

Four considered identities.

Brand systems, everyday applications and social campaigns.

The logo for Butter Parade features the words "butter" and "parade" in a dark red, stylized, cursive-like font. "butter" is stacked above "parade".

01 / Butter Parade

A little celebration. Every morning.

The logo for Third Helping features the words "THIRD HELPING" in a bold, blue, sans-serif font. To the right of the text is a small, stylized orange and blue icon.

02 / Third Helping

Worth another helping.

The logo for Interval House features a dark blue icon consisting of two vertical bars of different heights, followed by the words "INTERVAL" and "HOUSE" in a dark blue, sans-serif font.

03 / Interval House

Room for the in-between.

The logo for Margin Club features a yellow asterisk-like icon followed by the words "margin club" in a black, sans-serif font. Below the main text is a small tagline: "Good things happen in the margins."

04 / Margin Club

Good things happen in the margins.

Self-initiated fictional brands. Prepared as complete client-style identity handoffs.

A clear place for every file.

01	Brand books presentation/	The identity story, usage principles, colour and type, application systems and complete visual overview.
02	Identity + applications artwork/ + artwork/png/	Scalable SVG masters with outlined lettering, plus high-resolution PNG previews of the complete artwork inventory.
03	Social series social/	Six reveal frames, five craft frames and two stories per brand; SVG and PNG companions, captions and alt text.
04	Motion motion/	A silent vertical reel, a poster frame and a static alternative. Supplied as a browser-compatible MP4.

Choose the right file for the job.

SVG

Scale and adapt

Use for logos, illustration, layout adaptation and vector workflows. Lettering is outlined, so the supplied artwork displays without installing its original fonts.

PDF

Review and share

Use the brand book for context and the social PDF to review sequence. The complete collection brings all four identities into one document.

PNG

Place and publish

Use for social posting, presentations and quick previews. Preserve the original aspect ratio. Use transparent logo exports when placing the identity over a background.

MP4

Move and reveal

Use the vertical motion file in a 9:16 placement. The animation is intentionally silent; its poster works as a cover and still alternative.

Keep the character consistent.

Butter Parade



Avenir Next

Use the supplied master geometry and the role-based colour palette.

Interval House



Baskerville / Avenir Next

Use the supplied master geometry and the role-based colour palette.

Third Helping



Avenir Next Condensed / Avenir Next

Use the supplied master geometry and the role-based colour palette.

Margin Club



Helvetica Neue

Use the supplied master geometry and the role-based colour palette.

What is ready, and what comes next.

Digital artwork

The SVG, PNG, PDF and MP4 files are prepared for identity presentation and digital use. Keep the master files intact and create working copies for adaptations.

Print adaptation

Packaging, signage and collateral are complete visual artwork. A chosen supplier must adapt them to its dielines, bleed, material and print profile before physical production.

Type and image assets

Lettering is supplied as outlines; font software is not redistributed. Photographic scenes are AI-generated concept imagery, identified in the accompanying asset records.

Project context

All four businesses are fictional, self-initiated identity studies. Product, hospitality and event copy is sample content, not a claim that these businesses or offers exist.

butter parade

A little celebration.
Every morning.

IDENTITY / APPLICATIONS / SOCIAL / MOTION



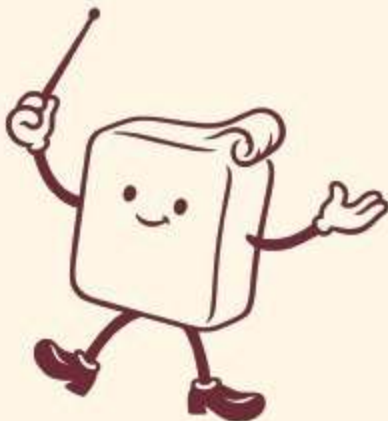
CONCEPT MOCKUP / SUPPLIED GENERATED SCENE

CONCEPT EDITION 1.0

One warm, witty world.

