



# Lōma

**Brand Guidelines**



# Quick Access

Use the buttons below to  
skip to a desired topic

[Brand](#)

[Logo](#)

[Type](#)

[Color](#)

[Photography](#)

[Graphics](#)

[Print](#)

[Digital](#)

[Physical](#)

# What Lōma is all about

## Mission

Lōma serves to deliver the intersection of design, nature, and people. With a strong focus on sustainability and creativity; spaces become living and breathing works of art. We serve nature as it serves us. Designs reflect ease of use and function while retaining beauty and the natural essence of mother earth.

## Our Values

We focus on quality, sustainability and artistic truth in all of our work. As we reflect the earth back to our clients we make sure our practices don't damage the place we call home. In all of our projects, care is given so that the result is as unique as the people we work with.

**Design** **Nature** **People** **Sustainability**  
**Life** **Creativity** **Function**

**Brand** Logo Type Color Photography Graphics Print Digital Physical



**Lōma is defined as a  
“broad topped hill” in the  
dictionary.**

Ometepec Náhuatl language  
also translates the word into  
simply “hill”.

Spanish also has the word  
mean “hill”. The definition  
“a hill or ridge having a  
broad top” comes from the  
southwestern US.

Across many languages, the  
word is tied to nature.





**Our personality is calm, structured,  
organic, thoughtful, creative,  
efficient, and professional.**

We connect with developers, hotels, urban  
professionals, and anyone else looking to  
transform their space with nature.



# Lōma



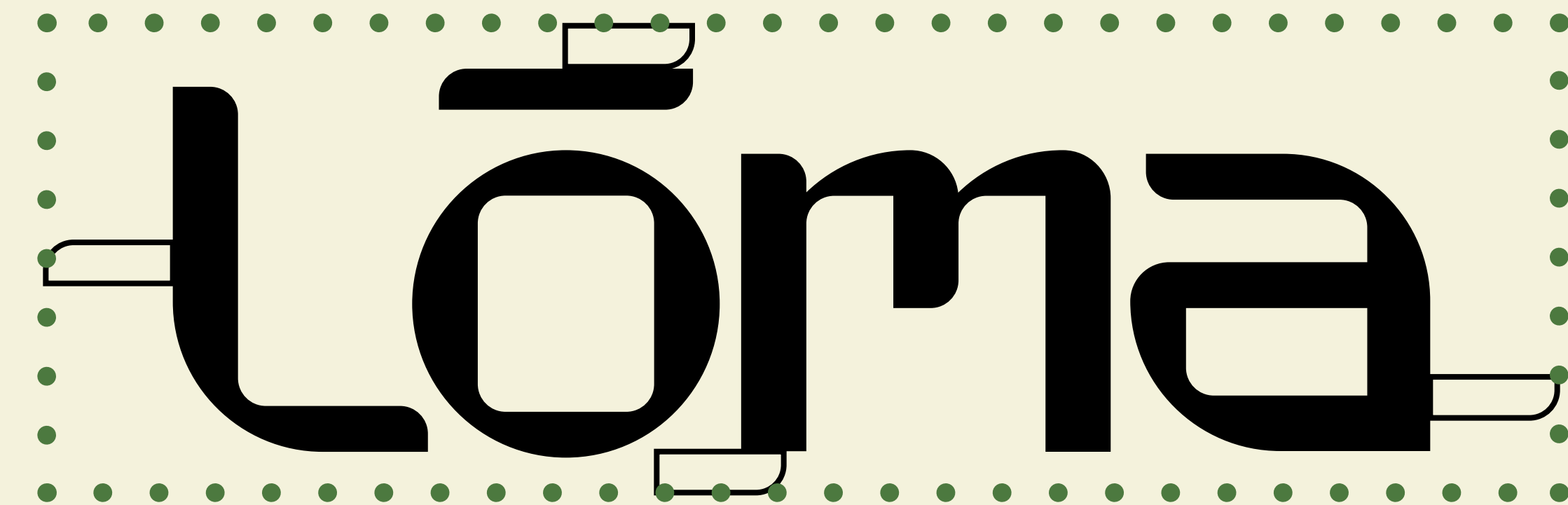
The Logo is based on this guiding shape. This informs the leaf-like appearance of the logo. The shape also includes hard corners to illustrate structure and provide contrast.



Corners further showcase the brands commitment to both organic feelings and structured design. Outer corners are broad and inner corners are tight. Vertical lines are thicker than horizontal ones to provide readability and contrast



# Logo rules



Clear Space

Please to not warp or distort the logo.  
Respect the clear space, and keep it high  
contrast. Keep in mind the functional size  
of the logo; if it needs to be unreadably  
small just don't bother

