

GLOU  
GLOU

BRAND GUIDE

# 1

## INDEX



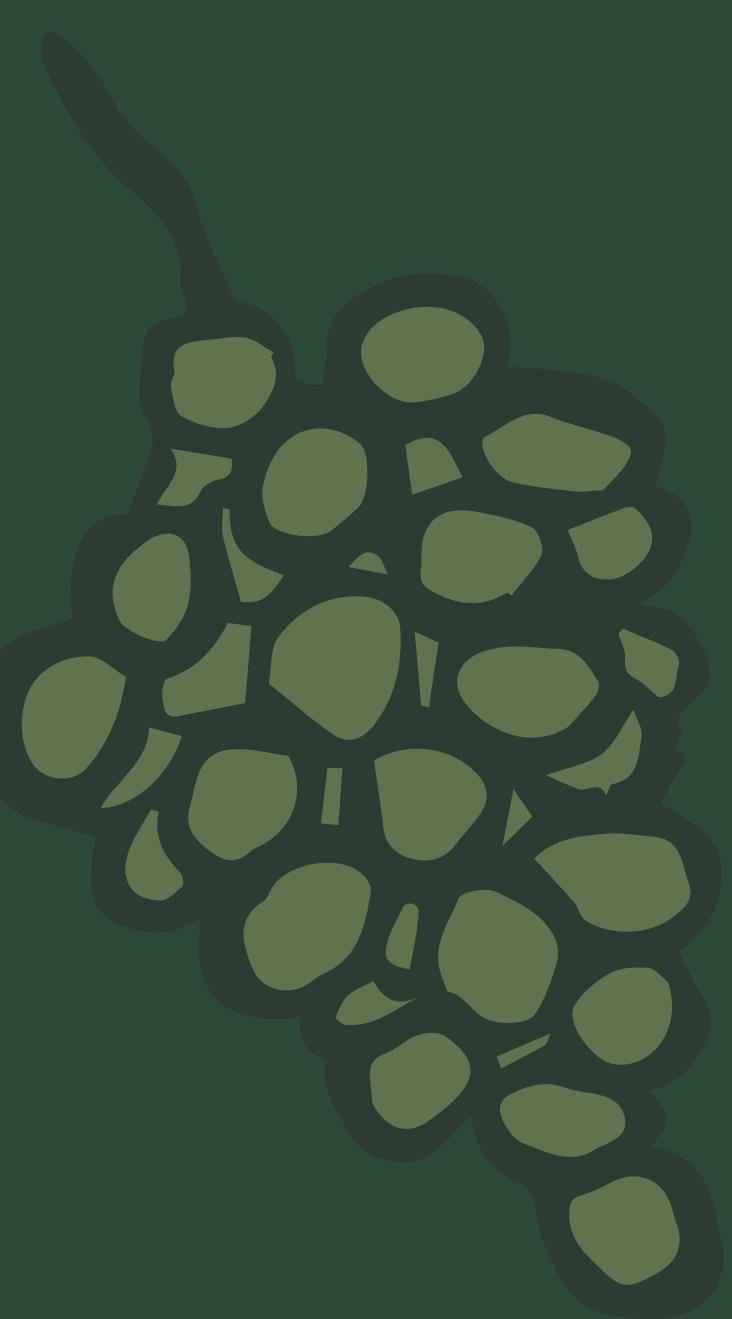
- 01.** INDEX
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- 05.** TYPOGRAPHY
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# O2



## INTRODUCTION



# MISSION STATEMENT



At Glou Glou, our mission is to create a vibrant, playful, and welcoming space where wine enthusiasts and social adventurers can gather to celebrate the artistry of natural wine. We are committed to reflecting the values of sustainability, authenticity, and community through a warm, inviting atmosphere that blends rustic charm with modern flair.

Our goal is to cultivate a dynamic environment where people can savor organic, handcrafted wines while fostering connections and joyful experiences. Through thoughtful design, creative storytelling, and a consistent identity across all touchpoints, Glou Glou aims to become a recognized destination that embodies the vibrant soul of natural wine culture.



# CORE VALUES

“

Playful,  
Vibrant,  
Welcoming,  
& Natural

”

# AUDIENCE

Glou Glou attracts a diverse yet discerning audience united by a shared love for natural wine and a desire for memorable social experiences.

Our primary audience includes young professionals aged 20–35, who seek out trendy, approachable spaces that offer both quality and authenticity. These individuals are often socially active, creative, and eco-conscious, with a keen appreciation for artisanal products and sustainable practices.

Our guests value spaces that encourage relaxation, conversation, and community, making Glou Glou a preferred venue for casual gatherings, celebrations, and wine discovery.

Many are drawn to the playful, vibrant ambiance and the unique storytelling behind each bottle of natural wine. With a mix of locals and visitors, Glou Glou's audience is composed of wine lovers looking for an inclusive space that offers both sophistication and a laid-back vibe—perfect for unwinding, mingling, and enjoying life's simple pleasures.

## Challenges:

### 1. Balancing Playfulness with Sophistication

The brand needs to convey a playful and vibrant atmosphere without losing a sense of quality and refinement. Striking the right balance between quirky, approachable designs and polished, elegant elements will be crucial to attract both casual wine drinkers and connoisseurs.

### 2. Standing Out in a Competitive Market

With the rise of wine bars and natural wine culture, Glou Glou faces competition from other trendy venues in Amsterdam. The challenge lies in creating a distinctive identity that highlights its unique personality, natural wine focus, and inviting atmosphere, making it a go-to destination in a saturated market.

### 3. Communicating Natural Wine Culture

Not all customers may be familiar with the nuances of natural wine, such as its organic production process or minimal intervention philosophy. The branding must subtly educate the audience about natural wine in a way that feels engaging and effortless, rather than overly technical or preachy.

### 4. Appealing to a Broad but Specific Audience

While Glou Glou primarily targets young, trendy professionals, it also wants to remain approachable to a broader range of customers, including older wine lovers who value authenticity. The challenge is to create a brand that feels youthful and fresh without alienating more seasoned wine enthusiasts.

03.

## TONE OF VOICE

# TONE OF VOICE

Glou Glou's tone of voice is a key part of its brand identity. It shapes how the brand communicates across all platforms and plays an essential role in creating a consistent, memorable experience for customers. Whether it's a social media post, website copy, or menu description, the tone should reflect Glou Glou's playful, vibrant, and natural personality. The tone of voice helps reinforce Glou Glou's brand as more than just a wine bar—it's a lively community hub where great wine, good vibes, and sustainability come together.

## 1. PLAYFUL & VIBRANT

Glou Glou's brand is rooted in joy and energy. The tone should feel fun, modern, and full of life, echoing the colourful and inviting aesthetic of the bar's visual identity.

- Use expressive, upbeat language that matches the lively design elements—bright colour palettes, organic shapes, and quirky illustrations.
- Quirky phrases and casual, friendly language help build a sense of fun.
- Brand Application: Menu descriptions, event flyers, social media captions.

## 2. WELCOMING & APPROACHABLE

At its heart, Glou Glou is a place for everyone. The tone should be inclusive and warm, making customers feel at ease whether they're wine experts or first-time tasters. This aligns with the brand's rustic, inviting interior design and approachable fonts.

- Use language that feels conversational, avoiding technical jargon.
- Maintain a friendly, down-to-earth vibe that mirrors the brand's focus on community.
- Brand Application: Website copy, in-store signage, customer interactions.

## 3. NATURAL & CONSCIOUS

Glou Glou's brand is deeply connected to natural wine culture and sustainability. The tone should reflect these values by promoting eco-consciousness in a positive, non-preachy way. This pairs with the brand's earthy tones, raw textures, and sustainable design choices.

- Emphasise authenticity and sustainability without sounding overly serious.
- Focus on storytelling—highlight the origins of the wine, the people behind it, and its organic production.
- Brand Application: Merchandise tags, website product descriptions, social media content.

## 4. AUTHENTIC & MODERN

Glou Glou's brand combines rustic charm with a trendy, contemporary vibe. The tone should be real and relatable, avoiding clichés or overly polished language. This resonates with the brand's bold-yet-earthy colour scheme and mix of modern typography with handcrafted elements.

- Be genuine—avoid corporate-sounding phrases or overly salesy language.
- Incorporate modern expressions and playful wordplay that resonate with a younger, socially active audience.
- Brand Application: Brand tagline, social media bios, promotional materials.

04.

COLORS



# COLORS

- Chosen for its earthy, natural vibe, it represents Glou Glou's connection to nature and the organic roots of natural wine.
- Perfect for backgrounds, accents, and reinforcing sustainability themes.

