ASTER & CO
INTERIORS

Working direction · 01

DUBAI · VILLAS & APARTMENTS

Considered interiors. Beautifully lived.

Identity

Use the full wordmark on quiet light surfaces. Keep its proportions. The architectural icon is a secondary accent.

Typography

Georgia for editorial headlines. Arial for information, supporting text and calls to action.

Image direction

Warm daylight. Tactile finishes. Quiet compositions. Let the space feel lived in rather than staged for spectacle.

Voice

Calm, specific and warm. Say what we do without superlatives. Prefer clear language over decorative promises.

Ink · Paper · Stone · Soft ink

Working palette: ink for the primary read, paper for space, stone for supporting fields, soft ink for supporting labels.