



OFFICIAL DESIGN SYSTEM & BRAND MANUAL

muriwo.com

Brand Kit & Visual Manual

A comprehensive reference for visual identity, design tokens, typography, UI components, Zimbabwean culinary terminology, and diaspora substitution systems.

BRAND FOUNDATION HIGHLIGHTS

Core Mission:	Connecting Zimbabwean home cooks worldwide with comforting, authentic meals.
Primary Tagline:	"Familiar Zim meals, wherever you are."
Secondary Tagline:	"Real food from people we trust."
Target Audience:	Home cooks in Zimbabwe navigating load-shedding + global diaspora cooks.
Design Aesthetic:	Warm organic ecru, lush forest green, and electric chartreuse accents.
Technical Stack:	Next.js App Router, Tailwind CSS v4, Lucide Icons, TypeScript.

ENTITY: MURIWO, INC.

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SECTION 01

Brand Purpose & Heritage

Understanding the cultural significance of Muriwo and the mission that drives our kitchen ecosystem.

The Cultural Meaning of "Muriwo"

In Shona culture, "Muriwo" (pronounced moo-ree-woh) refers to fresh leafy vegetables and the cooked relish that accompanies the national staple, sadza. When Zimbabweans ask "Muriwo wanhasi chii?" ("What is today's relish?"), they are asking for the vibrant, nutritious center of the meal.

From covo and rape to tsunga braised in rich peanut butter (dovi), greens represent sustenance, family bonding, and home. Muriwo.com takes its name from this essential tradition, honoring it while modernizing how recipes are shared and cooked.

Our 4 Core Brand Pillars

1. Unapologetic Heritage

We treat Zimbabwean dishes as culinary masterpieces. No dumbing down, no condescending Western analogies. We celebrate sadza, rich muto gravies, and slow-cooked mazondo in their full authenticity.

2. Diaspora Inclusivity

Cooking Zimbabwean meals abroad should not require rare, overpriced specialty imports. We rigorously test supermarket substitutes (like collard greens for covo, or coarse grits for mealie-meal) in the UK, USA, SA, and Australia.

3. Kitchen Resourcefulness

Real cooking happens under real constraints. We build dedicated single-pot gas meals for load-shedding schedules in Harare, budget tiers for smart shopping, and low-bandwidth mobile optimization.

4. Wholesome Modern Warmth

We reject sterile, corporate recipe apps. Muriwo feels tactile, organic, and welcoming—with warm ecru paper textures, deep farm greens, high-contrast typography, and generous portions.

SECTION 02

Logo Architecture & Visual Marks

Guidelines for consistent usage of the Muriwo wordmark, icon badges, and lockups across all touchpoints.

PRIMARY WORDMARK VARIANTS



PRIMARY (CANVAS / LIGHT)



INVERSE (DARK BACKDROP)

APP ICON & EMBLEM BADGES



Dark Icon Badge
File: muriwo-iogo-dark.png
Usage: Light web headers, favicon, social avatars



Light Icon Badge
File: muriwo-logo-light.png
Usage: Hero overlay, footers, dark mode screens

LOGO SPECIFICATION & CLEAR SPACE RULES

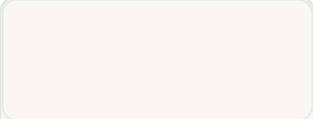
Clear Space Zone	Maintain minimum exclusion buffer equal to the height of the letter "o" around the wordmark. No graphics or text may invade this perimeter.
Casing Policy	Digital wordmark is strictly lowercase ("muriwo"). In editorial text, use Title Case ("Muriwo") or web URL ("muriwo.com"). Never all-caps ("MURIWO").
Digital Minimum Width	Minimum display size for wordmark is 88px width (mobile header). Icon badge minimum is 24px × 24px (favicon 32px × 32px).
Print Minimum Size	Wordmark must not be printed smaller than 22mm width. Icon badge minimum print diameter is 10mm.
Forbidden Alterations	Do not rotate, apply outer glows/drop shadows, stretch aspect ratio, or replace Fraunces serif with generic fonts.

SECTION 03

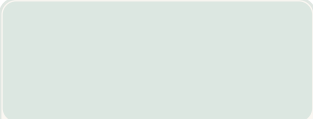
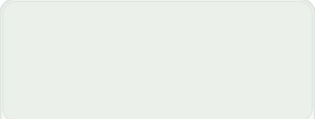
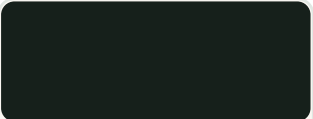
Color Architecture & Design Tokens

Engineered for maximum WCAG 2.1 accessibility, emotional warmth, and vibrant contrast.

Primary Palette

 <p>Canvas Ecu #FAF7F2 Organic base background</p>	 <p>Forest Green #134B35 Primary brand green (AAA)</p>	 <p>Forest Dark #0D3827 Banners & contrast hero</p>	 <p>Electric Lime #CCFF00 High-voltage CTA pill</p>
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Secondary & Functional Tokens

 <p>Sage Green #DCE7E1 Feature bands & footers</p>	 <p>Sage Light #EBF0EB Chef badges & card chips</p>	 <p>Terracotta #D4622B Clay pot & load-shedding</p>	 <p>Charcoal #16201B High-contrast typography</p>
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WCAG 2.1 CONTRAST COMPLIANCE MATRIX

Charcoal (#16201B) on Canvas (#FAF7F2)	14.8 : 1	Passes AAA (Highest legibility for body text)
Forest Green (#134B35) on Canvas (#FAF7F2)	8.6 : 1	Passes AAA (Ideal for headers and interactive links)
Forest Green (#134B35) on Electric Lime (#CCFF00)	9.2 : 1	Passes AAA (Signature high-contrast primary CTA)
Canvas Ecu (#FAF7F2) on Forest Dark (#0D3827)	11.4 : 1	Passes AAA (Crisp hero and footer contrast)
Slate Muted (#5C6D65) on Canvas (#FAF7F2)	4.9 : 1	Passes AA (Secondary metadata & timestamps)

SECTION 04

Typography Hierarchy & Scale

Fraunces provides organic culinary storytelling; Plus Jakarta Sans guarantees functional precision.

