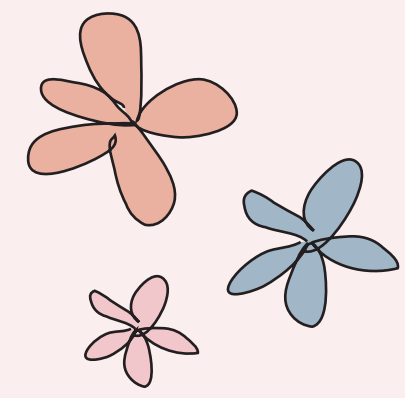


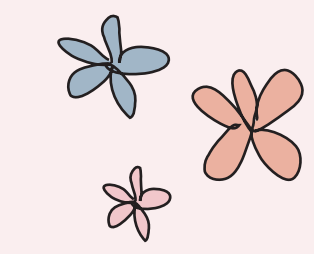
mora & co.

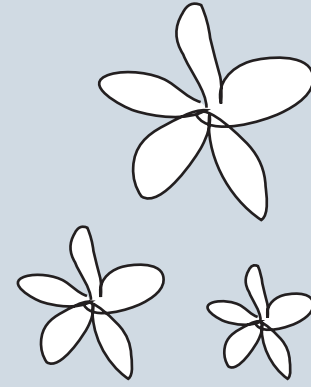
— rituals for the everyday



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overview	
details	





introduction

This Visual Outcome Pack will provide an detailed and in-depth view of the Mora & Co App and the Mora & Co Beauty Range. It will also outline the branding details, including typography, logo design, colour palette and imagery.

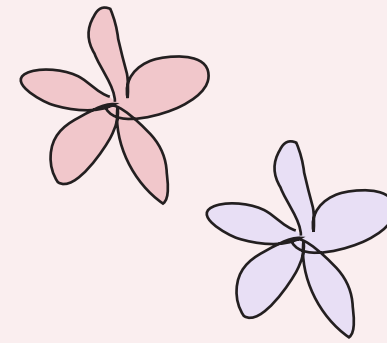
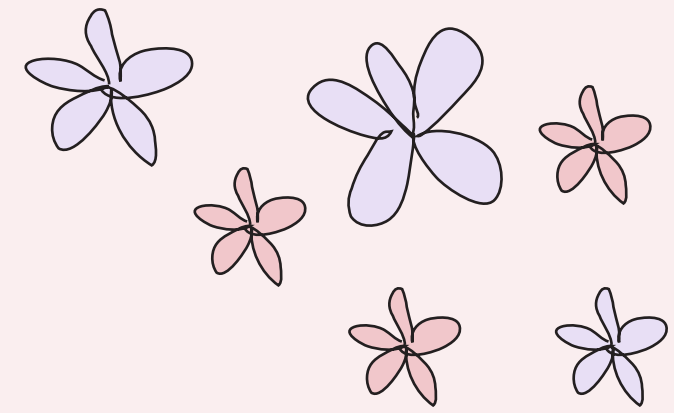
Mora & Co. will differ from other brands within the wellness market, through accessible and affordable products and services. They will stand out within a crowded and often, impersonal market and give consumers the tools to begin, extend or expand their wellness journey.

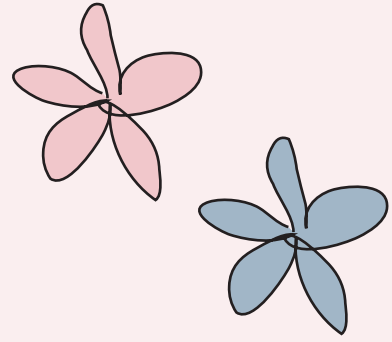
Mora & Co. will create a positive space for consumers and will allow them to make small changes to their everyday life in order to design a healthy and happy life.

Mora & Co.
Rituals for the everyday.

welcome to _____

mora & co.
_____ rituals for the everyday

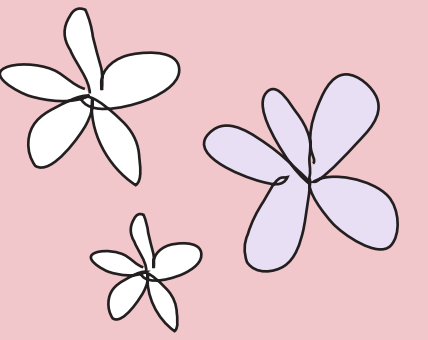




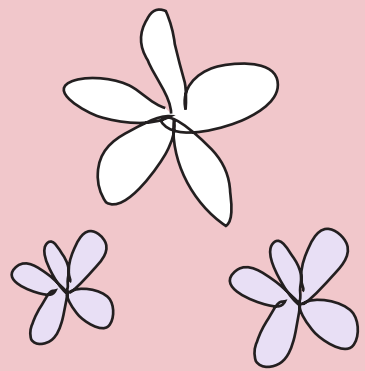
An **accessible** and **creative** approach to
wellness, influencing **health & happiness.**