**DON'T**

*Lōma*

Lōma

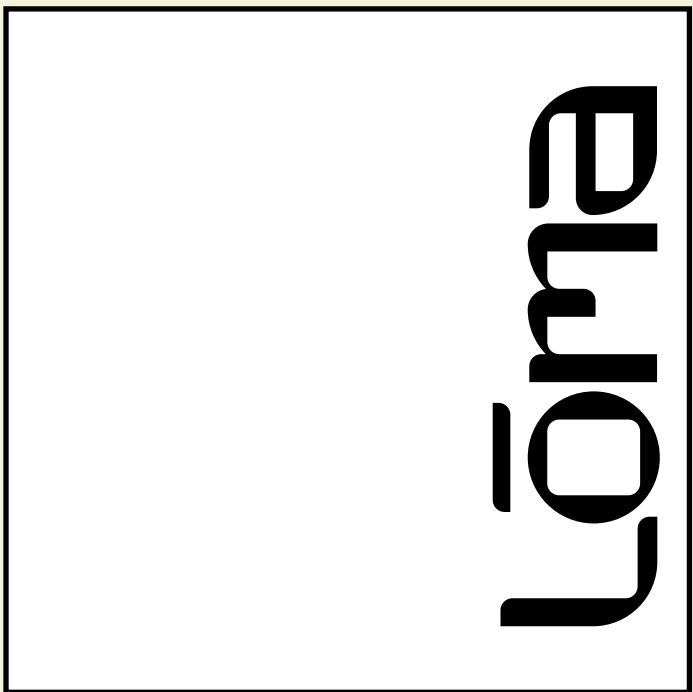
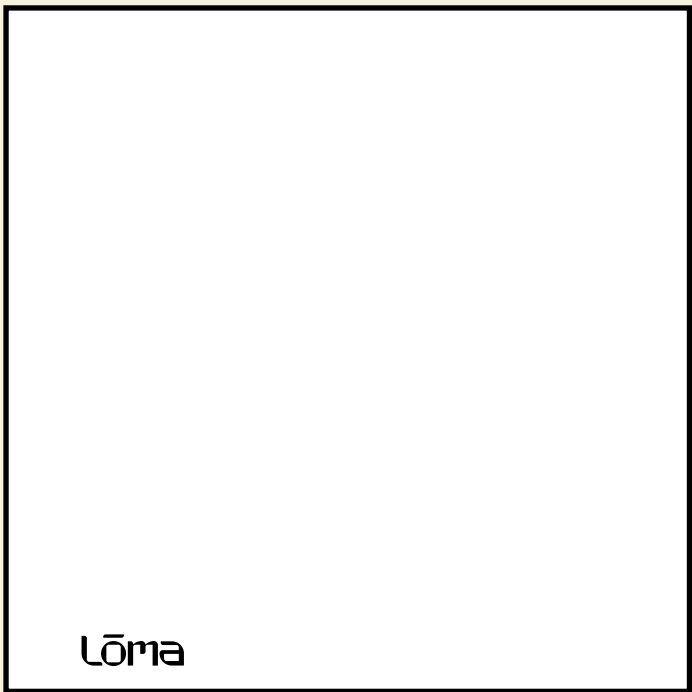
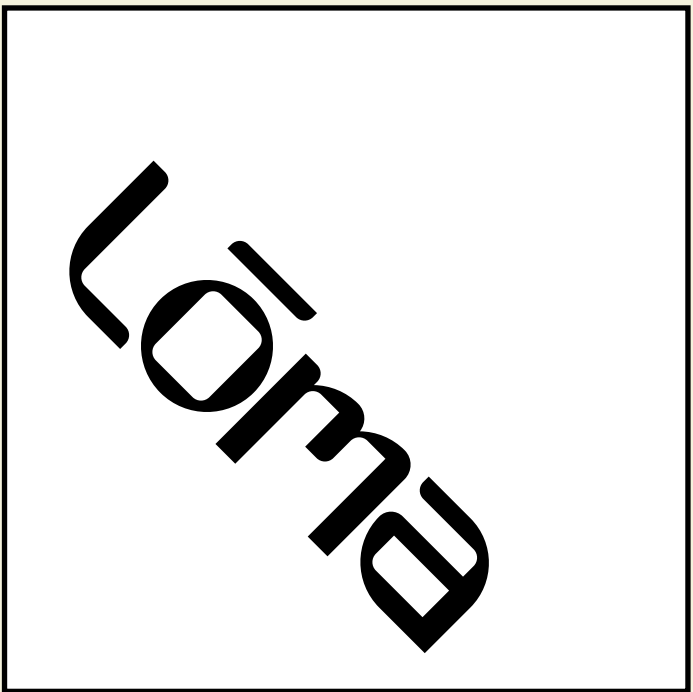
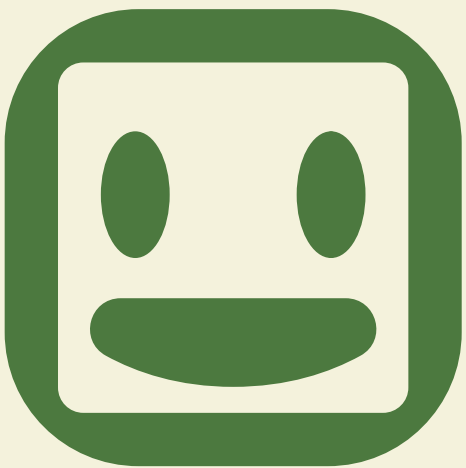
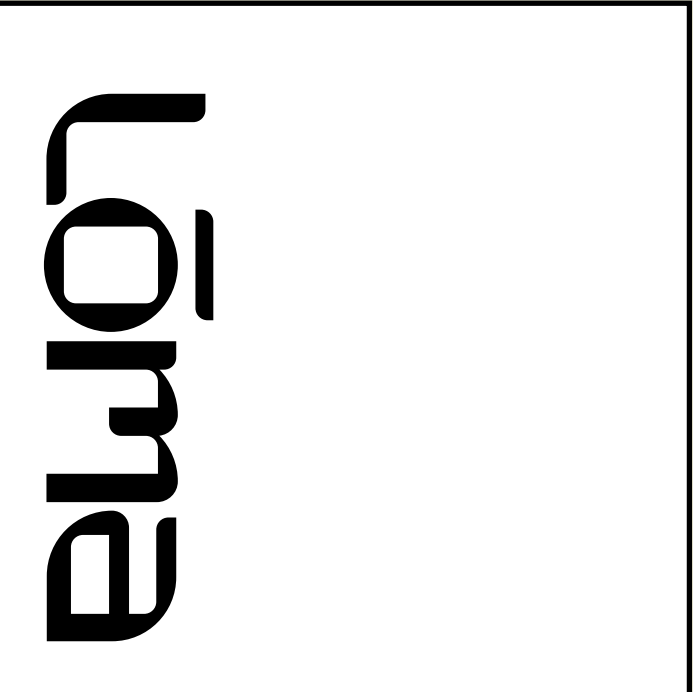
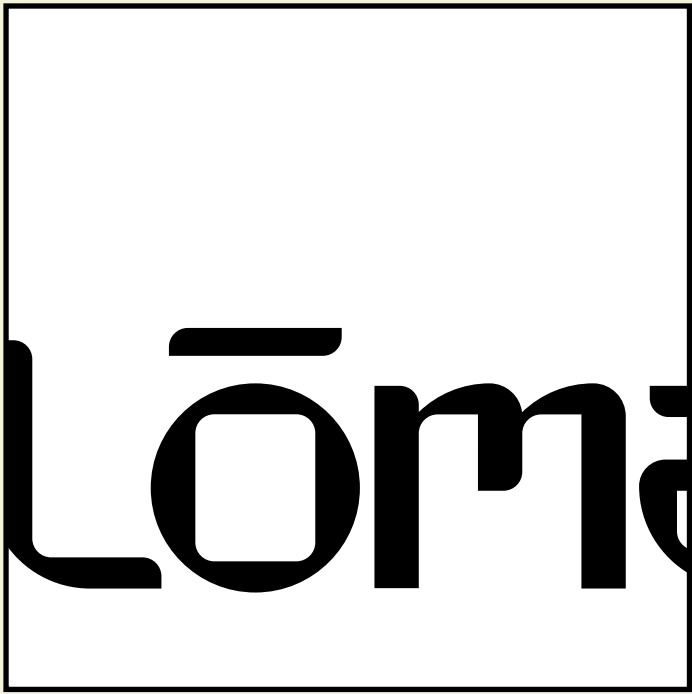
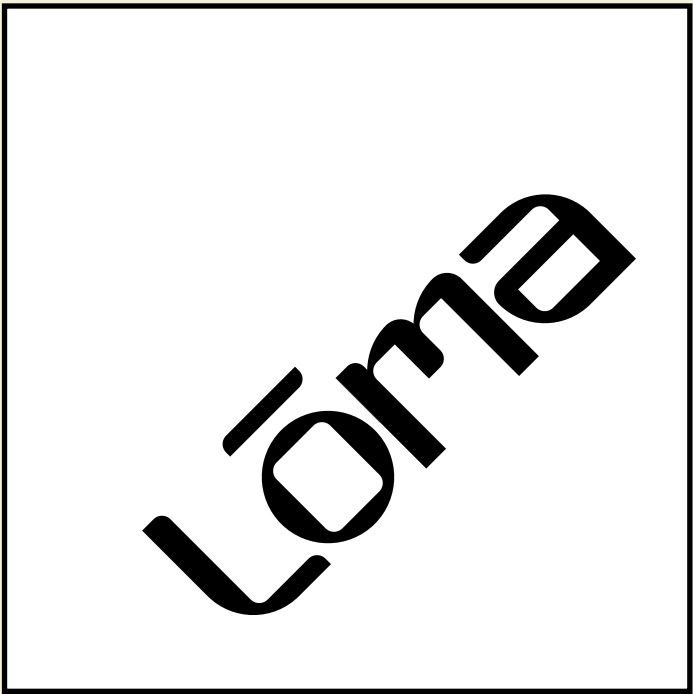
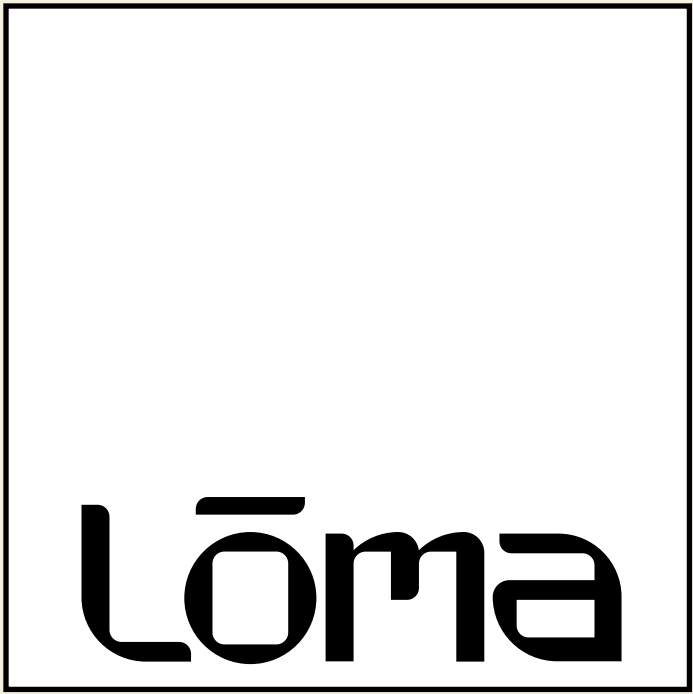
Lōma

Lōma



(Low contrast)





Brand

Logo

Type

Color

Photography

Graphics

Print

Digital

Physical



# Title Guides With Typefaces

## Large Titles Subtitle

Body Text - Aquia cuptae et faciet quia as dent errum eos eos elit vit es cuptius ipsam sit ut fuga. Ipientem isci in repudit, coreceatem explabo rehenimeni sit pla dolorent officim porepra sus quis diori vellab inctem rem que nus re parunt, testem fuga. Itatis quas et labo. Uptinusda sequas doles volorum lit an-

**Alfabet Bold works  
as an alternative  
subtitle if the design  
allows**

**Alfabet Bold**  
**Tracking always set to 0,  
leading should be the  
same pt as text size.**

Calluna Light is used for  
subtitles

Calluna Regular is used for body text no matter the size.  
Tracking set to zero and leading set to "auto". Hyphenation  
should be turned off.



# Alternative Typefaces

**Inter Tight Semibold**

**Antic Didone**

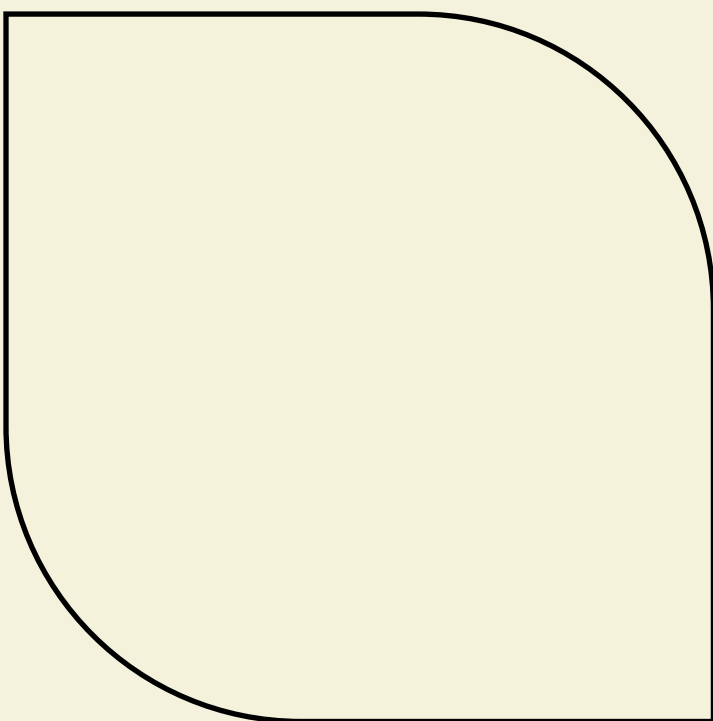
All are availble on Google Fonts.

