

A photograph of a modern cafe storefront with large glass windows and a white counter. Inside, a barista is visible behind the counter, which features a white espresso machine and various coffee-making tools. The cafe's name, "MISA", is displayed in large, white, stylized letters across the middle of the window. Below it, the word "CAFE" is written in smaller, white, sans-serif capital letters. A woman in a dark coat and white shoes is walking past the cafe on the right side of the frame. The scene is lit with warm, golden light, suggesting late afternoon or early morning. Dried leaves are hanging from a branch in the upper left corner.

MISA

CAFE

The MIRA CAFE Brand Has a Stylish, Cozy And at The Same Time Artistic Style.

This is a coffee shop for aesthetes, connoisseurs of depth and visual beauty, inspired by modern culture, the rhythm of the city and the warmth of coffee.



Main Logo



CAFE

Full Logo



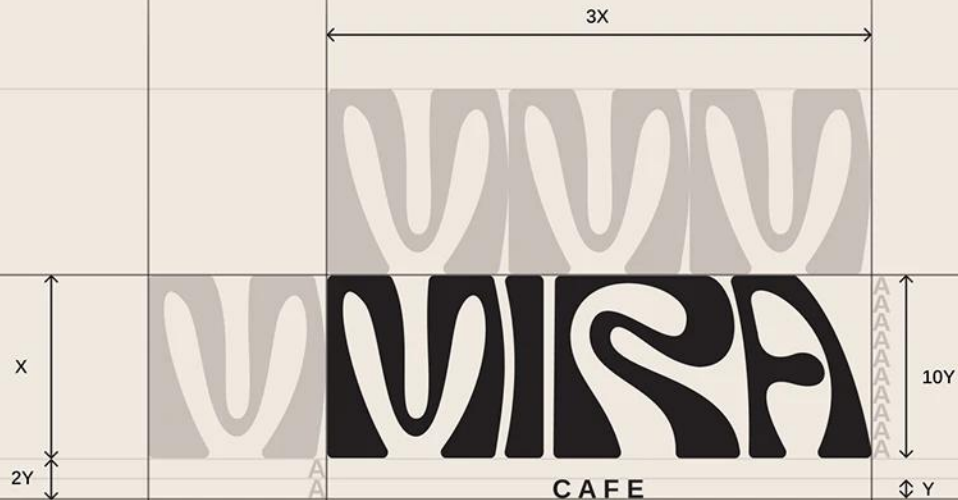
Short Logo



Icon

Logo

The graphic mark is based on a non-standard geometry of letters that resembles hand calligraphy with soft wavy lines. This approach creates associations with the aroma of steam rising from a cup of coffee.



Each letter is unique: the letters M and R visually reflect fluidity and smoothness, like the flow of coffee or music in the background of a coffee shop.



The shape is reminiscent of retro 70s fonts in a modern reading, which adds to the brand's recognizability and mood of creativity.