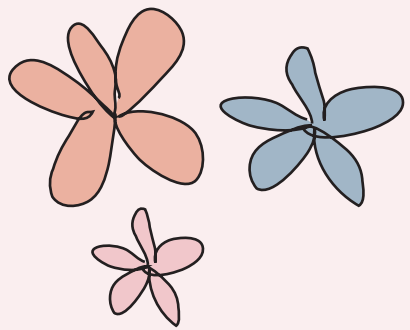
We are the future... for everyone, everyday

01



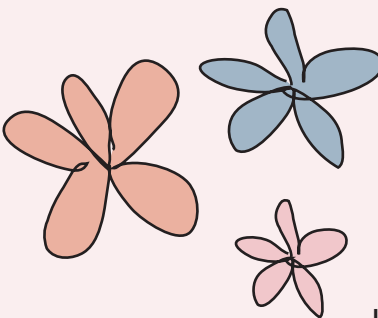
the brand story





Encouraging individual *growth* through innovative, *sustainable* spaces and mindful technology, allowing consumers to design their own personal *journey* towards a *healthier* and *happier* life.

Our *vision* is to create new opportunities within the wellness industry and *inspire* a journey of *personal* growth for our consumers.



Wellness has become so important to so many, throughout the last few years. It is more than just self care, it impacts so many aspects of our daily lives and leads us to having a healthier and happier life.

However, we found that in an industry full of endless products, services and expensive retreats, how can you take care of your physical and mental health, when the market is so loud and meaningless?

—
**As we couldn't find it... we created it.
Mora & Co. was born**

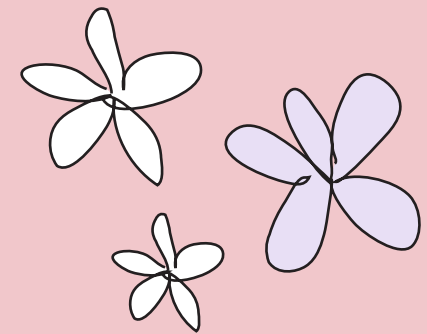
Mora & Co. brings you everything you need to begin, continue or extend your wellness journey and that's why it's so special.

At Mora & Co. we make it easy and can make it work for you.

Mora is the latin meaning for 'pause', and that's what we encourage you to do:
Pause to reconnect, and let us take care of the rest.

Mora & Co. Rituals for the everyday.





