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Brand Guidelines



Brand Identity

“Brewed for Slow Moments.”

Brand vision

A warm, welcoming space where comfort meets craftsmanship.

Blending the rich aroma of specialty coffee with the irresistible charm of freshly baked goods, we create an experience that feels both indulgent and familiar.

We serve carefully crafted coffee, artisanal pastries, and homemade baked treats prepared with quality ingredients and attention to detail. Every cup and every bite is designed to slow you down and invite you to savor the moment.

Primary logo



Logo Concept

A circular logo built like a swirl represents baked goods

– like a cinnamon roll, for example

– symbolizing warmth, freshness, and handcrafted pastries.

At the same time, the flowing line, resembles the steam of hot beverages.

logo



logo donts



do not stretch



do not outline



do not drop shadow

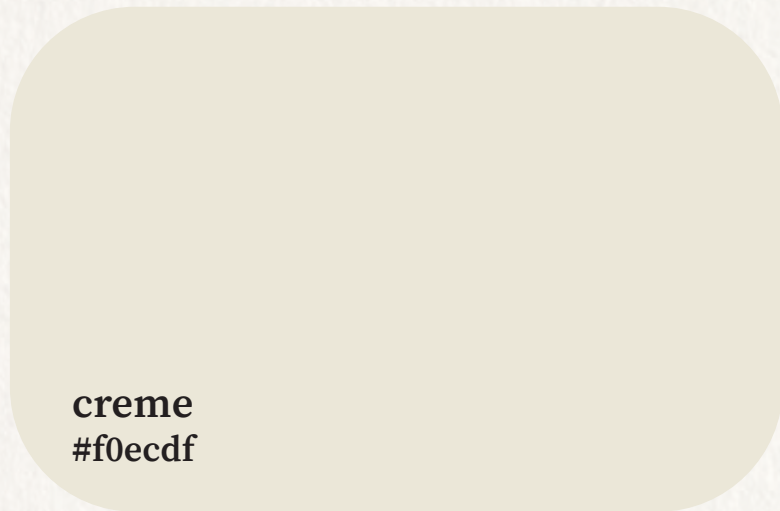
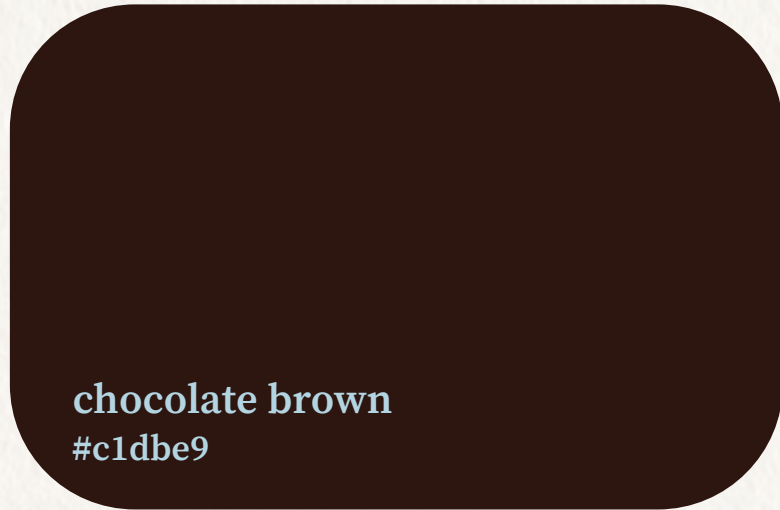
App Icon



The app icon is a simplified version of the logo, designed for use in digital applications such as mobile and desktop platforms.

It maintains the core elements of the brand while ensuring clarity, scalability, and instant recognition, even at smaller sizes.

