



# our brand guidelines

Version 01 | June 2023





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Let's Begin!

"Once in a land not so far, far away,



# 1.1

## The Protagonist

Welcome to Chapters and Flavours, the vibrant world where literature meets culinary delight!

Established in 2023, we are a playground for bookworms, food enthusiasts, and adventure seekers alike. Prepare to be captivated by our dynamic fusion of captivating stories and mouthwatering flavors. Dive into our extensive collection of handpicked books that will transport you to far-off lands, ignite your imagination, and leave you craving for more. And when it's time to refuel, our cozy cafe awaits, ready to tickle your taste buds with tantalizing food and expertly brewed beverages.

We believe in creating experiences that awaken the senses, nourish the mind, and ignite your passion for both literature and gastronomy. So, grab a book, savor a delicious cup of coffee, and embark on a journey that will excite your taste buds and ignite your imagination.

Welcome to Chapters and Flavours, where every page is filled with flavorsome tales and every bite is a delicious adventure!

## 1.2

# Our Superpowers

At Chapters and Flavours, we are bursting with excitement to share our extraordinary fusion of products and services. Imagine a world where books come alive, and the aroma of freshly brewed coffee and your next meal dances in the air. **Get ready to embark on an exhilarating literary adventure like no other!** Our hand-picked collection of captivating books spans a universe of genres, ready to whisk you away to enchanting realms, ignite your imagination, and broaden your horizons.

But that's not all! **Our vibrant & affordable study cafe is a buzzing haven, designed to ignite your creativity and fuel your academic pursuits.** With our mouthwatering treats and expertly crafted beverages, we transform study sessions into deliciously productive experiences. **At Chapters and Flavours, we are here to ignite your passion for literature, tantalize your taste buds, and create unforgettable moments that blend the magic of books with the joy of indulgence.**

“Blending books, bites & brews”

Experience the captivating fusion of literature and flavors at Chapters and Flavours, nestled in the heart of Mumbai. Our choice of this vibrant city as our brand's home is no coincidence. Here, amidst the bustling streets and dynamic energy, we've created a haven that celebrates urban exploration and cultural diversity.

We hope to open such more spots all around the country in the future, as an unforgettable adventure – where words and tastes intertwine, awaits you here!

Chapters & Flavours is all about creating an exciting and friendly space that caters to a diverse group of book lovers, students, professionals, and anyone seeking an extraordinary experience.

We welcome individuals and groups who are passionate about expanding their minds, connecting with others, and savoring delightful culinary creations. *Whether you're a voracious reader, a curious learner, or someone looking for a cozy spot to unwind, we are designed to ignite your imagination and tantalize your taste buds.*

Join us and be part of a vibrant community where literature, flavors, and good times come together in the most thrilling way possible!

We are India's pioneering book cum study cafe and we're breaking boundaries and redefining the way students and book enthusiasts indulge in their passions. Our vibrant space combines the best of both worlds, bringing together the cozy vibes of a cafe, a treasure trove of diverse books, and a dedicated study area. It's a haven specifically designed to ignite your curiosity and fuel your love for learning. From mouthwatering culinary delights to a welcoming atmosphere that wraps you in comfort, we've created a haven where you can escape into captivating stories and embark on exhilarating intellectual journeys. You can come in groups. You can come alone. This is your sanctuary.

## Our Mission & Vision

**Vision:**

Igniting the love for reading, fostering academic excellence, & delighting the culinary senses, we want to be a pioneering destination in India that celebrates books and food and supports students in a harmonious and inspiring environment.

**Mission:**

To create a captivating haven where book lovers can immerse themselves in the world of literature, while providing a welcoming and supportive space for students to study, fostering a harmonious blend of intellectual nourishment, literary exploration, and a delightful culinary experience.

"Our brand promise is to create a harmonious space where the love for books and delectable flavors converge, fostering intellectual growth and culinary exploration. By nurturing minds and nourishing bodies, we aim to enrich individuals, uplift communities, and contribute to a brighter, more inspired world."

At Chapters and Flavours, we are driven by our commitment to excellence and customer enrichment. Our skilled chefs craft each dish with meticulous care, delivering a delightful dining experience. Our curated collection of diverse books invites you on a literary journey, while our inviting ambience immerses you in a world of culinary and literary delights. Through engaging events and our study cafe, we foster community, belonging, and intellectual growth. Embracing sustainability and local sourcing, we contribute to a better future.



# 02 Our Visual Identity

Chapters & Flavours  
Our Brand Guidelines









## 2.2

# Introduction to Logo

Our logo is the most vital & visible element of our brand. It consists of two parts, our brand symbol and our brand logotype. When combined together these create a unique & human brand signature, encapsulating our philosophy and beliefs in the pleasure of reading, academic endeavours and delighting the culinary senses.

Symbol



chapters  
& flavours

Logotype

## 2.3

# Logo Lockups

In order to maintain the integrity and effectiveness of our logo, it is important to give it a prominent and easily visible placement. This can be achieved by establishing an exclusion zone, which outlines the minimum clear space required around the logo and should remain free from any other visual elements or graphics.

We have designated a minimum exclusion zone that matches the width of our cup symbol handle.

The tagline is the only visual element permissible within the exclusion zone following the given spacing guidelines. The tagline need not always accompany the logo.



## 2.4

## Logo Variants

Our logo is designed to seamlessly integrate with various backgrounds through the use of different color schemes. It is available in three color systems (PMS, CMYK, and RGB), as well as in both black and white versions, ensuring flexibility & versatility in colour reproduction and application.



**Preferred** – Primary Logo



**Preferred** – Primary Logo



**White Background/Second Colour  
Background** – Chocolate coloured logo



**Picture Background** – Logo should be in the primary colours cream or chocolate as per the picture

## 2.5

## Incorrect Logo Usage



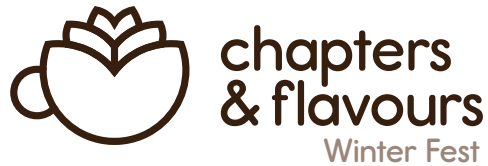
Do not recolour or use pattern to our logo



Do not distort the proportions



Do not alter the size of elements



Do not attach text to our logo other than brand slogan



Do not wordmark only without our symbol



Do not change the wordmark typeface



Do not rearrange logo components



Do not add effects



Do not redraw or outline

## 2.6

# Symbol Introduction

Our symbol is the simplest graphic representation of our brand. It can be used alone if our 'Chapters & Flavours' logo is present somewhere on the same application. In social media our symbol can be used alone without the logotype as long as our brandname is mentioned in the same post or closeby.