the branding

Gill Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dream Avenue

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Marion

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

mora & co.
— rituals for the everyday

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— rituals for the everyday

 *the logo*



*Pantone TCX
12 - 4305
Spa Blue*



*Pantone TCX
12 - 0915
Pale Peach*



*Pantone TCX
14 - 1911
Candy Pink*



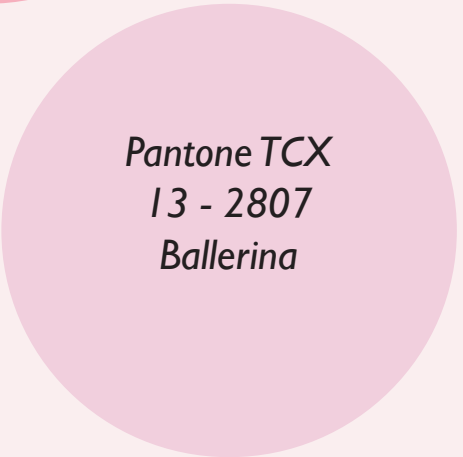
*Pantone TCX
12 - 4202
Delicate Blue*



*Pantone TCX
14 - 1803
Sepia Rose*



*Pantone TCX
13 - 5309
Pastel Turquoise*



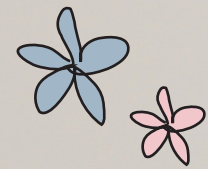
*Pantone TCX
13 - 2807
Ballerina*

 *the colour palette*

 *the imagery*

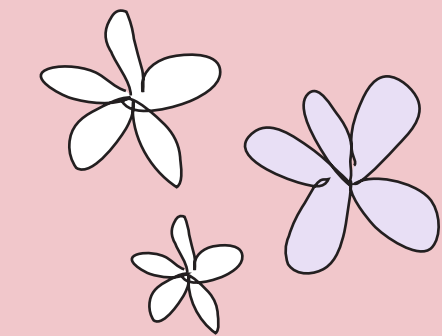


mora & co.
rituals for the everyday

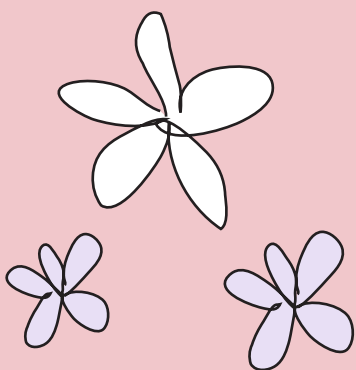




03



app development

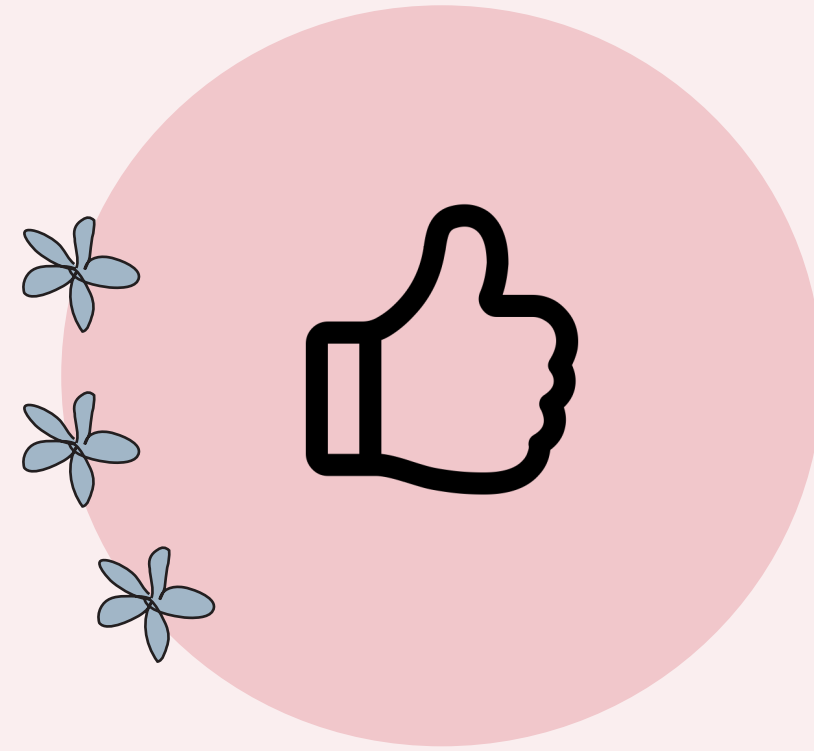




personalised

The Mora & Co. app has a personalised element through the birthday month discount and 'Favourites' tab, enabling users to tailor the app to them and their needs.

The app also will recommend additional products & services through data collected via previous purchases and the 'Favourites' tab.



positive

The Mora & Co. app creates a positive digital space within a sometimes negative digital world.

It enables users to visit the app and read informative and educational articles, listen to calming podcasts and look forward to their time spent within the Mora & Co development.



easy to use

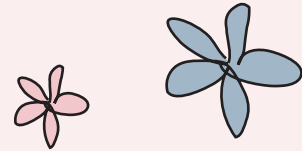
The Mora & Co. app is easy to navigate through the different tabs and introductory explanation when the app is downloaded.

The different tabs enable consumers to have their favourite products and services in one place and to book and purchase classes and products as and when they need.

overview

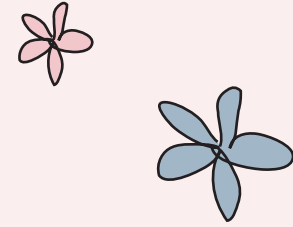
introduction

When the Mora & Co app is downloaded, users will be taken through a short introductory navigation of the platform, allowing them to understand the app and the features it offers.



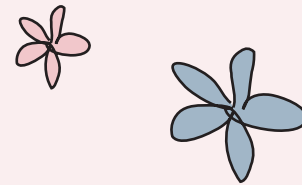
you

The 'You' tab will give users an overview of their profile, and allow them to update profile photos and personal data.



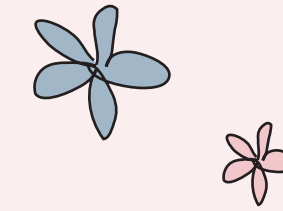
favourites

The 'Favourites' tab enables users to highlight their favourite classes, products and articles, and have them all in the same place within the app.



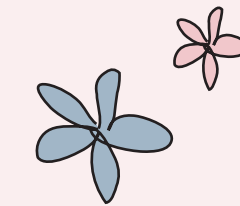
resources

The 'Resources' tab holds all wellness related information. This includes audio and video content, articles as well as professional mental health information.



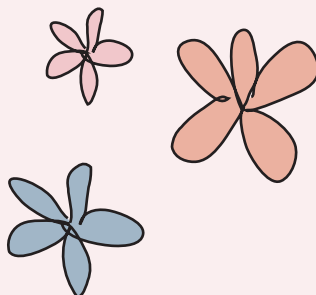
my bookings

The 'My Bookings' tab allows customers to easily book classes, retreat stays as well as change times and update their schedule.



design details

- ✿ colourful
- ✿ minimal
- ✿ positive
- ✿ creative
- ✿ calm



first download



When the Mora & Co app is first downloaded, users will be directed to the Mora & Co. homepage which next shows a “Good Morning” page.

The first pages that a consumer sees are crucial to determine the success of engagement. Statistics show that apps have one shot at engaging their consumers after the first download, as on average, mobile apps lose 77% of their daily average users within the first three days after download. (Medium, 2017)

introductory app - explanation



The next pages within the Mora & Co app show 4 introductory explanations, showing users how the app works and the features it includes.

This section is available to skip, however, it is designed to give a quick overview enabling users to get the most out of the app and to reduce frustration.

