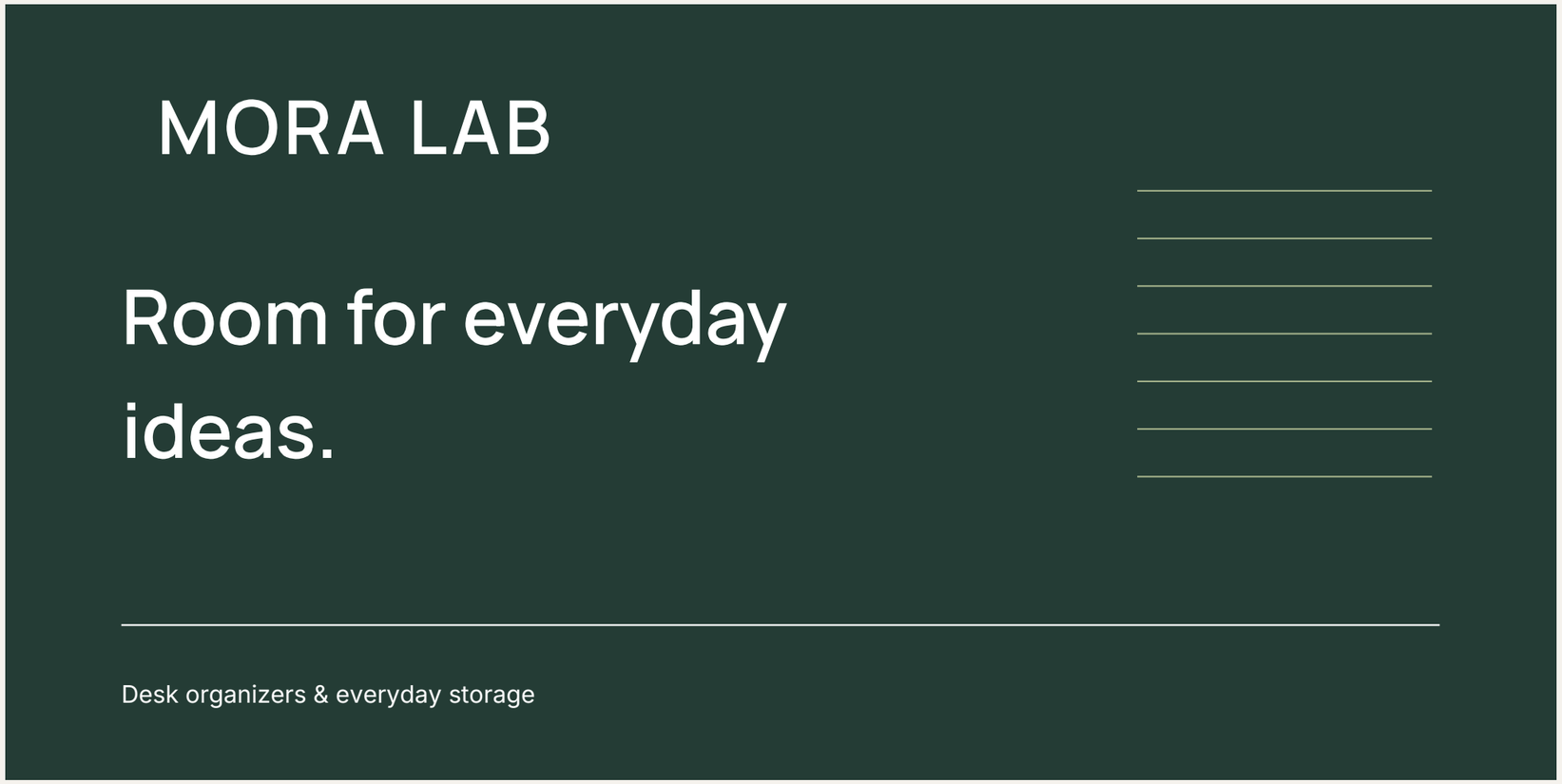


MUG / FLAT WRAP ARTWORK

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

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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.

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Mobile app

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DISCOVER

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Desk organizers & everyday storage

Explore MORA LAB

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.

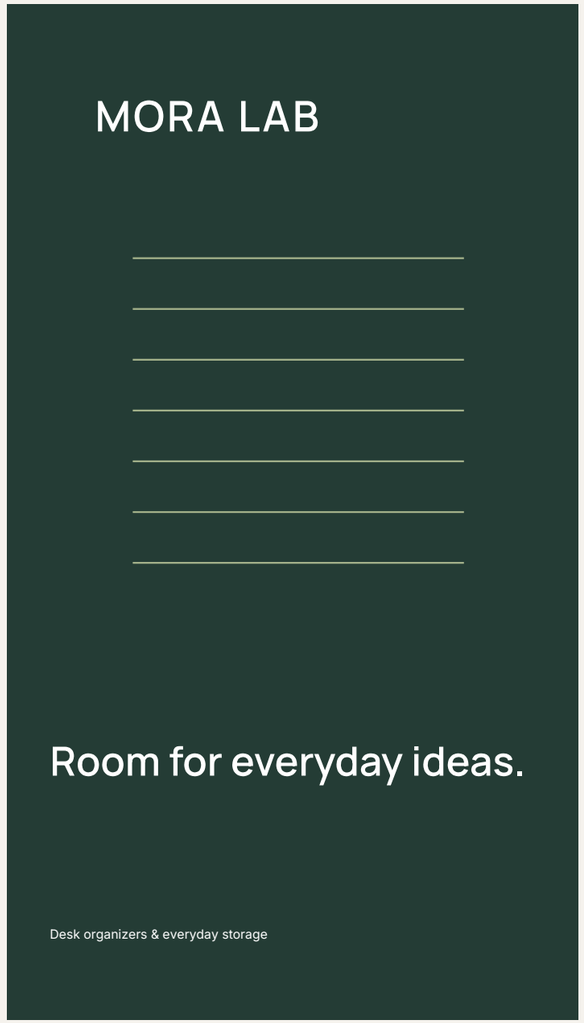
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Social expressions

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One system.
Two formats.

1080 × 1080
1080 × 1920

Keep signature, title and motif hierarchy consistent.

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Website & presentation

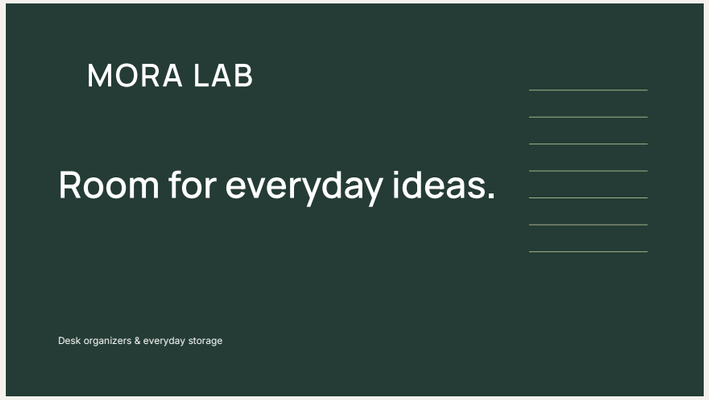
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A quiet, distinctive identity for practical home storage objects.

Discover MORA LAB



Website & presentation

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

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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.

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Version & use notes

ABOUT THIS GUIDE

Version 1 / 2026-10-25
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.