

A fresh
perspective.

momo

PAINTING & DECORATING

The wordmark

The wordmark 'momo' is displayed in a large, bold, lowercase, sans-serif font. The letters are a deep plum color. The 'm' and 'o' are repeated twice, creating a rhythmic visual pattern. The font is clean and modern, with consistent stroke widths and no serifs.

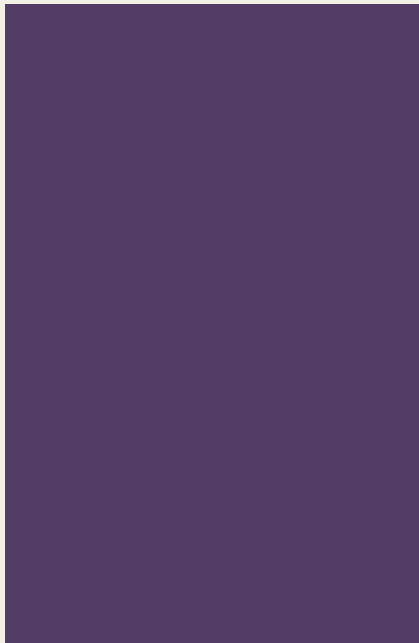
Two repeating letters, one even rhythm.

Use the supplied vector artwork at its original proportions.

Keep at least one stroke-width of clear space on every side.

Use plum on chalk, or chalk on plum. Avoid outlines and effects.

Colour with intention



PLUM

#533C65

CHALK

#F4F0E8



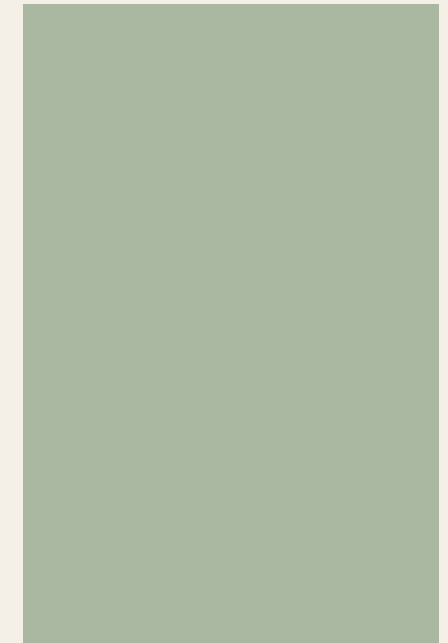
CLAY

#BF7656



LILAC

#C2AFCE



SAGE

#AAB7A1

Plum anchors the identity. Chalk creates space; clay adds warmth. Lilac and sage are supporting accents. These are brand colour studies, not manufacturer paint codes. Approve physical colour with real samples.

A clear voice

Room for colour.

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Use an expressive serif for short campaign headlines.

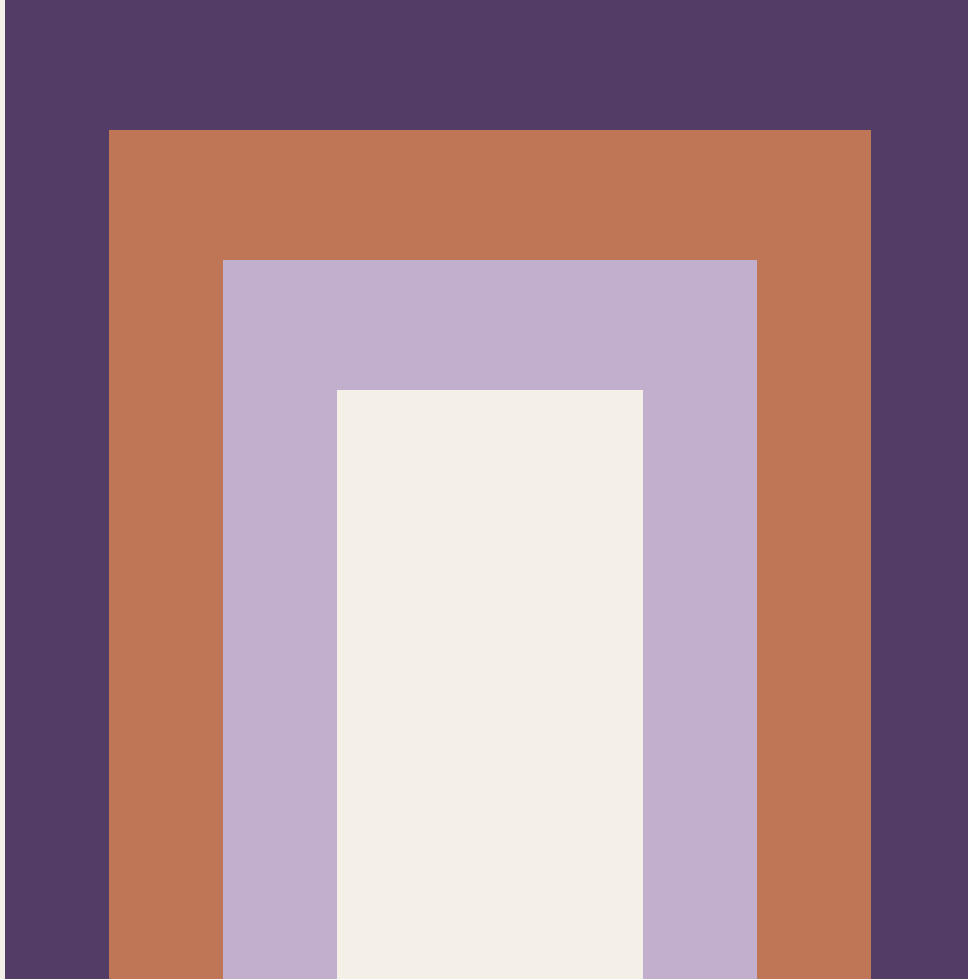
Use a plain sans serif for services, details and captions.

Give each message one clear level of importance.

Keep body copy direct. Avoid unverified rankings or guarantees.

EDITION TYPEFACES / GEORGIA + ARIAL

Frame the possibility



Layered rectangular fields recall
a doorway, a wall and a fresh coat.

Keep edges precise and spacing even.

Pair one large gesture with calm type.

Do not use shapes as fake before / after
evidence for a completed client project.

From colour to contact

01 Campaigns

Use one message and one dominant colour field.

02 Service information

Keep the service list easy to scan; separate retail products.

03 Presentation

Artwork and colour cards are design concepts. The architectural image is AI-generated, not a photographed customer interior.

Third-party paint branding is not part of the redesigned identity.