10:00-22:00

MISA

CAFE



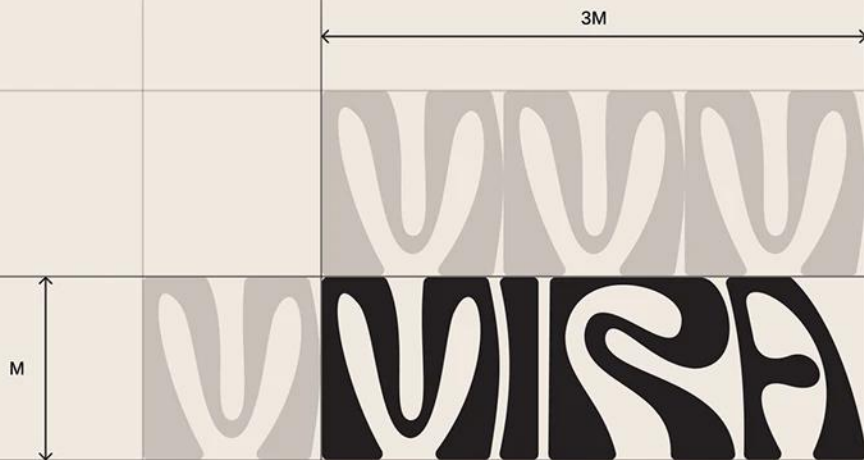
Symbolism And Meaning

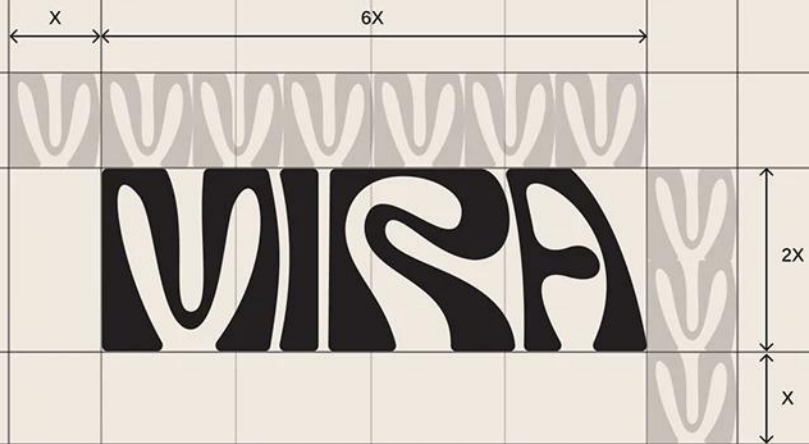
Smooth lines → association with the aroma rising from the cup

Rounded shapes → comfort, softness

Modernist interpretation of the classics → rethinking the traditions of coffee drinking

Fit into a rectangular composition → structure, organization, cozy "framing" of the space







