

EXAMPLE OF  
WHAT YOU *RECEIVE*  
*in Start Brand product*

LEVISTA

# VISUAL IDENTITY FOR MOGRAN

*COFFEE & WINE BAR*

START  
BRAND  
EXAMPLE

PROJET DATE: 2023

THE PROJECT WAS CREATED  
AS THE START BRAND PRODUCT

LEVISTA.ART

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START  
BRAND  
EXAMPLE

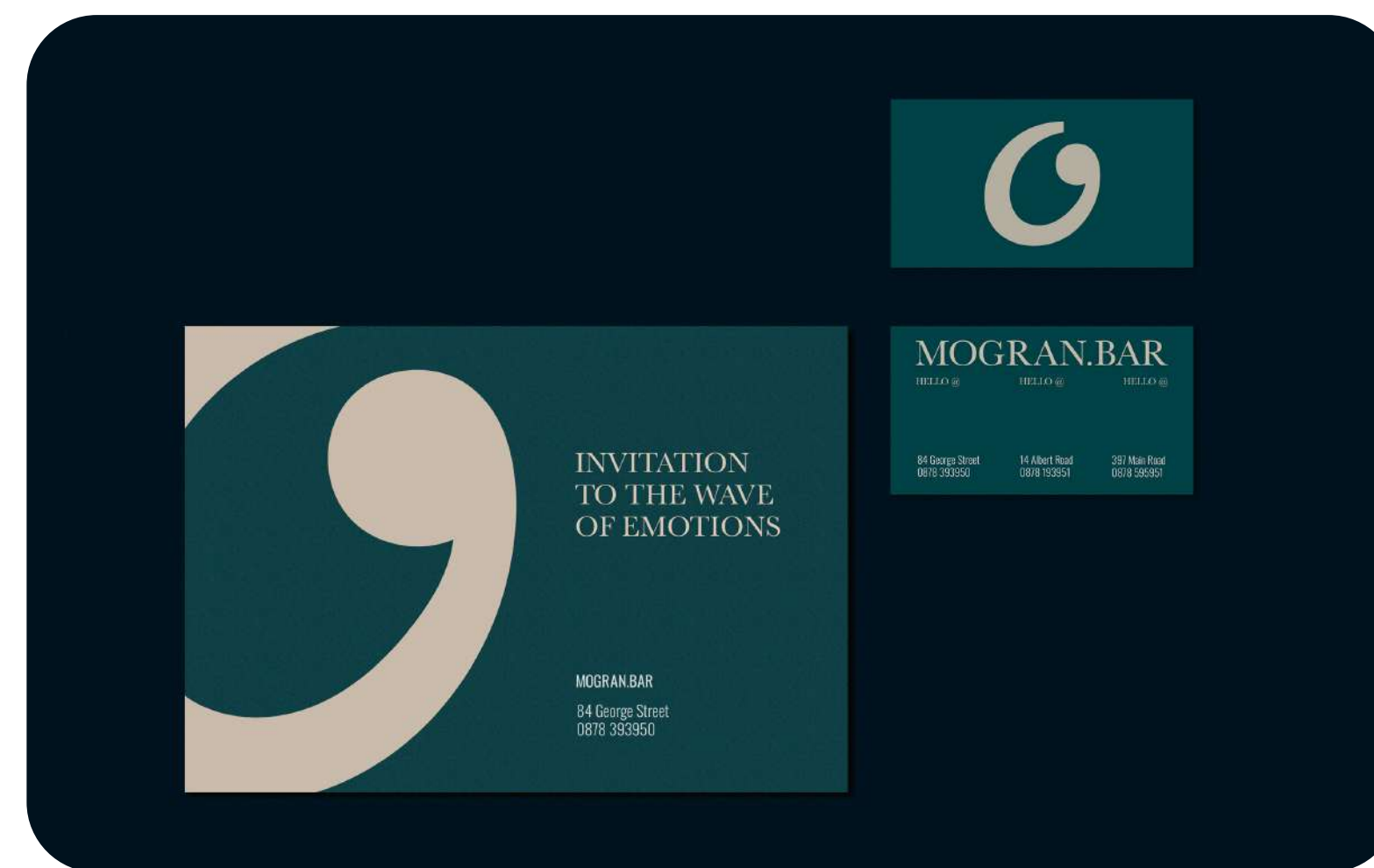
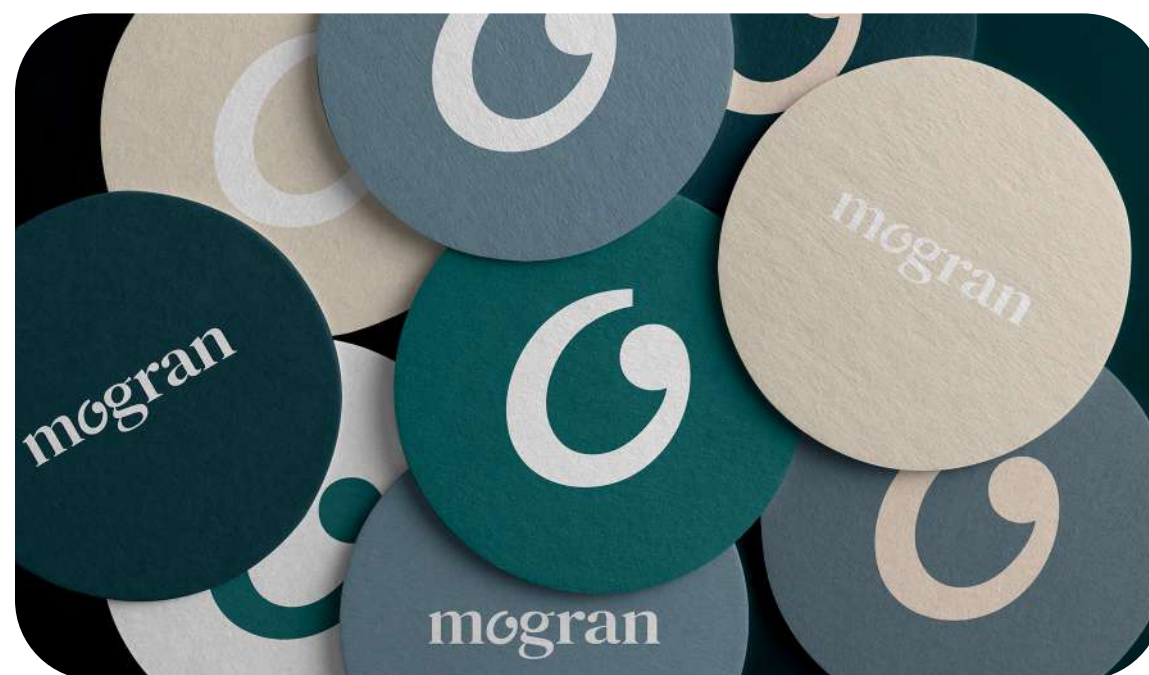
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[LEVISTA.ART](https://levista.art)



