

n VÉRA

A quieter kind of home.

A considered identity for everyday objects and calm interiors.

THE PORTAL

A single architectural opening: stable, welcoming, and memorable. Its quiet geometry stands apart without decorative leaves or fragile detail.

02 / STRATEGY

An idea with a clear role.

Thoughtful essentials for a slower, more intentional everyday.

AUDIENCE

Design-aware homeowners who seek quiet, functional everyday objects.

PROMISE

Thoughtful essentials for a slower, more intentional everyday.

PERSONALITY

Calm, Tactile, Intentional

VOICE PRINCIPLES

01 Warm, never sentimental

02 Clear, never vague

03 Considered, never precious

03 / IDENTITY

A consistent signature.

Use the primary lockup whenever space allows; use the symbol only in compact contexts.



PRODUCTION RULES

01

Keep the approved proportions

02

Leave 1x clear space

03

Respect the minimum sizes

04

Use primary, white or black only

04 / DESIGN TOKENS

Color and type.

Restrained choices make each brand recognizable across touchpoints.



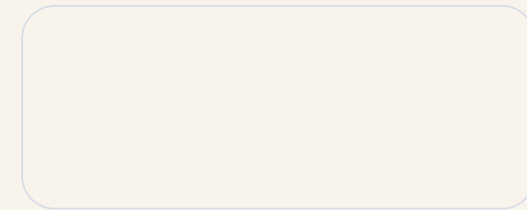
Ink
#263829



Secondary
#B67B62



Accent
#DCCAB5



Canvas
#F8F4EC

TYPE HIERARCHY

Aa

Display / 40–48 pt

Body / Lato Regular 12–16 pt

Metadata / Lato Bold 10–11 pt

05 / VISUAL LANGUAGE

A grammar, not a decoration.

VÉRA photography favors tactile surfaces, side light and inhabitable space. Avoid visual noise, over-styling and excessive greenery.



