



Brand Guidelines



Content Highlights

Our Logo	03
Logo Variations	04
Color Palette	05
Typography	06
Logo in nature	07
Brand Pattern Asset	08
Do's and Don'ts	09

Our Logo

Through our logo, we're trying to convey that we're not just a lounge or café brand, but one that strives to create a relaxed and sophisticated social experience with a sense of privacy and comfort.

A place that brings people together in a refined, comfortable, and modern space.



Logo Variations



Color Palette

Deep Pine Green

HEX: #274C4C

RGB: 39, 76, 76

Old Gold

HEX: #CAAB7B

RGB: 222, 171, 123

Pure Black

HEX: #000000

RGB: 0, 0, 0

Typography

English

Nunito

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabc
defghijklmnopqrstuvwxyz1234567890@
%^&*/'~

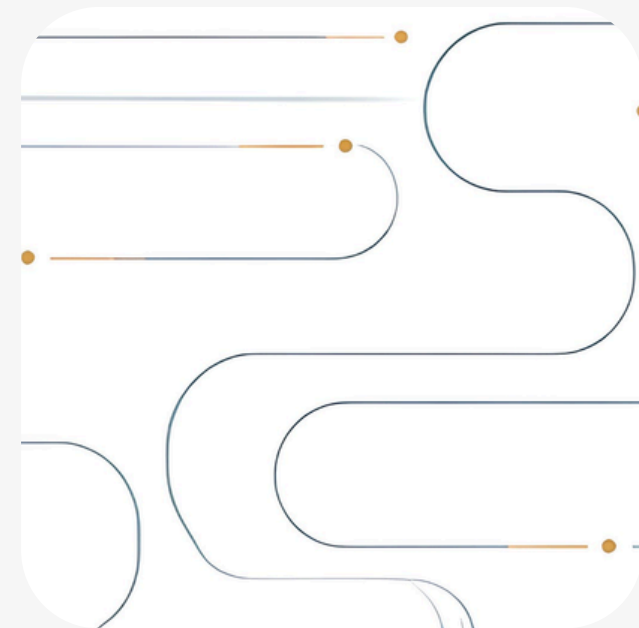
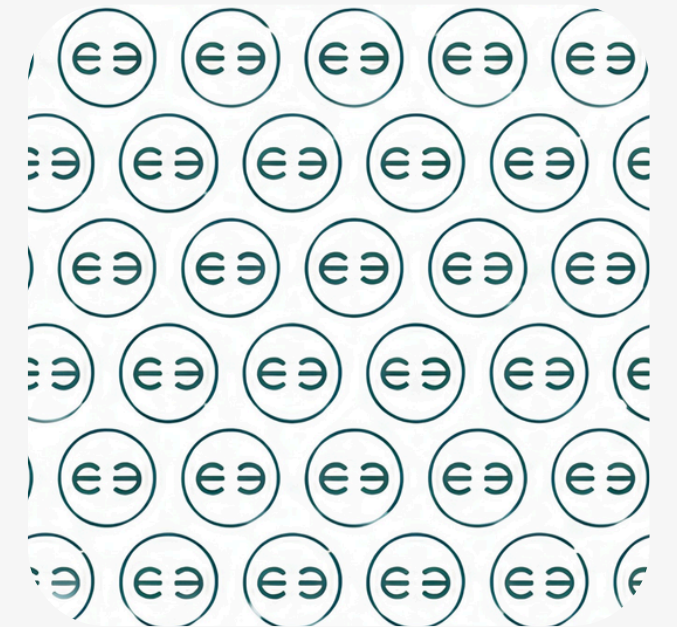
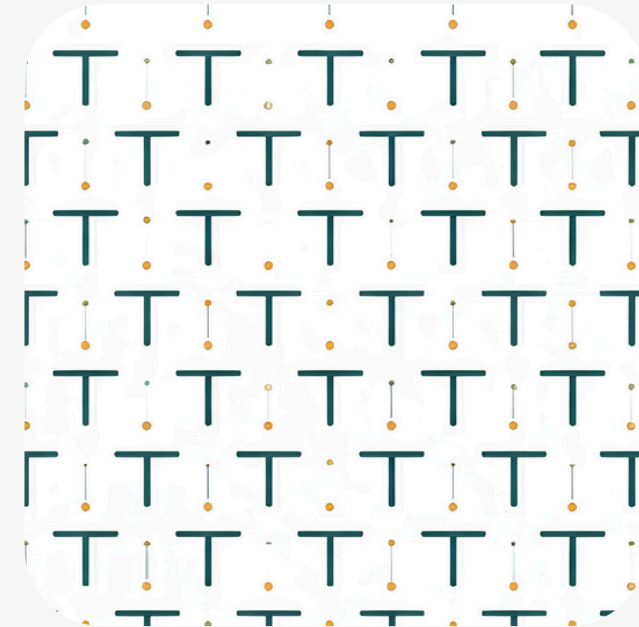
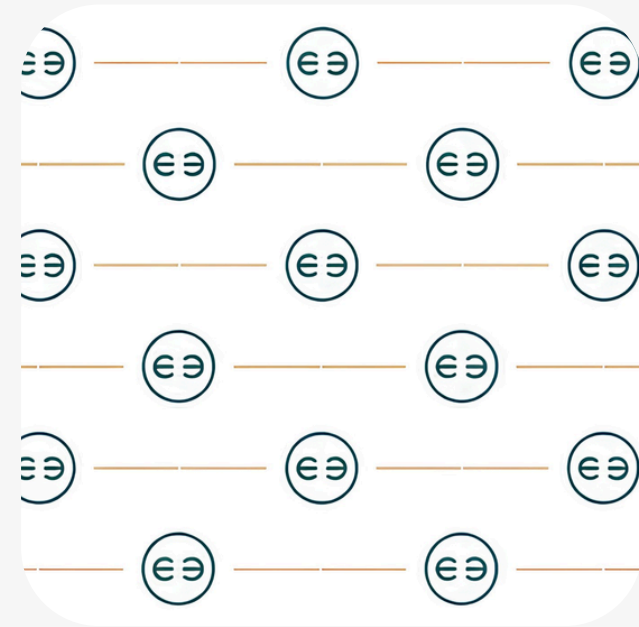
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz1234567890
@%^&*/'~

Logo in nature



Brand Pattern Asset



Do's and Don'ts

01

Use Official Color Palette

Ensure you use the brand's specified colors in all assets.

02

Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.

03

Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.

04

Consistent Messaging

Ensure the message delivered is aligned with our brand values.

01

Modify the Logo

Do not alter, distort, or change the logo colors without permission.

02

Inappropriate Color Usage

Do not use colors that are not included in the brand's official palette for brand representation.

03

Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.

04

Conflicting Messages

Avoid communications that contradict or obscure our brand message.



**Thank
You**