MIRA

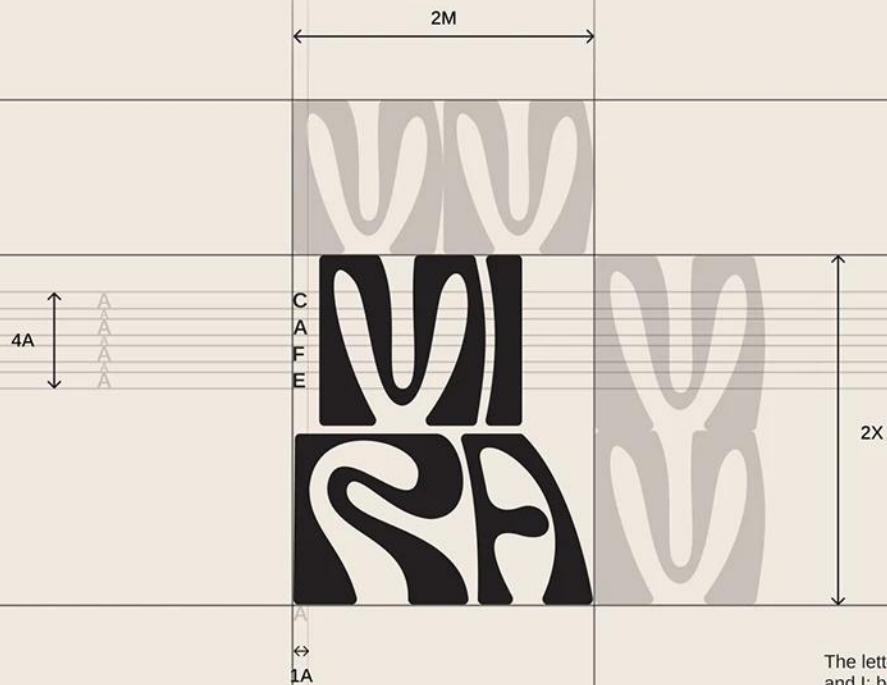
sparks a love for coffee

mirra_cafe_khm ☎ +38 (044) 837 76 38

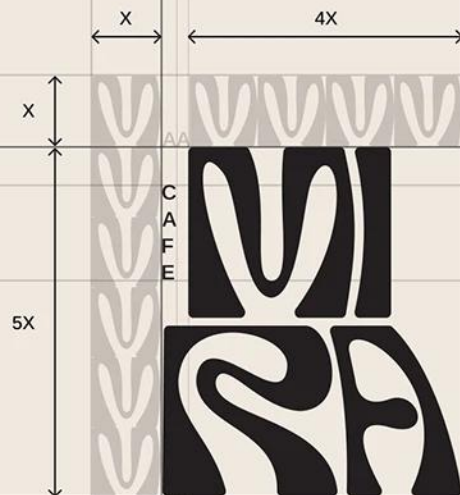
☺ Khmelintsky, str. Kamianetska, 35

MIRA

ROCKET



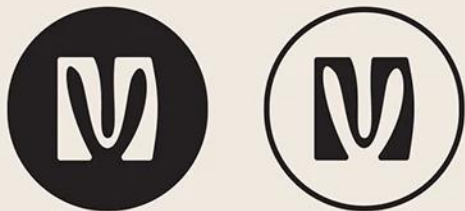
The letters are split into two rows: top row: M and I; bottom row: R and A.
The word CAFE appears vertically on the left, adding balance and a modern twist.



Swirling letterforms resemble the steam rising from a hot drink. Rounded shapes feel comforting and warm — like a cozy café environment. The cream-and-black palette mirrors a classic latte or cappuccino.

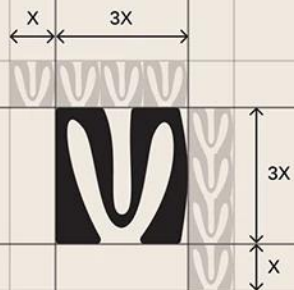


CAFE
M
SA



Icon

The image displays two monogram-style icons for the brand MIRA, featuring the stylized letter "M" from the full logotype. The "M" maintains the same unique, flowing design as seen in the primary logo, echoing the soft curves and bold, modern-retro aesthetic that defines the brand identity. This icon works best as a brand mark or favicon, particularly where space is limited or where instant brand recognition is needed. It captures the brand essence in a compact, symbolic way.



The monogram icon versions of the MIRA logo are versatile, recognizable, and refined. They preserve the artistic personality of the full logo but adapt it for minimalist or compact usage across both digital and physical branding needs.



Don't Use Logo Like

Use only the original logo described in the guideline, do not change anything and follow the rules for using the logo.



It is forbidden to tilt the logo without keeping "safe zone"



Do not use non-branded colors



Do not change the location of elements



Do not change the alignment of letters and padding



Do not flatten or stretch the logo



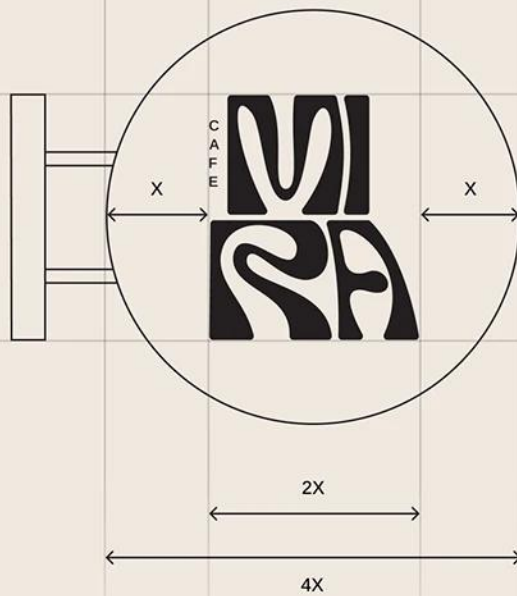
Do not use additional effects other than a light shadow

Signage

Exterior Applications: Mounted outside the café entrance, perpendicular to the wall for visibility from both directions on the street; On facade columns or above alleyway entrances in narrow walking areas; Ideal for corner locations where passersby approach from multiple directions.

Interior Applications: As part of a wayfinding system (e.g., pointing toward restrooms or takeout windows); Inside a mall or food court to attract attention among competitors.

Technical Notes (for production):
Use durable weatherproof materials (metal, acrylic, or coated wood); Integrate backlighting or edge lighting for night visibility; Ensure mounting hardware is strong and vibration-resistant (especially on brick or concrete).



This type of round signage is ideal for physical branding and visibility in urban spaces. It serves both functional and aesthetic purposes.



Color Scheme

The brand's colors are a delicate beige to symbolize coffee with milk and dark black to symbolize espresso. Additional colors are green and various whites (for print only).