They will then be able to tap "Let's Begin"

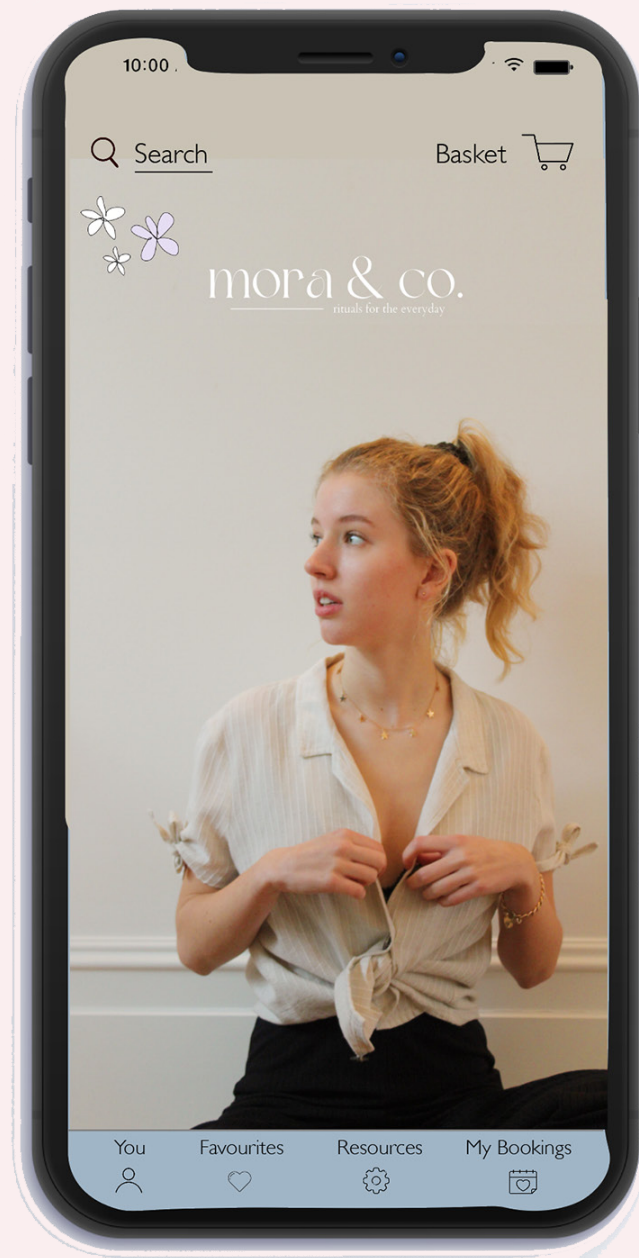
enable notifications



After the initial introduction to the Mora & Co app, users will be asked to “Enable Notifications”

Mora & Co state that consumers will not be spammed and that they can opt - out at any time. This allows trust from consumers that they can allow Mora & Co. to send them notifications on a frequent but not too regular basis, further increasing user satisfaction.

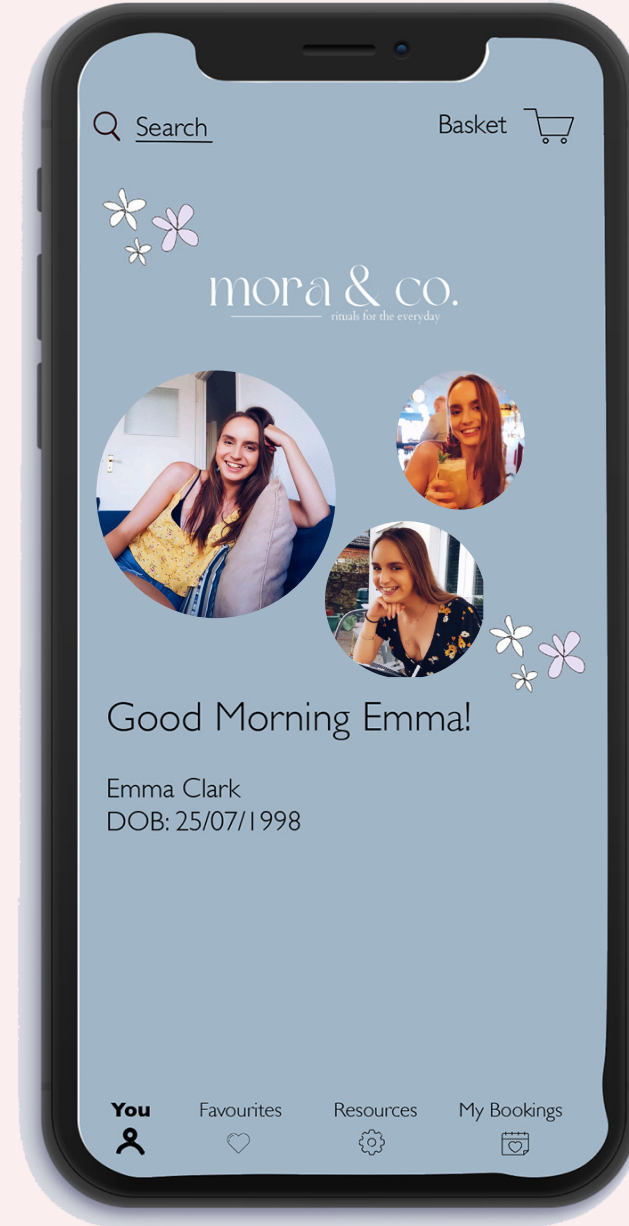
landing page



The landing page includes Mora & Co imagery, as well as a home button, basket icon and search icon.

