

nōri.nōto

Made by hand. Made for the mind.

01 Logo

The logo for 'nori.noto' is centered on a rectangular piece of textured, light beige paper. The text 'nori.noto' is rendered in a bold, black, sans-serif typeface. The 'i' in 'nori' features a red dot, and the 'o' in 'noto' has a red horizontal bar above it. The paper is set against a plain white background.

nōri.nōto

Made by hand. Made for the mind.

Primary use

Black and Nori red on warm paper or white.

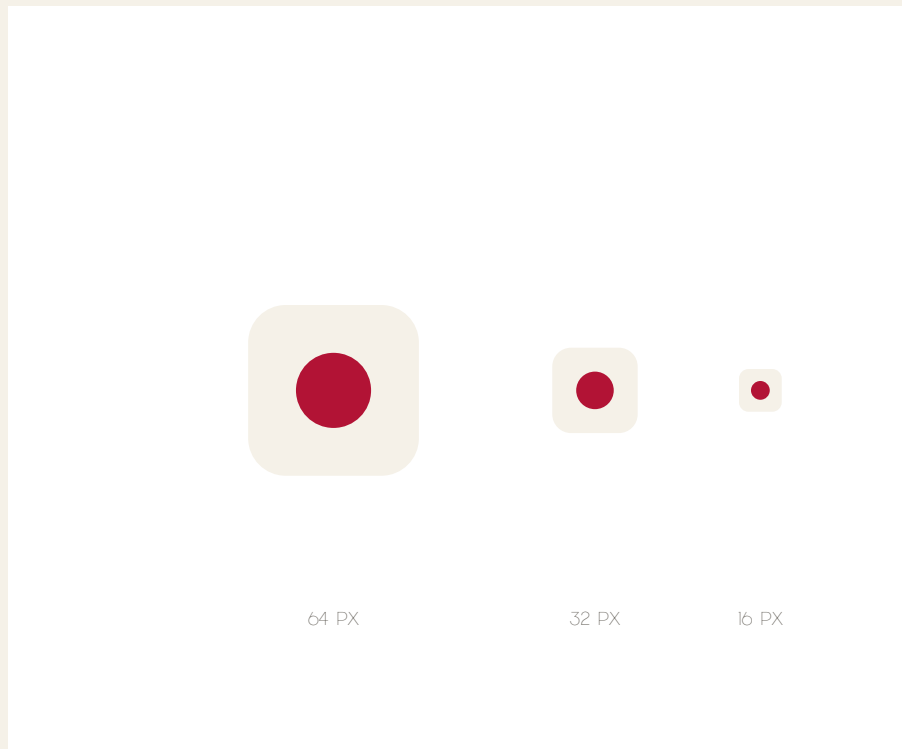
Clear space

Keep at least the height of the red dot around the mark.

Do not

Stretch, recolour, rotate, outline or rearrange the mark.

OIA Favicon



A small mark
with a clear presence.

Use the Nori red dot on warm paper wherever
the full wordmark would become illegible:
browser tabs, bookmarks and app shortcuts.

Keep it simple

Do not add letters, outlines, shadows or alternate colours.

02 Typography

ELMS SANS / VARIABLE

Thoughtful notebooks,
crafted slowly.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 · & ? !

Headlines

Regular to medium, compact tracking, sentence case.

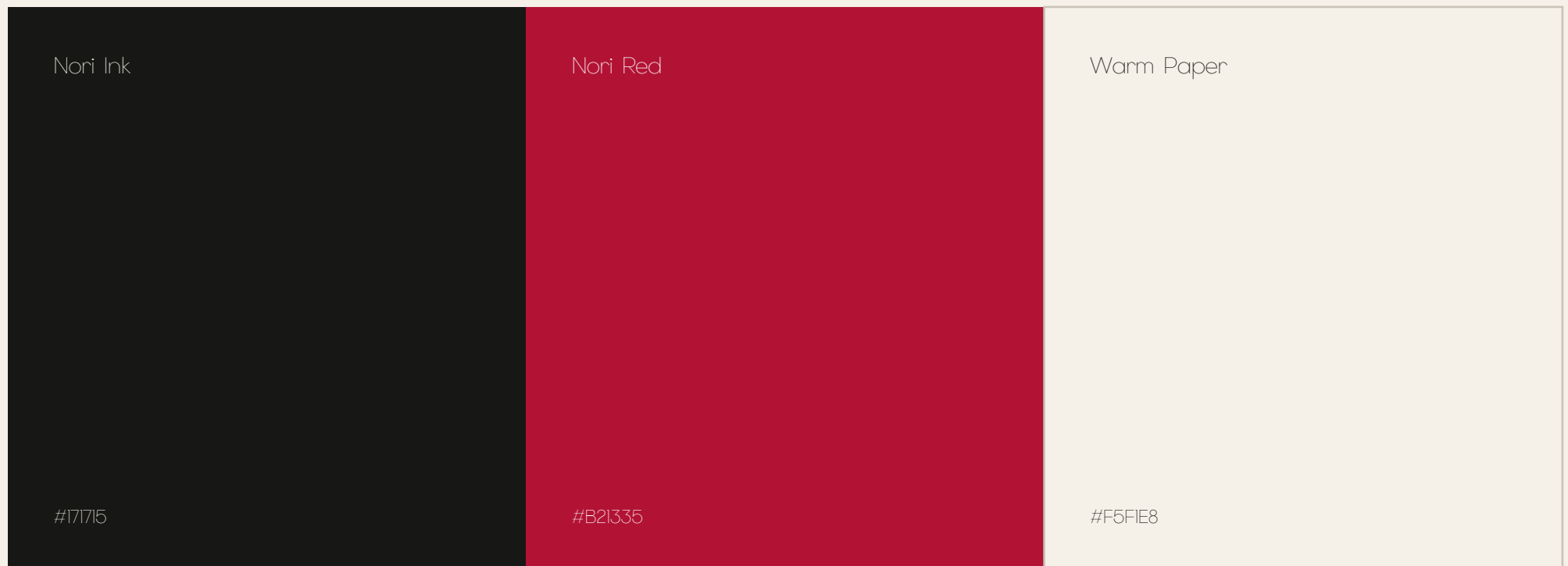
Details

Medium, generous tracking, uppercase.

Tone

Clear, warm, measured and never overly decorative.

03 Colour



Let warm paper dominate. Use ink for clarity and red as a precise, sparing accent.