



# Slowdown & Appreciate the wonder of life !

Ancient civilizations such as Greece, Ancient Egypt, Persia, Babylonia, Japan, Tibet, and India had all agreed on the same elements of life which are Earth, Fire, Wind & Water.

The ancient Greek concept of four basic elements, these being earth (γῆ gē), water (ὑδὼρ hýdōr), air (ἀήρ aēr), and fire (πῦρ pýr), dates from pre-Socratic times and persisted throughout the Middle Ages and into the Renaissance, deeply influencing European thought and culture.

Inspired by the elements of life we wanted to add the fifth element which became an essential element in our modern lifestyle.

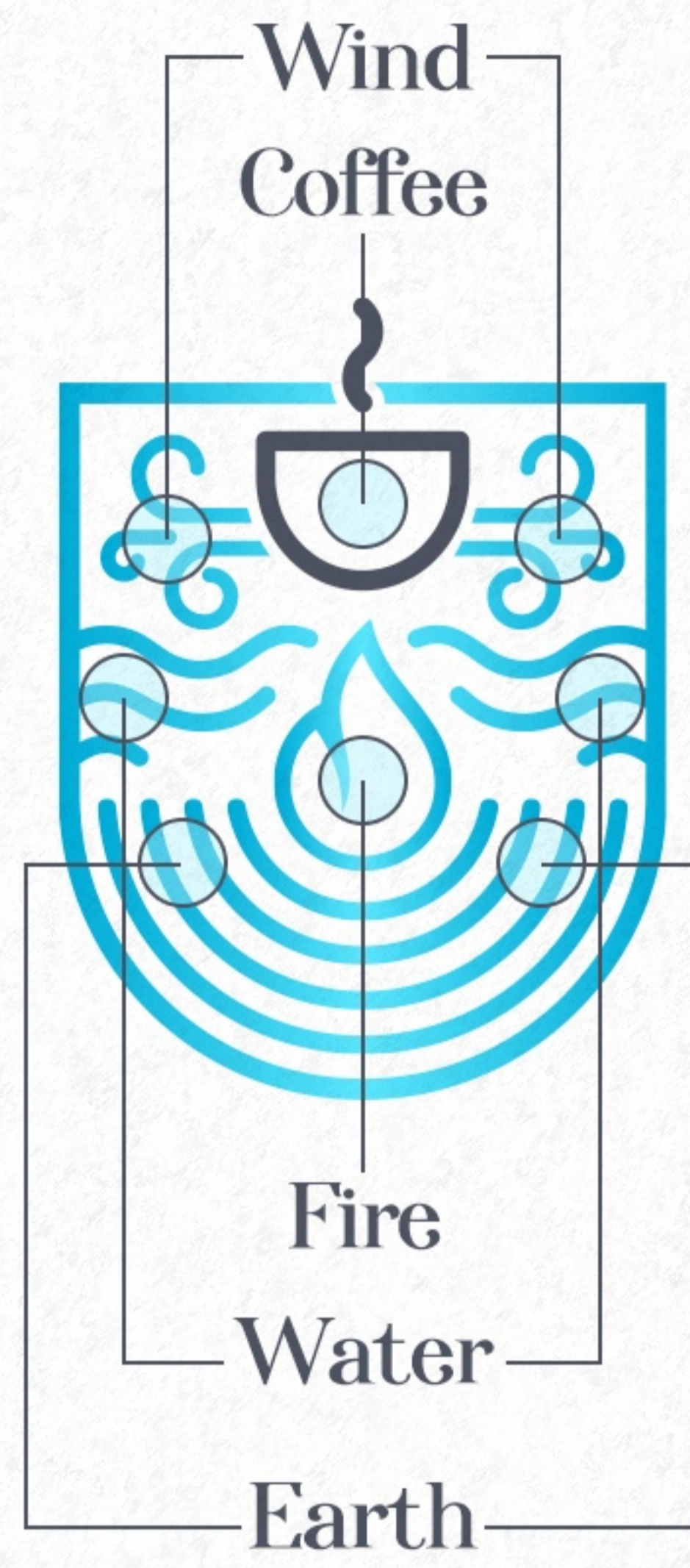
ELEMENTS started as a coffee corner that offers impressive coffee and provide a spectacular and unforgettable experience to all the coffeeholics.

