

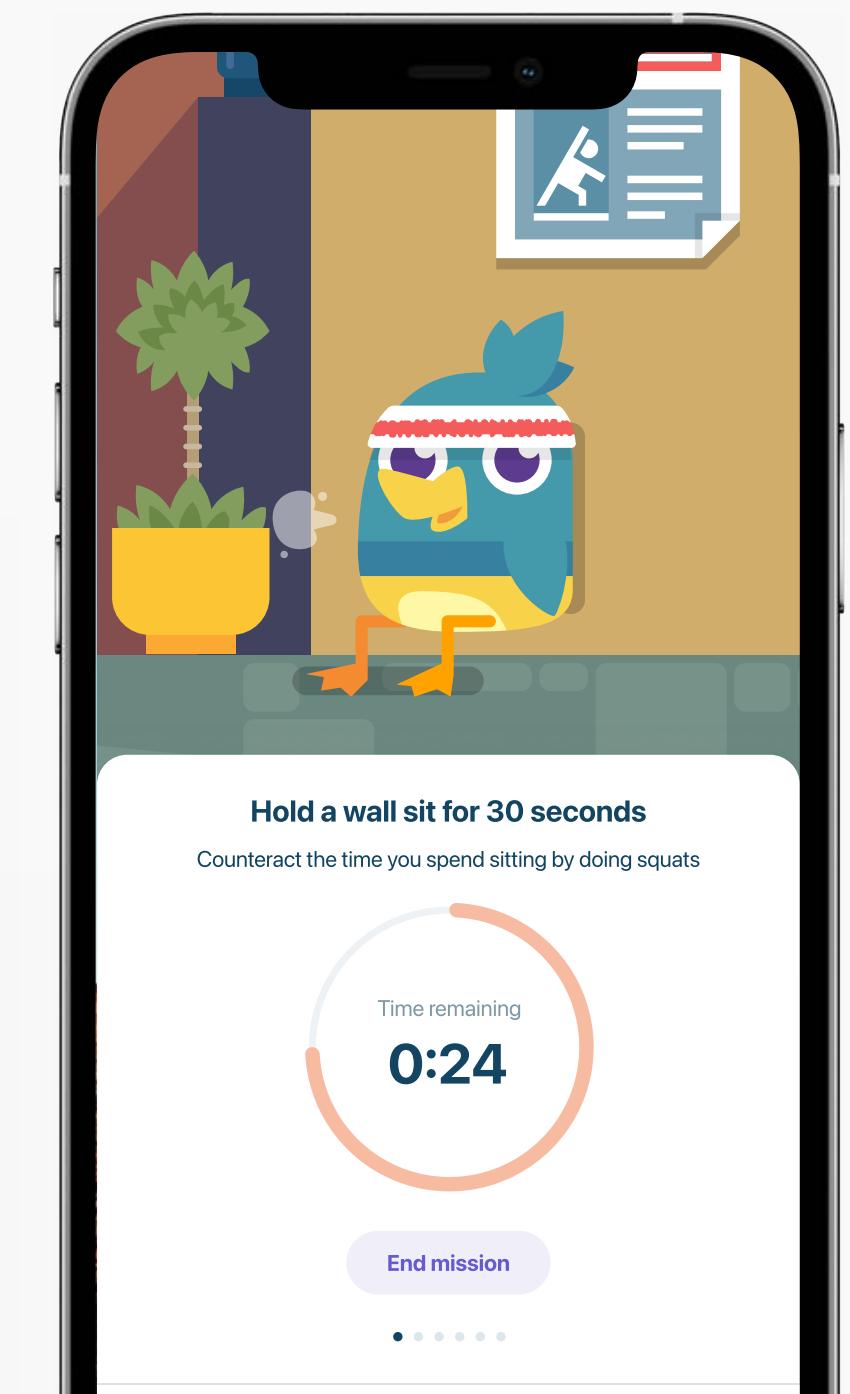
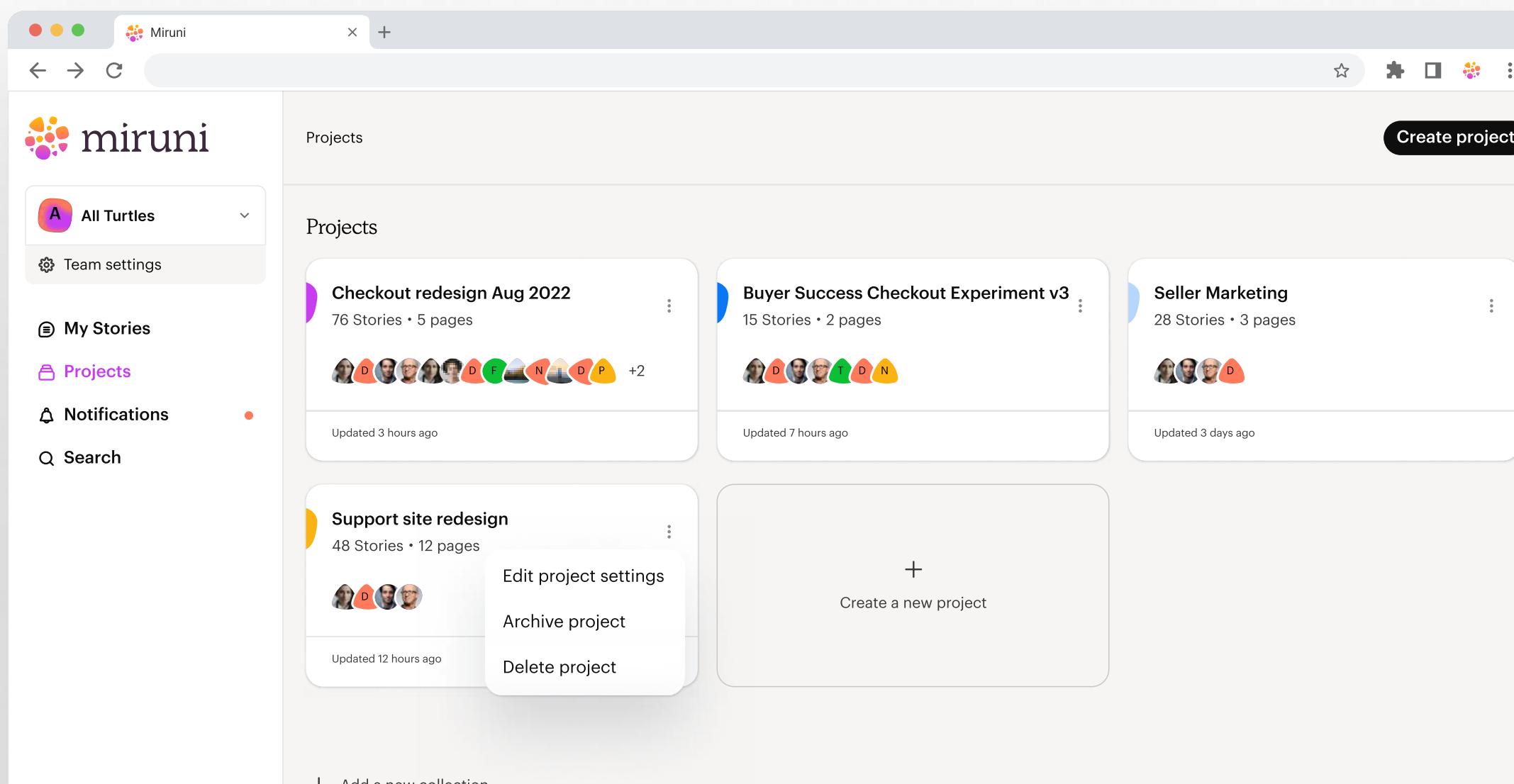
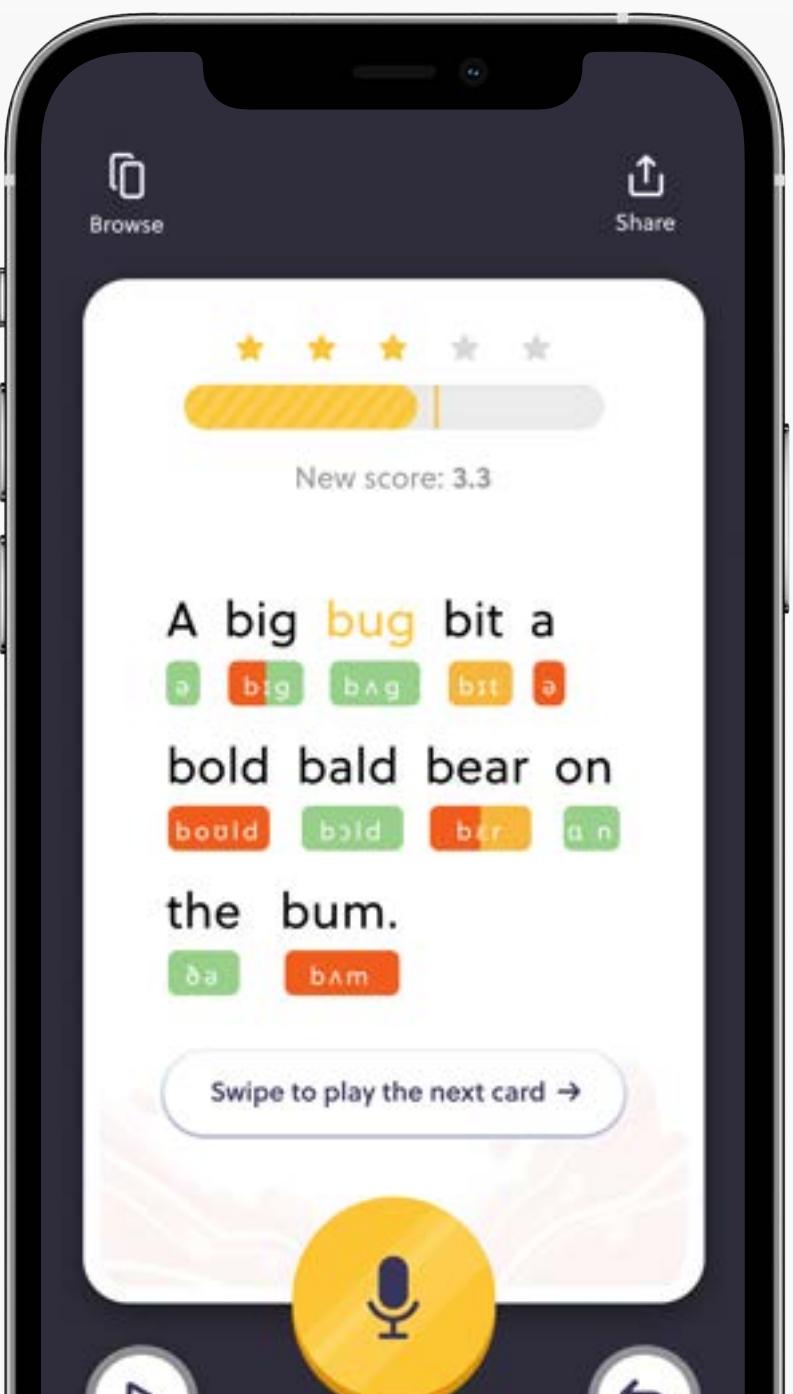
Namika  is a San Francisco based Product Designer with a penchant for Visual Design.

With over 10 years of experience in product, branding, and communication design.
I'm currently working for All Turtles, a fully distributed product studio.

