

Atuni

A slower, more intentional way to connect.

Here, it's just you and I.

Primary Wordmark

Clear Spacing:

The logotype is used in spacious, editorial contexts and should be given generous room to breathe. Spacing should be determined optically rather than strictly measured.

The image shows the word 'Atunni' written in a white, elegant cursive script. The letters are fluid and connected, with a large, sweeping 'A' and a long, flowing 'n'. The word is centered horizontally and occupies the upper half of the frame against a dark, solid background.

On Light Background

The image shows the word 'Atunni' written in a black, elegant cursive script, identical to the one above. The word is centered horizontally and occupies the lower half of the frame against a light, solid background.

About Us

Huni is a space for more intentional connection.

A return to small, thoughtful gestures
that make someone feel seen.

Step away from performance.
Come back to what matters.

Brand Essence

Our voice is quiet, not silent. Present, not performative. We speak with warmth and sincerity, always encouraging reflection over reaction.

TONE OF VOICE

- "Say something real."
- "A note, sent with intention."
- "Connection, one message at a time."
- "Your words, felt."
- "Slow down. Be here."

INTERFACE PRINCIPLES

- Text is the focus, not UI
- Reduce friction, not expression
- One action at a time
- No feeds, no noise

CORE VALUES

Intentional

Personal

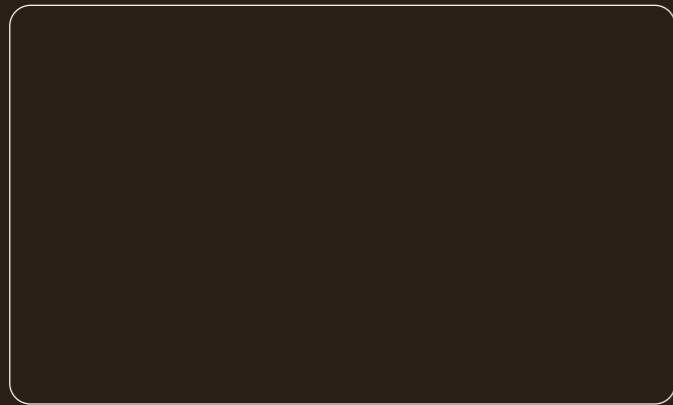
Reflective

Minimal

Warm

Calm

Color Palette



Deep Honey Brown