The Objective was to promote the brand as your one and only destination for peaceful and relaxing vibes.

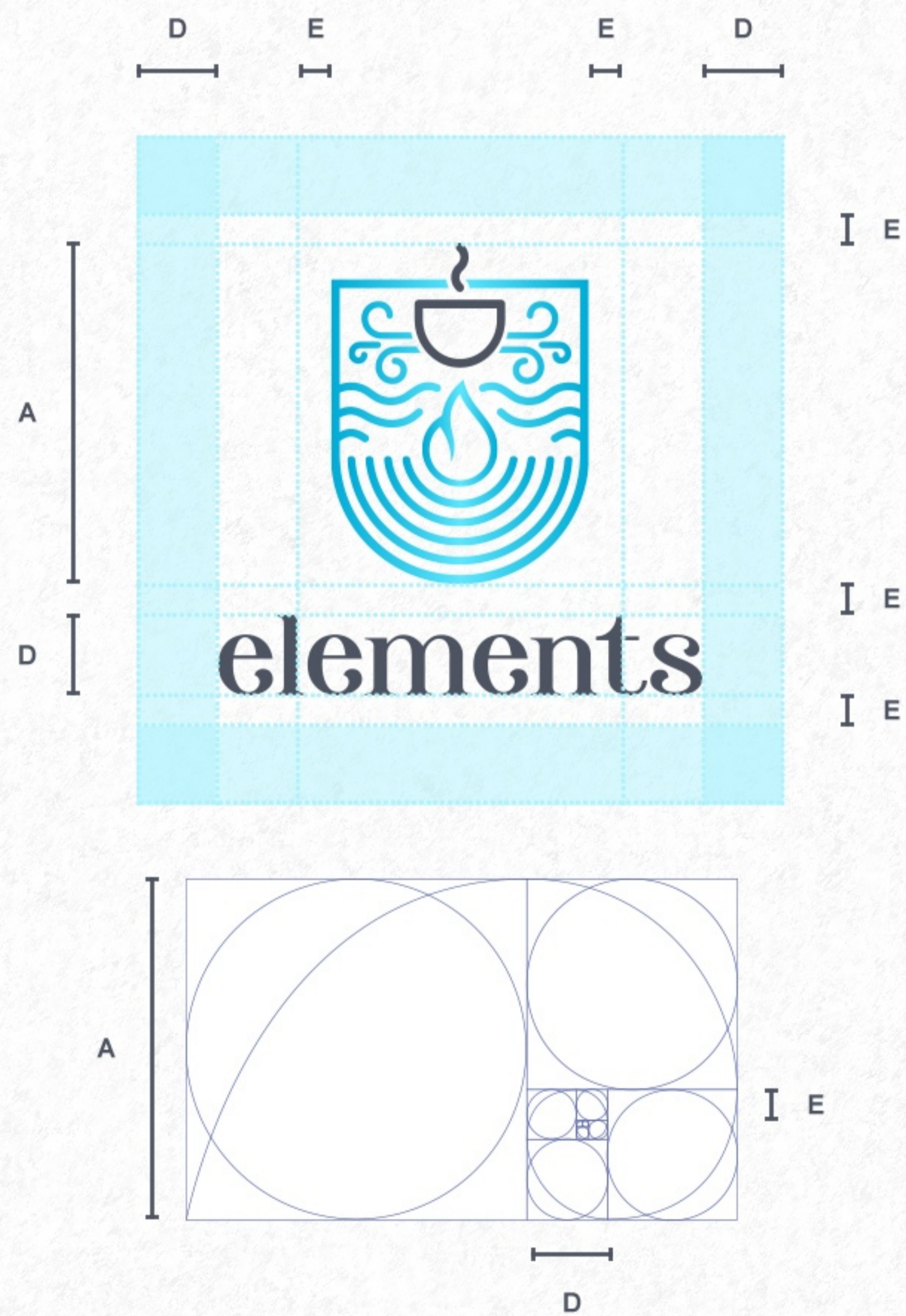
So the solution was creating an elegant identity that reflects the classic elements in addition to our superior element with a modern style inspired by the breathtaking greek islands.