**ةيبرعلا نيوانعلا**  
**Readex Pro Bold for arabic**


**日本語タイトルの場合**  
**Noto Sans JP Black for**  
**Japanese**



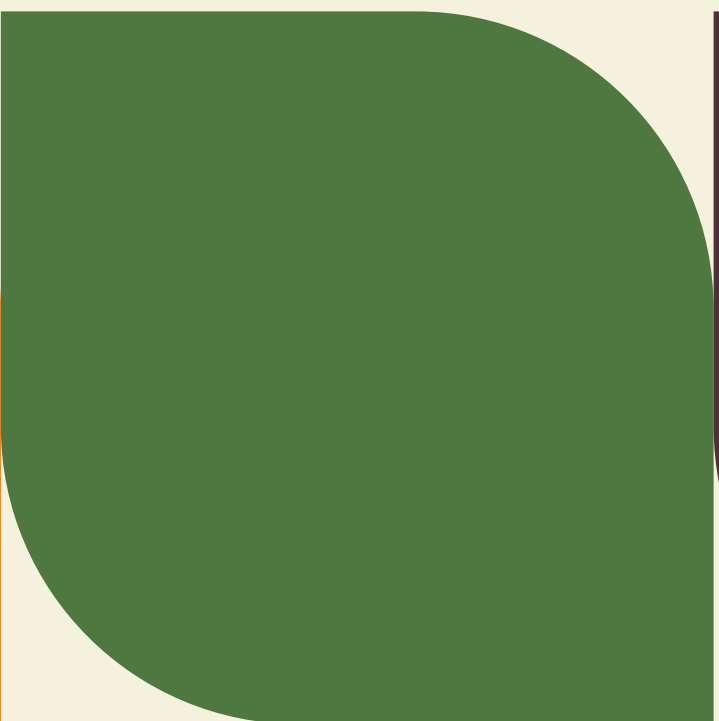
# Color Palette



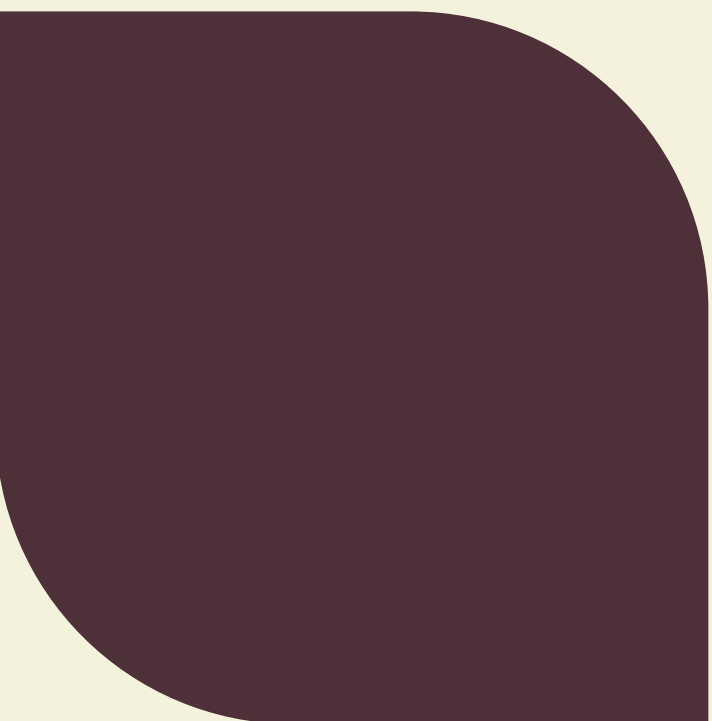
#f5f2db  
cmyk(0,1,11,4)  
7499 C



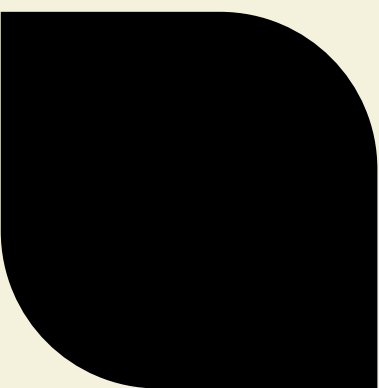
#v  
cmyk(0,50,95,6)  
137 C



#4f7840  
cmyk(34,0,47,53)  
7730 C



#4d3038  
cmyk(0,38,27,70)  
7617 C



#000000  
cmyk(0,0,0,100)  
Black 6 C

Black is used for  
body text and  
instructional based  
material only.

Green represents the sustainable mindset and nature focused design of Lōma. The purple extends the natural focus into darker colors. Orange acts as a warm compliment this mindset and serves to illustrate the humanistic characteristics that our, company shows with our work.



# Color Rules



Perfect



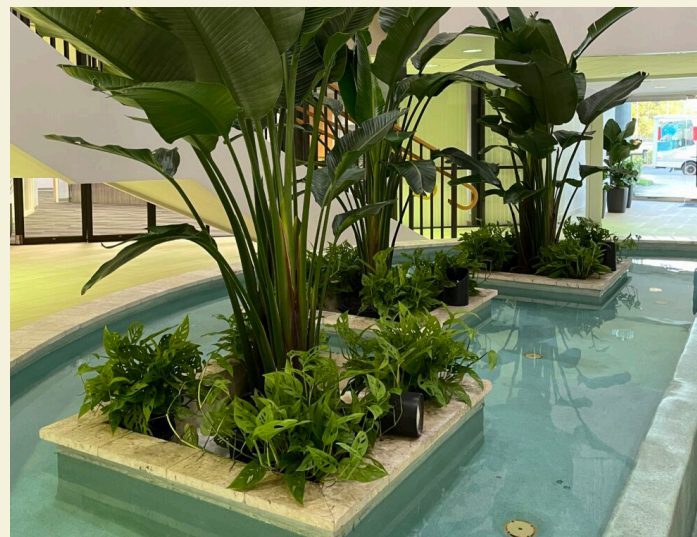
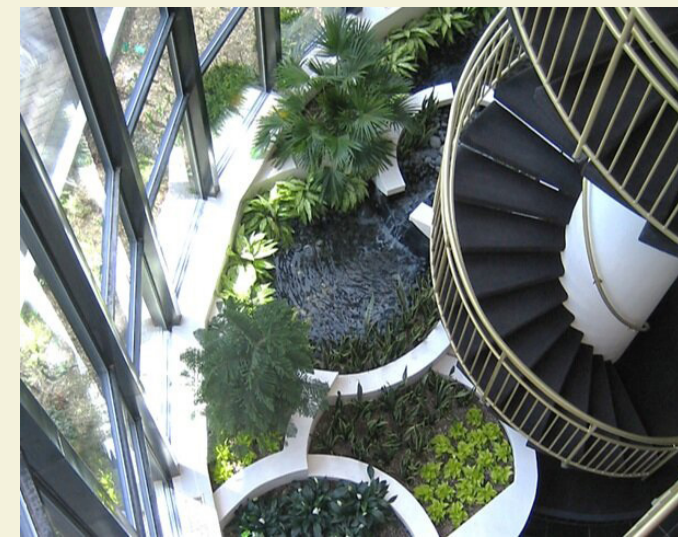
Suitable for designs and large text, not for body text.



Under no circumstance



# Photography Styles



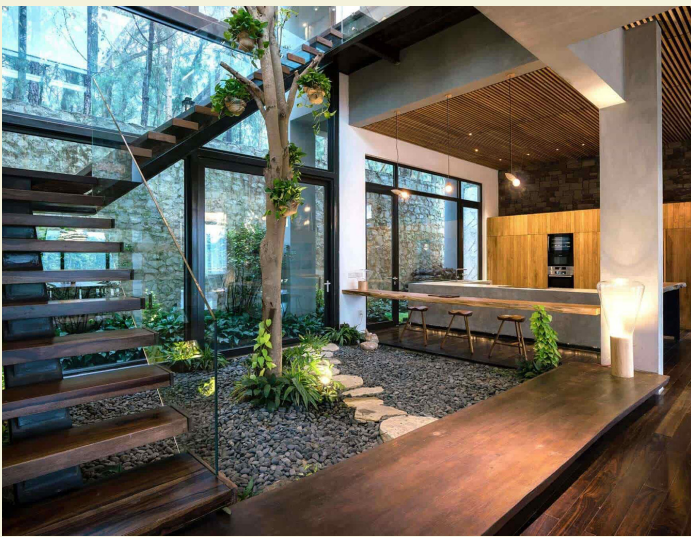
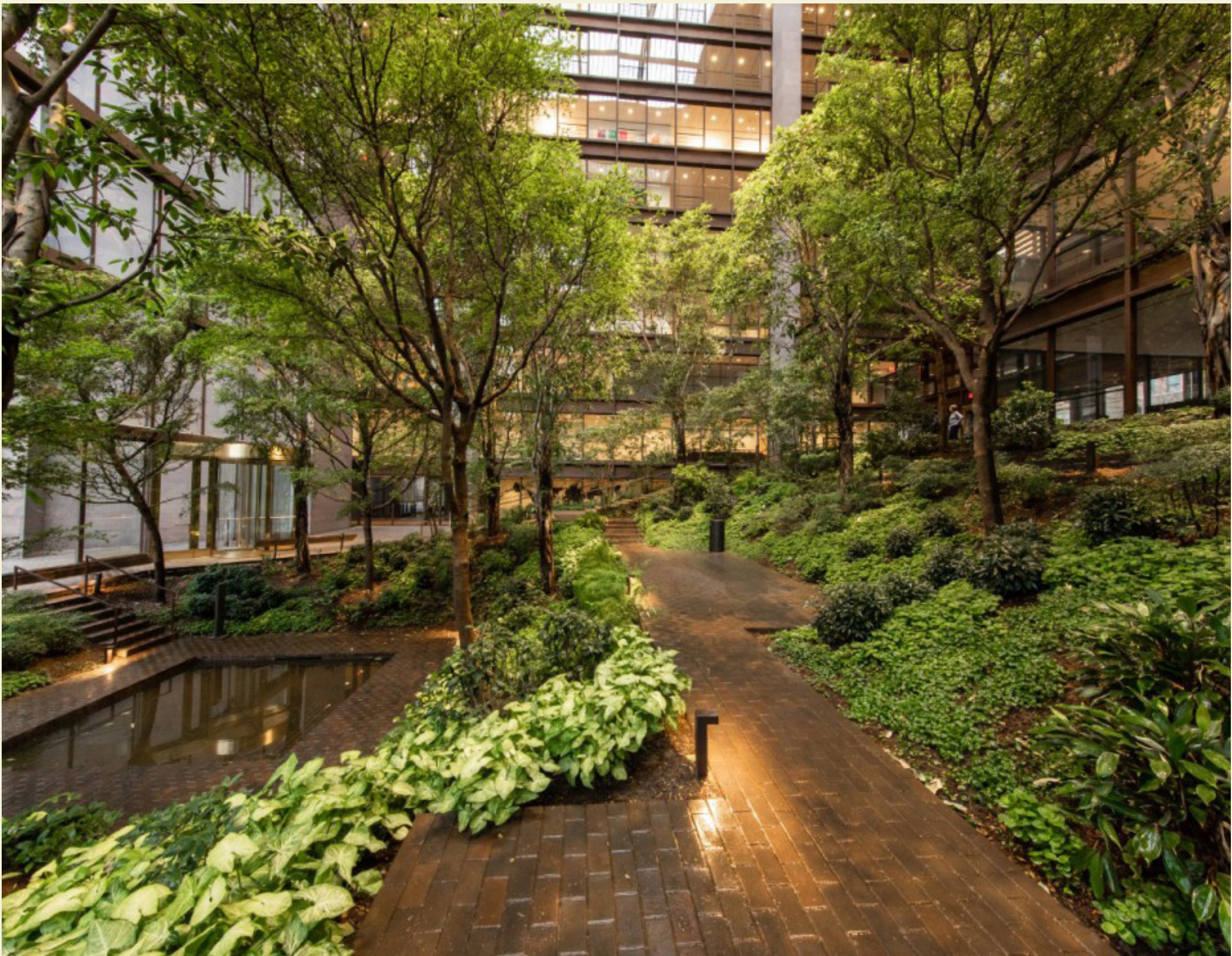
## DON'T!!

