NOMA

Brand guidelines

VERSION 1.0 · IDENTITY ROUTE A

SPRING RELAUNCH 2026 · AMSTERDAM

PREPARED BY MILES 'N MILES

CONTENTS

How to use this document

Written for Elise, who will open it most often. Every rule is an instruction. Page 21 is the only page you need in a hurry.

What NOMA is 03

Messaging hierarchy 04

Voice 05

Claim rules 06

Wordmark 07

Construction 08

Clear space 09

Minimum sizes 10

Misuse 11

Colour 12

Colour rules 13

Typefaces 14

Type scale 15

Layout 16

Photography — shoot 17

Photography — avoid 18

Label — front 19

Label — full wrap 20

Social templates 21

The page to keep 22

Approvals 23

Open items 24

01

Body care for after you move.

One product, explained clearly, in a category that usually does not bother.

NOMA makes a 100 ml magnesium body serum, €38. It is a light gel you massage into skin after showering. It sells to people who move two to four times a week and do not think of themselves as athletes.

The advantage is not a secret ingredient. It is that NOMA explains itself. Customers reorder happily but cannot describe the product — one first-time buyer thought she had to wash it off. That gap between satisfaction and comprehension is where the money leaks, and it is a design problem rather than a formula problem.

Make the useful thing the beautiful thing.

Premium body care defaults to mood first, information buried. NOMA inverts it: dose guidance, volume and honest limitations, laid out with the care usually spent on fragrance. Specificity becomes the luxury signal.

> **This settles the tension in the brief.** Noor wants warmth and personality; Elise worries lifestyle imagery hides the explanation.
>
> Both are satisfied if the warmth comes from the candour — plain language, volunteered limitations, tactile photography — rather than being layered on top as mood.

02

In this order, every time.

The single most reusable decision in the system.

ORDER	SAYS	WHY IT SITS HERE
01	**Body care**	The category, stated plainly. Answers the question customers actually have.
02	**After you move**	The occasion. 44% of purchases are made for the after-shower ritual.
03	**Magnesium**	A reason to believe. Never the headline.

> **On-pack, "Magnesium Body Serum" stays as the factual product name.** That is a description, like "shea butter hand cream". The hierarchy governs emphasis in messaging, not removal of the word.

Front-of-pack descriptor

"Recovery" is retired. It implies a physiological effect with no study behind it, and recovery claims are barred outright.

- Product name: **Magnesium Body Serum**
- Occasion line: **Body care for after you move**
- Never: *Recovery Serum, Recovery Gel*, or anything implying treatment

03

Plain, specific, willing to admit a limitation.

If a sentence could appear in any wellness brand, rewrite it.

WE WRITE	WE DO NOT WRITE
A light gel you massage in after showering	An indulgent ritual of self-renewal
If it feels tacky, you used too much	Transformative results from first use
8% magnesium chloride hexahydrate	Powered by pure magnesium science
Fragrance-free	Clean, conscious, elevated
Two standard bottles. Not a gift set	The perfect luxury gifting moment

Three habits

- **Rule out what it is mistaken for.** “Not a lotion. Not a spray.” Faster than describing it.
- **Volunteer the limitation.** Tackiness if overapplied, a faint raw-material scent. The cheapest credibility available, and no competitor does it.
- **Refuse the claim out loud.** Saying “there is no study behind that” converts a legal constraint into a trust signal.

04

Read this before writing anything public.

The most important page in this document.

NEVER USE, IN ANY CHANNEL

recovery · absorption · sleep · pain relief · cramp prevention · muscle repair · detox · any dosage framing of the 8%