A soft wordmark, a small conductor and a disciplined morning palette.

butter
parade



AVENIR NEXT / SUPPORT



WORDMARK / CHARACTER / PALETTE / TYPE / APPLICATION

From first idea to final handoff.

The system moves from brand thought to production-ready vector masters.



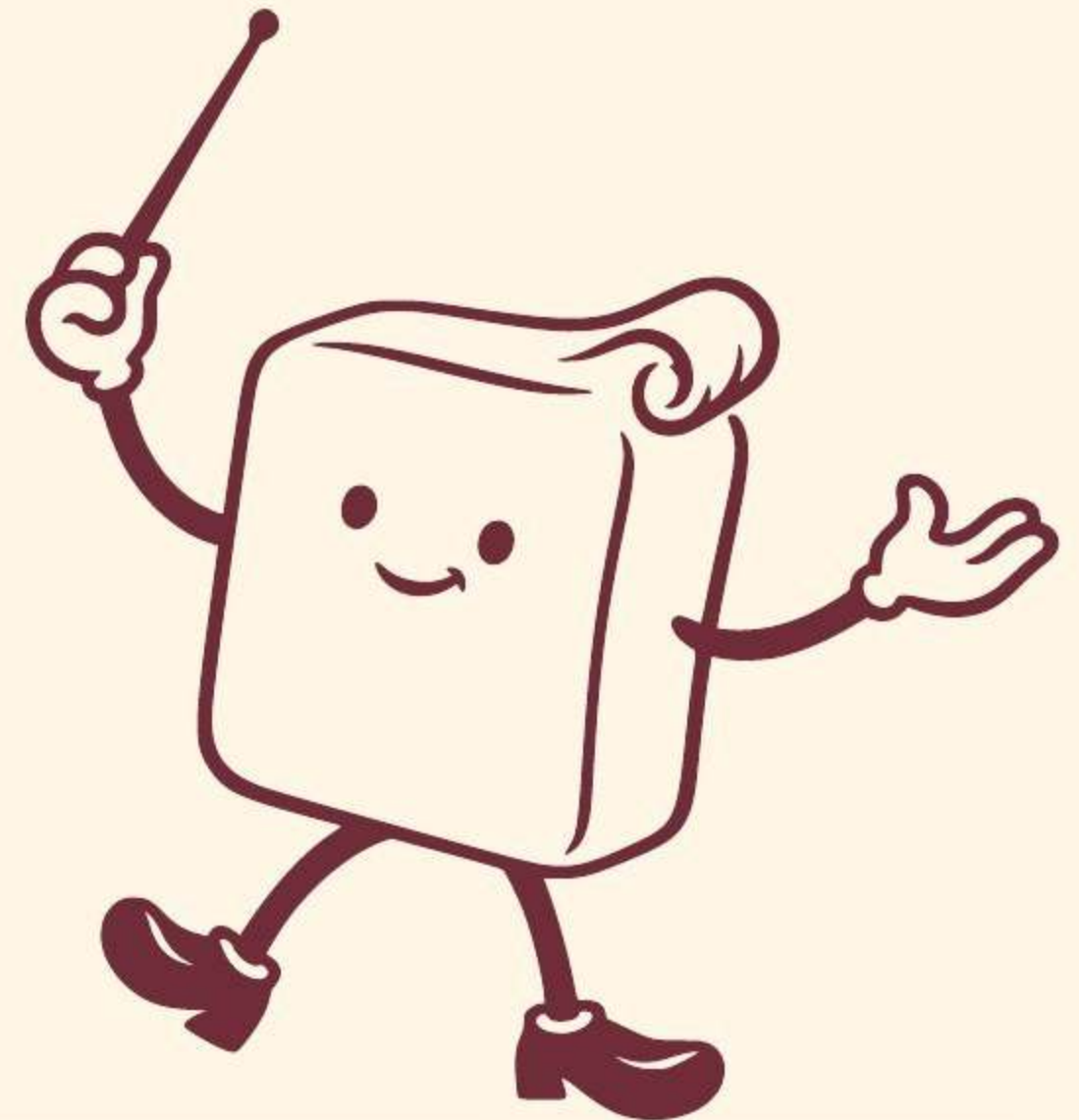
DELIVERABLE FOLDERS artwork/ presentation/ social/ motion/

Breakfast can feel like an occasion.

