



BRAND

Quiet infrastructure.

Editorial reference — not a full brand book.



LEARA . SE



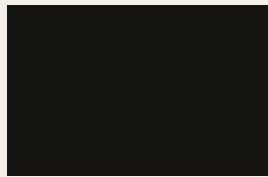
IDEA

Intelligence without complexity. Scandinavian restraint, precision, and quiet infrastructure for modern commerce.

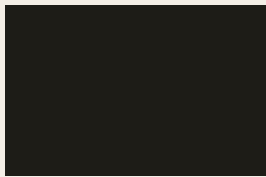
The Ray mark — a geometric L — is Leara's primary symbol. Yellow on dark surfaces. Black on light. Never stretched, recoloured, or used as background fill.

PALETTE

Void and Layer for depth. Light, Mist, and Stone for type hierarchy. Trace for structure. Dawn for print and editorial surfaces. Ray for signal — sparingly.



VOID
#161511

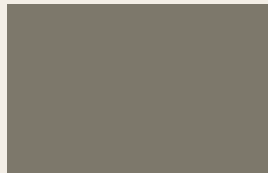


LAYER
#1D1C17

LIGHT
#F2F0E7



MIST
#B1AC9E

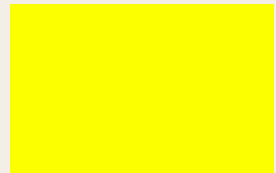


STONE
#7D786B



TRACE
#2B2922

DAWN
#F3EEE6



RAY
#FCFF00

TYPOGRAPHY

Degular Text — editorial headlines and section titles.

Geist — restrained body copy and UI-adjacent text.

Geist Mono — metadata, labels, and data.

THE 8 RHYTHM

The 8 Rhythm — spacing, grids, and proportions built on multiples of 8. Consistent at any scale. Optical adjustment when precision and balance diverge.

IMAGERY

Industrial clarity. Real operations. Minimal staging. Monochrome surfaces with Ray as accent — never decoration on light backgrounds.