



Brand Guidelines



Brand Overview

Capybara is a contemporary café experience where calm sophistication meets global flavors. Set within a timeless architectural setting, it offers specialty coffee, curated cuisine, and private spaces designed for connection, productivity, and memorable gatherings.

Rooted in comfort, balance, and understated elegance, Capybara provides a welcoming retreat from the city's pace while maintaining a refined and distinctive character.



Brand Core



PURPOSE:

To make the world feel closer by creating a destination where people can explore cultures, flavors, and meaningful experiences in one place.

VISION:

To redefine the modern café and dining experience by becoming the preferred destination for those seeking quality, inspiration, and connection.

MISSION:

To curate exceptional food, coffee, and hospitality experiences within a calm and sophisticated setting that encourages people to meet, work, celebrate, and discover.

Brand Personality

Feminine



Masculine

Simple



Complex

Youthful



Established

Classic



Modern

Friendly



Powerful

Economical



Expensive

Playful



Serious

Unusual



Mainstream

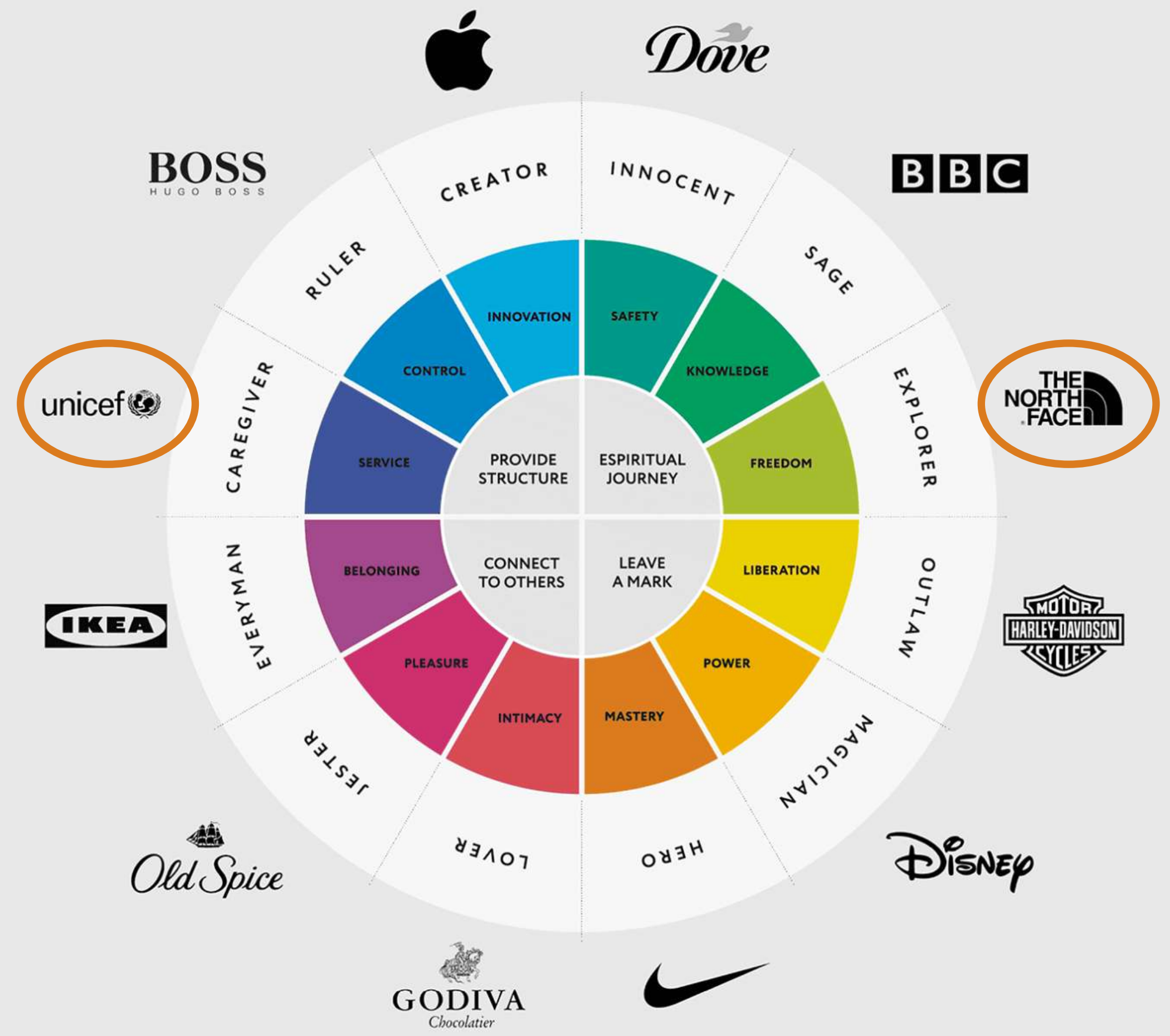
Industrial



Natural



Brand Archetype



Primary Archetype: The Caregiver

Capybara creates a welcoming and comfortable environment where people can connect, work, gather, and feel at ease. The brand focuses on hospitality, warmth, and creating meaningful experiences for every guest.

Secondary Archetype: The Explorer

Through international cuisine, specialty coffee, and a culturally inspired atmosphere, Capybara encourages discovery and offers a journey through flavors and experiences from around the world.



"Great conversations deserve great places."