These photos suffer from blown out highlights that take visual focus away from our beautiful designs.

## STOP!!

Cool colors are not inherently a bad thing! These examples have just a little too much of a "techy" feel. It divorces us from our identity and goal; which is to bring natural life into these spaces.





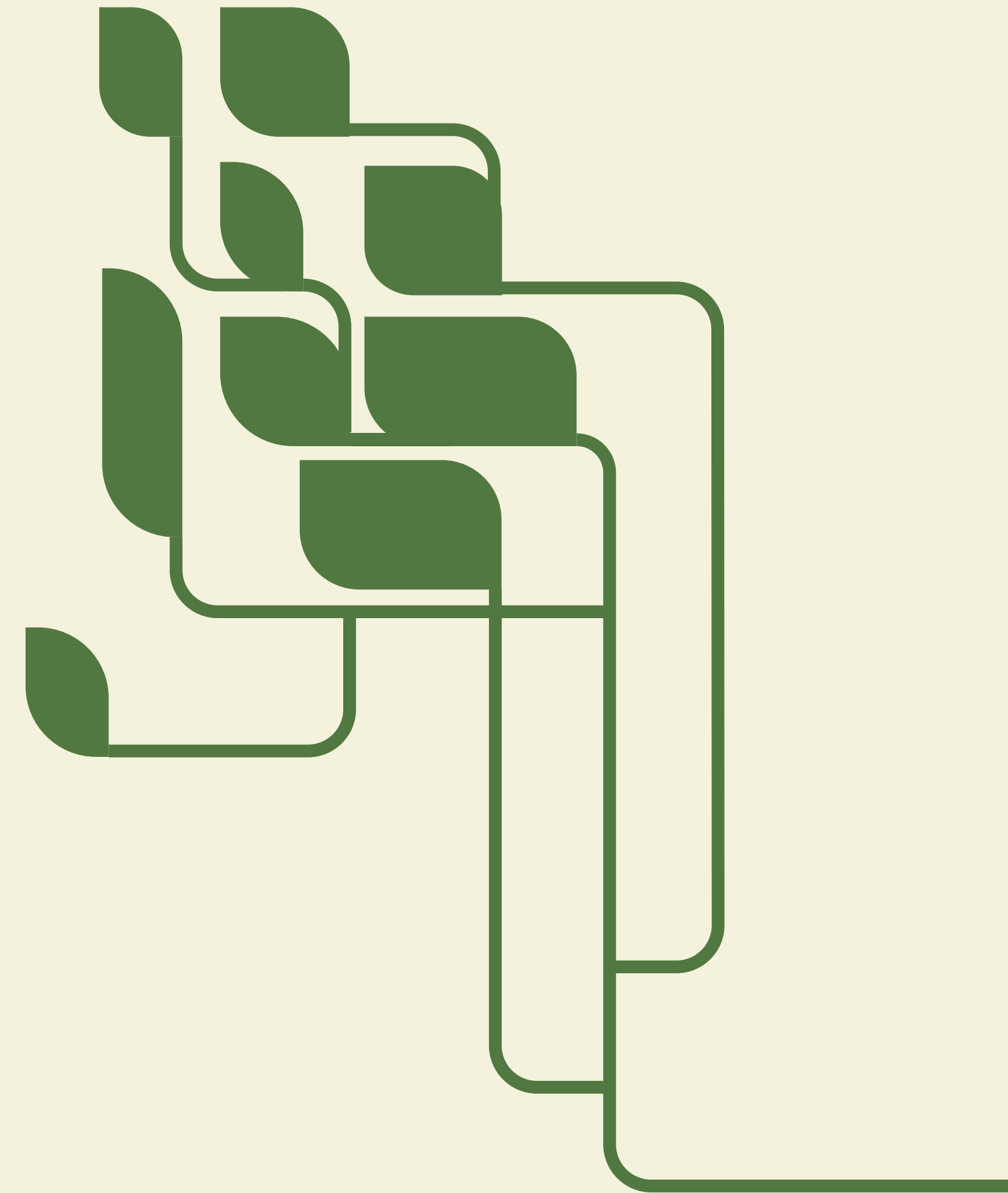
Yes

These images have a warmer feel which plays better with our color scheme. Photos are well composed and let the design of the landscape do the talking.



# Other Visual Elements

When making use of stems/vines, be sure to have them come out of some kind of border or edge! Stems should preferably connect to the bottom right corner of a leaf, but there is room for some anomaly.