MY PASSION

To intertwine brand and product design seamlessly

Twisty Tongue



EXPERIENCE AS A PRODUCT DESIGNER

2016



LiBzCAREER

Job search marketplace

Redesign
Growth

2017



Laughly

Comedy streaming iOS app

Browse

2017



Wonolo

On-demand staffing mobile app

Redesign Android app

2017



Finery

Wardrobe operating system

Dashboard renewal

2019

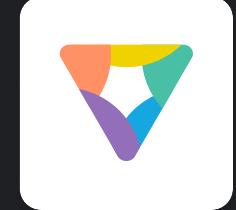


Twisty Tongue

Edutainment iOS app

Prototyping
Visual design

2019-2021



Vitally

Healthcare iOS app

Prototyping
Visual Design

2022



Miruni

Visual feedback tool

Browser extension
Prototyping
Visual Design

2022



Cloaked

Generating identity app

Mobile onboarding
Prototyping

EXPERIENCE AS A BRAND DESIGNER

2018



Kipp

Financial app

Brand Identity
Brand Guideline
Visual Design

2020



Vitally

Healthcare habit
modification app

Visual Identity
Visual Design

2022

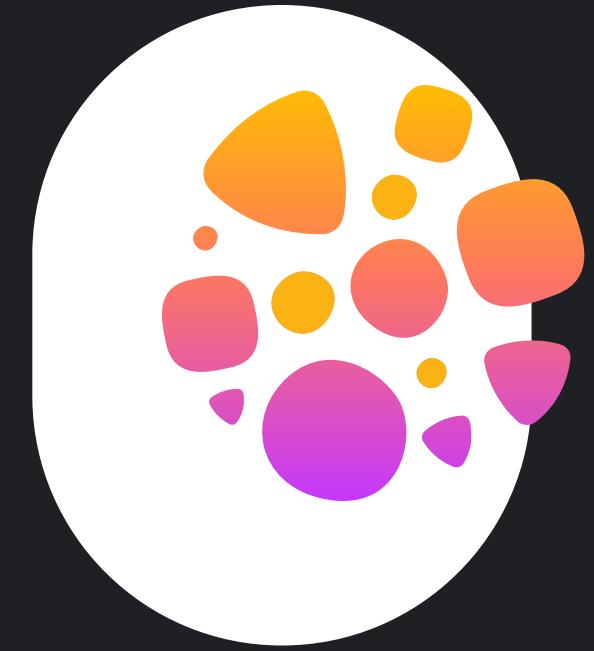


Sora Union

Globally distributed
creative partner

Brand Identity

2022



Miruni

Visual feedback tool

Brand Identity
Brand Guideline
Design System
Visual Design

2020-2023



mmhmm

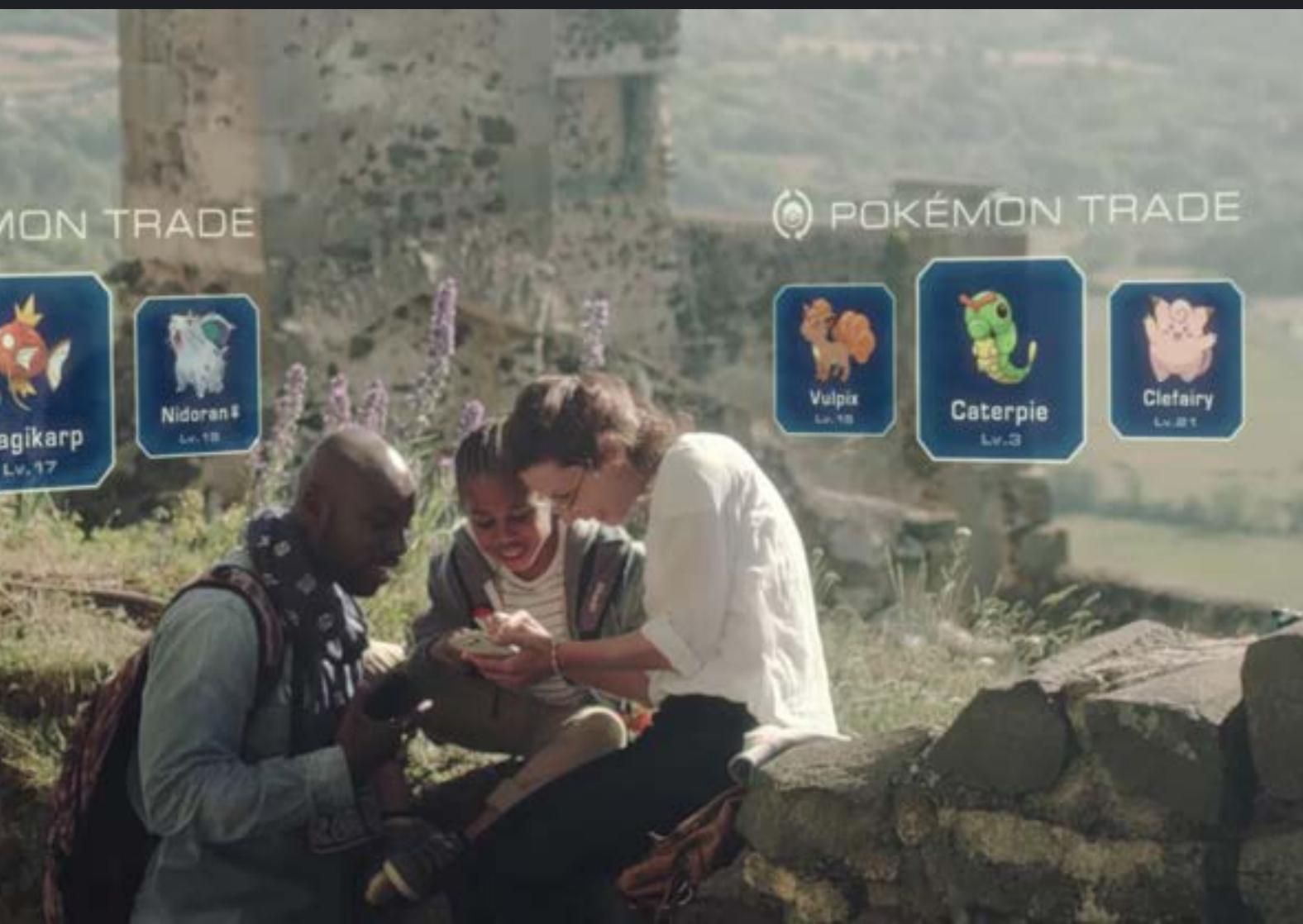
Video call app

Marketing website
Visual Design
Swag

MY EARLY EXPERIENCE WAS

Communication & UI design for branded content

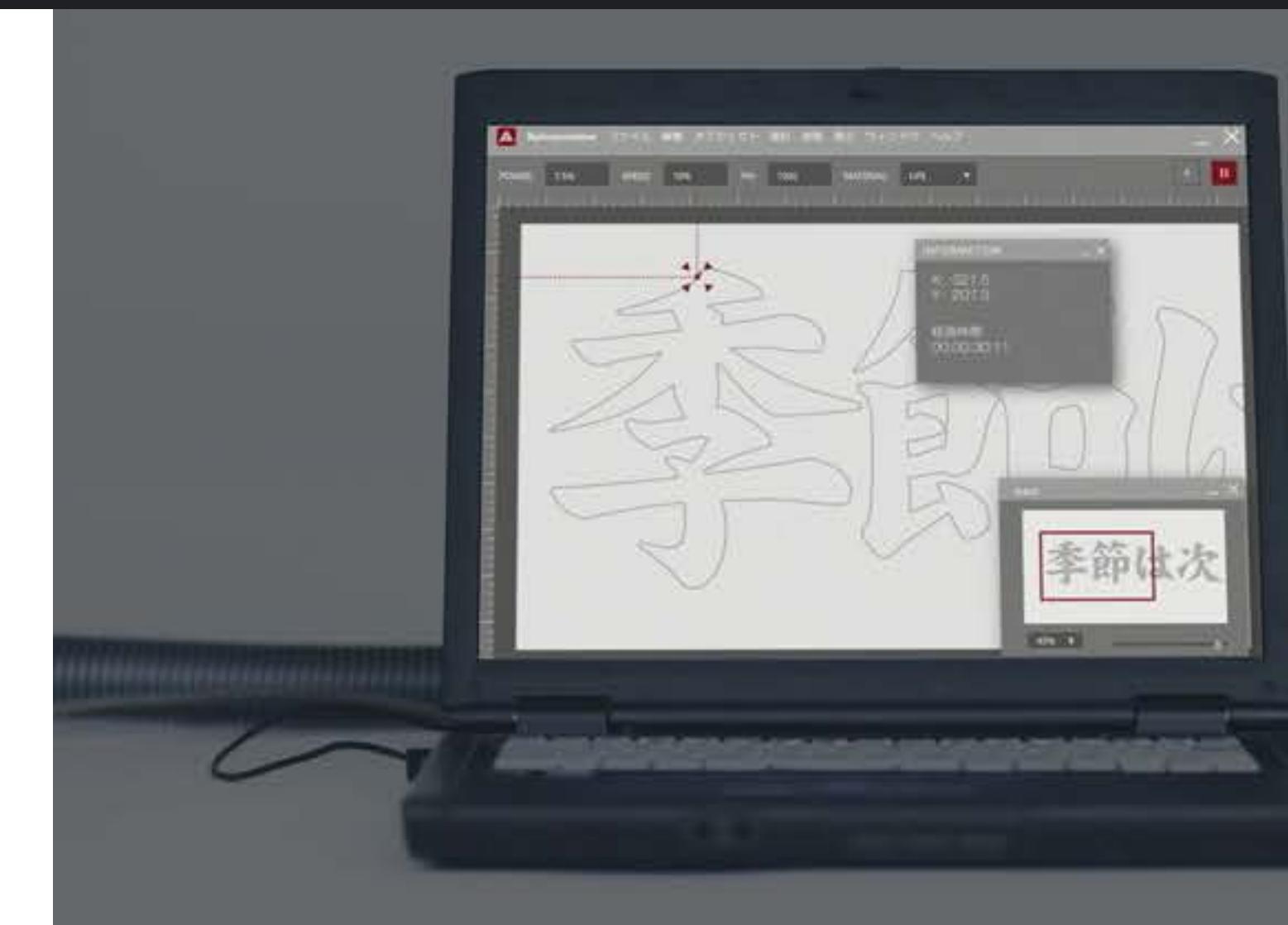
Pokémon GO



Google Play



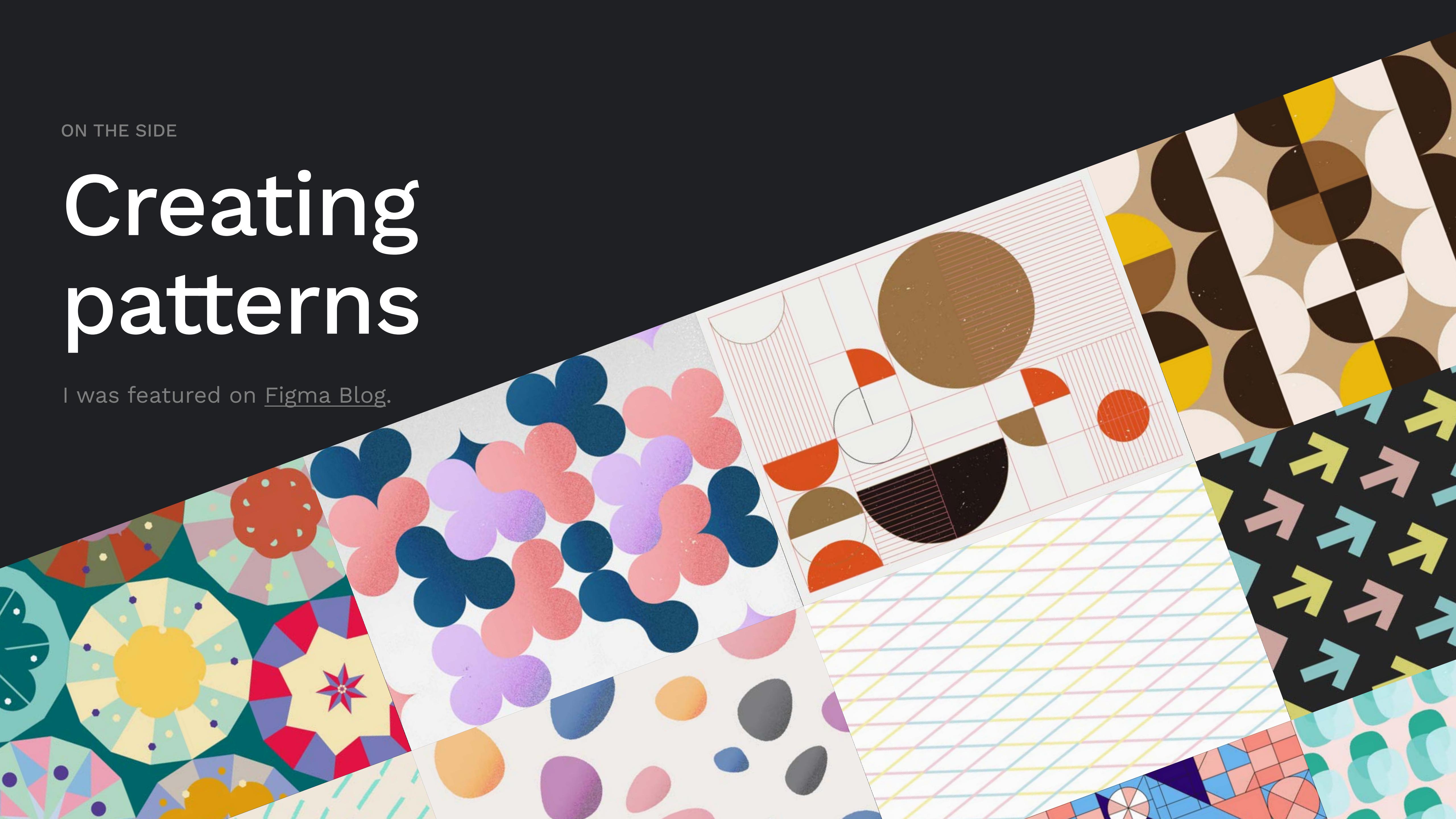
Music Video



ON THE SIDE

Creating patterns

I was featured on [Figma Blog](#).

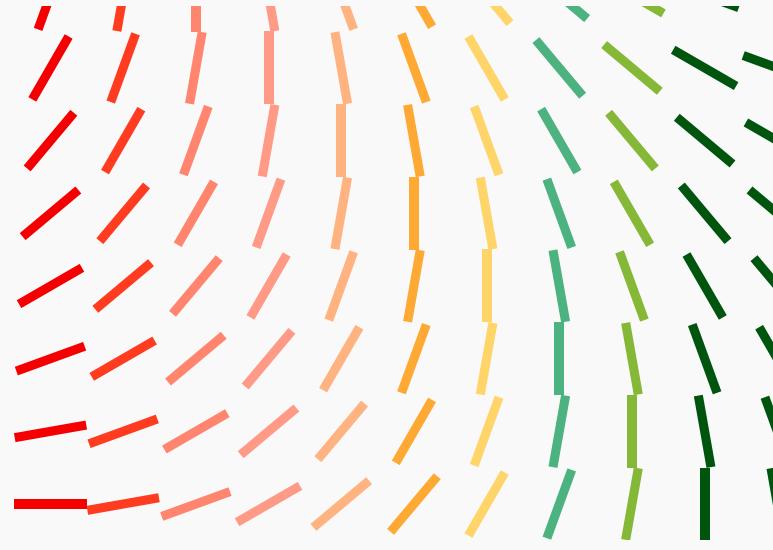


MY DESIGN PRINCIPLES



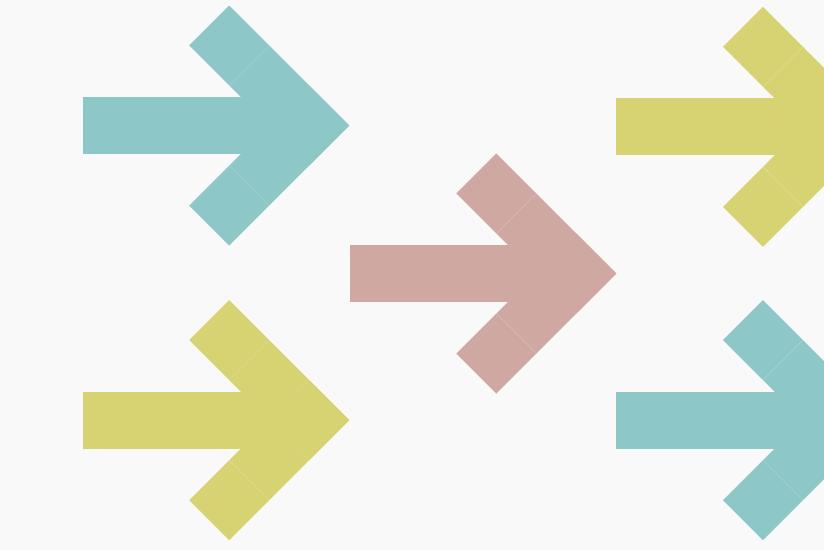
Never work alone

I collaborate cross-functionally with product managers, engineers, user researchers, stakeholders, and fellow designers. My commitment to sharing work early and regularly encourages insightful feedback and productive discussions.



Be a visual thinker

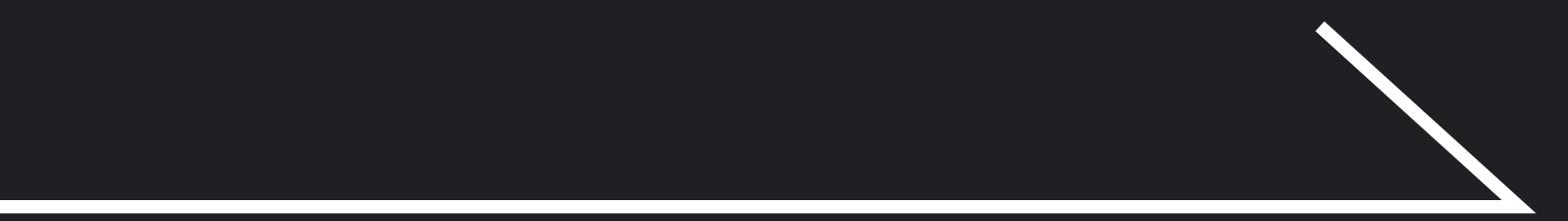
I transform complex ideas into comprehensible visuals, facilitating progression and discussions. My exploration of various visual paths and information architecture patterns has been invaluable in my work.



Be practical

Staying realistic about the scope of work is central to my approach. I maintain a focus on creating clean, consistent designs. My contributions to design systems not only foster consistency across brands and products but also enhance overall efficiency.

SAMPLE WORK



Miruni

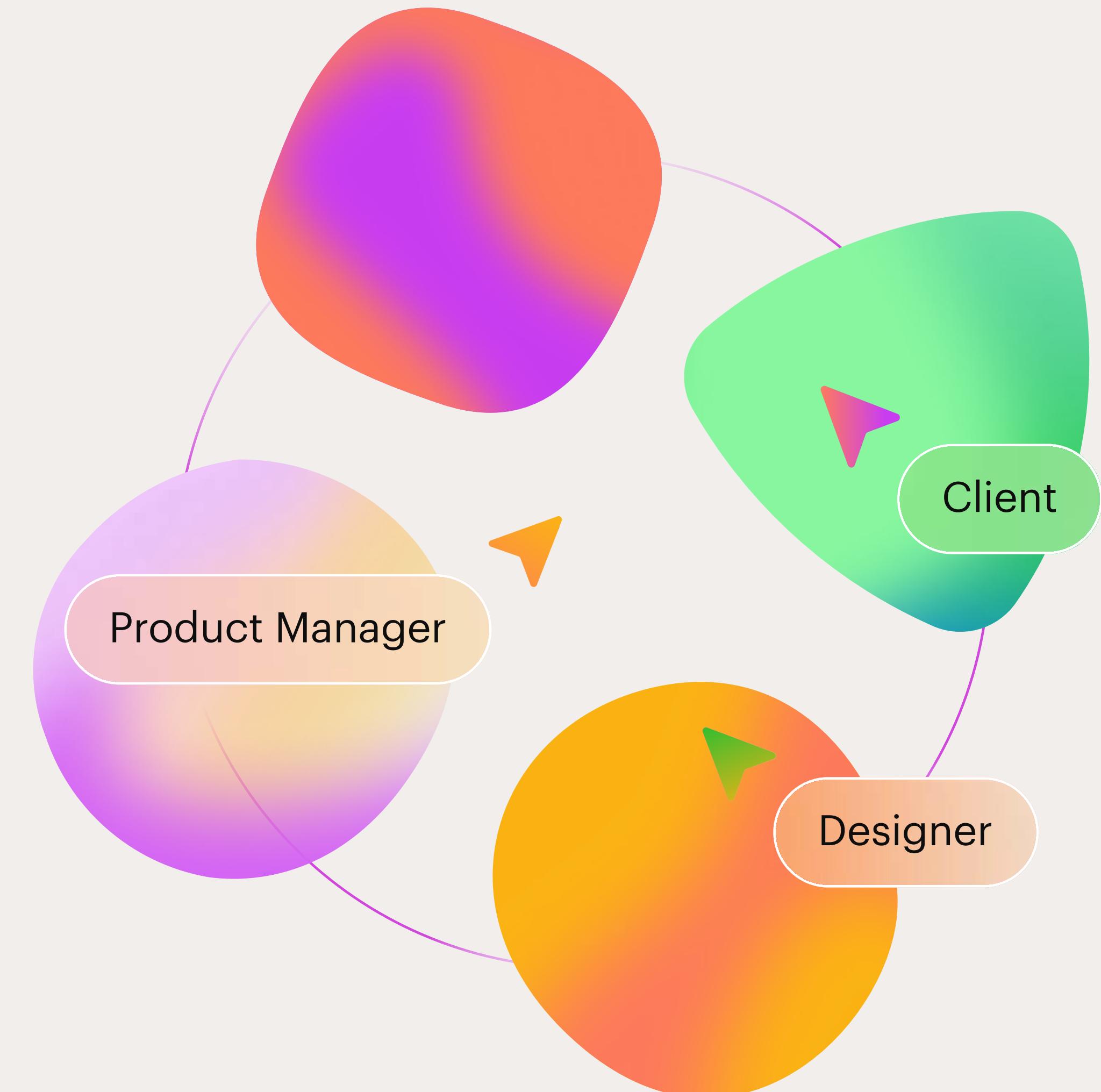
Miruni is a collaborative tool that helps teams seamlessly submit and resolve visual feedback, bugs, and ideas on any web software. No clumsy screenshots, spreadsheets, or code installation required.

ROLE
Senior Brand & Product Designer

YEAR
2022

TEAM
Brand Design Director @All Turtles
Brand Designer @All Turtles

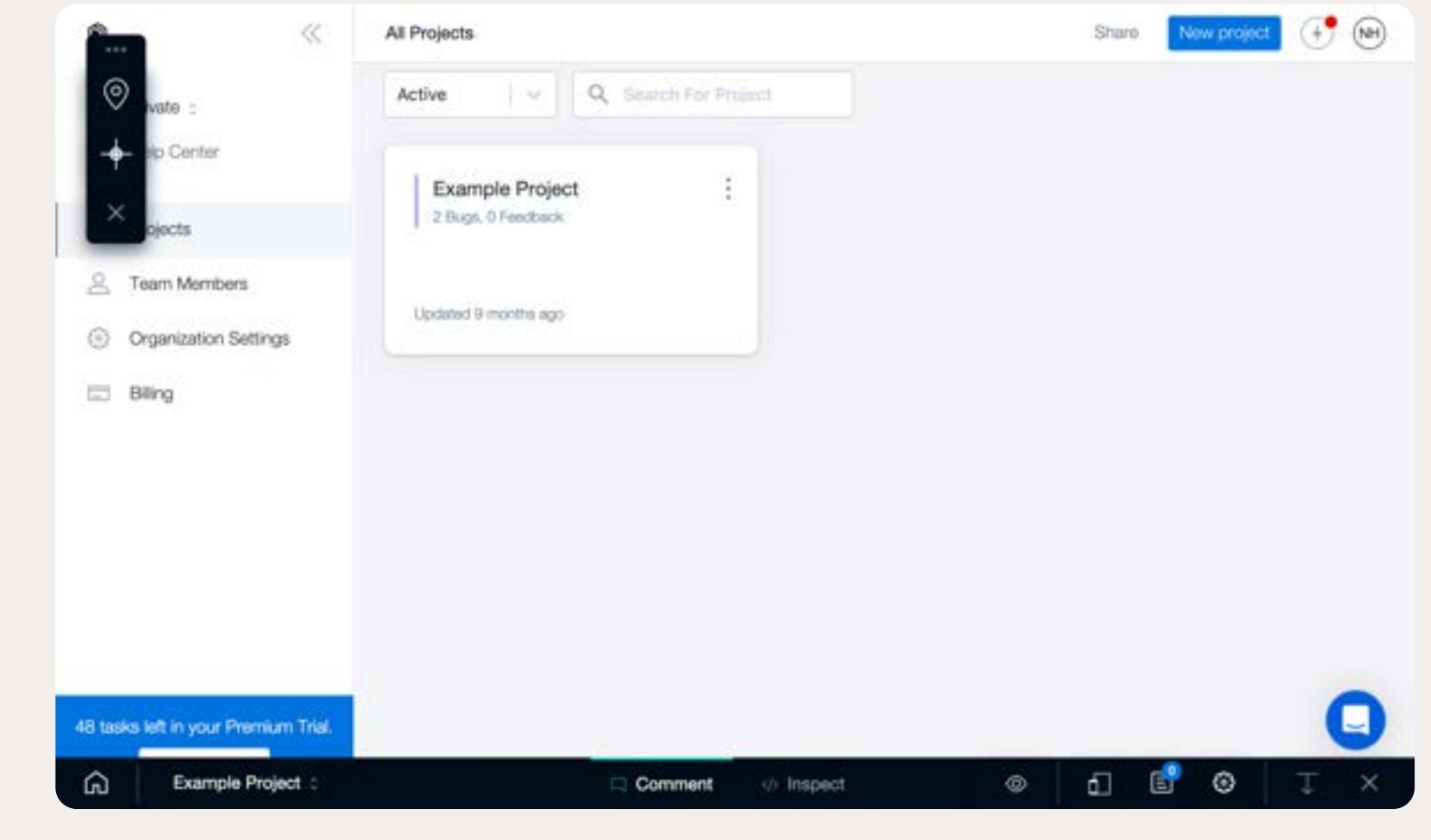
DELIVERABLES
Brand Guidelines
Design System
User Flow
Mockups
Visual Design
Prototype



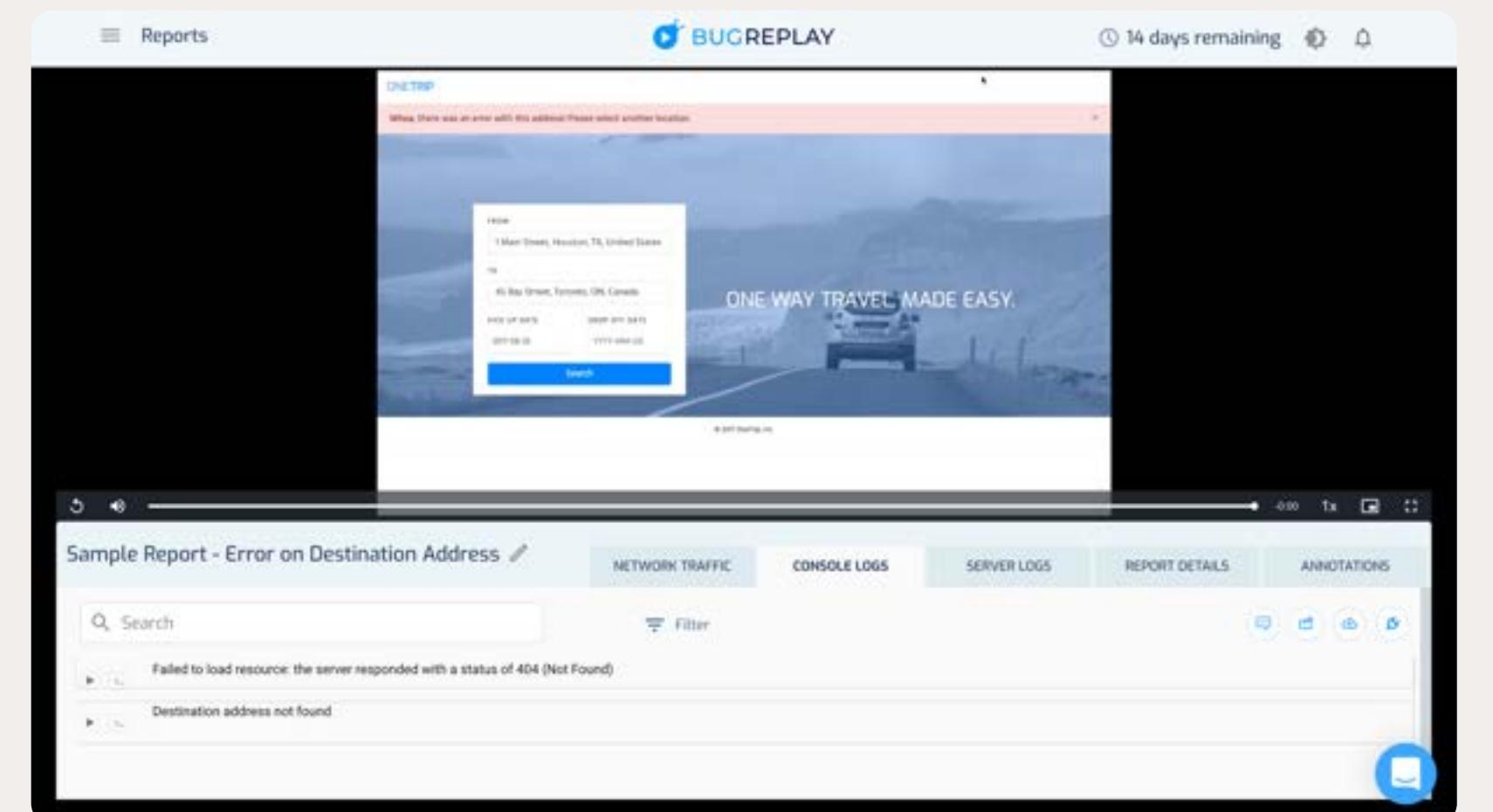


Built a new brand by turning the best of existing products Toybox and BugReplay—into a new experience

Toybox and BugReplay joined forces to rebrand, design, and build Miruni with a new vision.