- A grounding, rich green symbolizing the bar's rustic charm and authenticity.
- Great for typography, logo applications, and creating contrast.

- A light, airy color that brings brightness and openness to the palette.
- Best for backgrounds, providing a clean canvas for other elements to stand out.



- A vibrant, warm tone that evokes energy and playfulness, reflecting the lively social atmosphere of the bar and is the same colour as natural wines.
- Ideal for call-to-action elements, highlights, and promotional materials.

- This soft, inviting hue adds a touch of warmth and sophistication, balancing the bold tones.
- Perfect for secondary elements, menus, and merchandise.

- A warm, organic shade that evokes a sense of comfort and rustic charm.
- Perfect for menus, packaging, and other tactile elements to create a cozy, approachable feel.

05.

# TYPOGRAPHY

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Used for Logo

GLOU  
GLOU

# TYPOGRAPHY

AA

BEBAS NEUE

Used for headings

GLOU  
GLOU

# TYPOGRAPHY

Aa

Sofia Pro

Used for general text

Glou  
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06.

LOGO

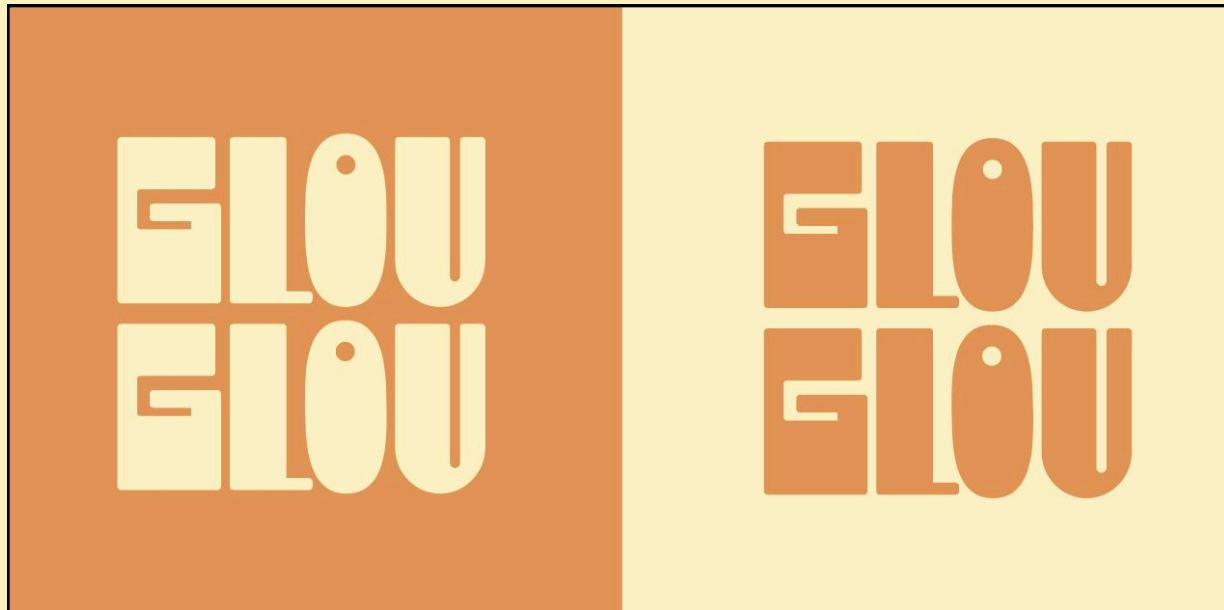
# LOGO

The usage of the logo is very crucial to maintaining a consistent brand identity across various media.

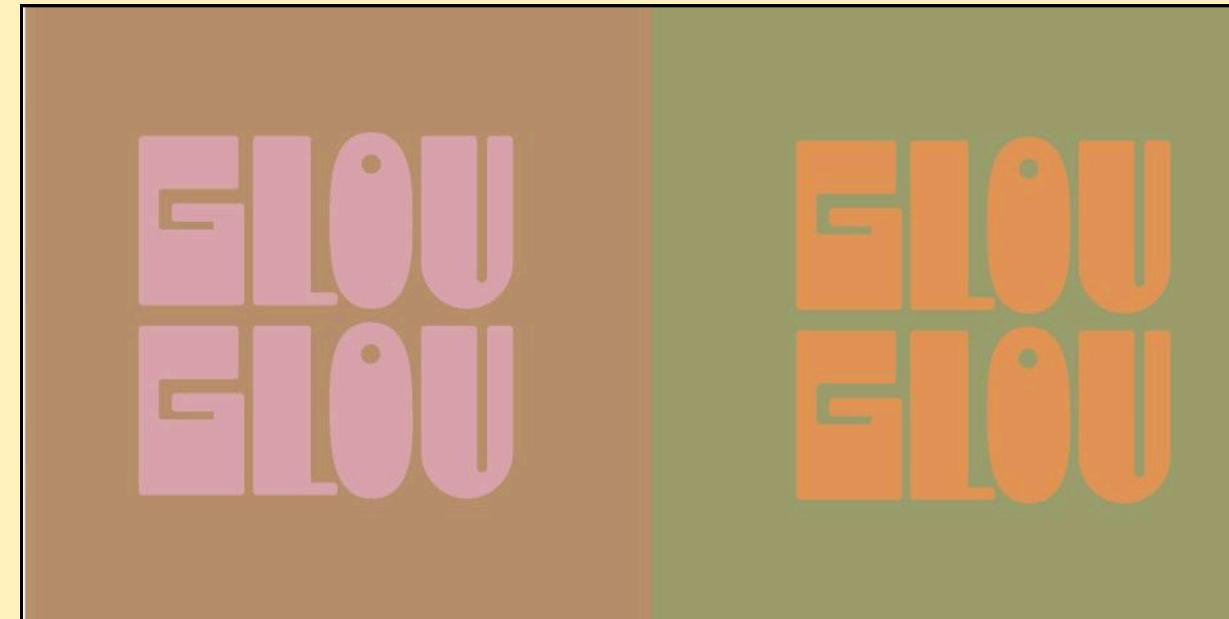
Here are some rules to follow when using the logo and its variations.

**Ensure contrast and readability in color choices:**

**Do:**



**Don't:**



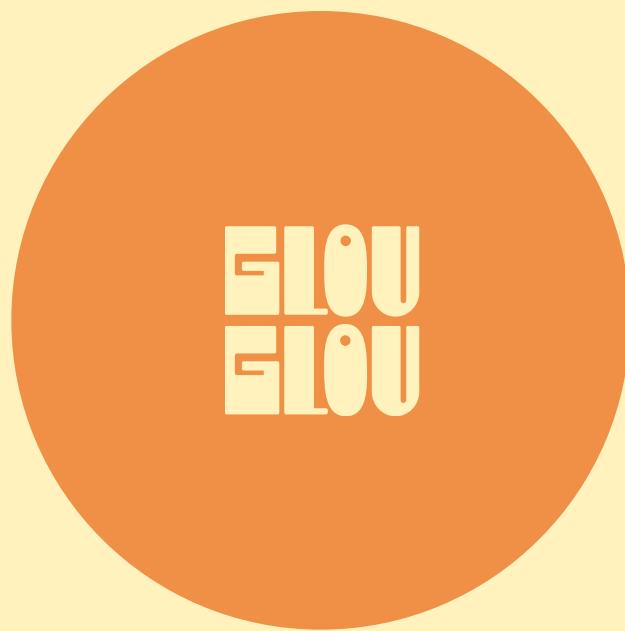
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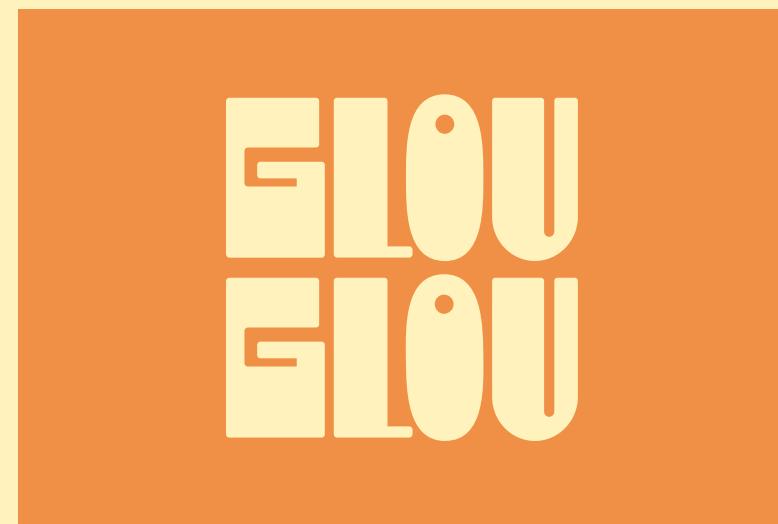
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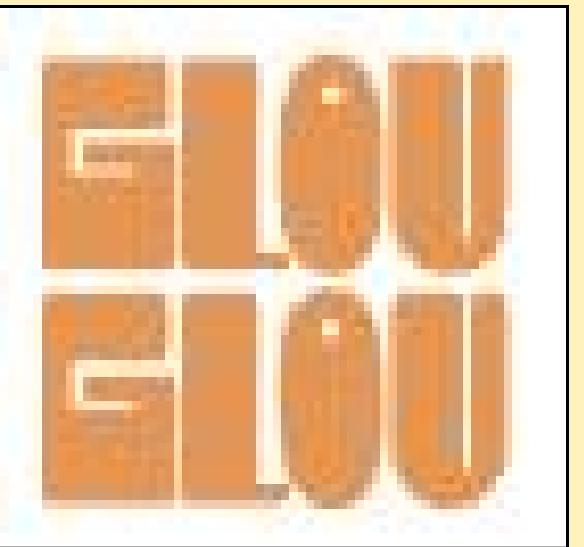
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Variant 1: Wordmark  
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Variant 2: 'O' letter as grape or olive  
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# 07 ■ GRAPHICS

