

MATCHA LATTE

Mood Board

The cup



f 12YdMOaN/?taken-by=denovo cosmetique



The cup

Foam going above the cup (if we manage to do something nice)



Black rim with relief

White handles (with maybe just a string of white to give the idea that they're white, but can not be black)

The matcha



The style

SUGGESTION 1: "Structured Watercolor"



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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