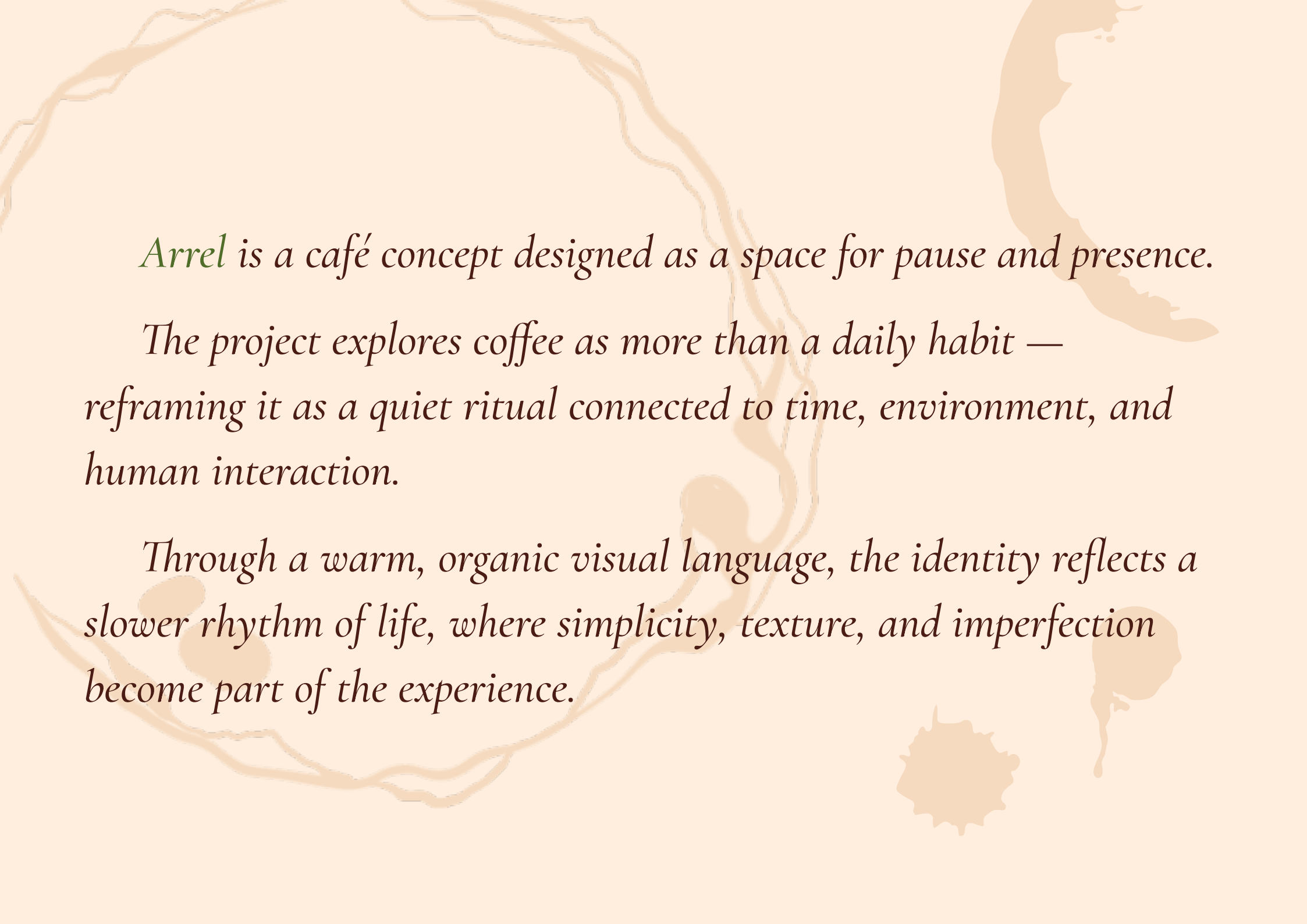




ARREL



Arrel is a café concept designed as a space for pause and presence.

The project explores coffee as more than a daily habit — reframing it as a quiet ritual connected to time, environment, and human interaction.

Through a warm, organic visual language, the identity reflects a slower rhythm of life, where simplicity, texture, and imperfection become part of the experience.

ARREL is a space to pause.

A place where time slows down and urgency fades away.

*Here, coffee is not just a drink, but a ritual —
a moment long enough to leave marks, stains, traces.*

