

Feels

Brand Guidelines



FEELS

Concept 1



FEELS

Concept 2

Feels is a contemporary American-style diner reimagined for a global, modern audience. Built around indulgent comfort food and thoughtfully crafted beverages, Feels brings together the richness of gourmet burgers, the calm of specialty matchas, the energy of artisanal coffees, and the nostalgia of classic diner bites — all in a space that feels warm, elevated, and unmistakably international.

CONTENT

- Logo
- Seasonal Logo
- Logo Safezone
- Colour Palette
- Don't With Logo
- Typography
- Collaterals/Merch

LOGO CONCEPT

The FEELS logo is built on the idea of minimal luxury — visually clean, yet rich in character and meaning. It takes inspiration from contemporary American diner culture and translates it into a refined, global identity suited for a modern Indian audience.

The type is structured yet custom — with special focus on the reimagined “E”, formed using bold minimal strokes to introduce a sense of modern art and individuality while maintaining clarity and balance.

Paired with a deep, rich color palette, the logo communicates a feeling of class, warmth, and premium living, positioning FEELS as a brand that is timeless, elevated, and internationally relevant.

The word "FEELS" is displayed in a bold, custom sans-serif typeface. The letter "E" is uniquely designed with three horizontal strokes. The logo is centered within a dark blue rectangular box with a thin white border.

FEELS

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LOGO TONE

The FEELS logo embodies quiet luxury through simplicity. Set against a deep, indulgent brown, the clean cream wordmark creates a sharp, modern contrast — signalling richness without excess, confidence without noise.

The design is intentionally minimal, allowing the word “FEELS” to carry emotional weight. Its straightforward typography reflects clarity, comfort, and an unpretentious premium aesthetic. Nothing extra, nothing overwhelming — just a calm, decisive presence.

The colour palette draws from tones associated with warmth, depth, and indulgence: the richness of a freshly pulled espresso, the comfort of warm diner interiors, the earthiness of matcha, and the timeless feel of classic Americana.

SEASONAL LOGO

FEELS

FEELS

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FEELS

LOGO SAFEZONE



Feels

Brand Guideliens

COLOUR PALETTE

#e2d2a8

#4b2727

#e9ddcd

#3b2a1e

DON'T WITH LOGO

FEELS

Do not stretch or skew the logo

2JE3F

Do not rotate the logo

FEELS

Do not change the colour of the logo

FEELS

Do not use effect

FEELS

Do not outline the logo

FEELS

Do not blur the logo

TYPOGRAPHY

Primary Fonts

Cattigan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Secondary Fonts

Forum

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Handwritten Fonts

Yasuragi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

BRAND COLLATERALS



BRAND COLLATERALS



BRAND COLLATERALS

