





COMPETITOR ANALYSIS

STARBUCKS

Convenience & Consistency
Starbucks sells reliability familiarity and a "third place" away from home or work.

Their massive scale requires brand-ing that is universally recognized.

Brand Guidelines

Highly rigorous, focusing on logo clearance, minimum size, and color integrity across all global touch-points. Rules ensure the logo's Siren is always presented clearly and consistently to guarantee brand recognition everywhere.

Color Palette & usage

Starbucks Green (#00704A), Black, and White.

The green is dominant (aprons, logo) and instantly recognizable, symbolizing freshness, growth, and nature (the Siren). Black and white provide strong contrast for legibility and simplicity.

#00704A

#27251F

#FFFFFF

Intelligentsia Coffee

Meticulous Craftsmanship & Transparency.

They sell coffee as a culinary, sophisticated experience. Their Direct Trade model emphasizes the origin and the expertise of the roaster.

Brand Guidelines

Emphasis on visual storytelling through packaging and design. Their guidelines are about balancing their "heritage" (classic black/red) with "progression" (modern gradients and color pops).

Color Palette & usage

The base uses the black-and-white high contrast for sophistication. Red is their iconic accent color (often used for packaging) that signifies energy and passion.

They use a broad range of Expressive Colors for single-origin coffees to showcase flavor profiles (e.g., deep greens, golden orange).

#ED1C24

#4B3621

#A67B5B

#DBC1AA

Tatte Bakery & Café

Homestyle Comfort & European Elegance.

Tatte sells a sense of belonging, warmth, and high-quality, chef-curated baked goods (Middle Eastern/European influence).

Brand Guidelines

Focus on creating a consistent experience in the physical space. The brand guidelines lean into photography rules (high contrast, strong natural light) that reinforce the atmosphere of warmth and quality.

Color Palette & usage

Primarily uses Muted Neutrals, Black, and Gold/Cream.

The palette is defined by the interior design: rustic wood, white marble, black steel, and natural light. It is a very material-based palette.

#F4F1EC

#2B2A28

#CBB59E

#FFFFFF

MOOD BOARD



#451114

#384327

#968A68

#5D5943

#D4C1B2



MOOD BOARD



#1B244F

#3C507E

#709FB9

#96938D

#8C8E8D



MOOD BOARD



#8E6B3F

#AE8A63

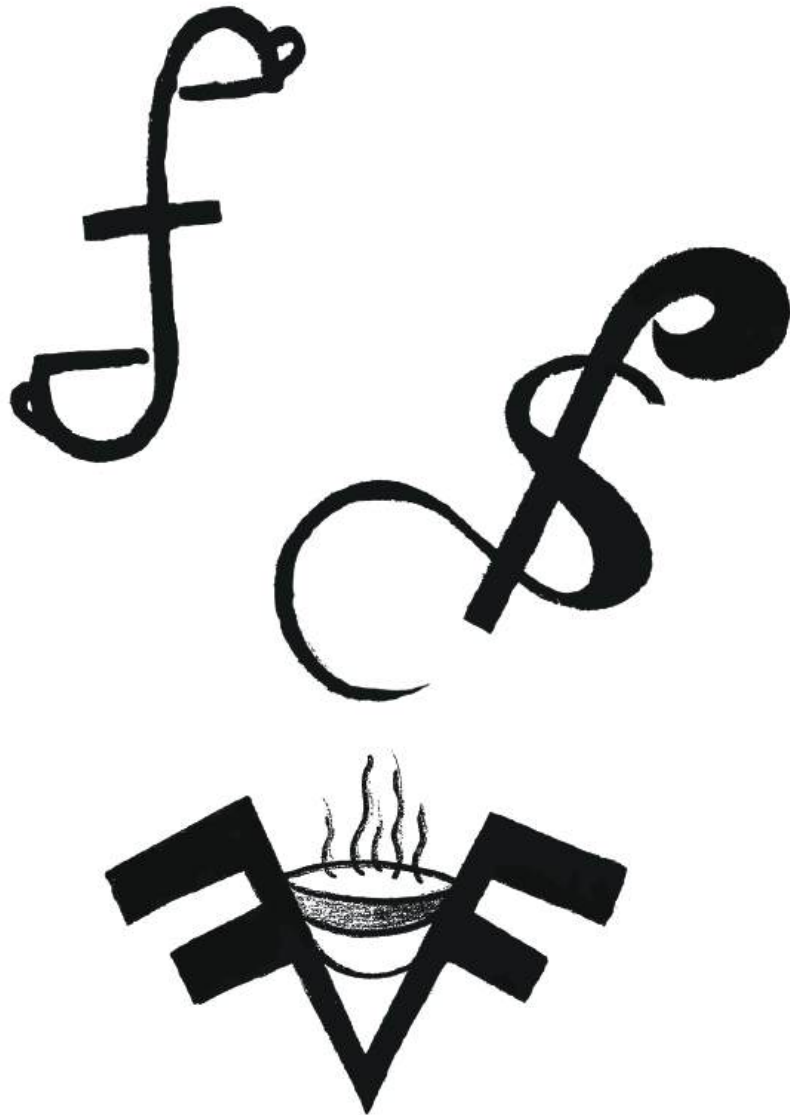
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#352F1F