The proposal turns a familiar morning stop into a modest, repeatable ritual.

EVERYDAY BREAKFAST A SMALL CELEBRATION

Butter Parade turns a quick coffee-and-pastry stop into a modest ritual. The identity stays warm and grown-up by using one expressive wordmark, one supporting character and very little visual noise.



For the neighbourhood morning regular.

Fast enough for a weekday; warm enough to remember.

01

The audience

A working hypothesis: a neighbourhood regular who values quality, warmth and a quick morning routine.

02

The role

Make the everyday stop feel considered without slowing it down or pretending it is a grand event.

03

The personality

Warm, witty and composed. Expressive rather than childish; generous rather than loud.

A little fanfare before nine.

Short, specific lines make the wit feel effortless rather than loud.

A little fanfare before nine.

Make a morning of it.

The good part of getting up.

USE

Short and specific

Name the moment, the format or the feeling. Keep the line easy to say.

AVOID

Overpromising

No invented opening, superlative, testimonial, locality claim or product outcome.

Three routes. One selected system.

Constructed alternatives clarify why the soft serif and conductor were chosen.

ROUTE A / SOFT SERIF PARADE



SELECTED

ROUTE B / MORNING TICKET



CONSTRUCTED ALTERNATIVE

ROUTE C / BUTTER BAND



CONSTRUCTED ALTERNATIVE

A soft serif with a wink in its stride.

The two-line outlined wordmark is the primary signature.

butter
parade

Use the supplied outlined artwork.

Do not rebuild it from keyboard text.

PRIMARY / CHERRY ON PAPER

The same character at every width.

Primary, reverse and compact versions reuse one approved geometry.



PRIMARY / CHERRY ON LIGHT



REVERSE / BUTTER ON CHERRY



COMPACT / NARROW WIDTH



SMALL-USE MARK

SINGLE COLOUR / Use Cherry or black only when colour reproduction is unavailable.

Give the parade room to move.

Clear space and minimum size keep the counters and terminals legible.



DIGITAL

160 px compact

Starting minimum; test counters.

PRINT

35 mm primary

Confirm on final stock.

CLEAR SPACE

0.5 cap height

From visible artwork.