+



Naming + Identity

The Miruni identity is based on the concept of a 'pane of glass.'

Miruni's name is derived from murrine, the process of layering individual strands of glass to create beautiful patterns and images.

Each strand has a unique shape of its own, and the brand mark and language convey a sense of individuality, variety, and communication as clear as a pane of glass.

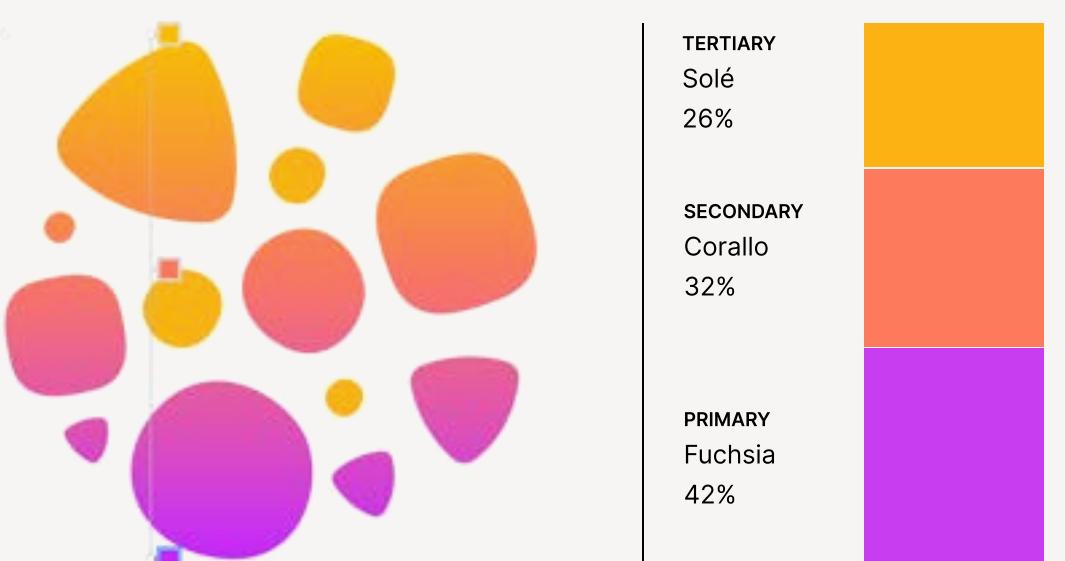
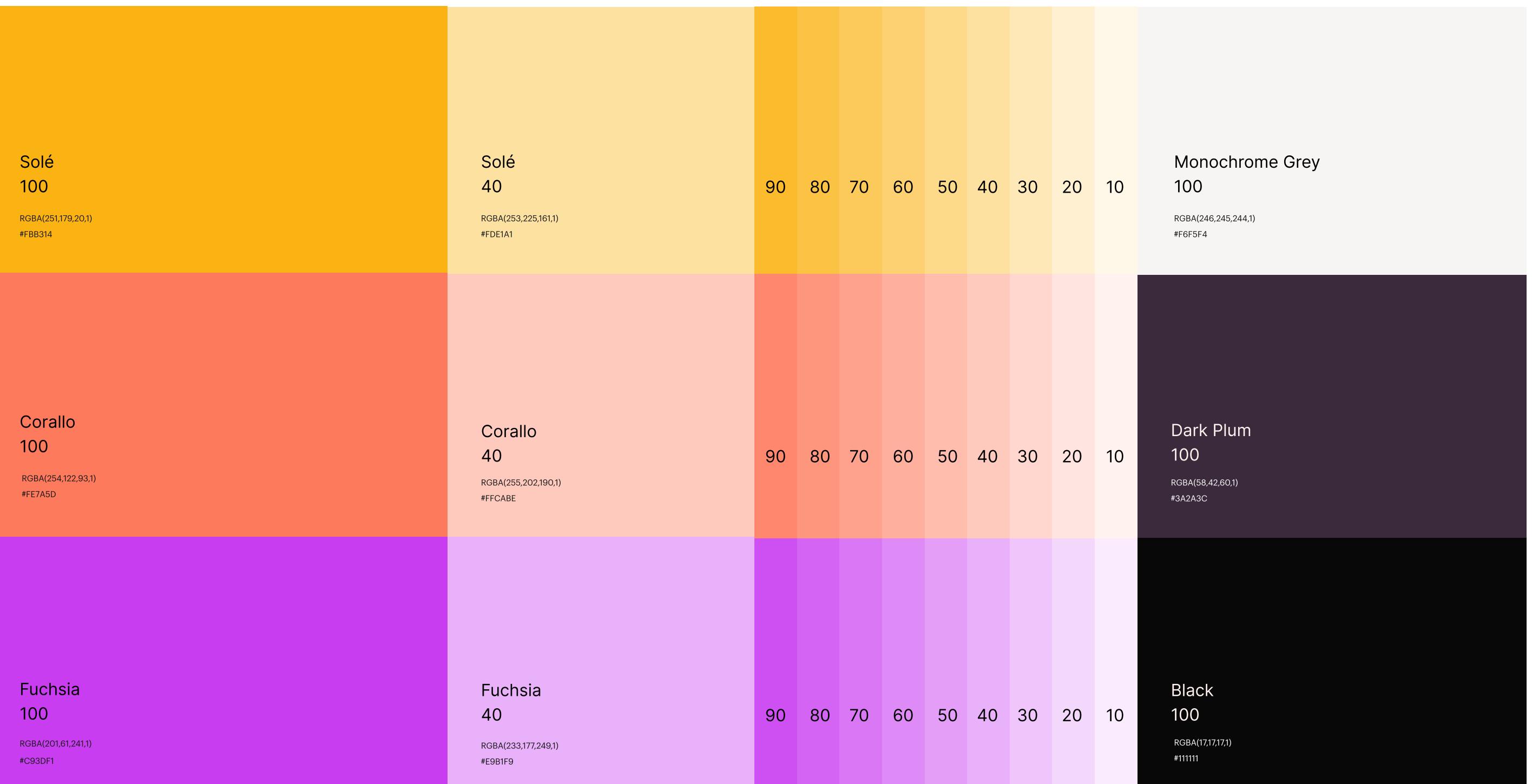


miruni

Color Palette

In the process of establishing the brand identity, I delineated three distinct colors for the logo. To determine the accent color for the product, I conducted an accessibility test anticipating that this accent color would be used for links or highlights.

Our Color



h1.styles__Title-sc-1atx69y-5.jrmzUn

```
-webkit-font-smoothing: antialiased;
background-color: #ffffff;
color: #2e3c4a;
font-size: 40px;
font-weight: 700;
line-height: 100%;
margin: 0px;
margin-bottom: 24px;
margin-top: 0px;
max-width: 692px;
min-height: 100vh;
overflow-x: hidden;
padding: 0px;
padding-top: 10px;
width: 100vw;
```

Example of
typography and
color in use

Welcome to the easiest way to collaborate, inspect, and manage ideas.

Miruni works on all browsers and can be installed on local, staging and live websites. No matter the platform or environment, Miruni has you covered.

Connect

Gather feedback anywhere

Miruni works on all browsers and can be installed on local, staging and live websites. No matter the platform or environment, Miruni has you covered.

The typography chosen to the brand is meant to strike a balance between friendliness and seriousness—a kind authority.

Shape Language



Designers

Notice a UI bug? No worries.

Leave a comment directly on your site and automatically send it to your devs in seconds. Pixel-perfection is now possible.



Developers

Make sure you have all the info needed to reproduce and resolve any issue.

View browser data, viewport sizes, URLs and more.

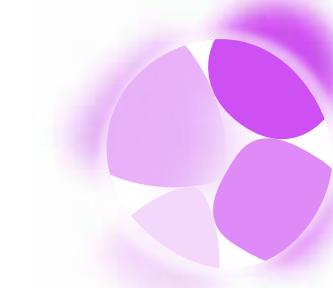


Clients

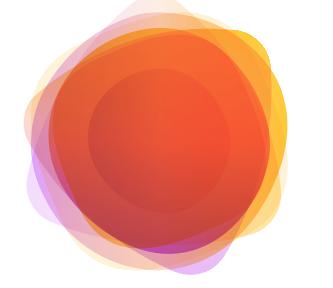
Gathering feedback from your clients has never been easier.

No installation or downloads needed. Simply send your clients a URL and let the feedback roll in.

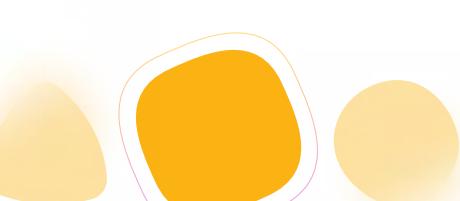
The shape language for Miruni is conveying its brand personality and support creating visuals across the end-to-end experience, from marketing websites to avatar assets in the product.



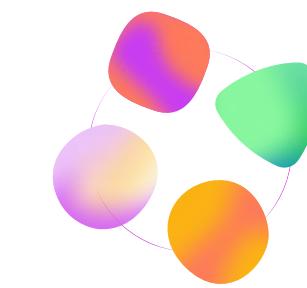
Clarity / Inspect



Collaborate



Track / Manage



Teamwork

Share

anyoneatall@email.com

can view ▾

Send invite

Any guest with link
Project-based permissions to review, leave feedback & resolve issues.

can view ▾

Bessie Cooper
bassie.c@miruni.com

can edit ▾

Dianne Russell
dianne.r@miruni.com

can edit ▾

Savannah Nguyen
savannah.n@miruni.com

can edit ▾

Marlene Luna
marlene.l@miruni.com

can edit ▾

Browser Extension

Infusing the brand's essence into the product. Miruni's core concept revolves around communication as clear as a 'pane of glass.' To embody this in the product, I designed the visuals with semi-transparent and blur backgrounds for each panel component.

The Miruni browser extension interface is designed to be minimalist and transparent, allowing users to focus on their work while providing essential communication tools. The interface includes:

- Recording Overlay:** A semi-transparent overlay with options to record "This Tab" or "Entire Screen", select microphones (Yeti Nano, FaceTimeHD Camera), and a large "Start recording" button.
- Add Story Dialog:** A modal for creating new stories. It features a dropdown for "Story type (Required)" (set to "Feedback"), a summary input field ("Add a summary of your feedback") with a character counter (0/100) and emoji icons, and a "Show more fields" button. At the bottom are "Cancel" and "Submit" buttons.
- Story Details View:** A detailed view of a story titled "The responsive design needs improvement." It shows screenshots, attachments, a link to a ticket (VRT-959), comments from Tad Day and Namika Hamasaki, and a reply from Namika. On the right, there are assignee, type, status, priority, level of effort, and tags dropdowns, along with a "Story ID: 003".
- Stories List View:** A main dashboard showing a list of stories. The first story is the same one from the details view. Below it, a comment from Angela Andrews is shown, followed by a reply from Tad Day. The list includes search, sort, and filter options, and navigation buttons for "Current Project", "Unassigned", and "All Stories".

