

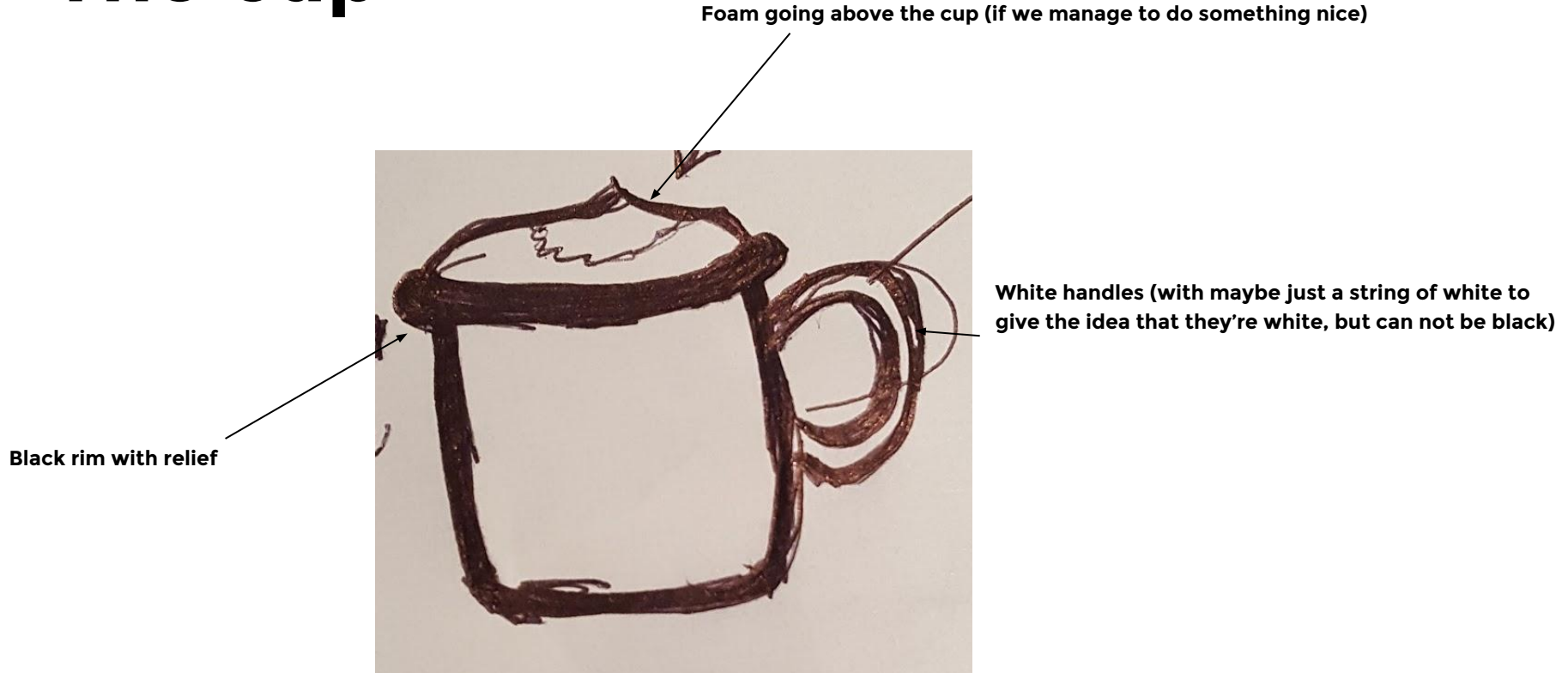
MATCHA LATTE

Mood Board

The cup



The cup



The matcha



The style

SUGGESTION 1: "Structured Watercolor"



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Watercolor silhouette, but in a slightly structured draw to avoid a too feminine and cheesy feel

The style

SUGGESTION 2: “Minimalist”

design / milk



The logo consists of the word "design" in a bold, lowercase sans-serif font, followed by a diagonal slash and the word "milk" in a regular weight of the same font. Below the slash is a simple line drawing of a milk carton, oriented vertically. The letters "dm" are printed on the front of the carton.



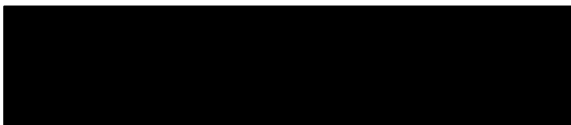
Style can hand-drawn, straight, or even geometric (i'm open to every suggestion), and would preferably include a touch of matcha green (in the color version of the logo).

The brand universe

THE COLORS



white

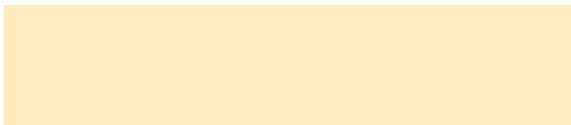


black



matcha green

TO USE IN COLOR LOGO



natural light wood

OPTIONAL IN COLOR LOGO

The brand universe

THE SPACE



light



pure and structured



natural - wood and touches of green