

AmoraTM

Brand Style Guide

Draft 1

Jun, 2025

Logo

(1)



Amora's logo reflects the core values of the brand, a constant reminder of a mission rooted in faith and family, quality, innovation, and elegance.

(2)



The hand symbolizes faith or the connection between human and divine. It implies blessing over the business and the product. The dove symbolizes hope, which alludes to the company's Easter focus, as it is rooted in the hope found in Christ. Lastly, the rose symbolizes gifting and alludes to the quality and meaning of the gift itself.

Brand Colors



Integrity

#261308

rgb (38, 19, 8)

cmyk (0%, 50%, 79%, 85%)

hsl (22°, 65%, 9%)



Innovation

#d91604

rgb (217, 22, 4)

cmyk (0%, 90%, 98%, 15%)

hsl (5°, 96%, 43%)



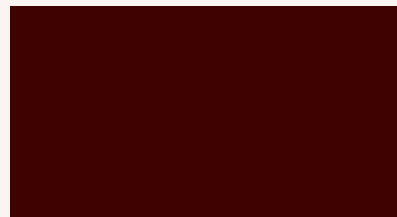
Family

#da3623

rgb (218, 54, 35)

cmyk (0%, 75%, 84%, 15%)

hsl (6°, 72%, 50%)



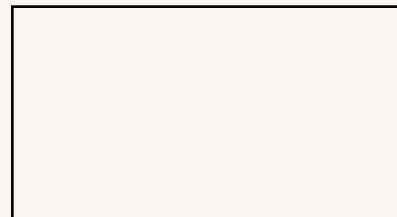
Faith

#400101

rgb (64, 1, 1)

cmyk (0%, 98%, 98%, 75%)

hsl (0°, 97%, 13%)



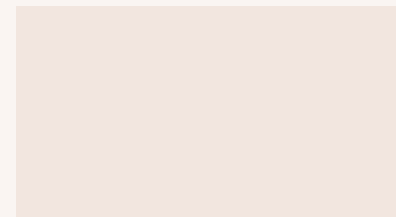
Elegance

#faf5f2

rgb (250, 245, 242)

cmyk (0%, 2%, 3%, 2%)

hsl (23°, 44%, 96%)



Quality

#f2e6df

rgb (242, 230, 223)

cmyk (0%, 5%, 8%, 5%)

hsl (22°, 42%, 91%)



Brand Typeface



Jubilee OT Platinum

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*!?

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*!?

Values

Faith & Integrity



Our deep belief in prayerfully asking for guidance from the Lord shapes our business decisions, from product development to delivery.

Family



At Amora, our decisions are guided by respect for those we serve: families. We create each chocolate with sweetness and intention, bringing those we love most a little closer - one chocolate at a time.

Quality



From sourcing the finest chocolate to ensuring safe delivery at your door, Amora is committed to excellence. At its core, quality means exceeding our customers' expectations and delivering lasting value - what we call the 'wow' effect.

Innovation



At Amora, innovation means honoring our heritage as an elegant and traditional brand while embracing modern packaging and efficient systems. We are committed to always improving - not only our chocolate, but also every aspect of our customer service - to better delight and serve those we value most.

Elegance



At Amora, elegance is both a guiding principle and a promise. We define it as grace—grace that manifests in generosity and kindness, and in a respect that always exceeds expectations. This spirit is reflected in the dignified beauty of our packaging and the inspiring experience of our chocolate. It is eternalized in our name: Amora. “Amor,” in Portuguese, means ‘love,’ while “amora” is a berry—alluding to the natural sweetness and delight found in every piece of our chocolate.

Mission



Amora brings loved ones and generations together through meaningful chocolate gifting, guided by faith and integrity. We craft exquisite chocolates sourced from Europe, honoring family traditions and exceeding expectations in quality. With elegant packaging and a spirit of innovation, Amora celebrates joy, beauty, and connection for faith-oriented mothers, young professionals, and Brazilian-American families.

Vision



Amora aspires to make our Easter eggs the centerpiece of a new American tradition - a gift that embodies faith, family, and togetherness. We envision every home celebrating the season with Amora, creating moments of joy, beauty, and meaningful connection for generations.