

# METAMORPHOSE CATALOG DESIGN GUIDE

## 1. Cover Page Design

- Use deep navy background: #0B1C2B
- Place METAMORPHOSE logo at top center
- Main headline: 'The Floor You Can Feel.' (white Montserrat Bold)
- Visual: A dynamic composition of the three animal heroes (Parrot, Dolphin, Tortoise)
- Subheadline: '3 collections. 3 senses. 1 story of transformation.'
- Optional: texture overlay of flooring in the background

## 2. Collection Introduction Spread (2-page layout)

Left page (emotion):

- Background color of collection (Green: #95BF7C, Blue: #69B0E6, Red: #E3344F)
- Large illustrated animal hero
- Collection name and slogan (e.g., 'Feel the Color. Enjoy the Form.')
- Short description of associated sense (e.g., 'Sense: Sight - visual energy for your space')
- Optional: icon of the sense (Eye, Ear, Hand)

Right page (function):

- Intro text about dual format availability:  
'All decors are available in:  
-> Standard plank 1220x180 mm  
-> Herringbone 610x123 mm'
- Diagram with pictograms of plank and herringbone
- Graphic badge: 'MIX & MATCH system - Your style. Your choice.'
- Final line CTA: 'Next pages show every decor in both formats. Create your own metamorphosis.'

## 3. Product Pages Layout

- One page per decor
- Header: Decor name + small badge indicating collection (e.g., '5.0 - Parrot')
- Visual: 2 sections side by side
  - > Left: full-size plank photo
  - > Right: herringbone visualization + room application
- Icons underneath:
  - > Collection color band
  - > Icons for: Water Resistance, Acoustic Comfort, Durability, etc.

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- > Sense icon (Eye / Ear / Hand) as reinforcement
- Optional: add small quote or feeling statement (e.g., 'Feels light. Looks expressive.')

## 4. Sense Icons & Graphic Language

- Create 3 custom icons:
  - Eye - for Sight (Parrot / 5.0)
  - Ear - for Hearing (Dolphin / 6.0)
  - Hand - for Touch (Tortoise / 7.0)
- Line style, light outline, monochromatic in collection colors
- Use next to hero, in headers, and on product pages
- Always pair with a word label and subtle effect (e.g., halo glow)
- Keep consistent visual weight across all senses