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BRAND VALUES  
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Diversity

Uniqueness

Originality

Elegance



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# Afterglow

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 12 34 56 78 90

# Montserrat

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 12 34  
56 78 90





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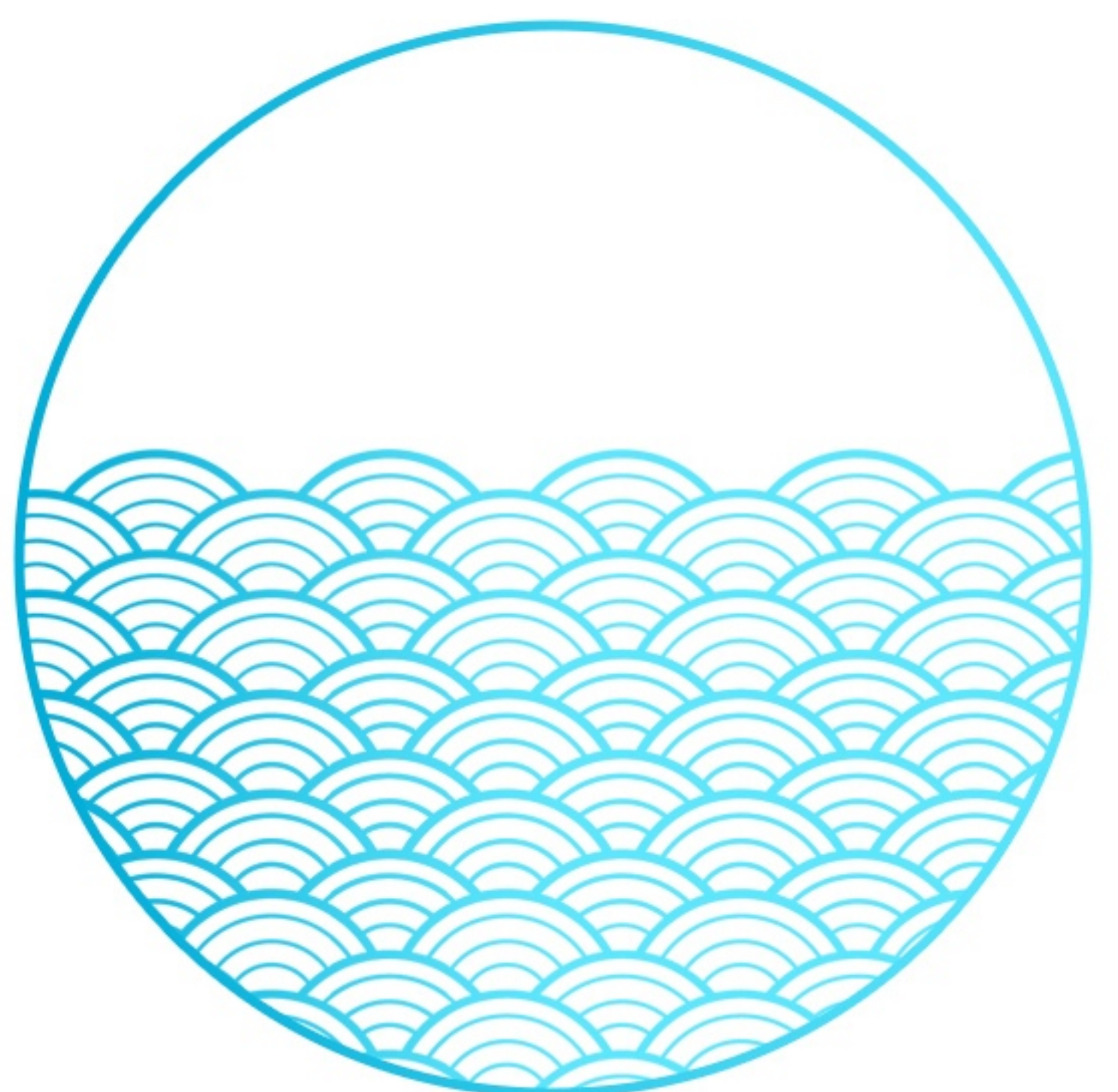
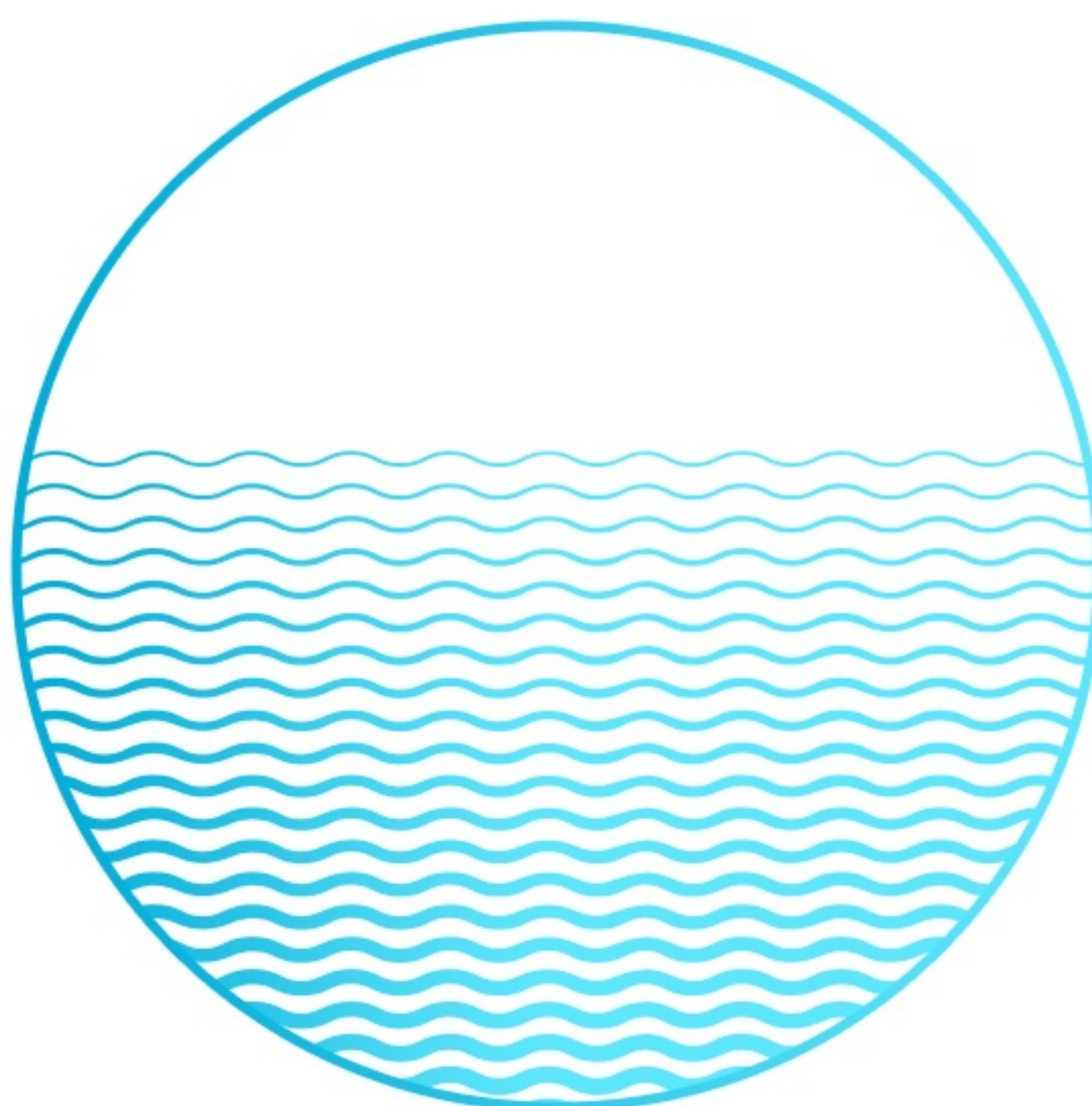