Cards & Tag colors

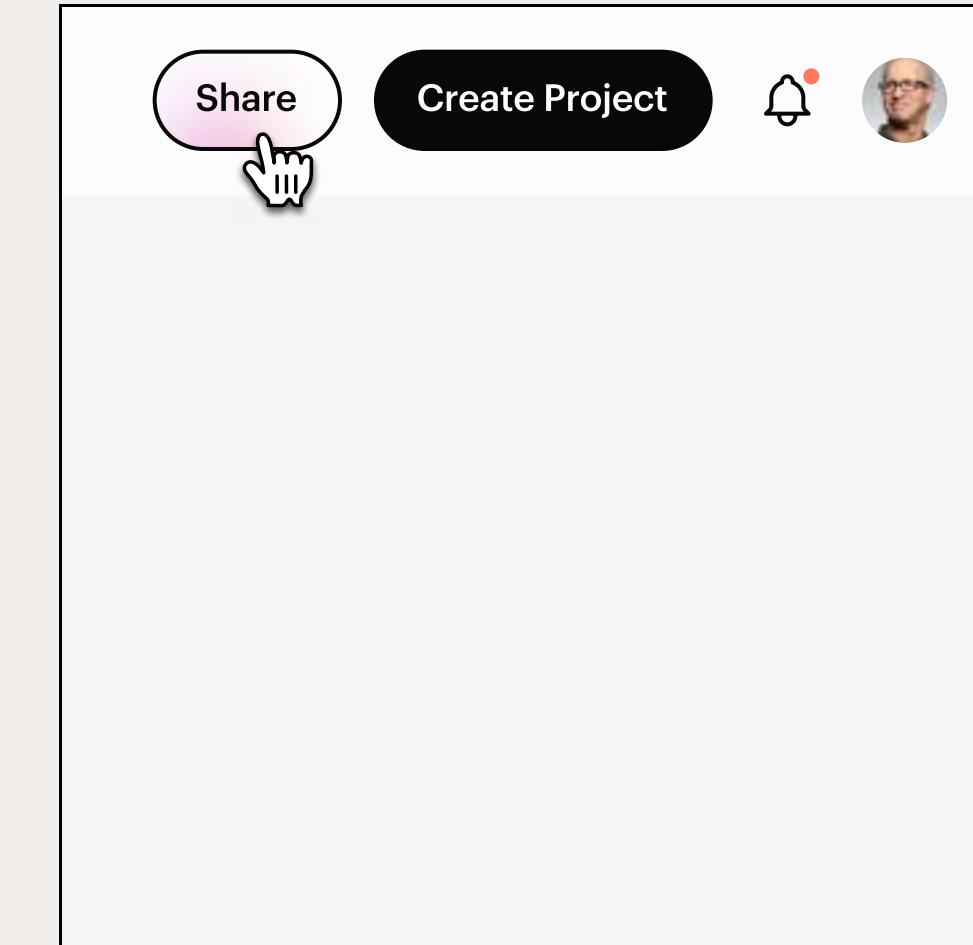
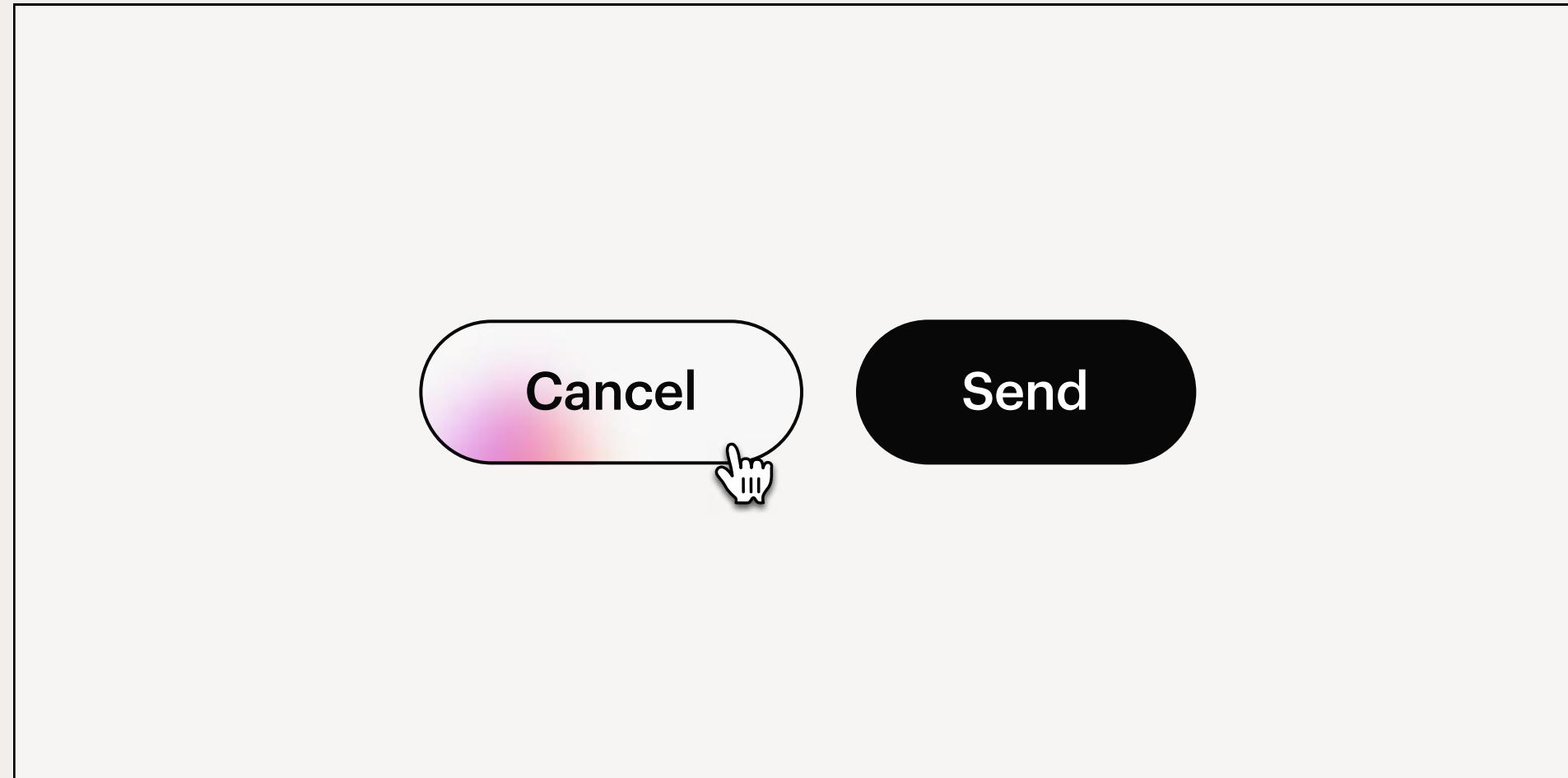
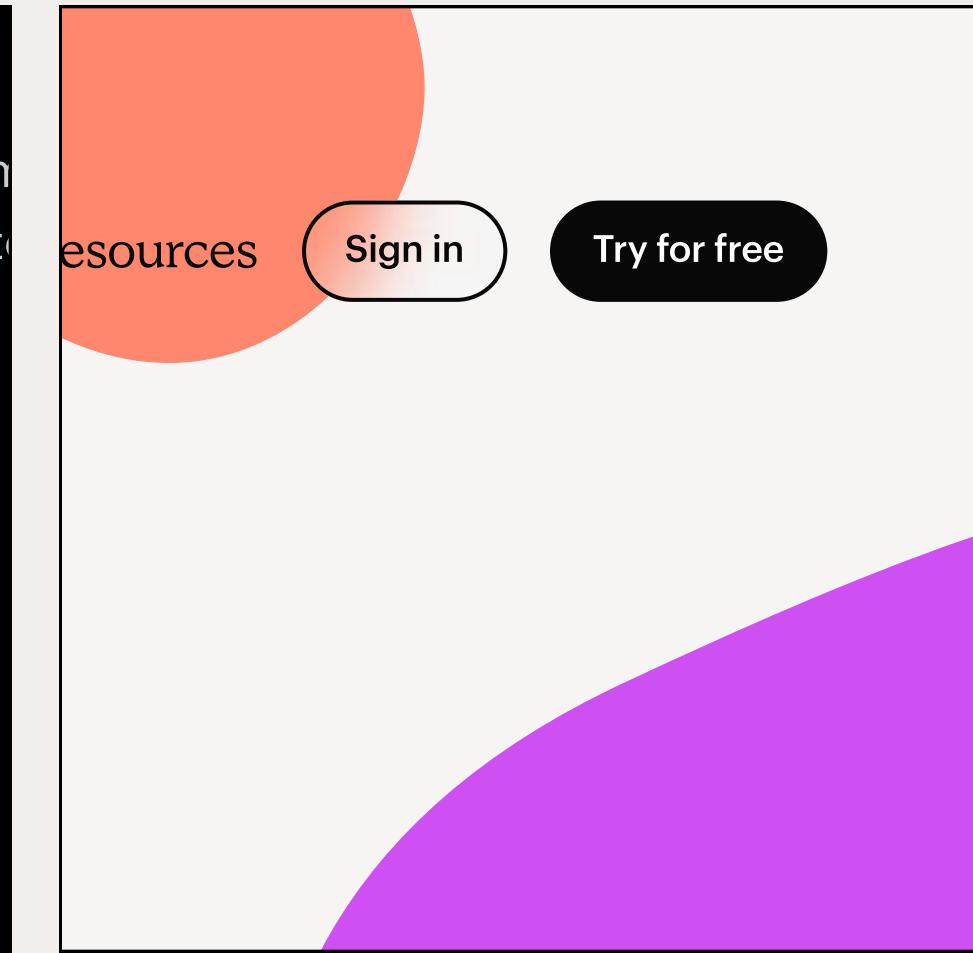
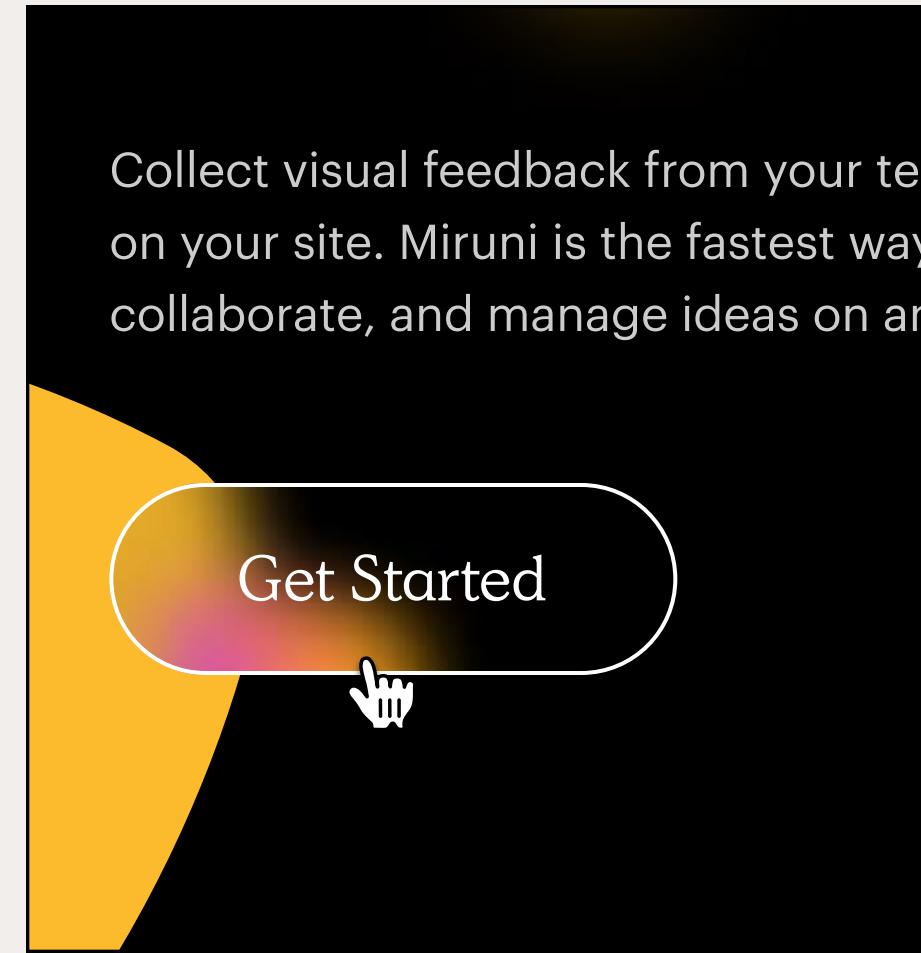
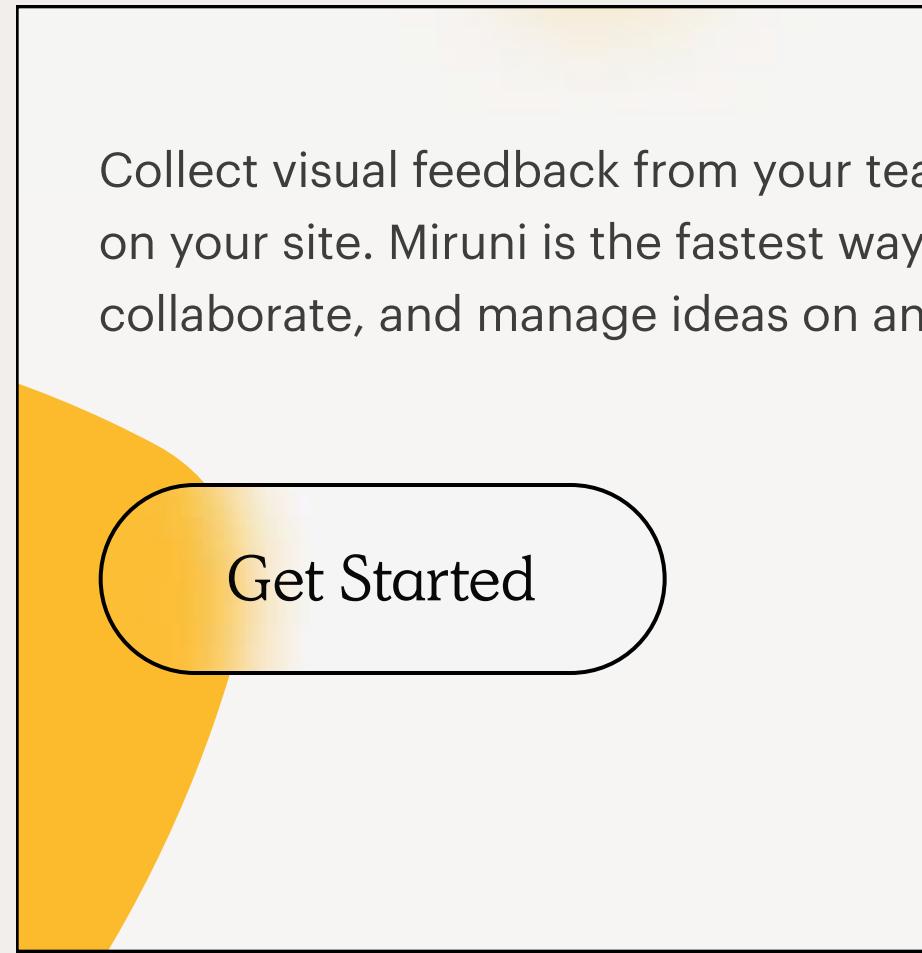
The image displays a 3x4 grid of cards, each representing a project titled "Website Bug Bounty Hunt" with 15 tasks. The cards are arranged in three rows and four columns. Each card features a circular tag in the top-left corner with four small user icons and the text "4 Assigned". A three-dot menu icon is located in the top-right corner of each card. The cards are updated 12 hours ago.

- Action menu:** The third card in the third row shows a white rectangular menu box with a three-dot icon at the top right. The menu contains the following options: "Rename", "Create sub-Project", "Archive", and "Delete".
- Hover state:** The fourth card in the third row has a light green background color, indicating a hover state. It also features a three-dot menu icon in the top-right corner.

Action menu

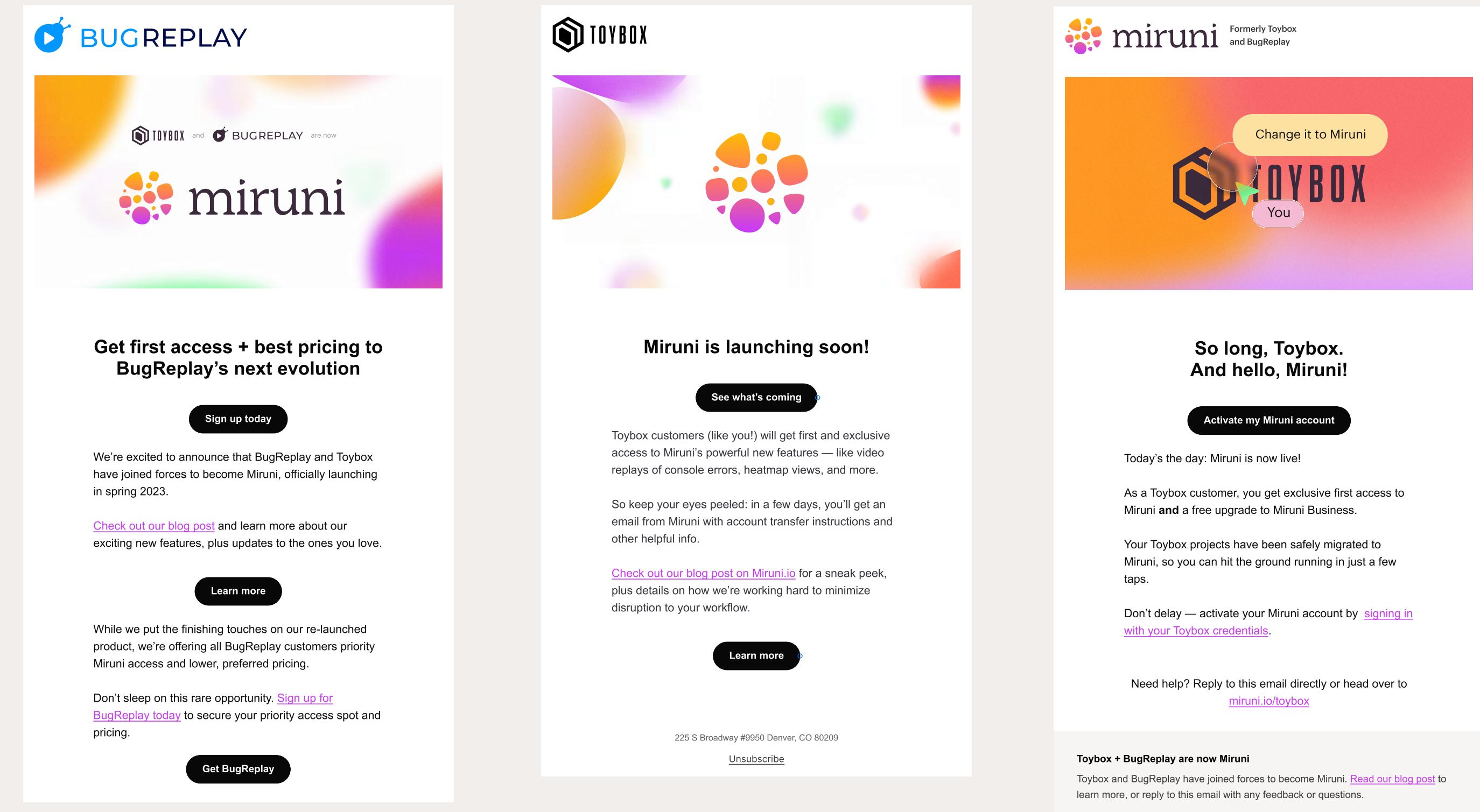
Hover state

Button



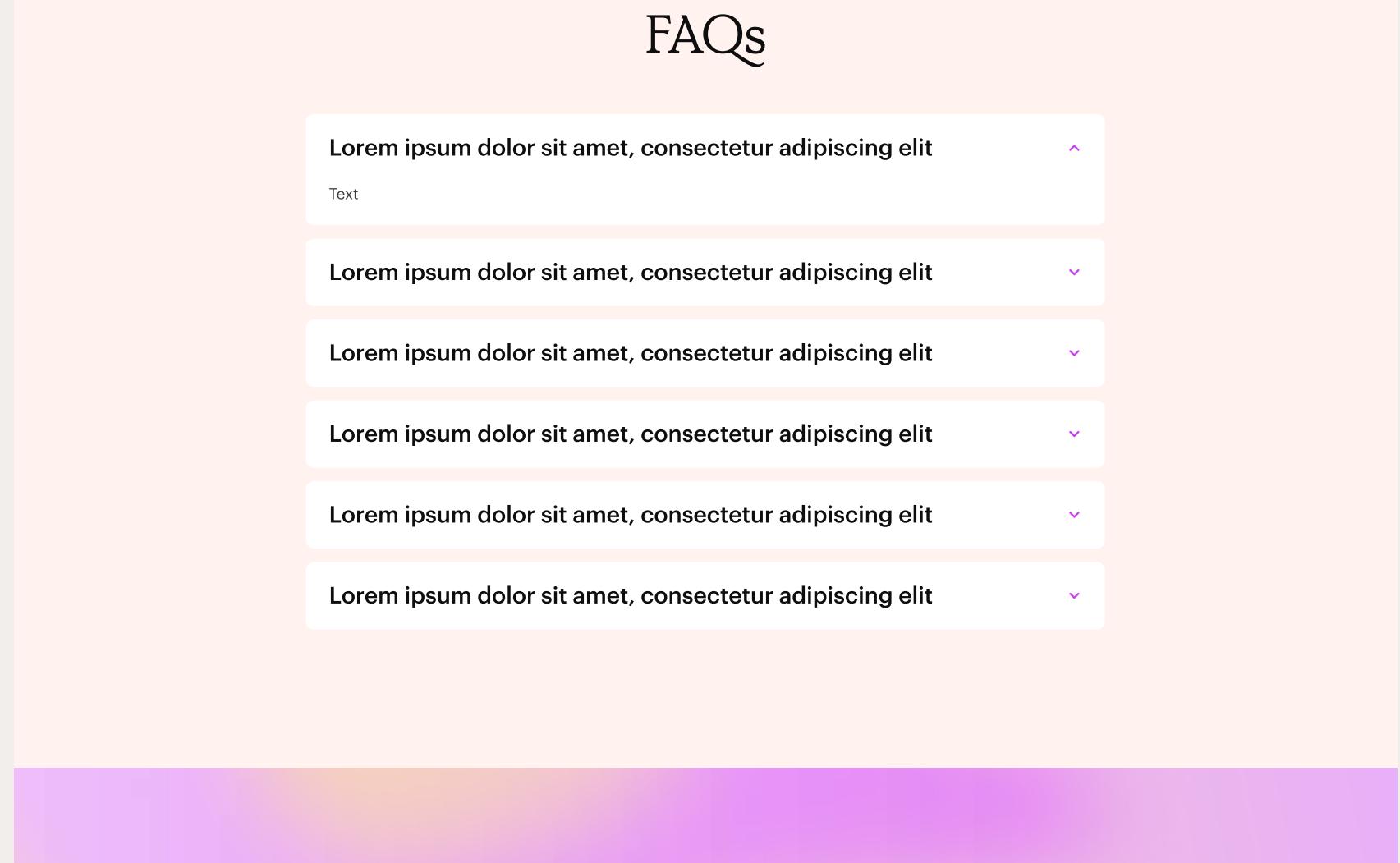
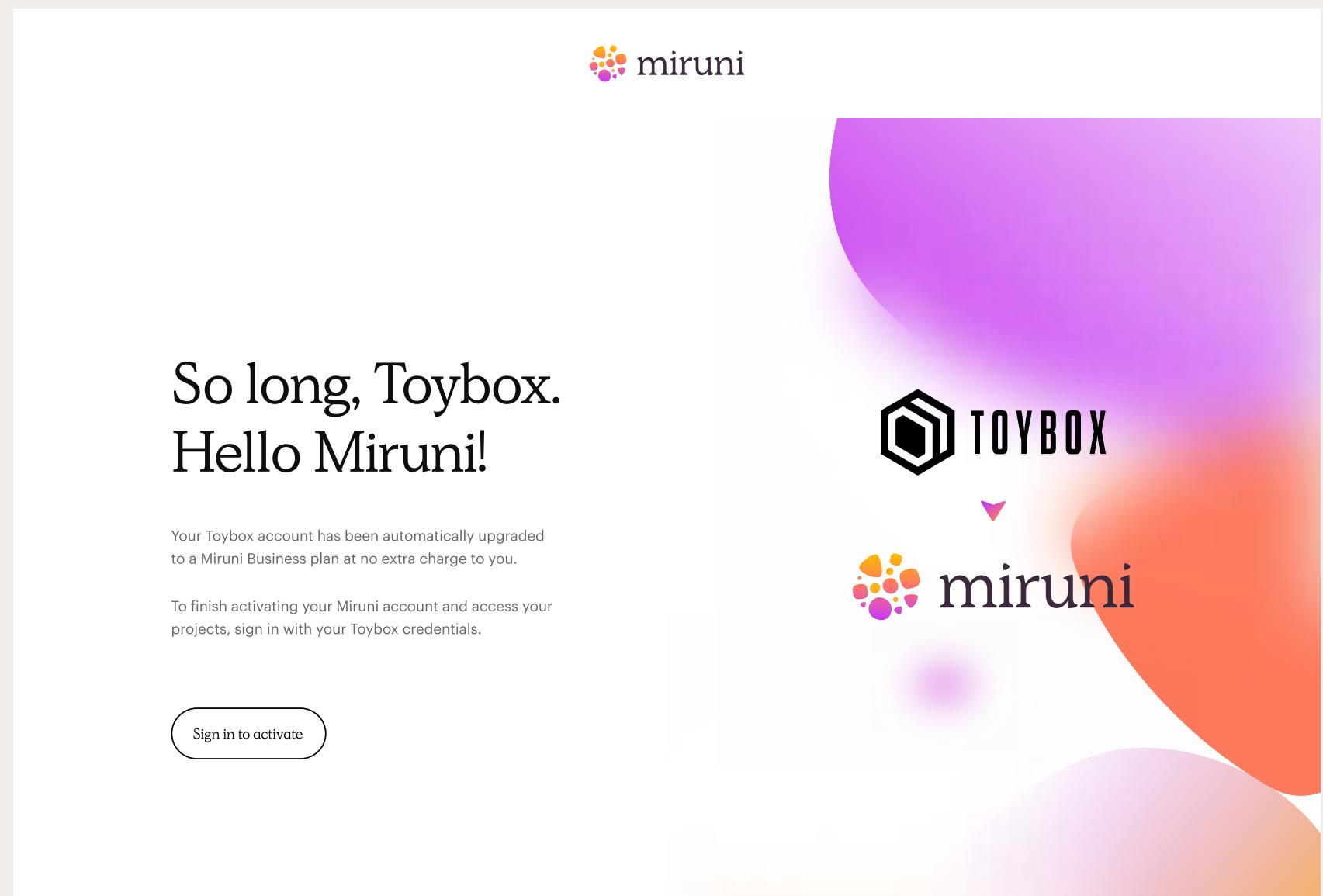
Email template

| | | |
|--|---|--|
| <p>Send from:  Email (BugReply)</p> <p>Send to: Past BugReply customers</p> <p>Email subject: 👀 Exciting new changes are coming to BugReply</p> | <p>Send from:  Email(ToyBox)</p> <p>Send to: Toybox customers</p> <p>Email subject: 📅 Miruni launches in just a few days</p> | <p>Send from:  Email (Miruni.io)</p> <p>Send to: Toybox customers</p> <p>Email subject: 🎉 Miruni (formerly Toybox) is now live!</p> |
|--|---|--|



Email template: I defined the sender, receiver, email subject, and content. This template was optimized for the Emailfy HTML Email Builder, a Figma plugin, allowing the client to export the design themselves using this plugin.