Main color: Rich black/deep espresso.

Background color: Light beige (shade of coffee with milk).

Accent colors: Warm green, cream, white - for secondary identity elements.

VISA

CAFE

Thunder

HEX #231F20
RGB 35 31 32
CMYK 0 11 9 86

Dawn Pink

HEX #F1E8E0
RGB 241 232 224
CMYK 0 4 7 5

Clay Creek

HEX #878266
RGB 135 130 102
CMYK 0 4 24 47

Pampas

HEX #F0EEE9
RGB 240 238 233
CMYK 0 1 3 6

Color Variations

The first two versions of the logo are used on a regular basis, fully conveying the brand's colors and mood. The logo with green color is used for tea products and exclusive goods, such as green coffee. Black and white versions for embossing and printing.



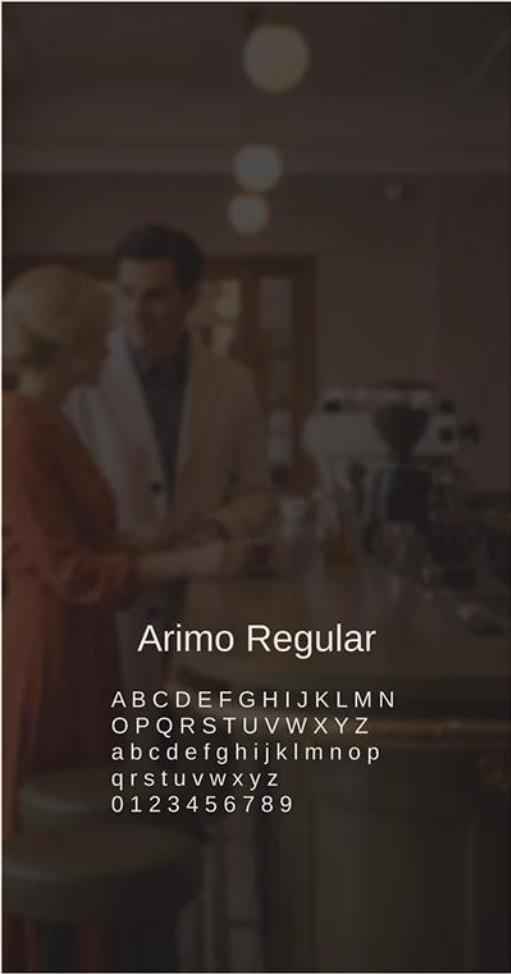
Font

The font selection for MIRA Café strikes a strong balance between character and clarity, combining the expressive and retro-inspired Young Romance for branding with the clean, modern Arimo Regular and Arimo Bold for supporting text. Young Romance adds warmth and personality, evoking a cozy, handcrafted café atmosphere that stands out, while Arimo ensures high readability and functionality across menus, signage, and digital applications. This system creates a cohesive visual identity that feels both inviting and professional, making it versatile for both expressive branding and everyday communication needs.



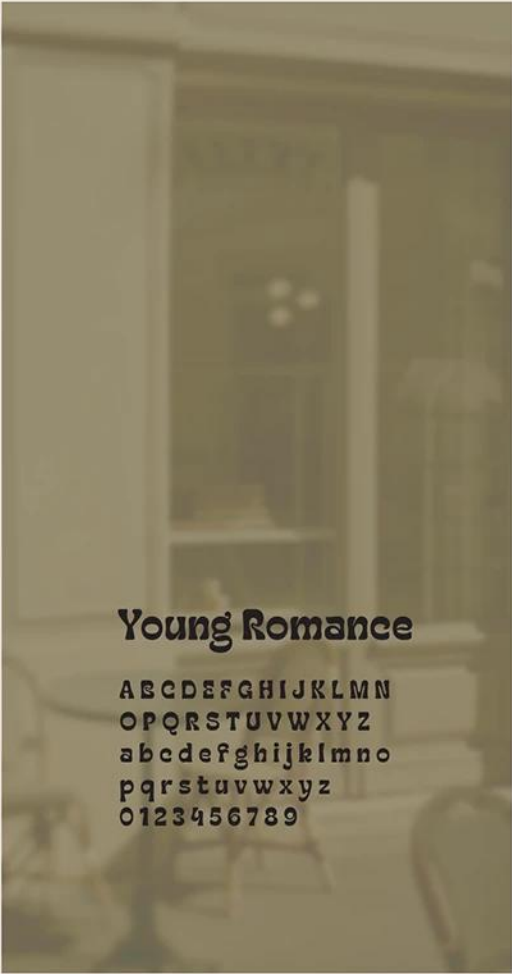
Arimo Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789



