



BRAND GUIDELINES

Version 1.0 | September 2026

Modern pet lifestyle, built around companionship.

Brand Essence

MUNO is a modern pet lifestyle brand built for everyday companionship - useful objects, considered design, and a warmer life together.

01

CALM

Uncluttered, confident, never noisy.

02

WARM

Human, caring, approachable.

03

MODERN

Simple geometry and contemporary restraint.

04

COMPANION

Products that fit naturally into life with pets.

POSITIONING

Thoughtfully designed essentials for life with your pet.

Design-led

Pet-first



The Story Behind the Logo

MUNO was designed as a simple, memorable wordmark for a modern pet lifestyle brand. The logo avoids obvious pet clichés and instead uses one minimal gesture to suggest companionship, movement, and care. The result is a clean identity that feels elevated, warm, and versatile across packaging, digital, and print.

1

Subtle Dog Cue

The tail-like detail on the 'm' gives a quiet nod to dogs without becoming literal.

2

Rounded Simplicity

Soft curves make the brand feel warm, friendly, and approachable.

3

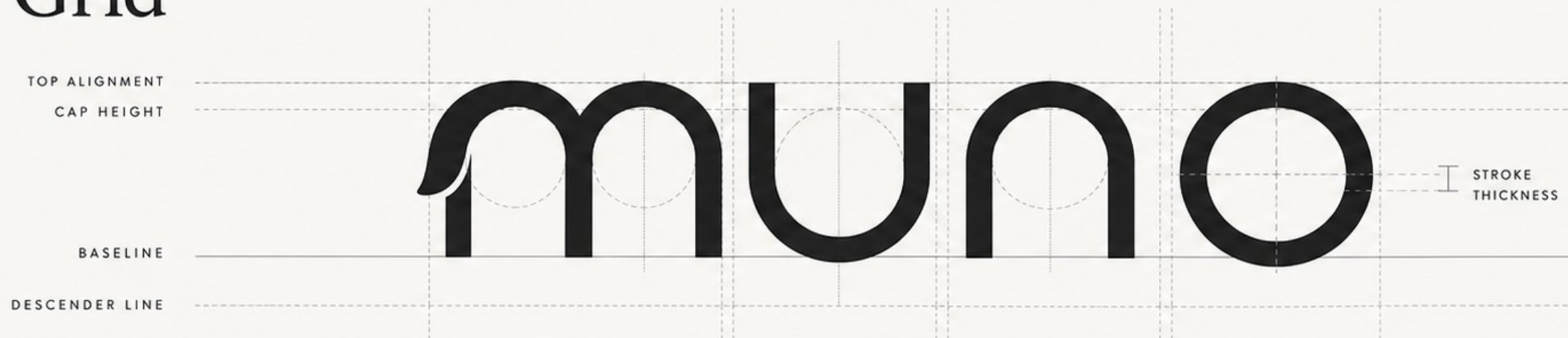
Clean Geometry

Balanced forms and consistent stroke weight keep the identity modern and premium.



Logo Construction Grid

The MUNO wordmark combines soft geometry with one expressive gesture. The custom tail detail on the 'm' gives the identity its pet cue, while the rest of the letterforms remain clean, simple, and highly versatile.



1

Construction

Built from balanced rounded forms and a consistent stroke system.

2

Spacing

Letter spacing is intentionally open to preserve clarity and calm.

3

Clear Space

Keep a protected area around the logo to maintain legibility and presence.



CLEAR SPACE = HEIGHT OF "m"

Primary Wordmark

The approved MUNO wordmark is the core identity. Keep the form intact: no redrawing, stretching, alternate tails, or modified spacing.



muno

PRIMARY / BLACK



muno

REVERSED / WHITE

The tail-like gesture on the “m” is the only pet cue in the mark. Its subtlety is intentional.

Clear Space & Scale



Give the wordmark room to breathe. Use the height of the lowercase “m” as the reference unit for surrounding clear space.

MINIMUM SIZE

Digital	muno	120 px wide minimum
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Print	muno	30 mm wide minimum
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Never Stretch • outline • add effects • alter the tail • change letter spacing

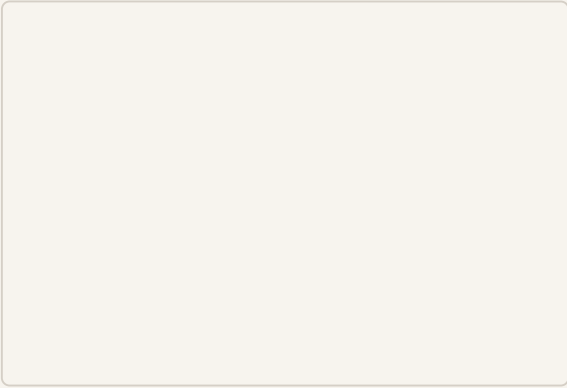
Neutral Core. Flexible Accent.

The neutral palette anchors the brand. Product color can introduce controlled accents, so the identity stays recognizable even as the assortment becomes more colorful.



MUNO BLACK

#171717



WARM IVORY

#F7F4EE



SOFT SAND

#DED4C6



TAUPE

#9B8C7D

PRODUCT-LED ACCENTS



Use accent colors from the product or campaign photography - but keep layouts grounded in black, ivory, sand, and taupe.

Editorial Warmth + Modern Clarity

Use an editorial serif for expressive headlines and Inter for all functional communication. The contrast keeps MUNO warm without losing precision.

