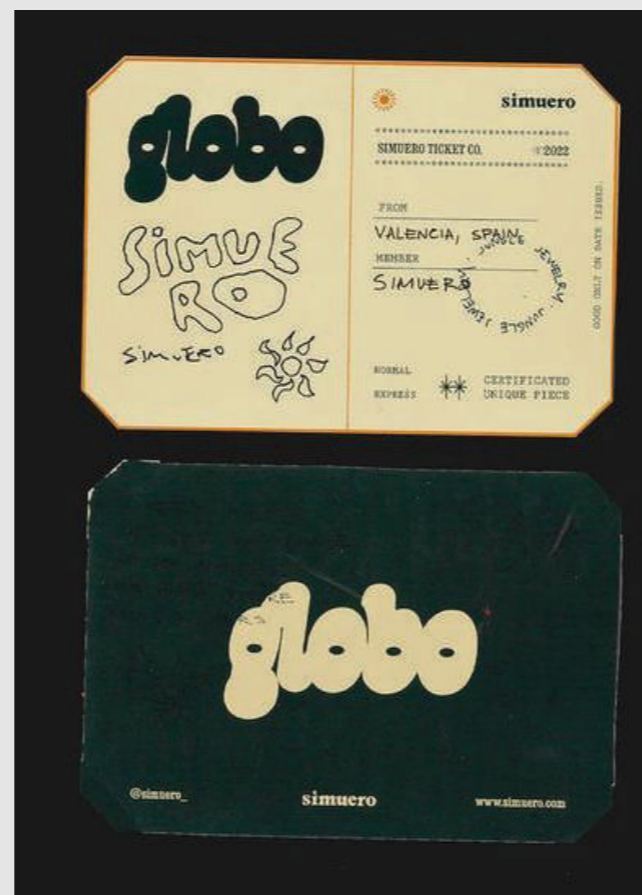


BRAND GUIDELINES

TABLE OF CONTENTS

01	MOODBOARD	02	COLOR PALETTE	03	PRIMARY LOGO	04	SECONDARY LOGO
05	ICONOGRAPHY	06	ILLUSTRATIONS	07	BRAND PATTERNS	08	LOGO GUIDELINES
09	TYPEFACE GUIDELINES	10	MOCKUPS	11	MOCKUPS	12	MOCKUPS
13	MOCKUPS	14	SOCIAL MEDIA PRESCENCE	15	SOCIAL MEDIA MOCKUPS		



MOODBOARD

Welcome to our visual inspiration journey—a curated mood board that encapsulates the essence and atmosphere of the brand. Here, I've assembled a collection of images, colors, textures, and styles that serve as a wellspring of creative direction and emotional resonance. This mood board is a testament to the brand's personality, evoking the feelings, aesthetics, and aspirations we aim to communicate.



ASHY GREY
#2B2928

MILKY WHITE
#FFF7D7

ROSSY
#E33D3D

COLOR PALETTE

Colors are the language of emotions, and your carefully curated color palette speaks volumes about our brand personality. From the vibrant energy of our primary colors to the soothing tones of our secondary hues, our palette captures the essence of our brand's ethos and evokes the desired emotional response from our audience



