



VELORA
MASLAK

A new rhythm of living.

Strategy · Naming · Identity · Art direction · Digital experience

In the city.
Closer to yourself.

VELORA brings the energy of Maslak together with the quiet of nature. The identity creates a considered world around light, space, material and a more personal rhythm of living.

CALM

Space to slow down. A composed and confident presence.

CONSIDERED

Every touchpoint is intentional. No unnecessary visual noise.

CONTEMPORARY

A lasting identity shaped by architecture and human experience.

Brand promise

Şehrin içinde, kendine yakın.



The signature pairs a light architectural V with an open, elegant wordmark. MASLAK anchors the identity in place.



Positive and reverse signatures. Use only the supplied master artwork. All downloadable SVG lettering is outlined.



Proportion is part of the identity.

Clear space

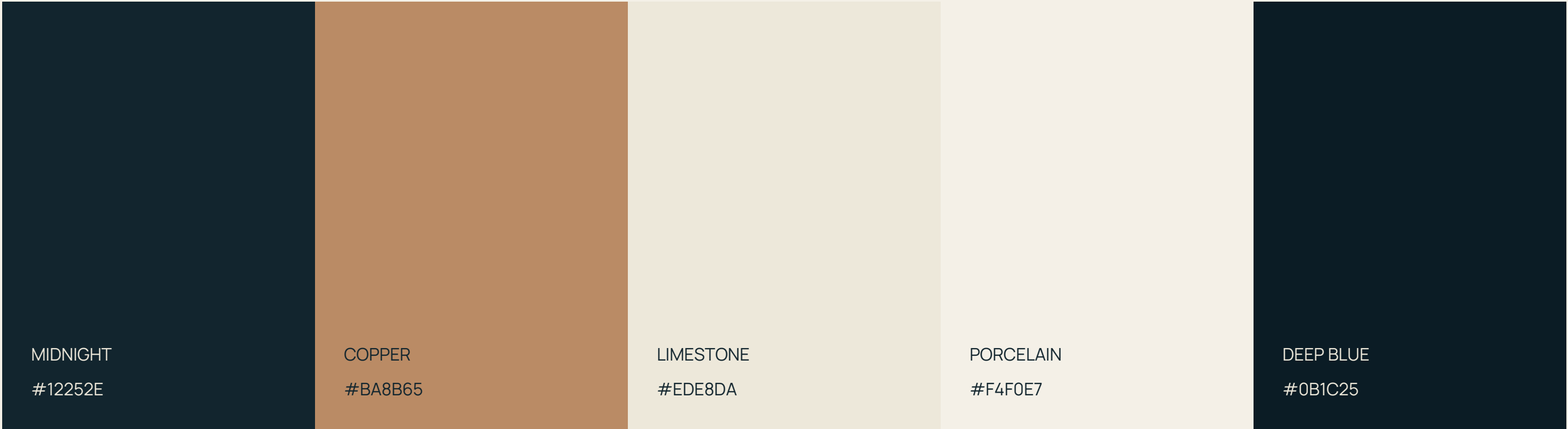
Keep at least one V cap-height free on all sides of the complete signature. The independent symbol requires clear space equal to one quarter of its height.

Minimum size

Complete signature: 160 px digital / 35 mm print.
Independent symbol: 24 px digital / 8 mm print.

Never stretch, rotate, outline, add shadows or recolour outside the approved palette.

Quiet strength. Warm detail.



Recommended balance: 60% midnight, 30% light neutrals, 10% copper accents. Use porcelain on midnight for essential text. Copper belongs to marks, rules and large accents.

An editorial voice.

Aa Bb

CORMORANT GARAMOND

Display, expressive headlines and the brand signature. Regular and italic. Tight but comfortable tracking. Always preserve the shape of individual letters.

Hierarchy is created through scale and space.

Aa Bb

MANROPE VARIABLE

Navigation, supporting copy and information. Use 350–500 for body copy and 500–600 for labels. Body: 16–18 px. Line height: 1.5–1.7.



06 / ART DIRECTION

Light, material, *atmosphere.*

Natural light. Honest texture. Composed framing. Architecture is photographed as a place to live, not a monument to look at.

Retain warmth in stone and wood. Keep blues deep and greenery natural. Avoid exaggerated saturation, harsh clarity and decorative overlays.

ORIGINAL VELORA IMAGE COLLECTION



A breath, not a distraction.

01 / ENTRANCE

Three photographic pairs open in opposing 1.6 second masks. A 6.8 second first-visit sequence; returning visits open immediately.

02 / INTERACTION

Image masks: 0.8 s. Character reveals: 1.4 s. Scroll drives full-frame scenes into split compositions. Three collage strips move continuously.

03 / ACCESSIBILITY

Respect reduced motion. Ambient motion can be paused and stops offscreen. Touch devices omit pointer effects. Preserve native focus and keyboard behaviour.

Stack: Astro · GSAP / ScrollTrigger · Lenis · Three.js
Responsive imagery. Locally served fonts. Deferred WebGL. Native dialogs. Semantic page structure.

Made to work together.

01	Primary signature	SVG / PNG · Dark, light and copper
02	Independent symbol	SVG · Master geometry
03	Brand applications	Editable poster and business card SVG
04	Digital system	JSON · Colours, type, space and motion
05	Image collection	Architecture, interiors, wellness, fitness, garden, stationery

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