



Mudita

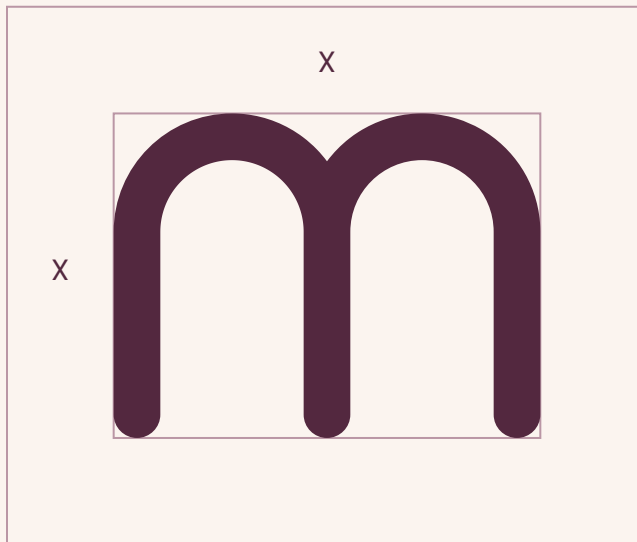
NAILS

Small details. Everyday joy.

Room to breathe.

Preserve the original rounded m silhouette.

Pair it with the new Poppins Medium wordmark.



X = one quarter of the symbol width

Proposed minimum clear space for this visual edition.

Keep the outline intact; scale it proportionally.

Mudita

NAILS

Original symbol

New typography

New spacing recommendation

Colour, with purpose.

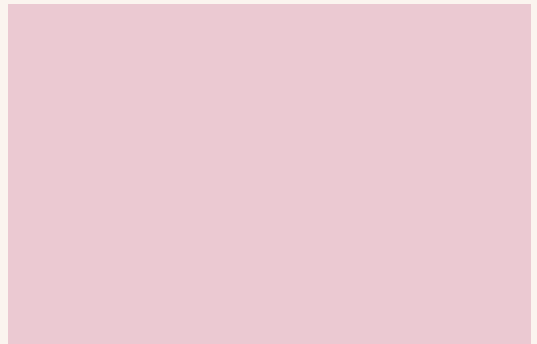
A soft palette with a strong point of contrast.



BERRY

#53283F

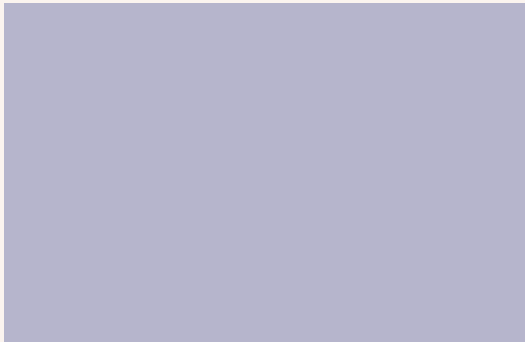
Primary identity



BLUSH

#EBC9D2

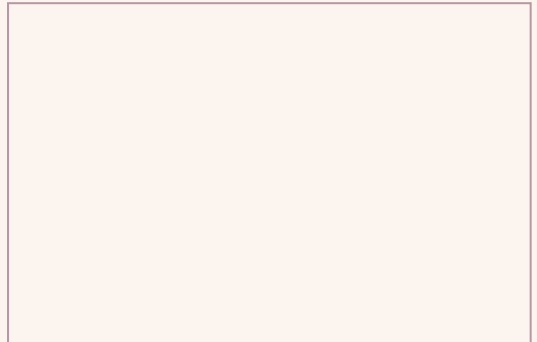
Soft supporting field



LILAC

#B6B5CC

Secondary accent



WARM WHITE

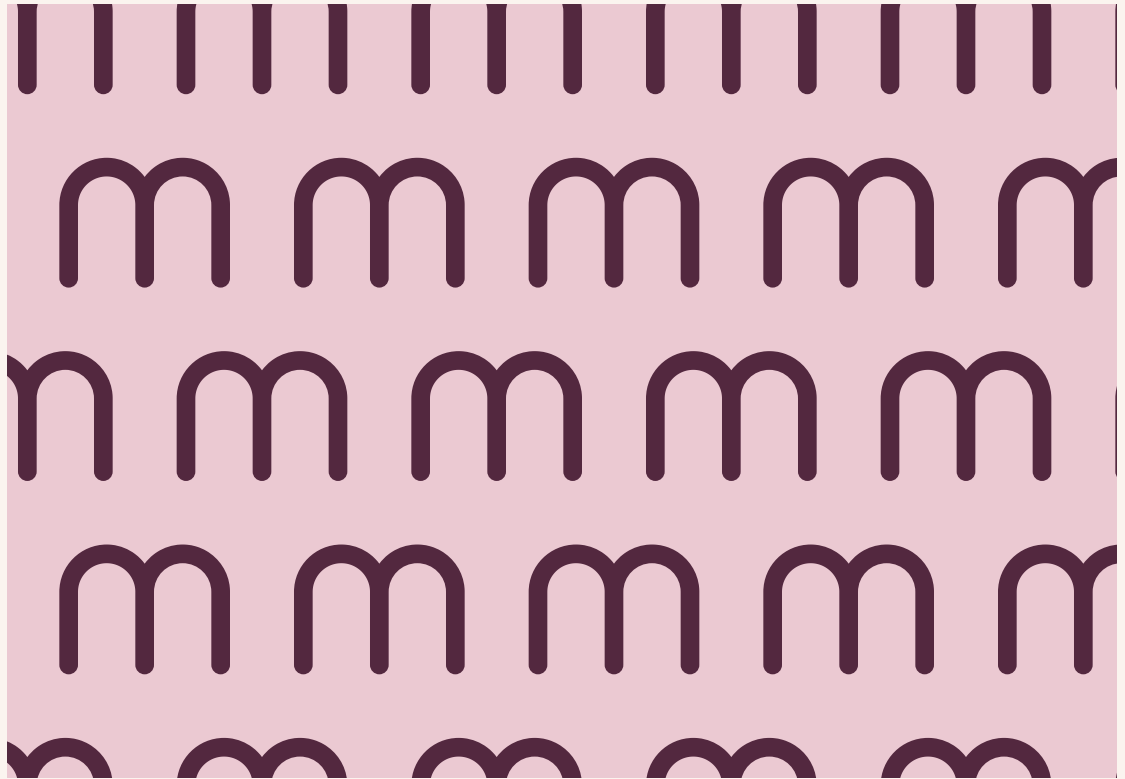
#FBF4EF

Open space

Brand colours, not a polish range or physical shade chart.

An everyday rhythm.

Let the rounded outline become a supporting pattern.
Keep the main identity calm, clear and separate.



One shape. Many small moments.

Use the pattern across paper and supporting compositions.
The repeated outline is new artwork, not a new logo.