CO3

PREMIUM LIQUID SHOP

LOGO USAGE

PRIMARY	SECONDARY	ACCENT
Black on Cream	Cream on Deep Teal	Deep Teal on Cream

COLOR PALETTE

DEEP TEAL
#006D77

Represents trust, depth and sophistication.

It reflects our premium quality and calm confidence.

GOLD
#E0B13A

Signifies luxury, warmth and excellence.

It adds a touch of indulgence and premium feel.

CREAM
#ECE8D6

A soft, warm neutral that brings balance, elegance and approachability.

It creates a clean and premium canvas.

CHARCOAL
#1A1A1A

Strong, modern and versatile.

Used for text and contrast to ensure clarity and impact.

SAGE GREEN
#1AB39A

A hint of natural goodness and freshness.

It connects with our real, quality ingredients.

WHY THESE COLORS?

PREMIUM & TRUST
Deep Teal builds trust and positions us as a premium beverage brand.

LUXURY & WARMTH
Gold enhances the feeling of luxury, quality and indulgence.

NATURAL & FRESH
Sage Green represents natural ingredients and refreshing experiences.

BALANCE & ELEGANCE
Cream and Charcoal create a timeless, soft and elegant balance.

TYPOGRAPHY

HEADLINES

Playfair Display

Luxury • Editorial • Elegant

EXAMPLE

Elevating Experiences,
Premium in Every Drop.

CRAFTED FOR QUALITY. DESIGNED FOR YOU.

Our premium e-liquids are made with the finest ingredients to deliver a smooth, satisfying and luxurious experience.

BODY TEXT

Montserrat

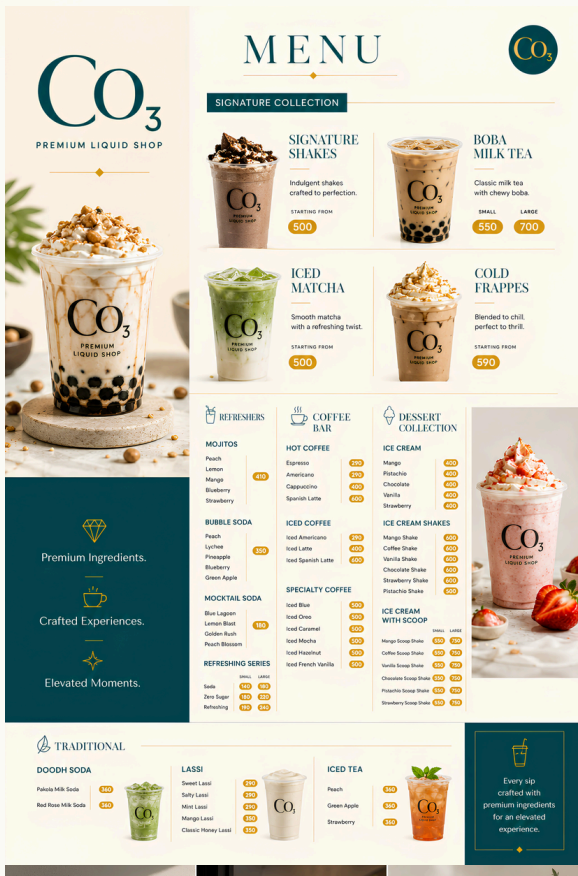
Modern • Clean • Readable

EXAMPLE

Our mission is to provide high-quality, trusted and enjoyable vaping experiences. Every detail is designed to ensure consistency, comfort and confidence.

WEIGHTS

Aa	Aa	Aa	Aa	Aa
LIGHT	REGULAR	MEDIUM	SEMIBOLD	BOLD



COLOR PALETTE

CREAM	DEEP TEAL	SAFFRON YELLOW	BLACK
#ECE8D6	#006D77	#E0B13A	#111111

- 60% CREAM
- 25% DEEP TEAL
- 10% SAFFRON YELLOW
- 5% BLACK