



sora

Own your space. Your own space.



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Logo

A sleek logo design that encompasses how SORA is both progressive and luxurious.

It represents limitless freedom, openness, and self-expression; embodying balance and empowering individuals to own and personalise their space.

The thick and thin lines embody the dynamic relationship between nature and man-made elements surrounding the area.

sora



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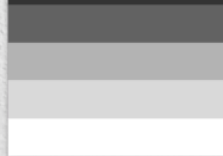
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Colour Palette



Stone

HEX #2D2D2D
CMYK 69 | 63 | 62 | 58
RGB 52 | 52 | 52



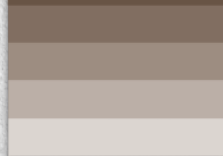
Marble

HEX #DFDFDF
CMYK 15 | 11 | 12 | 0
RGB 223 | 223 | 223



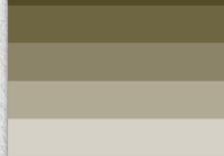
Land

HEX #685345
CMYK 44 | 52 | 59 | 47
RGB 104 | 83 | 69



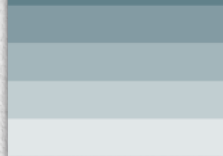
Garden

HEX #514B25
CMYK 57 | 50 | 87 | 52
RGB 81 | 75 | 37



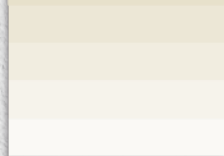
Sky

HEX #62828C
CMYK 63 | 35 | 35 | 15
RGB 98 | 130 | 140



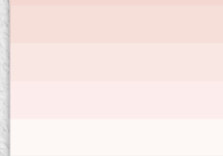
Sun

HEX #E8E1CC
CMYK 11 | 10 | 23 | 0
RGB 232 | 225 | 204



Flower

HEX #F5D8D2
CMYK 3 | 20 | 15 | 0
RGB 245 | 216 | 210





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Logo Spacing

Clear space around the logo, free from other visual elements to ensure its distinctiveness.

Consistent spacing across various applications creates and reinforces a cohesive brand identity.



Using half of the letter **o** as a benchmark for spacing.



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Logo, Tagline & Background



Be mindful of the clear space surrounding the logo and tagline.

Here are some examples of logo treatments with different backgrounds, emphasizing the importance of logo clarity and legibility.





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Logo, Tagline & Background | Dos & Don'ts

The following examples depict incorrect practices in logo treatment, highlighting what should be avoided:

- a. Do not distort, skew, or warp the logo.
- b. Avoid utilizing a background that diminishes the visibility of the logo.
- c. Do not use glow effect on the logo for prints and/or digital applications.
- d. Do not use stroke effect.
- e. Do not use any other colour but black/white/ Stone or Marble.*
- f. Do not use gradient colours on the logo.

* Please refer to Colour Palette page.





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Brand Typography





Typeface

Lostgun Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @!\$%&#^*~()||}

Hello,
I'm font for our
brand LOGO.

Hello, I'm font for our brand LOGO.

Hello, I'm font for our brand LOGO.



Typeface

Avenir

Font Family (Primary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@!?\$%&#^*'+~()[]{}

Hello,
I'm font for our
brand body text
& sentence case.

Hello, I'm font for our brand body text & sentence case.

Hello, I'm font for our brand body text & sentence case.



Typeface

Poppins

Font Family (Secondary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@!?\$%&#^*~+~()[]{}
~

Hello,
I'm font for our
brand body text
& sentence case.

Hello, I'm font for our brand body text & sentence case.

Hello, I'm font for our brand body text & sentence case.