The symbol is an abstraction of coffee, book and flower. It also represents growth, nurture and soul.

Being the visual depiction of our brand, it can be used on brand market collaterals, digital platforms and social media as a stand-alone (the brand name should be present nearby).

Various brand shapes can be derived from this symbol.



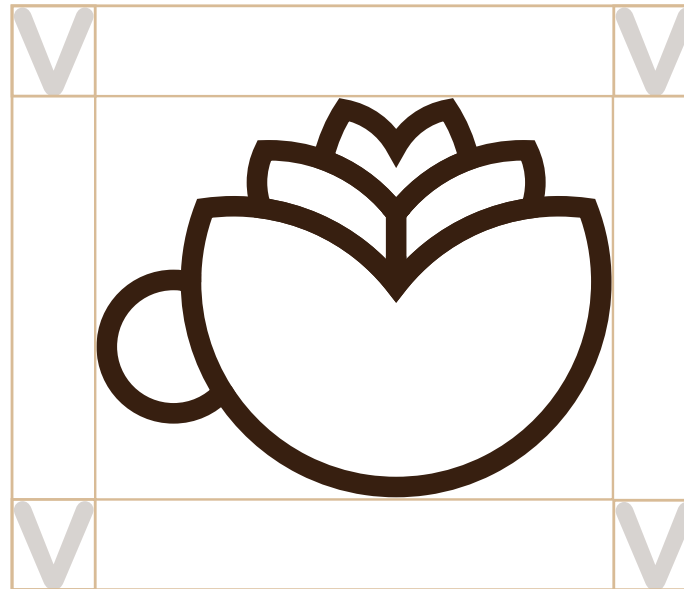
## 2.7

# Symbol Lockup & Construction

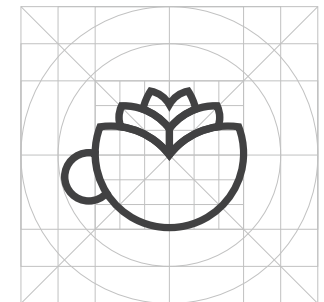
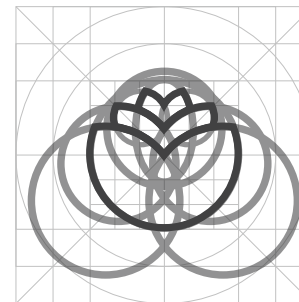
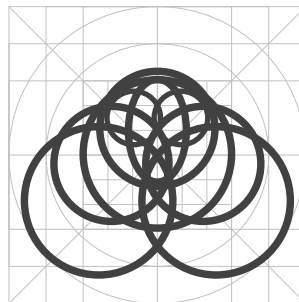
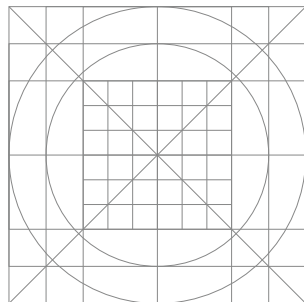
Our symbol follows a grid and is derived from intersection of ellipses and circles. To ensure optimal clarity and distinction, it is essential to maintain sufficient clear space around our symbol at all times.

The letter 'v' from the logotype represents the minimum space required around the symbol and should be consistently applied in all instances.

Additionally, following the construction guidelines, ensures a properly designed symbol.



flavours





## 2.8

# Symbol Variants

Our symbol has the flexibility to adapt to different backgrounds by using various color options, all in reference to the colour palette. It is available in color formats such as PMS, CMYK, and RGB, as well as in black and white versions.

### Primary Symbol- Preferred

**White Background-**  
Chocolate coloured logo

**Image Background** - Our logo can be cream or chocolate coloured (the primary colours), as per the picture.

**Secondary Symbols** - They can be used in all of our identity colors. Just make sure that every color combination creates sufficient contrast for legibility. See page 27 for color combinations.



Primary Symbol



Primary Symbol



White Background



Picture Background



Secondary Symbols

## 2.9

# Incorrect Symbol Usage



Do not add image to our logo



Do not fill any element



Do not use silhouette



Do not recolour or add pattern



Do not distort the proportions



Do not add text on our logo



Do not alter the elements



Do not add any effects



Do not change the stroke thickness

## 2.10

### Logo in B/W

When using our logos & symbols in a scenario that forbids the use of any colour, a monochrome – black and white application is acceptable if required by the demanding media.



## 2.11

## Scalability

0.5x



x



chapters  
& flavours



2.5x

## 2.12

# Colour Palette

This page displays our primary and secondary brand colors and their respective color breakdowns.

Our colour palette is made of two primary swatches of Chocolate & Cream, accompanied by a suite of secondary colours.

**RGB** – Screen colours

**CMYK** – Printing

When designing for print, ensure you test each colour by printing out proofs before sending for production.

We also have an additional color palette to be used for Typography on page 32 and for Infographics and Illustrations on page 41.

### Chocolate

Hex #371F0F  
RGB R55-G31-B15  
CMYK C52-M72-Y83-K72

### Cream

Hex #FFF5E7  
RGB R255-G245-B23  
CMYK C0-M3-Y8-K0

### Tan

Hex #D9BB96  
RGB R217-G187-B150  
CMYK C15-M25-Y43-K0

### Coffee

Hex #A68A68  
RGB R116-G138-B104  
CMYK C34-M42-Y63-K6

### Ochre

Hex #D99152  
RGB R216-G144-B81  
CMYK C13-M48-Y77-K1

### Green

Hex #5B7327  
RGB R92-G116-B51  
CMYK C65-M36-Y100-K21

### Red

Hex #992330  
RGB R153-G35-B48  
CMYK C26-M97-Y81-K23

### Pink

Hex #F2B199  
RGB R241-G177-B153  
CMYK C3-M35-Y36-K0

## 2.10

# Colour Combinations

Ensuring legibility is crucial, and therefore it is important that every color combination provides sufficient contrast. As a result, there are specific combinations that should be avoided to maintain visibility, readability & aesthetics. These colours can be used with white too in situations demanding it.