Meet Mr. Capybara

Age: 30-35

Occupation: Entrepreneur / Creative Professional

Personality: Calm, Cultured, Welcoming, Refined, Curious

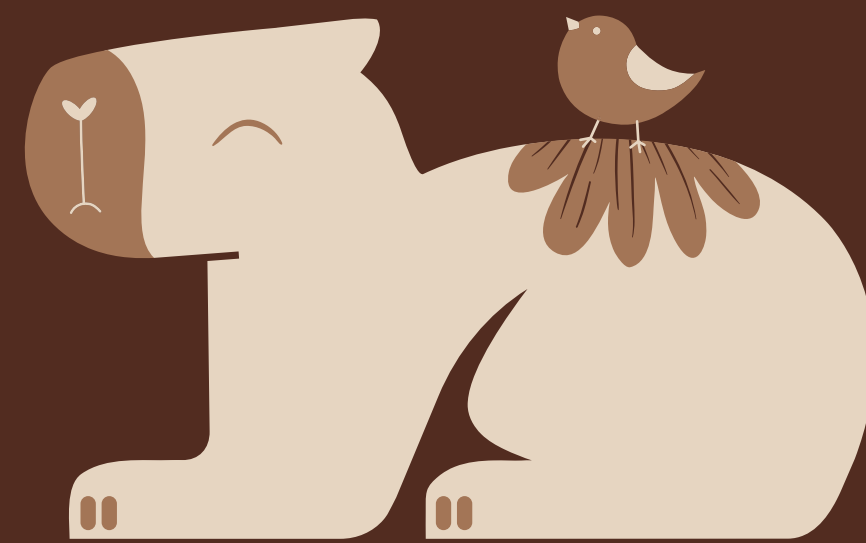
Values: Quality, Comfort, Meaningful Connections, Authentic Experiences

Lifestyle: He enjoys specialty coffee, discovering global flavors, working from inspiring spaces, and spending quality time with friends and colleagues.



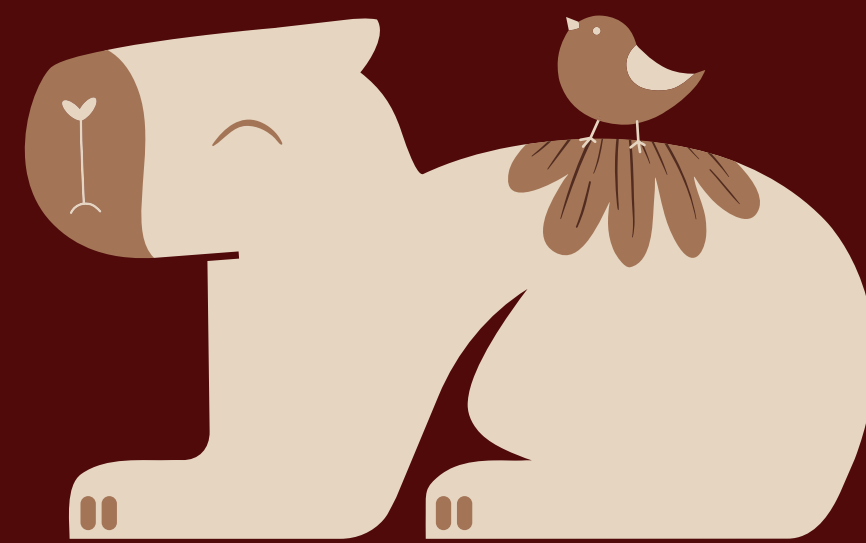
LOGO





CAPYBARA
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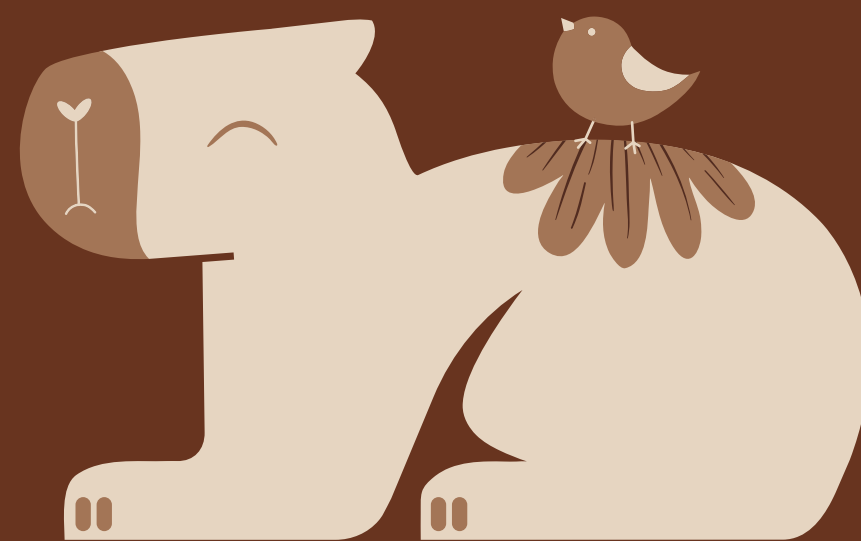