CLEARED BEFORE PUBLICATION, NOT AFTER

hydrates skin · leaves skin feeling soft

SAFE AND FACTUAL

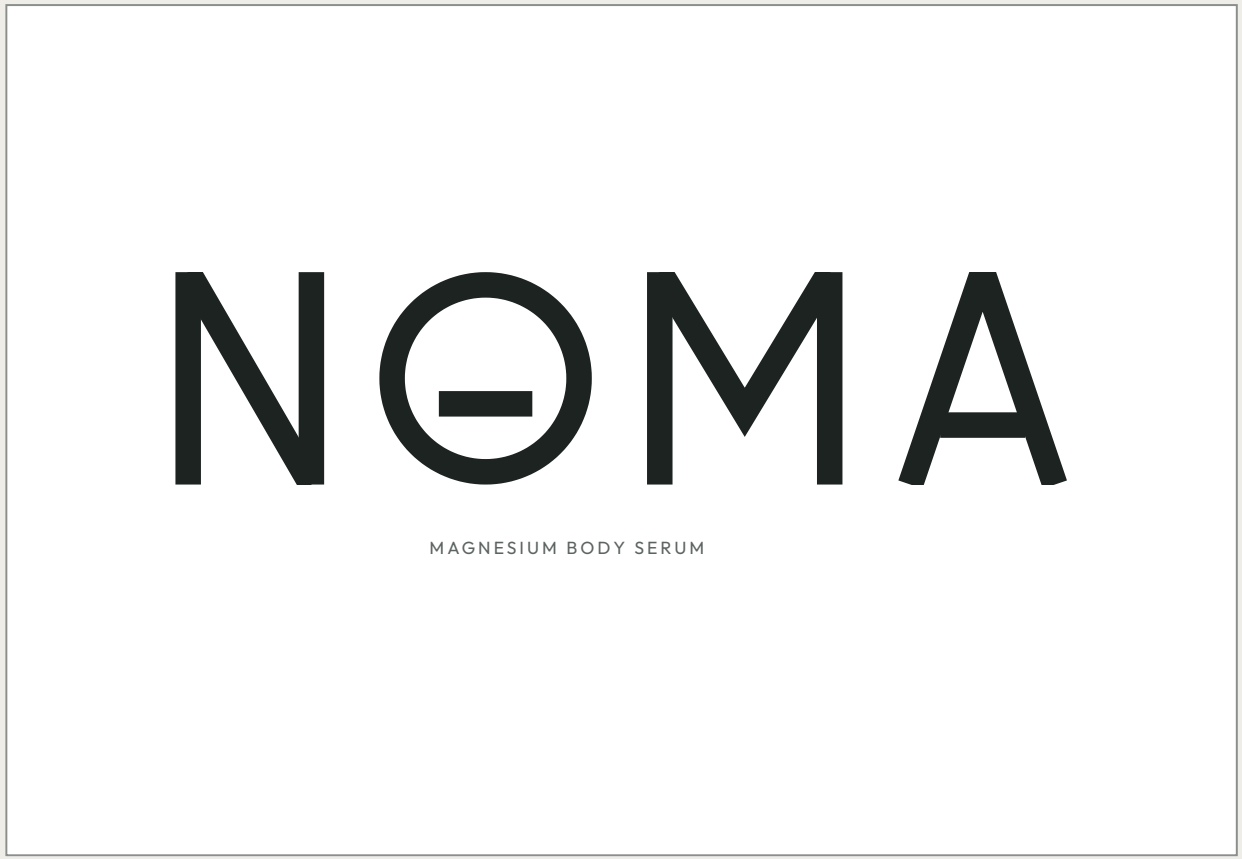
100 ml · fragrance-free · water-based gel-serum · massage into skin after showering · made in the Netherlands · 8% magnesium chloride hexahydrate as a formula composition statement

> The 8% is the mineral **salt**, not elemental magnesium. It is never a dose. **Artwork approval does not authorise a claim.**
>
> Claims and label copy: Dr Lotte Vermeer. Silence is not approval.

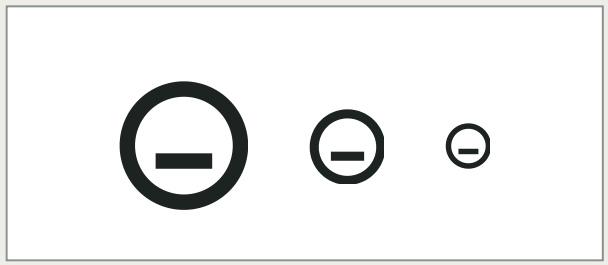
05

A measure, not a flourish.

The O carries a fill line. The brand's argument is that the useful thing should be the beautiful thing — so the mark is a measurement.