Chocolate



Cream



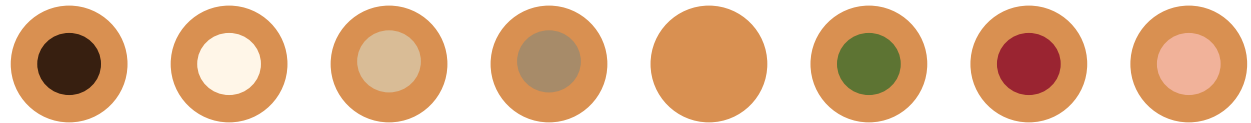
Tan



Coffee



Ochre



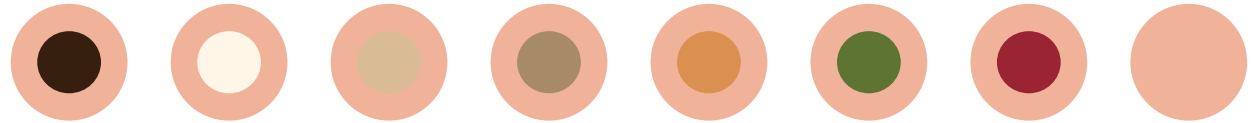
Green



Red



Pink



Dd Ff

Aa

Ll

Nn

Pp Ss

Ff Gg

## 3.1

# Our Logotype

Our typography plays a pivotal role in transforming words on a page into more than just a message. By utilizing various scales and weights, we can inform, involve, and engage our audiences. We have meticulously crafted our typographic system to provide flexibility, enabling you to effectively communicate with different paces and nuances.

The Report Semibold logotype embodies the essence of our brand with its bold and confident yet soft typography. It is clean, modern, sleek, elegant and legible. Its roundness gives a soft, peaceful and cozy look.

For our tagline, we use Verveine Regular. The handwritten typeface is to depict the human touch in all our products & services. It is warm and approachable.

The ratio between our logotype size and tagline size is 2.42 : 1.



report  
semibold

*"Verveine Regular"*



## 3.1

# Our Typeface

Poppins is our chosen brand typeface, which embodies a warm and inviting atmosphere that reflects our cozy, safe haven at the book cafe. Its friendly yet sophisticated style conveys our dedication to providing a comforting and welcoming experience. Poppins is available in four distinct weights, allowing for versatility and flexibility in design.

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

1234567890  
!@#\$%&\*()  
- \_ + ; " ' < > , . / ?

Light  
Regular  
**Semibold**  
**Bold**

# Poppins

## 3.4

# Typographic Principles

These principles are for guidance only, created to work in the majority of situations. This is the starting point and should be adjusted to best communicate the message in a particular format. However, as a rule, not more than 5 colours should be used to depict typographic hierarchy.

### Header 1 :

Poppins  
Semibold/ Bold  
90pt  
9x  
85pt Leading

### Display Header :

Aptly  
Bold (Variable)  
30pt (Variable)  
3x (Variable)

### Header 2 :

Poppins  
Semibold/ Bold  
20–30pt  
2x–3x  
+2pt font leading

### Subheader 1 :

Poppins  
Semibold/ Bold  
15–18pt  
1.5–1.8x  
+2pt font leading

### Subheader 2 :

Poppins  
Semibold/ Bold  
12–14pt  
1.2–1.4x  
+2.5pt font leading

### Body Text 1 :

Poppins  
Regular/Light  
15–18pt  
1.5–1.8x  
+3pt font leading

### Body Text 2 :

Poppins  
Regular/Light  
12–14pt  
1.2–1.4x  
+2.5pt font leading

### Body Text 3 :

Poppins  
Regular/Light  
6–11pt  
0.6–1.1x  
+2pt font leading

# Header 1

## Display Header

## Header 2

### Subheader 1

### Subheader 2

### Body Text 1

### Body Text 2

### Body Text 3

## 3.5

# Typographic Colour Palette

Both the typographic colours and the brand colour palette could be used for typography as per the situation. Refer to the colour combinations on page 27. Black and white could also be used if required.

<b>Typo 1</b> Hex #BFB7AD RGB R191-G183-B173 CMYK C26-M24-Y29-K0	<b>Cream</b> Hex #FFF5E7 RGB R255-G245-B23 CMYK C0-M3-Y8-K0	<b>Pink</b> Hex #F2B199 RGB R241-G177-B153 CMYK C3-M35-Y36-K0
<b>Typo 2</b> Hex #7F7A73 RGB R127-G122-B115 CMYK C51-M45-Y50-K11	<b>Tan</b> Hex #D9BB96 RGB R217-G187-B150 CMYK C15-M25-Y43-K0	<b>Ochre</b> Hex #D99152 RGB R216-G144-B81 CMYK C13-M48-Y77-K1
<b>Typo 3</b> Hex #403D3A RGB R65-G62-B59 CMYK C65-M61-Y63-K50	<b>Coffee</b> Hex #A68A68 RGB R116-G138-B104 CMYK C34-M42-Y63-K6	<b>Green</b> Hex #5B7327 RGB R92-G116-B51 CMYK C65-M36-Y100-K21
<b>Typo 4</b> Hex #282625 RGB R41-G39-B37 CMYK C69-M65-Y65-K69	<b>Chocolate</b> Hex #371F0F RGB R55-G31-B15 CMYK C52-M72-Y83-K72	<b>Red</b> Hex #992330 RGB R153-G35-B48 CMYK C26-M97-Y81-K23



## 4.1

# Our Photography Overview

Our photography captures the essence of transparency, presenting our brand and products authentically and in a visually captivating way. We feature genuine and relatable individuals in our visuals, fostering a sense of connection with our audience.

We stay ahead of the curve by adapting our photography style to current trends, incorporating innovative techniques such as lighting, angles, and composition. These artistic elements contribute to our distinctive visual identity, unmistakably representing our brand, Chapters & Flavours.