Brand

Logo

Type

Color

Photography

Graphics

Print

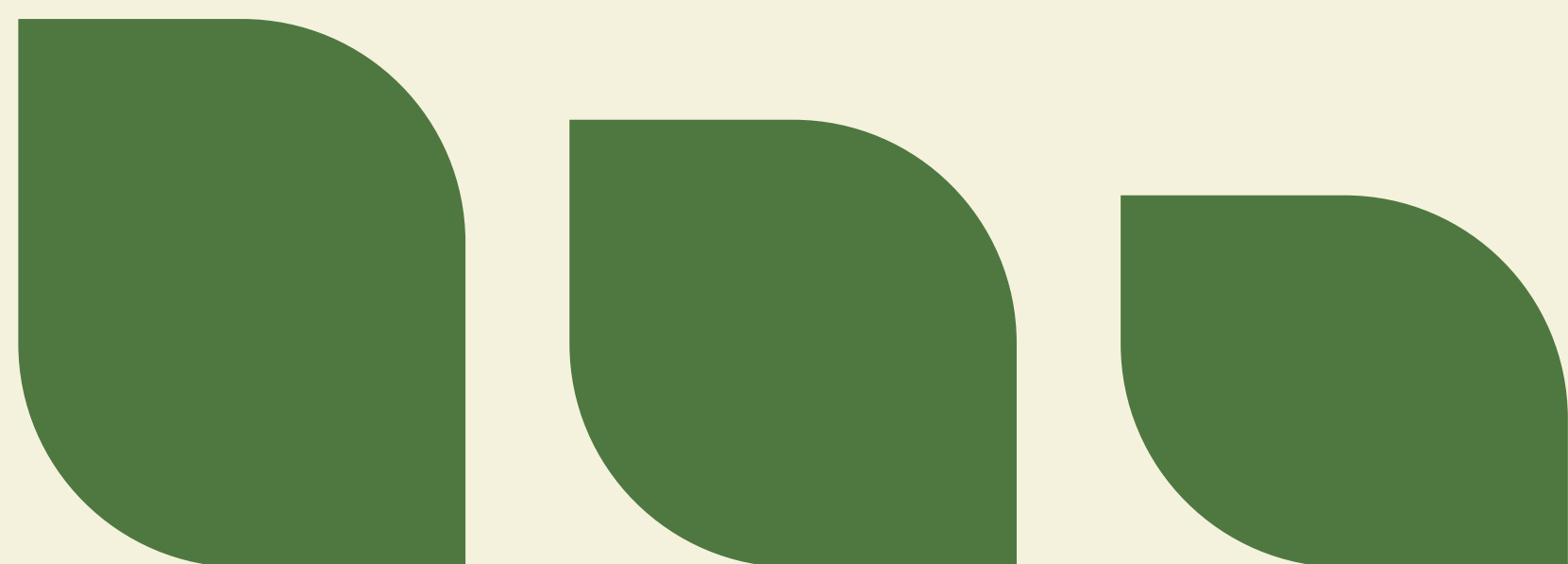
Digital

Physical



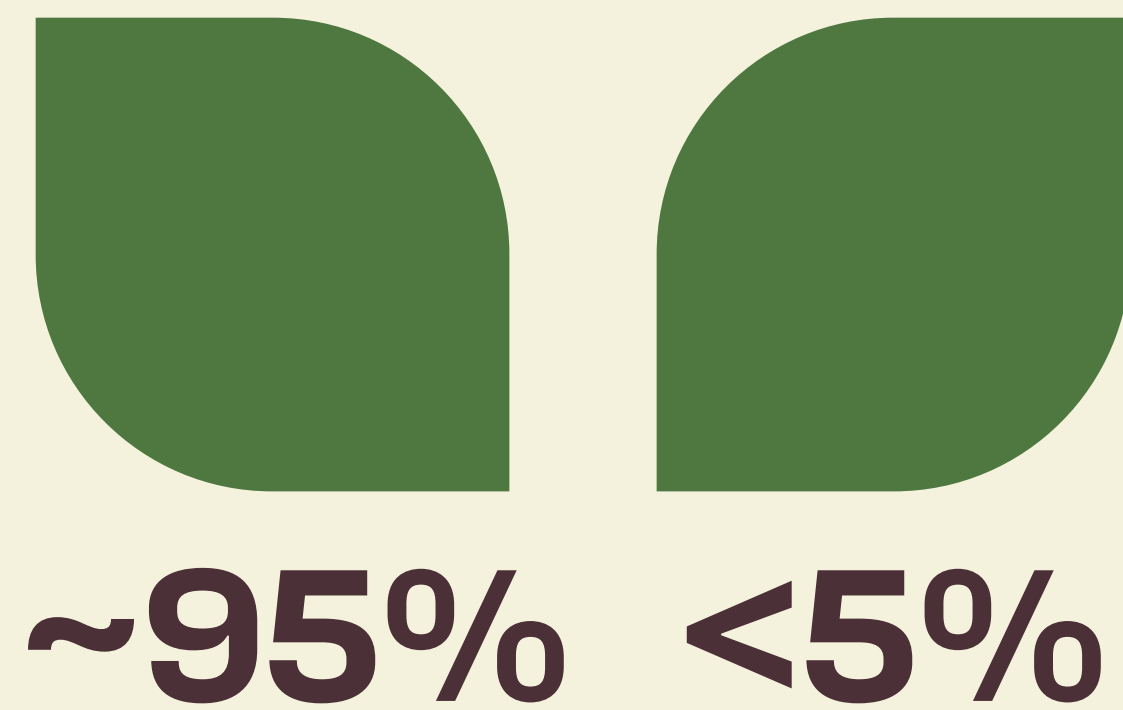


Leaves can have  
variations in corner  
size and height





The use of reflection  
should be kept to a  
minimum

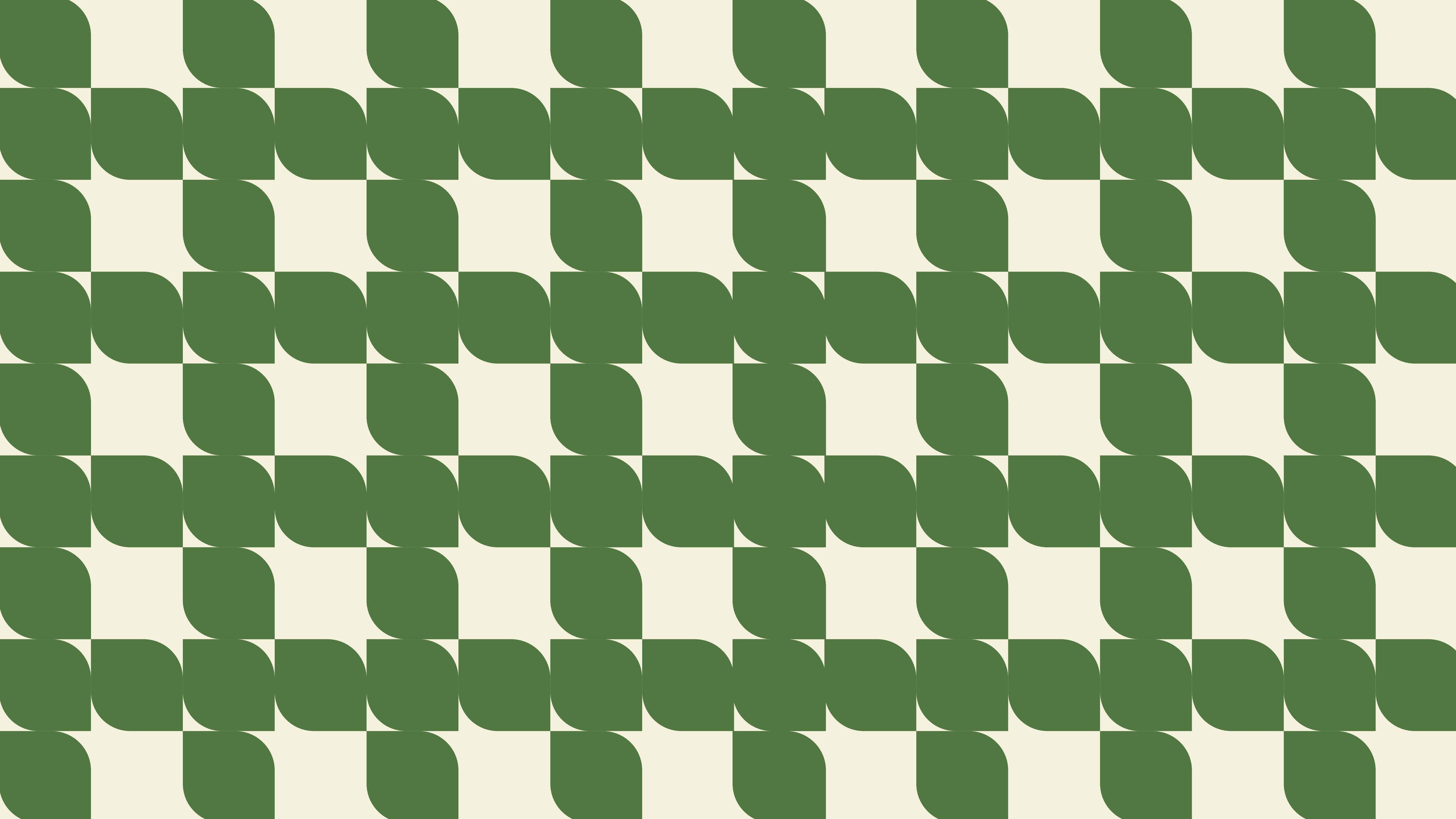


Under no circumstances  
should rounded corners  
be anything other than  
diagonally opposite



