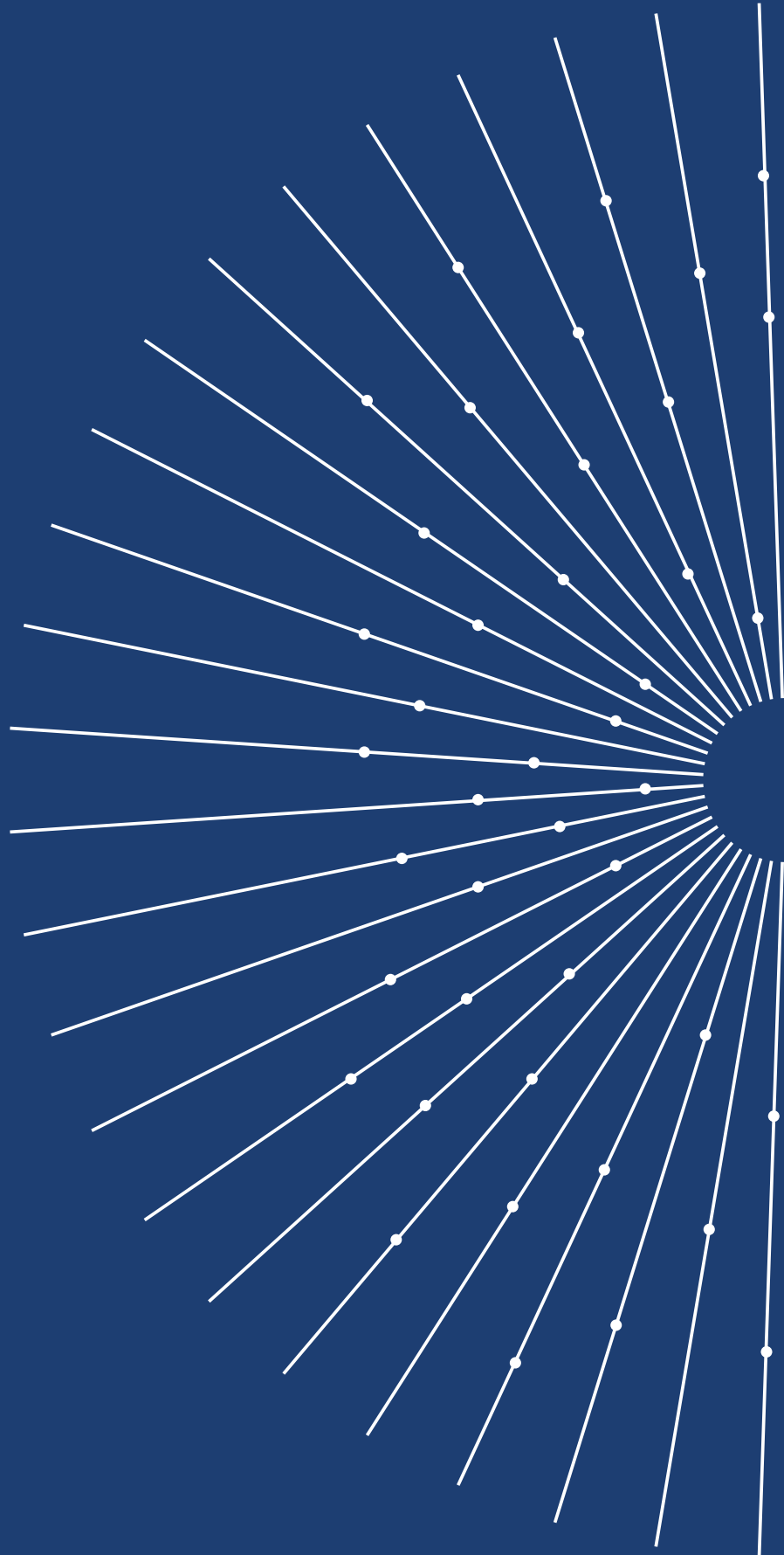




ora

# Brand Guidelines



# Intro

01





# The Future of Senior Care.

ORA provides dedicated senior care for individuals transitioning from hospital to daily life.

With focused rehabilitation, attentive support, and a calm, dignified environment, ORA ensures seniors feel safe, respected, and well cared for. It offers families confidence and seniors a steady place to recover with clarity and comfort.