Our ultimate goal is to create photographs and videos that effectively communicate the stories behind our products, placing them at the forefront. When featuring individuals, we make thoughtful and intentional choices that align with our brand values. Through our photography, we strive to captivate and engage our audience, leaving a lasting impression of our unique culinary and literary haven.





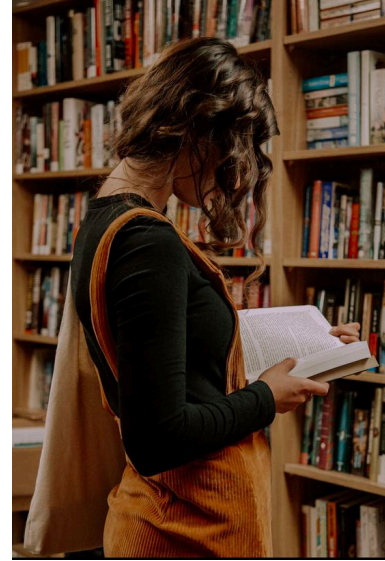
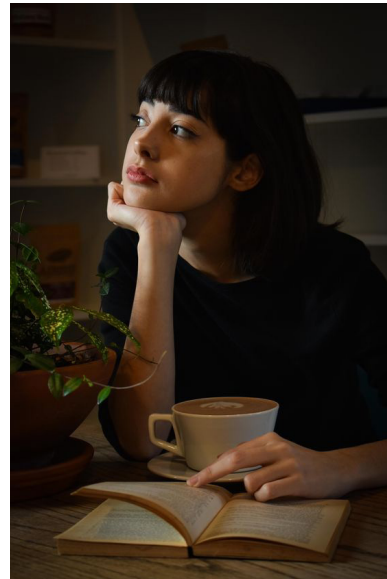
## 4.2

# People Photography

When engaging with people, we prioritize the following considerations to convey the desired image:

- Embrace diversity and inclusivity
- Capture realistic, non-staged movement unless it is portraits
- Celebrate individuality and embrace the unique quirks and characteristics of the people
- Create a captivating and conceptual atmosphere that captivates viewers and weaves a compelling narrative around our brand
- The background should be brand relevant. If using a single colour, it should be from the colour palette, or gray or white

Chapters & Flavours  
Our Brand Guidelines





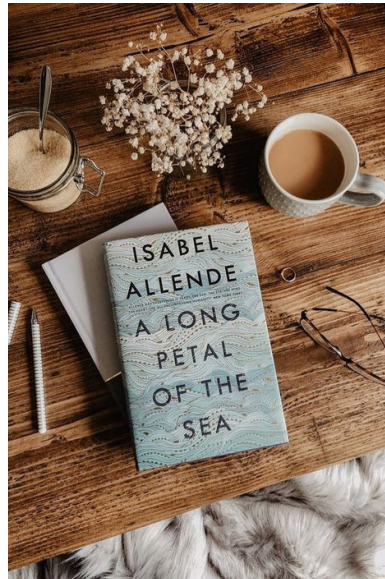
## 4.3

# Product Photography

When engaging in product photography, we keep in mind to:

- Carefully compose shots in order to capture a refined and graphic aesthetic, highlighting the handcrafted quality of our offerings
- Accentuate the crafted details like delicate garnishings or dark crema swirls
- Keep a human-centric approach, celebrating slight imperfections that enhance realism and ignite the appetite.
- The background should be brand relevant. If using a single colour, it should be from the colour palette, or gray or white

Chapters & Flavours  
Our Brand Guidelines





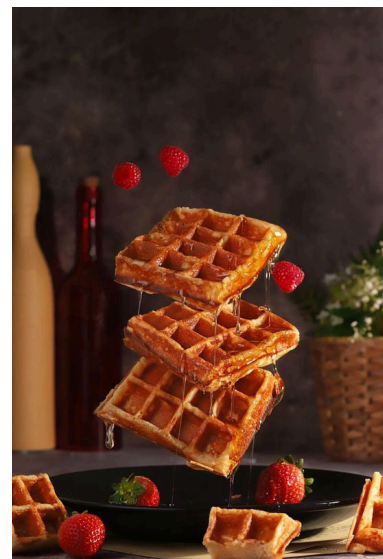
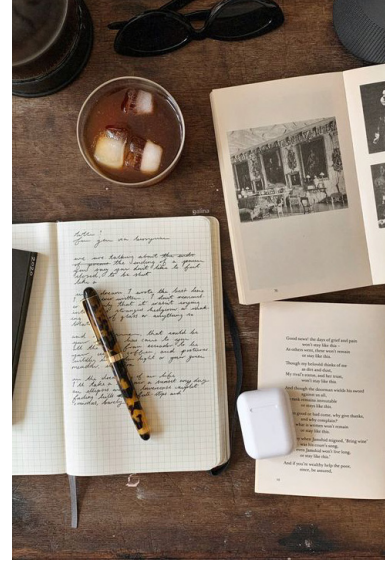
## 4.4

# Editorial Photography

Introducing our brand's editorial photography guidelines :

- In studio photography, have an artistic and intentional vibe, where props and styling perfectly complement the focal point
- When it comes to environmental photography, establish a genuine connection with customers
- Keep the visuals all about relatability and attainable joy
- We want you to feel like you're part of something unique and appealing, where you can envision yourself right in the frame