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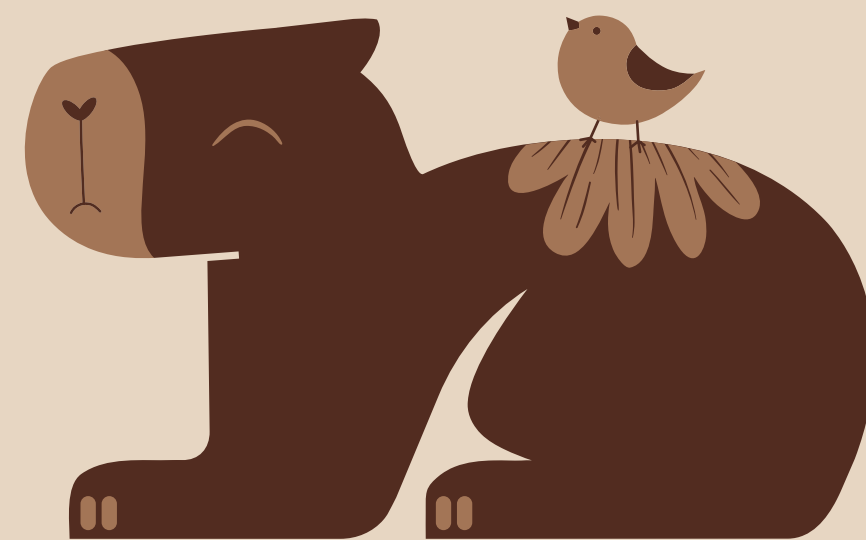
cafe





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COPY BARA

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CAPY BARA