*It is a space to be present,
to write, read, or share without rush.*

*ARREL is rooted in connection:
to the earth, to calm, and to everyday moments.*

Pause

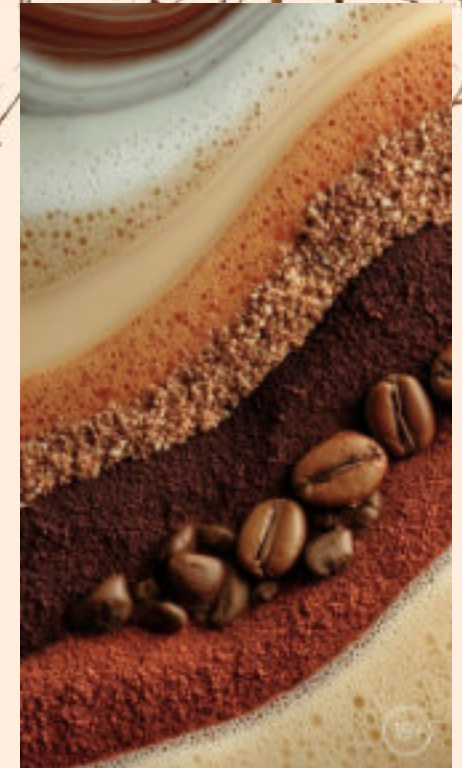
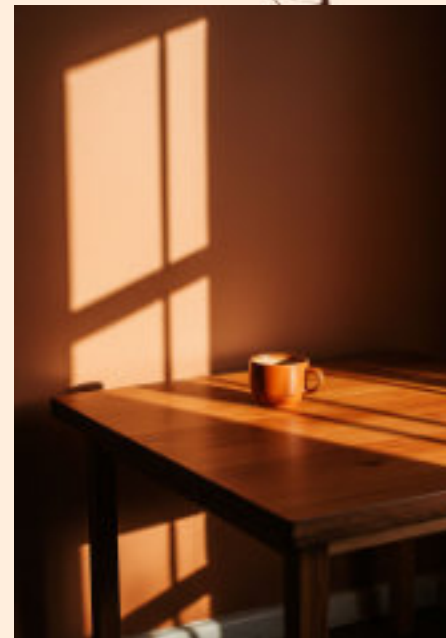
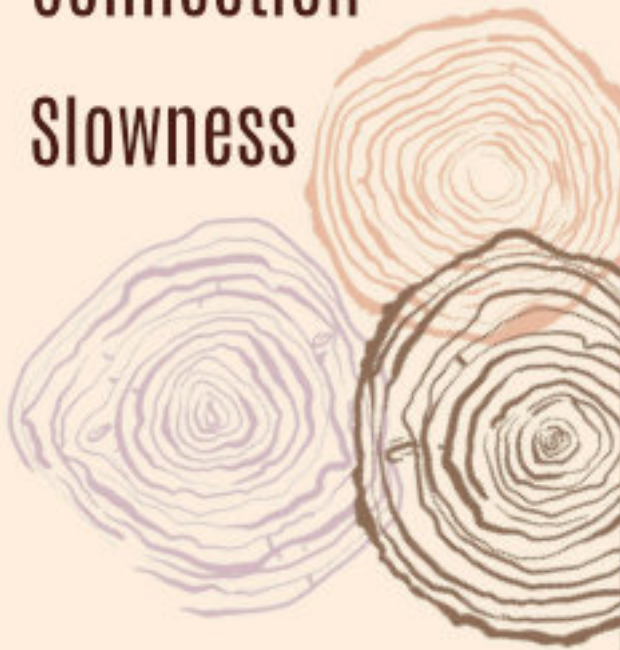
Presence

Ritual

Warmth

Connection

Slowness



Soft Apricot – 60%

#F1D2B3 · Background

Rust Brown – 20%

#954826 · Secondary

Espresso – 10%

#4A1C15 · Primary text

Olive Leaf – 5%

#506D2A · Accent



Supporting tones

Cinnamon #A55F33

Warm Clay #D68460

The typographic system *is built to reflect calm, warmth, and a sense of ritual.*

It combines a structured serif with a more expressive italic style, creating a balance between clarity and emotion.

Typography in Arrel is not only functional, but atmospheric — it supports a slower rhythm, inviting the reader to pause and engage.

COFFEE

Chai Latte

Croissant

SLOW MORNINGS

Warm Light

Ritual

Antonio — Regular

**Used for headings, key words,
and brand elements.**

Cormorant Garamond — Medium Italic

Used for body text and expressive content.

The mark in use

Clear space

*Defined by X, based on the height of the “A”.
This space must remain free.*



*To ensure legibility and clarity, the logo should never be reproduced below the **minimum sizes** defined below.*

Print

Full logo: 25 mm minimum

Symbol: 12 mm minimum

Digital

Full logo: 120 px minimum

Symbol: 60 px minimum

Misuse of mark

The integrity of the mark must be preserved at all times.

The following examples illustrate incorrect uses that should be avoided.



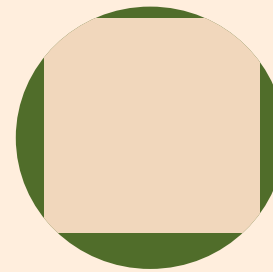
x Busy background

Avoid placing the logo on complex images that reduce legibility.



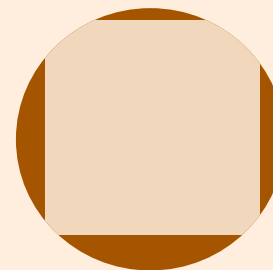
x Incorrect composition

Do not alter the relationship or spacing between symbol and logotype.



x Incorrect color use

The logo should not be applied using accent colors.



x Low contrast

Ensure sufficient contrast for clear visibility.

Correct use of mark

1. Correct composition

The mark should always appear as defined.



2. Approved color versions

Use only the approved color versions of the mark.



Primary
Brown on light



Reverse
Light on dark



Monochrome dark
On light



Monochrome light
On dark

The following examples illustrate the correct use of the mark. Apply the logo consistently to maintain clarity, recognition and brand integrity.

3. High contrast backgrounds

Always ensure sufficient contrast for clear visibility.



✓ Dark mark on
light background



✓ Light mark on
dark background

Keep proportions unchanged

Do not stretch, condense or alter the elements of the mark in any way.



✗ Do not stretch
horizontally



✗ Do not stretch
vertically



✗ Do not change the
relationship



✗ Do not rotate
the mark



✗ Do not use
unapproved colors



✗ Do not add effects
or modifications



ARREL





SUSTAINABLE

Recyclable & made from responsibly sourced materials.



MADE TO GO

Designed to carry your coffee, not the rush.



MADE TO STAY

Some moments are worth taking with you.