MUUCCA
CAFE & WINE

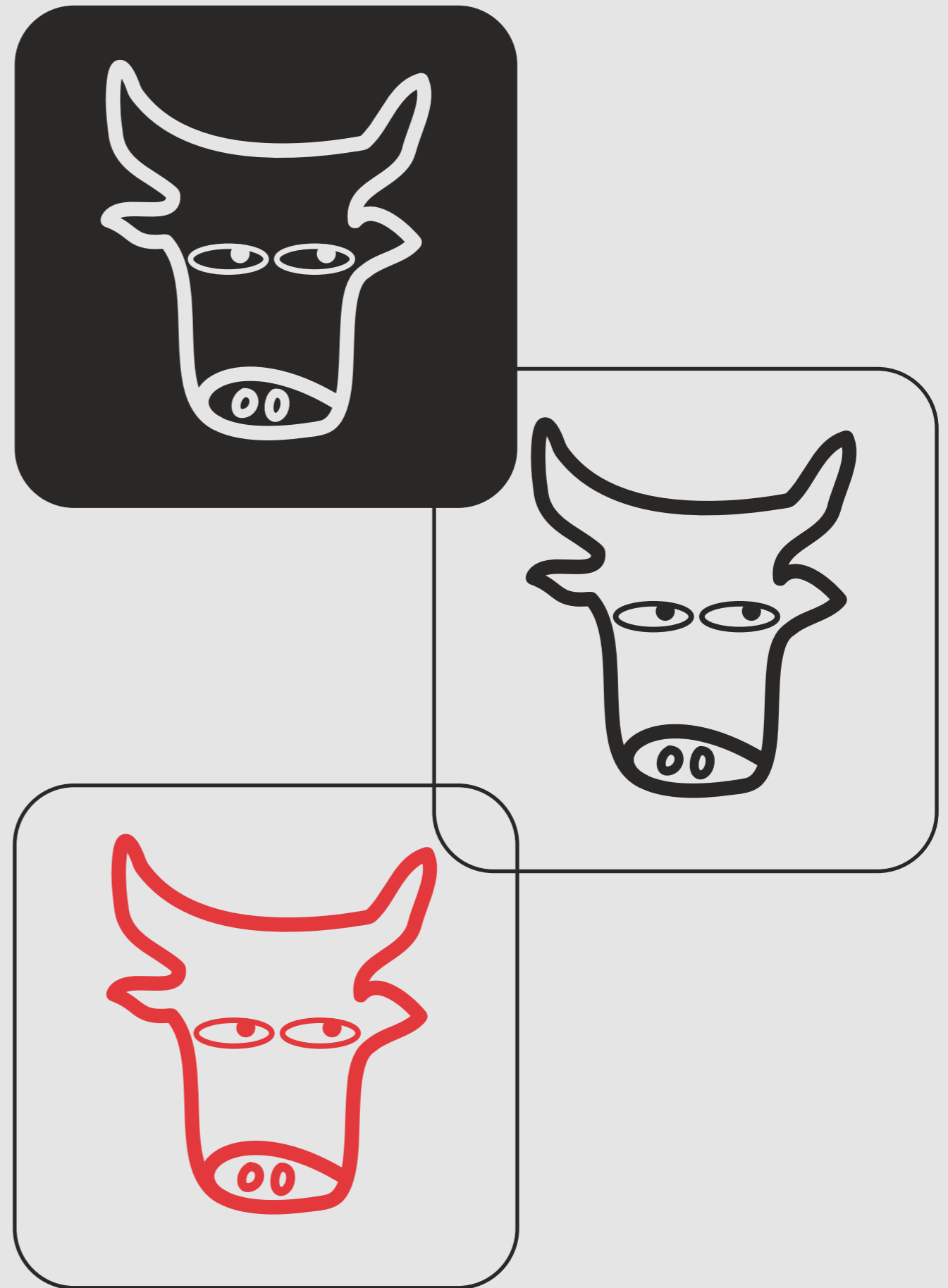
PRIMARY LOGO

Introducing your brand-new logo! This carefully crafted emblem embodies the essence of your brand identity, reflecting your values and aspirations. With its sleek lines, vibrant colors, and powerful symbolism, your logo sets the stage for a memorable and impactful brand experience.