Color Pallete



Typography

Source Serif Variable

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Main Heading

Bold 48pt

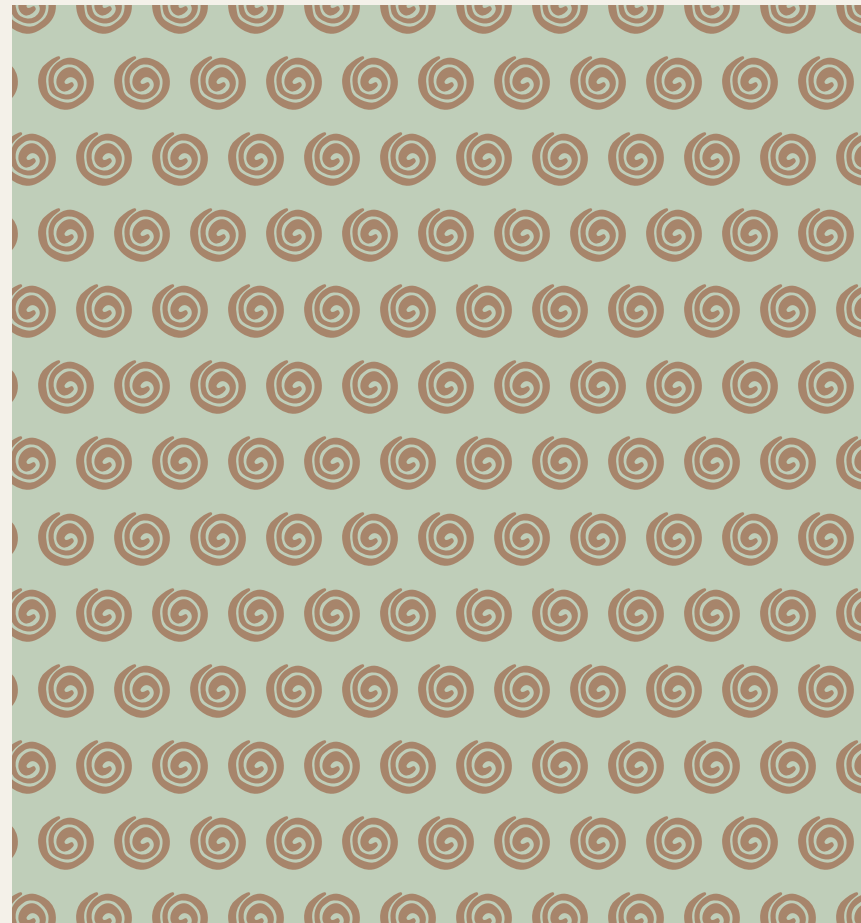
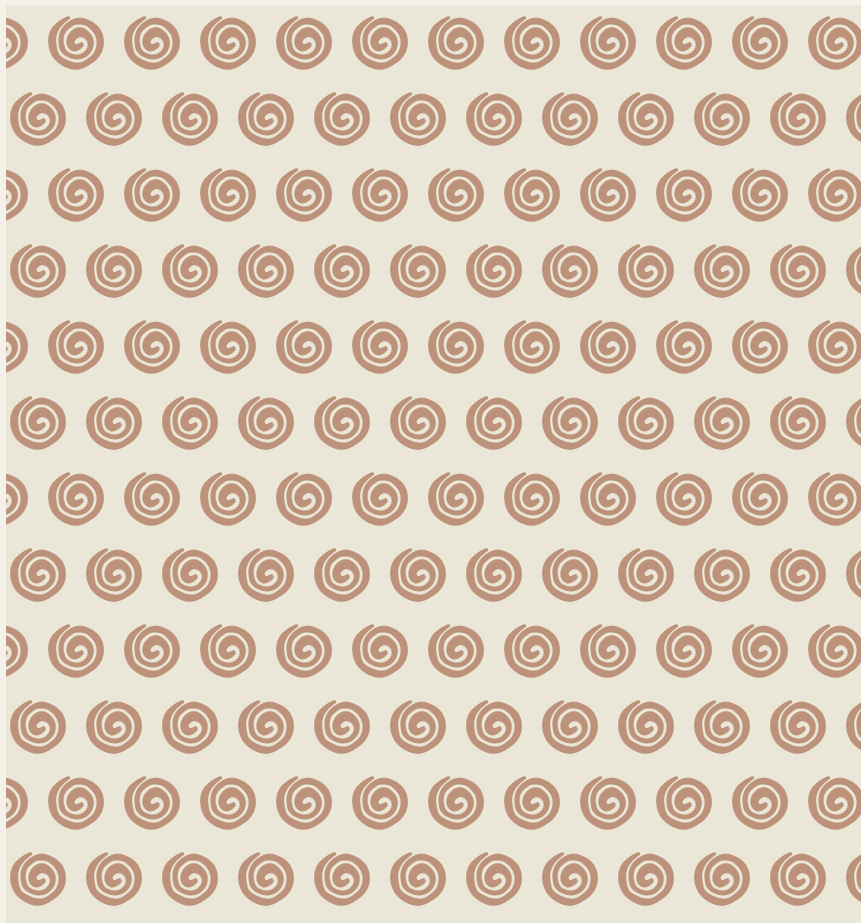
Sub Heading