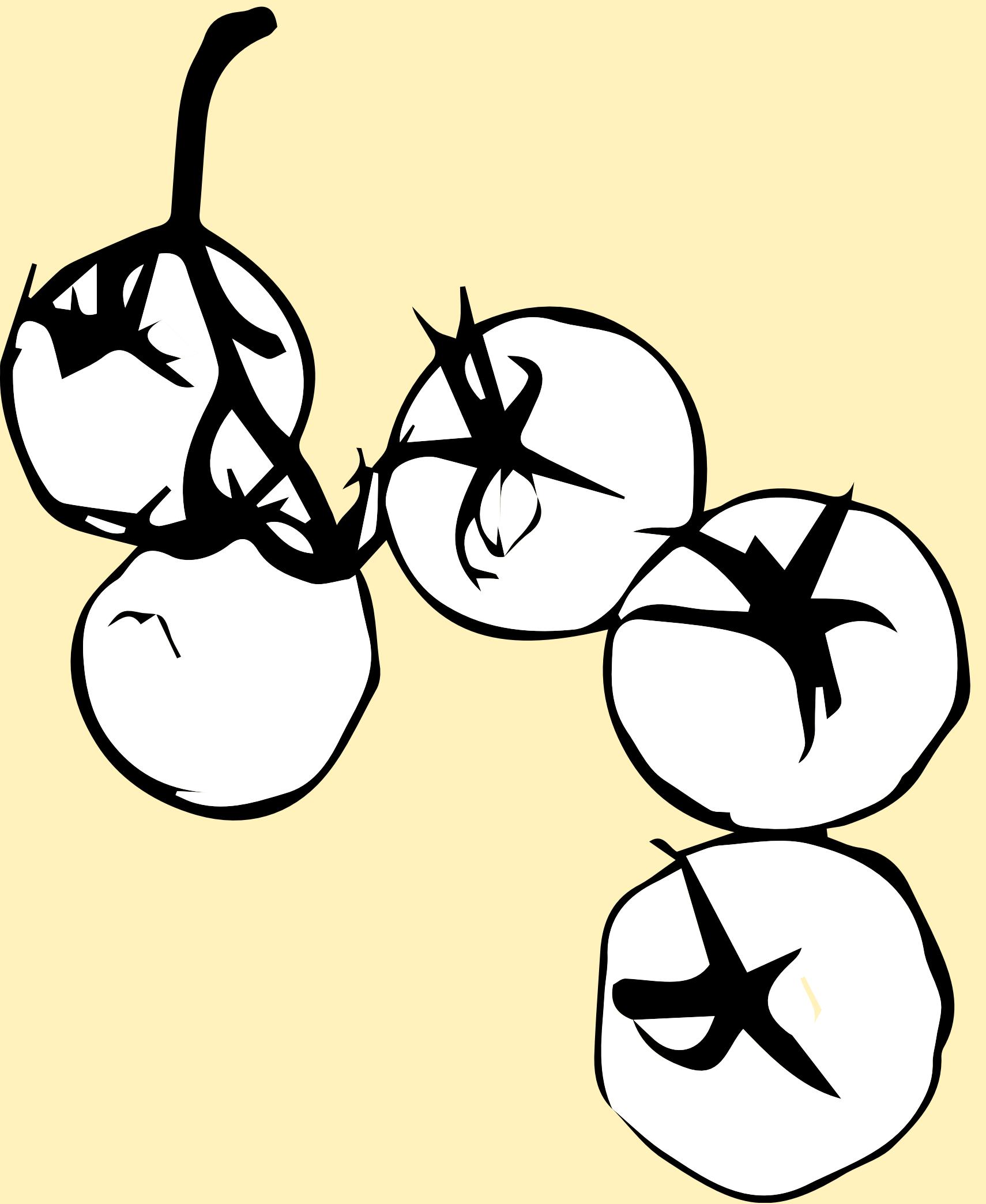
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Elements for patterns, menus or posters.



# GRAPHICS

Also available individually as SVGs.



08.

# MOCKUPS

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Some real life examples of the logo.



