

MATCHA LATTE

# Mood Board

# The cup



f 12YdMOaN/?taken-by=denovo cosmetique



# The matcha



# The style

SUGGESTION 1: "Structured Watercolor"



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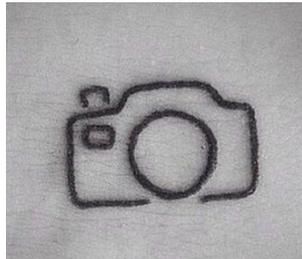


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**Watercolor silhouette, but in a slightly structured draw to avoid a too feminine and cheesy feel**

# The style

SUGGESTION 2: "Minimalist"



Style can hand-drawn, straight, or even geometric (i'm open to every suggestion), and would preferably include a touch of matcha green (in the color version of the logo).

# The brand universe

## THE COLORS



**white**



**black**



**matcha green**

TO USE IN COLOR LOGO



**natural light wood**

OPTIONAL IN COLOR LOGO

# The brand universe

## THE SPACE



light



pure and structured



natural - wood and touches of green