#E6D0B6

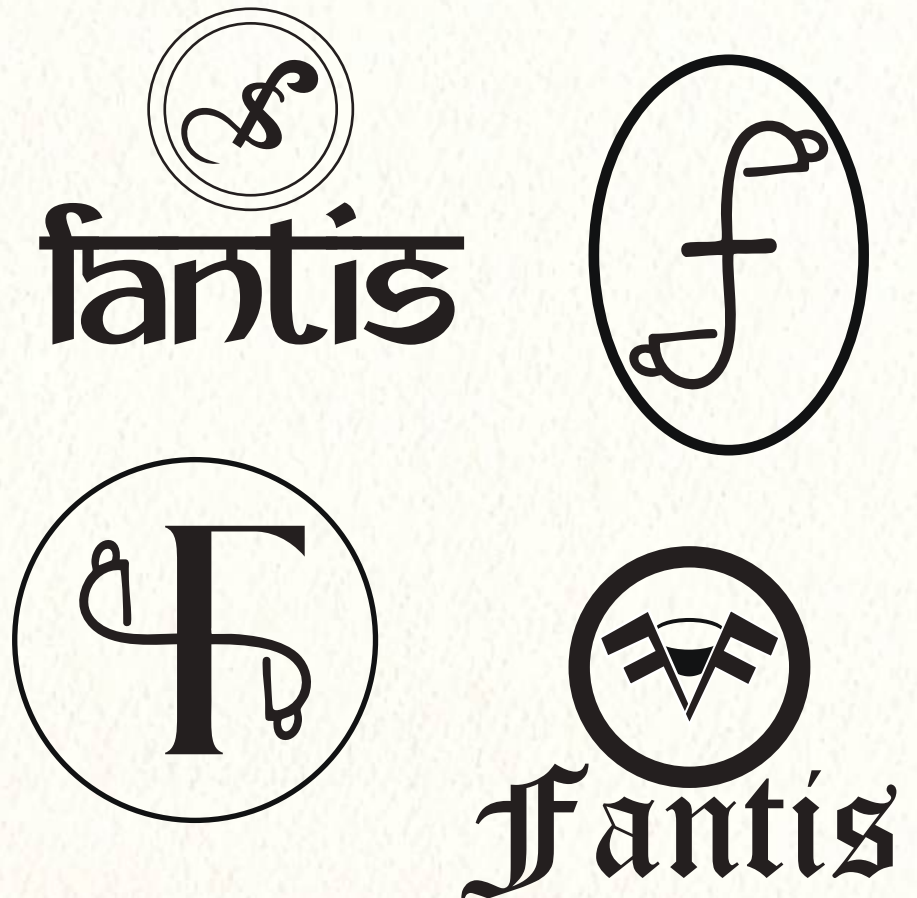


LOGO ITERATIONS



FANTIS

FANTIS is a brand inspired by the essence of imagination, deriving its name from the word "fantasy," which traces back to the Greek term φαντασία (phantasia), meaning imagination, appearance, or vision. This rich heritage reflects the power to turn dreams and ideas into extraordinary experiences. At FANTIS, the café is more than just a place to enjoy coffee and desserts; it is a sanctuary where creativity meets craft, inviting guests to savor moments of comfort and inspiration that transport them beyond the ordinary. Each cup and every bite at FANTIS promises a world where flavors come alive with a touch of wonder, making every visit a unique and magical experience.