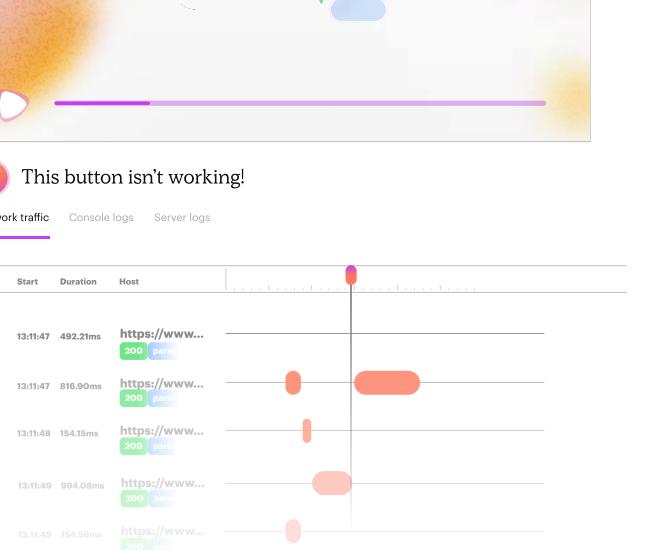
Landing page



Check out Miruni's new pro features

Faster, more accurate bug fixes

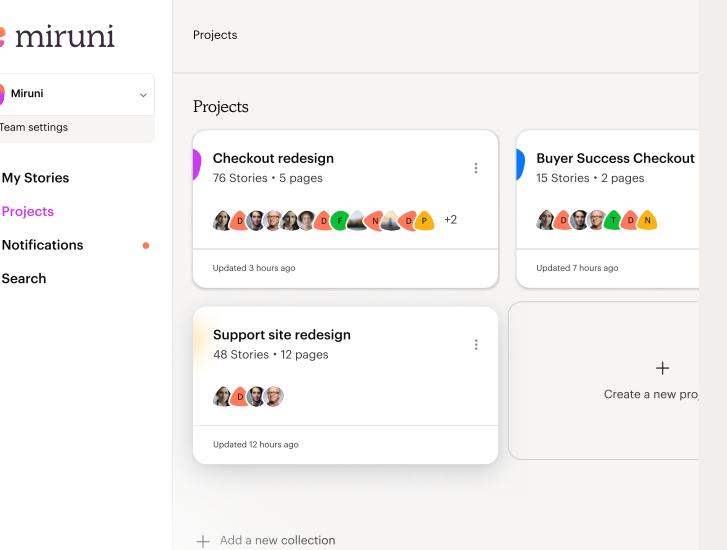
Reproduce bugs with fewer headaches. Replay console logs and network errors and access all the technical metadata you need at your fingertips.



Web app

Maximize your team's impact

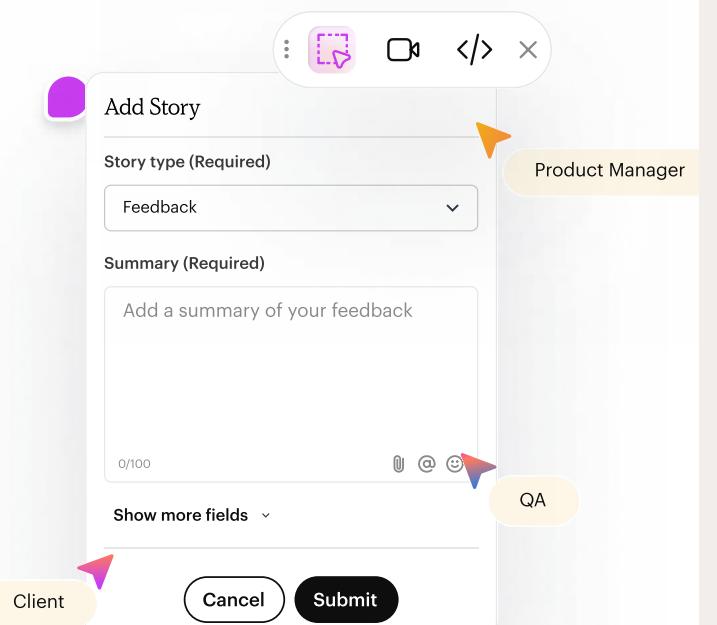
Redesigned from the ground up, Miruni's powerful web app helps teams filter, sort, and zero in on the critical feedback that matters.



Browser extension

Capture and collaborate anywhere

It's now even easier for anyone to share context-rich feedback, from screen recordings to detailed CSS inspection. Just capture and submit, and Miruni automatically includes technical and console info for you.



Capture feedback anywhere with the Miruni Chrome extension

Download extension

Brand Guidelines

The image displays a detailed brand guidelines document for 'miruni'. It includes:

- Identity:** Construction, Safe Space, Partner Lockups, and Scale + minimum size.
- Color:** Secondary palette, Primary and Secondary color ratios, Gradient palette, and Permitted backgrounds.
- Typography:** Typefaces, Type Scale, and Guidelines & Ratios.
- Usage:** Examples of logo placement, permitted backgrounds, and typography in context.

The document uses a light gray background with white and black text, and includes several color swatches and sample text snippets.

The Design System enabled the client's designers and engineers to continue building products

I delivered the initial Design System using Figma and Knapsack, a tool for managing design tokens.

The collage illustrates the Miruni Design System's organization and components:

- Foundations → Colors:** A color palette section showing a grid of color swatches for "Base", "Black", "Patches", "Corals", "Oxide", "Azure", and "Plum".
- Foundations → Typography:** A typography section titled "Typography" with examples of "Heading for Large Breakpoints", "Heading for Small Breakpoints", and "Text". It includes a note about pulling from Chakra UI.
- Components → Forms:** An "Input" component section showing a grid of input fields with placeholder text like "Hello" and "Hello" repeated across rows.
- Components → Buttons:** A "Buttons" component section showing a grid of button variations with placeholder text like "Hello" and "Hello" repeated across rows.
- Record panel:** A screenshot of the "Record panel" interface, which allows users to manage and preview design tokens. It shows a tree view of resources and a preview area with cards.
- Gradients:** A section showing a color gradient palette with three main gradients: "Purple", "Blue", and "Orange".
- Logo:** A section showing the Miruni logo in various sizes and styles, including a dark mode version.

Vitally

A system to improve health outcomes and lower healthcare costs using real-time measurement, and behavior moditication

ROLE

Senior Product & Vlusal Designer

YEAR

2019-2021

TEAM

Product Manager @All Turtles

Principal Product Designer @All Turtles

Content Designer @All Turtles

User Researcher @All Turtles

Illustrator @All Turtles

PLATFORM

iOS

DELIVERABLES

Brand Identity

User Flow

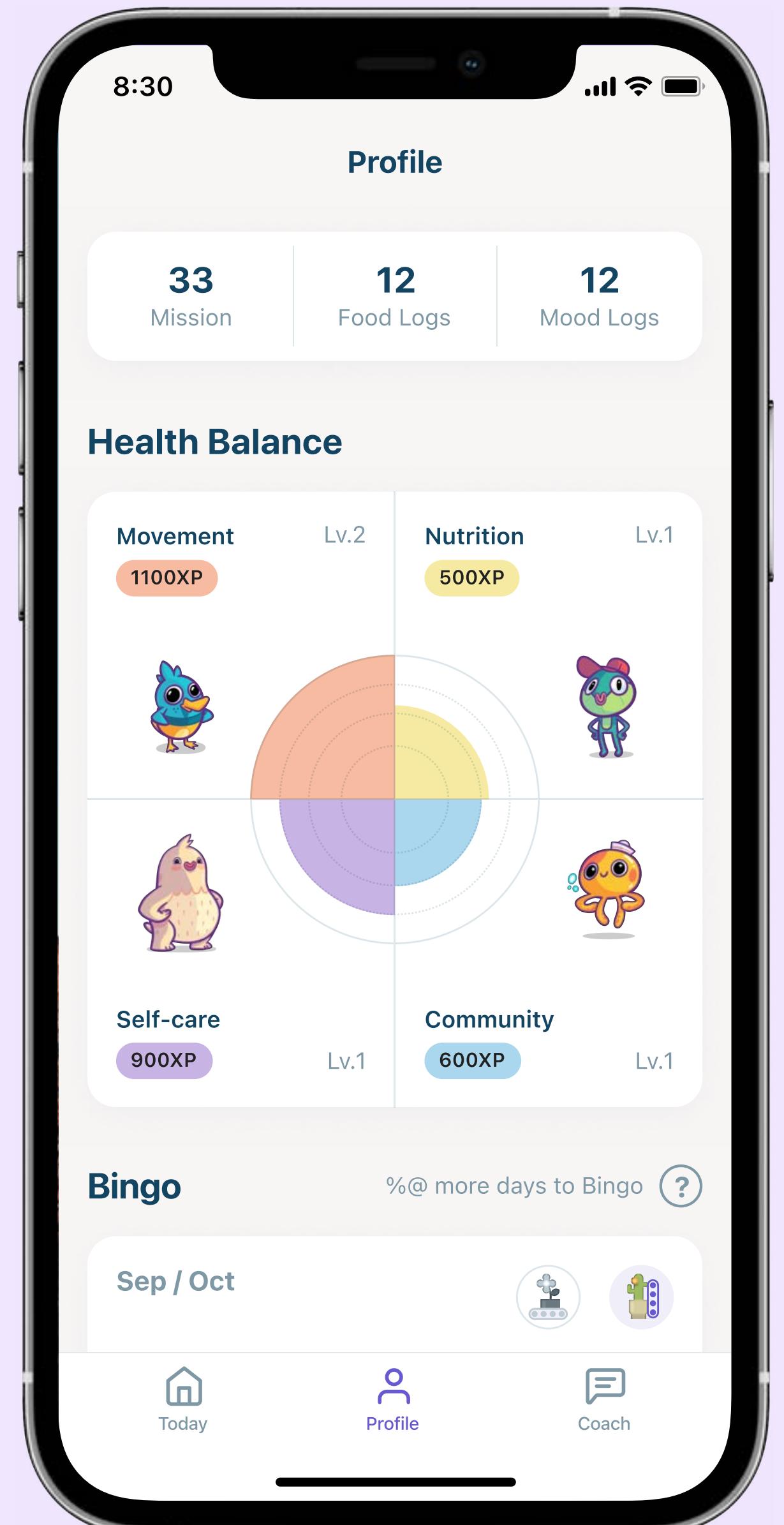
Mockups

Prototyping

User Research

Visual Design

Localization



Logo



I developed the visual identity – the triangle represents the human body, and the colors correspond to the five pillars of health we defined: Movement, Nutrition, Self-care, Community, and Coaching.

Onboarding

1. Welcome to Vitally

Vitally helps you build mindful habits so you can tune into your physical, emotional, and social wellbeing.

Sign in with Apple

By signing in, you agree to [Vitally's Terms of Use](#) & [Privacy Policy](#).

Movement

Feel stronger in your body by adding more movement to your daily routine. Walking, stretching, and strengthening improves energy, flexibility, and long-term health.

Nutrition

Improve your relationship to food by logging your meals and getting personalized feedback. Nutrition Missions will help you recognize hunger/fullness cues, eat without distraction, and establish nutritional balance.

Self-care

Reset with techniques to manage stress and maintain work-life balance. Reflect on what matters with Mood Logging.

Community

Good health is a shared responsibility. Get healthier together by nurturing relationships, practicing good hygiene, and taking care of others.

Work 1:1 with a Coach

Get expert advice on nutrition and physical activity from a credentialled Coach.

Hi Coach! I'm here for you.

Let me show you what a balanced meal looks like.

Next

Next

Next

Next

Next

Missions

The Vitally app interface for missions is shown across three screens:

- Left Screen (Missions Overview):** Shows the main missions screen with a "Today" tab selected. It features a "Suggestions" section with a "Movement" card ("Do arm circles" with 150 XP) and a "Nutrition" card. Below is a "Schedule" section with two items: "Do arm circles" (IN PROGRESS) and another item (IN PROGRESS). Navigation icons for Today, Profile, and Coach are at the bottom.
- Middle Screen (Mission Detail):** A detailed view of the "Take a walk" mission. It includes a cartoon bird icon, the mission title, a description ("Even a light stroll can improve cardiovascular health."), duration options (10 min, 20 min, 30 min), a "START" button, a "REMIND ME" button, and tabs for "Benefits" and "Tips". A callout box highlights the benefit of reducing sedentary time.
- Right Screen (Mission Progress):** Shows the progress of the "Take a walk" mission. It features a circular timer set for 05:00, a "I DID IT!" button, and a "END MISSION" button. Below are sections for "Benefits" (highlighting reduced sedentary time) and "Tips" (about cardiovascular mortality).

Animations

Brand Style

Fun Unexpectedly playful

Friendly and accessible Supportive

Non-judgemental Informative

Encouraging Does not feel "hard"

In collaboration with an animation studio, I art directed and crafted storyboards for animations of exercise missions.

Stand firmly with your feet hip width apart.

Extend your arms to either side so that they are parallel to the floor and form a "T" shape.

Slowly circle the arms forward. Imagine your fingertips tracing a circle the size of a melon.

Reverse directions. Circle your arms backward.

Preparing time Pause

Preparing time Pause

0:59 Pause

0:30 Pause

Profile

The image displays five mobile application screens from the Vitally app, arranged horizontally. Each screen has a light purple header bar with the time '8:30' and signal/battery icons.

- Profile Screen:** Shows summary statistics: 33 Mission, 12 Food Logs, and 12 Mood Logs. It includes a 'Health Balance' section with a circular gauge divided into four quadrants: Movement (Lv.2, 1100XP), Nutrition (Lv.1, 500XP), Self-care (Lv.1, 900XP), and Community (Lv.1, 600XP). Below this is a 'Bingo' section for September/October. At the bottom are navigation icons for Today, Profile, and Coach.
- Movement Screen:** Titled 'Movement' with a bird icon. It shows 'Level 2' progress (1,100 / 2,000 XP) and a description: 'When you move more, you feel better. Add more movement to your daily routine to improve energy, flexibility, strength, and long-term health.' Below is a 'Completed Missions' section with three items: 'Do desk push-ups' (+150XP, Oct 2, 9:20 AM), 'March in place' (+150XP, Oct 2, 9:20 AM), and 'Do arm circles' (+150XP, Oct 2, 9:20 AM). A 'See all' button is at the bottom.
- Nutrition Screen:** Titled 'Nutrition' with a green alien icon. It shows 'Level 2' progress (1,100 / 2,000 XP) and a description: 'You are what and how you eat. Eat more mindfully by noticing hunger/fullness cues, eating without distraction, and establishing nutritional balance.' Below is a 'Completed Missions' section with three items: 'Wash your hands when handling food' (+150XP, Oct 2, 9:20 AM), 'Avoid added sugars' (+150XP, Oct 2, 9:20 AM), and 'Avoid alcohol' (+150XP, Oct 2, 9:20 AM). A 'See all' button is at the bottom.
- Self-care Screen:** Titled 'Self-care' with a yellow chick icon. It shows 'Level 2' progress (1,100 / 2,000 XP) and a description: 'When you feel stressed, reset with techniques to manage stress, maintain work-life balance, and reflect on what matters.' Below is a 'Completed Missions' section with four items: 'Do a breathing exercise' (+150XP, Oct 2, 9:20 AM), 'Look at scenes of nature' (+150XP, Oct 2, 9:20 AM), 'Get plenty of quality sleep' (+150XP, Oct 2, 9:20 AM), and 'Sanitize your hands before work' (+150XP, Oct 2, 9:20 AM). A 'See all' button is at the bottom.
- Community Screen:** Titled 'Community' with an orange octopus icon. It shows 'Level 2' progress (1,100 / 2,000 XP) and a description: 'Take better care of yourself by taking care of your community. Get healthier together by nurturing relationships and practicing good hygiene.' Below is a 'Completed Missions' section with three items: 'Check in with your team before a meeting' (+150XP, Oct 2, 9:20 AM) and 'Social distance on public transit' (+150XP, Oct 2, 9:20 AM). A 'See all' button is at the bottom.