Chapters & Flavours  
Our Brand Guidelines

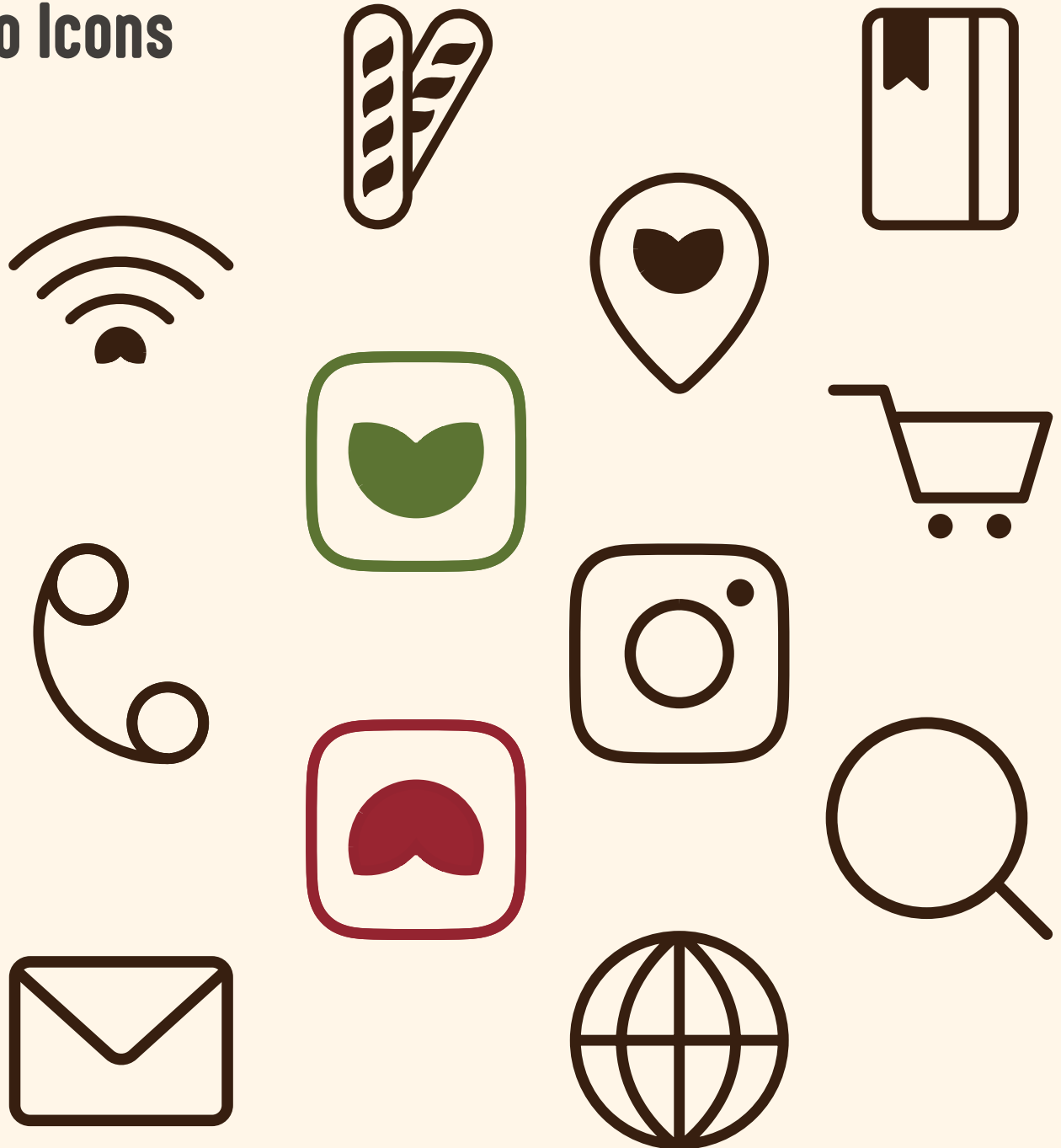


## 5.1

# Introduction to Icons

Icons are the superheroes of our visual communication. They serve as a visual shorthand, swiftly conveying messages and guiding navigation.

At 'Chapters & Flavours', our icons are single-minded, simple, and instantly recognizable, representing subjects with clarity. Their power lies in their ability to communicate quickly and concisely, ensuring a cohesive and impactful brand experience. It's important that each icon represents a single meaning or function, keeping things clear and avoiding any confusion.



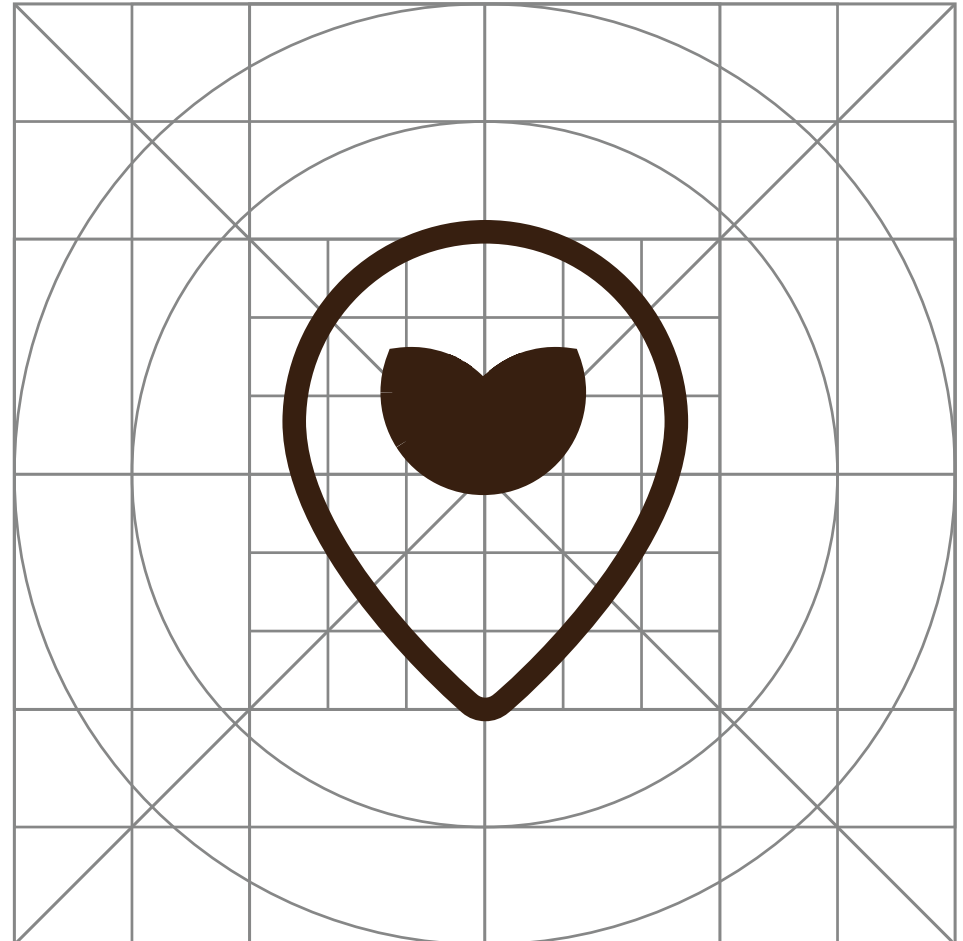


## 5.2

# Icons Guidelines

Introducing our brand's iconography guidelines, where clarity and simplicity are the key ingredients for our infographics. While we strive to use existing icons whenever possible, there may be instances where you'll need to create your own. Don't worry, we have a clear set of principles to guide you..