PRIMARY LOCKUP, REVERSED, AND THE STANDALONE MARK AT 96 / 56 / 32 PX

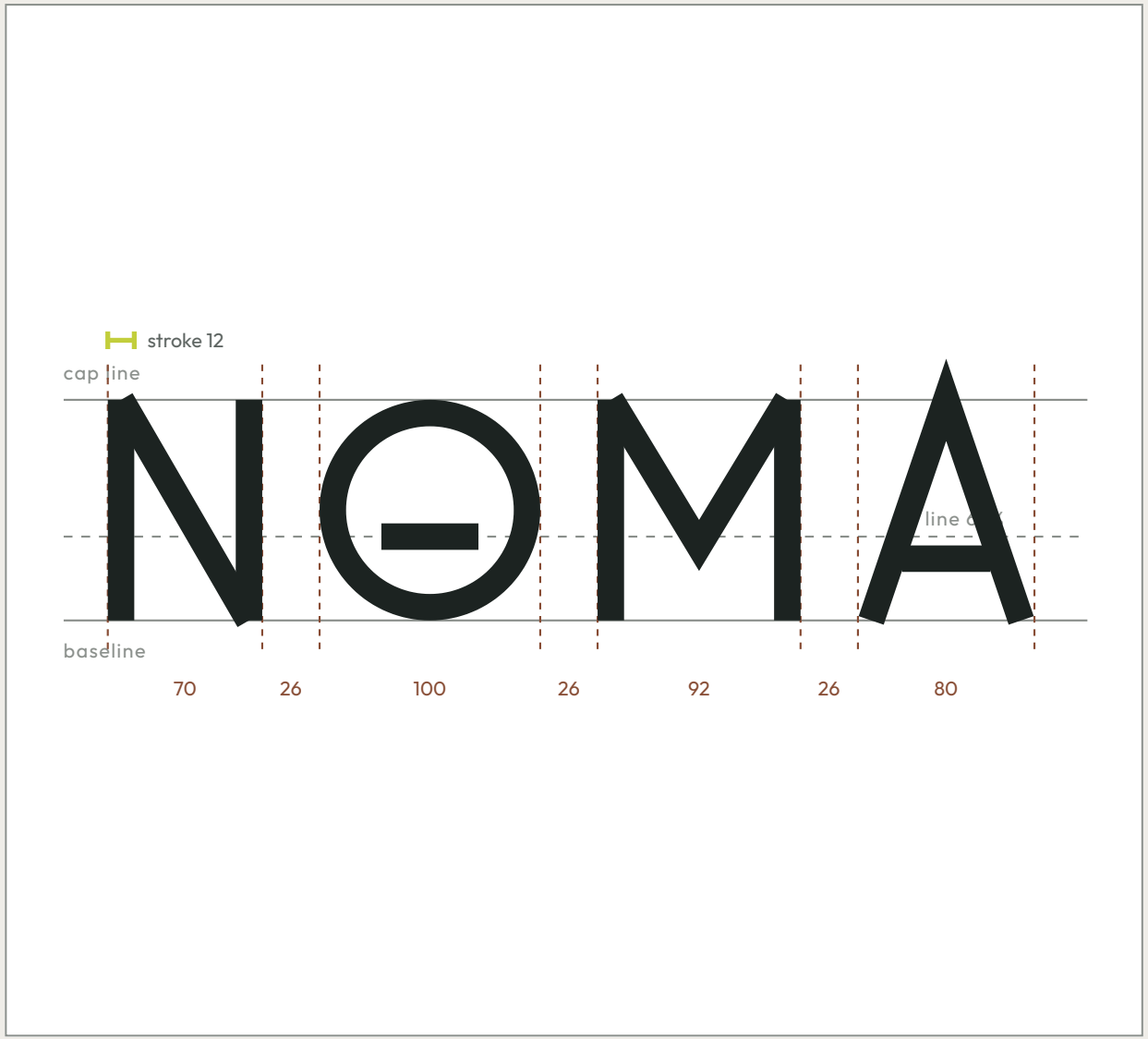
Every letter is built from straight lines except the O, a true circle. The fill line sits at 62% of cap height — low enough to read as a level in a vessel rather than a bar through a letter.

06

Drawn on a grid.