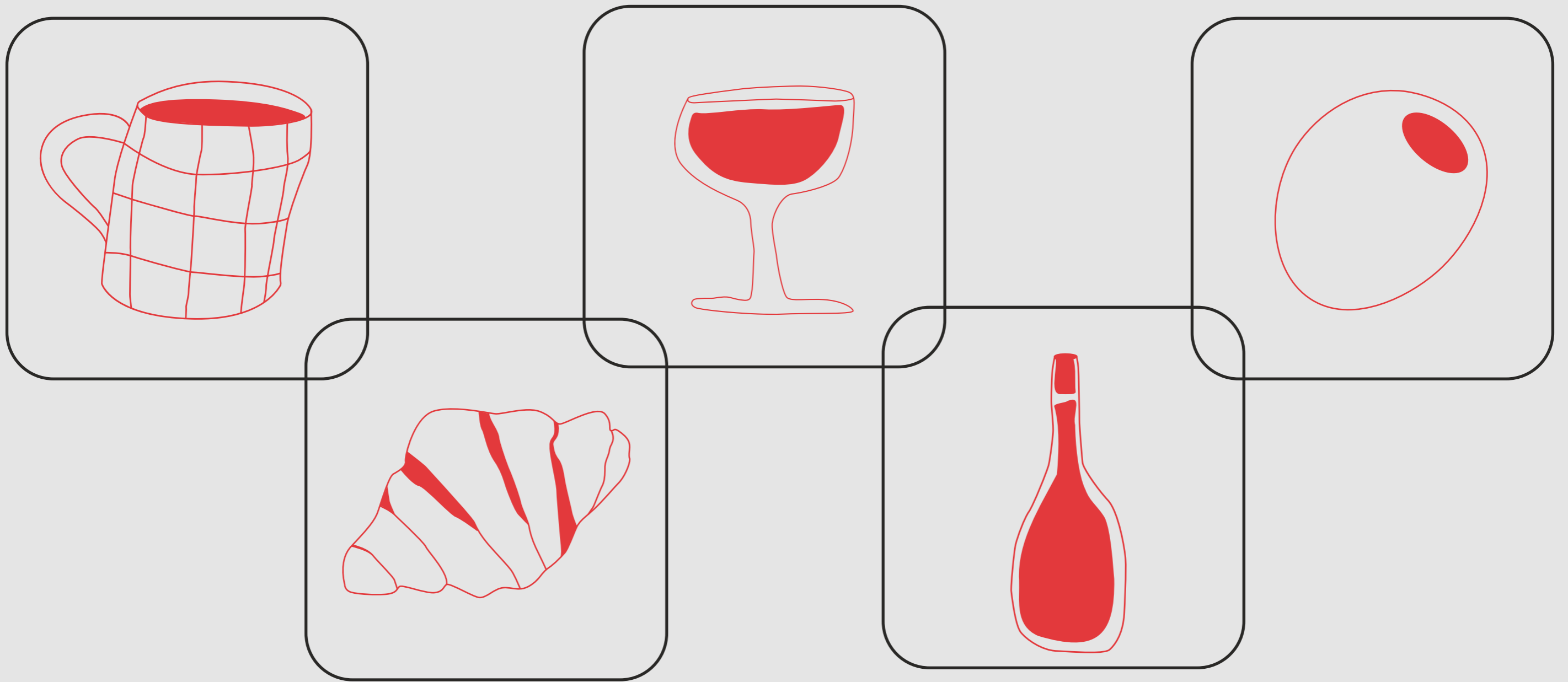
SECONDARY LOGO

Introducing your secondary logo—a versatile companion to our primary emblem. Designed to adapt to different contexts and applications, the secondary logo retains the essence of our brand while offering a fresh and unique visual representation. With its distinctive features and complementary aesthetics, our secondary logo ensures consistent brand recognition while adding a touch of dynamism to our visual identity.



ICONOGRAPHY & COLOR COMBINATIONS

Icons speak a universal language, transcending barriers and conveying messages with simplicity and clarity. This carefully designed iconography enhances your brand's visual communication, offering intuitive representations of key concepts and actions. The iconography captures the essence of your brand and aids in seamless navigation and understanding for your audience.



