

1. Introduction
2. Brand Strategy
3. Logo
4. Color
5. Typography
6. UI

rorra



Brand Guidelines Introduction

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[!\[\]\(e3f8612927870f2e0f9f5989e6dd3064_img.jpg\) Download Assets](#)

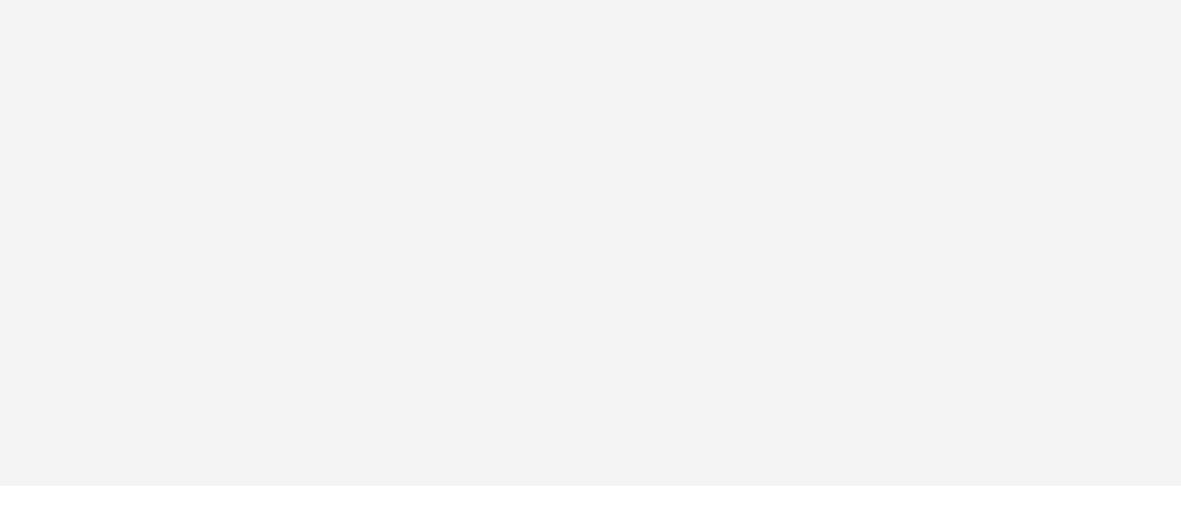
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Logotype

The Rorra logotype is a custom wordmark built on soft, modern geometry.

 Download Assets



Logotype spacing

The mark must always be given a minimum clear space and sizing. It can be calculated by using the method shown. This will allow the lockup to be properly legible and breathe around other elements.

Digital

orra | Minimum Digital Height: 15px

Print

orra | Minimum Print Height: 0.25in

Logotype sizing

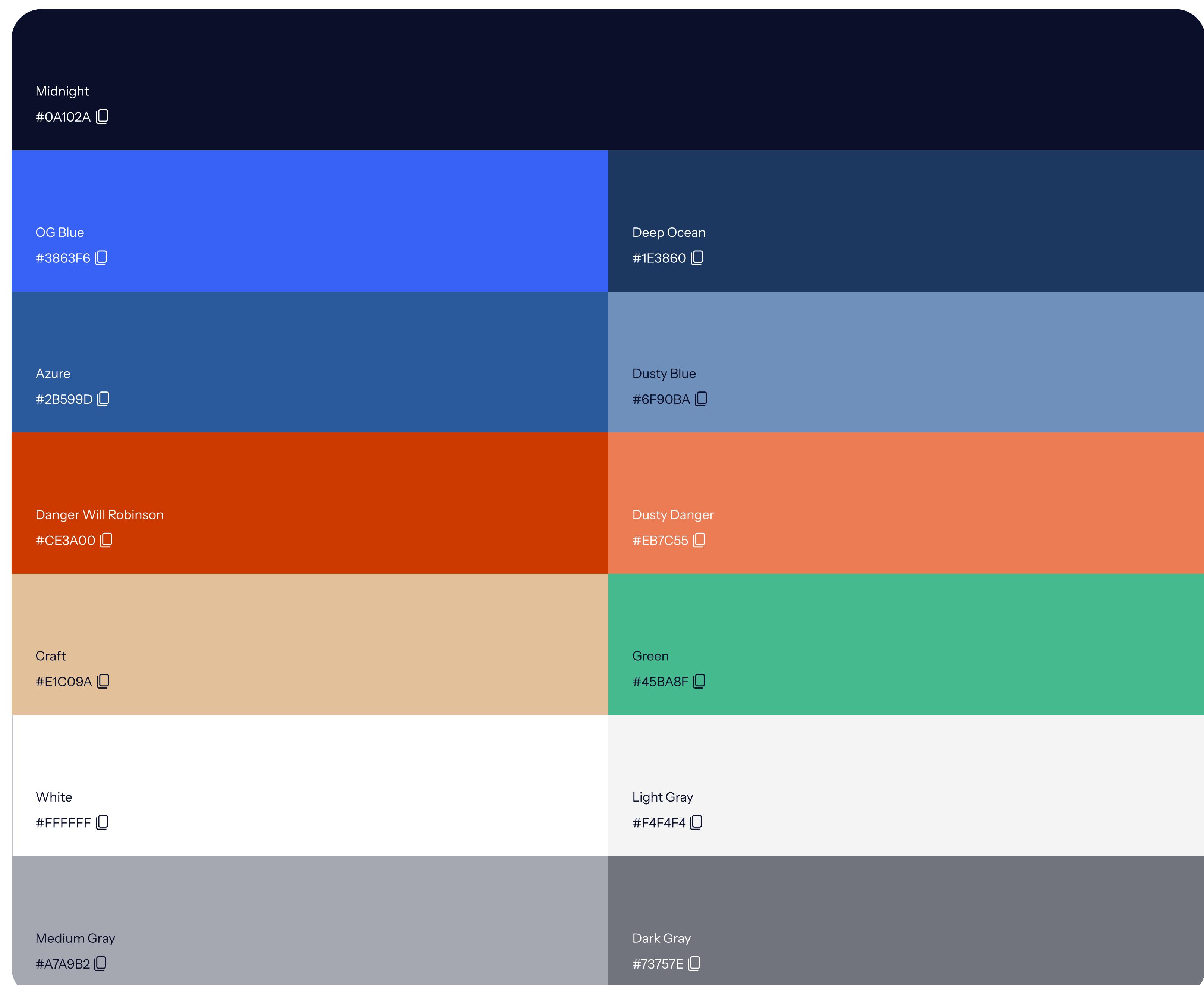
To maintain clarity and legibility, the Rorra logotype should never appear smaller than 15px in digital formats or 0.25in in print. Always use the logo at or above these sizes to ensure strong visual impact and consistent brand recognition.

