

A little more calm. A lot more connection.

A warm, thoughtful identity for the everyday moments of family life.
One shared language, from a small screen to a big hello.

Human, always.

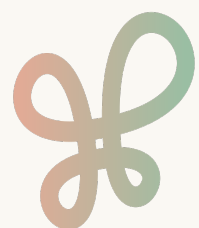
Speak to a parent as a person. Make room for different families and imperfect days.

Calm, with purpose.

Give one clear idea room to breathe. Colour, type and space should make the next step easier.

Grounded in real life.

Choose ordinary moments, specific words and believable images. Keep promises modest and useful.



Give the logo room.



Use the original full-colour logo on an uncluttered light background. Keep at least half the symbol's height clear on every side.

Start with the original.

Use the supplied SVG. Preserve its proportions, colours and relationship between symbol and wordmark.

Keep it readable.

Recommended minimum: 160 px wide for the full logo, 32 px for the symbol. For print, start at 35 mm and check a proof.

Choose a quiet background.

Use dark monochrome on pastel cards and the light logo on deep green. Avoid busy photographs, shadows, outlines and stretching.

Let warm paper lead. Use soft surfaces to group information, forest for text and a small terracotta accent for one important action.

A balanced colour rhythm

62% paper · 22% pastel surfaces · 12% forest · 4% clay and terracotta. Terracotta occupies no more than 2%. Sage is a surface colour, never small text. Keep the original logo sage #9ABEA3.

Nunito

Nunito Regular for body text and Bold for headings and controls. Gotham Rounded stays in the original logo only. Body text starts at 16/24 px; labels at 12/16 px with 8% tracking.

**There is room
for your kind of family.**

Aa Bb Cc Čč Ćć Đđ Šš Žž Ää Öö Üü ß 0123456789

Display · 48 / 56

H1 · 32 / 40

H2 · 24 / 30

H3 · 18 / 24

Body · 16 / 24

Small · 13 / 18

Label · 12 / 16

Closeness, in one line.

A continuous line connects people, everyday objects and the ground. No facial features: touch, posture and the tilt of a head carry the feeling.



Play together

Welcome screens and small shared moments.



A story on your lap

Evening routines, the web and print.



Outside together

Campaigns and chapter openings.



A family embrace

Covers, roll-ups and pitch decks.

The same scene, in three settings.



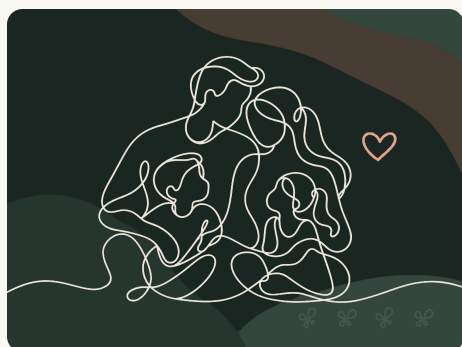
Light background

The default for web, decks and print. Forest line, clay heart.



Line only

Alongside text, on a quiet surface or in a smaller format.



Evening

Warm light lines on deep green. Keep the heart soft.

Thirteen small companions.

One motif per surface. At 24 px, use a 2 px stroke with rounded ends: forest with at most one clay detail.



Together



Home



Growth



Connection



Morning



Evening



Pause



Story



Small steps



Outside



Weather



Time



Playground

A softer evening.

Use warm off-white text on the dark background and card. Put dark text on sage and clay buttons. Illustration lines use #EDE6DA; the heart uses #E2A58C.

Night #1B2622	Card #24332D	Text #F1ECE3	Sage #9DBFA5	Clay #E2A58C
-----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

One connected line.

Keep a consistent stroke and rounded ends. Do not add eyes, mouths or expressions.

A little warmth.

Pastel corners can fill one third to one half of the frame. Use one clay heart and a quiet sage logo pattern.

Space around people.

Keep the artwork beside the words. Never put a line across text or a photographed face.

One language, different volumes.

Application

Small motifs and line scenes for welcome, advice and evening routines. Photos belong in articles and video.

Pitch deck

A line scene on the cover or a chapter opening. One motif near a heading. Use line illustrations throughout the pitch deck; no photography.

Web and print

Light backgrounds, spacious typography and one illustration or small corner detail per surface.

Social

Two expressive Filip posts to one quiet layout. Keep the original proposals together in the collection below.

Sound like someone who is listening.

Warm and direct. Encouraging without judging. Specific without pretending to know every family.

SAY THIS

One small moment together is a place to start.

Avoid this: Become the perfect parent in five easy steps.

SAY THIS

What felt a little easier today?

Avoid this: Are you making these parenting mistakes?

SAY THIS

Every family has its own rhythm.

Avoid this: Our method works for every child.

Real moments, gently framed.

Natural light. Everyday spaces. Diverse family structures. Show connection through small gestures, at eye level. Avoid staged perfection and distressed children used as attention hooks.

Small moments. A recognisable rhythm.

Six calm layouts for a single thought. On social, alternate them with the more expressive Filip artwork: two expressive posts, then one quiet post.



A MOMENT FOR YOU

You can begin again, gently.

Even in the middle of an ordinary, messy day.



EVERYDAY CONNECTION

Five minutes. Just us.

A little space to be together, without an agenda.



A QUESTION FOR TODAY

What felt good today?

It can be something very small.



One moment at a time.



Make room for a little togetherness.



A moment worth noticing.

A moment of calm

A little ritual

A reflection



SMALL MOMENTS / 01

A little closer, one moment at a time.

Notice. Make room. Be together.



A MOMENT TO KEEP

The ordinary can be memorable.

A sentence. A shared laugh. Something you want to remember.



LET'S CONNECT

A little space for a real conversation.

Add your event, topic or community invitation here.



A small thought to carry with you.



Your family. Your rhythm.



Your date · time · place

Carousel opener

A moment to keep

An invitation

The same feeling. In every little detail.

From the app icon to a favourite notebook. The logo stays consistent; the material adds its own texture.



Concept visualisation · Tote, notebook, cup & stationery

Make it your own.

Choose a layout, add your words and download. Everything stays in your browser.

harmonia.orka.solutions/branding/