- Consistency is crucial, and our icons should work together as a cohesive family.
- Our icons stick one colour depending on the background colour. Please refer to pg 27 for colour combinations. Specific icons have fixed colour wherevr required.
- To ensure consistency across sizes, our icons are designed on a fixed grid template, within an 8x8 inner grid where each square representing 1 pixel.
- The minimum recommended size for our icons is 18 pixels.
- For an added touch, consider incorporating a small colored highlight in your final icon design
- Try replacing circles with our brand shape wherever possible

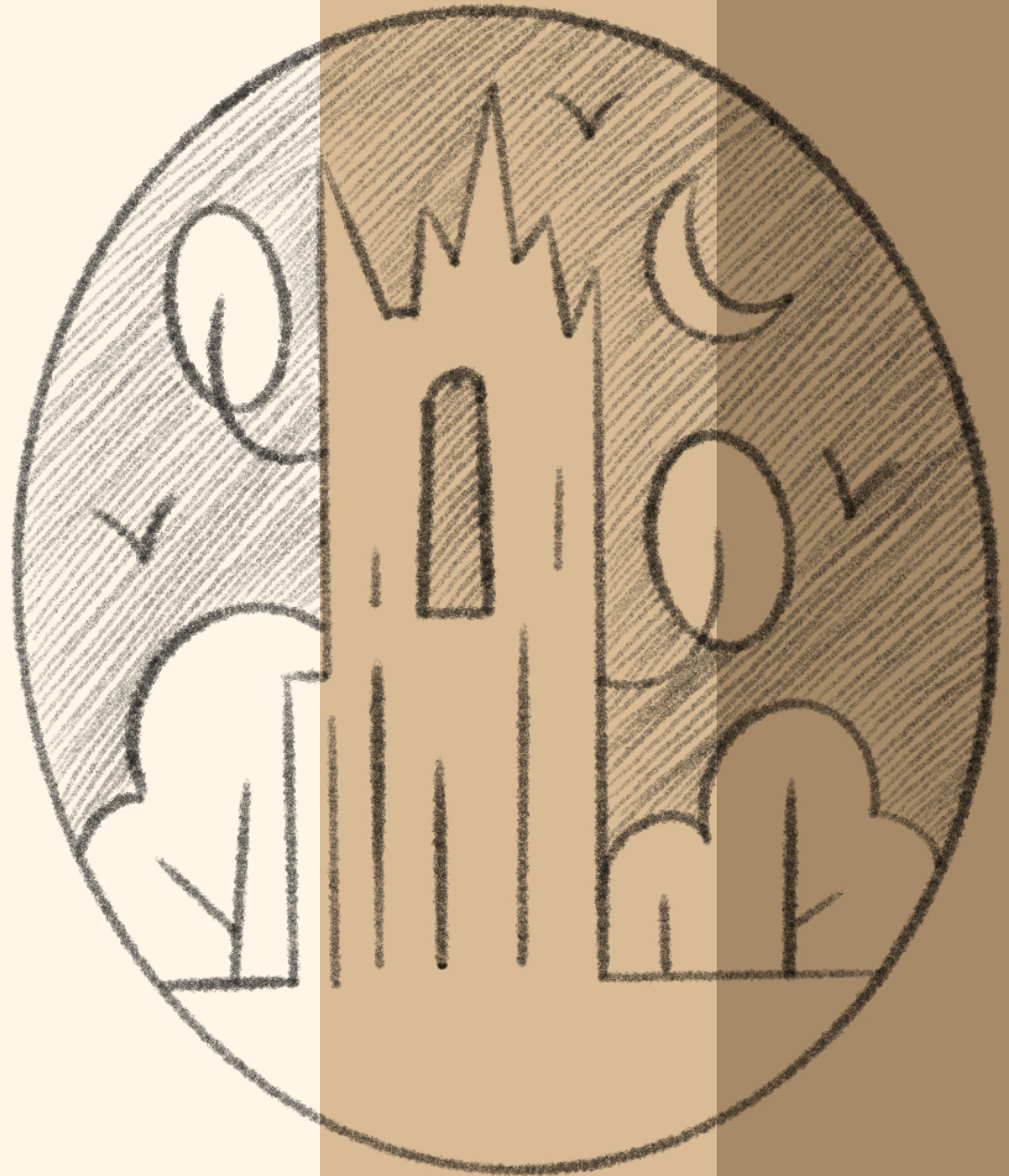


## 6.1

# Illustrations

Welcome to the world of illustrations at Chapters and Flavours, where creativity takes flight and storytelling comes to life. Our illustrations are a testament to the artistic spirit that defines our brand, capturing the essence of our unique book & food culture and inviting you on a visual journey like no other.

At the heart of our approach lies a seamless blend of tradition and innovation. We honor our brand's heritage while embracing the latest trends, pushing the boundaries of what illustrations can achieve. Each artwork is carefully crafted to resonate with our audience, whether through nostalgic nods to food and stories or imaginative interpretations of our brand narrative.