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Main color palette

The Rorra color palette is simple yet bold. Midnight replaces all instances of black, while Rorra Blue is used for emphasis.



Full color palette

Rorra's color palette balances trust, vibrancy, and clarity—supporting digital and print use across product, marketing, and interface design.

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AaBb

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Typography

Instrument Sans is Rorra's chosen typeface. See following pages for use case examples and specifications.

[Download Fonts](#)

Web type Styles	Font size	Font	Line height	Letter-spacing
H1	Instrument Sans Medium	72pt	104%	-2%
H2	Instrument Sans Medium	56pt	108%	-2%
H3	Instrument Sans Medium	36pt	112%	-2%
Callout	Instrument Sans Medium	28pt	120%	-2%
Eyebrow	Instrument Sans Medium	24pt	140%	0%
Body R	Instrument Sans Regular	16pt	132%	0%
<u>Body R Link</u>	Instrument Sans Regular	18pt	140%	0%
Body S	Instrument Sans Regular	18pt	120%	0%
Body XS	Instrument Sans Medium	14pt	132%	0%

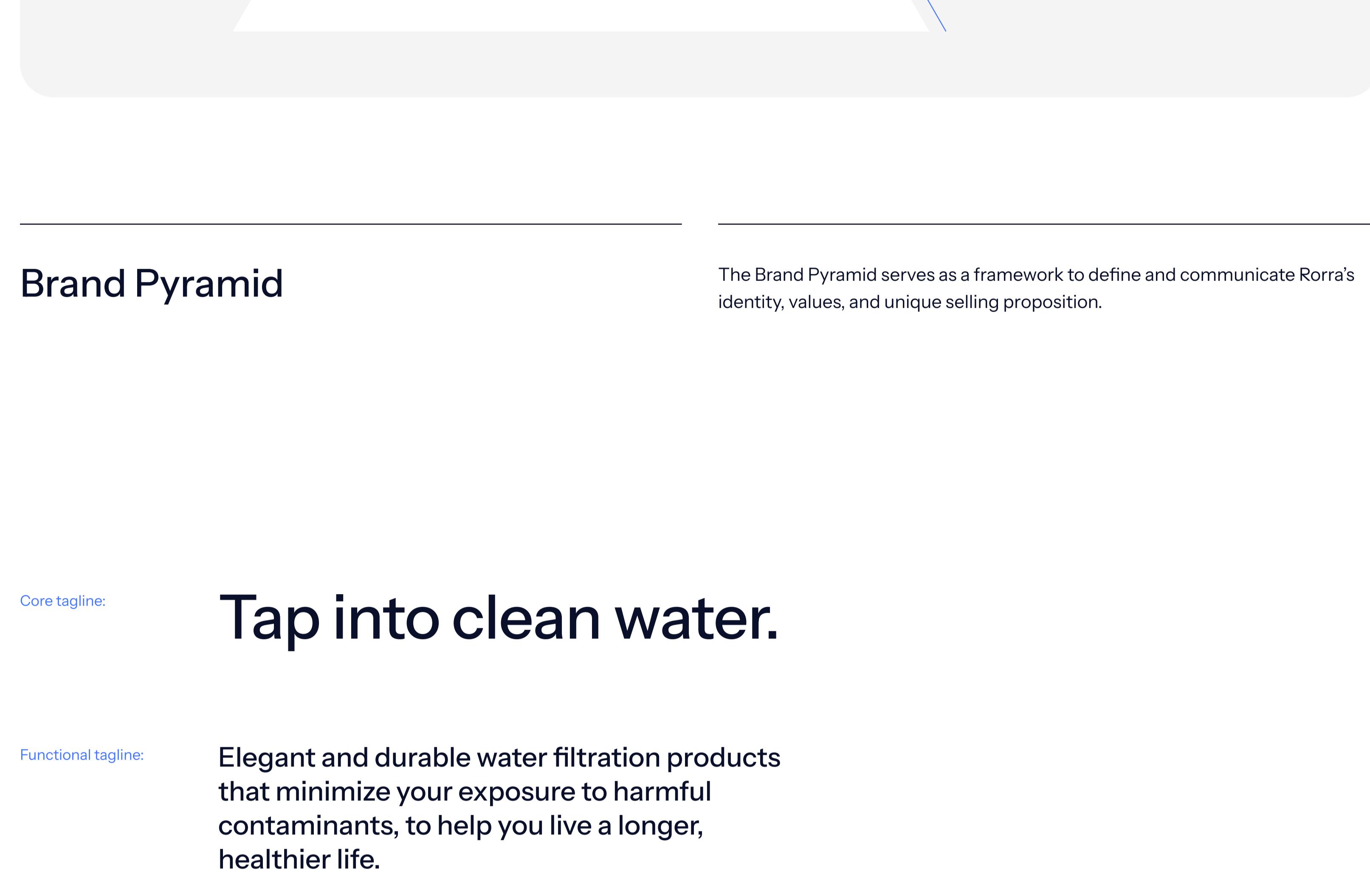
Web type styles

Lorem ipsum dolor sit amet consectetur. Et id tortor turpis eros tincidunt pretium nulla. Sed cursus morbi felis ullamcorper urna quis odio. Volutpat leo amet dictumst vitae. Commodo libero mauris posuere laoreet at cras maecenas. Volutpat pharetra cras ultricies vel malesuada a. Hendrerit gravida elit facilisi nibh eros.

To help people live longer, healthier lives by creating premium, accessible filtration products.

Mission

The mission defines the brand's core purpose — why we exist beyond profit. It guides decisions, inspires teams, and keeps us aligned as we grow. This statement should be clear, action-driven, and rooted in the value we aim to deliver to people's lives.



Brand Pyramid

The Brand Pyramid serves as a framework to define and communicate Rorra's identity, values, and unique selling proposition.

Core tagline:

Tap into clean water.

Functional tagline:

Elegant and durable water filtration products that minimize your exposure to harmful contaminants, to help you live a longer, healthier life.

In a sentence:

Rorra is revolutionizing the water purification industry with innovative and elegant products that minimize your exposure to harmful contaminants — so you can enjoy peace of mind and feel your best every day.

