

morethan

Brand & UI Guidelines • v1.1 (icon updated)



Core concept: interlocking links → connection, integration, low-friction collaboration.

Logo system

Responsive set for web, app, and UI

Primary (Stacked)



Primary (Horizontal)



Icon mark (App / Favicon / UI)



Rule: use the icon mark for small sizes; use lockups for brand-first contexts.

Usage rules

Clear space, minimum size, background usage

Clear space



Keep $\geq 0.25\times$ icon width as padding on all sides.

Avoid crowding in navbars, buttons, and avatars.

Minimum sizes

Icon: 16px min (preferred ≥ 24 px). Lockups: 120px width min.



16px



20px



24px



32px



48px

Background usage



Provide light/dark variants. Do not add glow, gradients, or shadows to the mark.

Color & typography

Palette, usage, and implementation tokens

Core palette



Navy • #283E68



Orange • #E1703C



Ink • #111827

Usage: Navy as primary (reliability). Orange as accent (CTA / highlights), keep to ~10–25%.

Typography

EN: Inter / Manrope / SF Pro | CN: HarmonyOS Sans / Source Han Sans

Recommended weights: 500–700 for titles; 400–500 for body text.

UI tokens (baseline)

- Grid: 8px system (spacing 8/16/24/32).
- Corner radius: 8px (controls), 12–16px (cards).
- Icon grid: 24px; use 2px stroke for line icons (if needed).
- Accessibility: ensure contrast for text/CTA; orange is accent, not body text.