Arimo Regular

ABCDEFGHIJKLMN
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abcdefghijklmnop
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Young Romance

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001

Young Romance

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002

Young Romance

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Arimo Bold

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Arimo Bold

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Arimo Bold

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Arimo Bold

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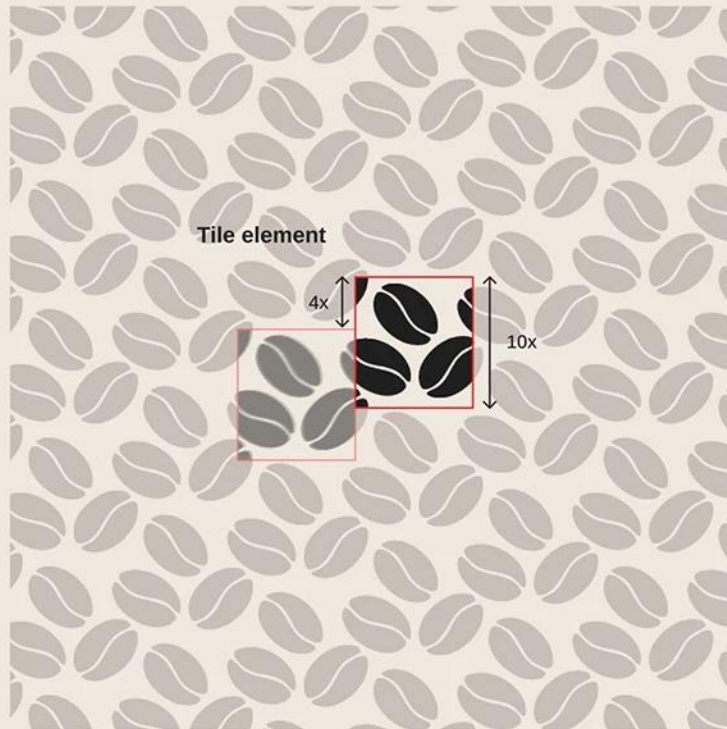


Pattern

The pattern is a part of the MIRA brand, it conveys the theme of the coffee shop and the brand's message. The pattern uses coffee beans, which reflect the brand's main product and create desire.

Pattern V1

The first version of the pattern is used on the brand's printed materials, reflecting the brand's mood and general message. The main motif is a repeating element inscribed in a square that is built in a chessboard pattern. It can be used on any printed product. It is prohibited to modify it.



Color Variants



Pattern V2

The second version of the pattern is similarly used on printed materials. It differs from the first version of the pattern in the way the element is repeated. Depending on the complexity of the pattern repetition, you can choose one of the versions. It is prohibited to modify it.



Color Variants



Packaging

General branding schemes for printed and other products are described. Packaging branding can be changed according to the guidelines, using primary colors, logo, and brand elements.