#2B1F17

Primary Background



Warm Gold

#C9A86A

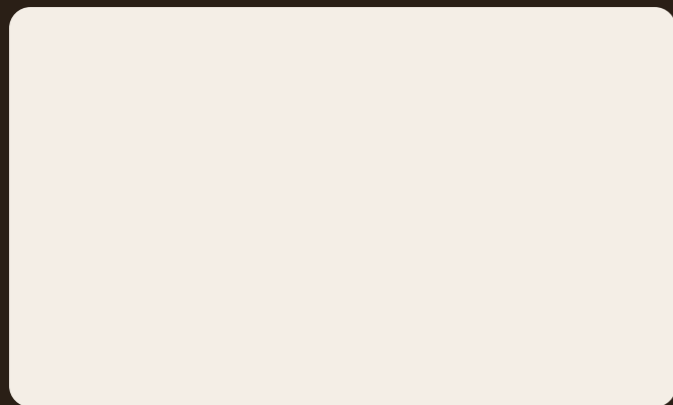
Accent



Soft Amber

#D8B98A

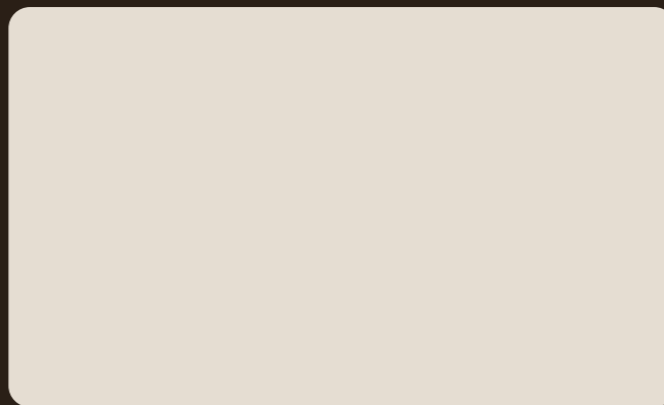
Secondary Accent



Ivory | 100

#F5EFE7

Primary text



Ivory | 80

#E6DED3

Body Text



Light Gray

#B8B5B0

Subtext

Logo Design

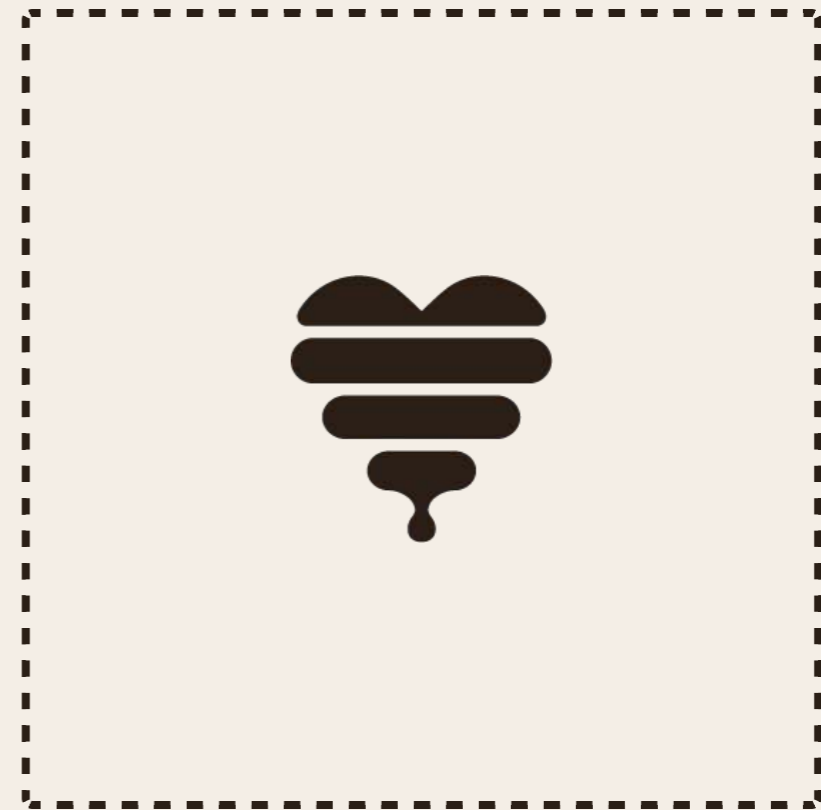


Dark

Clear Spacing:
X = height of the symbol

Minimum: 0.25X
Preferred: 0.5X

Minimum size:
Digital: 24px–32px
Print: 8–10mm



Light

Typography

PRIMARY TYPEFACE

Georgia

A warm, refined serif with editorial elegance.

Hero / H1 64px / Regular / -0.01em Color: Ivory 100

Take a moment.

Section / H2 40px / Regular / 0em Color: Ivory 100

Your daily reflection

Body 18px / Regular / 0.01em Color: Ivory 80

We believe that meaningful connection requires presence. Not just words, but intention behind them. Huni is built for conversations that matter—the kind that unfold slowly, with care and attention.

Caption 14px / Regular / 0.02em Color: Light Gray

Sent with intention · March 29, 2026

Visual Mood

Warm textures, soft light, and generous space. Our visual language embraces stillness and intimacy— imagery that feels touchable, human, and quietly elegant.



Product Application

The interface mirrors the brand's essence: thoughtful, uncluttered, and centered on the message itself.

WELCOME



COMPOSE

To: Maria

I was thinking about our conversation yesterday... |

Take your time... **Send**

RECEIVED

I was thinking about our conversation yesterday... and you really make me feel safe.

Thank you.

