



## RISE & GRIND

LOGOTYPE



# RISE & GRIND



VARIANTS



RAW  
#254044



MOCHA  
#634C45



LATTE  
#AF9473



IRISH  
#D0BE62

PALETTE



RISE &  
GRIND



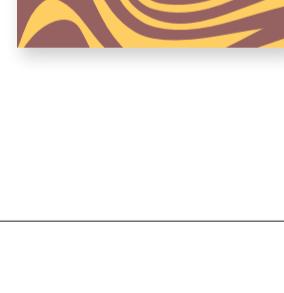
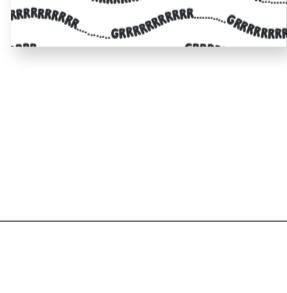
RISE &  
GRIND



RISE &  
GRIND



RISE &  
GRIND



PATTERN

PAIN DE MIE

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 Ä Å Ö  
1 2 3 4 5 6 7 8 9 0

Masqualero

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 Ä Å Ö  
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 ä å ö

TYPEFACE

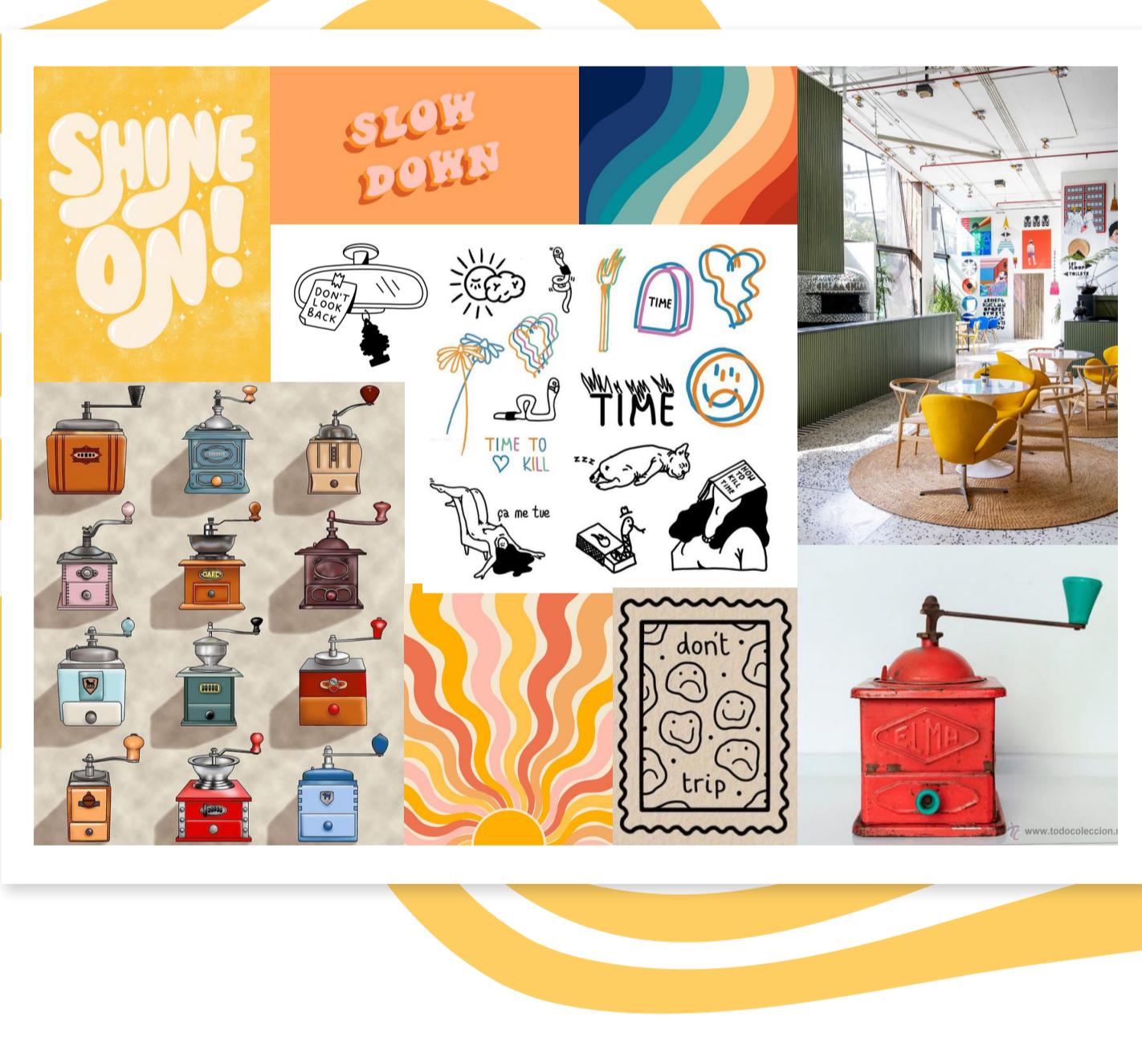


# WEEKLY GRIND

comfort, good vibes, and a touch of quirkiness. The core inspiration behind the cafe lies in the fusion of whimsical illustrative design and a contemporary, feel-good, groovy aesthetic. The vintage coffee grinder symbolizes a simpler, slower time when coffee was prepared by hand, fostering moments of reflection in contrast to our fast-paced world.

"Rise and Grind," playfully twists the familiar saying "Rise and Shine" and in-

playful nod to the modern meme culture that humorously critiques the relentless pursuit of success and the 'hustle and grind' mentality that many young people are navigating in today's capitalist society. But here's the twist - instead of promoting the never-ending grind, the cafe invites any generation to pause, take a breath, and savor the simple pleasures of life.

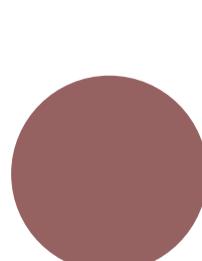


RAW

#254044

CMYK

C=100 M=30

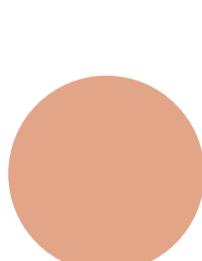


MOCHA

#634C45

CMYK

C=29 M=6



LATTE

#AF9473

CMYK

C=9 M=39

# IRISH

#DOBE62

CMYK

C=0 M=19