Aa

GEORGIA

Brand headlines
Editorial statements
Campaign moments

Aa

INTER

Product names
Body copy
Navigation + UI
Labels + specifications

A better everyday,
together

Comfortable essentials made for the small routines,
big walks, and quiet moments you share with your
pet.

SHOP THE COLLECTION →

Quiet, Real, Tactile

MUNO imagery should feel lived-in rather than staged: natural light, honest pet behavior, tactile materials, and clean compositions with breathing room.

01 REAL CONNECTION

People and pets interacting naturally - touch, movement, proximity.

02 PRODUCT IN LIFE

Show products being used, not floating without context.

03 SOFT LIGHT

Window light, warm shadows, neutral interiors, subtle texture.

04 COLOR WITH PURPOSE

Let colorful products become the accent instead of forcing a fixed brand color.

Avoid: over-styled sets, loud gradients, cartoon pet clichés, fake smiles, hard flash, excessive props, or generic stock imagery.



Brand Moodboard

MUNO is built around calm modernity, warmth, and companionship. The visual world blends soft geometry, elevated simplicity, and everyday pet moments to create a lifestyle brand that feels gentle, premium, and approachable.



Calm

Soothing, uncluttered,
and balanced.



Warm

Inviting, nurturing,
and pet-centric.



Modern

Contemporary, refined,
and timeless.

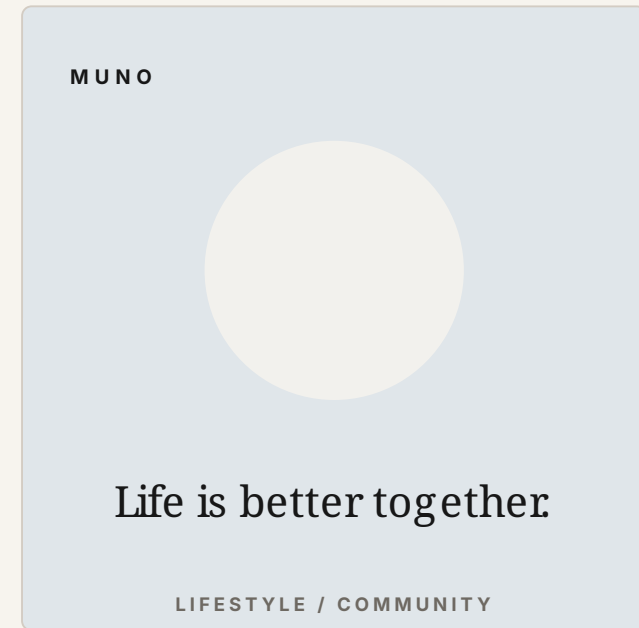
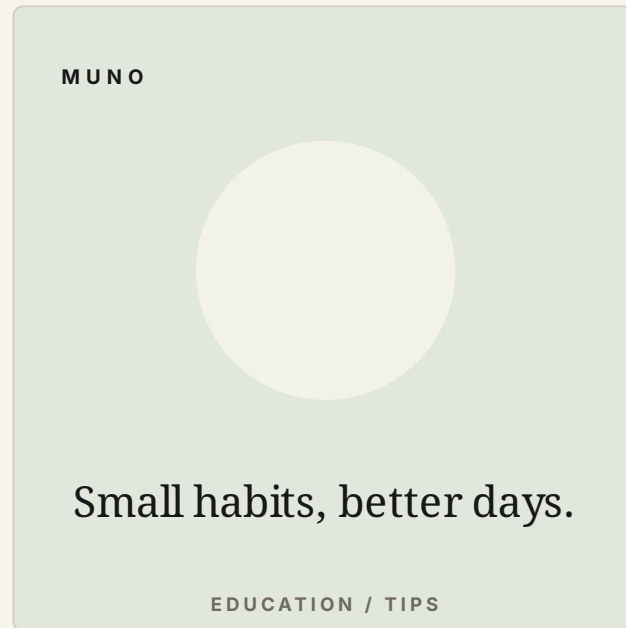
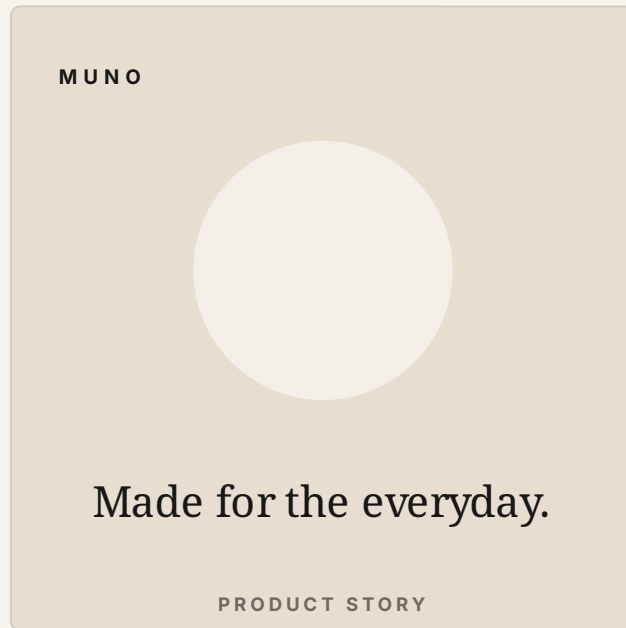


Companionship

Bonded moments that
build a better life together.

Digital & Social System

The application system will use generous space, strong product photography, quiet editorial headlines, and flexible product-led accents.



These are structural placeholders only. Final social examples will be generated after the first product set is approved so the visual system reflects the real product colors and photography.

muno

MODERN PET LIFESTYLE

Brand system v1.0

Built to evolve with the product line - not fight it.