

DIRECTIONS

01 Playful

02 Tech-first

03 Serif warm

DIRECTION 02 — SIGNAL, PRECISION, PLATFORM.

Tech-first.

A blueprint identity. The mark reads as a broadcast tap — concentric arcs over a clean bar — and the wordmark stays low-contrast and structural. Built for a brand that wants to be read as infrastructure.

MARK



WORDMARK



DIRECTIONS

01 Playful

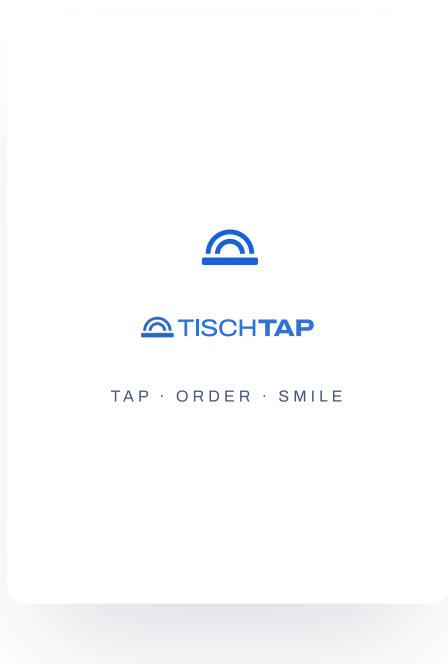
02 Tech-first

03 Serif warm

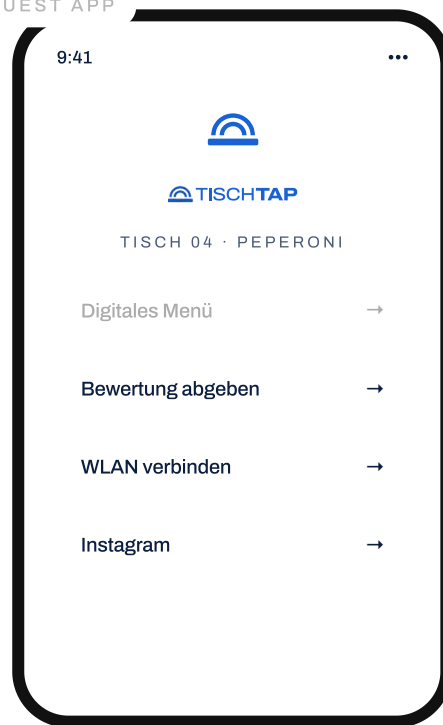
IN THE WILD

Brand in motion

TOTE / MERCH



IN-GUEST APP



FOOTER CHIP

POWERED BY



LOVABLE APPS

MENÜKARTE



LA CARTA · 2026

Speisekarte

empfohlen vom Haus

Bruschetta 6,50 €

Vitello tonnato 14.— €

Edit with Lovable

Tagliatelle al tartufo

22,— €

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8,50 €

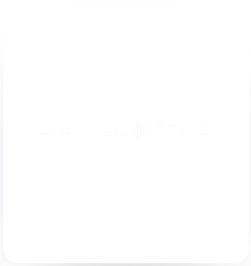
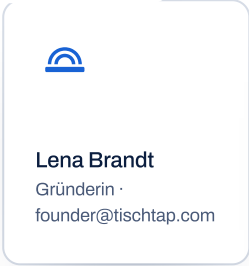
POWERED BY



TISCH-KARTE



VISITENKARTE



BRAND GUIDELINES

The system

A Palette

Edit with  Lovable

PRIMARY / MARK

BODY / INK

SECONDARY TEXT

Signal

DIRECTIONS

01 Playful

02 Tech-first

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#4A5A78

SURFACE

Mist#F2F4F8

CARDS

Paper#FFFFFF

B

Typography

DISPLAY
Archivo

The tap layer for restaurants.

600 · FLUID

HEADING
Archivo

Built on NFC + QR

500 · 1.75REM

BODY
Archivo

Schnellere Bestellungen, mehr Bewertungen, weniger Reibung.

400 · 1REM

CODE / SPEC
JetBrains Mono

POST /tap → 200 OK · 84ms

500 · 0.875REM

C

Clea

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Minimum clear space equals the height of the mark's cap on all sides.