**DON'T!!**

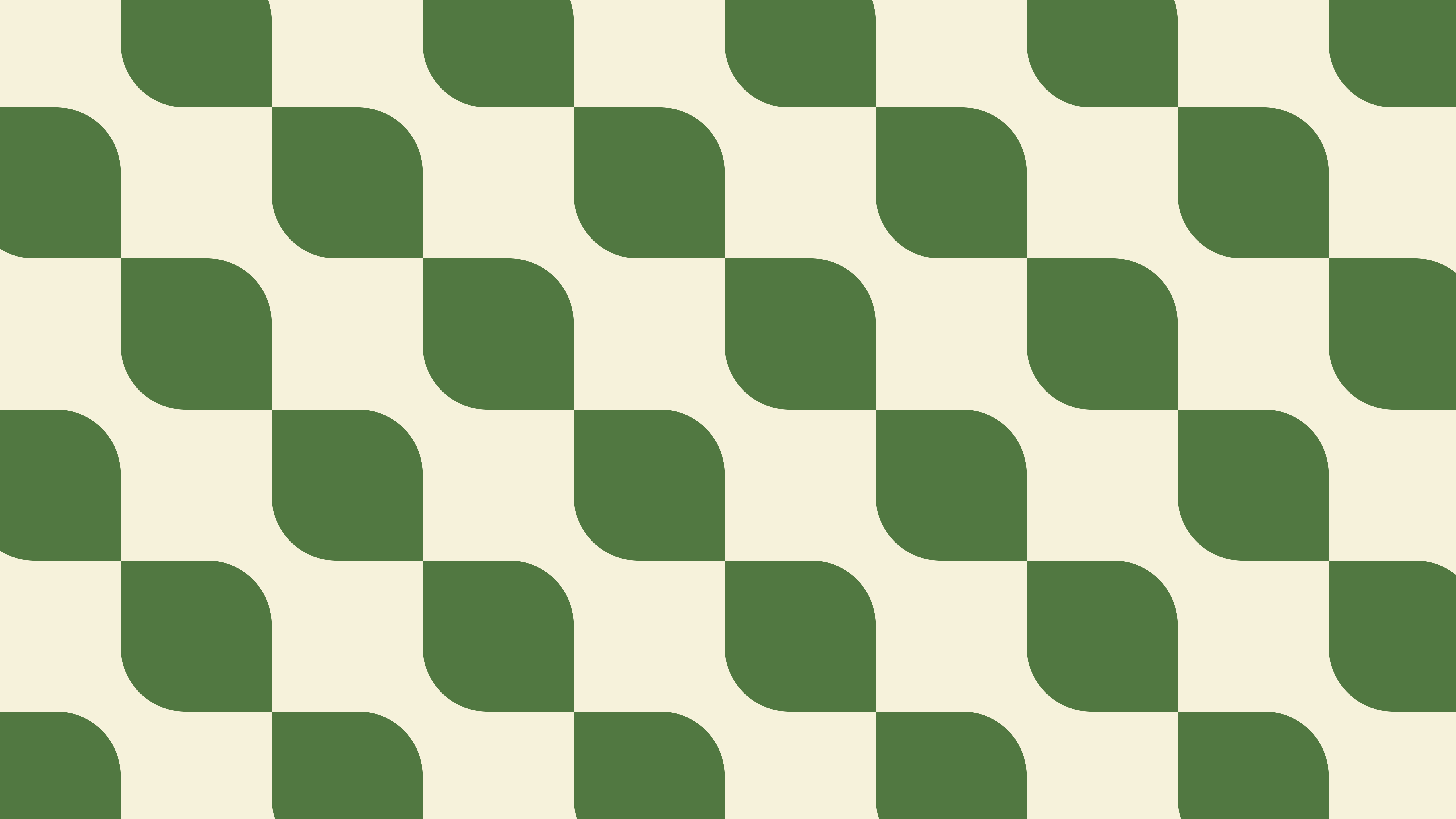










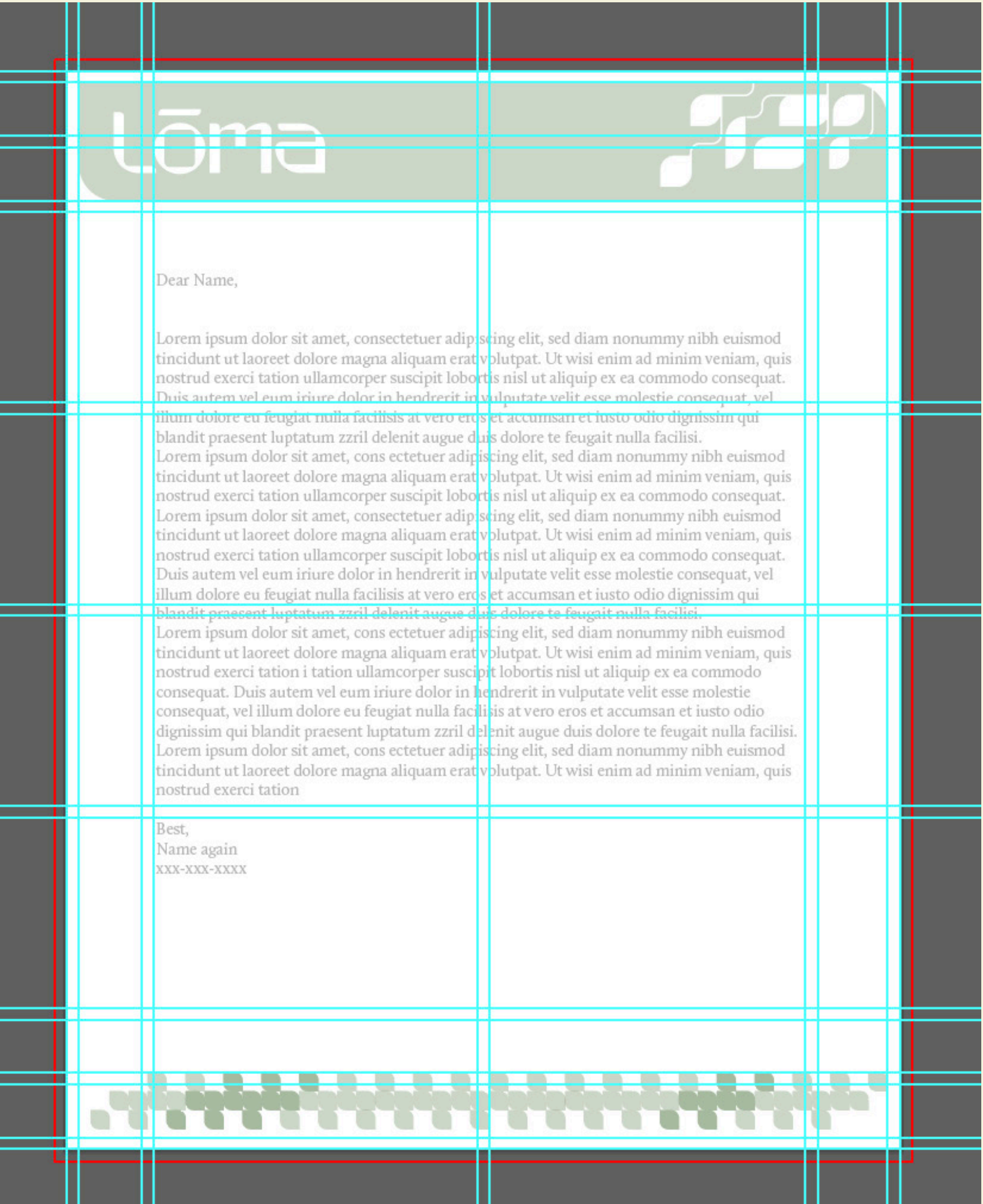
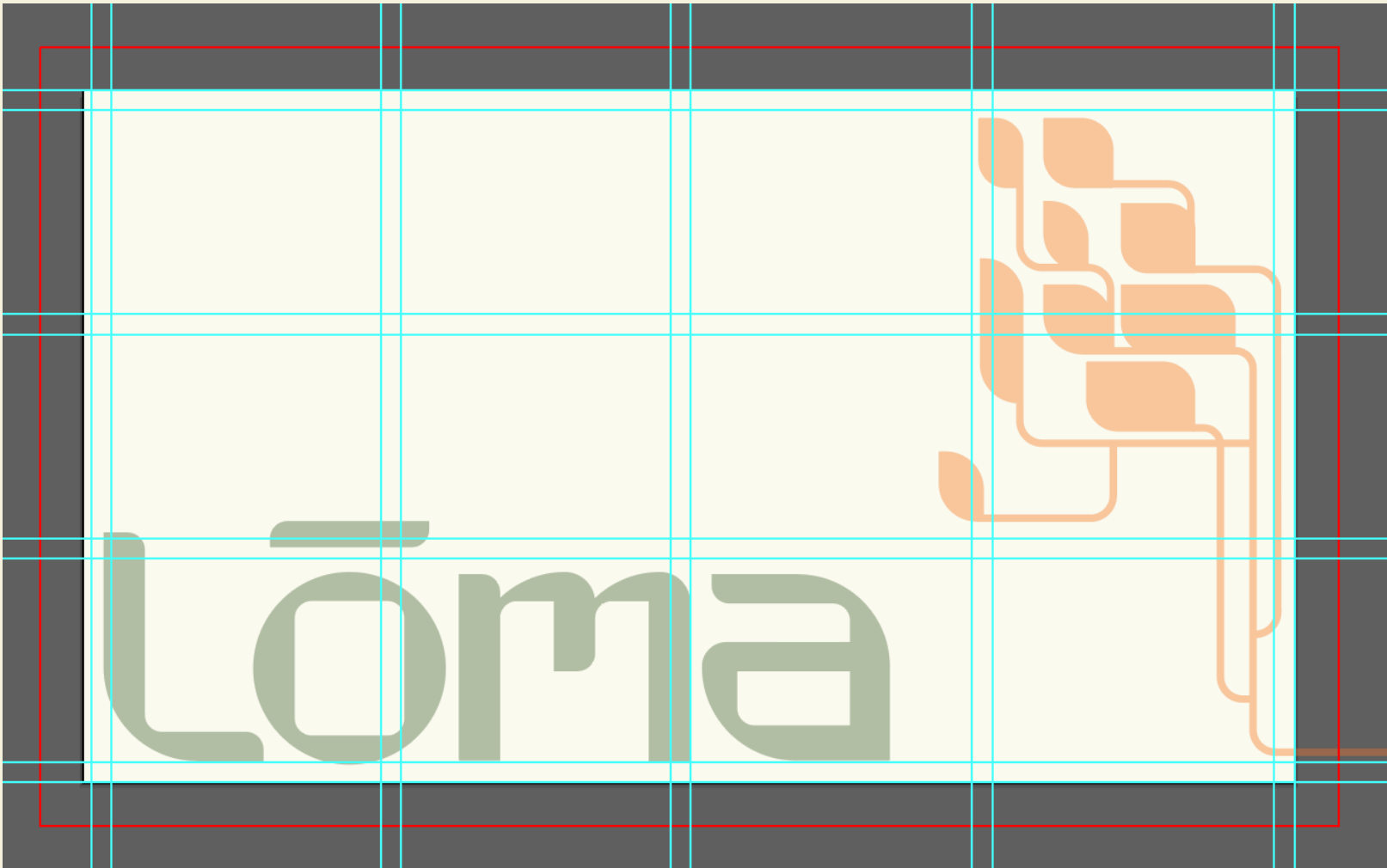
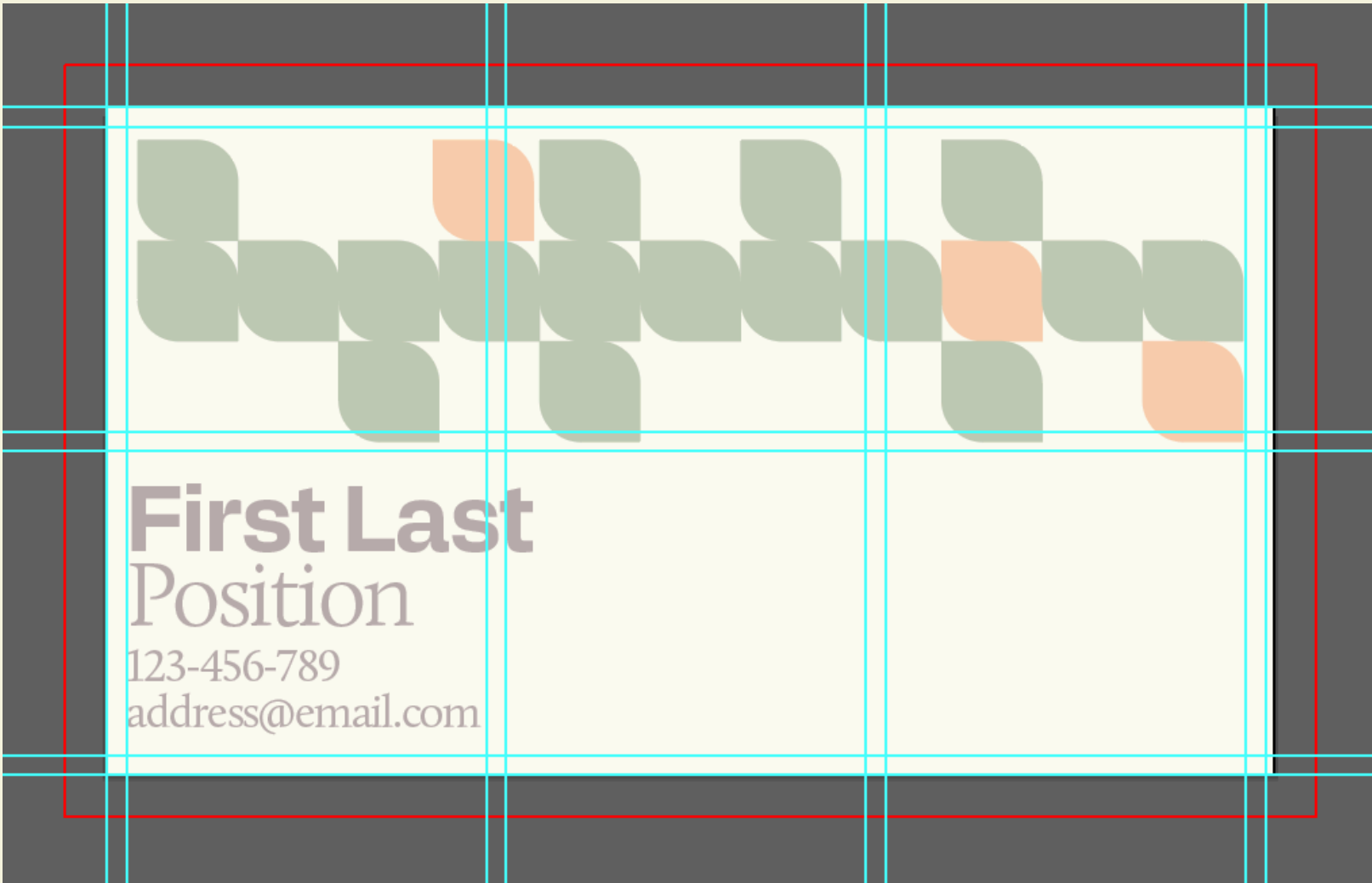