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Muted Olive

Warm Cream Beige

Caramel Brown

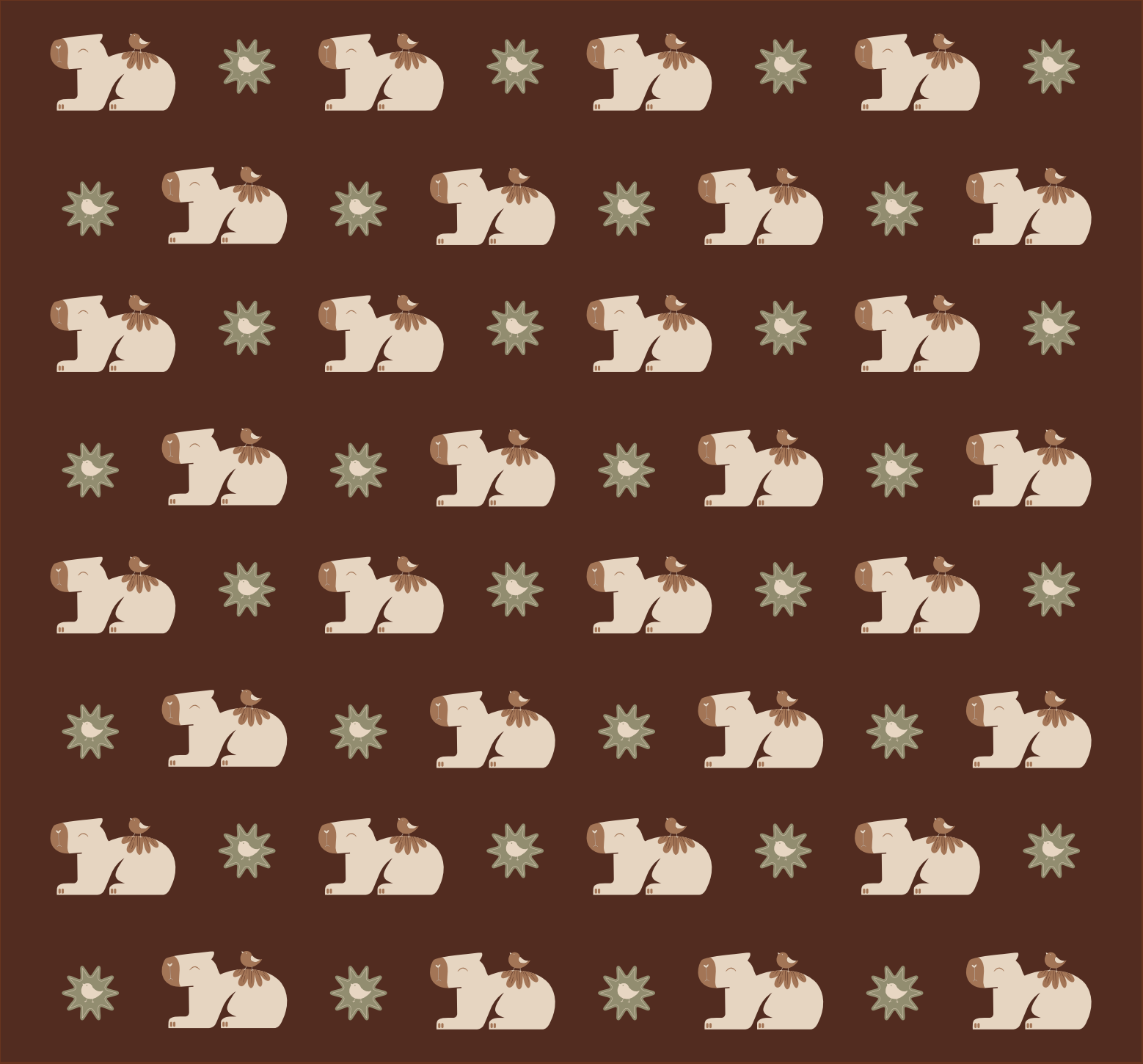
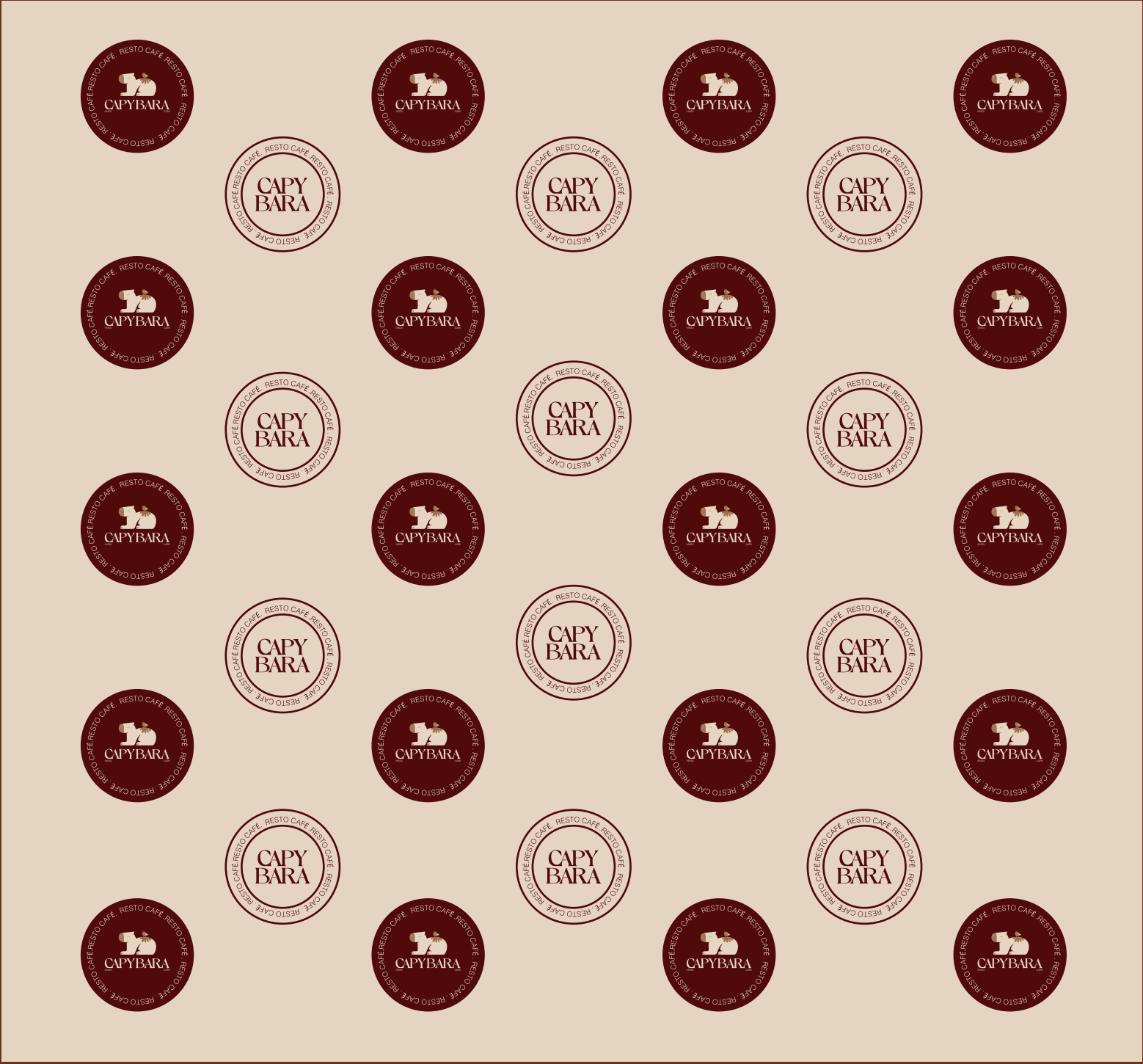
Dark Coffee Brown