LOGO ITERATIONS

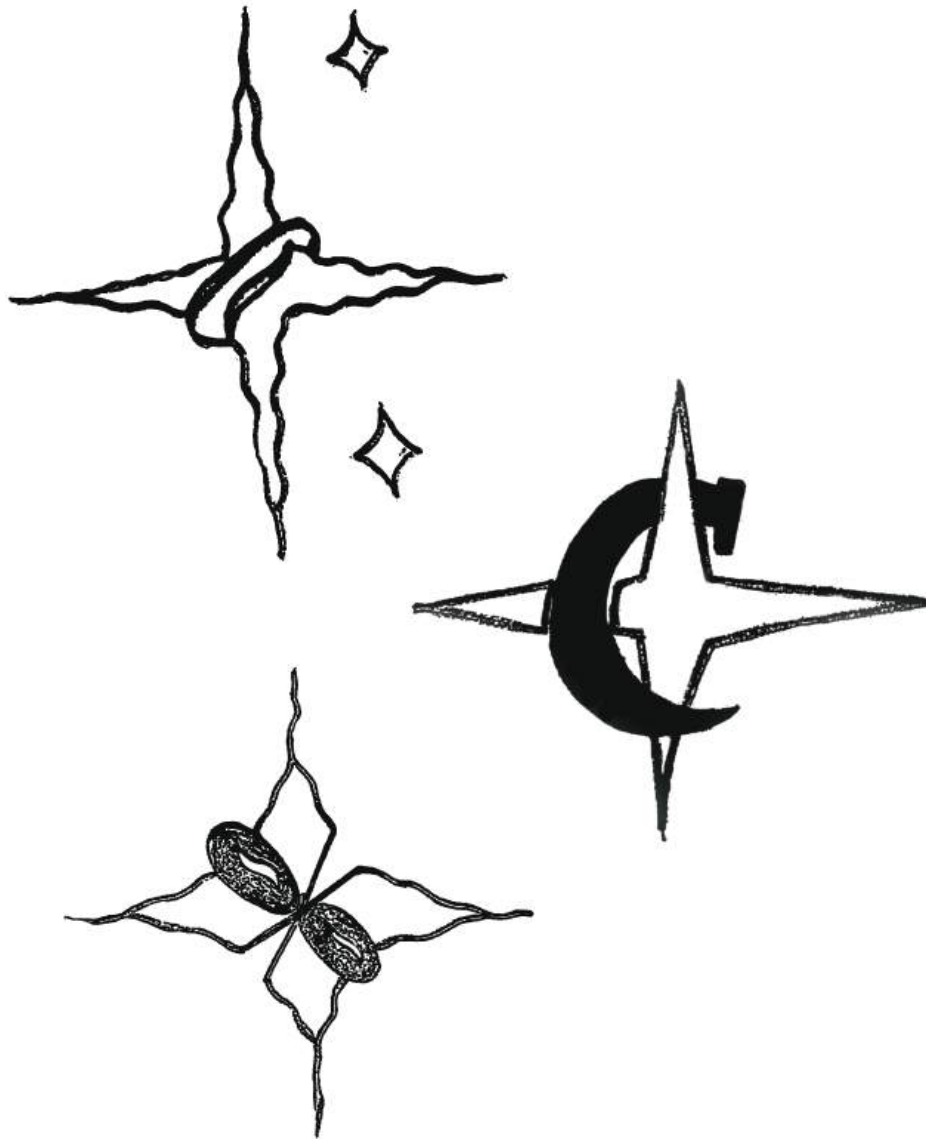


V O R A Z

Voraz is a Spanish word meaning voracious, ravenous, or fierce , describing a person , with a great appetite or intense eagerness to consume or experience something. Inspired by this meaning, Voraz as a cafe brand symbolizes a passionate craving for bold flavors and vibrant experiences. At Voraz Cafe, guests are invited to satisfy their deepest cravings with freshly crafted beverages and delicious treats that energize both body and soul. The name Voraz captures the spirit of intensity, enthusiasm, and an insatiable love for rich tastes, making it a perfect reflection of a lively, welcoming place where every sip and bite is an indulgence. Join us at Voraz to awaken your senses and embrace your voracious appetite for life and flavor.