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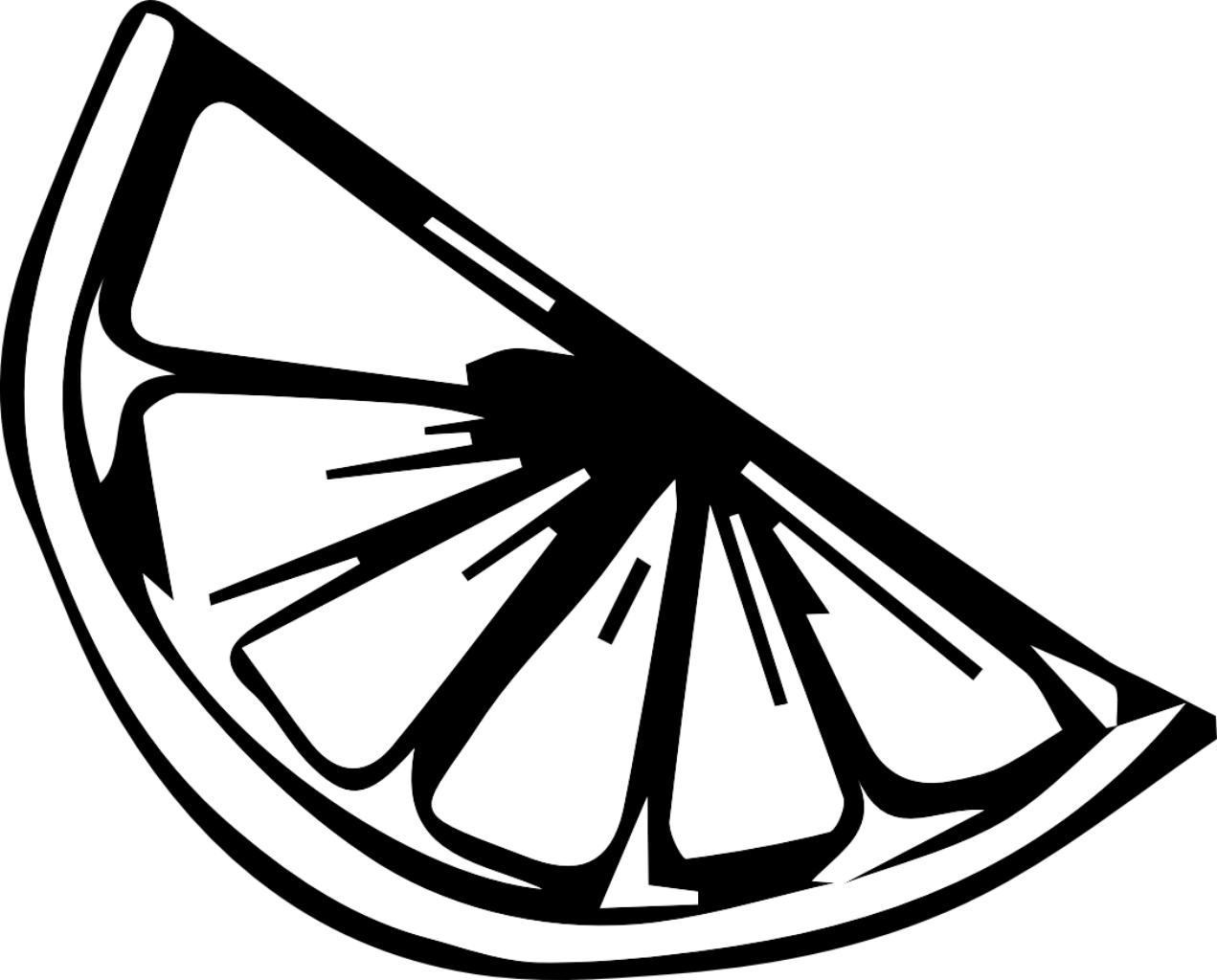
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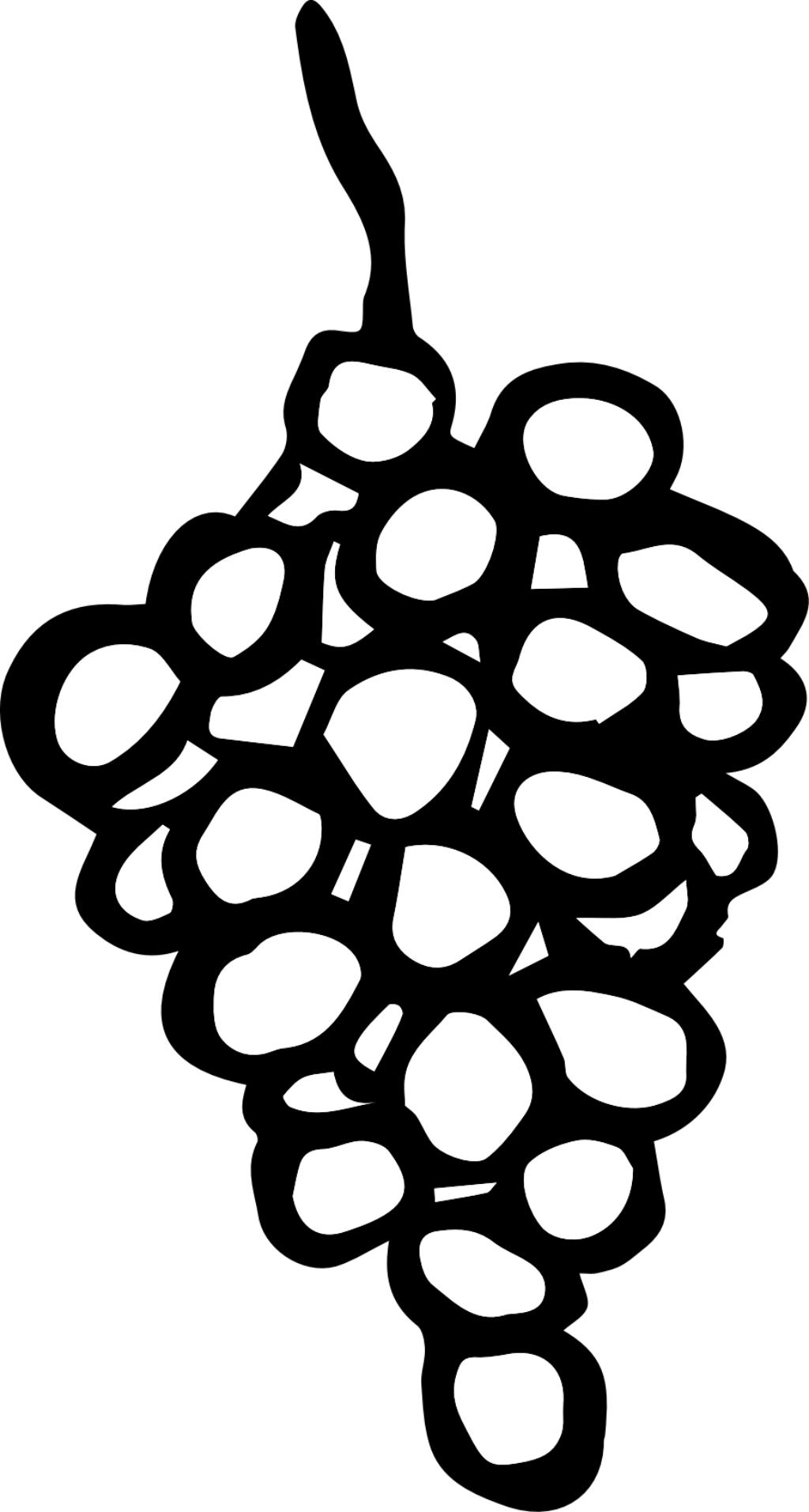
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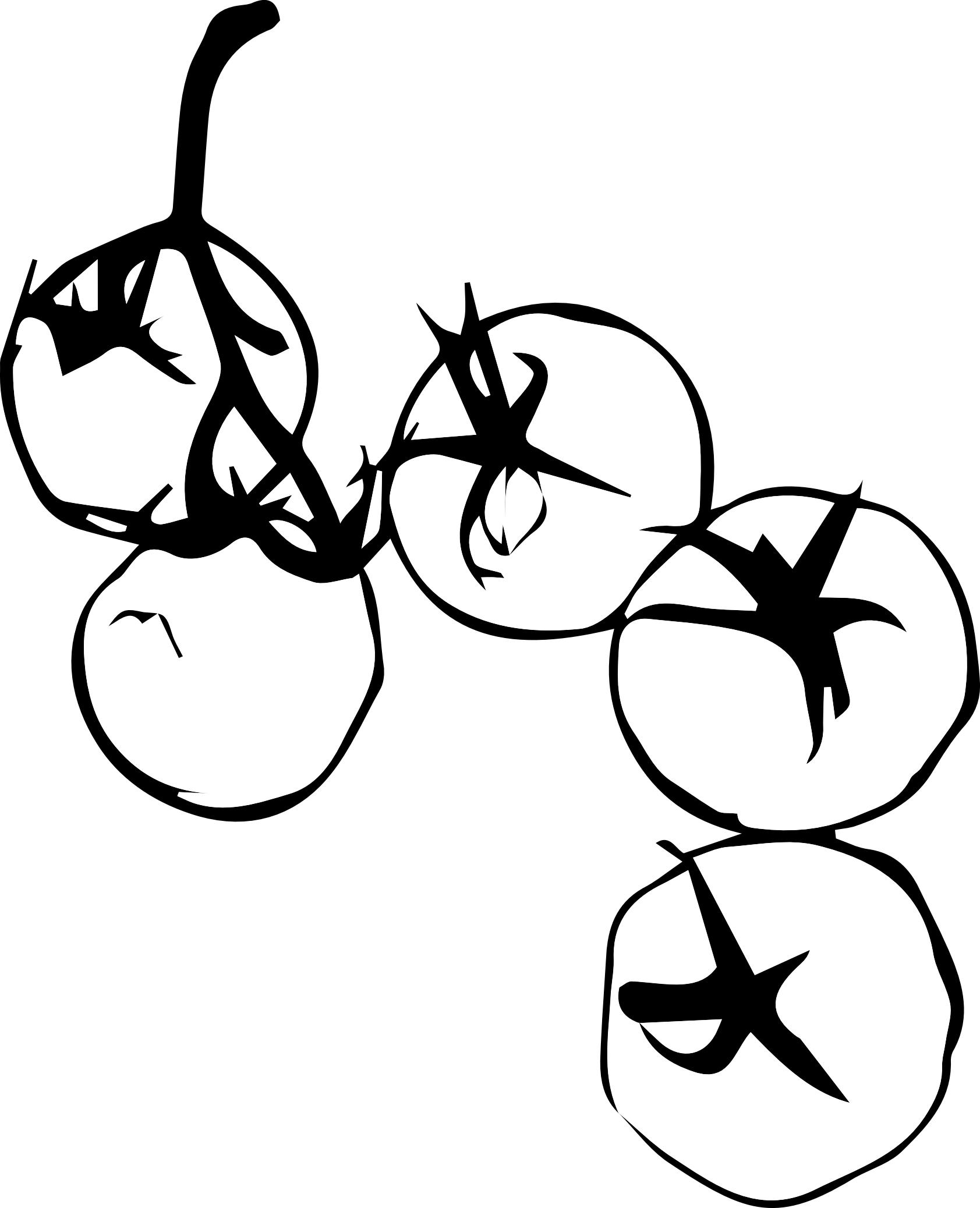
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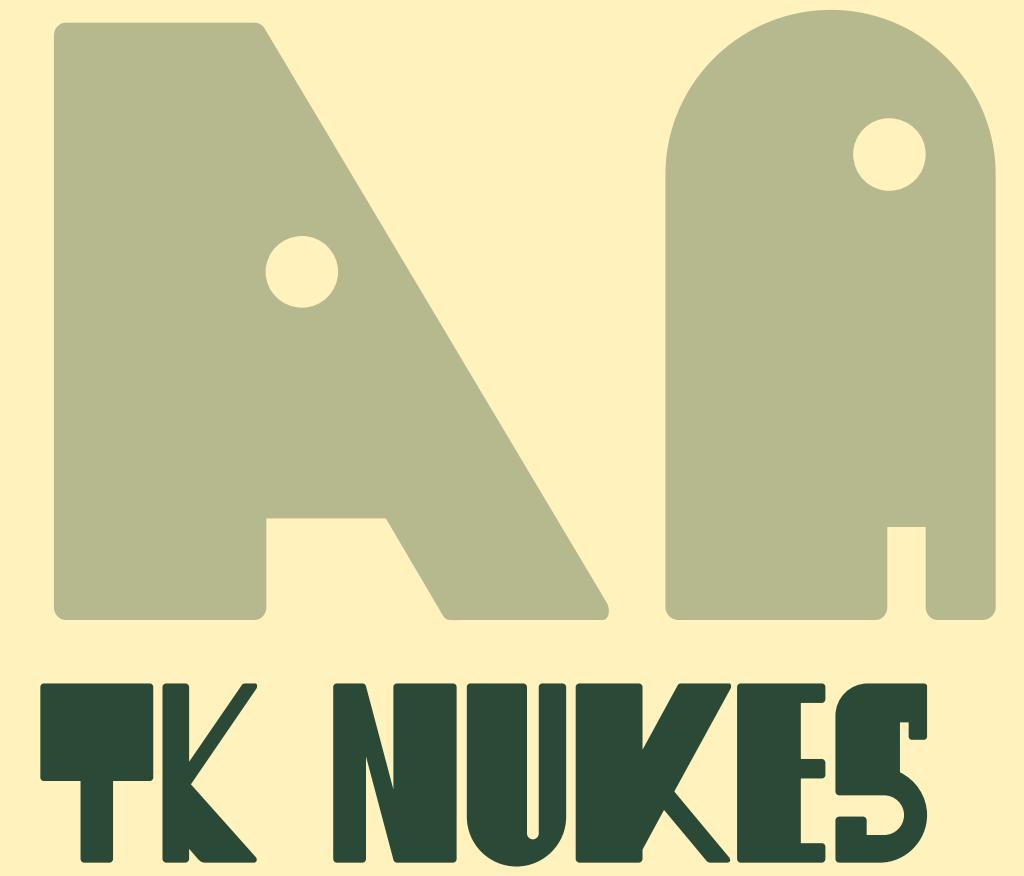