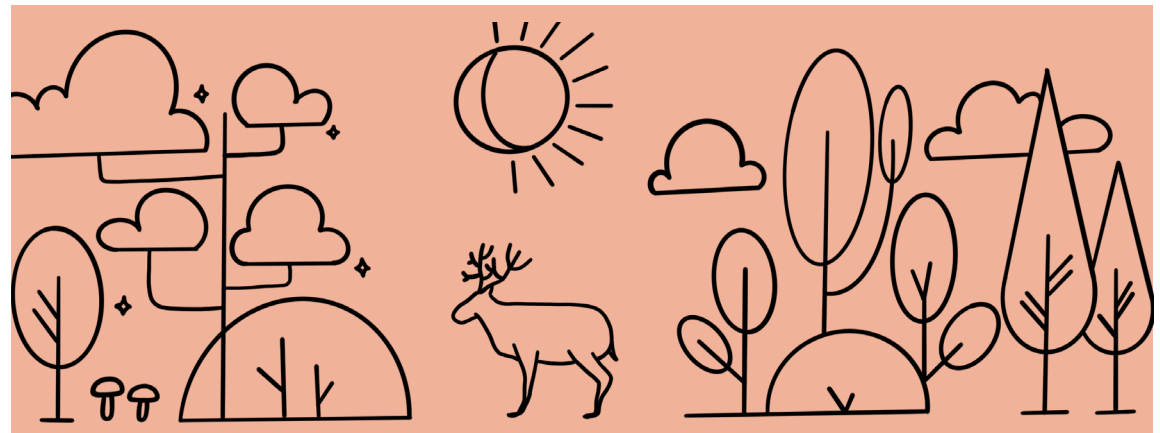
## 6.2

# Illustrations - how we do it

Through the skillful use of texture, composition, and intricate details, our illustrations breathe life into every scene. From the subtle play of light and shadow to the vibrant colors that awaken the senses, each stroke of the artist's hand adds depth and emotion to the visual storytelling experience.

Illustration can explore a range of expressiveness, from colorful and vibrant (art, merchandise and packaging) to playful-yet-restrained (email, menus, in-store signage, advertising and social).

While they may be of different styles, the theme and colour palette (Infographics colour palette) as given on page 41 remains the same.



# 7.1

## Infographics

Welcome to the dynamic world of our brand's infographic style. Our infographics possess the power to convey both complex and simple processes with a touch of cheerfulness and clarity. Our infographics are a part of a connected ecosystem, seamlessly fitting into interactive environments, moving images, print materials, and on-screen presentations. They serve as powerful tools that transform data into insightful stories, whether it's through detailed process diagrams or quick-glance dashboards.

It is critical to select the sort of infographic that effectively presents your content. A straightforward table or list may occasionally be more useful than a convoluted diagram. Whatever the format, our infographics should always be aesthetically appealing to entice our viewers to read more and gain insightful information.

Chapters & Flavours  
Our Brand Guidelines



Lorem ipsum



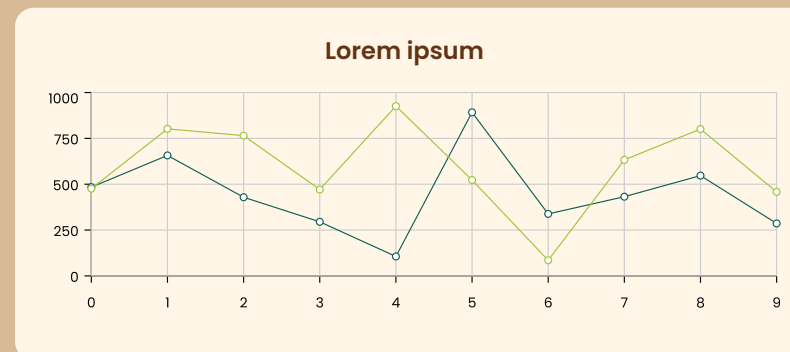
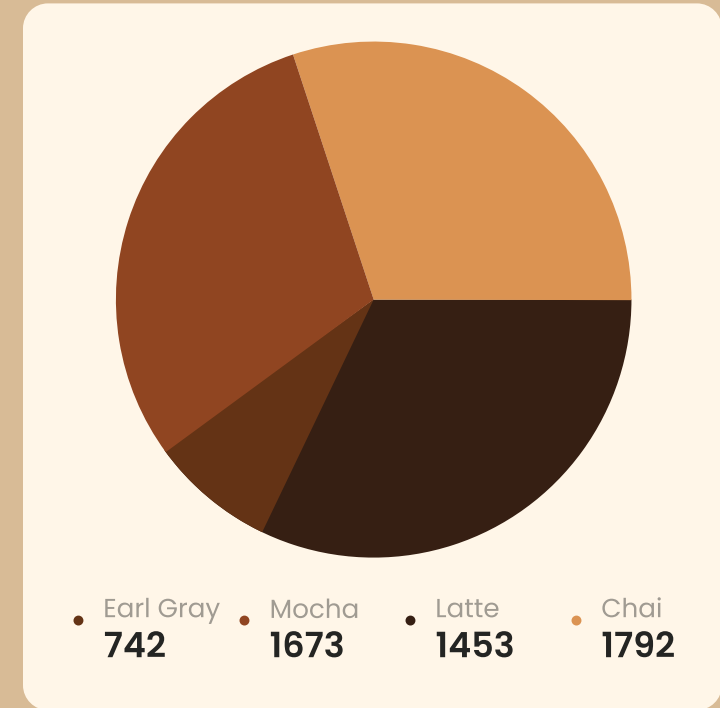
Lorem ipsum



Lorem ipsum



Lorem ipsum



## 7.2

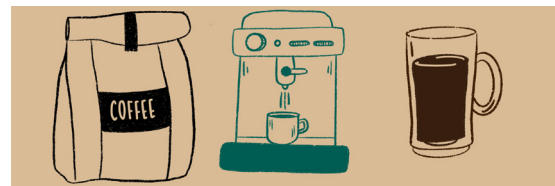
# What about infographics

Our infographics are a part of a connected ecosystem, seamlessly fitting into interactive environments, moving images, print materials, and on-screen presentations. They serve as powerful tools that transform data into insightful stories, whether it's through detailed process diagrams or quick-glance dashboards.

When using charts and graphs, remember to keep them visually appealing and concise, ensuring the data is presented in the most effective way. Icons should be used purposefully, contributing to clarity and aiding navigation without compromising the efficiency of conveying vital information.

For the colours, infographics has a range a bit beyond to that of the brand colours.