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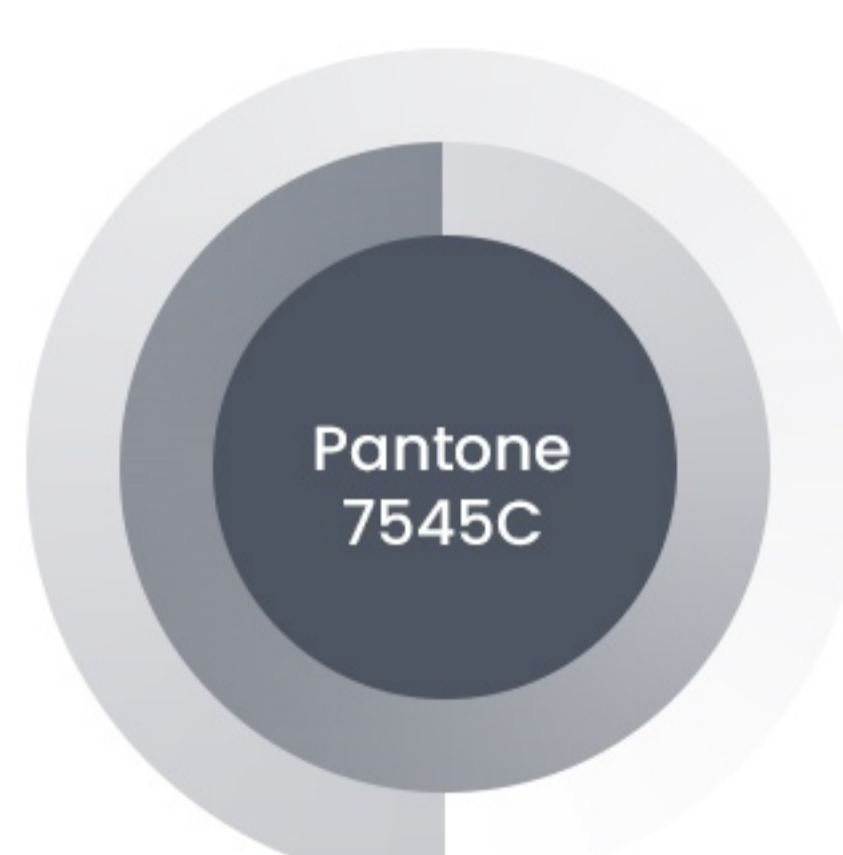