ILLUSTRATIONS

Illustrations in your brand tell a visual story that words alone can't capture. With a touch of creativity and a dash of personality, the illustrations breathe life into your identity. From bespoke characters that embody our values to scenes that showcase our brand narrative, each stroke is intentional. These illustrations are more than just visuals; they are a distinctive part of your brand language, adding a human touch to your communication. Let these playful yet purposeful drawings guide our audience through a visual journey that's uniquely yours.



BRAND PATTERNS

Our carefully curated patterns are more than just visual embellishments; they're a reflection of our brand's character. From the dynamic energy of geometric patterns to the organic flow of nature-inspired motifs, our design choices are deliberate and meaningful. These patterns aren't just graphics; they're an integral part of our brand language, fostering a sense of familiarity and resonating with the emotions we aim to evoke. As we explore the possibilities, envision how these patterns can seamlessly integrate into our collateral, creating a cohesive and visually captivating brand experience.

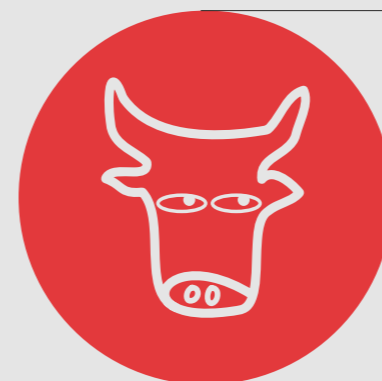


MUUUCA
CAFE & WINE

Storefront & Branded Images



Menu & Branded Documents



Social Media Profile Picture

LOGO GUIDELINES

Consistency is key when it comes to visual branding. Our logo size guidelines ensure that our emblem is displayed with the utmost clarity and impact across various touchpoints. From tiny icons to larger signage, these guidelines ensure our logo maintains its integrity, allowing it to shine in all its glory.

A B C D E F G H I
 J K L M N O P Q R
 S T U V W X Y Z

TF Nukes Regular
 Brand Name

A B C D E F G H I J
 K L M N O P Q R S
 T U V W X Y Z

Westfilia Regular
 Headers

TYPEFACE GUIDELINES

Typography is the voice of your brand, and your typeface guidelines ensure that every word you communicate echoes your distinctive personality. From bold headlines to elegant body text, our carefully selected fonts strike the perfect balance between legibility and visual appeal, giving your brand its unique voice.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
 Jj Kk Ll Mm Nn Oo Pp Qq Rr
 Ss Tt Uu Vv Ww Xx Yy Zz

Gopher Regular
 Body text



MOCK UPS

Behold the power of visualization! Our mockups bring your brand to life, showcasing how it seamlessly integrates into real-world applications. From stunning product packaging to captivating digital interfaces, these mockups demonstrate the versatility and impact of your brand across various mediums, leaving a lasting impression on your audience.



