



ROYØRN

REFINED ROYØRN VISUAL IDENTITY

CONCEPT STATEMENT

RARE
REFINED
RESERVED

ROYØRN was built on the belief that the strongest identities never need to demand attention. They reveal themselves through atmosphere, precision, and the quiet confidence that comes from exceptional craftsmanship.

Influenced by the restraint of Japanese architecture and the discipline of contemporary European design, the identity balances clean geometry with refined proportion. Every detail has been carefully considered, creating an experience that feels discovered rather than promoted—calm, architectural, and intentionally understated.

At the centre of the identity is a distinctive monogram where architectural precision meets the enduring spirit of European craftsmanship. Rather than acting as a decorative emblem, it becomes the signature of ROYØRN—appearing across garments, packaging, and physical spaces as a mark of authenticity, permanence, and belonging. Designed to evolve with the brand, the monogram creates a visual language that is timeless, recognisable, and unmistakably its own.

Deep charcoal blacks, muted royal violet, warm stone neutrals, and restrained champagne-gold accents reinforce an atmosphere that feels both architectural and ceremonial. The result is a brand that feels less like a fashion label and more like a private cultural world—one where rarity is earned, craftsmanship is respected, and sophistication is expressed with restraint.

MOODBOARD



TYPOGRAPHY SYSTEM

Inter leads the system.
Artifex is reserved for rare, high-impact brand moments.

01

PRIMARY ROLE

Inter leads every
working level, including
headlines.

02

SIGNATURE ROLE

Artifex creates one
rare focal moment
per composition.

03

CONSISTENCY

Typography stays clear,
restrained and easy
to reproduce.

01 / PRIMARY TYPEFACE

INTER

Headlines / Subheads / Body copy / Labels / Interfaces
Product information / Numbers

INTER / PRIMARY VOICE

QUIETLY DISTINCTIVE

Calm hierarchy. Precise communication.
Consistent across every format.

DEFAULT FOR PRINT / DIGITAL / PACKAGING / RETAIL

FLEXIBLE BY DESIGN

Use the full Inter family.

The full Inter family is available. Choose weight according
to hierarchy, medium, and readability; avoid unnecessary
weight changes within one composition.

Thin Light Regular Medium Semibold

Bold ExtraBold Black

Italic

02 / SIGNATURE DISPLAY

ARTIFEX HAND CF/ HEAVY

SIGNATURE DISPLAY / USE SPARINGLY
A distinctive display voice for
selected brand moments.

EXCLUSIVE

ONE FOCAL STATEMENT / 3-1 WORDS / MAXIMUM 1 LINE

SIMPLE USAGE RULE

Keep Artifex rare.

USE
Campaign titles / Capsule names
Special packaging

AVOID
Body copy / UI / Long text / Codes
Repeated display use

03 / FUNCTIONAL TYPE

INTER LABELS & DATA

Product passports
Dates
Edition numbers
Authentication
Specifications

INTER SEMIBOLD / TABULAR FIGURES

0087 / 1200

RYR-FDN-H01

PRODUCT CODE

23.07_A1

BATCH / VERSION

02.04.2027

AUTHENTICATED

SERIES 01

EDITION

TABULAR FIGURES / CONSISTENT DATE FORMAT / TRACKING +40 TO +80 / NEVER STYLIZE QR OR DATA

Typography must always maintain sufficient contrast
against its background.

COLOUR SYSTEM

A controlled visual hierarchy built around deep graphite, warm mineral neutrals and a restrained violet signal.

Rare
Private
Collected
Refined
Quiet Status

Controlled
Luxury
Shadowed
Warmth
Signature Accent



■ CORE DARKS / 55%		■ WARM MINERALS / 30%	■ VIOLET SIGNAL / 12%	■ METALLIC DETAIL / 3%
C01	C02	C03		
INK BLACK #232428	WARM GRAPHITE #333234	ASH GREY #6F6A66		
C04	C05	C06	C07	
MUSHROOM #8F8880	WARM STONE #AAA198	LIMESTONE #C8C0B6	BONE #F2EEEE	
A01	A02	A03	F01	
DEEP VIOLET #43374F	ROYAL DUST #625074	SOFT VIOLET #8B7C99	AGED CHAMPAGNE #C6B18A	

APPLICATION LOGIC

Violet establishes hierarchy across active UI, hover states, stitching and launch graphics — never as a dominant field.

Bone supports type and negative space. Champagne is limited to physical finishes, hardware and precision details.