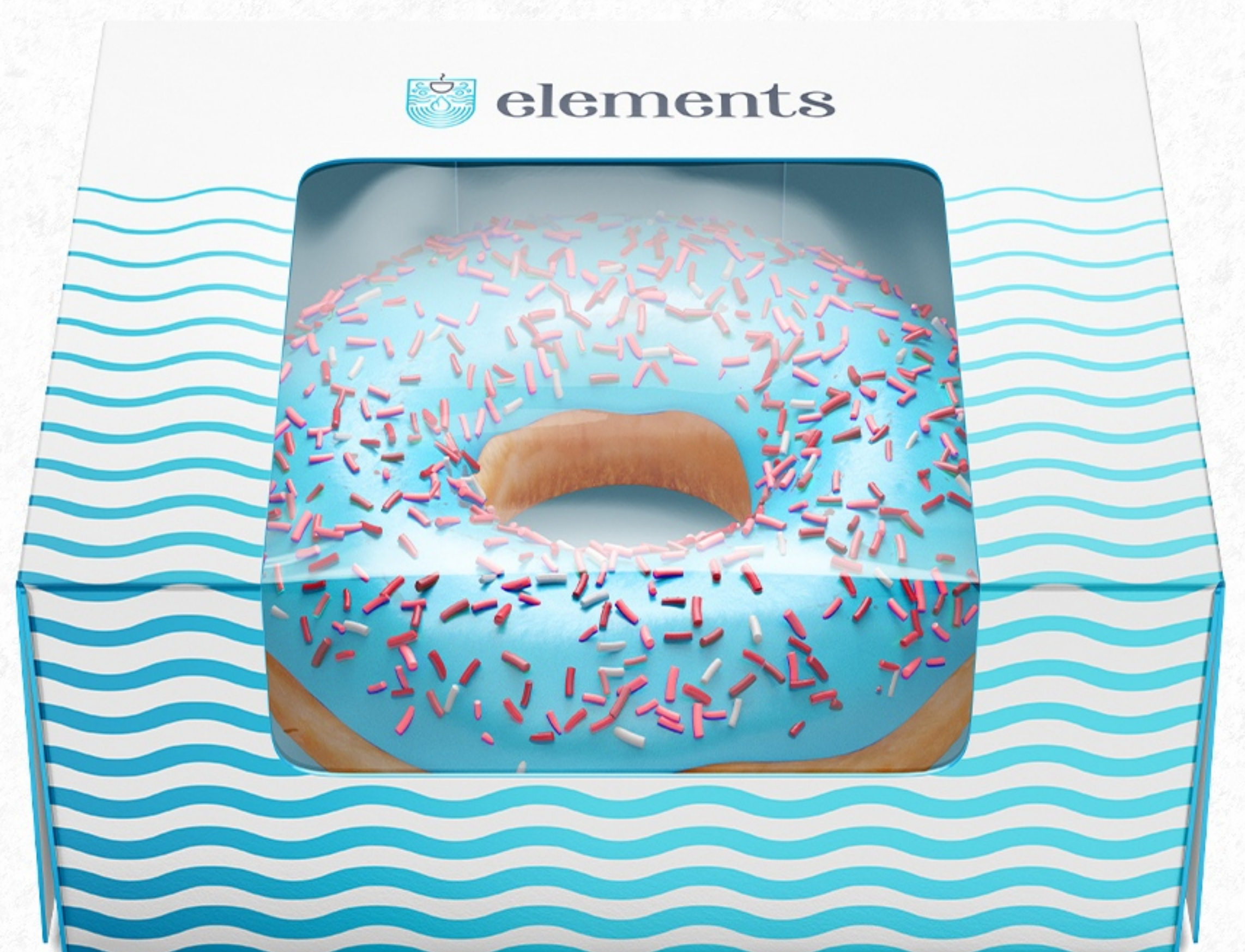
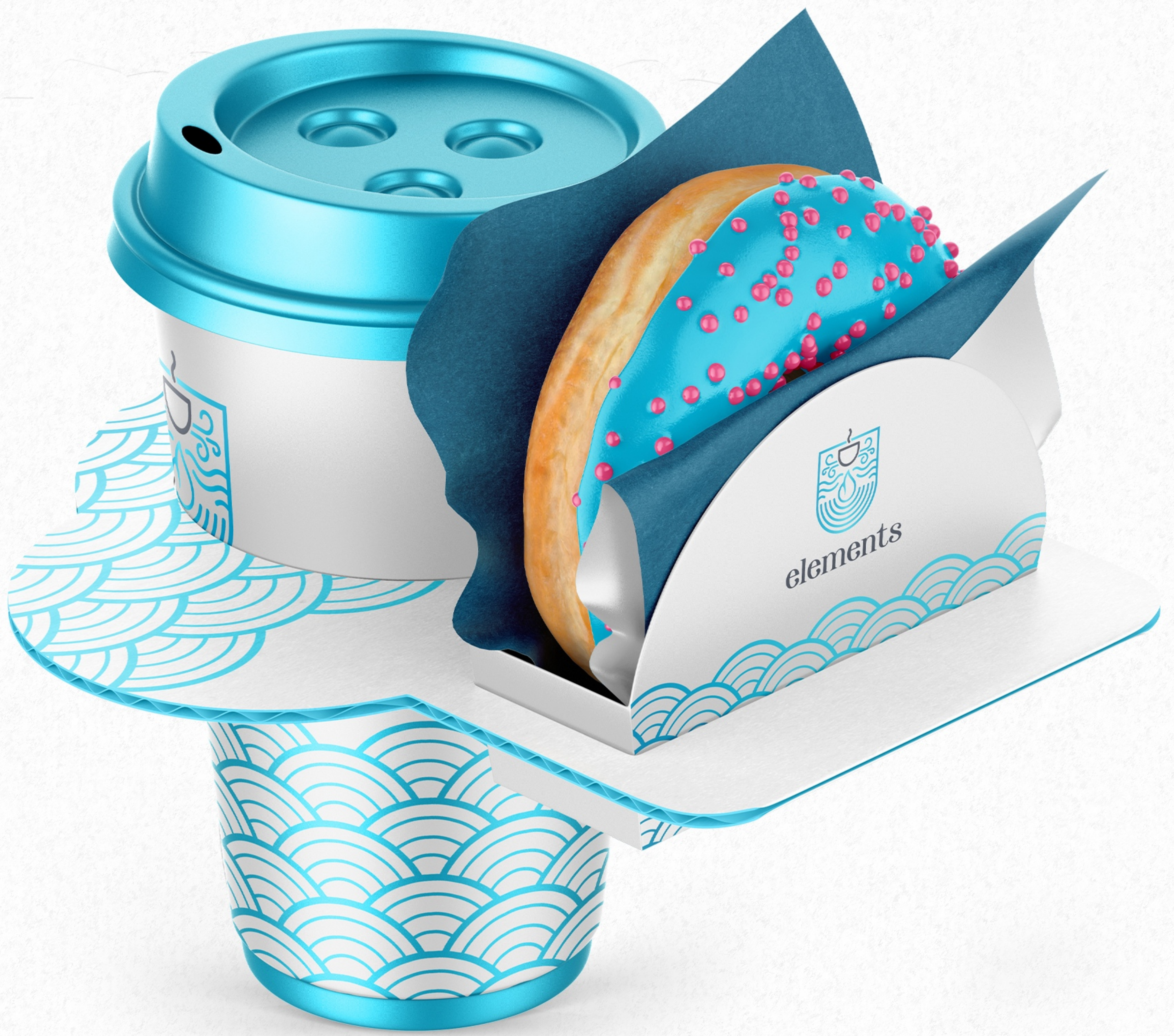
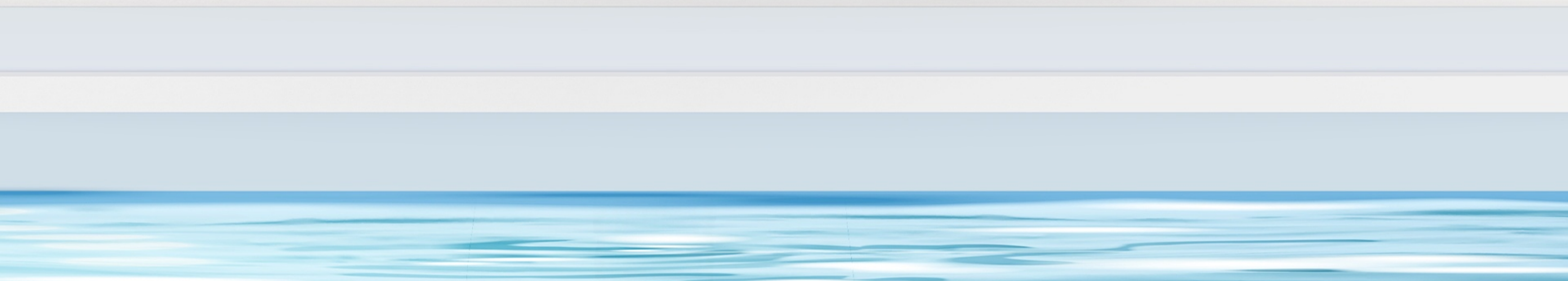
# BRAND COLORS BRAND COLORS BRAND COLORS

Creating a color palette for elements was the fun part of the project.

Inspired from the style of the breathtaking Greek islands Santorini & Mykonos, I've used the same color palette.

The primary colors are the blues and cyans that are widely used in all the architectures, the secondary color is the bluish grey which is used commonly on their floors and the pink from the Bougainvillea Flower (the go-to ornamental plant for gardeners across the Aegeanas) as complementary color to add warmth to my palette.













elements

Thanks for your time  
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