



Press Brand Guidelines

*Colourful, bold and organic Table Linens
A rebellion against boring.*

September 2026

ABOUT:

NÓDOA DESIGN is a bold Portuguese table-textiles brand founded by Joana Sousa. The brand creates original, vibrant graphic prints for tablecloths, runners, placemats, napkins, tea towels and other everyday textile essentials — all designed and produced in Portugal using certified organic or recycled fabrics.

NÓDOA brings colour, character and a little irreverence to the everyday table. Think of it as the Portuguese girl for the home: expressive, warm, a little cheeky and never afraid of a statement print.

After many years working in the textile industry, founder Joana Sousa set out to bring something different to the table: bold colour, original prints and textiles with a little more personality.

The name *nódoa* — Portuguese for “stain” — celebrates tables that are actually lived around: marked by long lunches, late-night conversations, crumbs, laughter and the occasional disaster. Because a good tablecloth should not be too precious to use.

NÓDOA DESIGN stands against the great beige-ification of the home, championing bold prints and colour as forms of expression, emotion and authenticity. Made to be used, shared, stained and loved, each piece is designed to make everyday meals feel a little less ordinary.

Fact Box:

Item	information
Founded	2026
Founder	Joana Sousa
Based in	Porto, Portugal
Category	Table linens and home textiles
Products	Tablecloths, runners, placemats and napkins
Production	Designed and produced in Portugal
Materials	Certified organic fabrics
Website	www.nodoadesign.com
Instagram	@nodoadesignhome

LOGO

Approved logo versions:

- Black logo in white background



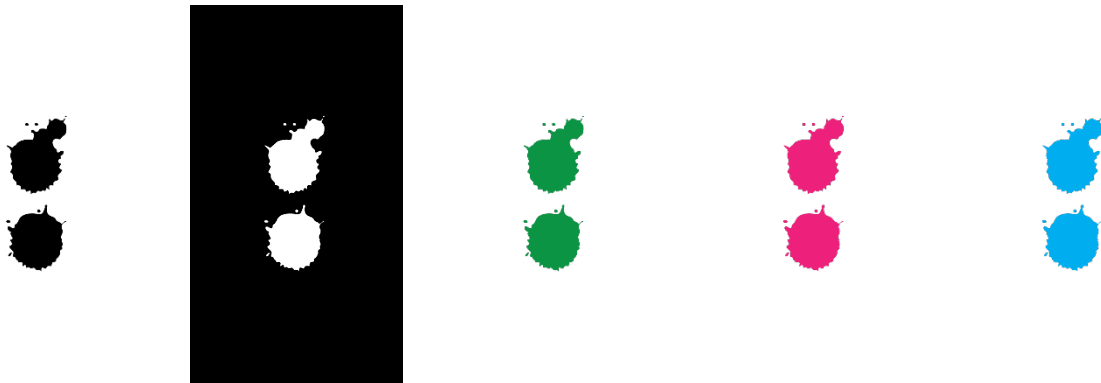
- White logo for dark or busy backgrounds.



- Pink, green or blue logos for high contrast or complementary backgrounds



- Symbol/monogram



- Horizontal versions.



LOGO RULES:

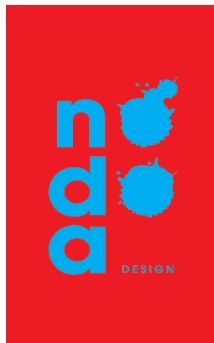
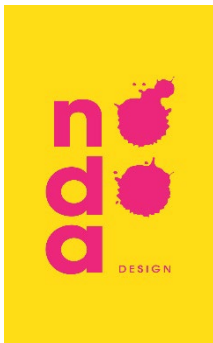
1. Use **ALWAYS** the primary logo.
2. Do not use the symbol that will be used only when the brand is more recognizable
3. Do not use the horizontal version except when you want to use it as a text to be easier to read as in the office supplies, receipts, letters on other supplies
4. Usage for backgrounds:
 - a) Only use the black logo on white or in neutral colours article (like the paper kraft materials for bags and envelopes)



- b) Use the white logo mainly on busy coloured backgrounds



- c) Use the pink, green or blue for high contrast or complementary colours or for white background



DOS AND DON'TS

The logo always should stand out on the background due to colour contrast.

Minimum size

Format Minimum width

Digital 120 px

Print 20 mm

Only use these measurements if the **logo remains fully legible** at that size.

Do not:

- Stretch, compress, rotate or crop the logo.
- Add shadows, outlines, gradients or effects.
- Place it over a busy print or photograph where it cannot be read.
- Use a low-resolution screenshot of the logo.
- Place other logos too close to it.

Always use the supplied logo files. Do not recreate, redraw or type the logo yourself.

COLOUR

Colour palette

Create a table like this, replacing the examples with your actual colours:

Colour	HEX	RGB	CMYK
NÓDOA DESIGN pink	#ee2a7b	238,42,123	0,95,20,0
NÓDOA DESIGN Blue	#00aeef	0,174,239	100,0,0,0
NÓDOA DESIGN Green	#009444	0,148,68	85,10,100,10

PHOTOGRAPHY

Photography should feel:

- Colourful, expressive and graphic.
- Warm, real and convivial rather than excessively formal.
- Focused on tables in use: food, hands, glassware, folded napkins, everyday details and signs of gathering.
- Carefully styled but not sterile.
- Brightly lit or naturally lit, with colour rendered accurately.
- Textural: show fabric, print, movement and small imperfections.

Avoid:

- Overly beige, grey or desaturated image treatment.
- Heavy filters that change the true colours of the textiles.
- Cluttered images where the product cannot be recognized.
- Images with text, price labels or promotional graphics placed over them.
- Cropping out required image credits.

TONE OF VOICE

NÓDOA DESIGN is colourful, witty, a little cheeky, direct and assured.

It is playful, but never childish; bold, but not aggressive; design-conscious, but never pretentious.

Use	Avoid
Bold, colourful, graphic, expressive, lived-in, ethic, durable, organic	Luxury, exclusive, perfect, flawless, must-have, timeless, refined,
“A colourful antidote to beige interiors”	“The best table linen in the world”
“Designed for tables worth gathering around”	“Premium products for elevated living”

EDITORIAL USE

NÓDOA DESIGN logos and press images may be used for editorial coverage, press articles and social-media posts that directly feature or mention NÓDOA DESIGN.

Assets may not be altered beyond standard cropping or resizing, used for paid advertising, resold, transferred to third parties or used in connection with unrelated products or brands without prior written permission.

Please use the supplied image credits where indicated. For interviews, samples, additional imagery, commercial use or collaboration requests, please contact:

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IMAGE CREDIT

Photography: Maria Araujo, unless otherwise stated.
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