OVERALL RESULT







COFFEE & WINE

mcgran



# LOGO IDEA

We adapted and built an abstract wave into the letter O, which energetically endeavors to overwhelm and immerse you in the atmosphere of Mogran, their exquisite signature beverages.



LETTER O + WAVE

# LOGO AND VARIATIONS



The rules on logo use are spelled out in the Style Guide

The primary logo consists of the word "mogran" in a white, lowercase, serif font, centered within a dark blue rounded square background.

mogran

*Primary logo*

The secondary logo features the words "COFFEE & WINE" in a small, uppercase, sans-serif font above the word "mogran" in a white, lowercase, serif font, all centered within a dark blue rounded square background.

COFFEE & WINE  
mogran

*Secondary logo*



*Logomark*

# COLOR SCHEME

## *Emotional association*

ELEGANCE

RICHNESS

NATURALNESS

FRESHNESS

AUSTERITY

MODERNITY

The color scheme is a balanced combination of mystery, naturalness and modernity. It creates the image of a cozy stylish place with a modern approach and accents of nature.



All color designations and rules for using colors are contained in the Style Guide

COLOR NAME

*Limed Spruce*

RGB 47 72 75  
CMYK 88 55 58 42  
HEX 2F484B

COLOR NAME

*Mirage*

RGB 14 32 40  
CMYK 88 69 60 73  
HEX 0E2028

COLOR NAME

*Jet Grey*

RGB 97 110 123  
CMYK 68 49 40 12  
HEX 616E7B

COLOR NAME

*Soft Amber*

RGB 207 197 180  
CMYK 17 19 28 0  
HEX CFC5B4

COLOR NAME

*Mercury*

RGB 233 232 232  
CMYK 7 6 6 0  
HEX E9E8E8



# TYPOGRAPHY



Font guidelines can be found in the Style Guide

FONT NAME

# BASKERVILLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FONT STYLES

Regular *Italic* **SemiBold** *SemiBold Italic*

# Aa

Baskerville is a typeface known for its elegance, high readability and fine lines. It has a balanced and structured design that gives the text dignity and character. It emphasizes elegance and style, creating an atmosphere of luxury that matches and complements the visual identity of Mogran bar.

ADDITIONAL FONT

FONT NAME

# BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# AA

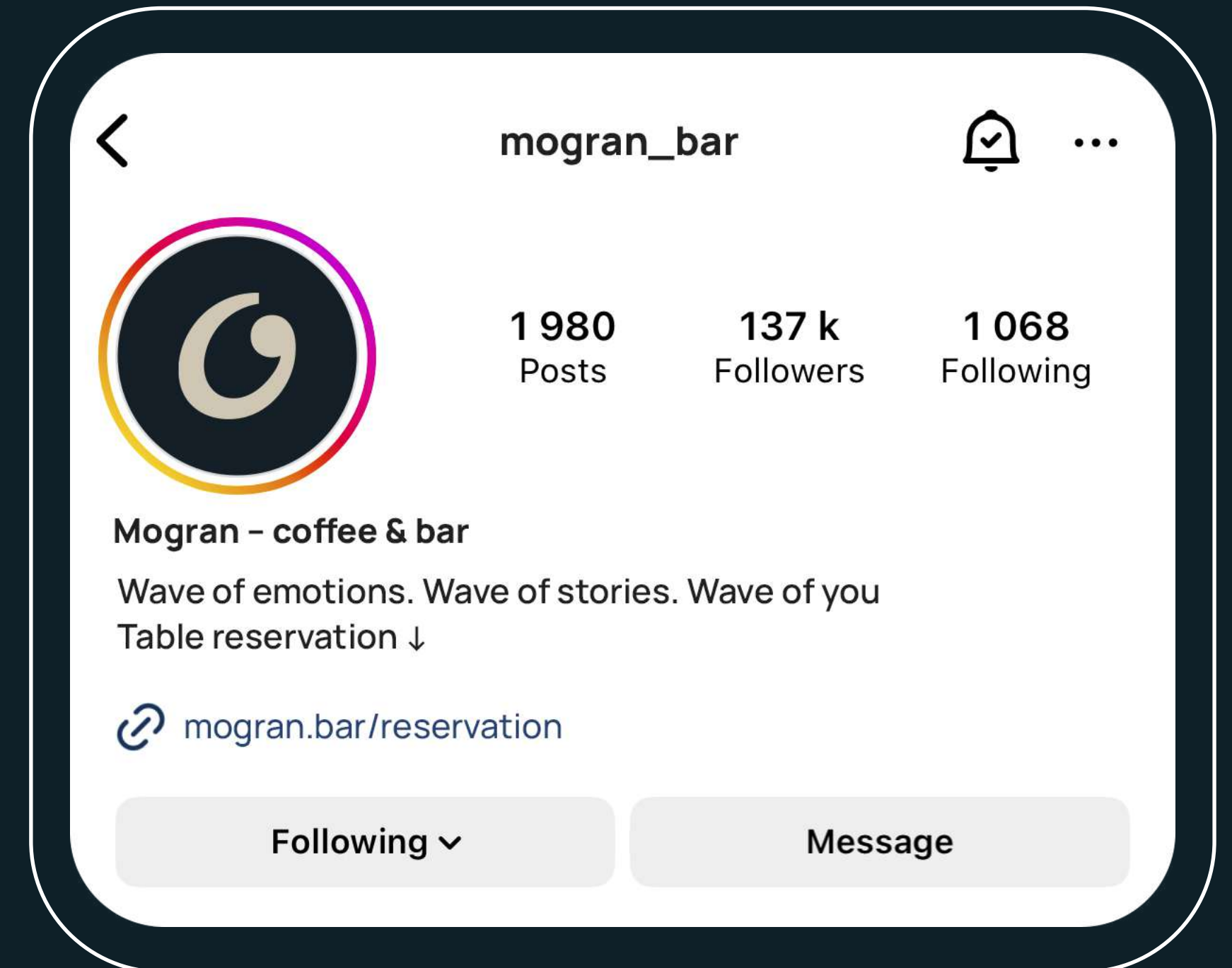
The strong contrast and thick lines give the font a modern and strong look. It contrasts perfectly with the main font. This font works well in a variety of contexts, especially in headline design.



