mora

EVERYDAY CARE, CONSIDERED

Care,
at your own pace.

An original geometric signature and a coordinated daily-care world, built across packaging, information and a working launch page.

IDENTITY / PACKAGING / DIGITAL



Warmth. Clarity. Everyday care.

Design hypothesis: a daily-care identity can feel considered and approachable while keeping the product and its practical information easy to navigate. Intended audience: an adult North American shopper seeking a clearer small collection.

GLOSSIER

Comparable DTC brand

Its public story centers skin and individual expression. Our response: an approachable voice with a distinct forest-and-chalk system.

View primary source

CERAVE

Established category reference

Its site organizes care by product, concern, skin type and ingredient. Our response: a clear hierarchy, with no borrowed clinical claims.

View primary source

PENTAGRAM / PLENAIRE

Identity and packaging reference

The project connects a brand idea to typography and the product family. Our response: test the system across packaging and digital.

View primary source

These are our interpretations of primary references, not an endorsement, ranking or consumer study. Mora is a fictional brand with no real formula, commission or commercial outcome.

One stroke. A name of its own.



EARLIER CONCEPT



REFINED ORIGINAL DRAWING



13 / SHARED STROKE

36 / ROUND-FORM RADIUS

52 / M ARCH SPACING

The wordmark uses paths and round forms, with no live text. The M signature is taken directly from the same drawing.

Digital minimums: name 100 px wide; M signature 24 px wide. Clear space: at least 30 master units outside visible artwork. Preserve the geometry and proportions.

A quiet base. Useful differences.

FOREST	CHALK	MIST	OCHRE
#203D35	#F0EFE8	#C9D6C8	#C0A074
Name and reading	Base surface	Product 01 code	Product 02 code

MANROPE / DISPLAY

Care, at your own pace.

INTER / PRACTICAL INFORMATION

Brand. Product. The useful details.

Manrope carries the open character into headlines. Inter handles descriptors, quantities and supporting information.

Use forest for reading on the three light fields, and chalk or mist on forest. Both fonts are locally hosted under the SIL Open Font License. Logo files need no font service.

Two formats. One family.



01 / DAILY WASH

02 / DAILY CREAM

CARTON / SAME RECOGNITION ORDER

Generated mockups illustrate form and hierarchy. They do not specify a real formula, material certification or finished product.

Recognition first. Information with a place.

