



MORROW & FINCH

A DISTINCT VISUAL VOICE

Brand Guidelines

A usable brand guide defining purpose, voice, logo rules, color, typography, imagery, layouts, accessibility, and governance across channels.

PREPARED FOR

Aperture Mobility

Northstar Systems · Mara Klein · 4 August 2026





Contents

Document contents

Brand foundation

State purpose, promise, personality, audience, positioning, and the few principles that should guide every expression of the brand.

Document control	Detail
Owner	Mara Klein
Reference	NS-054-2026
Effective date	4 August 2026
Status	Ready for review

Logo system

Document primary and compact marks, safe area, minimum size, background use, co-branding, placement, and prohibited treatments.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.



Color system

Define primary, accent, neutral, and semantic colors with accessible combinations and intended hierarchy across print and digital output.

Deliverable	Scope	Owner	Target
Color system	Agreed client outcome	Mara Klein	4 August 2026
Review and handover	Evidence and acceptance	Client team	To be confirmed

Typography

Specify type families, hierarchy, sizing, weight, line length, fallback behavior, and practical rules for documents and interfaces.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.

Voice and messaging

Describe tone principles, message architecture, terminology, examples, and wording to avoid in customer and internal communication.

Deliverable	Scope	Owner	Target
Voice and messaging	Agreed client outcome	Mara Klein	4 August 2026
Review and handover	Evidence and acceptance	Client team	To be confirmed



Imagery and graphics

Set direction for photography, illustration, icons, charts, diagrams, cropping, overlays, and the balance of expressive and functional assets.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.

Document applications

Show how covers, reports, proposals, letters, presentations, and recurring templates apply the system consistently.

Deliverable	Scope	Owner	Target
Document applications	Agreed client outcome	Mara Klein	4 August 2026
Review and handover	Evidence and acceptance	Client team	To be confirmed

Accessibility and governance

Define contrast, readable typography, alternative text, ownership, approvals, asset storage, exceptions, and review cadence.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.