MUUCCA
CAFE & WINE





MUUUCA
CAFE & WINE



COFFEE

Lotte	\$5
Iced Lotte	\$8
Cappuccino	\$6
Americano	\$4



WINE

Rosso	\$10
Bianco	\$10
Bottle	\$50

PASTRIES



Croissant	\$8
Chocolatin	\$10
Pastry of the day	\$8

ALTERNATIVES

Oat	+\$3
Almond	+\$2
Soy	+\$2

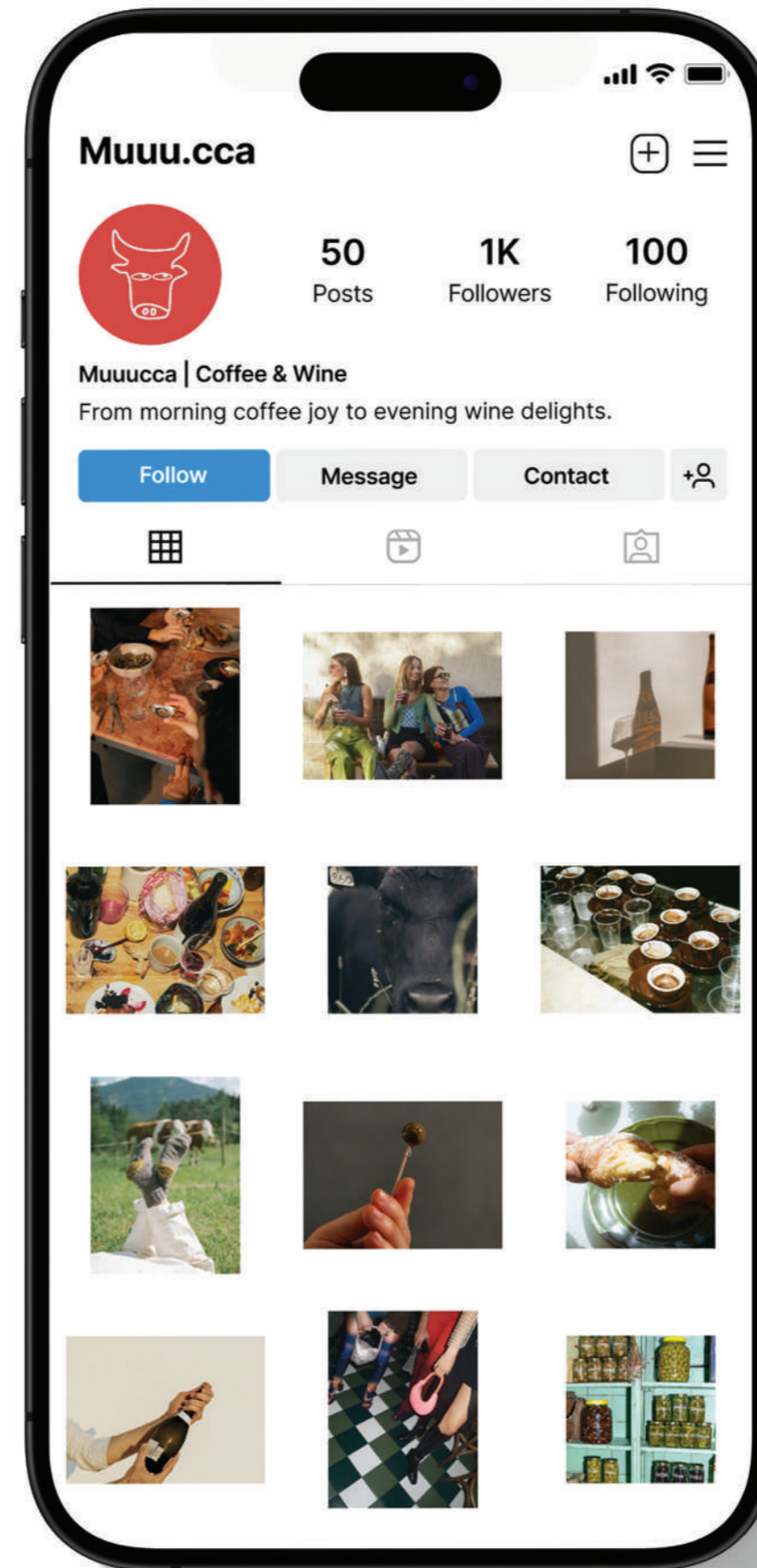


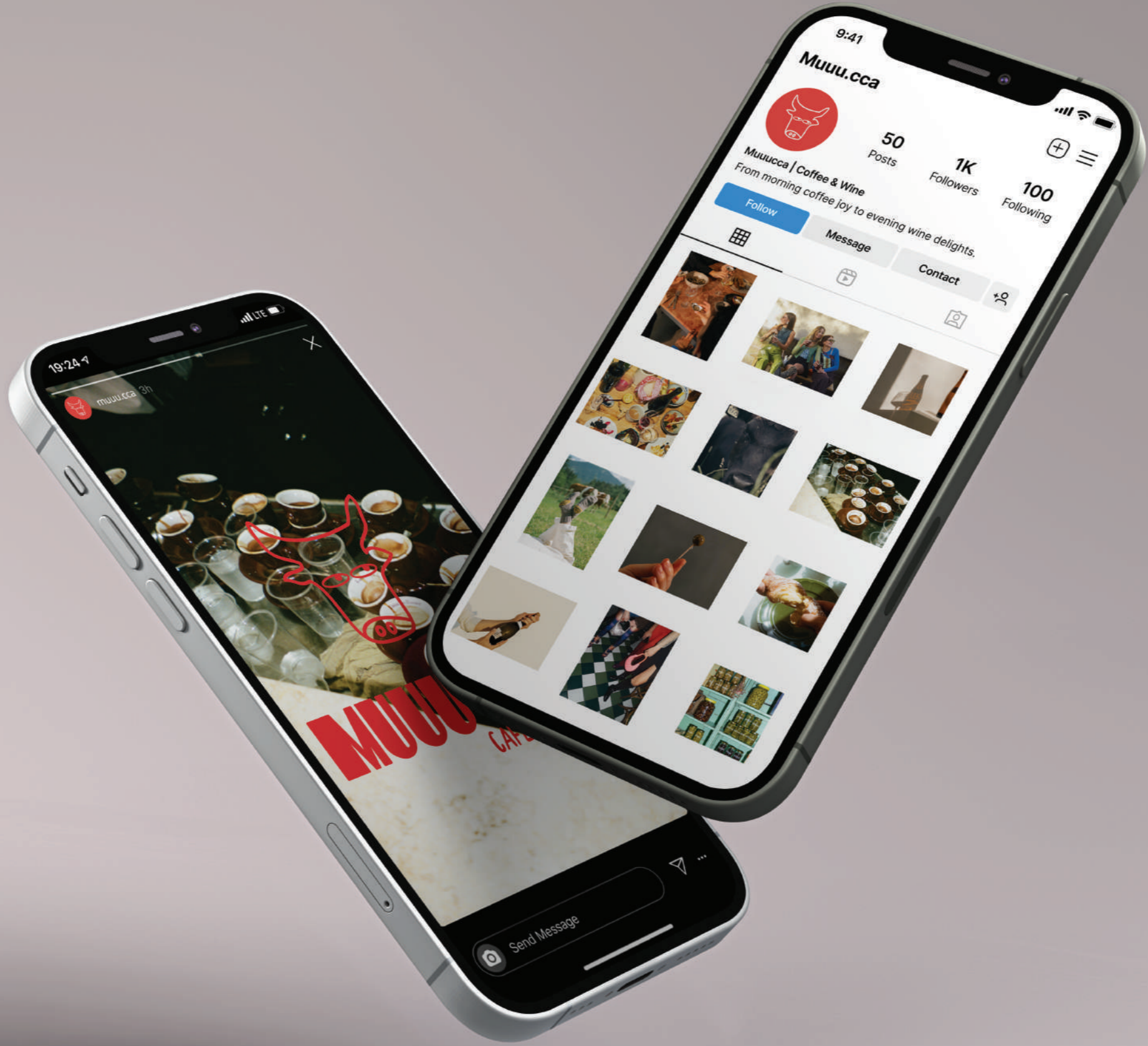
HORS D'OEUVRES

Olives	\$5
Tapas	\$8
Cheese Board	\$12
Panini	\$15

SOCIAL MEDIA

In the digital realm, your brand’s social media content captivates, engages, and builds meaningful connections with our audience. From eye-catching visuals to compelling captions, our content strategy ensures your brand’s message is delivered with authenticity and resonance, fostering a thriving online community that stands behind your brand.





Lucia Gutierrez

for Muuuuca Café

Jan 2024

THANK YOU