DIGITAL: HEX / RGB MASTER · PRINT: CONTRACT-PROOF ON FINAL STOCK · METALLIC: NEVER SIMULATE WITH PROCESS YELLOW

MATERIAL SYSTEM

A controlled family of low-gloss finishes for retail, packaging and product hardware.

01 / LOW-GLOSS Controlled reflectivity across every surface.		02 / TACTILE DEPTH Texture is sensed at close range, never decorative.	03 / STRUCTURAL HONESTY Credible materiality with architectural restraint.	QUIET TACTILE ARCHITECTURAL
M01 / WALL FINISH CHARCOAL CLAY PLASTER Walls / monolithic planes Hand-applied mineral texture / matte depth	M02 / FIXTURE METAL BLACK SATIN PVD-COATED STAINLESS STEEL Rails / fixtures / hardware Fine-brushed satin / low-gloss specification	M03 / JOINERY FINISH SMOKE GREY OAK VENEER Joinery / drawers / wall panels Straight grain / quarter-cut / low-sheen seal	M04 / NATURAL STONE HONED PIETRA D'AVOLA Plinths / cash desk / floor insets Dense natural stone / matte and low-reflective	
M05 / DISPLAY GLASS AGC MATELUX DARK GREY GLASS Display / partitions / cabinet fronts Acid-etched satin / controlled reflection	M06 / ACCENT METAL / ≤3% AGED CHAMPAGNE PVD STAINLESS STEEL Edge trims / zip pulls / selected hardware Brushed satin / accent only / never a field	M07 / MICRO-ACCENT / ≤2% MUTED VIOLET MICROFIBRE SUEDE Tray liners / packaging inserts / small insets Soft matte pile / tactile signal / never a field	APPLICATION NOTE RESTRAINT CREATES VALUE Accent finishes should reward close inspection. Their presence must feel intentional, rare and precise.	

SPECIFICATION CONTROL

Approve physical samples under both 3000K and 4000K lighting. Natural, textile and hand-applied finishes require range samples.

Confirm colour, sheen, grain or nap direction, edge treatment and wear performance on a production prototype before final manufacture.



QUIETLY RARE

ROYØRN

SYMBOL / MONOGRAM



WORDMARK

ROYØRN

SYMBOL / MONOGRAM
BLACK ON WHITE



WORDMARK
BLACK ON WHITE

ROYØRN

PRIMARY LAYOUT



SECONDARY LAYOUT



PRIMARY LAYOUT
BLACK ON WHITE



SECONDARY LAYOUT
BLACK ON WHITE





BRAND APPLICATIONS

FROM MAR'K TO MATERIAL
ROYØRN is conceived as a complete identity system rather than a surface-level graphic. Across garments, materials, packaging and environments, every application is designed to preserve the same sense of restraint, precision and structured rarity.



MATERIAL AS LANGUAGE
Each application responds to the character of its material. Woven fibres, debossed leather, cast metal and soft-touch rubber give the identity a distinct physical expression while maintaining a consistent visual language.



DESIGNED BEYOND THE GARMENT

The ROYØRN experience extends beyond the product itself. Packaging, labels and collection materials create a deliberate sequence of discovery, reinforcing the brand before, during and after the garment is revealed.



ONE SIGNATURE. EVERY SCALE.

From an 8 mm embroidery to a full architectural facade, the identity is designed to remain balanced, recognisable and consistent. Its geometry allows it to adapt without losing its character.



A CONSISTENT SENSE OF RARITY

Across every touchpoint, ROYØRN maintains a singular character: controlled, tactile and unmistakably its own. The identity does not rely on repetition or excess. Its strength comes from consistency, proportion and considered execution.



FROM PRODUCT TO PLACE

Within the physical environment, ROYØRN becomes an atmosphere. Dark architectural surfaces, controlled lighting and muted accents translate the identity into a space that feels calm, precise and intentionally rare.



Refining the RØ Monogram

Strengthening the relationship between the monogram and the wordmark through a more consistent "R" structure, refined proportions, and improved visual balance.



ORIGINAL

The chosen concept, with strong potential for further refinement.



REFINED

Structural Alignment
The "R" was adjusted to reflect the distinctive structure of the ROYØRN wordmark, creating greater harmony, consistency, and balance.



FINAL

Recommended Direction
The refined version presents a stronger sense of luxury and architectural precision.

Monogram Variations

Alternative explorations emphasizing closer wordmark alignment, with varying architectural expression



VARIATION A

A closer match to the wordmark, with a less architectural feel



VARIATION B

A more compact interpretation with a softer architectural presence