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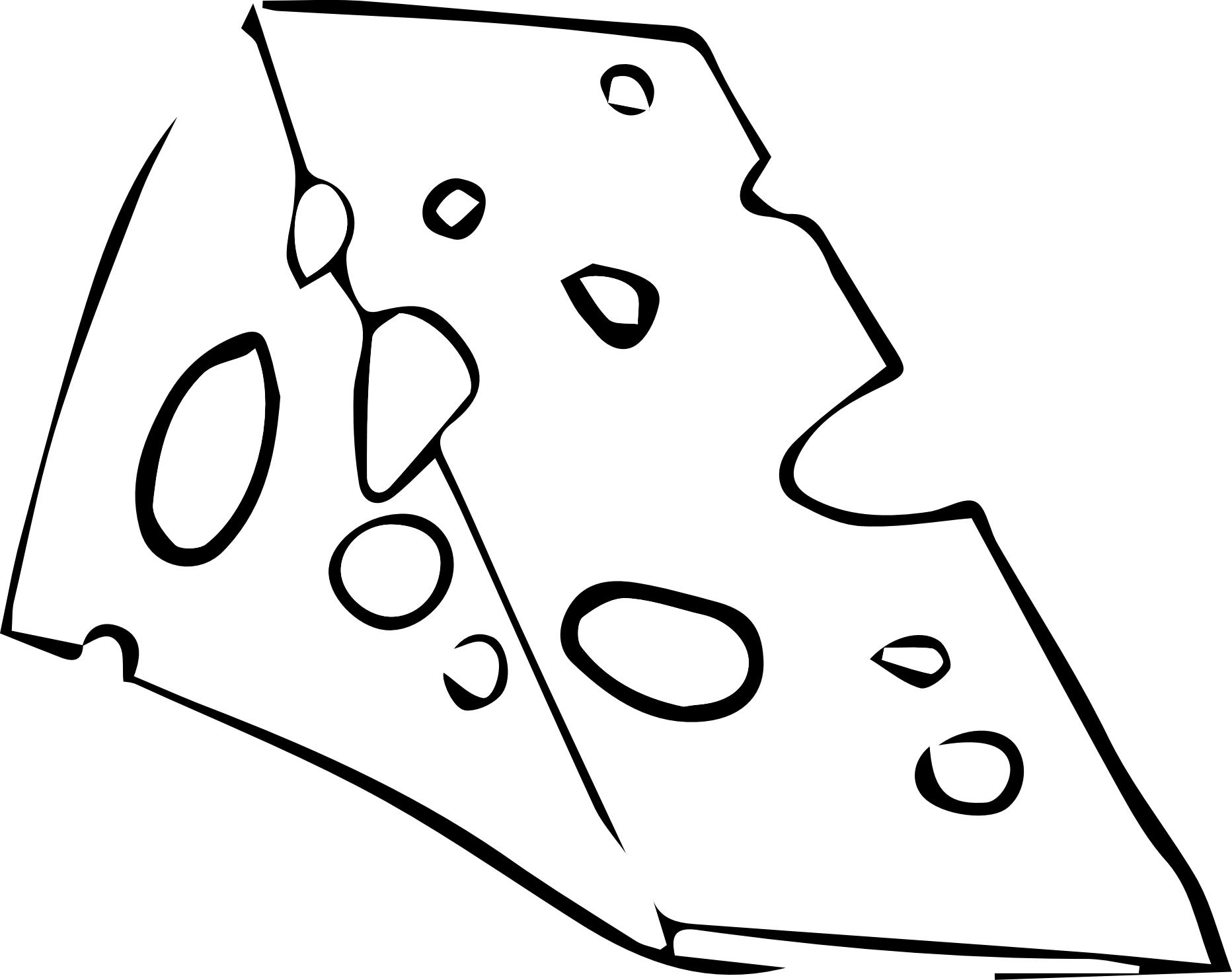
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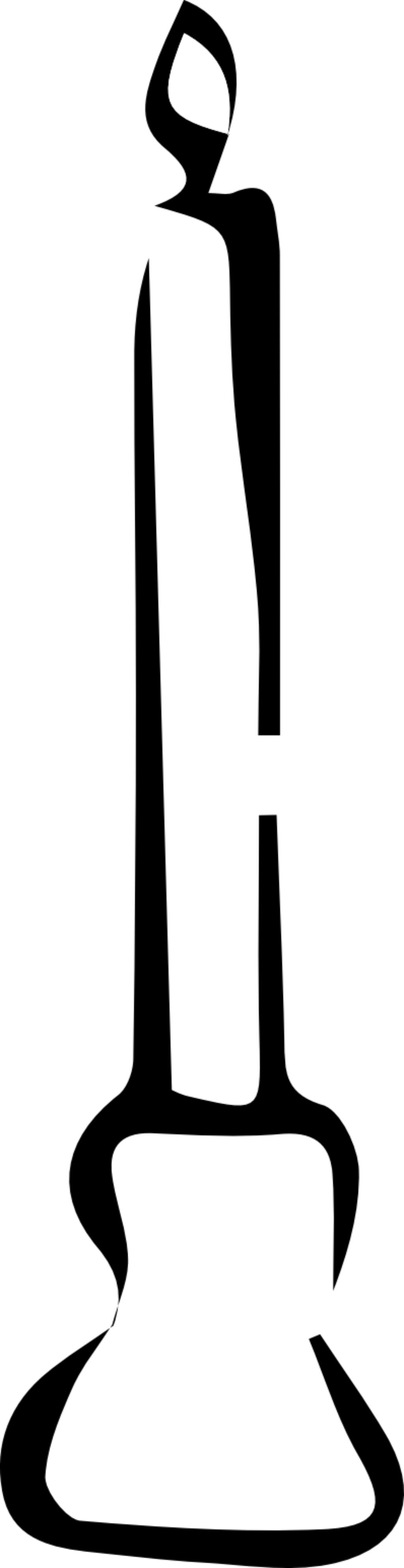
Used for general text