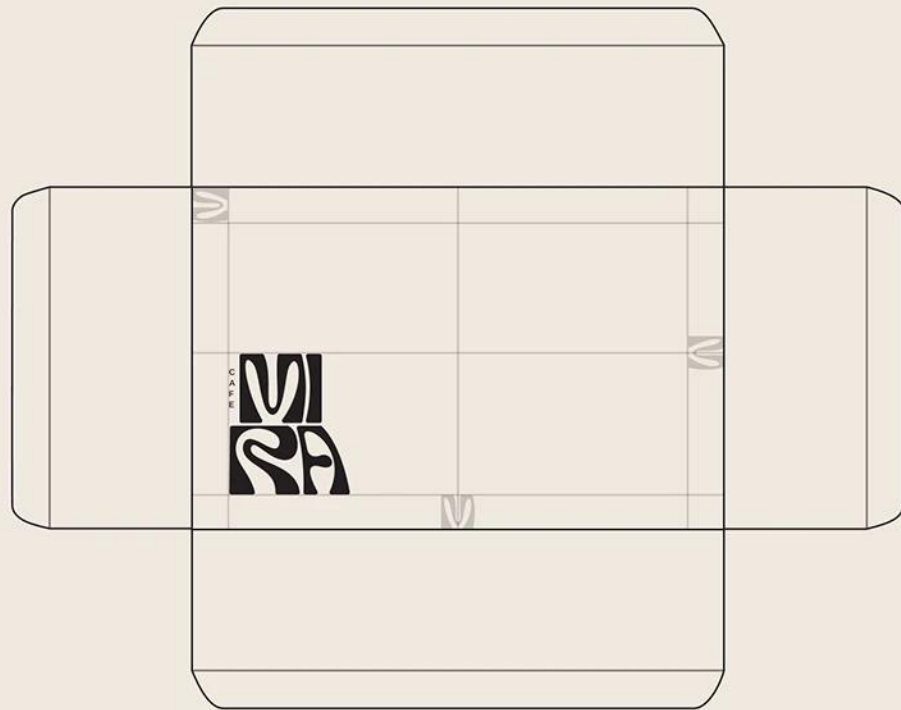


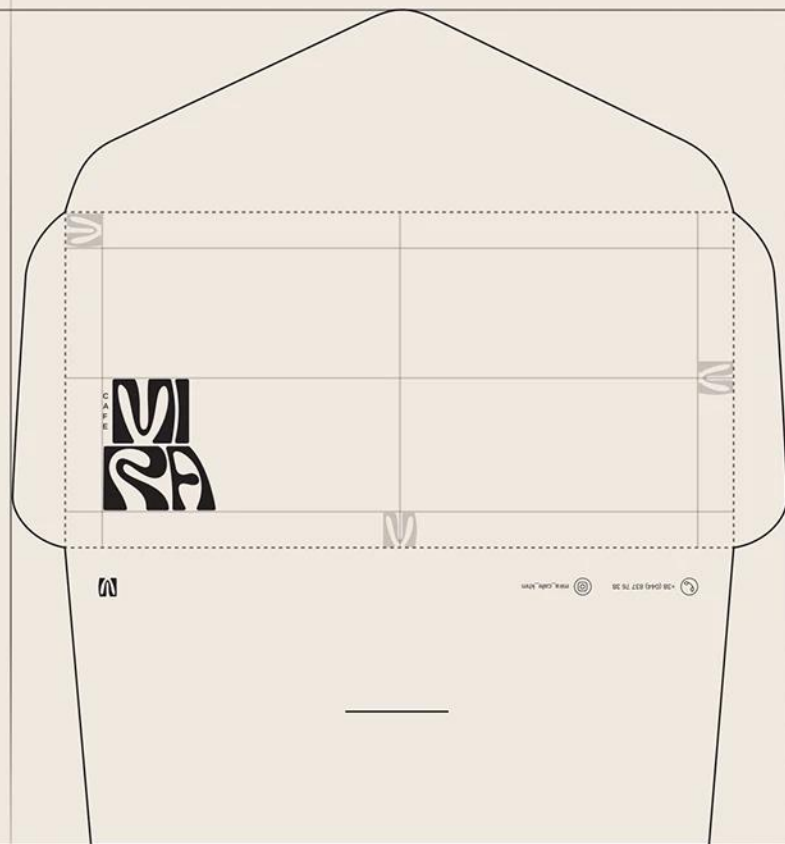
MISA
CAFE

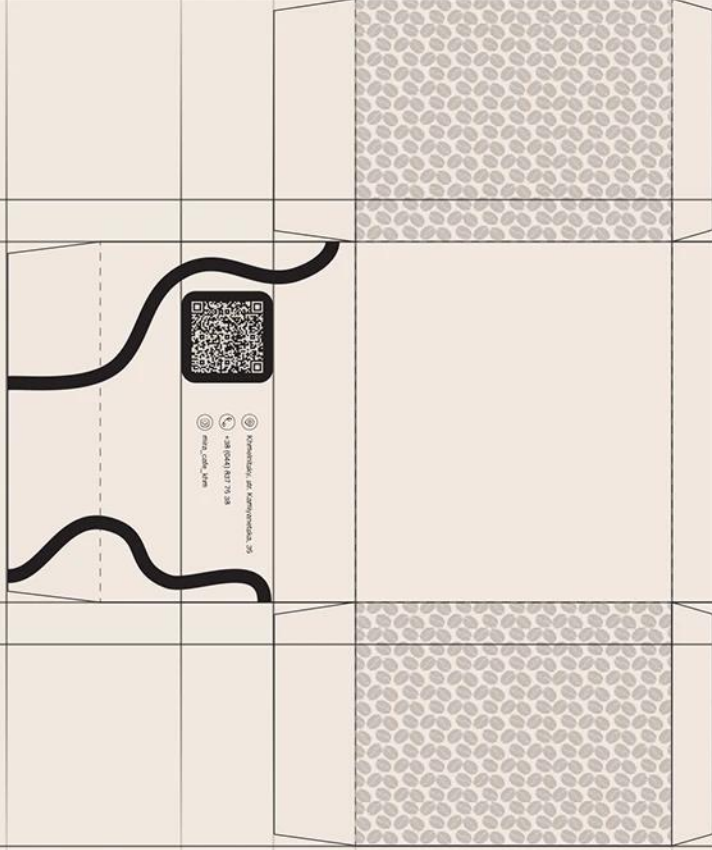
Күнәһәткы, 82, Канынәтсәк, 36
+38 (044) 037 76 38
misa_cafe_bhm















CAFE

Business Card

Business cards are created on plain paper and should have a light background. They are used to show the contacts of the coffee shop. They are made in a monochrome color scheme that matches the brand's guidelines.

90mm

90mm

50mm

MIRA
CAFFEE



📍 Khmelnitsky, str. Kamiyanetska, 36
☎️ +38 (044) 837 76 38
📱 mira_cafe_khm

50mm



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+38 (044) 837 76
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 mira_cafe_khm

Bonus Card

The bonus cards are designed in monochrome with a light background. They are used to attract more customers and bring them back to the coffee shop with gifts.

90mm

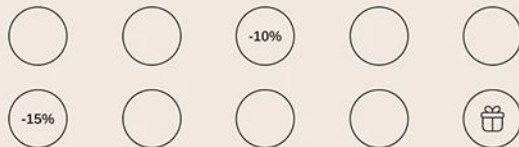
50mm



90mm

50mm

BONUSCARD



Khmel'nitsky, str. Kamiyanetska, 36



+38 (044) 837 76 38



mira_cafe_khm

BONUSCARD

-15%

-10%



Khmelnitsky, str. Kamyi



MIRA

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MIRA
CAFFEE

BONUSCARD



+38 (044) 837 76 38



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Khmelnitsky, str. Kamiyanetska, 36