Deep Burgundy

Stickers

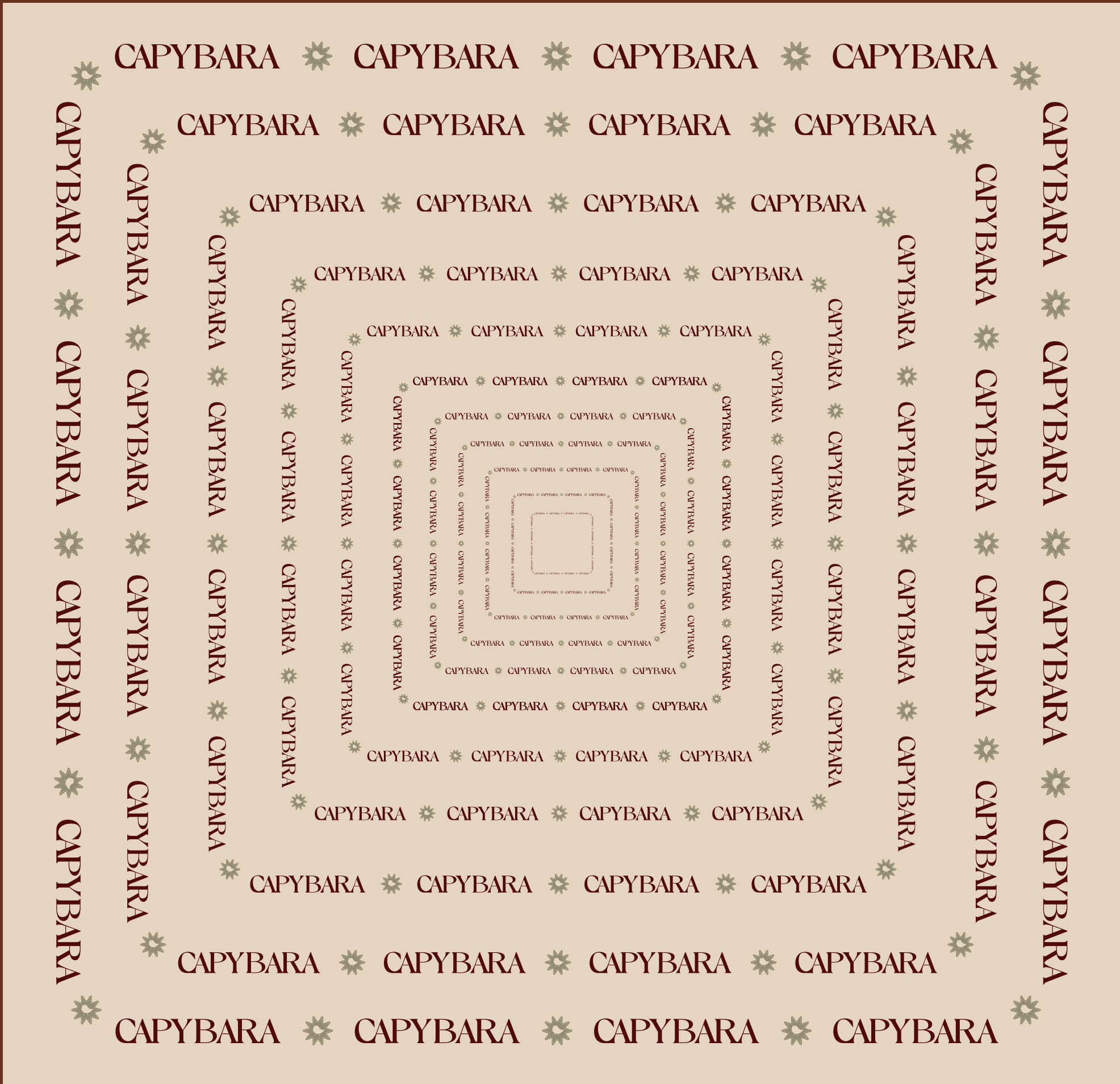
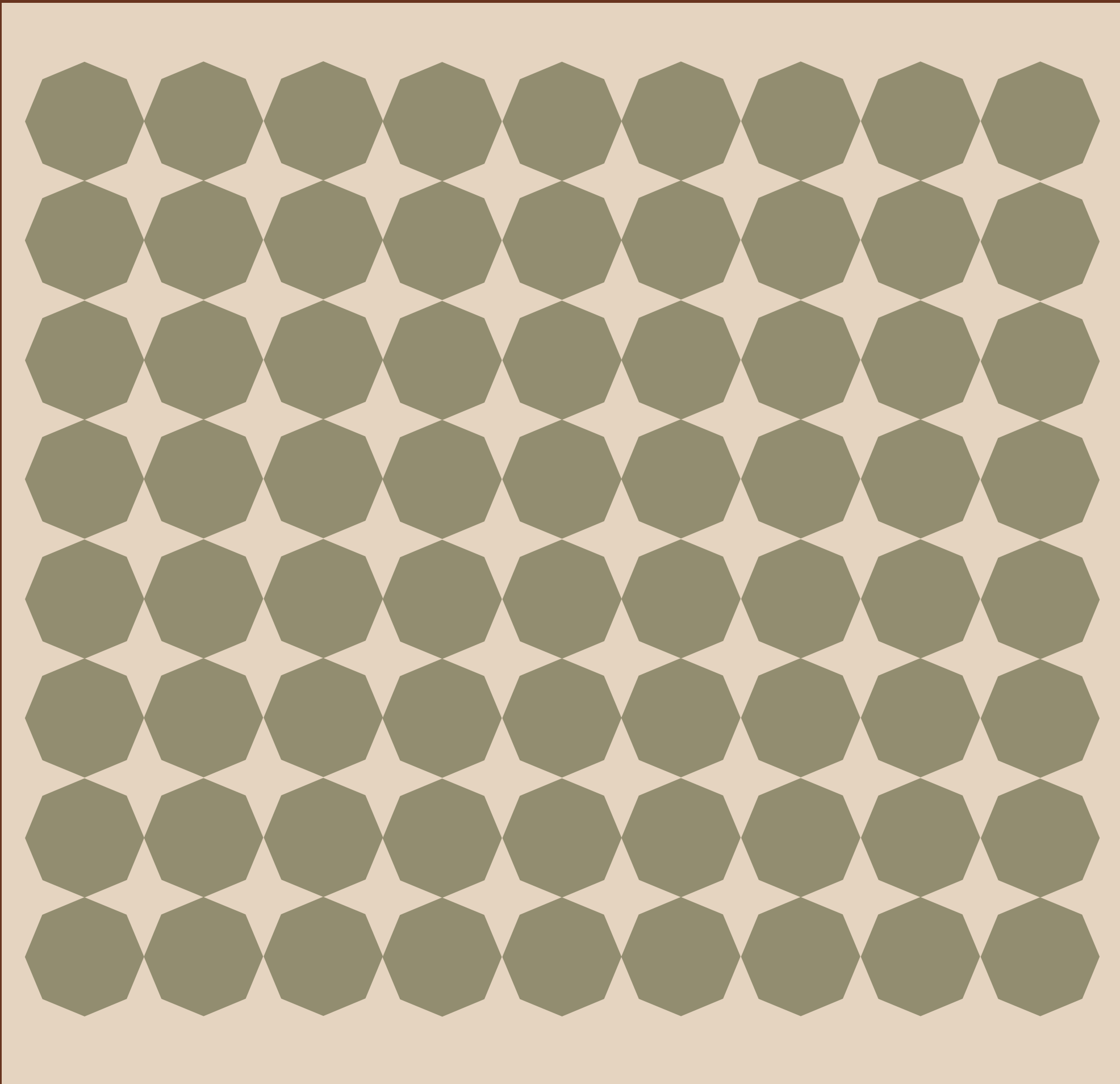