mora

01

daily wash

FACE CLEANSER

EVERYDAY CARE / MORA

250 mL / 8.45 FL OZ

CONCEPT / NOT FOR RETAIL

01 / DAILY WASH

mora

02

daily cream

FACE CREAM

EVERYDAY CARE / MORA

50 mL / 1.69 FL OZ

CONCEPT / NOT FOR RETAIL

02 / DAILY CREAM

MORA / PACKAGING STUDY

INFORMATION PANEL

PRODUCT IDENTITY

CONFIRM FINAL FORMULA AND NAME

INGREDIENTS / INCI

RESERVED FOR VERIFIED FORMULA

DIRECTIONS AND WARNINGS

RESERVED FOR APPROVED LABEL COPY

RESPONSIBLE OPERATOR

CONFIRM LEGAL NAME AND CONTACT

LOT AND TRACEABILITY

CONFIRM PRINT AND BATCH PROCESS

NET CONTENTS

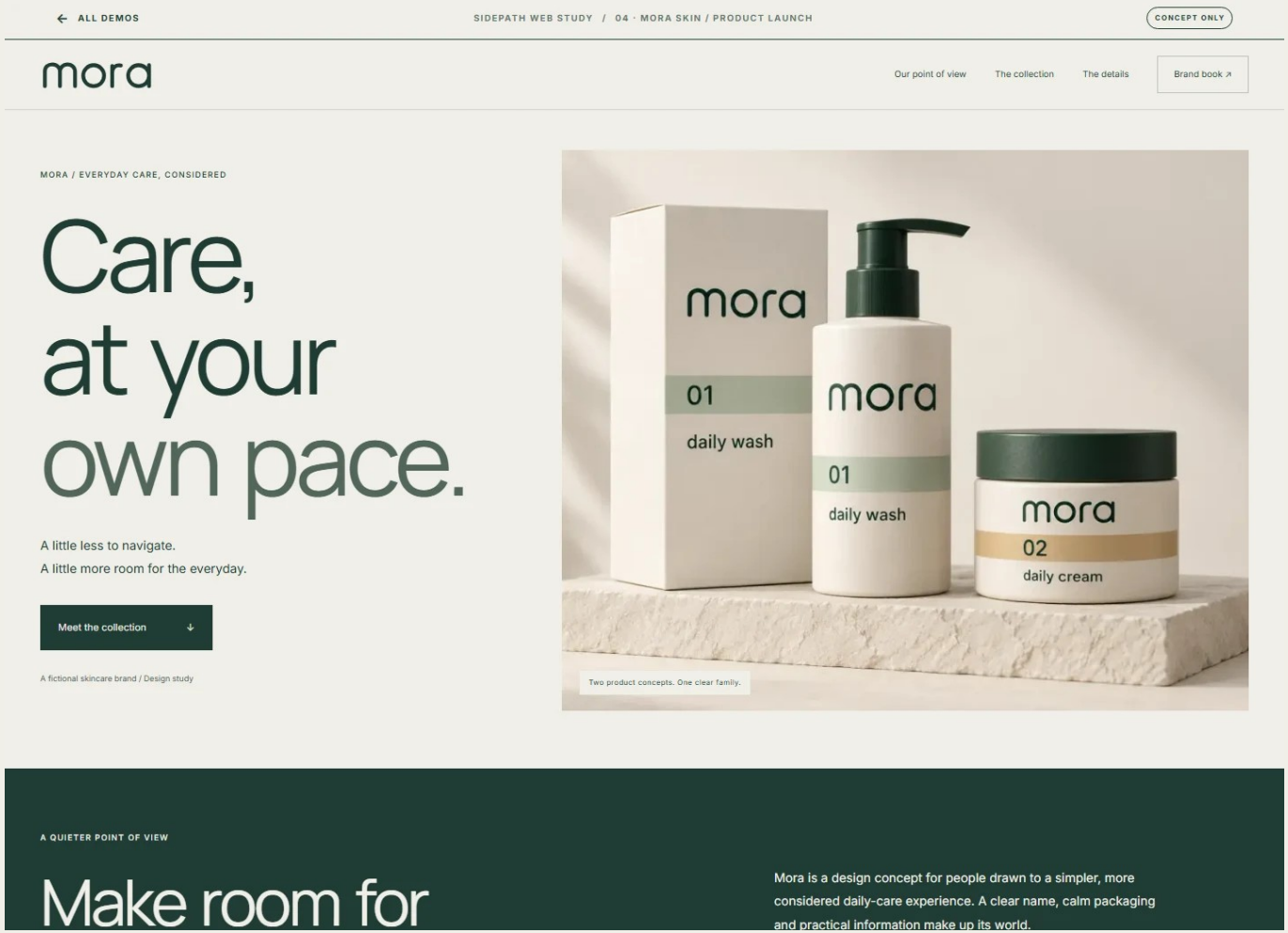
VERIFY FINAL FILL AND MARKET FORMAT

DESIGN STUDY / NOT A RETAIL LABEL

RESERVED INFORMATION PANEL

60 x 100 mm reference layout. These flat studies establish hierarchy and reserved fields. They are not supplier die lines, final formula labels or print-ready retail art. Sample quantities require final verification.

The product leads. The details follow.



Live demo: sidepath-studio.vercel.app/demos/product-launch

EXPLORE / UNDERSTAND / CONNECT

A recognizable first impression brings the same name, color and product family to the screen.

The two-product explorer supports mouse and keyboard, and updates imagery, descriptor, sample size and label link.

The brand book and artwork open as actual files. Project inquiries lead to Sidepath; there is no sale or checkout.

A system to carry forward.

IN THE DELIVERY KIT

Original SVG name and M signatures, dark and light.

Transparent PNG signature exports.

Three editable flat label studies and PNG proofs.

This eight-page brand book and palette JSON.

Reference notes and asset provenance.

TO FINALIZE FOR A REAL PRODUCT

Approved formula, net fill, name and factual copy.

Supplier container specifications and final die line.

Verified ingredients, use, warnings and operator data.

Print process, material samples and production proof.

Market review and final sign-off before distribution.

Scope: identity and packaging design study. No real formula, product benefit, environmental certification, trademark clearance or retail-label approval is represented. Final commercial work requires its own verified inputs and agreed production scope.

sidepath-studio.vercel.app/work/mora-skin-identity