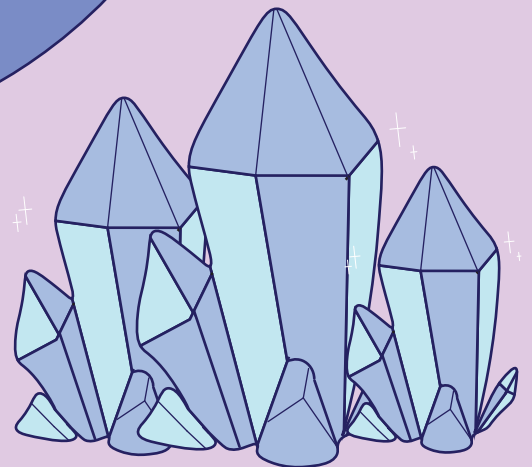
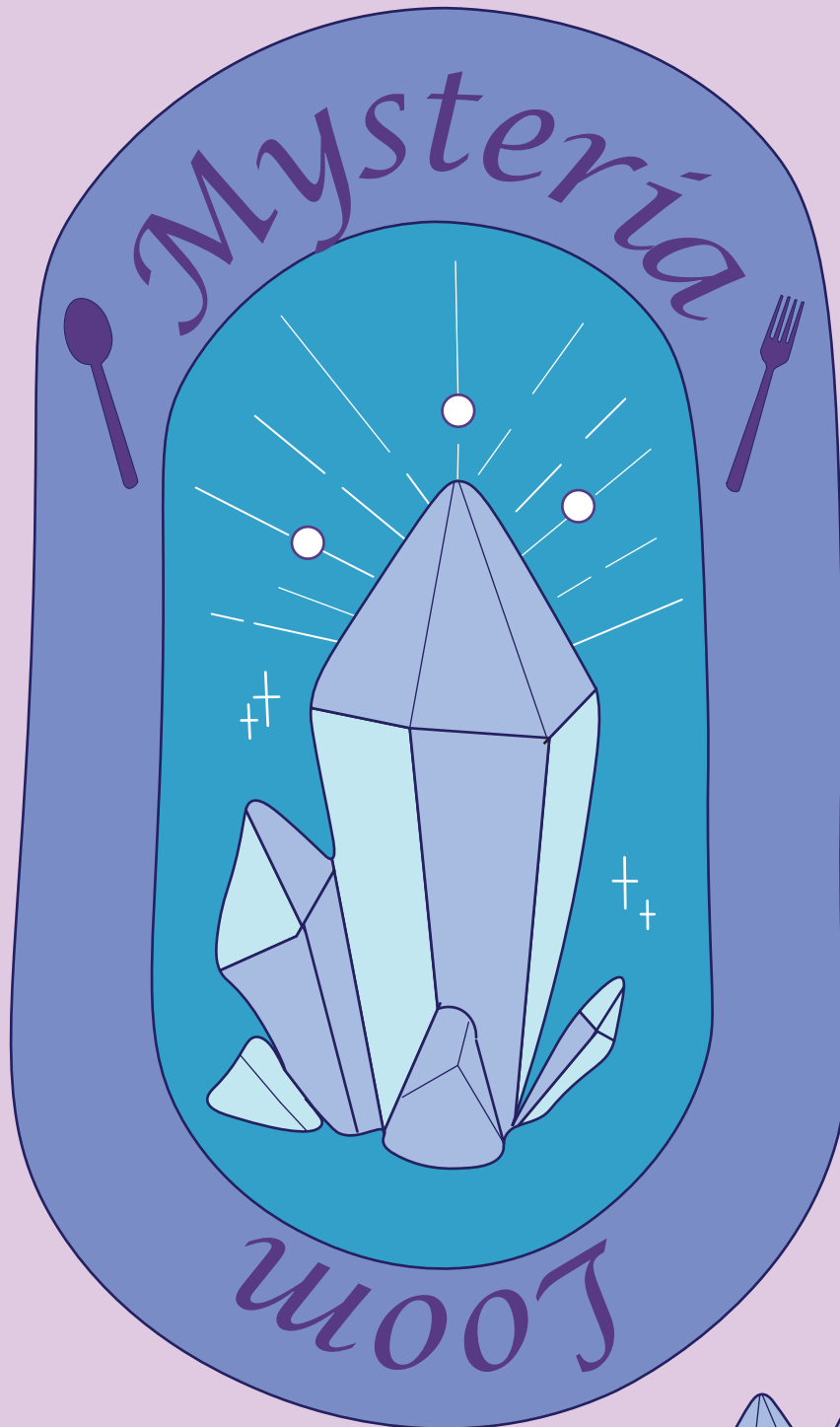
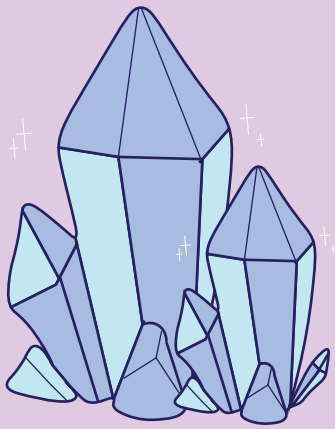
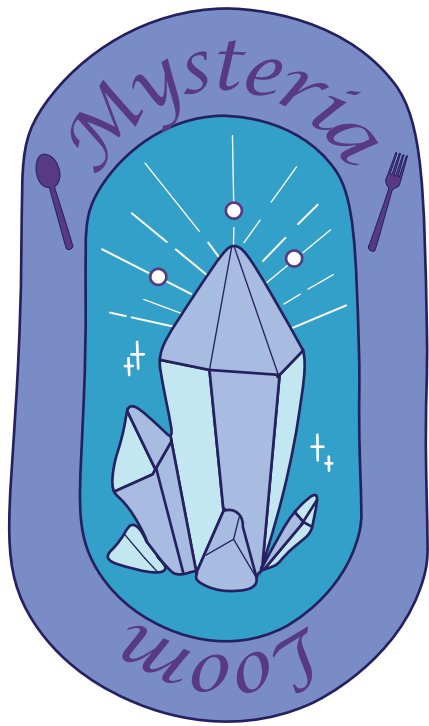