The bottom of the screen includes the 4 main tabs featured within the app: 'You', 'Favourites', 'Resources' and 'My Bookings'

You tab



Mora & Co. will hold limited data based information on each user, however, they will give consumers the opportunity to input their date of birth. Mora & Co will gift consumers a 10% off voucher available to use within their birthday month, on any classes or beauty products.

This increases the personal element and also further markets the products and services available.

There is also the option for users to add personal photographs which create feelings of warmth and nostalgia.

This tab gives a sense of personality and allows consumers to feel that Mora & Co really cares for them as individuals rather than just customers.



Favourites tab



The Favourites tab allows customers to favourite products, classes, articles and podcasts.

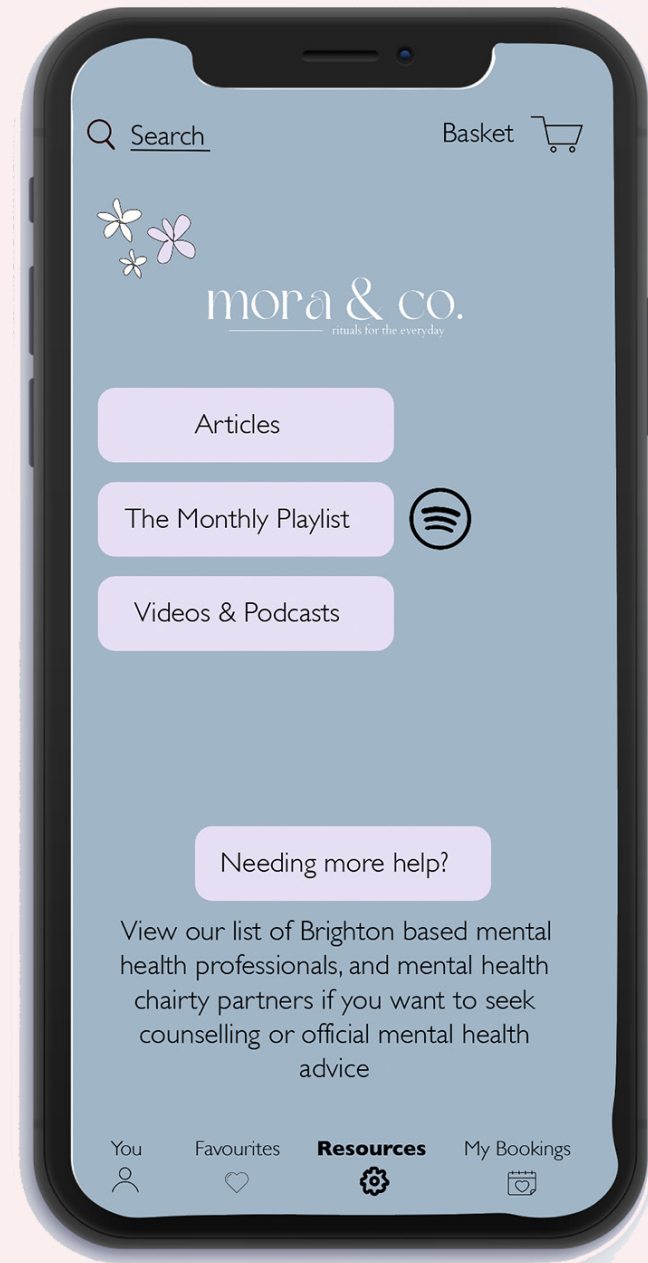
This increases user satisfaction as consumers are able to have all of their most - used products and services in one place.

From here, users can add more favourites as well as remove any they no longer need.

This feature also gives customers the opportunity to add products into their basket as well as rebook any classes, and takes them directly to the 'My Bookings' tab.



Resources tab



The Resources tab allows users to have exclusive access to the Mora & Co. recommended podcasts, articles and videos, all surrounding the topic of wellbeing and wellness.