-Naim

Brand Application

BUSINESS CARD



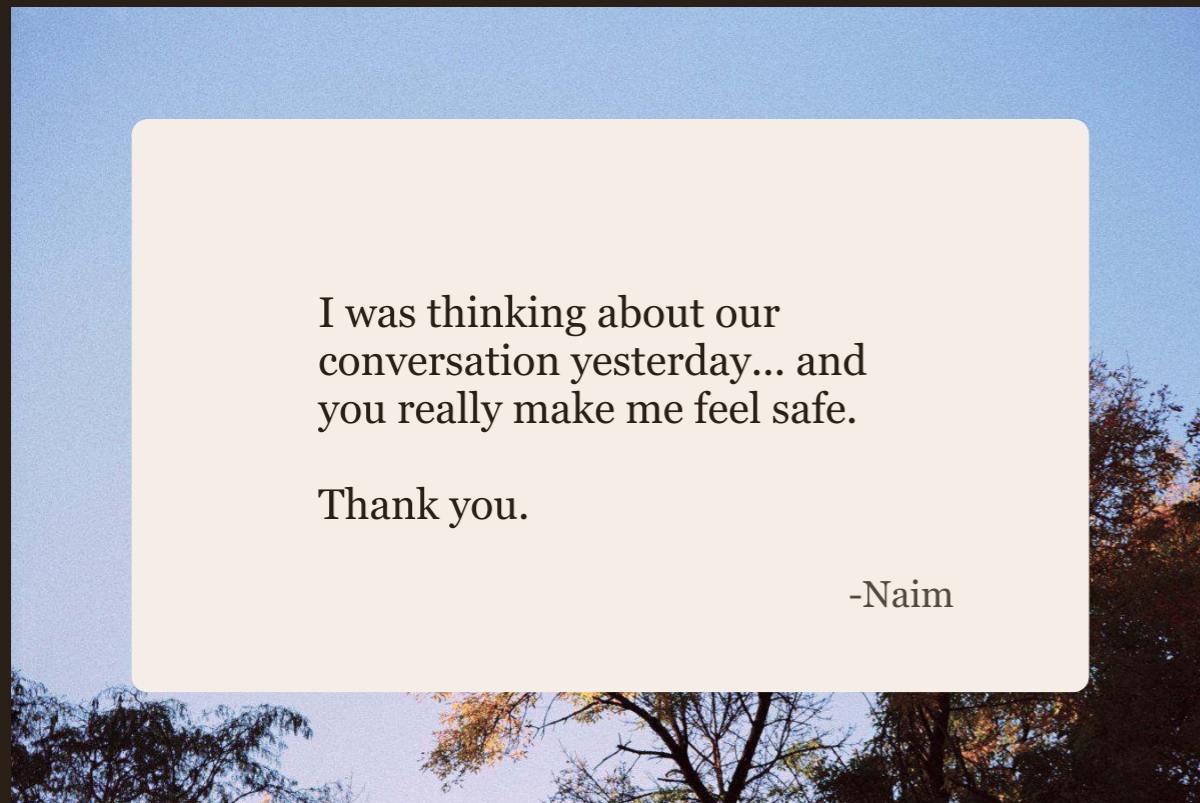
Naim Barnett

Founder

hi.huni.team@gmail.com

Marketing

Intimate message overlaying a calm, natural space.



Intimate message next to the user sent image.



To be known by you is a gift. Just wanted to remind you that you mean the world to me.

-Ella

Customer Communication

Huni

A note from our team

Hello,

We're building something different—a place where your words carry weight, where connections are formed slowly, and where presence matters more than speed.

Thank you for being part of this journey.

The Huni Team · hello@huni.app

Design Principles Communication

Space over noise

Generous margins and breathing room allow the message to resonate. Remove what is unnecessary.

Intention over performance

Every element serves a purpose. Design with care, not for metrics or attention.

Warmth over polish

Perfection can feel cold. We embrace humanity, softness, and emotional authenticity.

Presence over speed

Slow down interactions. Create space for thought, not urgency.

Huni

Here, it's just you and I.