Twisty Tongue

An edutainment iOS application that tests and enhances English pronunciation skills

ROLE

Senior Product & Visual Designer

YEAR

2019

TEAM

Principal Product Designer @All Turtles

Product Designer @All Turtles

Illustrator @All Turtles

PLATFORM

iOS

DELIVERABLES

- Logo
- Mockups
- Prototyping
- Visual Design



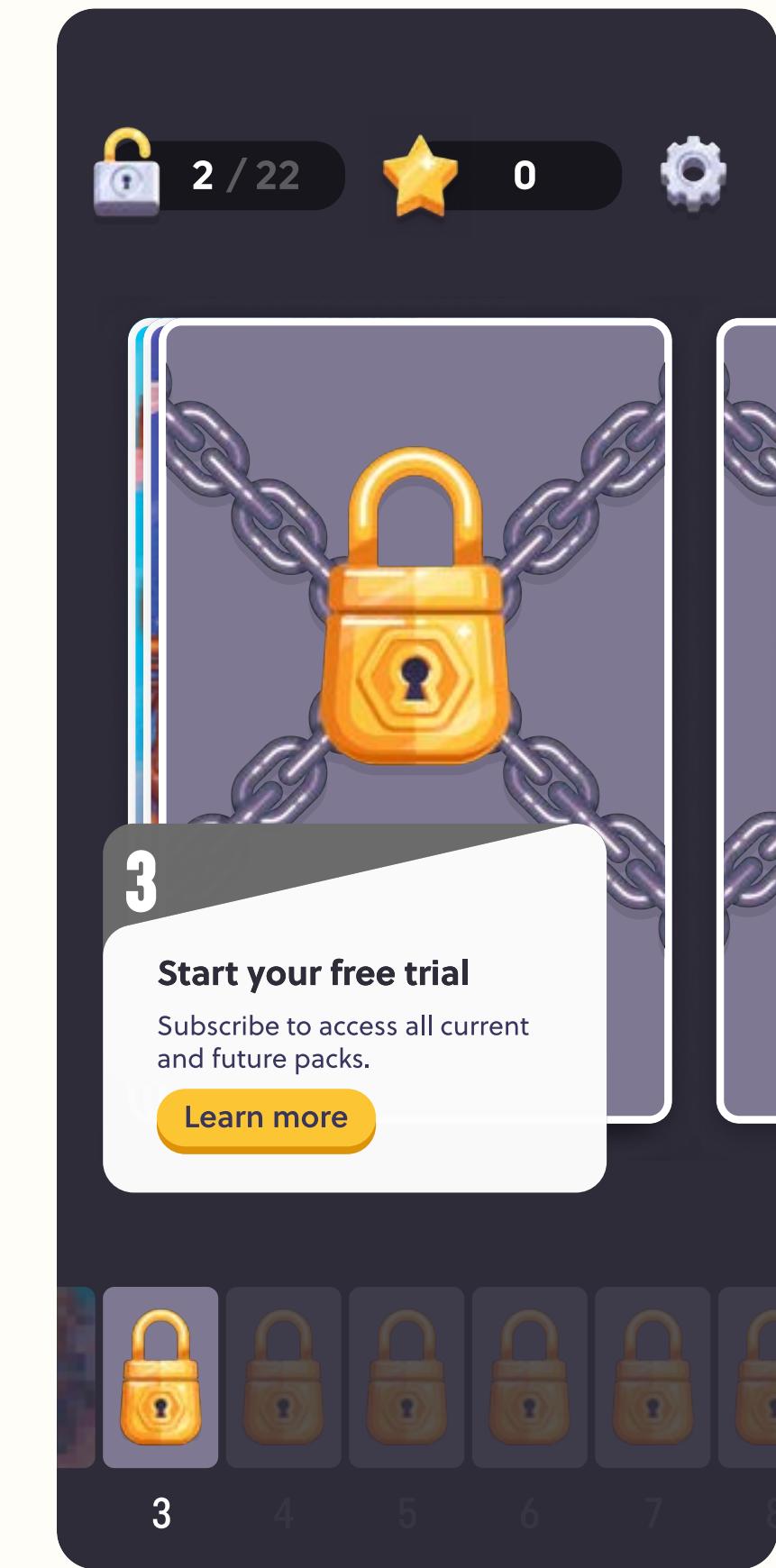
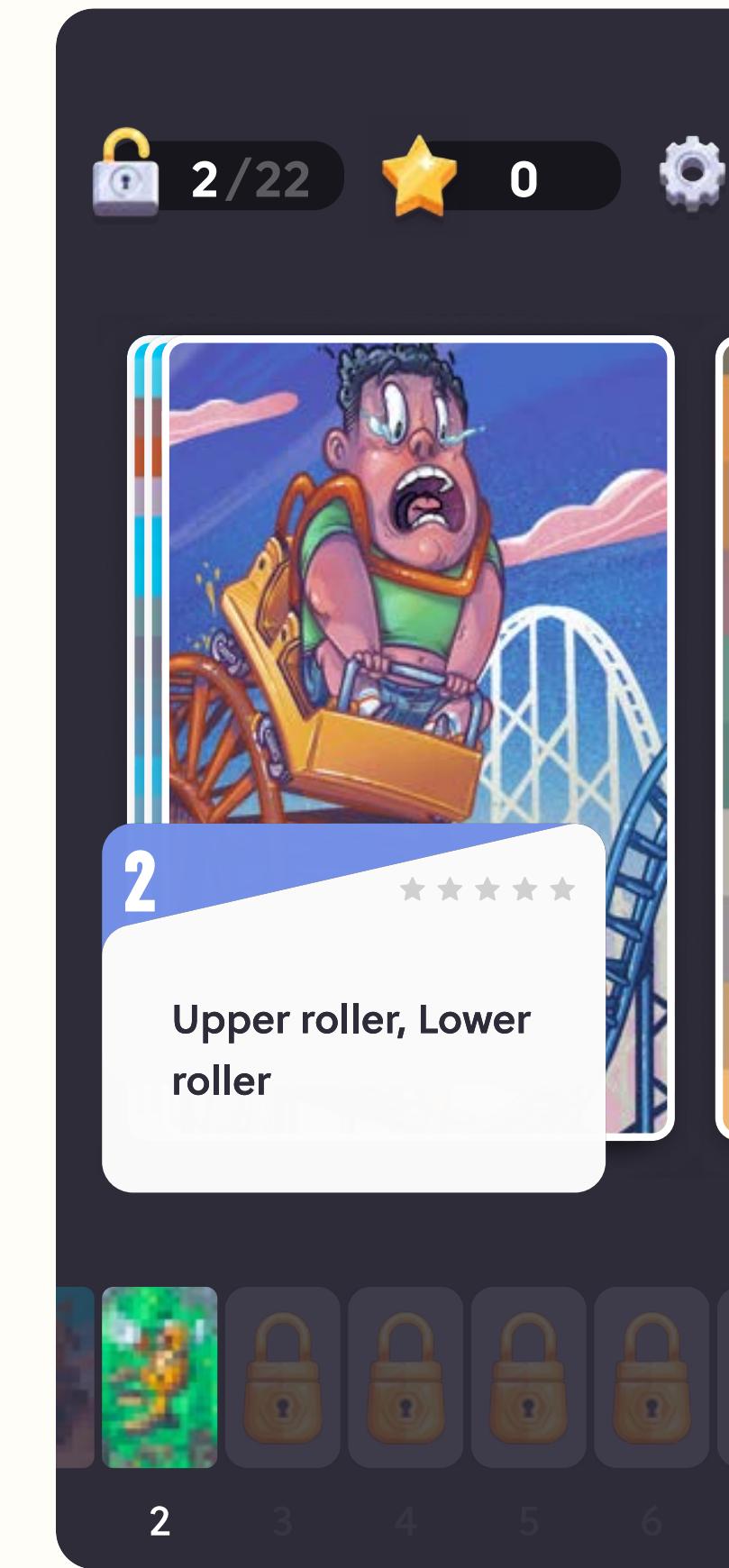
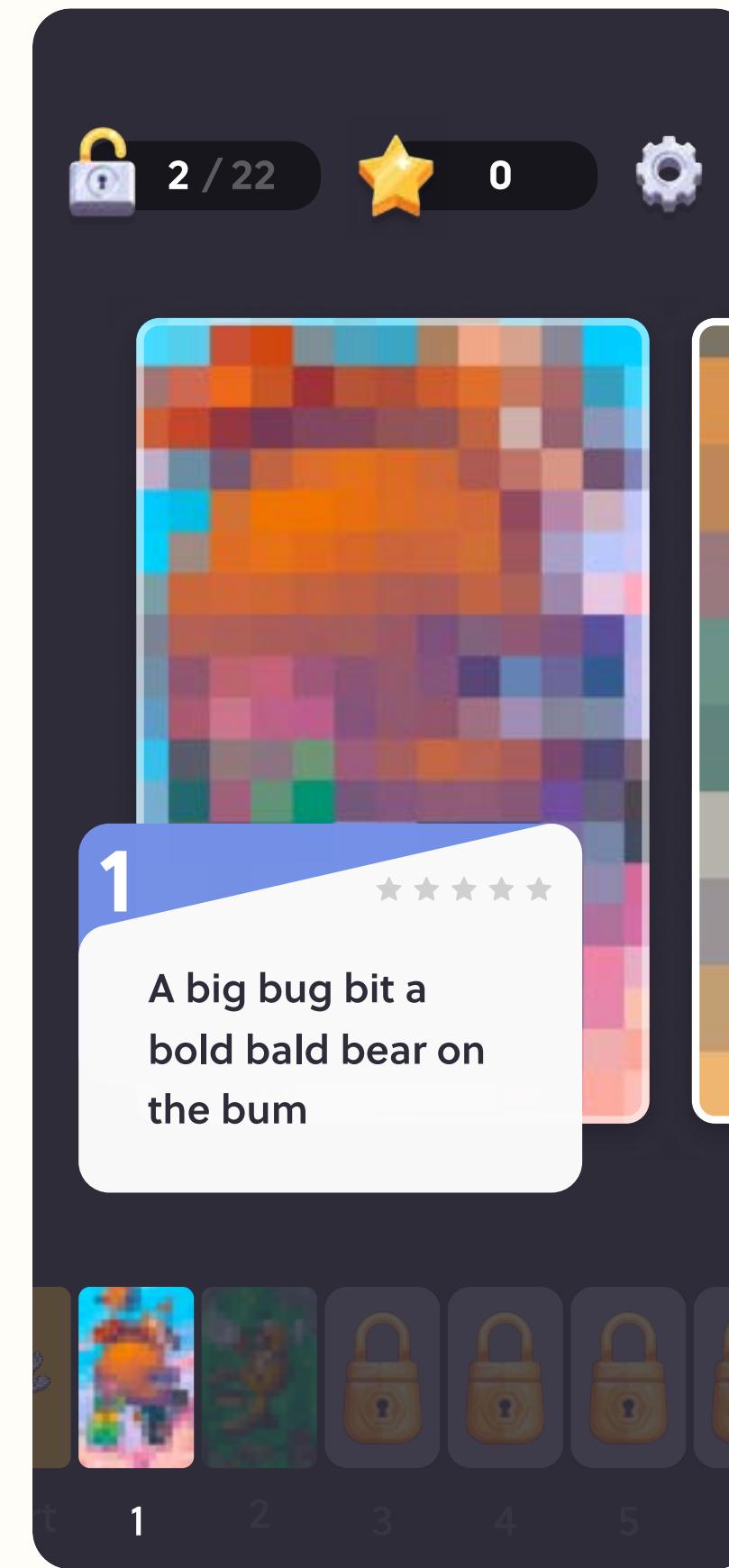
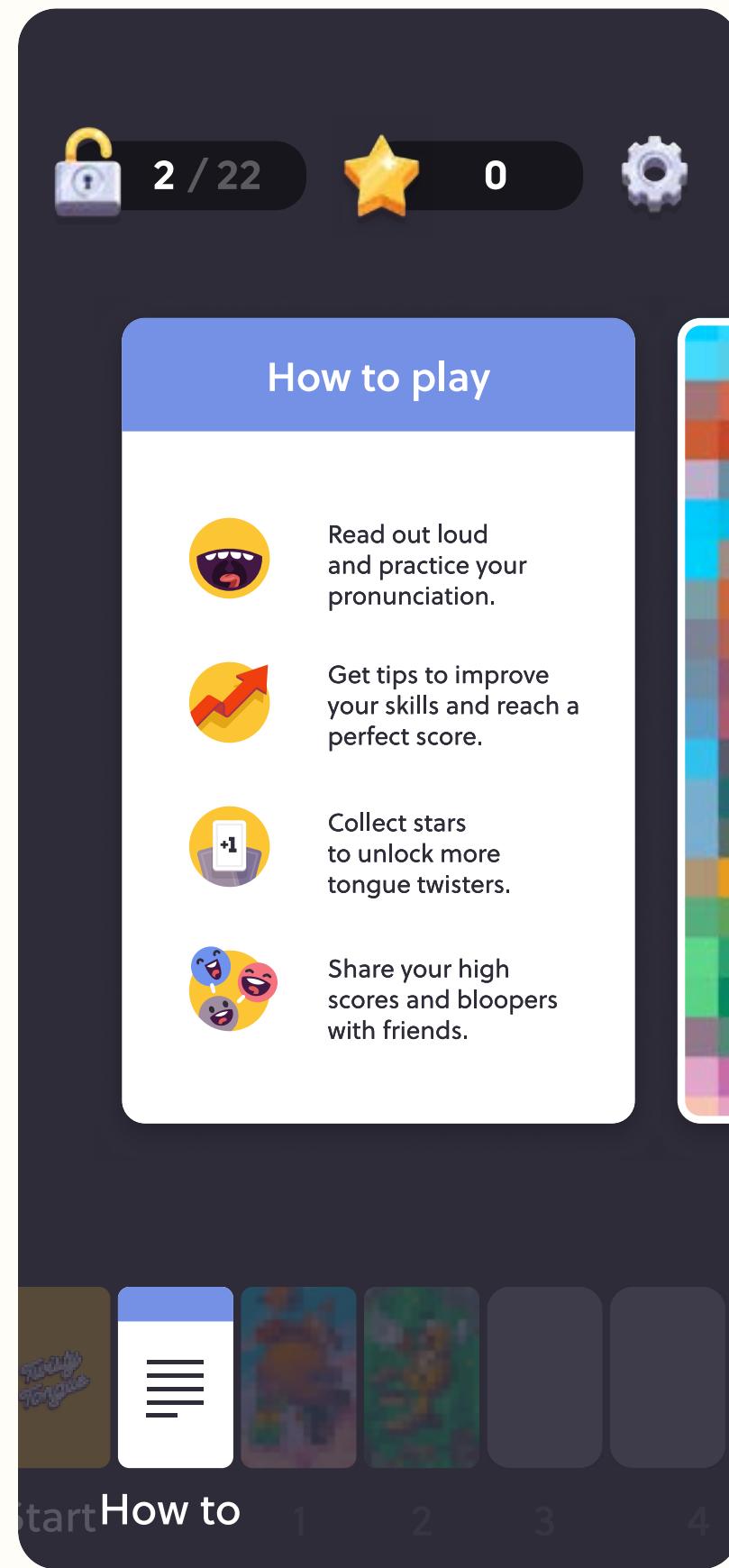
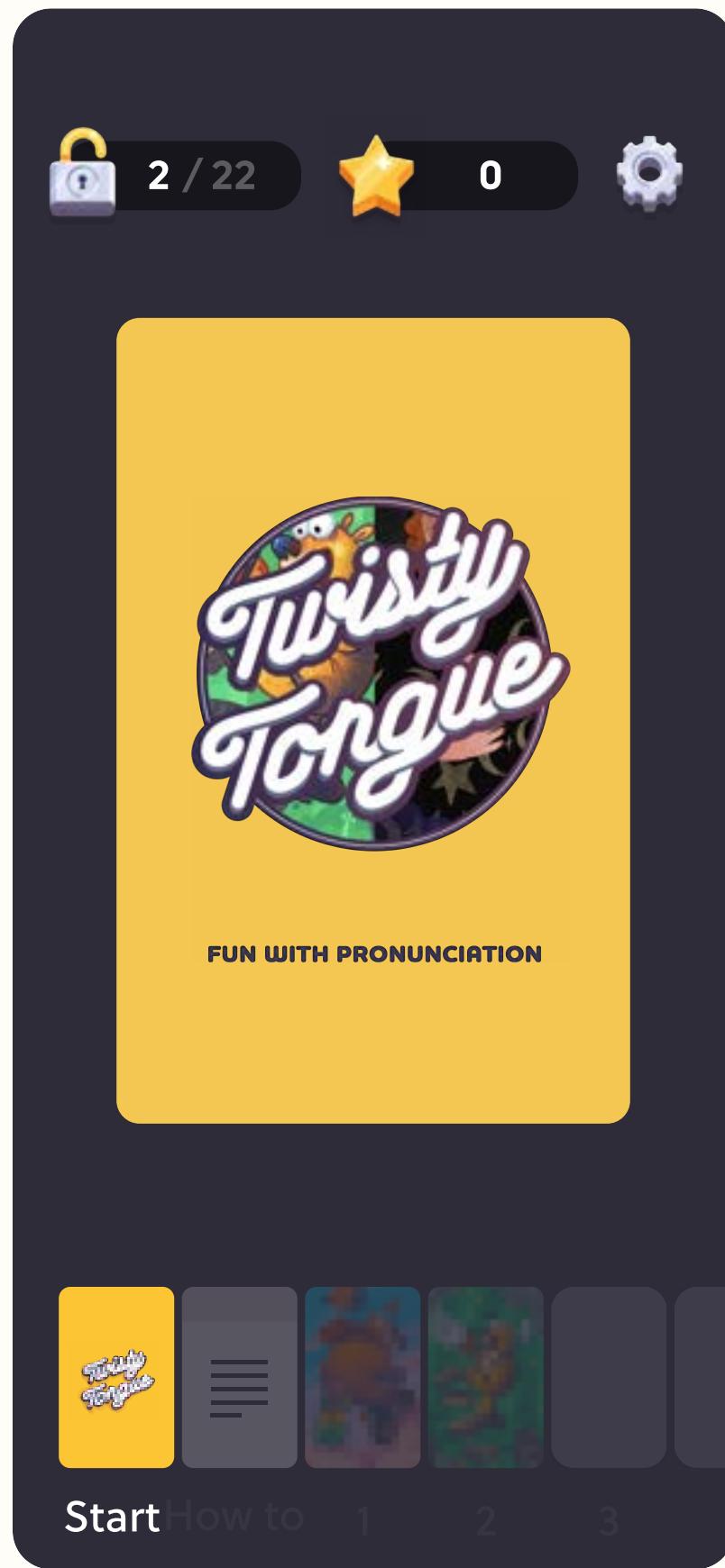
Logo



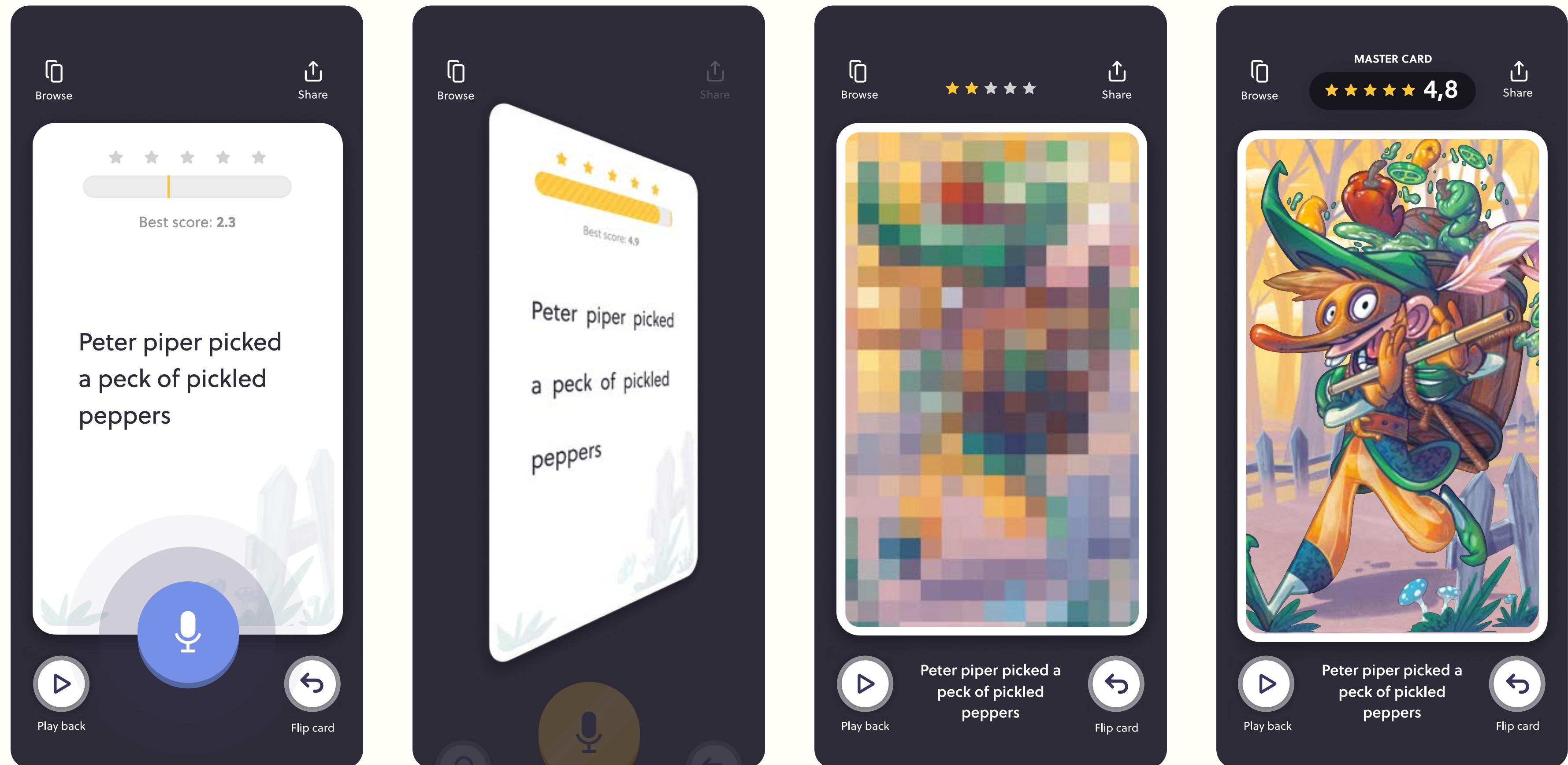
The logo features the words "Twisty Tongue" in a bold, white, stylized font. The letters have a thick, three-dimensional appearance with a dark purple shadow. The text is set against a dark gray background that has a subtle diagonal gradient and a curved shape on the left side.

