hypace_ 2025

Napmunks

YEAR 2025 | CLIENT NAPMUNKS | SERVICES BRANDING AND VISUAL IDENTITY

01

Visual identity

COMFORT, CARE & SYNERGY

The identity is built on rhythm and harmony, symbolizing how every element of Napmunks, from product design to customer experience — is interconnected and thoughtfully crafted.

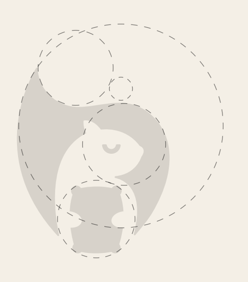
BRAND AESTHETICS

Napmunks identity embodies a harmonious blend of elegance, innovation, and warmth. The signature logo reflects its namesake- the calm and composed chipmunk symbolizing the perfect balance between comfort and energy. Nestled within this minimal yet evocative form is the essence of rest: secure, serene, and indulgent.

Napmunks introduces a new narrative to luxury sleep — **bold, future-focused, and timeless.**

LOGO SYMBOL

The Napmunks logo symbol thoughtfully blends form and meaning to reflect the brand's essence. The chipmunk features an 'n'-shaped tail as a subtle nod to the brand name, while the traditional nut is replaced by a soft pillow, symbolizing rest and indulgence. Its closed eyes capture a sense of calm, representing the deep comfort and luxury that Napmunks promises. Altogether, the symbol embodies serenity, elegance, and a refined approach to modern sleep.



SYMBOLISM

The Napmunks symbol elegantly blends the emotional and functional aspects of luxury sleep. The chipmunk's balanced posture reflects harmony between comfort and support, while its 'n'-shaped tail ties back to the brand and evokes a sense of protection. Cradling a pillow, it symbolizes security and restful embrace. The upward, flowing curves suggest progression and elevated wellbeing, while the minimalist design ensures timeless appeal in the luxury market.

TEXTUAL LOGO

The Napmunks textual logo seamlessly draws from its symbol, incorporating the chipmunk's curved tail into the letter 'n'. This creates a strong visual link between the symbol and the wordmark, enhancing brand recall. The rounded, refined typography echoes the softness and comfort of luxury sleep, while subtle customisation ensures a distinctive and cohesive identity.

COLOURS

The Napmunks palette reflects warmth and luxury with Acorn Orange adding energy and recall, Soft Birch bringing calm and softness, Espresso Grey offering balance and sophistication, and Chestnut Brown grounding the brand with richness and timelessness.

HEX CODE	Colour
#FF7234	ACORN ORANGE
#F5F0E7	SOFT BIRCH
#C0AEA1	ESPRESSO GREY
#4B3327	CHESTNUT BROWN

LOGO STACKINGS

A flexible stacking system ensures the logo adapts seamlessly across platforms and mediums, retaining strong brand recognition whether used horizontally, vertically, or as a standalone icon.

VISUAL IDENTITY & PATTERN

The tail-inspired graphic acts as a key visual motif, derived directly from the brand symbol. Its dynamic curve suggests growth, elevation, and fluid motion — visually echoing the brand promise of uplifting sleep quality.It ultimately creates a fluid, modern system that feels dynamic and alive, yet rooted in simplicity and sophistication.

TYPOGRAPHY

BC Alphapipe SEMI BOLD

Used primarily for the logo and key brand headers, **BC Alphapipe** is a rounded form inspired from geometric letterforms. Its expanded stance and clean curves communicate strength, confidence, and authority — perfectly aligning with Napmunks' luxurious yet approachable tone.

Aa

BOLD

ABCDEFIJKLMNOPQRST
UVXYZ
1234567890

Futura PT

Selected for supporting content, **Futura PT** adds modern minimalism and clarity. Its simple geometry complements the BC Alphapipe display type while ensuring content remains highly legible across touchpoints. The combination of bold headers and clean body text creates a cohesive hierarchy that feels intentional, elevated, and visually balanced.

Aa — Light
Aa Bb Cc Dd Ee Ff Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Bb — Book
Aa Bb Cc Dd Ee Ff Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Cc — Medium
Aa Bb Cc Dd Ee Ff Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BRANDING IN ACTION

Let's See how this Brand Design Looks in action!