Glou  
Glou

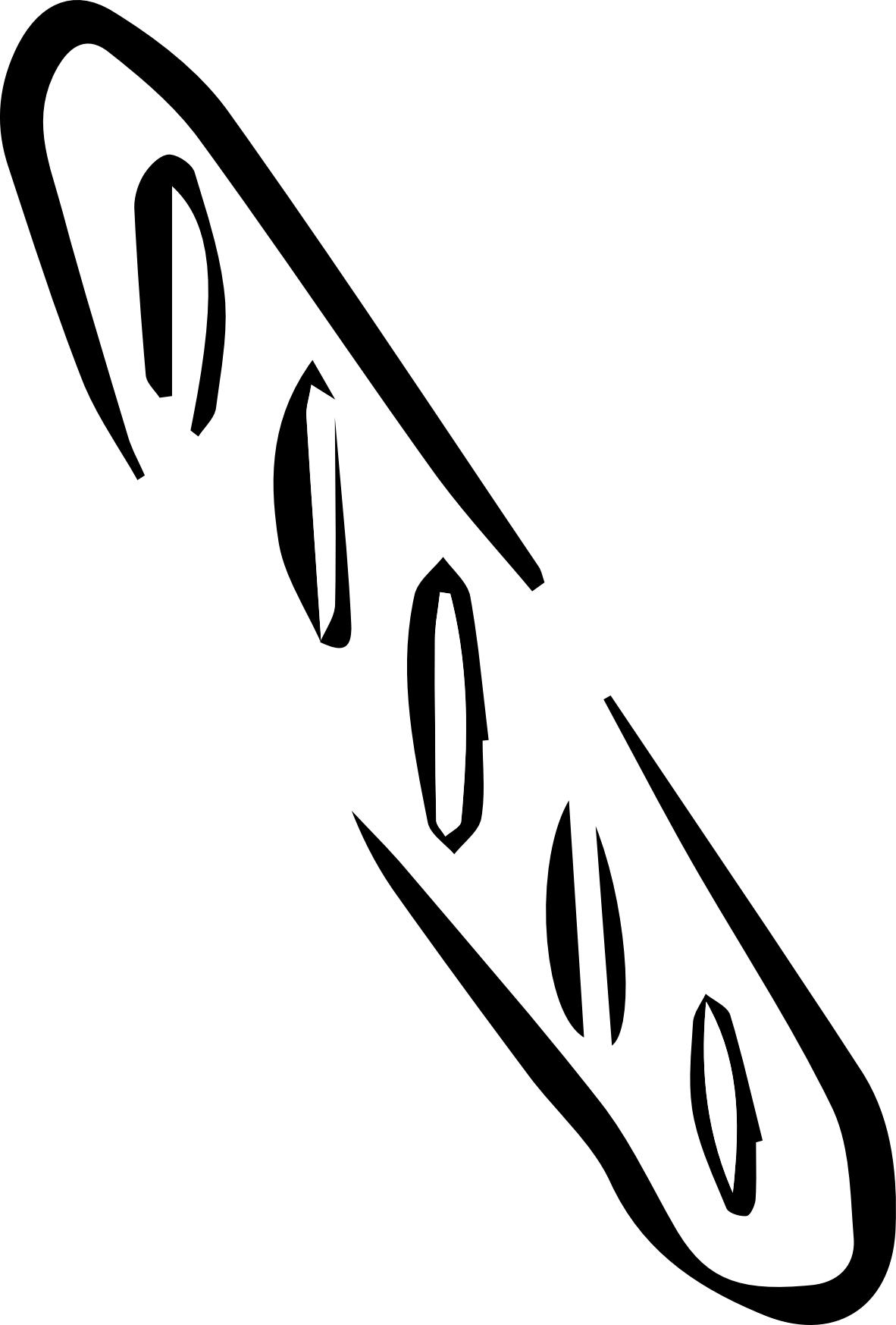
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LOGO