BONUSCARD



+38 (044) 837 76 38



mira_cafe_khm

BONUSCARD



-15%

BONUS

Branding

Branding is an important element of a coffee shop that distinguishes it from other coffee shops, shapes its corporate identity and mood. The main message of branding is the aroma and mood of coffee, a place where you can not only drink coffee but also enjoy it.











MISA

sparks a love for coffee





MISA

sparks a love for coffee







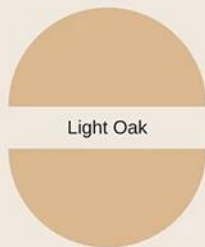
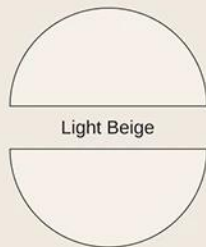
MISA

sparks a love for coffee

Interior Concept

The interior is an important reflection of the coffee shop's mood and branding. Therefore, it is important to maintain the authenticity of the interior across all future coffee shop franchises and maintain the basic style from the guideline.

Color Chart









Thanks for watching!

Ready to Elevate Your Brand with Elegant Simplicity?

I create minimalistic, visually appealing branding that not only reflects your business identity but also smoothly guides your audience from curiosity to conversion. Whether you are a coffee shop, an entrepreneur, or a large business, your brand's uniqueness deserves clarity, beauty, and purpose.