# Guides



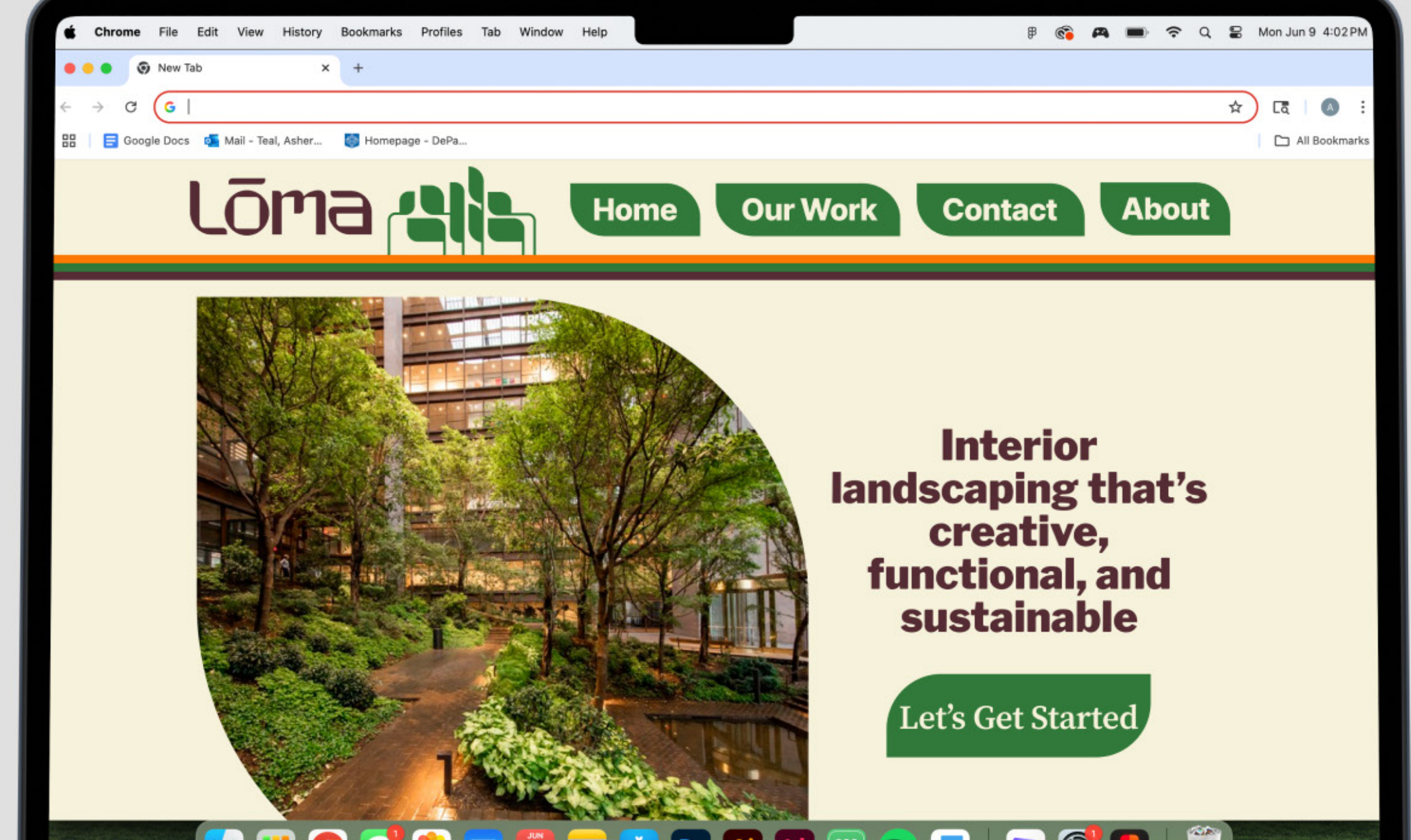
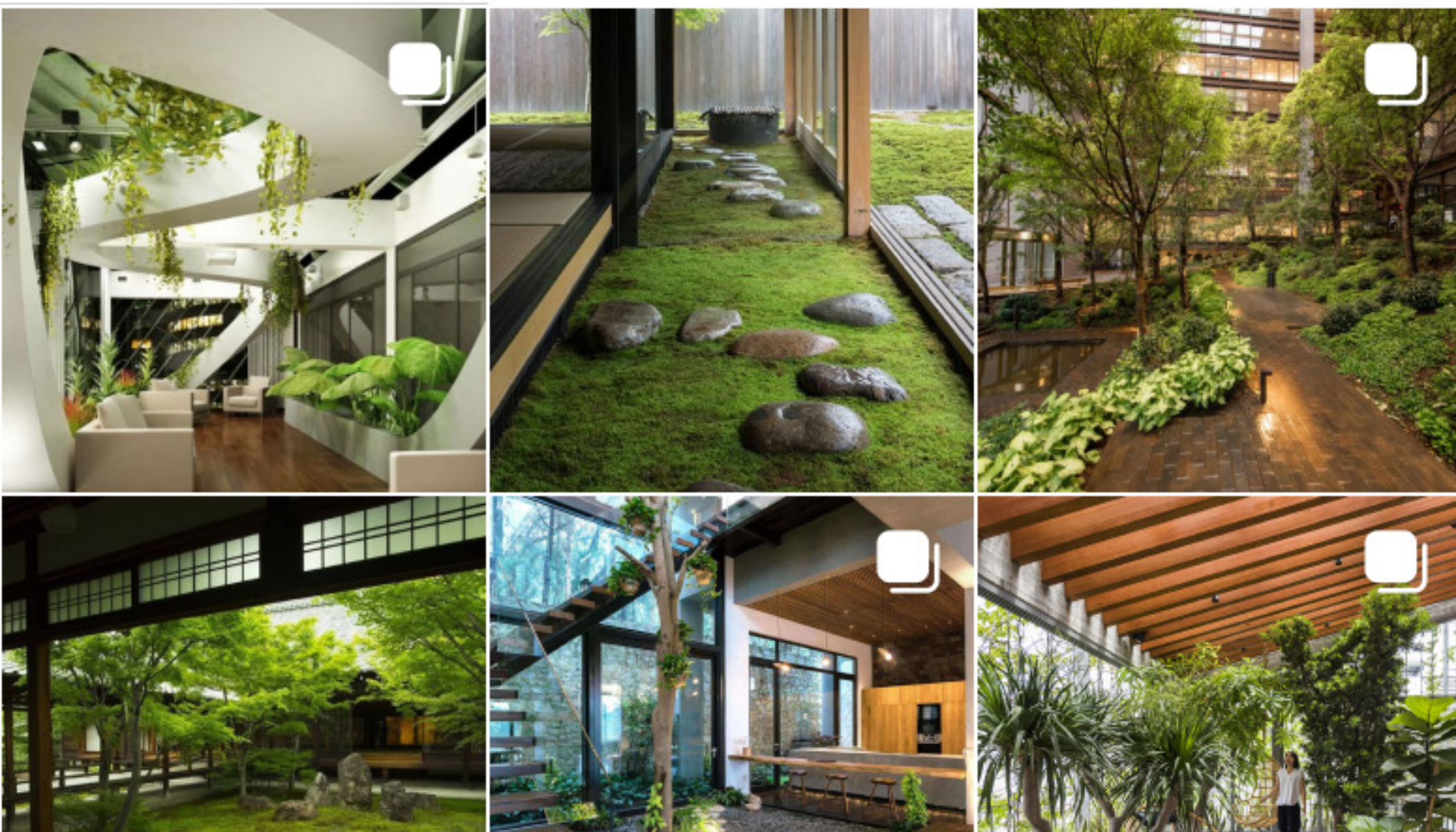
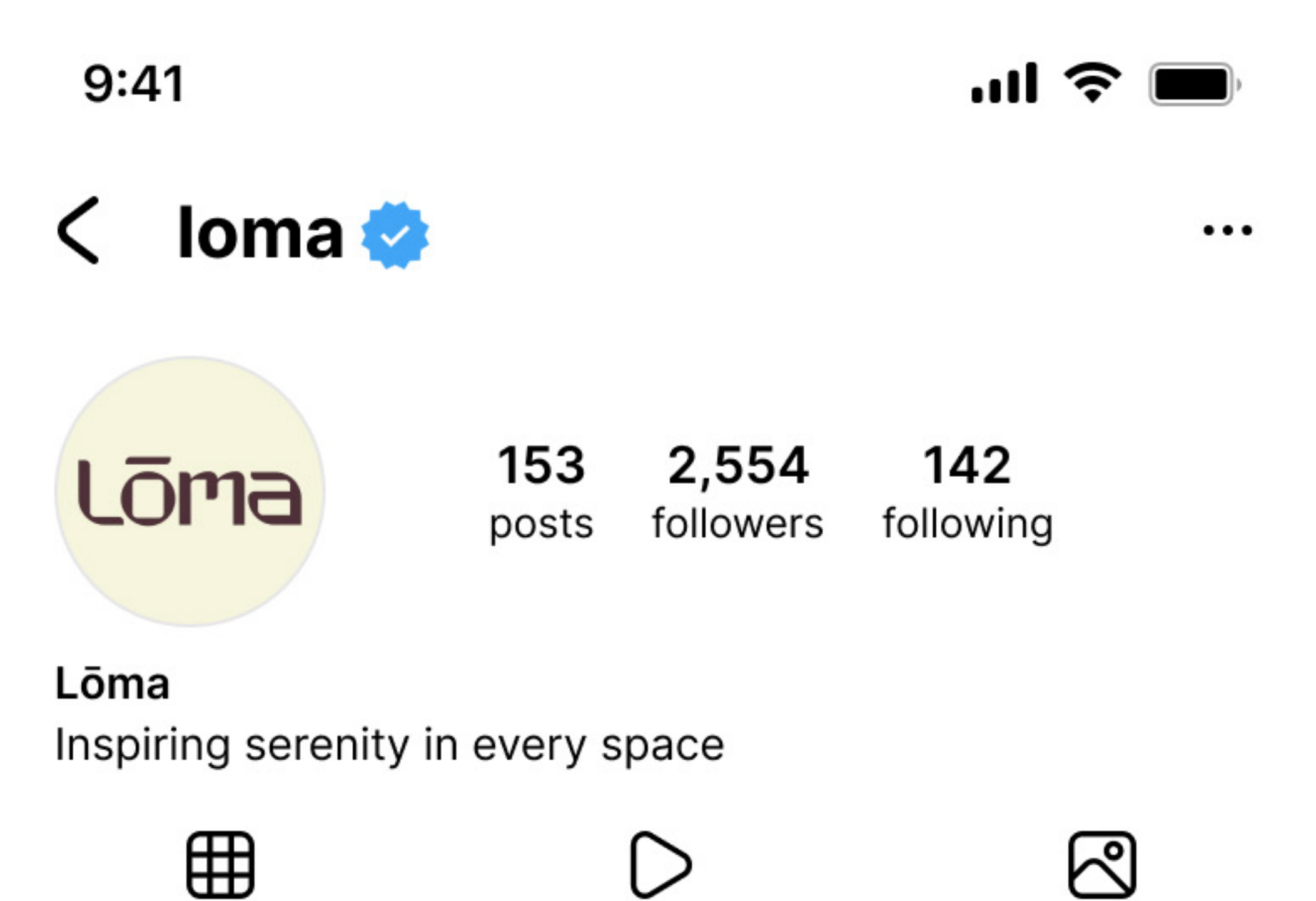