Essence

Rorra exists to make clean water feel as good as it is for you. Our essence is calm clarity — blending modern design with trusted performance. Every product is rooted in simplicity, transparency, and quiet confidence that your health is protected, effortlessly.

Health starts with water.

Improving water quality is our path to longer, healthier lives.

Cite the sources.

Sharing the information and resources consumers need to make informed decisions

Innovate with purpose.

Relentlessly pursuing advancements that make a meaningful difference.

Quality wins.

Committed to delivering the highest performance products and experience.

Values

A combination of emotional and functional differentiators (what keeps us going). They guide how we build, communicate, and show up — for our customers, our partners, and the planet. They're what keep us moving forward with purpose and clarity.

Trustworthy

We prioritize transparency and honesty in all our communications. Our customers can rely on us to provide accurate, science-backed information and easily prove our promises of unparalleled filtration and quality.

Bold

We are not afraid to challenge the status quo and speak out about urgent needs for better water. Our confident tone reflects our commitment to driving change and making a meaningful difference in people's lives.

Optimistic

We are hopeful that things are looking up. We believe that small steps lead to big changes and are excited about the small steps we're enabling.

Sophisticated

Our tone reflects the elegance and refinement of our products. We communicate in a way that resonates with customers who value premium, but acknowledge the need to simplify this complex problem, to make it more palatable for "regular" people.

Intelligent

How and what we communicate showcases our deep knowledge and expertise in water filtration technology, environmental science, and health and wellness broadly. We present complex information in a clear, accessible manner.

Our tone is not:

Jargon	Cheerful
Self-important	Arrogant
Hyperbolic	Technical

Tone of Voice

Our attitude—how we carry ourselves. This will inform the specific language we use and when.