# SOCIAL MEDIA AVATAR



We spell out guidelines for you about how to use an avatar for your social media profile in the Style Guide. However, you can use any color and variations you want. All avatar variations are located in the "Social Media Avatar" folder we send you.





# BRANDED BACKGROUND





# PRESENTATION ON MOCK-UPS

We depict our design on free mock-ups for demonstration purposes and as examples only.  
No mock-ups are part of the product. However, if you need your own mock-ups, please  
email us and we will make them for you.







84 George Street  
0878 393950

14 Albert Road  
0878 193951


397 Main Road  
0878 595951



MOGRAN.BAR

WAVE OF EMOTIONS  
WAVE OF STORIES  
WAVE OF YOU

mogran









SIGNS WITH EMOTION  
TASTY STORIES  
IT'S MOGRAN



/ MORNING WAVE /

## COFFEE

16 - 23

Espresso 50ml

€ 3

Americano 150ml

€ 4

€ 5

## TEA

Green

€ 4

Black

€ 4

Herbal

€ 5

Ginger and Honey

€ 5

€ 5

Fruit

THE PLACE WHERE  
EVERY SIP IS A NEW  
STORY

/ EVENING WAVE /

## WHITE

Chardonnay / France

€ 8 / 40

Sauvignon Blanc / New Zealand

€ 8 / 40

Riesling / Germany

€ 9 / 50

## RED

Merlot / France

€ 9 / 48

Cabernet Sauvignon / USA

€ 9.5 / 55

Pinot Noir / France

€ 10 / 60





MOGRAN.BAR

HELLO @                      HELLO @                      HELLO @

84 George Street  
0878 393950

14 Albert Road  
0878 193951

397 Main Road  
0878 595951

MOGRAN.BAR

HELLO @                      HELLO @                      HELLO @

84 George Street  
0878 393950

14 Albert Road  
0878 193951

397 Main Road  
0878 595951





mogran

WAVE OF STORIES  
WAVE OF YOU

COFFEE & WINE





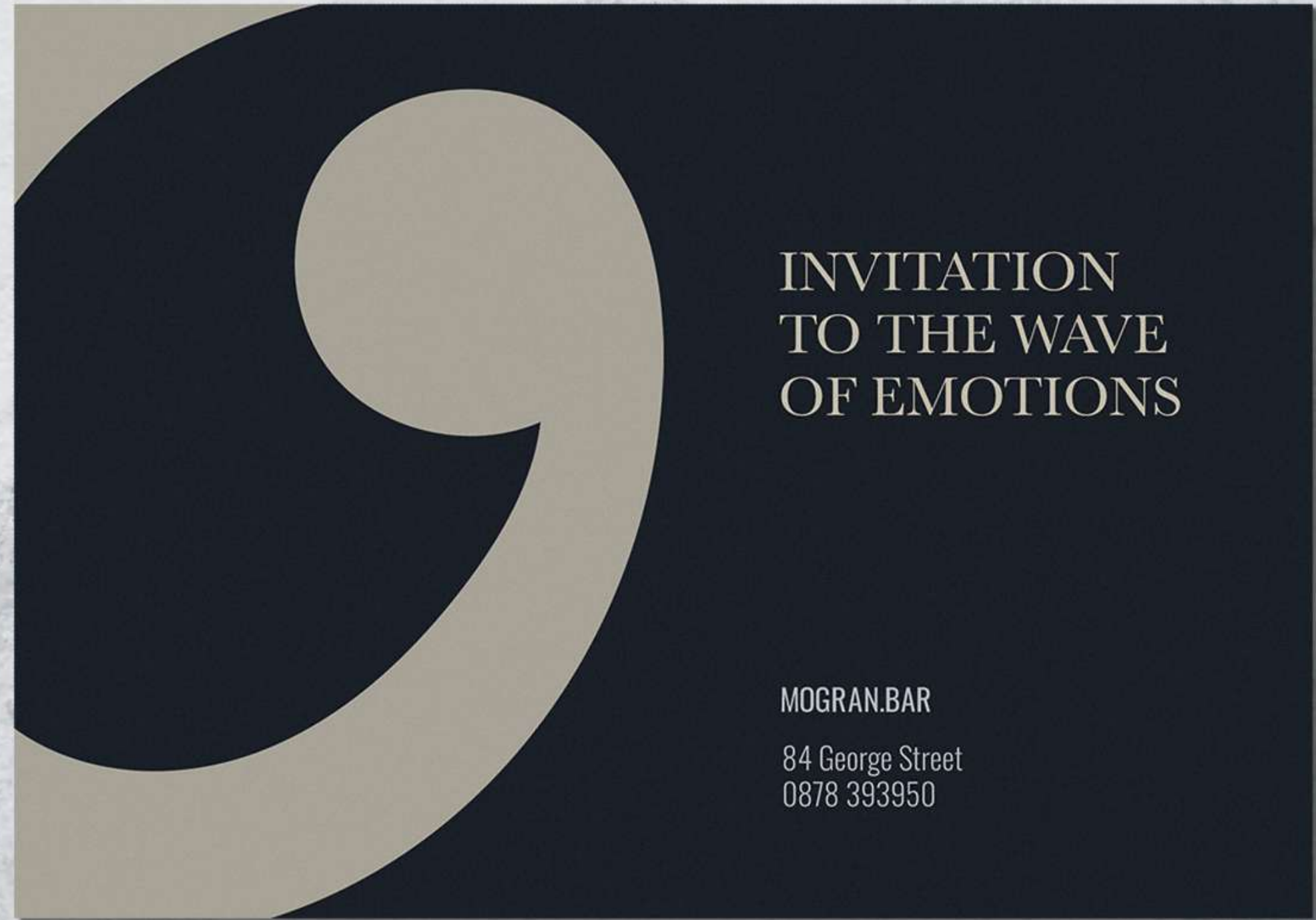