# The logo

# THE LOGO



Minimum Size:



# BRANDMARK

The two hands express ORA’s promise to stand by seniors with warmth, patience, and understanding. They capture the idea of being held, guided, and supported — reinforcing the brand’s human-first approach to senior care and long-term wellbeing.





# SUBMARKS



# LOGO DON'Ts

1



Don't stretch/compress  
the logo

2



Don't rotate the logo

3



Don't create your own versions

4



Don't apply random colors

5



Don't add stroke

6



Don't switch brand colours  
in primary logo

# The Colours

03

DEEP BLUE  
#1d3e72

C 100   R 29  
M 83   G 62  
Y 27   B 114  
K 13

SAGE GREEN  
#869e8a

C 53   R 134  
M 25   G 154  
Y 51   B 138  
K 2

IVORY  
#f7f6f2

C 2   R 247  
M 1   G 246  
Y 4   B 242  
K 0

WHITE  
#FFFFFF

WARM SAND  
#e7e0ce

C 8   R 231  
M 9   G 224  
Y 19   B 206  
K 0



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# Typography

04

# PRIMARY TYPEFACE

Quova

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



SECONDARY TYPEFACE

Poppins – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz





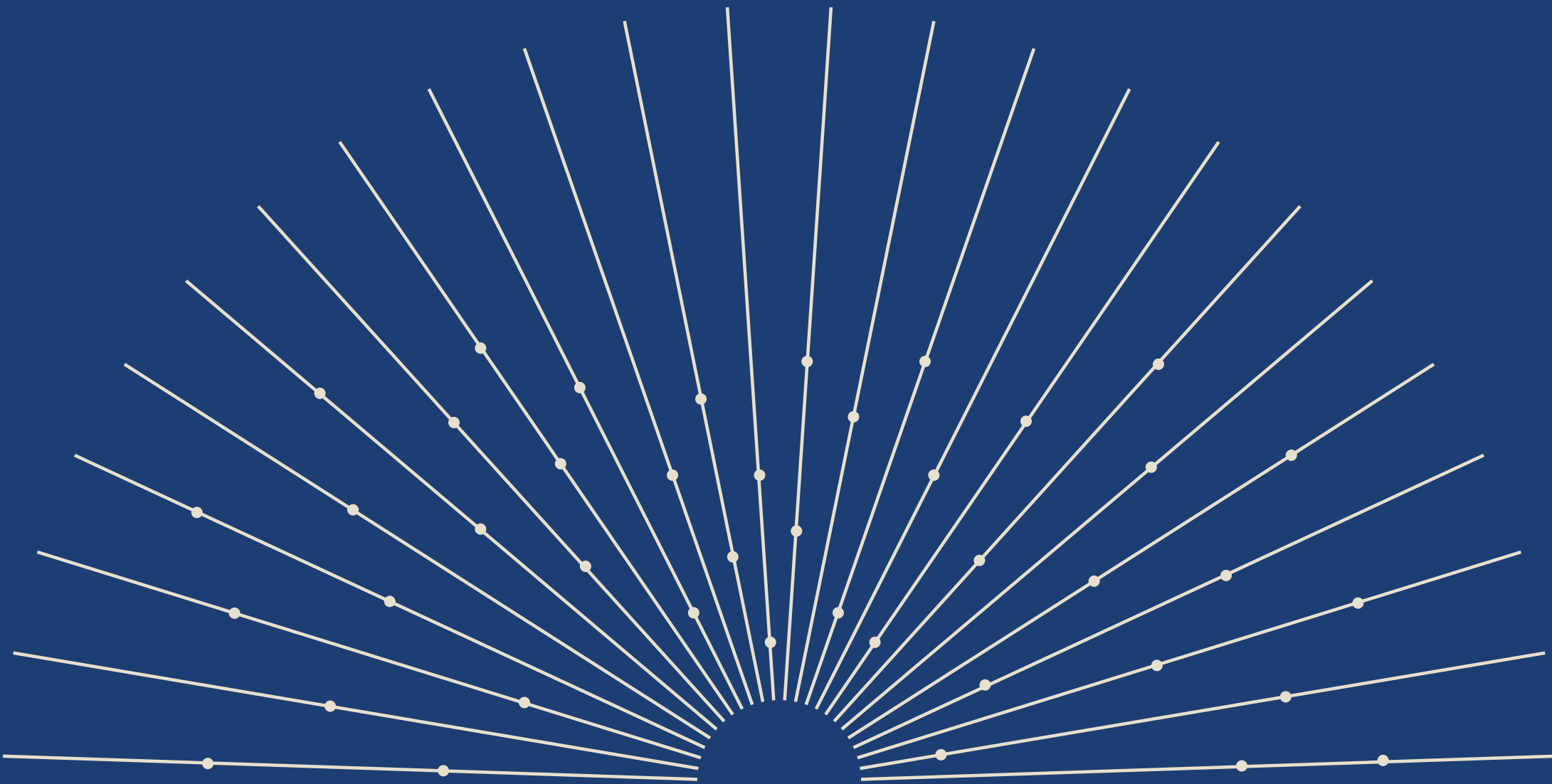
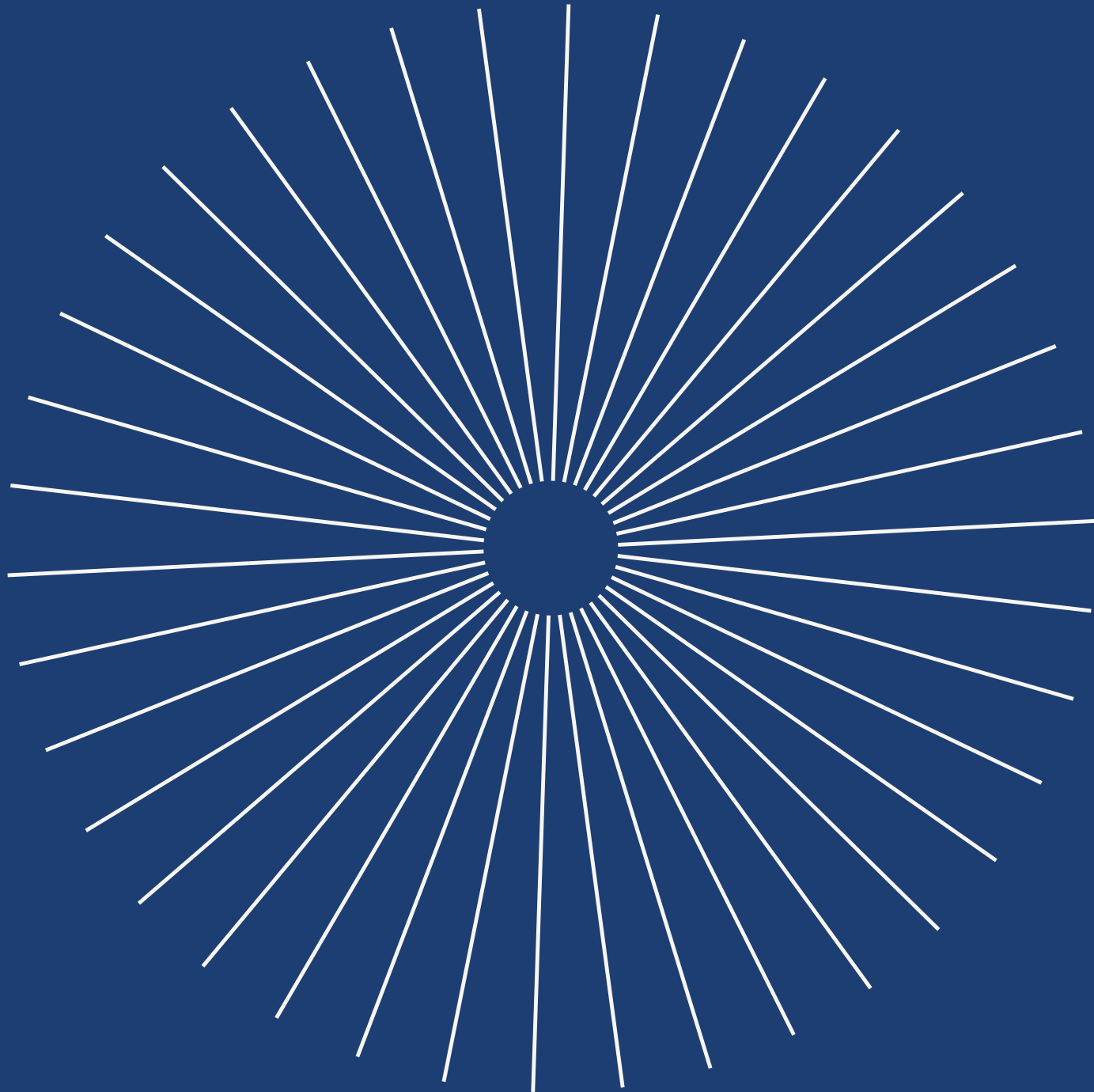
# The Ora radianance