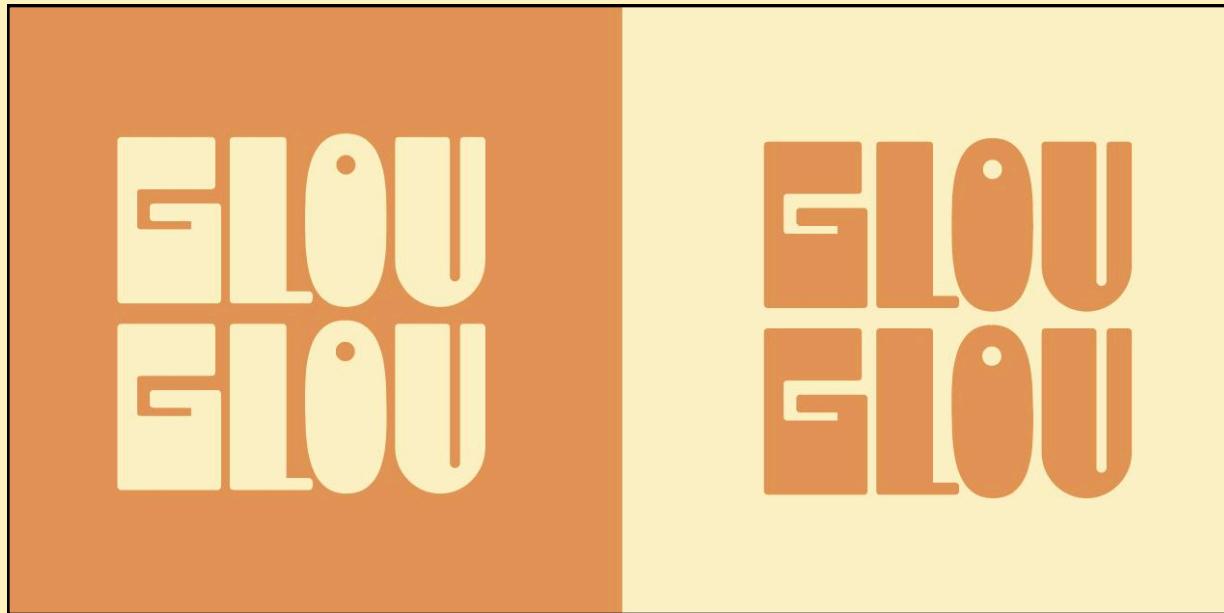
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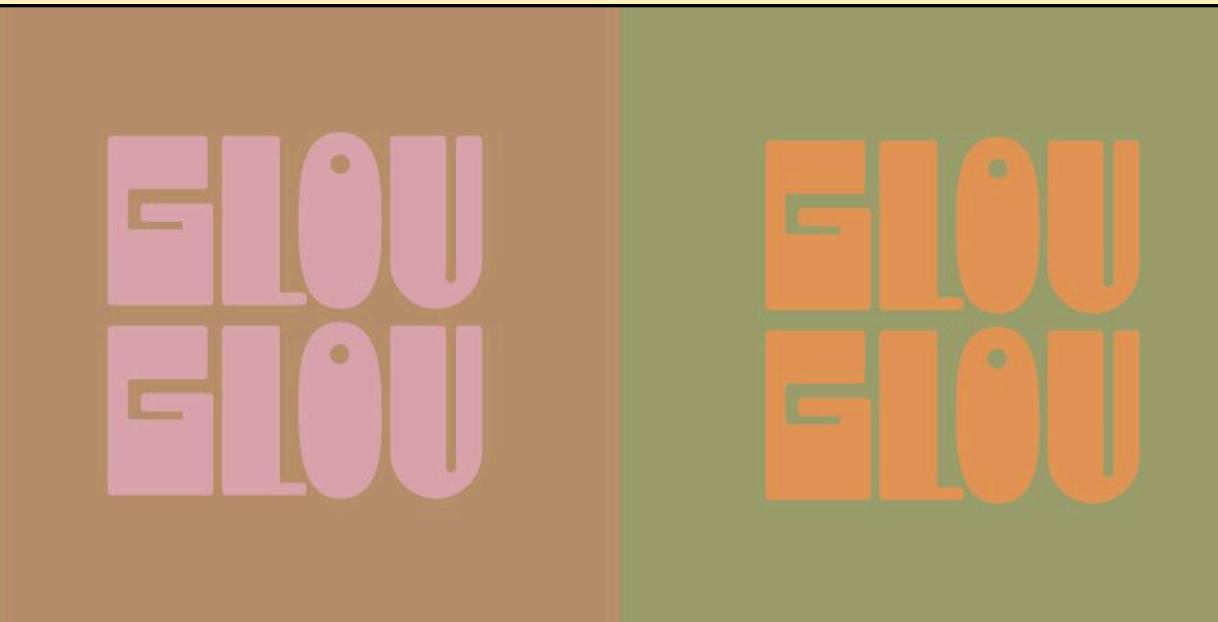
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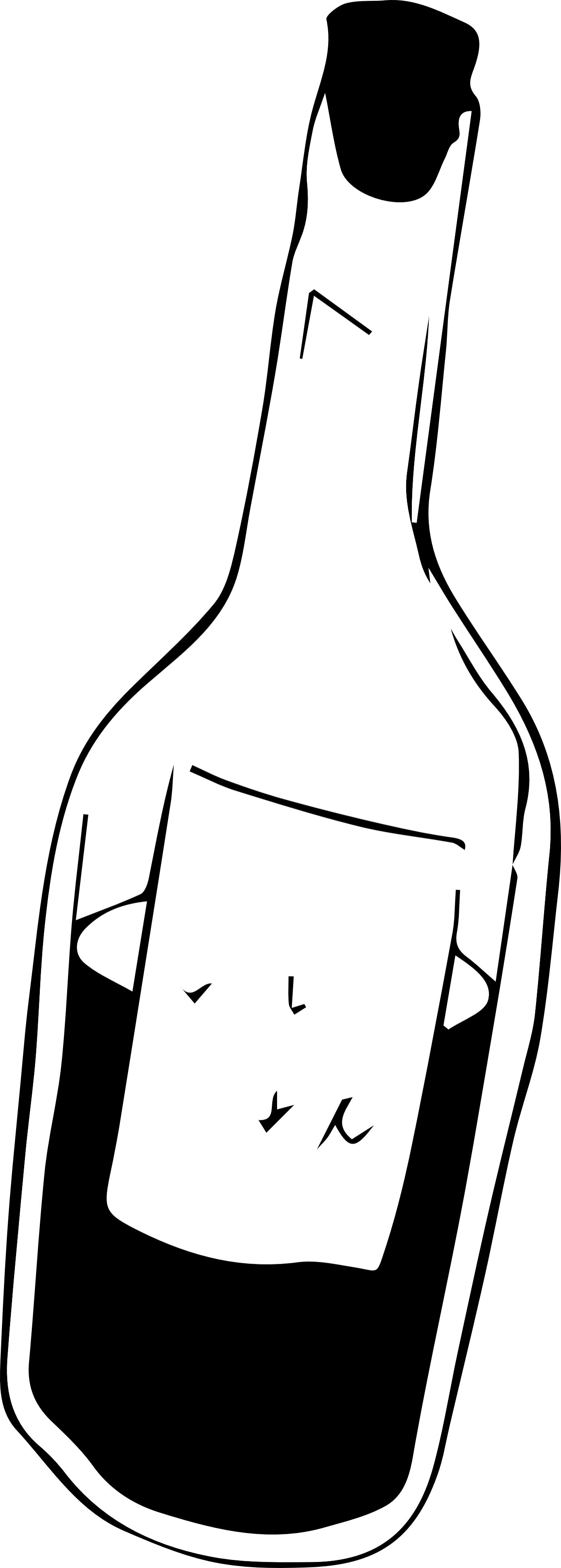
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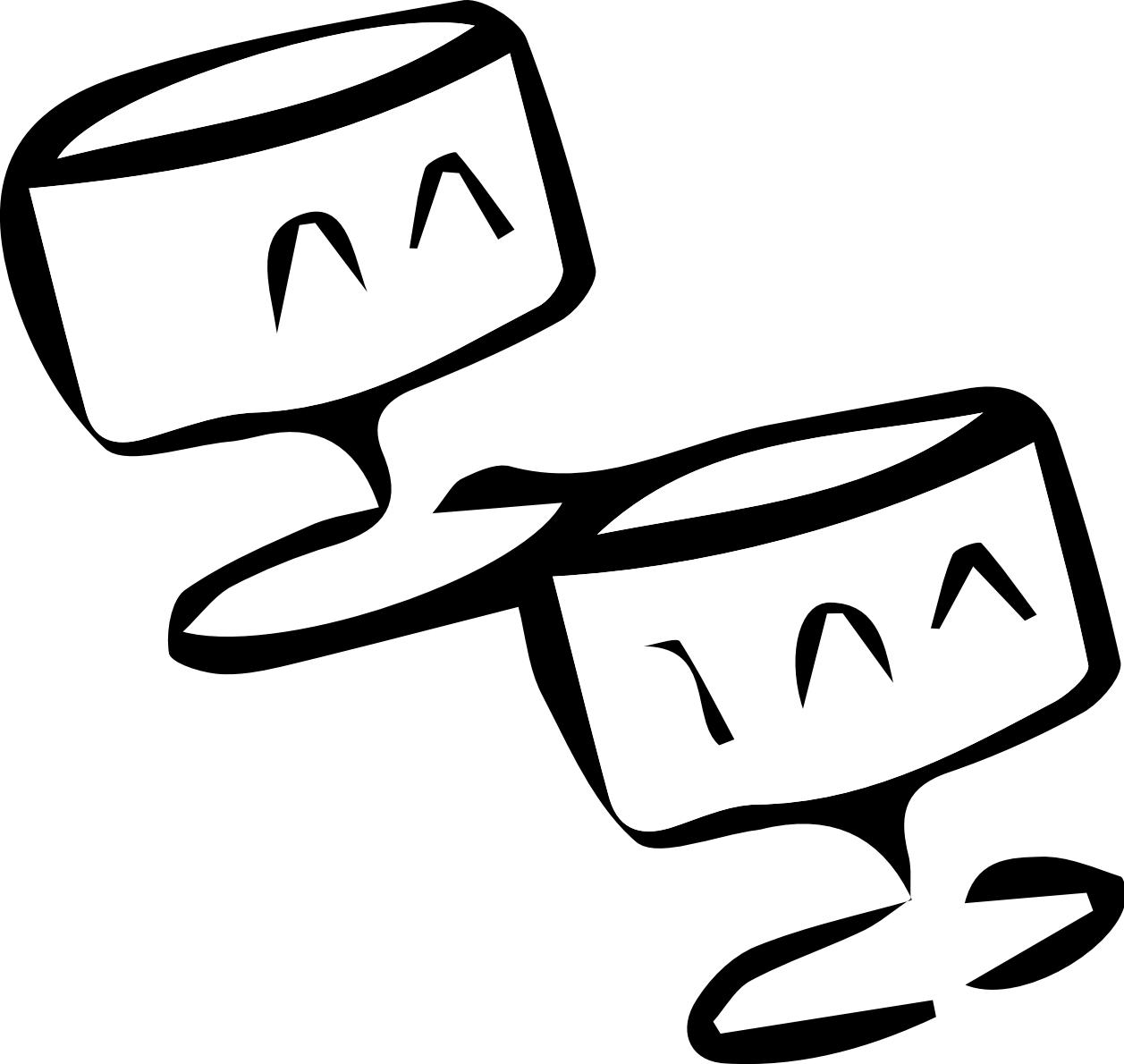
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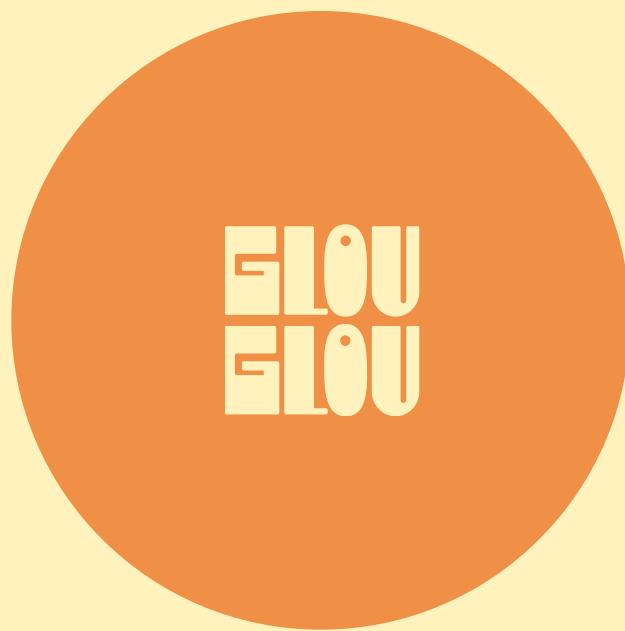
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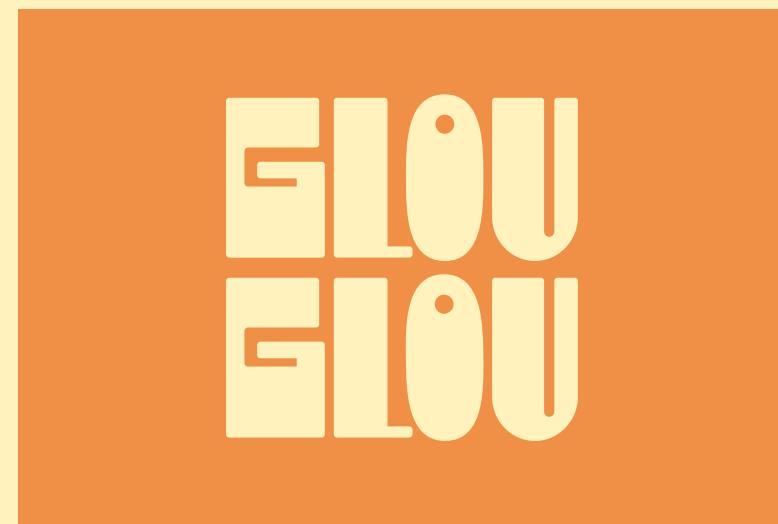
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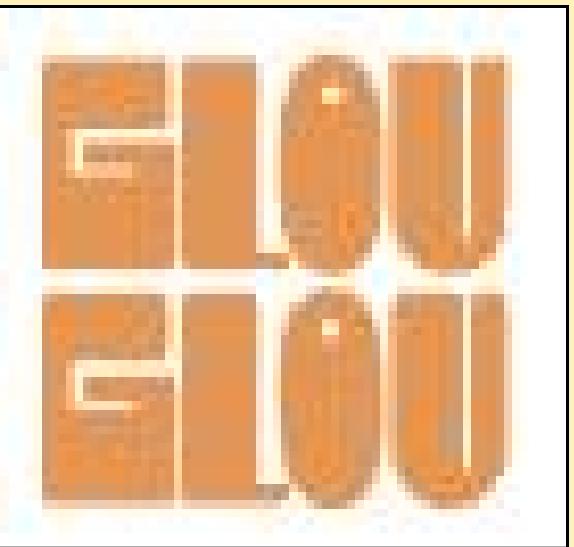
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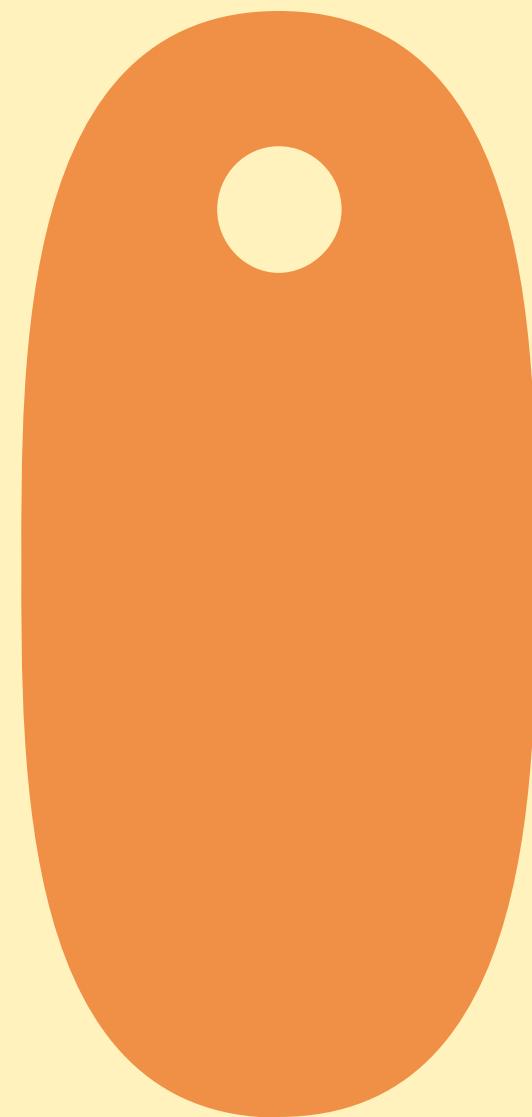