Primary Serif: Fraunces

Weights: 400, 500, 600, 700 • Role: Display hero, H1-H3 titles

Secondary Sans: Plus Jakarta Sans

Weights: 400, 500, 600, 700, 800 • Role: Buttons, badges, instructions, data

MODULAR TYPOGRAPHY SCALE

LEVEL / ROLE	TYPEFACE & WEIGHT	SIZE / LEADING	TRACKING	USAGE CONTEXT
Display Hero	Fraunces 400	64px / 1.08	-0.025em	Hero banners, celebration headlines
H1 Page Title	Fraunces 500/600	36px / 1.15	-0.020em	Recipe detail title, primary page header
H2 Section Title	Fraunces 400/500	26px / 1.25	-0.015em	Section headings, feature banners
H3 Card Title	Fraunces 600	20px / 1.25	-0.010em	Recipe cards, modal headers
Body Large	Plus Jakarta Sans 400	18px / 1.60	normal	Intro paragraphs, lead editorial sentences
Body Regular	Plus Jakarta Sans 400	14px / 1.55	normal	Recipe instructions, ingredient lists, tips
Body Small / Meta	Plus Jakarta Sans 500	12px / 1.45	normal	Prep times, chef level labels, footer links
Nav Links / Badges	Plus Jakarta Sans 800	11px / 1.20	+0.140em	Uppercase pills, navigation items, CTA text

VISUAL SPECIMEN EXAMPLE

Spring's Warm Welcome

Real food from people we trust. Wholesome Zimbabwean home cooking, slow-simmered stews, and crisp greens with tested diaspora supermarket swaps.

SECTION 05

UI Component Architecture & Code

Production-ready UI patterns engineered for Tailwind CSS v4 and Next.js.

Button System & Hierarchy

ORDER RECIPES

Primary Conversion CTA
bg-[#CCFF00] text-[#134B35]

COOK NOW

Brand Action Button
bg-[#134B35] text-white

VIEW INGREDIENTS

Secondary Action
border border-[#134B35]

Badges, Chips & Meta Indicators

CHEF LEVEL 2

25 MINS

GAS 1-POT MEAL

UK / USA SWAP

Components employ tactile rounded geometry (rounded-full for interactive elements, rounded-2xl for cards).

Tailwind CSS v4 Quick Reference

```
/* app/globals.css — Muriwo Design Tokens */
@theme {
  --color-canvas: #FAF7F2;      /* Warm organic ecru */
  --color-forest: #134B35;     /* Primary signature green */
  --color-forest-dark: #0D3827; /* High-contrast background */
  --color-lime: #CCFF00;       /* Electric neon chartreuse CTA */
  --color-sage: #DCE7E1;       /* Muted band / footer */
  --color-terracotta: #D4622B;  /* Zimbabwean clay pot accent */
  --color-charcoal: #16201B;    /* High-legibility text */
  --font-serif: var(--font-fraunces), Georgia, serif;
  --font-sans: var(--font-sans), "Plus Jakarta Sans", sans-serif;
}
```

SECTION 06

Zimbabwean Culinary Glossary & Swaps

Official spellings, cultural context, and tested diaspora substitutions for recipe authors.

SHONA TERM	PHONETIC	CULTURAL DEFINITION & CONTEXT
Muriwo	moo-ree-woh	Leafy greens; by extension, any cooked relish served with sadza.
Sadza	sahd-zah	The national staple made from white maize meal (upfu) cooked into a dense porridge.
Muto	moo-toh	Rich, savory braising broth, stew gravy, or concentrated tomato-onion sauce.
Covo	koh-voh	Deep-green African brassica with savory ruffled leaves; a national staple.
Rape	rah-peh	Tender Brassica napus leafy greens with slightly peppery notes.
Tsunga	tsoon-gah	Piquant mustard greens, classically braised with peanut butter (dovi).
Dovi	doh-vee	Natural, smooth unsweetened peanut butter melted into greens or chicken.
Derere	deh-reh-reh	Okra cooked gently with bicarbonate of soda into a smooth, silky relish.
Mazondo	mah-zohn-doh	Slow-braised cow trotters rich in collagen; cooked 4+ hours for feasts.
Roadrunner	huku yechibhoyi	Free-range indigenous chicken known for deep chicken flavor and firm bite.
Matemba	mah-tem-bah	Crisp sun-dried freshwater kapenta fish, fried with onion, tomato, and chili.
Chimodho	chee-moh-doh	Traditional dense hearth bread baked with flour, cornmeal, and simple leavening.

Tested Diaspora Supermarket Substitutions

Covo / Rape Greens	-> Collard Greens / Spring Greens / Kale	1:1 ratio. Trim thick stems and sauté in butter or oil with salt.
White Upfu (Mealie-Meal)	-> White Cornmeal / Fine Grits / Polenta	Use white (not yellow) cornmeal. Cook low & slow with a lid.
Roadrunner Chicken	-> Corn-fed Stewing Hen (Boiling Fowl)	Requires 90-120 mins slow braise to achieve authentic deep broth.
Matemba (Kapenta)	-> Dried Whitebait / Anchovies	Rinse quickly, flash fry in oil with tomatoes, chili, and garlic.

