

# “ARCHIKMOR” – Brand Identity

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*Timeless Harmony*

## 1. Brand Overview

**Name:** Archikmor

**Tagline:** Timeless Harmony

**Industry:** Interior Design & Wood Panel Architecture

### **Brand Essence:**

Archikmor represents a balance between architectural precision and organic elegance. It brings together structure and nature, minimalism and warmth — creating environments that feel both timeless and harmonious.

### **Core Values:**

- Harmony between nature and structure
- Timeless design integrity
- Sustainable elegance
- Minimalism with meaning

## 2. Logo & Symbolism

The **ARCHIKMOR** logo combines geometric symmetry with warm, natural tones. The triangular structure represents stability, growth, and architectural harmony. Olive green evokes sophistication and nature, while beige tones bring balance and warmth.



### 3. Color Palette

Olive Green: #7A7A4F – Sophisticated, natural, grounded

Beige Sand: #D9C9A3 – Warmth, timelessness

Charcoal: #2D2D2D – Modernity, strength

Off White: #F5F3EE – Purity, balance

### 4. Typography

Primary Font: Playfair Display – for headlines (luxurious, timeless)

Secondary Font: Montserrat – for body text (modern, clear)

Tagline Style: Light Italic for elegance and contrast.

### 5. Brand Voice & Messaging

Tone: Elegant, confident, minimalist.

Style: Short, poetic sentences that reflect timeless sophistication.

Examples:

- 'Where form meets feeling.'
- 'Crafted for permanence.'
- 'Design in harmony with time.'

## 6. Visual Moodboard Keywords

Geometric, earthy, architectural, serene, luxury, timeless, sustainable, minimalist.

## 7. Brand Applications

### Business Card

Minimal matte olive background, gold embossed logo, cream back side.



### Letterhead

Minimal off-white layout with the logo elegantly centered at the top, featuring olive green accents and subtle gold undertones for a timeless, refined aesthetic.



**ARCHIKMOR**

TIMELESS HARMONY

Dear Mr. Smith.

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Sincerely,

**John Doe**

Interior Designer

123 Arywhere St.

123-456-7890

[www.archik.mor.com](#)

## Website Homepage

A minimal layout, structured with clear typographic hierarchy, and a visual identity suggesting the use of large imagery and a muted, natural color palette.

The website features a dark green header bar with the company logo (a stylized triangle) and the word "ARCHIKMOR" in white, with "UNSTYLIC SIRENIA" underneath. Below the header is a large, high-quality photograph of a modern interior room. In the foreground, there's a light-colored armchair with wooden legs and a small round wooden coffee table with a single vase on it. Behind it is a larger, light-colored sofa with two pillows. The background shows a wall with vertical wood paneling. Overlaid on the image is the text "TIMELESS HARMONY" in large, serif capital letters, followed by a subtitle "Elevating Spaces with Elegant, Modern Design".

## OUR PHILOSOPHY

At ARCHIKMOR, we believe that interior spaces should be a reflection of timeless harmony and elegance. Our approach to design is rooted in a deep appreciation for natural materials, clean lines, and thoughtful simplicity.

