

Veqfa Cafe

Where Parisian Luxury Meets Organic Elegance

CONTENTS

Table of Contents

01 **Brand Strategy**
Story, mission, values & positioning

02 **Visual Identity**
Logo usage & guidelines

03 **Color System**
Palette, combinations & rules

04 **Typography**
Type system & hierarchy

05 **Brand Voice**
Tone, attributes & messaging

06 **Photography**
Image style & direction



SECTION 01

Brand Strategy

Story, mission, values & positioning

BRAND STORY



Veqfa Cafe is a Parisian sanctuary where organic elegance meets timeless luxury. Born from a reverence for coffee and tradition, every sip tells a story of heritage, craftsmanship, and mindful indulgence. A third space designed for the discerning, where community thrives and luxury whispers.

MISSION

To redefine luxury through organic, heritage-driven coffee experiences that foster community, sustainability, and unparalleled craftsmanship.

VISION

To become the world's most iconic destination where Parisian elegance and organic purity converge.

HERITAGE

Honoring coffee traditions with modern, sustainable practices.

EXCLUSIVITY

An elite experience accessible only through discernment and taste.

COMMUNITY

A space where connections flourish over shared passions and moments.

SUSTAINABILITY

Ethical sourcing and eco-conscious luxury, without compromise.

SECTION 02



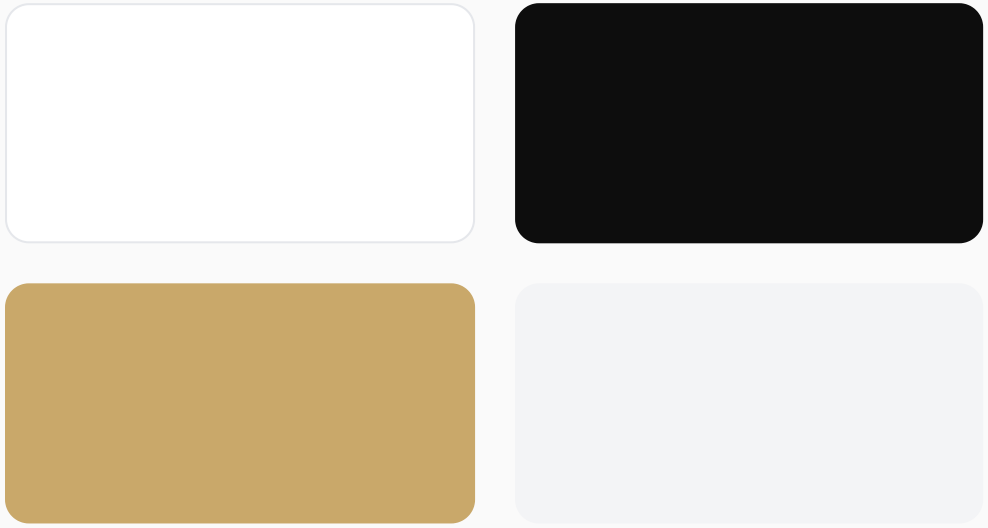
Visual Identity

Logo usage & guidelines

02

VISUAL IDENTITY

Logo Usage



USAGE RULES

CLEAR SPACE

Maintain a minimum clear space of 1 logo height (H) around the logo in all directions. For secondary elements, reduce to 0.5H.

MINIMUM SIZE

Print: 15mm (primary), 10mm (secondary). Digital: 120px (primary), 80px (secondary).

DO: USE HIGH-RESOLUTION

Always use high-resolution files for print and digital to ensure clarity.

DON'T: ALTER THE LOGO

Never change colors, fonts, or design elements of the logo.

SECTION 03

Color System

Palette, combinations & rules

COLOR SYSTEM

Color Palette

Veqfa Cafe's palette blends Parisian Gold and Deep Burgundy for luxury and exclusivity, while Forest Green and Soft Sage reinforce sustainability. Warm Beige and Charcoal Gray ground the palette in timeless sophistication, aligning with the brand's artisan ethos.

Parisian Gold
primary
#C9A86A
201, 168, 106

Forest Green
secondary
#5E7C59
94, 124, 89

Deep Burgundy
accent
#8B3A3A
139, 58, 58

Warm Beige
neutral-light
#D4C4B0
212, 196, 176

Charcoal Gray
neutral-dark
#3A3A3A
58, 58, 58

Soft Sage
accent
#A8B8A8
168, 184, 168

Parisian Blue
accent
#2E5A88
46, 90, 136

COLOR SYSTEM

Color Usage

APPROVED COMBINATIONS

Parisian Gold + Deep Burgundy
Forest Green + Warm Beige
Charcoal Gray + Parisian Blue
Soft Sage + Warm Beige

DO'S & DON'TS

✓ Use Parisian Gold sparingly for premium elements to maintain exclusivity.

✓ Pair Forest Green with Warm Beige to reinforce organic, natural branding.

✓ Ensure high contrast between Charcoal Gray and other colors for readability.

✗ Avoid overusing Deep Burgundy—reserve it for accents to prevent visual clutter.

✗ Don’t mix Soft Sage with too many warm tones, as it may lose its freshness.

✗ Avoid neon or overly bright accents—stick to muted, sophisticated hues.

SECTION 04



Typography

Type system & hierarchy

TYPOGRAPHY

Type System

Aa Bb Cc 123

Playfair Display · Serif · Weights: 400, 500, 600, 700

Aa Bb Cc 123

Lora · Serif · Weights: 400, 500, 600

Aa Bb Cc 123

Montserrat · Sans-Serif · Weights: 400, 700

TYPE HIERARCHY

H1 The Art of Coffee

H2 Our Heritage

H3 Sustainable Sourcing

SECTION 05

Brand Voice

Tone, attributes & messaging



BRAND VOICE

Tone & Voice

Veqfa Café speaks with timeless Parisian sophistication—elegant yet warm, blending heritage and exclusivity to craft an inviting luxury experience.

✓✓ Use sensory language to evoke luxury.

✗✗ Overuse jargon—keep it elegant but accessible.

✓✓ Highlight craftsmanship and heritage.

✗✗ Sacrifice warmth for prestige.

VOICE ATTRIBUTES

HERITAGE-INSPIRED

Rooted in Parisian tradition, evoking legacy and cultural depth.

WARMLY EXCLUSIVE

Welcoming yet discerning—luxury feels personal, not intimidating.

ARTISAN-CRAFTED

Handcrafted quality, authenticity, and meticulous care in every detail.

COMMUNITY-CENTRIC

Fosters connection and celebrates shared passion for fine living.

SECTION 06



Photography

Image style & direction

PHOTOGRAPHY

Image Style

Soft, diffused natural light highlights artisanal coffee rituals and organic textures. Warm, earthy tones and Parisian-inspired compositions evoke timeless elegance, with candid moments of community and craftsmanship.









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Generated by VISDA AI