

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.