MASTER SYMBOL



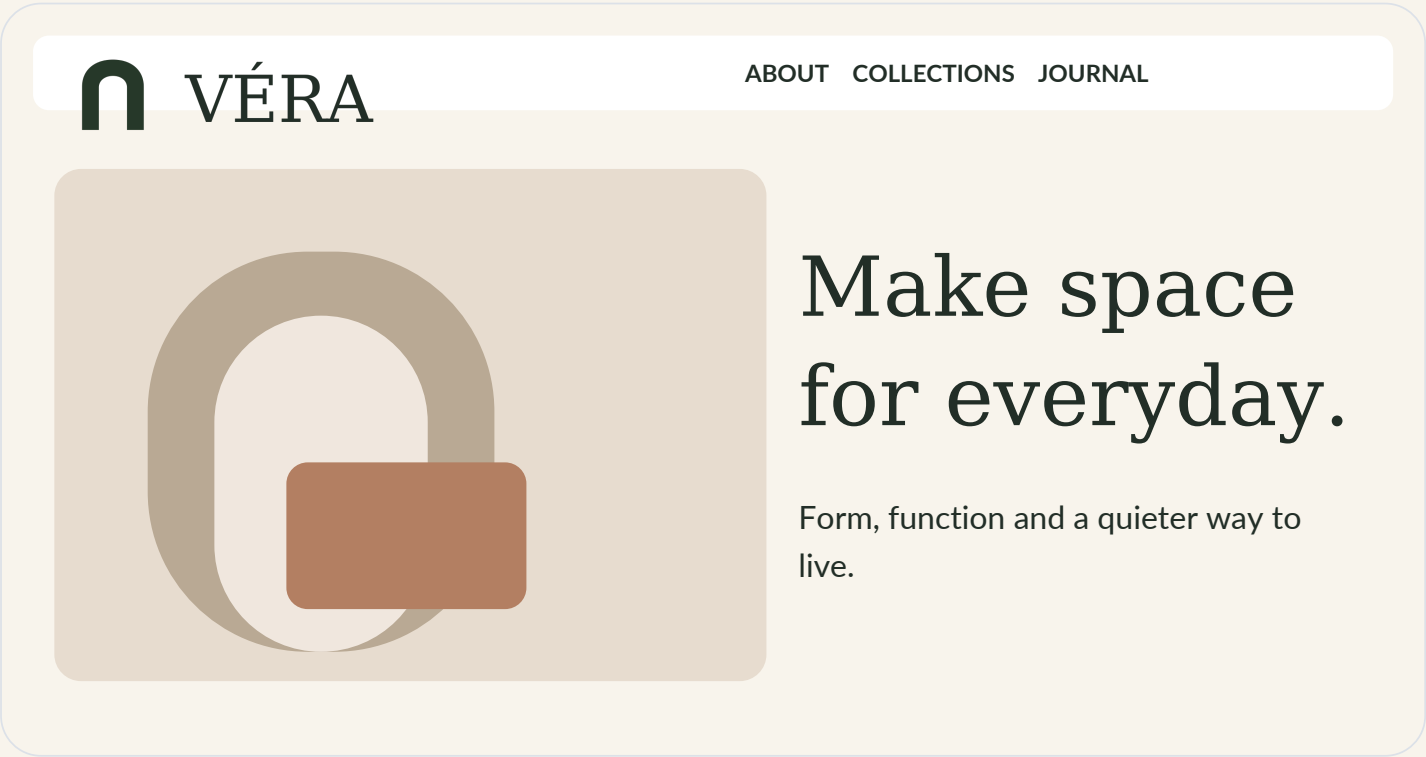
GRAPHIC RHYTHM / SYSTEM MOTIF

Use the mark as a structural cue, not wallpaper. Limit frequency, preserve negative space and always prioritize readable copy.

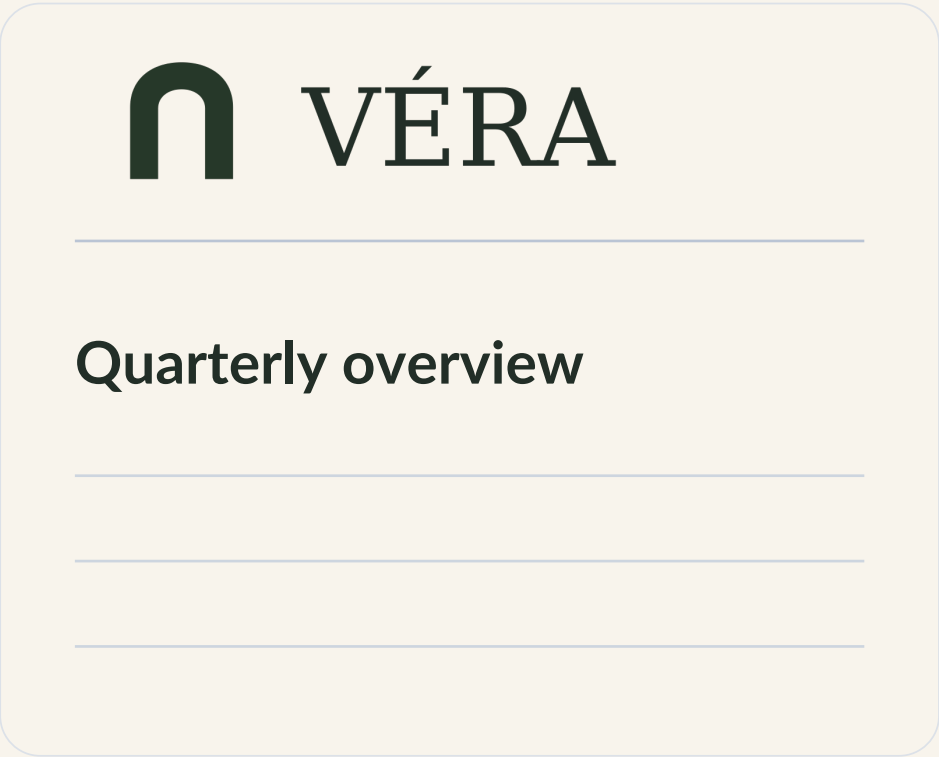
06 / APPLICATIONS

Proof in the details.

The same mark, palette and hierarchy across digital and print.



DIGITAL TOUCHPOINT / CONCEPT



DOCUMENT TOUCHPOINT / CONCEPT

✗ No arbitrary logo variants

✗ No low-contrast small text

✗ No unsupported claims or fake client cases