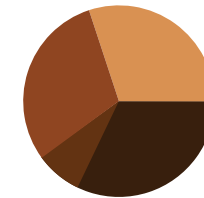
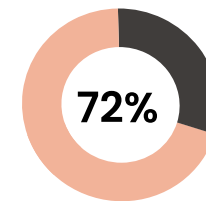
illustrations



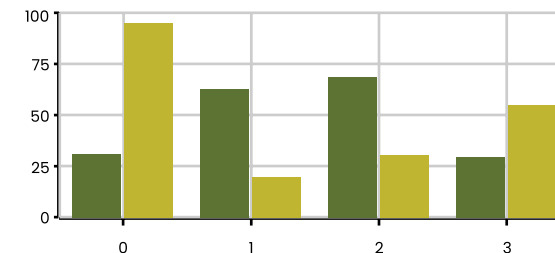
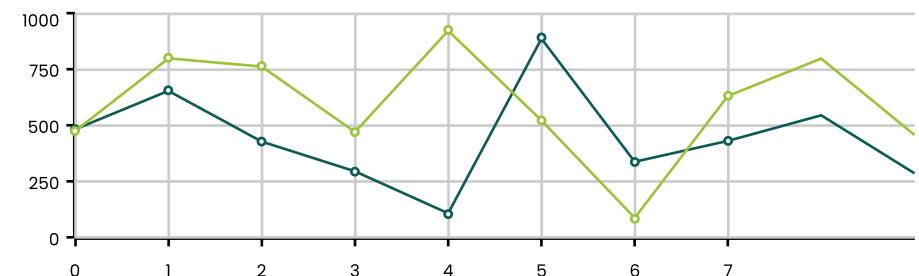
icons



graphs



• Earl Gray 742 • Mocha 1673 • Latte 1453 • Chai 1792





# 7.3

## Infographics Colour Palette

<b>Typo 1</b> Hex #BFB7AD RGB R191-G183-B173 CMYK C26-M24-Y29-K0	<b>Pink</b> Hex #F2B199 RGB R241-G177-B153 CMYK C3-M35-Y36-K0	<b>Green</b> Hex #5B7327 RGB R92-G116-B51 CMYK C65-M36-Y100-K21	<b>Light Green</b> Hex #C0B531 RGB R192-G181-B49 CMYK C29-M21-Y100-K0	<b>Bamboo</b> Hex #D8D68E RGB R216-G1214-B142 CMYK C17-M8-Y54-K0
<b>Typo 2</b> Hex #7F7A73 RGB R127-G122-B115 CMYK C51-M45-Y50-K11	<b>Cream</b> Hex #FFF5E7 RGB R255-G245-B23 CMYK C0-M3-Y8-K0	<b>Ochre</b> Hex #D99152 RGB R216-G144-B81 CMYK C13-M48-Y77-K1	<b>Yellow</b> Hex #F1A01F RGB R241-G160-B31 CMYK C3-M42-Y100-K0	<b>Lime</b> Hex #D9E02D RGB R217-G224-B45 CMYK C19-M0-Y96-K0
<b>Typo 3</b> Hex #403D3A RGB R65-G62-B59 CMYK C65-M61-Y63-K50	<b>Tan</b> Hex #D9BB96 RGB R217-G187-B150 CMYK C15-M25-Y43-K0	<b>Biscuit</b> Hex #8D4420 RGB R141-G68-B32 CMYK C30-M78-Y99-K28	<b>Orange</b> Hex #F26333 RGB R242-G89-B51 CMYK C0-M76-Y99-K0	<b>Apple Green</b> Hex #A0C13B RGB R160-G193-B59 CMYK C43-M6-Y100-K0
<b>Typo 4</b> Hex #282625 RGB R41-G39-B37 CMYK C69-M65-Y65-K69	<b>Coffee</b> Hex #A68A68 RGB R116-G138-B104 CMYK C34-M42-Y63-K6	<b>Wood</b> Hex #623212 RGB R98-G50-B18 CMYK C38-M76-Y100-K50	<b>Cherry</b> Hex #992330 RGB R153-G35-B48 CMYK C26-M97-Y81-K23	<b>Forest</b> Hex #035C53 RGB R3-G92-B83 CMYK C90-M42-Y65-K31
<b>Black</b> Hex #000000 RGB R0-G0-B0 CMYK C65-M68-Y67-K90	<b>Red</b> Hex #992330 RGB R153-G35-B48 CMYK C26-M97-Y81-K23	<b>Chocolate</b> Hex #371F0F RGB R55-G31-B15 CMYK C52-M72-Y83-K72	<b>Wine</b> Hex #550E0F RGB R85-G14-B15 CMYK C38-M95-Y88-K60	<b>Blue</b> Hex #012940 RGB R1-G41-B64 CMYK C99-M78-Y48-K51

# 03

# Our Brand in Action



# 8.1

## Our Logo Animation

[https://drive.google.com/file/d/1ITt4cWljKHApFCSMtnOE6g5sHu3Vz\\_eU/view?usp=sharing](https://drive.google.com/file/d/1ITt4cWljKHApFCSMtnOE6g5sHu3Vz_eU/view?usp=sharing)

● YourVideo



Chapters & Flavours Logo Animation

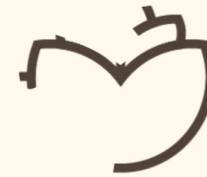
● Chapters & Flavours

👍 583

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1



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## 8.2

# Our Letterhead & Business Cards







# 8.3

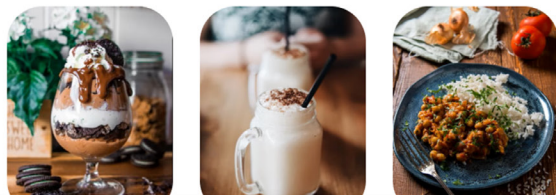
## Our Website







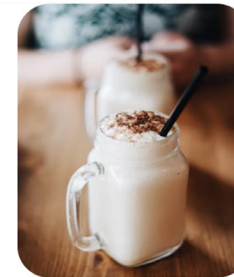
## Our Handcrafted Selections



## Our Handcrafted Selections



Bestsellers



Drinks



Food



Ready-to-eats



Merchandise



## 8.4

## Our Packaging













8.5

## Our treasures













Chapters & Flavours  
Our Brand Guidelines





chapters  
& flavours

*"Blending books, bites & brews"*









# chapters & flavours