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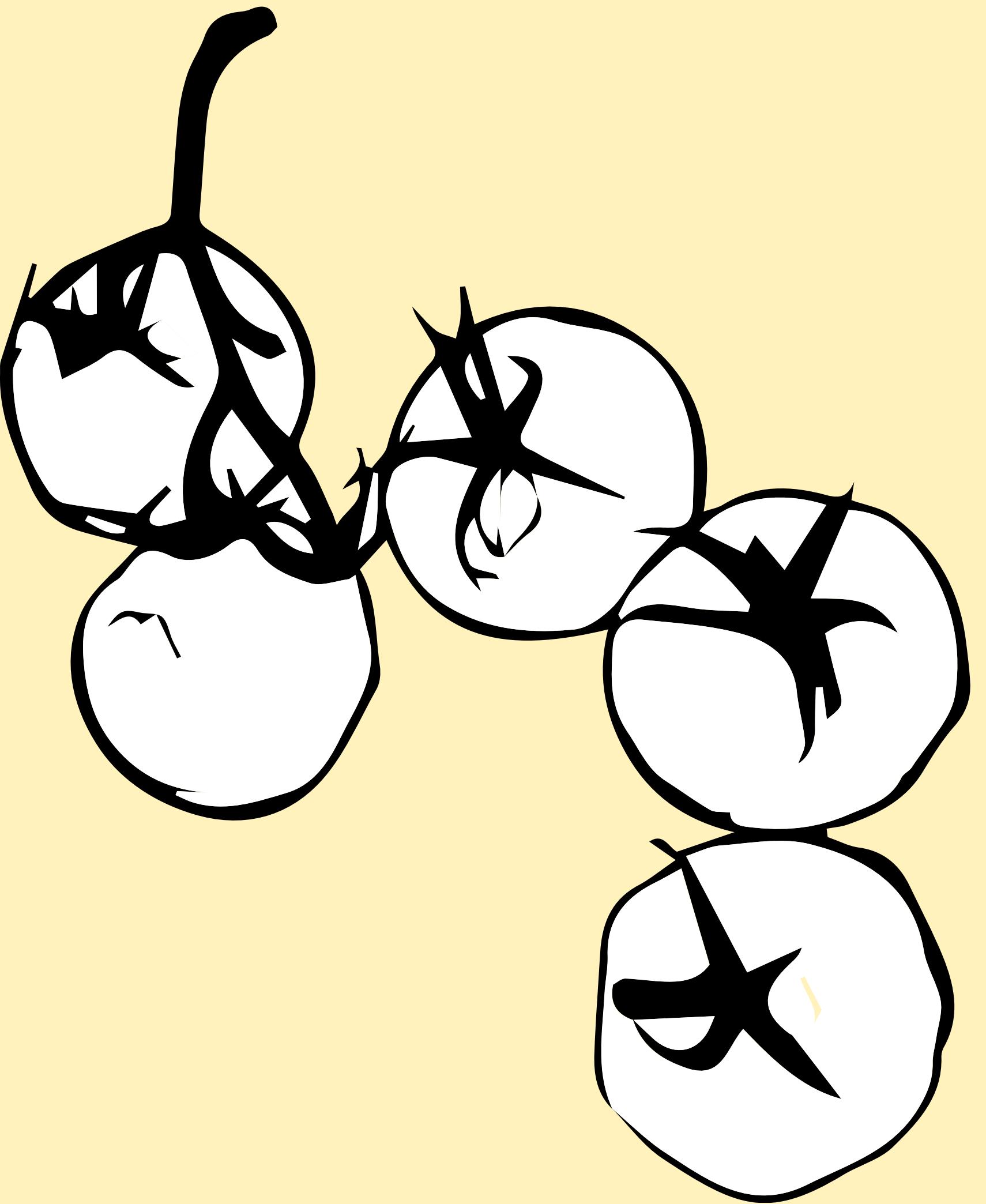
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Elements for patterns, menus or posters.



# GRAPHICS

Also available individually as SVGs.



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Some real life examples of the logo.