Twisty
Tongue

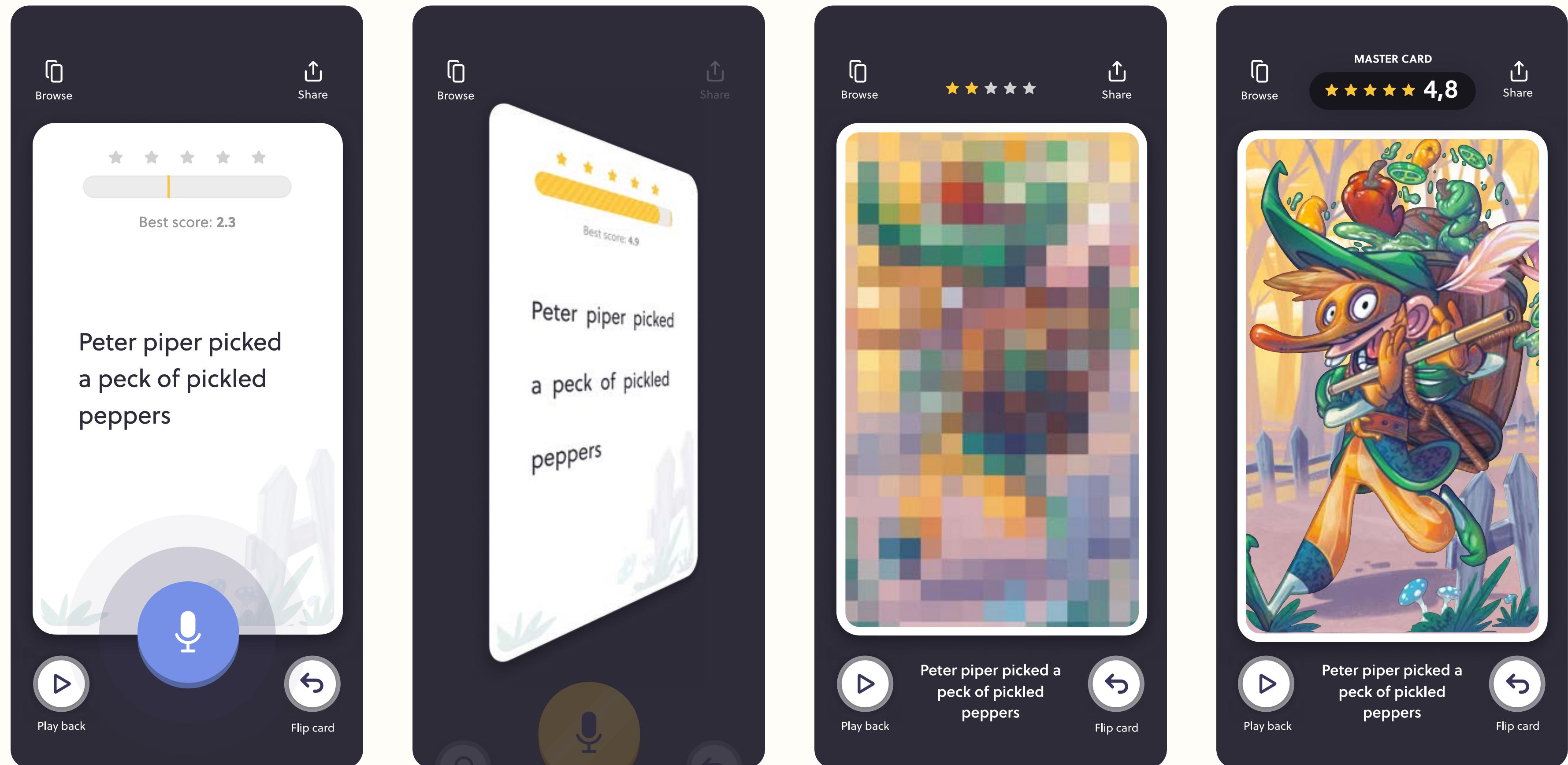
Gallery view



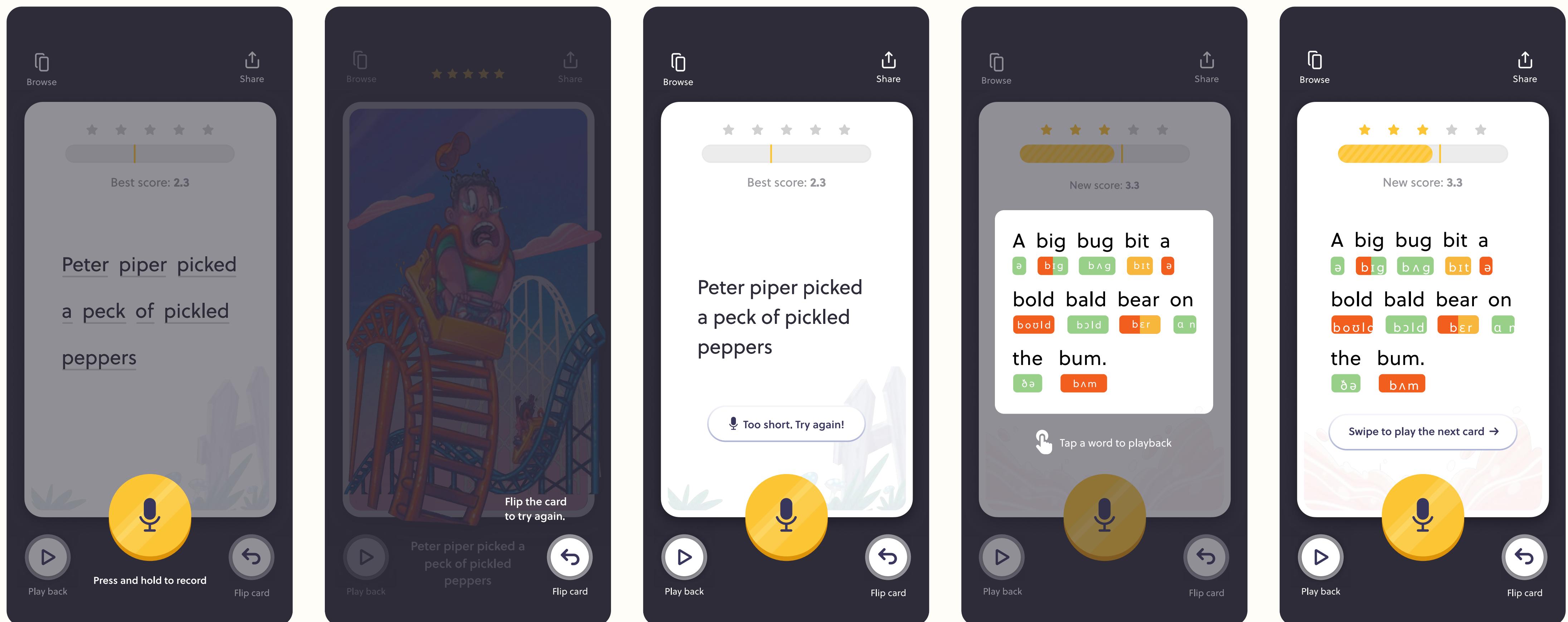
Card view



Card view



Tutorial + tooltip



mmhmm

mmhmm makes team video communication easy for remote and hybrid teams. Be the presenter everyone remembers by putting yourself on screen with your slides during virtual meetings.

ROLE

Senior Brand Designer

YEAR

2020-2023

TEAM

Principal Brand Designer @All Turtles

Content Designer @All Turtles

Motion Designer @All Turtles

DELIVERABLES

Landing Page

Storyboard



Transforming 'Why' into 'Wow': designing a compelling landing page for mmhmm

To introduce a product that inspires new behavior, it's crucial to answer the "why" question. So, the "Why mmhmm" page was created to emphasize its benefits whereas the rest of the marketing site focuses on the "what" and "how". A/B testing and optimization efforts were focused on the main landing page for paid acquisition to evaluate its performance and gain user insights.

MARKETING: ROADMAP

S'WAURA

Q1 Q2 Q3 Q4

- unpack moving upmarket strategy
- webinar for potential distributors
- south pacific tradeshow
- head of marketing recruitment

+ Add slide

1 2 3 4 5

MMHMM / WHY MMHMM

Landing page

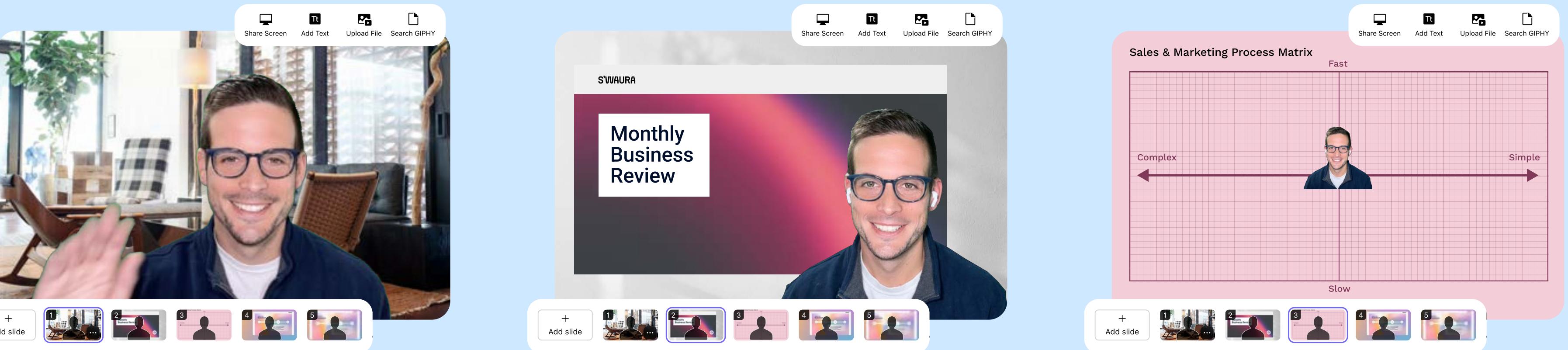
I led the landing page project. Working in collaboration with the marketing team and a UX writer, I was an integral part of developing the design strategy. My contributions extended to the visual design, where I worked in tandem with a motion designer throughout the process of video production. I was also responsible for ensuring a smooth handoff to the engineering team, and I oversaw the project up to its successful launch.

The landing page features a dark blue header with the mmhmm logo and navigation links for PRODUCT, WHY MMHMM, FOR TEAMS, PRICING, and BLOG. A 'SIGN IN' and 'GET STARTED' button are also present. The main section, titled 'WHY MMHMM', contains the headline 'Life's too short for bad video calls' with a video thumbnail of a smiling man. Below it, a testimonial from 'Bob Miller' (Communication consultant) states: 'Sessions with mmhmm are more engaging - and more fun. I can post an image as a prompt for discussion, use colorful backgrounds, or post a GIF in response to something someone says'. A 'TRY MMHMM FOR FREE' button is located at the bottom. The page also includes sections for 'Hold everyone's attention' (with a video thumbnail of a woman in a colorful shirt), 'Own your space' (with a video thumbnail of a Venn diagram), and 'Polish your look' (with a video thumbnail of a person). Logos for TRUSTED BY NETFLIX, Adobe, Microsoft, Google, Shopify, Intercom, and accenture are listed at the top. A 'mmhmm works with ZOOM, Google Meet, Microsoft Teams, and webex' section is also included.

This section highlights the product's ability to switch between video and screen sharing. It shows a man holding a smartphone displaying a presentation slide with the word 'Agen'. A testimonial from 'Bob Miller' (Communication consultant) says: 'Meetings are bad enough without all those painful pauses. mmhmm makes it seamless to switch into and out of your content.' A 'TRY MMHMM FOR FREE' button is available. Other sections include 'Click record, cancel meeting.' (with a video thumbnail of a man speaking over a video recording interface), 'Do what a PDF can't.' (with a video thumbnail of a woman speaking over a presentation slide), 'Discover how mmhmm can enhance your work' (with a grid of six cards for 'Distributed Work', 'All Hands Meeting', 'Training', 'Product Demo', 'Board Update', and 'Investor Pitch'), and 'Solutions by role' (with cards for 'Founders', 'Sales', and 'Educators').

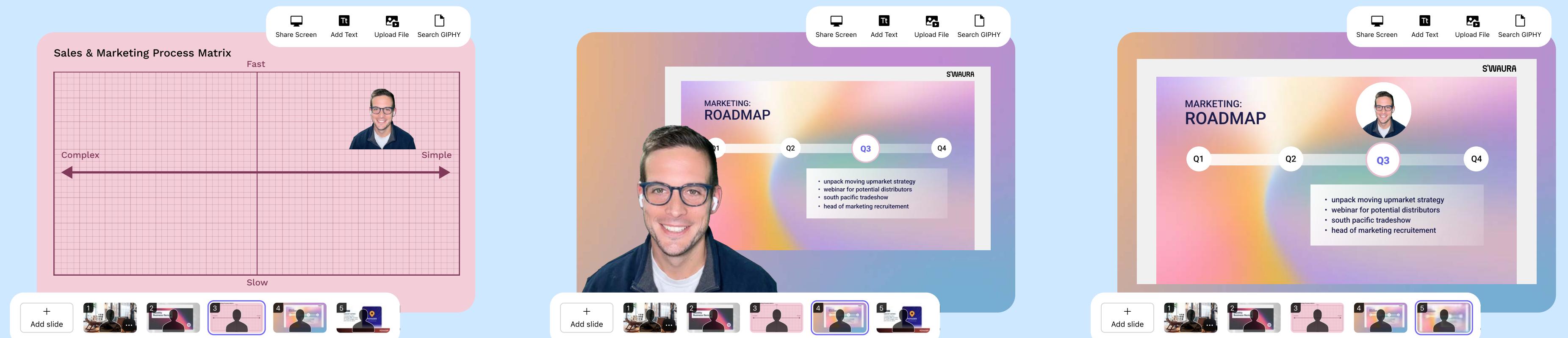
This section emphasizes the product's benefits for professionals. It includes a testimonial from 'Gordon Rant' (VP of Product, Basik) stating: "'The superpower mmhmm gives me is going with the flow. It's answering questions on the fly. I can show you an answer, not tell you an answer'". A 'Read Gordark's story' link is provided. Other sections include 'Presentations' (with a video thumbnail of a man speaking over a presentation slide), 'Fewer meetings, better meetings' (with a grid of four cards for 'Monday', 'Tuesday', 'Wednesday', and 'Thursday'), and 'Ready for a better video experience?' (with a video thumbnail of a person speaking over a video recording interface). A 'GET STARTED FOR FREE' button is located at the bottom right. The footer contains links for COMPANY, SOLUTIONS, and CONTACT US, along with social media icons and a search bar.

Storyboard for hero video



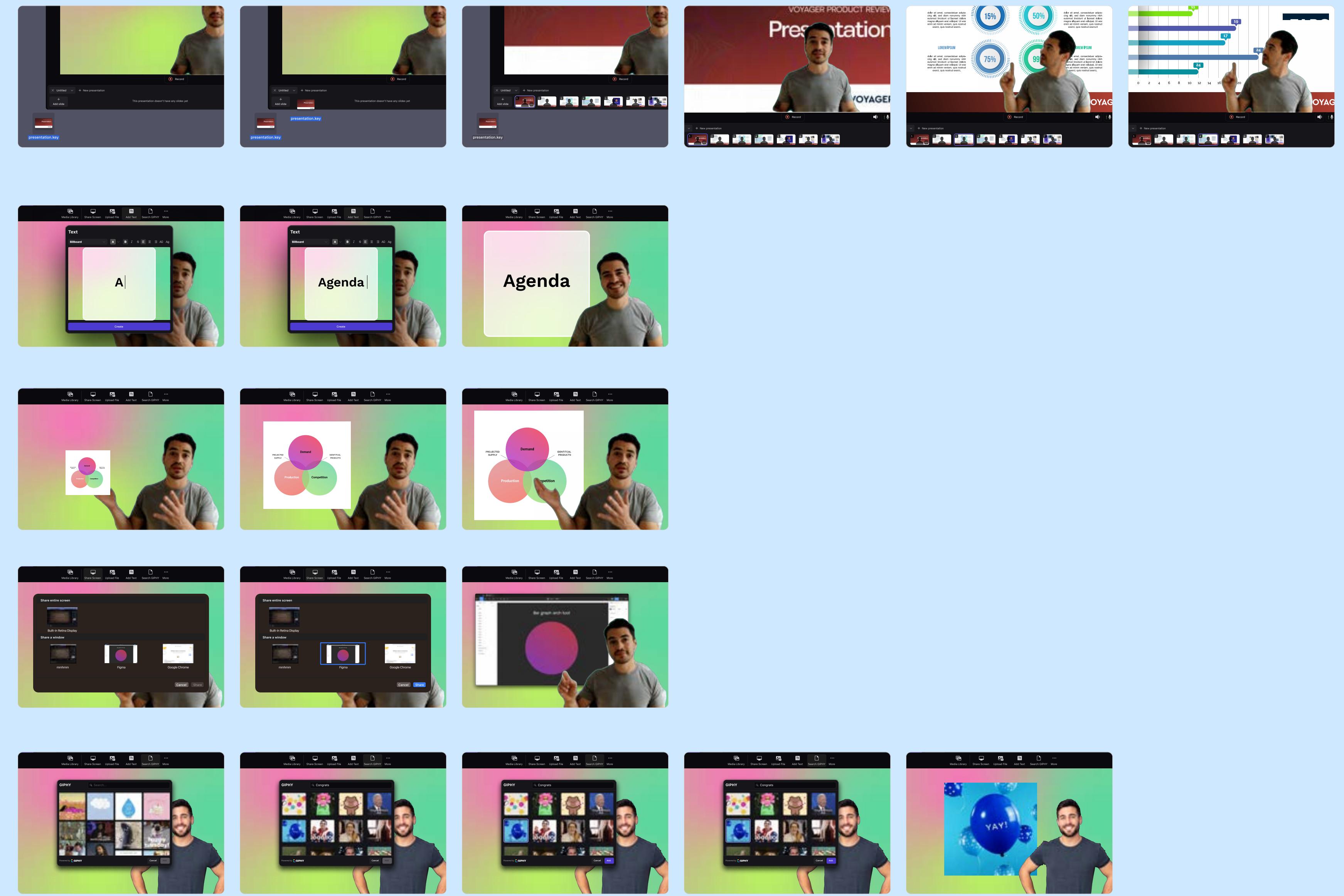
The visual style I developed was an abstract representation of the product UI. I focused on the essential components of the product UI - the media toolbox and slideshow - based on the research and the marketing team's directive to highlight the synchronous use case while avoiding recording elements.

This artistic direction also contributed to the overall balance of the page. The full product UI is displayed below the hero, so this abstract approach served as a friendly introduction to the key elements before delving into further details down the page.