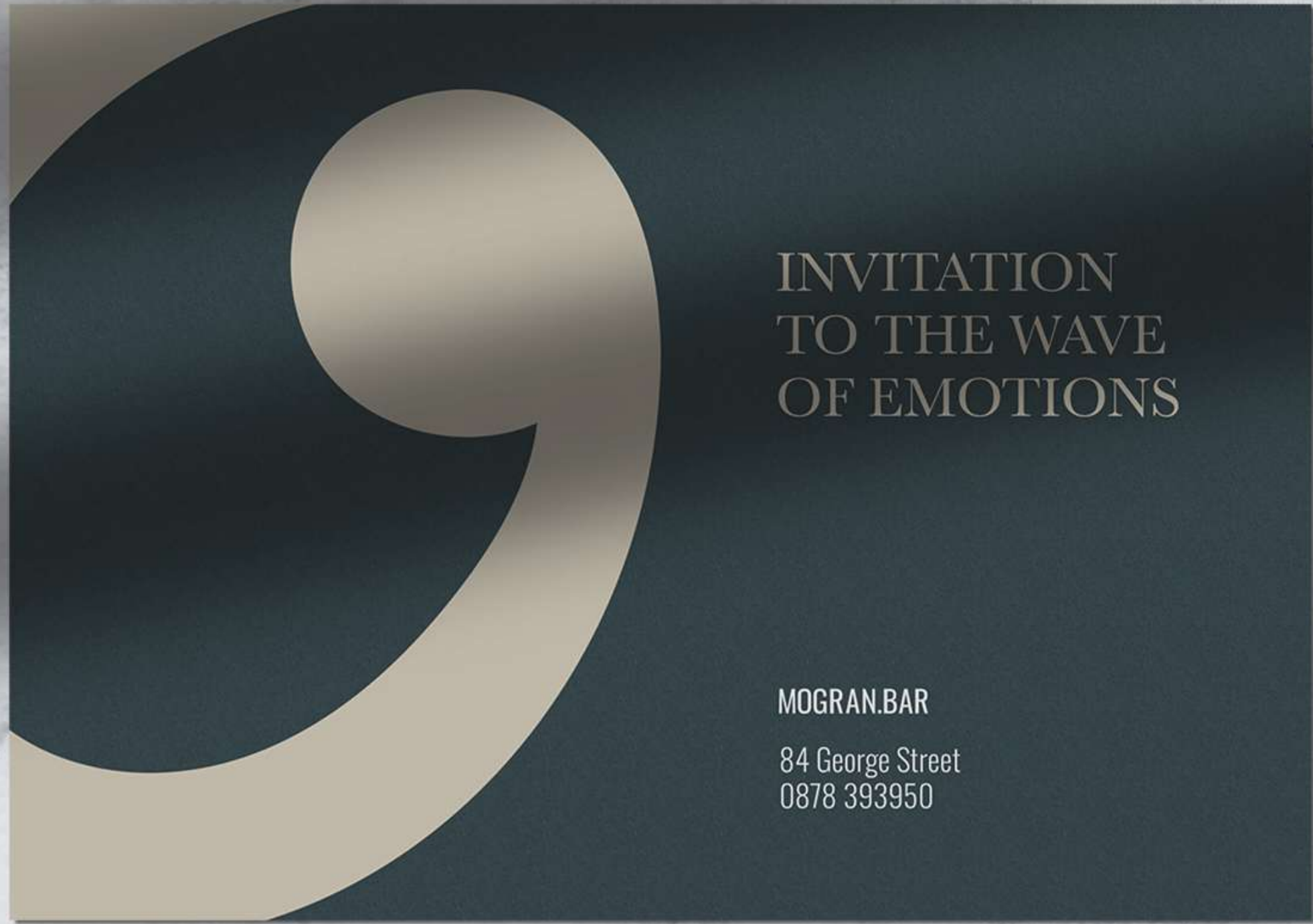














# ADDITIONAL INFORMATION

## ADDITIONAL MATERIALS FOR YOUR BRAND

You can add various components to your project such as business card design, unique packaging, design of templates for social media, letterheads and forms, etc. Just contact us by email and we will agree all terms and our fee.

## REVISIONS

Start Brand is a budget option and does not include changes. However, if you do need changes, you can make them with any designer or with us. To make changes, please contact us at [client@levista.art](mailto:client@levista.art)

We attached all the vector files for your use to the e-mail with this presentation. If you have any questions about the visual identity or the files that you received, please contact us at [client@levista.art](mailto:client@levista.art)

*Thank you for choosing us!*