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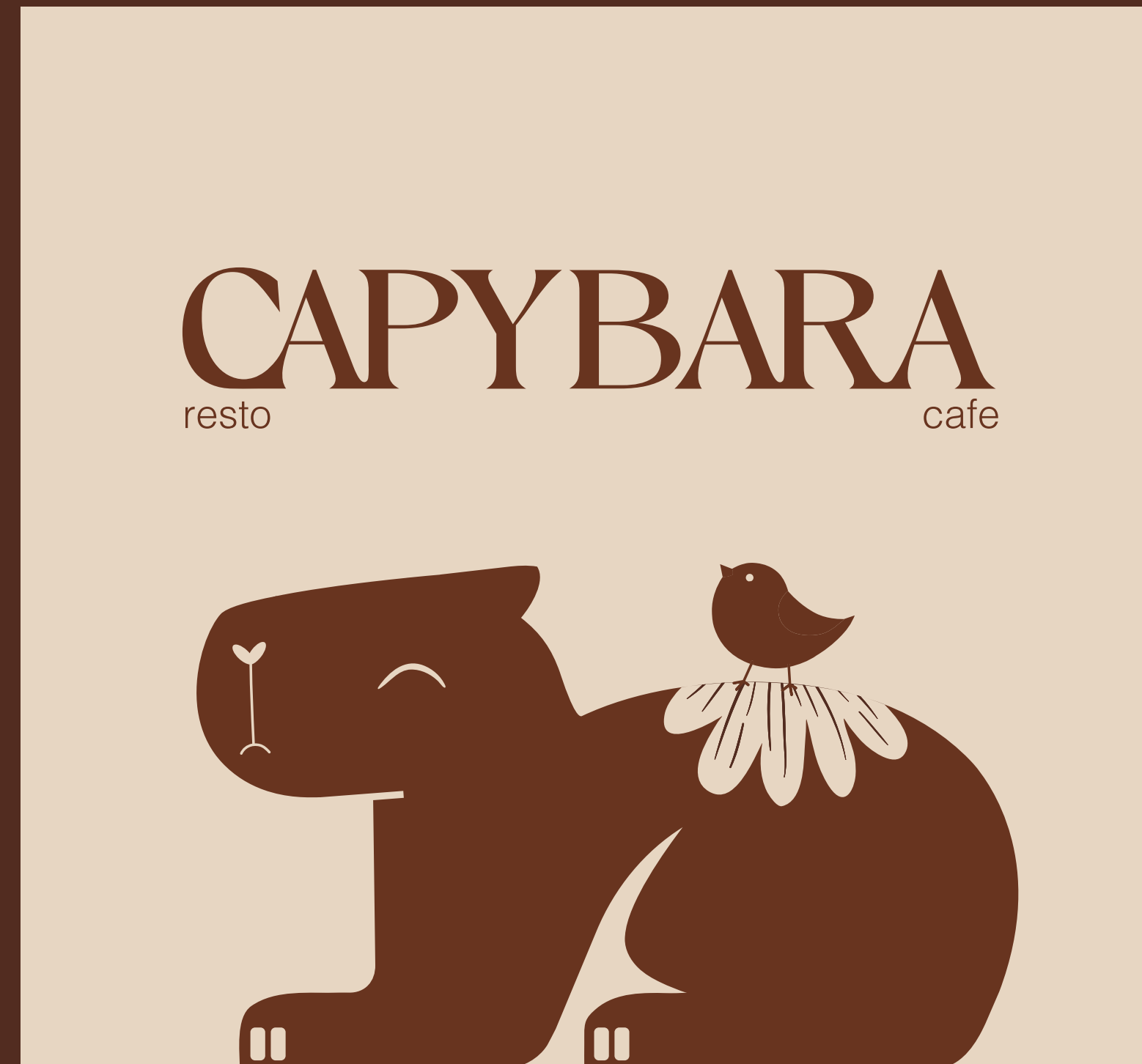


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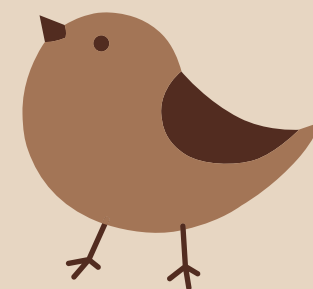
Graphic Elements



