

BRAND IDENTITY / FICTIONAL RESTAURANT



VELUNE

MEDITERRANEAN TABLE

Warm plates.
Long evenings.

A complete restaurant identity built to feel
welcoming, contemporary, and unmistakably human.



RESTAURANT BRAND SYSTEM

Identity / menu / social / applications

A modern table, rooted in warmth.

VELUNE combines Mediterranean generosity with contemporary restraint. The identity feels elevated without becoming formal, making every touchpoint inviting and memorable.

PRIMARY LOCKUP



SECONDARY MARK



COLOR PALETTE



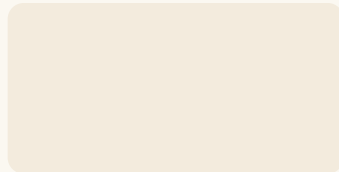
OLIVE

#6F7B4A



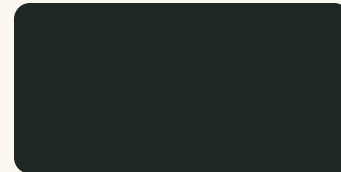
TERRACOTTA

#C66F4E



CREAM

#F3EBDD



INK

#1D2724



SAGE

#AAB394

TYPOGRAPHY

Shared plates, beautifully made.

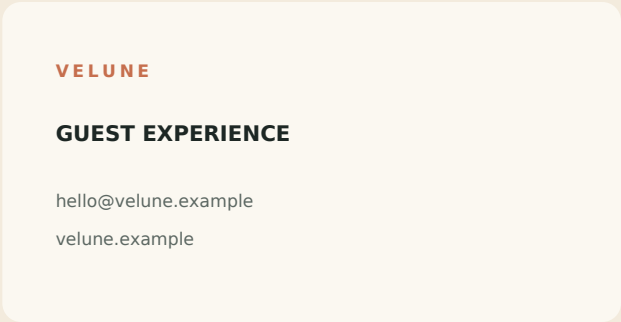
DISPLAY / DEJAVU SERIF

BODY / DEJAVU SANS

Clear, warm, quietly confident.

Designed for every guest touchpoint.

BUSINESS CARD



ONE-PAGE MENU



SOCIAL IDENTITY



From table to feed.



VELUNE

Dinner is better shared.

RESERVATIONS / NIGHTLY



TAKE VELUNE HOME



VELUNE

MEDITERRANEAN TABLE

A little warmth for later.

CAMPAIGN VOICE

Inviting, sensory, never over-written.

- 01 Fire on the plate. Ease at the table.
- 02 Pass the bread. Stay for another plate.
- 03 Mediterranean warmth, made for tonight.

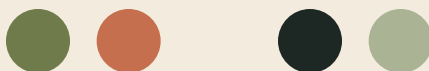
VELUNE at a glance.

LOGO



Use the primary lockup whenever space allows.
Keep clear space equal to the width of the circular mark.

PALETTE



Lead with cream and ink.
Use olive and terracotta as accents.

TYPOGRAPHY

Aa Aa

Serif for headlines and hospitality.
Sans serif for clarity and details.

VOICE

Warm / direct / sensory / confident. Write like a generous host, not a luxury advertisement.

PHOTOGRAPHY

Use warm side light, real food texture, shared-table moments, deep olives, natural linens, and purposeful negative space.

USE / AVOID

USE generous space / restrained color

AVOID neon color / heavy effects / clutter



Warm plates. Long evenings.

A fictional restaurant identity created by ESKA Digital to demonstrate logo, brand, menu, and social design.