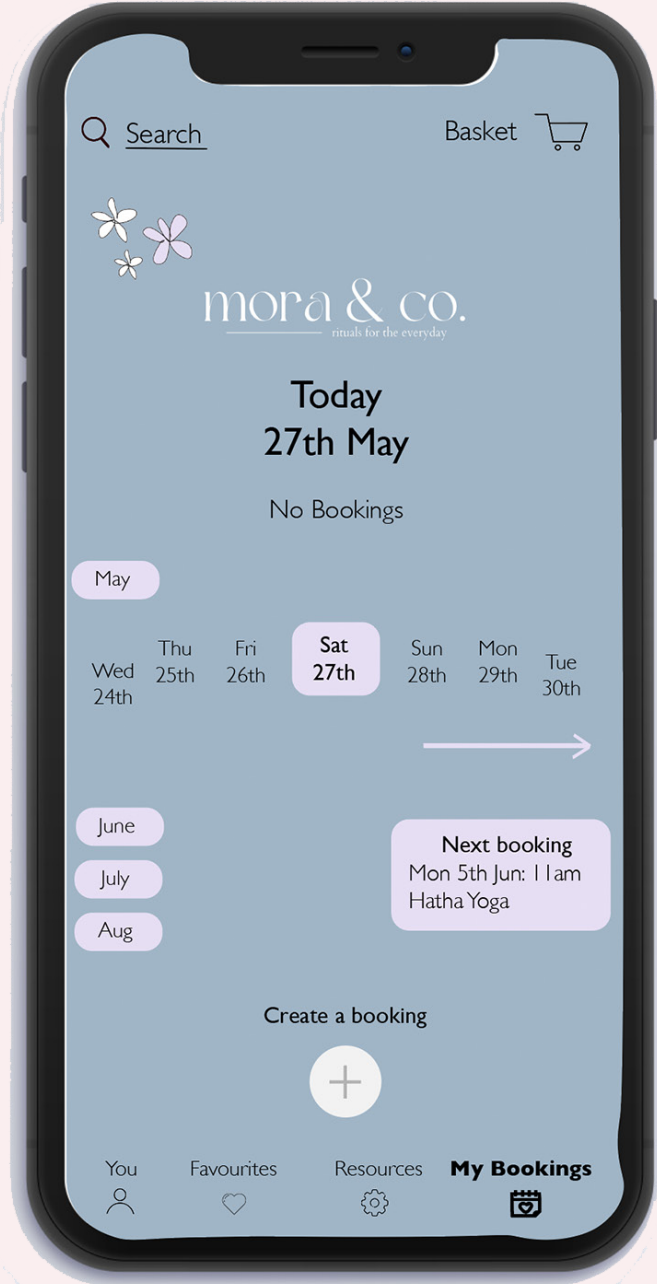
The Mora & Co. monthly Spotify playlists will also be available to download via the Resources tab.

As wellness is often overlooked and viewed at a surface level, it is important that Mora & Co. understand wellness holistically and offer educational information to our consumers.

The resources tab will also contain contact details of local charities and counsellors, should users need to access professional mental health advice and help.



My Bookings tab



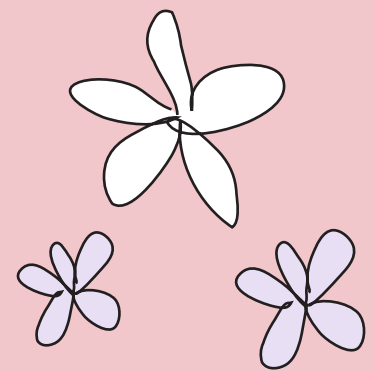
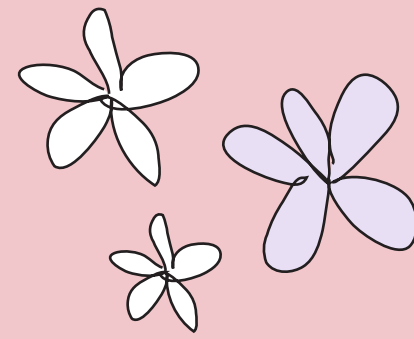
The My Bookings tab enables users to find the schedule of their upcoming bookings, as well as being able to create new ones, change times or dates.

The plus button allows users to add a new booking and to select a date and time which suits them. Although the classes are available on a walk in basis, we recommend that customers book a class to guarantee a place and to avoid disappointment.

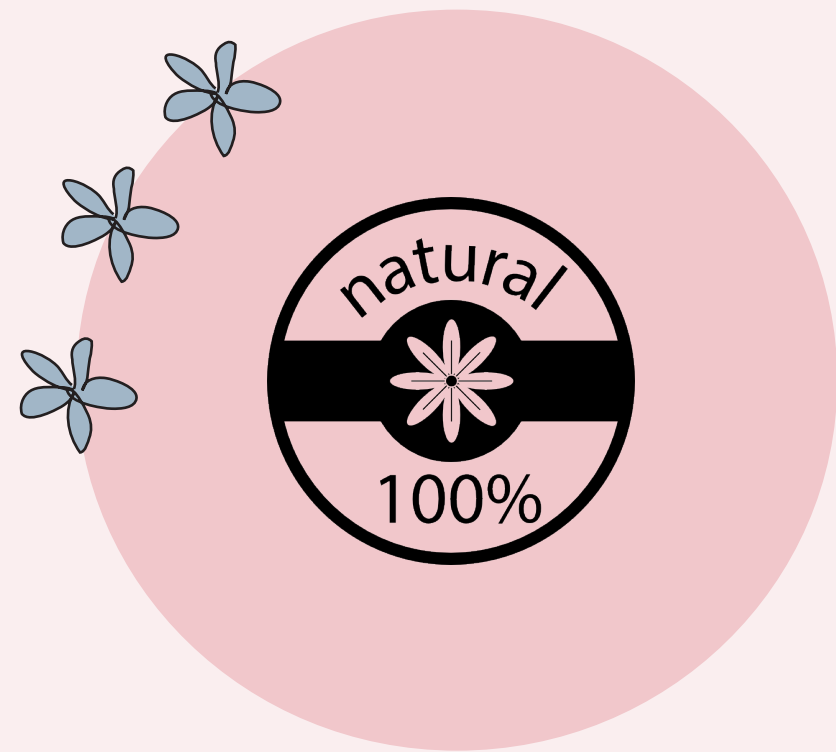
The tab offers an overview on the customers upcoming classes and allows them to stay organised and to see the schedule easily.