LOGO ITERATIONS



CINTILAR

CINTILAR derives its unique identity from the Portuguese verb meaning "to sparkle" or "to twinkle," positioning the brand as a source of illumination and inspiration. The cafe's core mission is to offer customers a brilliant pause—a dedicated moment of clarity and renewed energy in their busy day. This concept is brought to life through its signature offerings: Bright Roasts (clean, high-acid single-origin coffees designed for mental focus) and visually stunning Glazed Confections (artisanal pastries with a luminous shine). Cintilar Cafe distinguishes itself through a sophisticated atmosphere that utilizes warm, focused lighting and copper accents to literally make the space glint, visually reinforcing the name. This famous attention to detail culminates in a simple, memorable Signature Ritual: every cup of coffee is accompanied by a small, gold-dusted chocolate-covered bean, ensuring the customer leaves feeling refreshed, focused, and having experienced a true moment of sparkle.



LOGO VARIATIONS



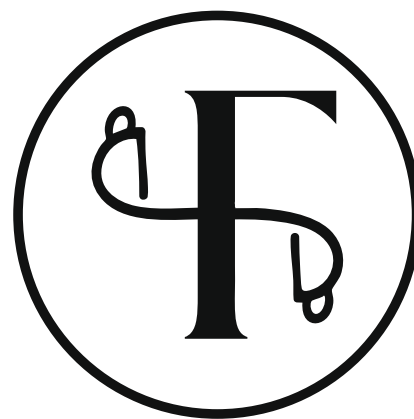
FANTIS
CAFE & BAKERY

FANTIS



Fantís
CAFE & BAKERY





TYPOGRAPHY

Acumin Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Traditional Aesthetic Demo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz





FANTIS

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27 Lantern Path, Willowbend Quarters,
Meadowbrook — 129502.

ENVELOPE



Fantis
CAFE & BAKERY

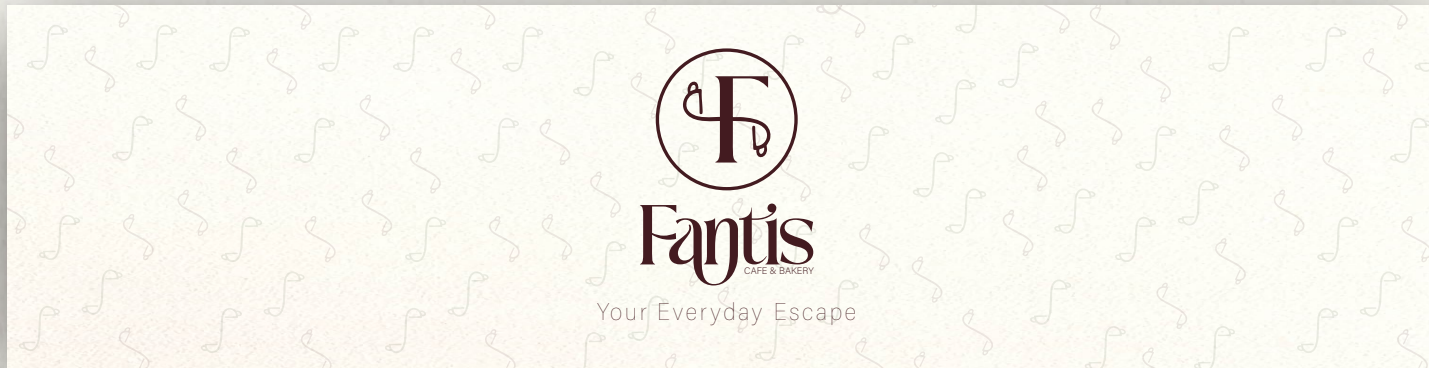
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