

METAMORPHOSE MINI STYLE GUIDE

1. Brand Colors

Main colors:

- Navy background: #0B1C2B
- White text: #FFFFFF

Collection colors:

- METAMORPHOSE 5.0 (Parrot / Sight): #95BF7C (green pastel)
- METAMORPHOSE 6.0 (Dolphin / Hearing): #69B0E6 (aqua blue)
- METAMORPHOSE 7.0 (Tortoise / Touch): #E3344F (ruby red)

Complementary colors:

- Soft violet: #A090D2
- Beige: #F4C67A
- Light blue: #70A6E2
- Powder pink: #ED9090

2. Typography

Headline font:

- Montserrat Bold / Semibold (for titles and claims)

Body text font:

- Lato Regular / Light (for descriptions and specs)

Optional display font:

- Playfair Display (for quotes and storytelling)

3. Layout Structure

Spread format: 2 pages per collection

- Left page: emotion, hero animal, slogan, sense
- Right page: product formats, features, icons

Product page:

- 1 decor = 1 page showing plank + herringbone + room view

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4. Graphics and Icons

Hero animals:

- Parrot (dynamic, colorful)
- Dolphin (fluid, calm)
- Galapagos tortoise (stable, tactile)

Senses:

- Eye = Sight
- Ear = Hearing
- Hand = Touch

Icons:

- Line icons with soft outlines (Canva/Figma style)

5. Applications

Print / PDF catalog:

- A4 vertical format
- Page color indicator strip
- Clear grid layout (2x2 or 3x3)

Social media:

- Square 1080x1080px posts
- 1080x1920px Stories
- Use animal icons + claims + collection colors

POS / Displays:

- A3 vertical posters
- Stickers with icons: Mix & Match, Waterproof, Silent