Style Guide

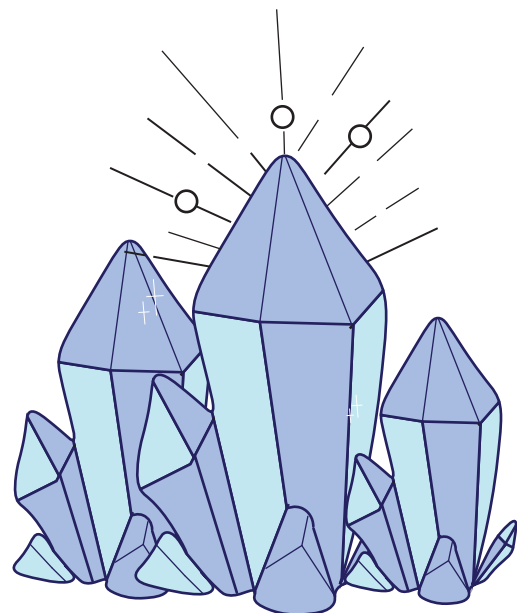




Brand History- *Mysteria Loom* is a local restaurant/cafe located in the county of Montgomery Va. We've been up running since 2023 and have been growing ever since!

Mysteria Loom is all about bringing the fantasy back into your life no matter the age. We hope to bring our customers the feel of magic, and a sense of imagination! Here we value nothing more than bringing a smile to your faces. *Mysteria loom* wants to focus on bringing you a sense of relaxation along with delicious treats!

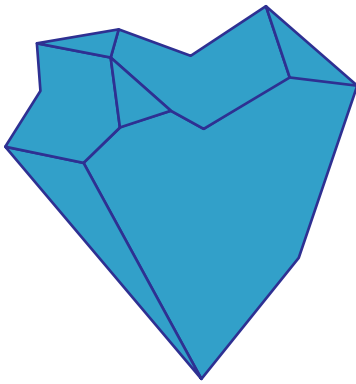
Mission Statement- Here at *Mysteria Loom* our mission is to bring people together no matter the age, we want to bring the magic back into peoples lives to let them know you're never too old to experience the magic.