Characters



characters



Stationary



BUSINESSCARD





+02011134550000
WWW.CAPYBARA.COM

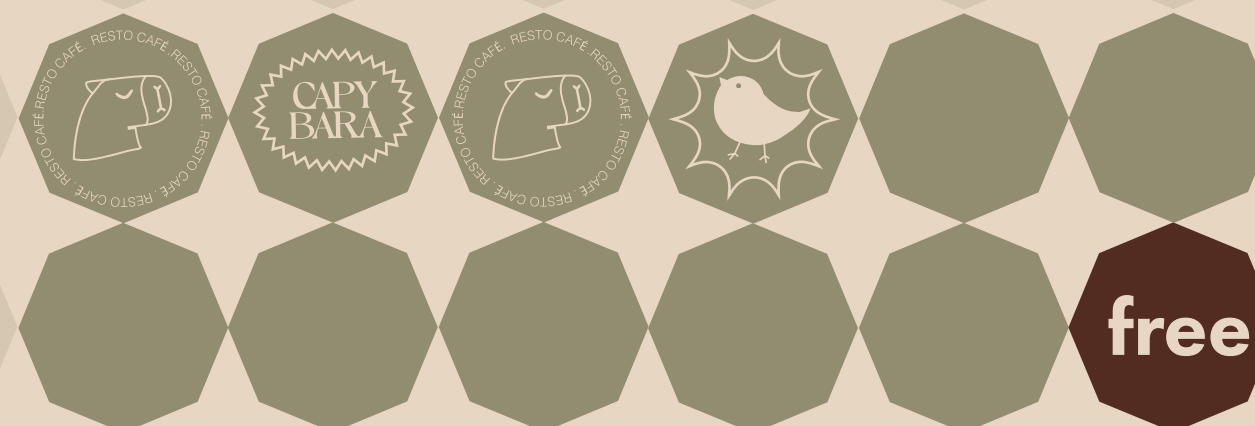


COPY
BARA

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collect moments earn rewards







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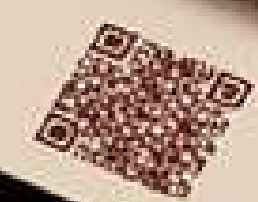
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MENU