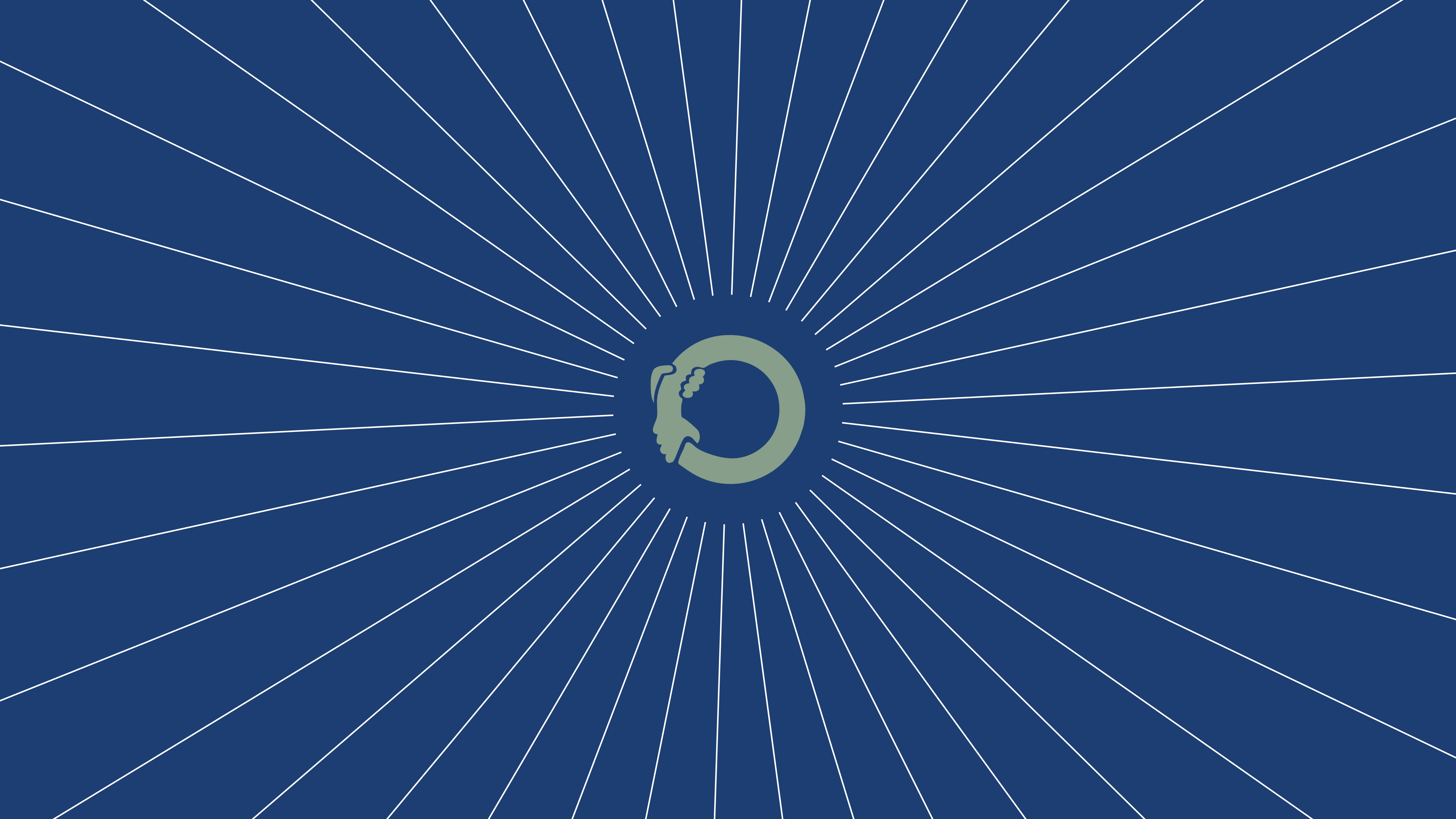
05

# BRANDMARK

The radial lines take their cue from the way light naturally spreads.

Each line represents the many ways ORA supports seniors and their families, all connected back to one calm, reliable core.













**Ora**  
Senior Care

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