So it can be rebuilt exactly, at any size, by anyone.

Cap height	100 units
Stroke	12, uniform
Terminals	Butt, square
Widths	70 / 100 / 92 / 80
Gaps	26, uniform
O radius	44, true circle
Fill line	y 62, w 44
Total	420 × 100



CONSTRUCTION GRID. NEVER REBUILD BY TYPING LETTERS — USE THE VECTOR MASTER.

07

One cap height, all four sides.

Derived from the mark itself, so it scales automatically.

Measured from the outermost letterform edges, not a bounding box. Nothing enters it: no image edge, no rule, no fold, no trim. On pack, measure from the printed label edge rather than the dieline.

When space is tight, scale the mark down rather than reducing the clearance. A smaller mark with proper air reads as considered.



CLEAR SPACE EQUALS ONE CAP HEIGHT ON EVERY SIDE

08

Tested by drawing it small.

Not by assuming.

The fill line is the first thing to fail. Below roughly 24 px it closes up and the O reads as a solid blob.

Two small-size variants exist for this reason, and they are separate files — not something to improvise at export time.



APPLICATION	MINIMUM	VARIANT
Print — wordmark	16 mm wide	Full mark with fill line
Screen — wordmark	80 px wide	Full mark with fill line
Screen — mark	24 px	Plain circle, fill line removed
Favicon	16 px	Plain circle, stroke thickened to 16
Emboss / deboss	20 mm	Wordmark alone, no descriptor

09

Six failures, drawn.

So there is no ambiguity about what is prohibited.

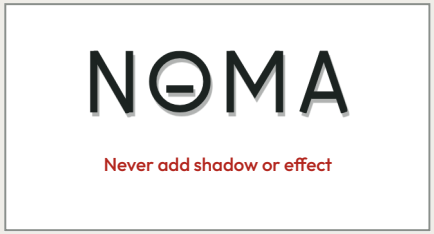
Also never

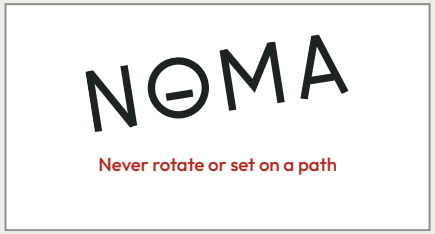
- Rebuild by typing letters
- Place on a busy photograph
- Fill the O, or use the fill line as a container
- Pair with a second logo inside the clear space













10

Six values.

Contrast ratios computed against WCAG 2.1, not estimated by eye.

Print. Screen values are authoritative. Print equivalents must be matched from a physical proof rather than converted numerically — Paper and Clay both shift noticeably in CMYK, and the label stock is uncoated.

Paper

#EFEDE8

Primary surface. Warm off-white — a bathroom shelf, not a clinic.

Ink

#1C2321

13.68:1 on Paper. Text and dark surfaces.

Clay

#874C34

5.76:1 on Paper. **6.74:1** white on it.

Zinc

#5C6360

5.27:1 on Paper. Secondary text and captions.

Chalk

#8A8F8B

2.81:1 — fails. Rules and borders only.

Signal

#C2CE3C

1.47 on Paper. **9.29** on Ink.

11

Two rules that are not negotiable.

Both came out of the contrast maths, not from taste.

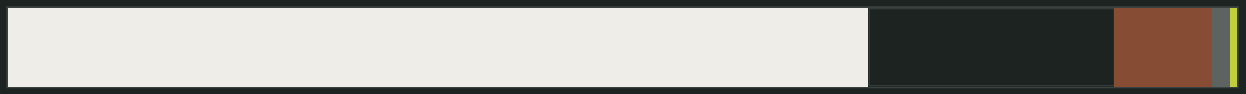
RULE ONE

Chalk never carries text. 2.81:1 on Paper is unreadable. It is a drawing colour: rules, borders, dividers.

RULE TWO

Signal never touches Paper. 1.47:1 is invisible. It exists on Ink only, as a small marker.

PROPORTION



Paper dominant. Ink for emphasis and instruction. Clay for action and warmth. Signal under 1% of any layout.

> Signal is what stops this palette being another beige wellness system. It is also the element most likely to drift sports-athletic. Never a fill, never near a body in motion. If it starts reading athletic, remove it — the system holds without it.