MENU





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RESTAURANT Design

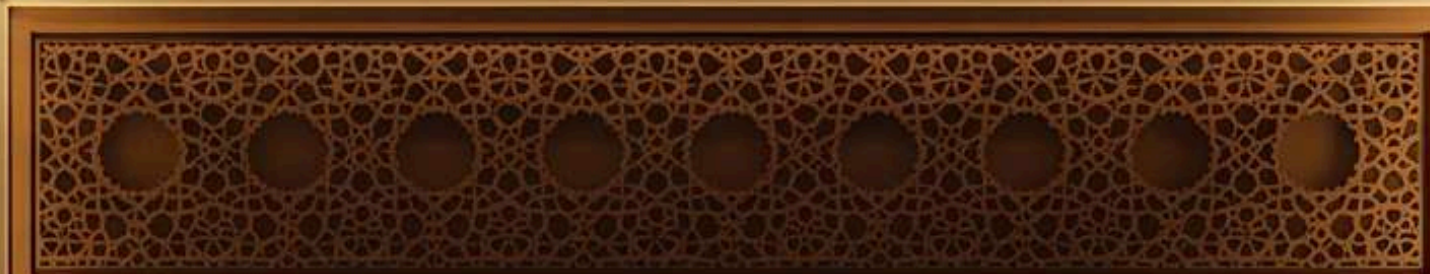




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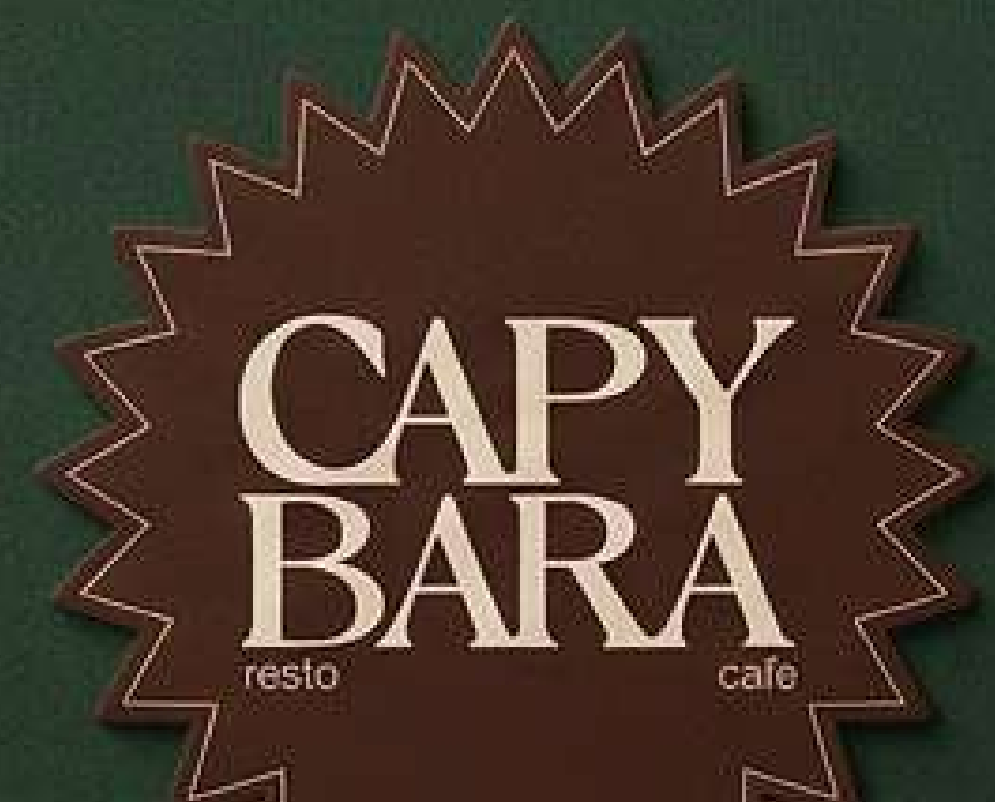
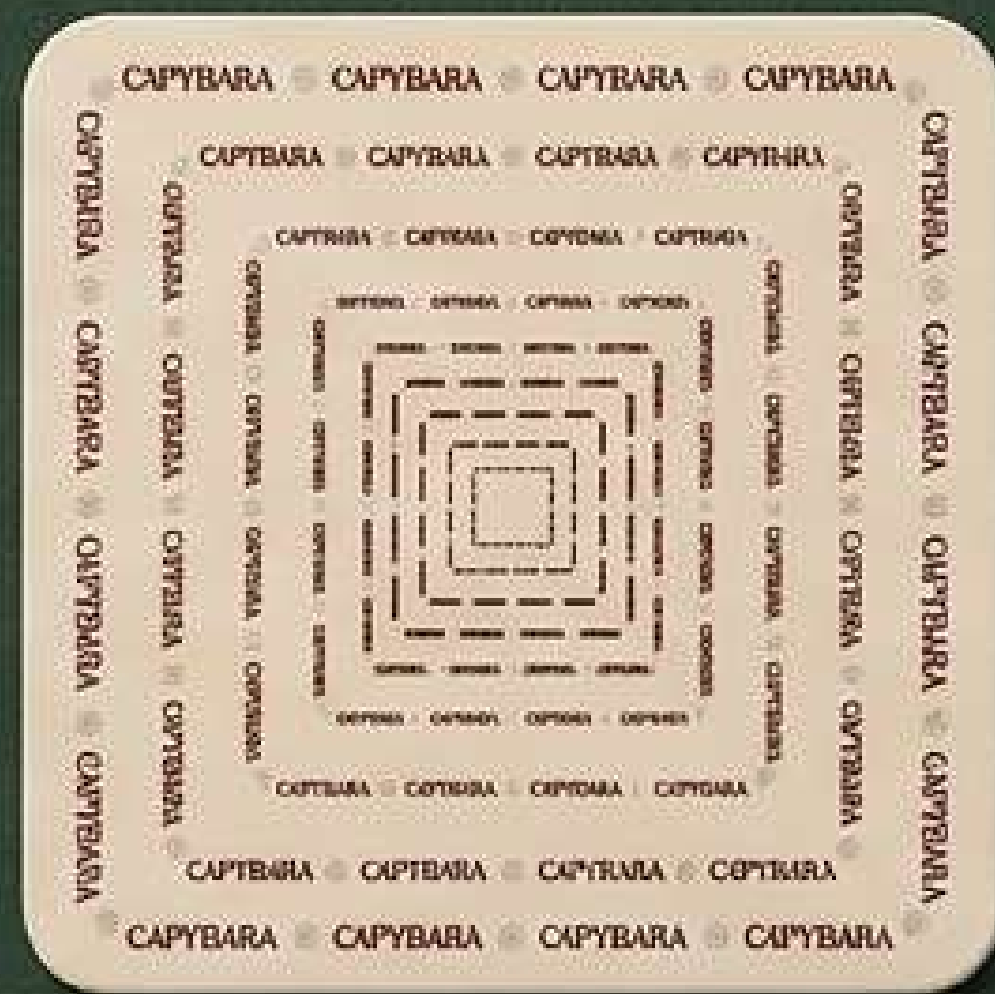
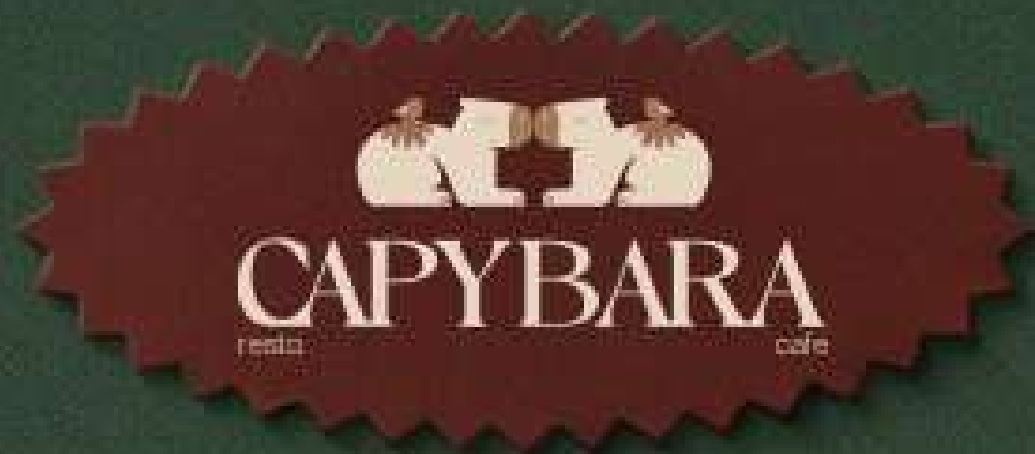






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SCAN ME

Staff Design





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just what you need

**Just
What**



**You
Need**

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Just
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You
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Packaging















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Photography
style





**THANK
YOU**