Semibold 28pt

Body

Regular 18pt

Pattern







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cafe & bakery

 **muse**



+20113456897



musecafe@gmail.com



down town, cairo



menu

coffee

Espresso – 80 EGP

Double Espresso – 110 EGP

Americano – 90 EGP

Cappuccino – 120 EGP

Spanish Latte – 150 EGP

Mocha – 140 EGP

Iced Coffee – 140 EGP

Iced Latte – 150 EGP

pastries

Croissant – 70 EGP

Chocolate Croissant – 80 EGP

Cheese Danish – 75 EGP

Cinnamon Roll – 85 EGP

Apple Pie Slice – 90 EGP

Mini Donut – 40 EGP

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fresh juice

Fresh Orange Juice – 65 EGP

Mango Juice – 70 EGP

Strawberry Juice – 65 EGP

Lemon Mint – 60 EGP

Seasonal Mix Juice – 75 EGP

hot drinks

Hot Chocolate – 75 EGP

White Hot Chocolate – 80 EGP

Matcha Latte – 85 EGP

Chai Latte – 70 EGP

Herbal Tea Selection – 50 EGP



menu

coffee

Espresso – 80 EGP

Double Espresso – 110 EGP

Americano – 90 EGP

Cappuccino – 120 EGP

Spanish Latte – 150 EGP

Mocha – 140 EGP

Iced Coffee – 140 EGP

Iced Latte – 150 EGP

pastries

Croissant – 70 EGP

Chocolate Croissant – 80 EGP

Cheese Danish – 75 EGP

Cinnamon Roll – 85 EGP

Apple Pie Slice – 90 EGP

Mini Donut – 40 EGP

fresh juice

Fresh Orange Juice – 65 EGP

Mango Juice – 70 EGP

Strawberry Juice – 65 EGP

Lemon Mint – 60 EGP

Seasonal Mix Juice – 75 EGP

hot drinks

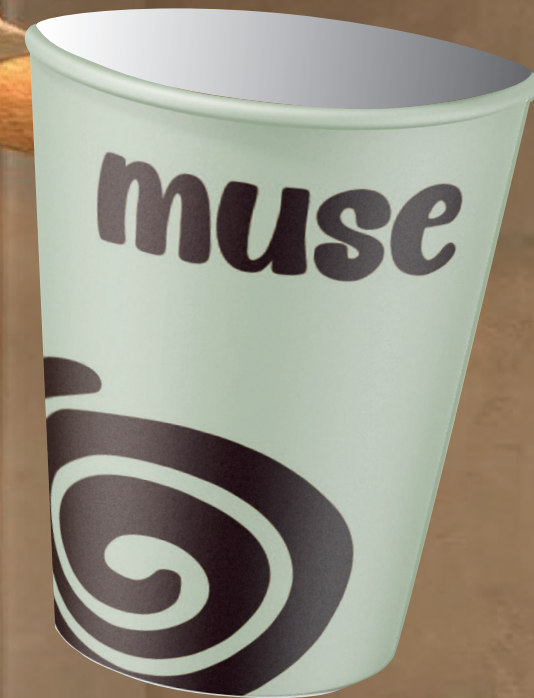
Hot Chocolate – 75 EGP

White Hot Chocolate – 80 EGP

Matcha Latte – 85 EGP

Chai Latte – 70 EGP

Herbal Tea Selection – 50 EGP







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ENJOY YOUR
ICED SPANISH LATTE
ICED SPANISH LATTE
ICED SPANISH LATTE
ICED SPANISH LATTE
ICED SPANISH LATTE



GOLDEN *SWIRL*

Freshly baked cinnamon rolls
layered with rich brown sugar and aromatic
cinnamon, rolled to perfection and topped with
silky cream cheese frosting that melts into every golden fold.



TIME FOR



135 A little coffee break!



**FRESHLY
BREWED**

**BREWED
& READY!**

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♥ 1425 Likes

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Thank you!