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## OUR SERVICES



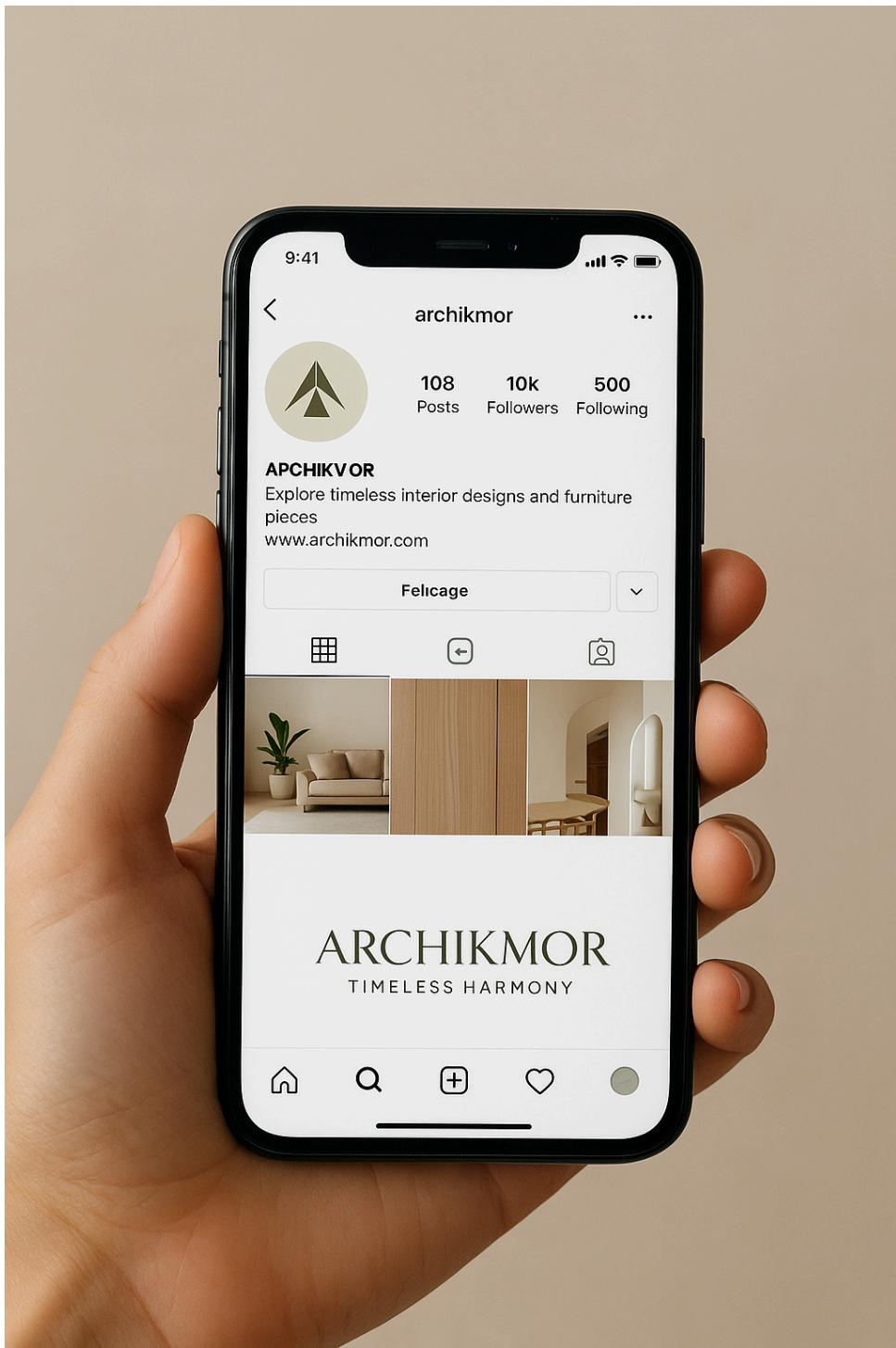
INTERIOR DESIGN      FURNITURE      CUSTOM SOLUTIONS

 ARCHIKMOR  
UNSTYLIC SIRENIA

1224 Elm Street  
New York, NY 10010

## Instagram / Social Media

Architectural textures, clean grid, neutral palette, brand quotes.

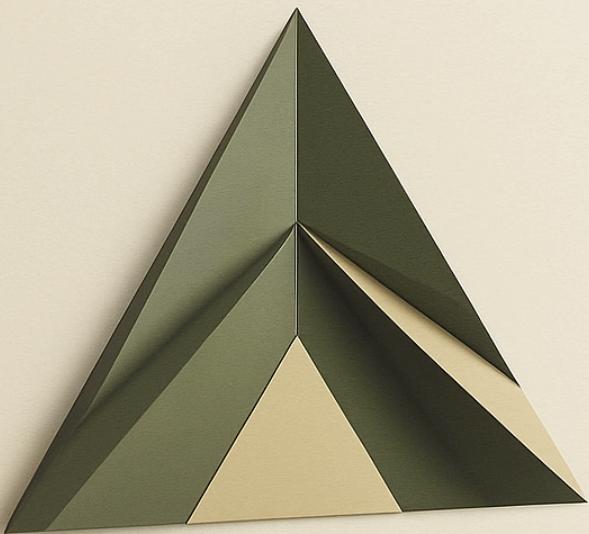


## Packaging

Recycled matte olive boxes with gold foil logo and linen-textured wrapping.



OR , Matte Beige Sand version with Olive Green logo



**ARCHIKMOR**  
— TIMELESS HARMONY —

## 8. Moodboard & Imagery

**Mood Keywords:** Organic luxury, natural symmetry, quiet strength, timeless calm.

**Textures:** Soft linen, polished wood, matte stone, brushed brass.

**Photography:** Natural daylight, neutral tones, architectural geometry, and handcrafted elements.

## 8. Brand Voice & Copy

**Tone:** Elegant, grounded, and confident.

**Writing Style:** Precise, minimal, evocative.

**Examples:**

- “Where architecture meets serenity.”
- “Spaces designed for timeless living.”
- “From material to masterpiece.”

## 9. Brand Implementation

Archikmor's identity must express quiet strength and refined taste across all touchpoints — from print and web to material finishes. Every element should feel balanced, intentional, and timeless.