12

Two families.

The serif carries the warmth, the sans carries the information.

Why not one. A geometric sans alone on warm off-white is the default premium-DTC look. The pairing encodes the strategy instead: editorial confidence where the brand needs warmth, plain specification where it needs to explain.

FAMILY	ROLE	LICENCE	COST
Charis SIL	Display, headlines, product names	SIL Open Font License 1.1	**€0**
Outfit	Interface, specification, captions, body	SIL Open Font License 1.1	**€0**

Both licences were verified against the upstream repositories. **Total type licensing cost for this identity is €0**, and the licence texts go in the handover folder. That is a better thing to hand a founder than an invoice.

Body care for after you move

100 ML · FRAGRANCE-FREE · MADE IN THE

CHARIS SIL ABOVE, OUTFIT BELOW — THE PAIRING IN ONE LINE EACH

13

1.25 ratio from 16px.

Rounded to even pixels. Each row is set in its own style.

Caption tracking is positive and deliberate. Specification text set slightly wide reads as engineered rather than cramped.

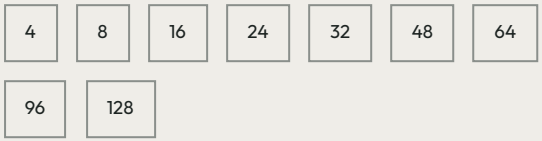
Minimum body size is 16px. The product page carries a comprehension test; small type fails it.

STYLE	SPECIMEN	SIZE	LINE	TRACK
Display	After you move	62px	1.05	−2%
H1	Magnesium Body Serum	48px	1.1	−1.5%
H2	Not a lotion. Not a spray.	40px	1.15	−1%
H3	What to expect	32px	1.2	−0.5%
H4	After showering	24px	1.3	0
Lead	A light gel you massage into skin after showering.	20px	1.5	0
Body	Fragrance-free. One formula, made in the Netherlands.	16px	1.6	0
Caption	BODY CARE · 100 ML · AMSTERDAM	12px	1.4	+6%

14

8px base unit.

Ship only these nine values. Anything else is a mistake, not a refinement.



SURFACE	FRAME	MARGIN	COLUMNS	GUTTER
Social — feed	1080 × 1350	80	6	32
Web — desktop	1440	120	12	24
Web — mobile	390	24	4	16
Documents	1920 × 1080	96	12	24

4:5 for social rather than square — it is the largest footprint the feed allows. Keep all type inside a centred 1080 square and the 1:1 crop comes free.

Accessibility floor

- Only the verified colour pairs on page 12. New pairs get checked before use.
- Focus ring: 2px Clay, 2px offset. Visible on Paper at 5.76:1.
- Tap targets 44 × 44 px minimum.
- Never carry meaning in colour alone. Signal marks a thing; it never *is* the thing.
- Every form error has text, not just a coloured border.

15

Four shots that earn their place.

With the reason attached to each, because a reference without a reason is decoration.

Amsterdam and Copenhagen describe the attitude: practical, considered, socially active, comfortable in everyday life. Not a design cliché to copy.



Pack

So the bottle reads as an object with weight, not a render.



Texture

Visible skin texture. No glycerine-and-water styling.



The moment

Ordinary body, ordinary flat, bathroom shelf — not a gym.



Dose

Shows the amount, which is the thing customers get wrong.

Placeholders, not photographs. These four frames are the brief for a half-day shoot — one photographer, one light, one surface. They are deliberately not generated images.

16

Five things never to shoot.

Each one would make a claim the brand cannot substantiate, or address a customer it does not want to exclude.

- **Gym interiors or training footage.** Performance claims are barred, and imagery makes them just as loudly as words.
- **Athletic musculature as the subject.** One interviewee asked directly: do not make it look like something only very fit people are allowed to use.
- **Spa staging.** No stones, no folded towels, no orchids.
- **Clinical white or laboratory framing.** The sterile lab is ruled out explicitly.
- **AI-generated product beauty shots.** Generated imagery cannot hold a label consistently. It will read as AI, which fails the brand on its own terms.