04



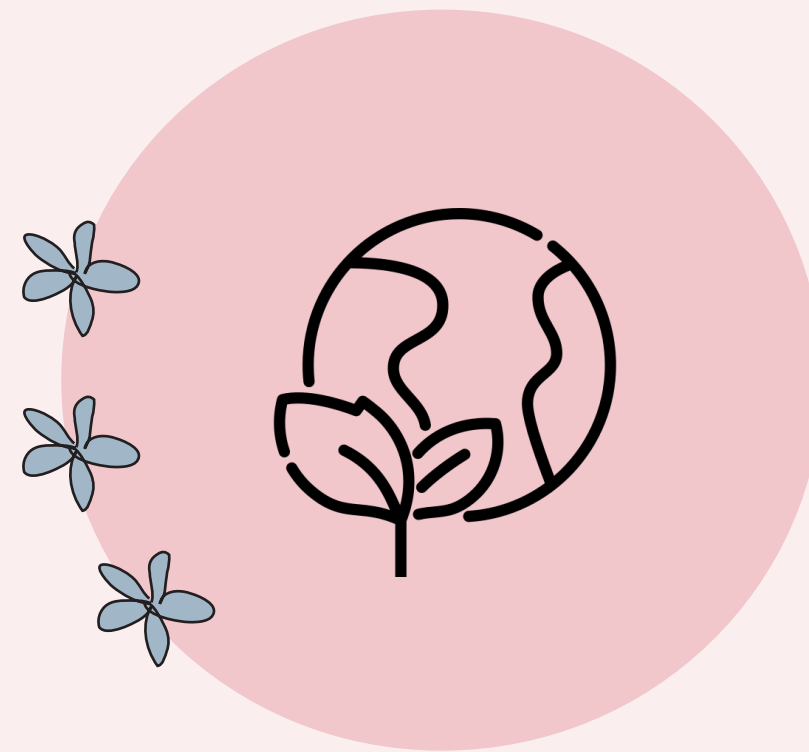
beauty range



natural

The Mora & Co beauty range will be minimal and natural. There is a limited ingredient list in order to cater for those with sensitive skin and to reduce the amount of ingredients sourced.

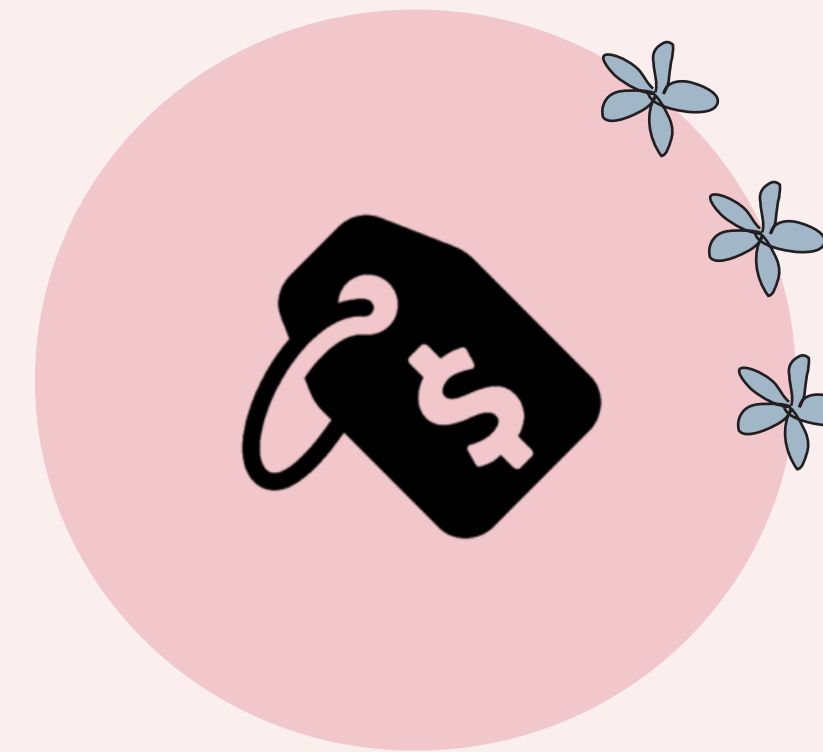
The ingredients are sourced to the highest ethical standards and Mora & Co. are committed to never use Parabens, Synthetic Oils, or any harmful toxins.



sustainable

Mora & Co beauty products are produced in the U.K. to reduce travel emissions. The bottles are made from recycled PET and glass, and there is also a refillable service offered within the development.

The sourcing and manufacturing uses minimal waste, and there are strong commitments to protecting the planet through this process.



affordable

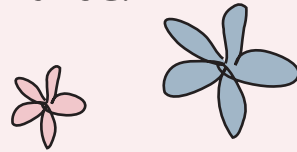
Mora & Co products are priced at an affordable price point. Consumers feel as though products and services within the wellness market are priced too high, making the market feel unattainable and out of reach for many, therefore this is a number one value for Mora & Co.