# Guides

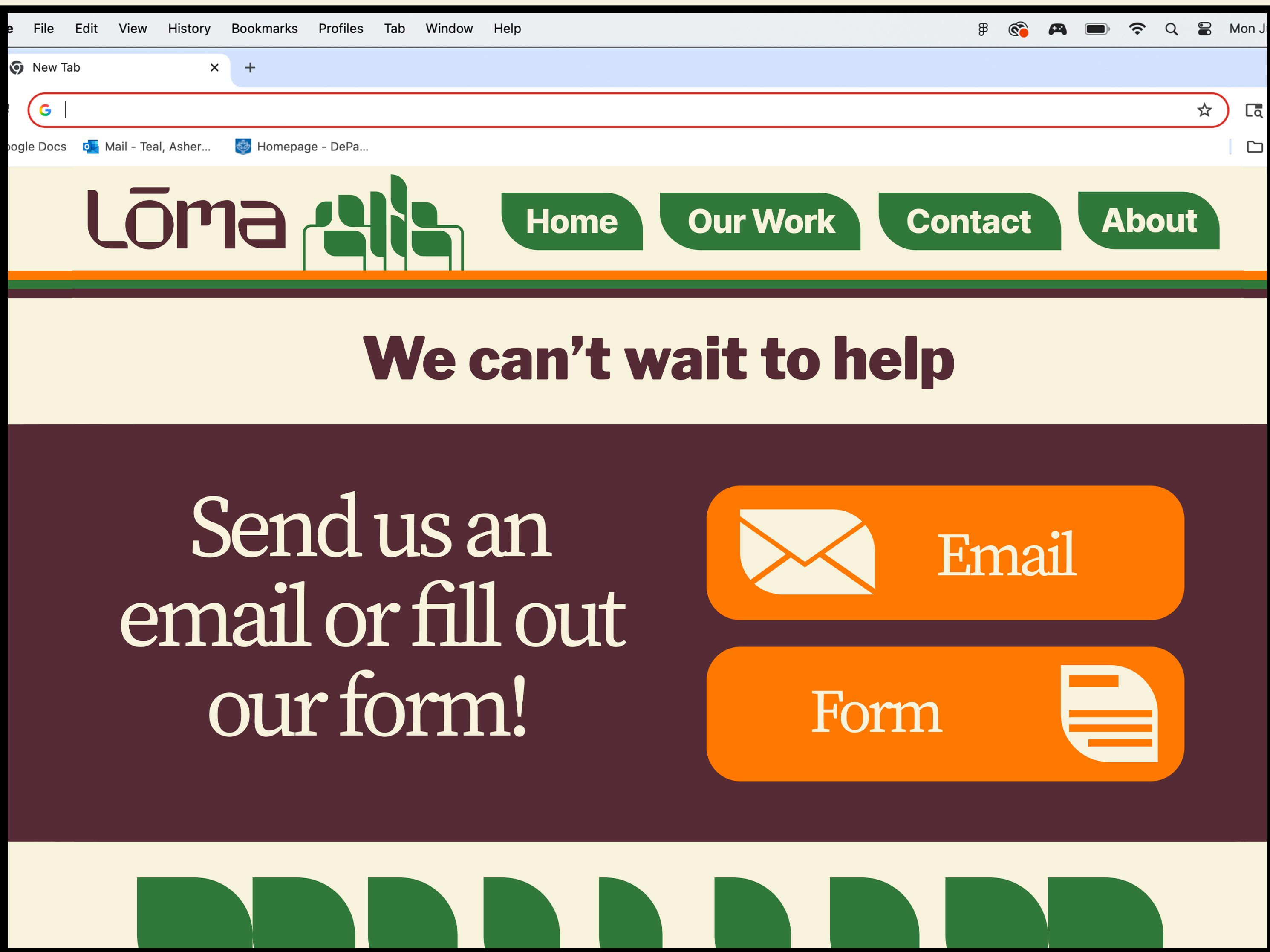
[illegible]

Brand	Logo	Type	Color	Photography	Graphics	Print	Digital	Physical
-------	------	------	-------	-------------	----------	-------	---------	----------









It's important to be cautious when using the leaf as a visual element and as a functional one

To clearly denote a button, it may be best to use a more traditional shape in some cases





Brand

Logo

Type

Color

Photography

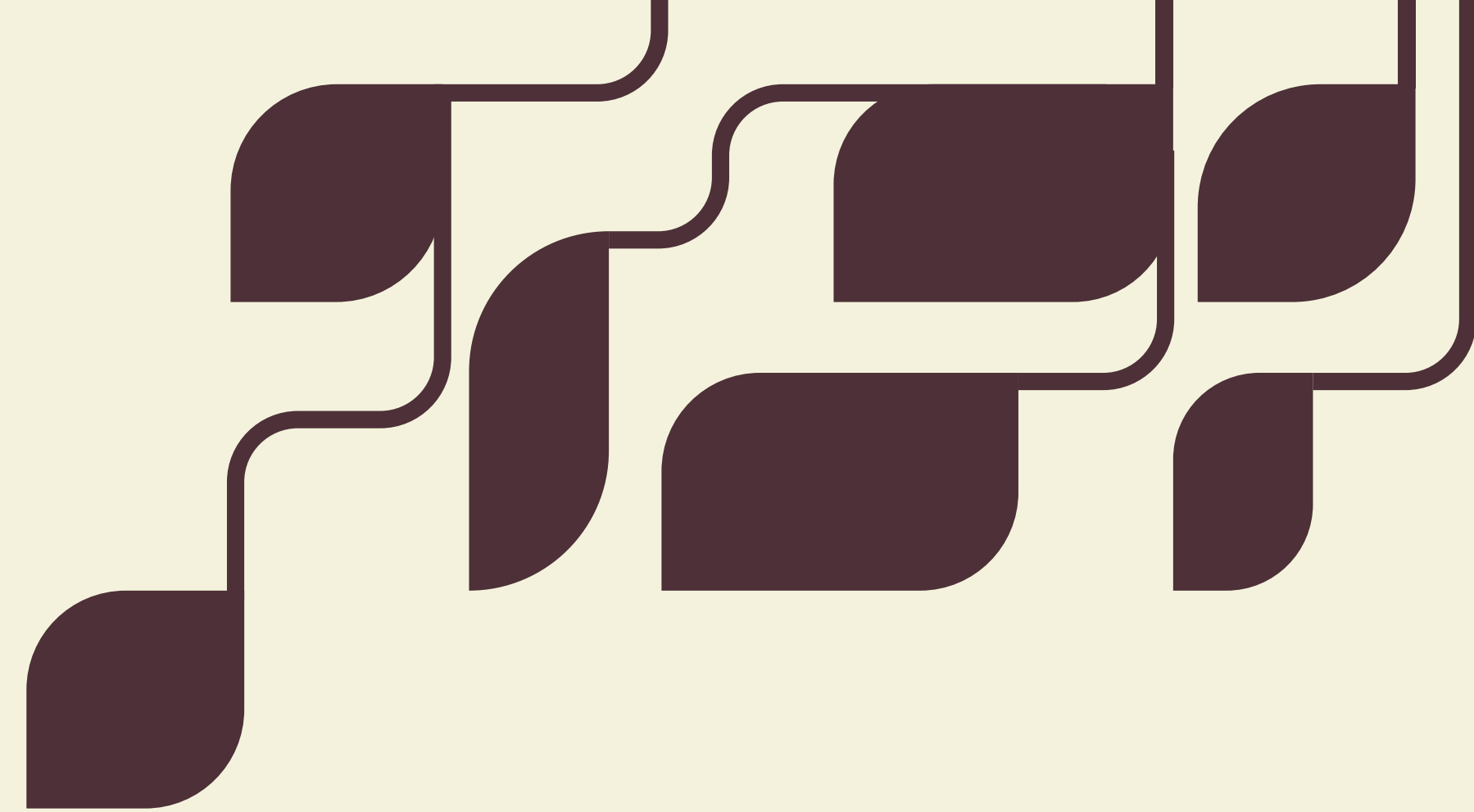
Graphics

Print

Digital

Physical





**Download design elements:**

[loma.com/designassets](https://loma.com/designassets)

**Brand Queries:**

[lomahelp@loma.com](mailto:lomahelp@loma.com)

Brand

Logo

Type

Color

Photography

Graphics

Print

Digital

Physical