> Generated imagery is acceptable for atmosphere and texture, never for the pack. A warped wordmark on a hero shot undoes the identity that the rest of this document specifies.

17

The dose goes on the front.

115 × 65 mm working area.

What changed

- **Dose on the front.** “Less than you think” is the most useful sentence NOMA owns; burying it wastes it.
- **The 8% sits in an Ink chip,** immediately qualified. The qualification is part of the design, not small print.
- **100 ML set as a figure.** Volume is a reason to buy at €38.



FRONT PANEL AT 115 × 65 MM PROPORTION. INDICATIVE ARTWORK, NOT PRODUCTION FILES.

TRIM 115 × 65 MM BLEED 3 MM SAFETY 4 MM



Not production artwork. Every red box marks text the studio must not invent — full INCI, caution wording, batch format and barcode all come from the client or manufacturer. The supplier issues the final dieline before artwork begins.

19

Six templates. Swap the words, ship it.

1080 × 1350. That is the acceptance test for this whole document, verbatim from the brief.

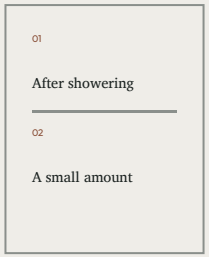
Each template uses only the styles on pages 12 and 15. Nothing here needs a designer.



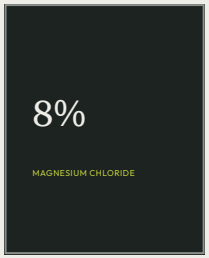
STATEMENT



EXPLAINER



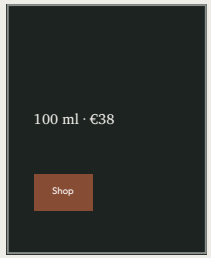
STEPS



FACT



TEXTURE



OFFER

> **No countdown timers, no fake scarcity.** The brand's whole argument is candour; dark patterns would contradict it on the same feed.

SAY IT IN THIS ORDER

Body care → after you move → magnesium

Magnesium is a reason to believe, never the headline. “Magnesium Body Serum” is still the product name.

TYPE

Charis SIL for headlines · **Outfit** for everything else · body text never below 16px

COLOUR

- #EFEDE8 Paper
- #1C2321 Ink
- #874C34 Clay
- #5C6360 Zinc
- #8A8F8B Chalk — rules only
- #C2CE3C Signal — on Ink only

NEVER WRITE THESE WORDS

- recovery
- absorption
- sleep
- pain relief
- cramp prevention
- detox

Anything about what magnesium *does* → Lotte, before it goes out.

21

Who decides what, in order.

Silence is not approval. Late feedback moves dependent milestones.

An unresolved disagreement goes to Noor within one working day.

01

Elise

Consolidates feedback into one response within two working days of each review.

02

Noor

Final decision on brand and spend.

03

Daan

Signs production feasibility. Supplies dieline and approved label text.

04

Lotte

Clears claims and label copy before print or publication.

This is Route A. The commission requires two routes shown on bottle, mobile homepage and campaign application, with one selected by 13 February.

Route B should argue the opposite: a tighter, heavier mark with no symbol, testing whether NOMA needs more presence at shelf than restraint provides.

22

What is not settled yet.

Stated plainly, so nothing here is mistaken for approved.

ITEM	OWNER	NEEDED BY
Supplier dieline and production dimensions	Daan	Week 1
Approved mandatory label text and full INCI	Daan / Lotte	Before artwork
Name clearance before irreversible spend	Noor	Week 1
Delivery and returns terms	Elise	Before launch copy is final
Route B, and route selection	Studio / Noor	13 February
Usage test to unlock a duration claim	Elise	Discovery

The duration question is the biggest hole in the €38 argument. One interviewee asked how long a bottle lasts, and nothing public can answer until dose and frequency are tested.

A small usage test — ten to fifteen existing customers over two weeks — would unlock a verified line like “about X weeks of daily use”. That single sentence would do more for the value case than any layout.

Indicative artwork only. Artwork approval does not authorise a claim.

Full ingredient list, caution wording, barcode, batch format and final dieline are supplied by the client and manufacturer. Contrast ratios computed against WCAG 2.1. Type licences verified against upstream repositories.