MMHMM / WHY MMHMM

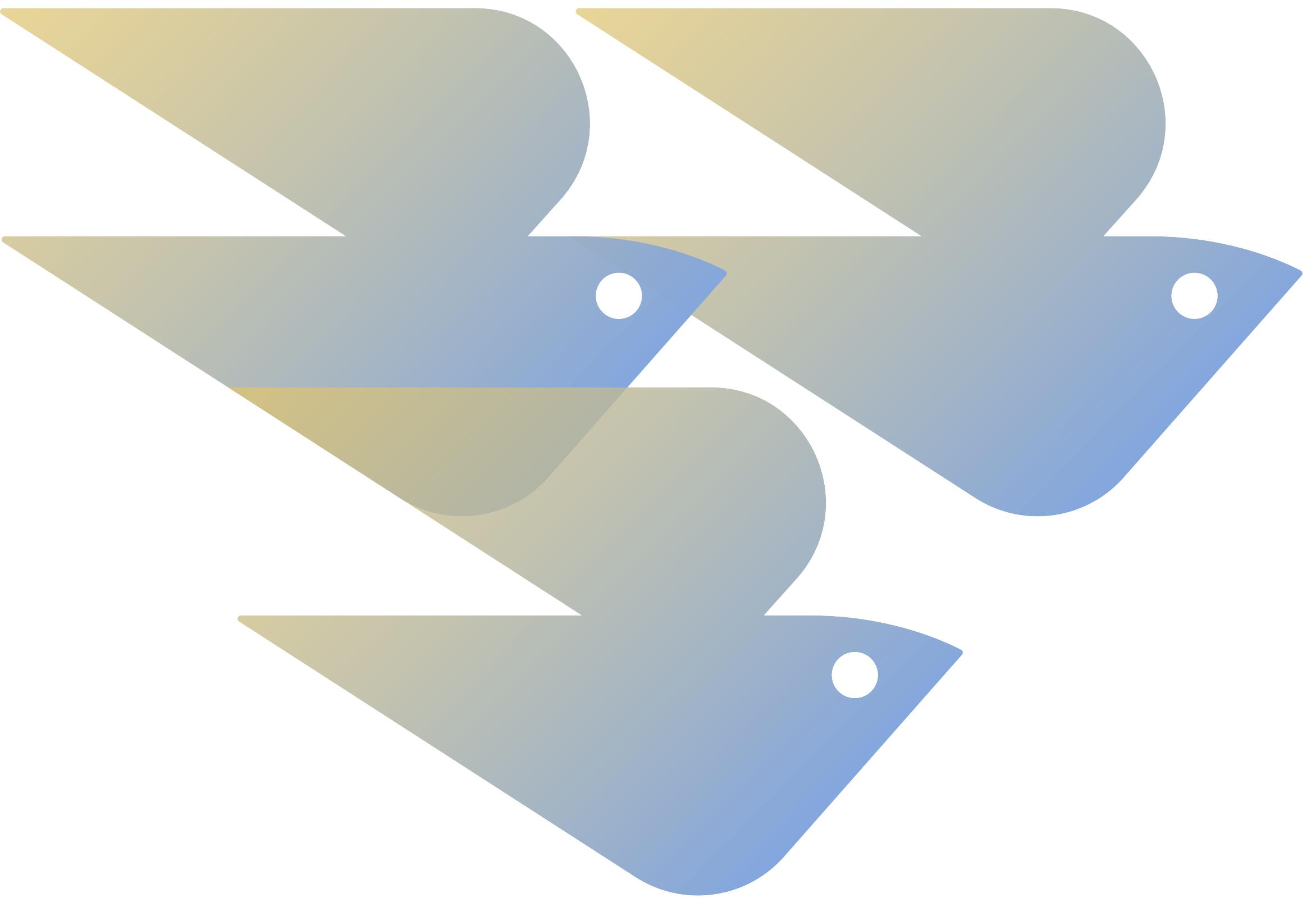
Storyboard for slide animations



In collaboration with a motion designer, I crafted storyboards and prepared visual assets for videos, ensuring a holistic approach to the entire page. This included careful consideration of the proportion of the product UI used, as well as maintaining a balanced representation of nationalities and genders.

Sora Union

Sora Union is your globally distributed creative partner and works for rapidly growing and category-defining customers in many industries.



ROLE

Senior Brand Designer

YEAR

2022

TEAM

Brand Design Director @All Turtles

Principal Brand Designer @All Turtles

DELIVERABLES

Color System

Brand Guidelines

To develop brand identity for a globally distributed knowledge work company, focused on creating work opportunities for individuals affected, and possibly displaced by, climate change or war.

The encompassing brand value and driving force we wanted to capture in this brand were that people are valuable. Often, displaced individuals become a political problem, but what if there was a way to empower such individuals with a steady flow of income, not impacted by their geographical regions or current circumstances?

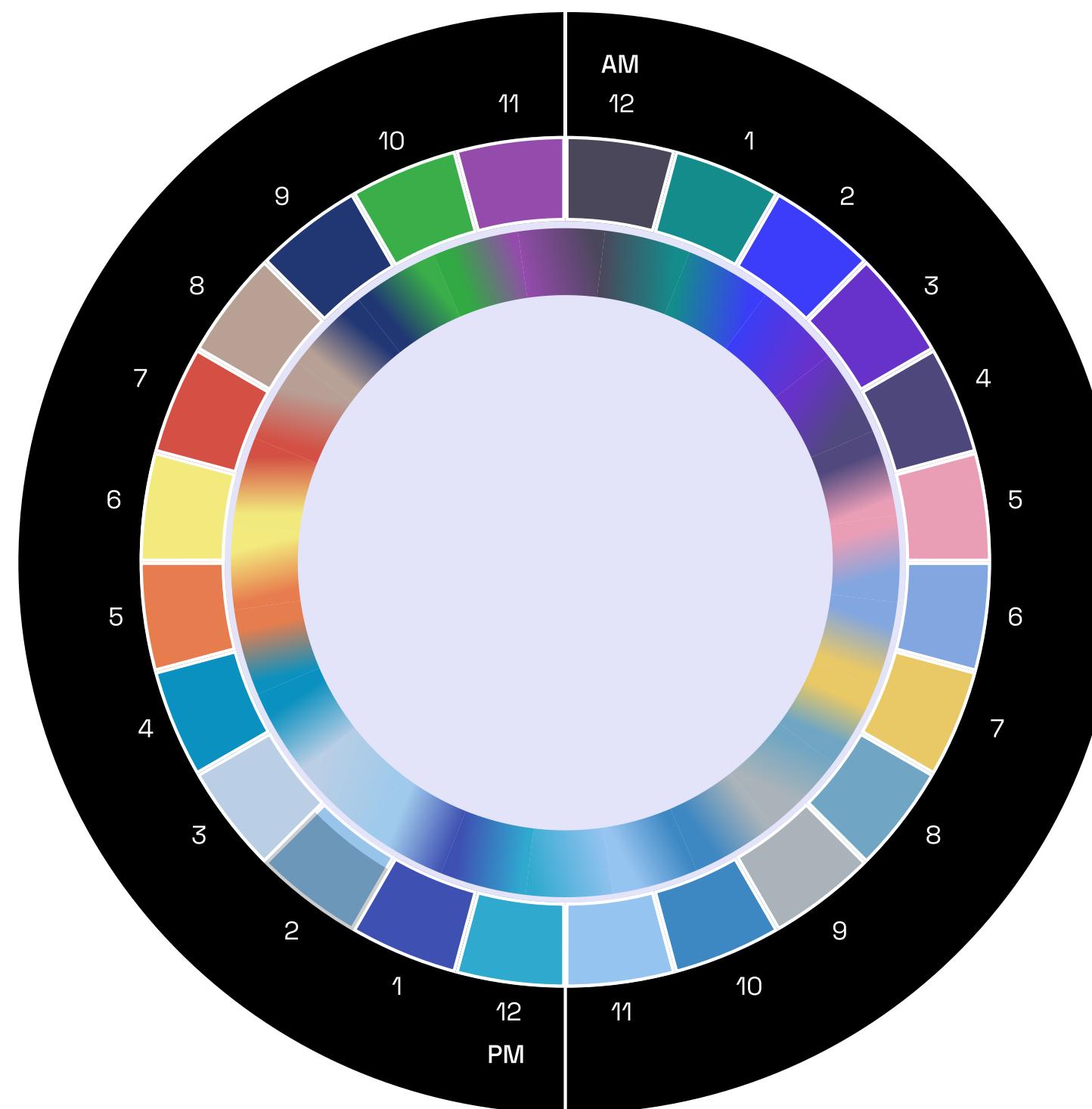
Sora

meaning 'sky' in Japanese

This is the final brand identity that our team crafted collaboratively. As one of the designers, I explored various visual identities for the brand. My main contribution was the development of the color system, which I'll explain on the next page.



24-hour dynamic color system



Design Tokens

AM

- color-gradient-12am-1am
- color-gradient-1am-2am
- color-gradient-2am-3am
- color-gradient-3am-4am
- color-gradient-4am-5am
- color-gradient-5am-6am

PM

- color-gradient-6am-7am
- color-gradient-7am-8am
- color-gradient-8am-9am
- color-gradient-9am-10am
- color-gradient-10am-11am
- color-gradient-11am-12pm
- color-gradient-12pm-1pm
- color-gradient-1pm-2pm
- color-gradient-2pm-3pm
- color-gradient-3pm-4pm
- color-gradient-4pm-5pm
- color-gradient-5pm-6pm
- color-gradient-6pm-7pm
- color-gradient-7pm-8pm
- color-gradient-8pm-9pm
- color-gradient-9pm-10pm
- color-gradient-10pm-11pm
- color-gradient-11pm-12am

What color is the sky? A simple answer might be blue. Yet, as we explored different visual references, we were inspired to see as much variety in colors as in the cultures represented by Sora's workforce.

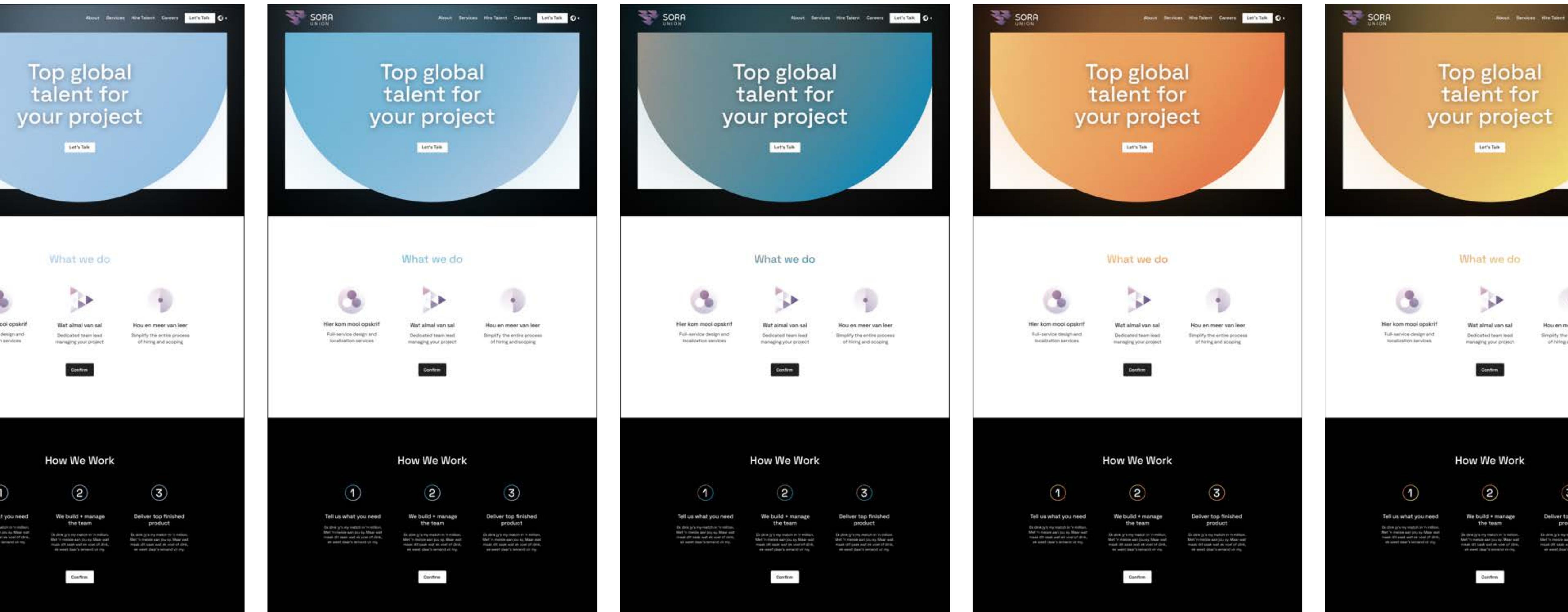
I challenged myself to come up with a brand color system that could capture the changing colors in the sky - down to the hour. The result was a 24-hour color system for the brand palette.

Applying the color system to the logo



The dynamic color system comes to life on the website

with the background gradients transitioning every hour linking the current hour to the next one visually.

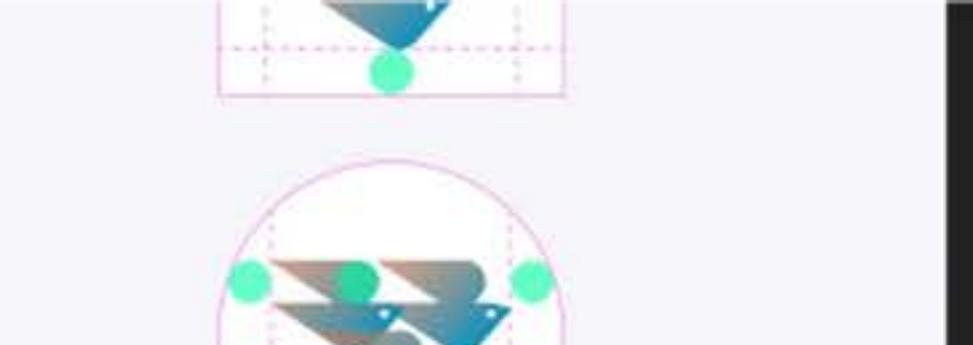


Brand guidelines

Established to ensure logo visibility and impact.
Maintain the clearspace zone between the logo and other graphic elements such as type, images, and other logos.



referred to throughout an application, or when Sora Union name is used in a headline, you can use the icon alone.
Maintain the clearspace zone between the icon and other graphic elements/the edge of an image.



Design Tokens: Reference Color

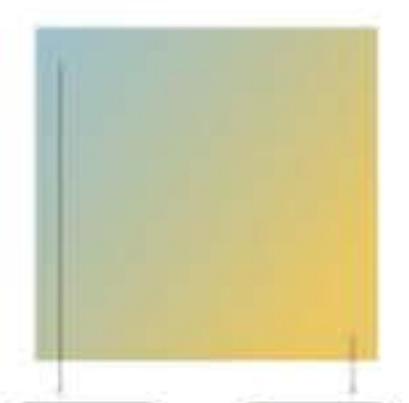
| AM | PM |
|----------------|----------------|
| #00475B | #824000 |
| #140CCB | #E1C000 |
| #493DF8 | #F0A5C1 |
| #5732CA | #E938E9 |
| #6D477C | #E0E7C2 |
| #E95E26 | #F4C4E9 |
| color-ref-12ms | color-ref-12pm |
| color-ref-1am | color-ref-1pm |
| color-ref-2am | color-ref-2pm |
| color-ref-3am | color-ref-3pm |
| color-ref-4am | color-ref-4pm |
| color-ref-5am | color-ref-5pm |
| color-ref-6am | color-ref-6pm |
| color-ref-7am | color-ref-7pm |
| color-ref-8am | color-ref-8pm |
| color-ref-9am | color-ref-9pm |
| color-ref-10am | color-ref-10pm |
| color-ref-11am | color-ref-11pm |

Other: color-gray-dark #212121, color-gray-medium #4D4D4D, color-gray-light #999999, color-white #FFFFFF

Color palette: Sora Union, Brand Guidelines, Color

7-8AM

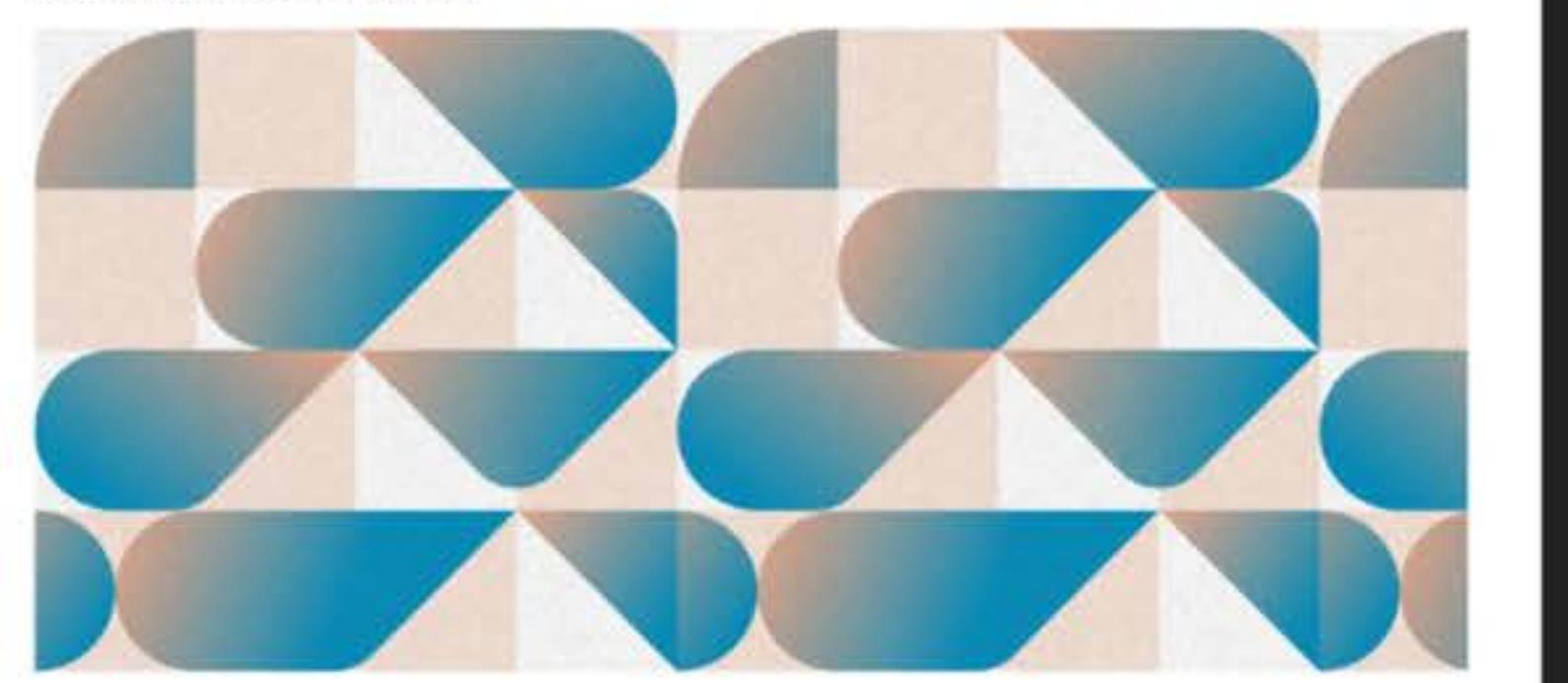
color-gradient-7am-8am



color-ref-8am
Opacity: 70%
color-ref-7am
Opacity: 100%

Color palette: Sora Union, Brand Guidelines, Color

Geometric Pattern



Color palette: Sora Union, Brand Guidelines, Visual language

Custom

You can customize the



Color palette: Sora Union, Visual language

Thanks!

I'm looking forward to talking with you.

Namika Hamasaki (she/her)

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