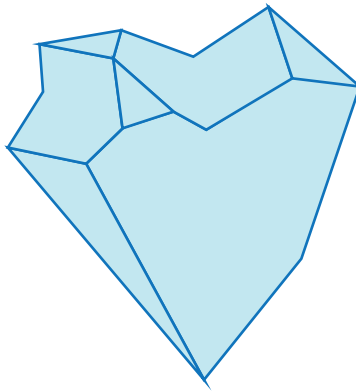
Color Palette

Primary colors

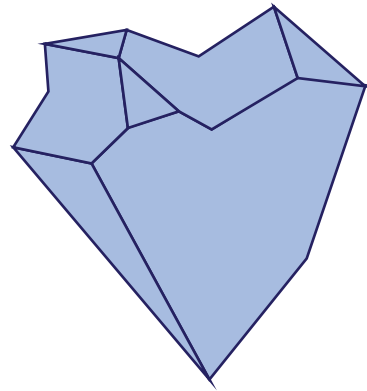
- Hex= #40A0C9
- RGB- 64/160/20
- CMYK-70/22/10/0



- Hex= #C2E7EE
- RGB- 194/231/238
- CMYK- 22/0/5/0

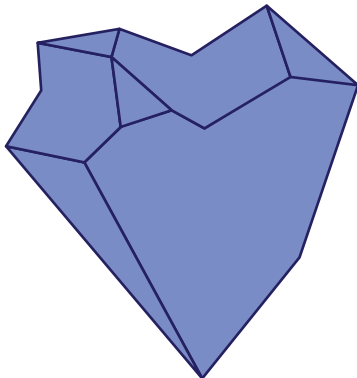


- Hex= #A8BDE2
- RGB-168/189/226
- CMYK-33/19/0/0

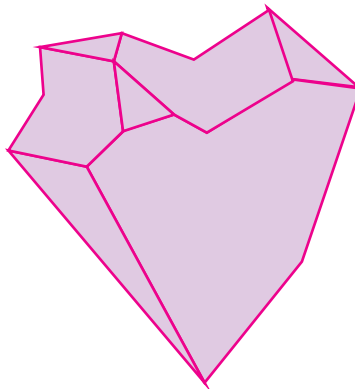


Secondary colors

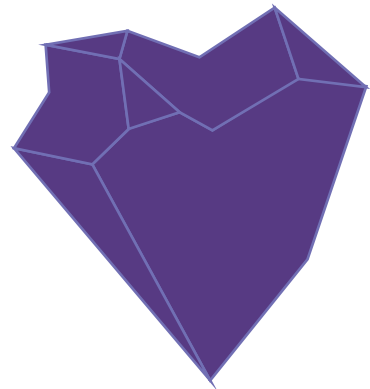
- Hex= #7B8CC6
- RGB-123/140/198
- CMYK-54/41/0/0



- Hex= #DFCAE2
- RGB- 223/202/22
- CMYK-10/21/0/0

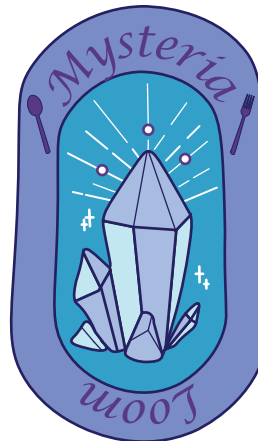
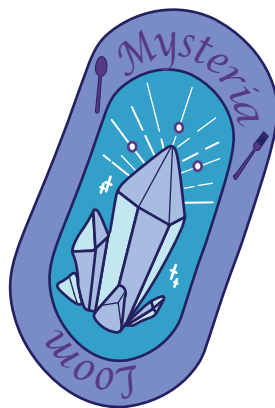


- Hex= #593C84
- RGB- 89/60/132
- CMYK-69/83/0/2



Logo Usage

- ❌ The Logo shouldn't be stretched, cut or altered.
- ❌ The Logo shouldn't be placed on a strong contrast image as the colors don't blend.
- ❌ The Logo shouldn't be rotated or flipped, as it causes distortion
- ✅ The logo should be within the same color schemes as the page design so the colors balance well.



Typography

Headings

Lucida Calligraphy Italic(Italic)

Typeface

Ebrima (Regular)

Ebrima(Bold)

Mysteria loom should always be in Lucidia calligraphy Italic when written. Heading fonts should also be used when talking on the topic of the paragraph. Ebrima should Be used in the typeface body of the paragraphs.

Photography

The photos used for *Mysteria Loom* should give off the vibe of fantasy and magic. The theme should fit more with earth/darker tones, as well as a med-evil vibe