Health and happiness shouldn't cost the earth.

overview

body wash

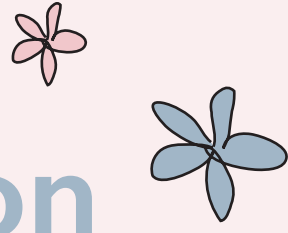
“With notes of coconut and honey, this body wash contains all natural ingredients, with no parabens, sulfates or artificial dyes, guaranteed to leave your skin hydrated and nourished.”



body lotion

“With notes of coconut and uplifting lavender, this body lotion is designed for the perfect post shower routine, complimented by our body wash.”

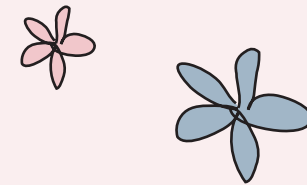
No harsh chemicals or mineral oils, our body lotion provides deep moisture”



body scrub

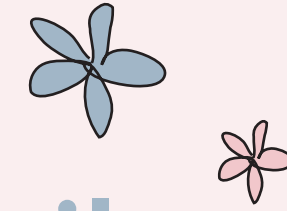
“Our gentle body scrub is a natural, physical exfoliant which is suitable for sensitive skin.”

Our chosen ingredients buff away dry skin and even skin tone.”



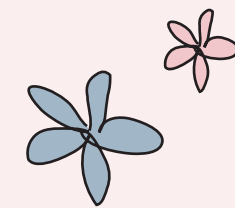
shower oil

“With coconut oil and shea butter, our bath oil is designed for a high quality shower experience, locking in moisture and leaving your skin silky smooth”



hand wash

“Our hand wash, with coconut and honey scents, will leave your hands enriched and deeply cleansed”



Coconut & Honey Body Wash



500ml
£22.00

250ml
£15.00

<p> Coconut & Honey Body Wash</p> <p>With notes of coconut and honey, this body wash contains all natural ingredients, with no parabens, sulfates or artificial dyes, guaranteed to leave your skin hydrated and nourished</p> <p>Lavender Oil Coconut Oil Castile Soap Honey Glycerin Rose hip Oil</p> <p>Made in UK. PHB Ethical Beauty</p> <p> 500 ml</p>	<p> Coconut & Honey Body Wash</p> <p>With notes of coconut and honey, this body wash contains all natural ingredients, with no parabens, sulfates or artificial dyes, guaranteed to leave your skin hydrated and nourished</p> <p>Lavender Oil Coconut Oil Castile Soap Honey Glycerin Rose hip Oil</p> <p>Made in UK. PHB Ethical Beauty</p> <p> 250ml</p>
--	---

Coconut & Lavender Body Lotion



500ml
£22.00

250ml
£15.00

 Coconut & Lavender Body Lotion

With notes of coconut and uplifting lavender, this body lotion is designed for the perfect post shower routine, complimented by our body wash. No harsh chemicals or mineral oils, our body lotion provides deep moisture

Lavender Oil
Coconut Oil
Beeswax Petals
Vitamin E Oil
Shea Butter

Made in UK. PHB Ethical Beauty

 500 ml

 Coconut & Lavender Body Lotion

With notes of coconut and uplifting lavender, this body lotion is designed for the perfect post shower routine, complimented by our body wash. No harsh chemicals or mineral oils, our body lotion provides deep moisture

Lavender Oil
Coconut Oil
Beeswax Petals
Vitamin E Oil
Shea Butter

Made in UK. PHB Ethical Beauty

 250 ml

Coconut & Honey Body Scrub



250ml
£20.00

 **Coconut & Honey
Body Scrub**

Our gentle body scrub is a natural, physical exfoliant which is suitable for sensitive skin. Our chosen ingredients buff away dry skin and even skin tone

Lavender Oil
Coconut Oil
Jojoba Spheres
Sugar
Vitamin E Oil
Shea butter

Made in U.K. PHB Ethical Beauty

 **250 ml**

Coconut & Shea Butter Shower Oil



300ml
£20.00

 **Coconut Oil & Shea Butter Shower Oil**

With coconut oil and shea butter, our bath oil is designed for a high quality shower experience, locking in moisture and leaving your skin silky smooth

Lavender Oil
Coconut Oil
Rose hip oil
Shea Butter

Made in UK. PHB Ethical Beauty

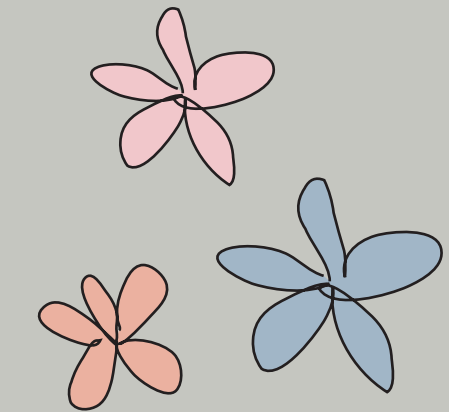
 **300 ml**

Coconut & Honey Hand wash



300ml
£12.00





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— rituals for the everyday