butter parade

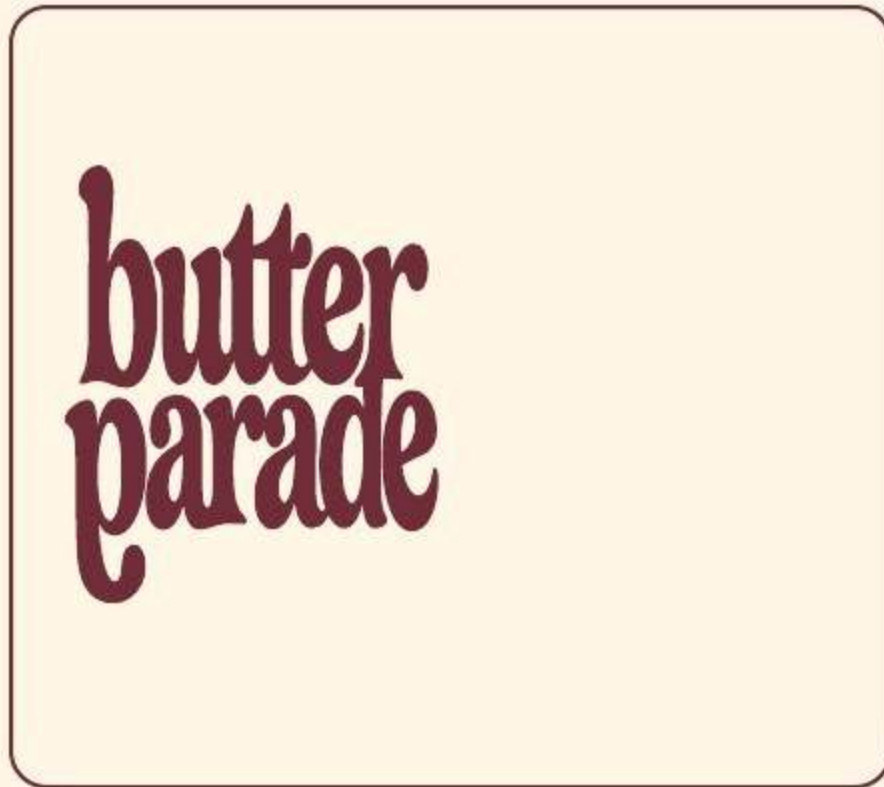
butter parade

160 PX SAMPLE

35 MM SAMPLE

Keep the artwork intact.

Do not stretch, recolour by letter, add effects or reset the name in a font.



DO NOT STRETCH



DO NOT RECOLOUR



DO NOT ADD EFFECTS

Cherry leads. Butter lifts.

Paper keeps the system tactile; Cornflower appears only as a quiet accent.



CHERRY
#702C38
RGB 112 / 44 / 56



BUTTER
#F1D477
RGB 241 / 212 / 119



PAPER
#FFF6E6
RGB 255 / 246 / 230



CORNFLOWER
#8A9EC1
RGB 138 / 158 / 193

9.29:1

Cherry on Paper

Primary text pairing.

6.85:1

Cherry on Butter

Readable accent pairing.

ACCENT

Cornflower

Do not use for small functional text.

Clear information. A warmer voice.

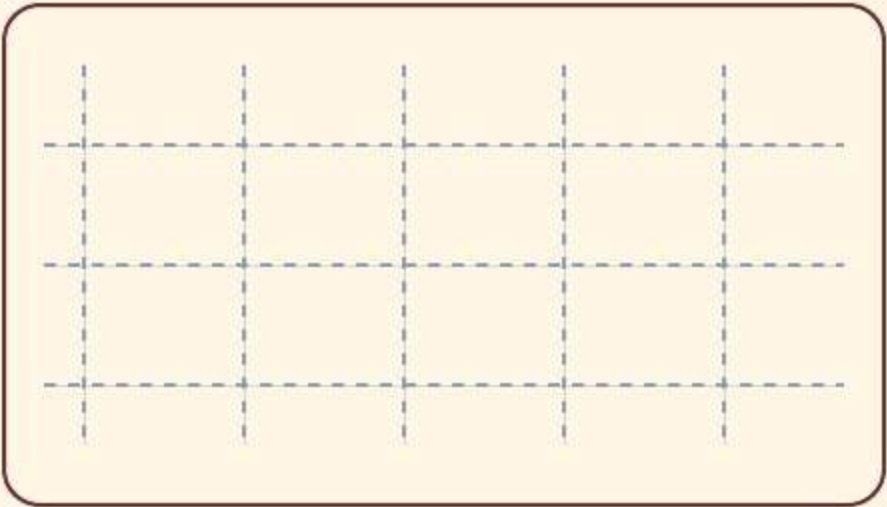
Avenir Next supports the custom wordmark without imitating it.

AVENIR NEXT / SUPPORT FAMILY

Aa

The good part of getting up.

- DISPLAY / DEMI 56 / 64
- HEADING / DEMI 32 / 40
- BODY / REGULAR 20 / 30
- LABEL / DEMI 14 / 20

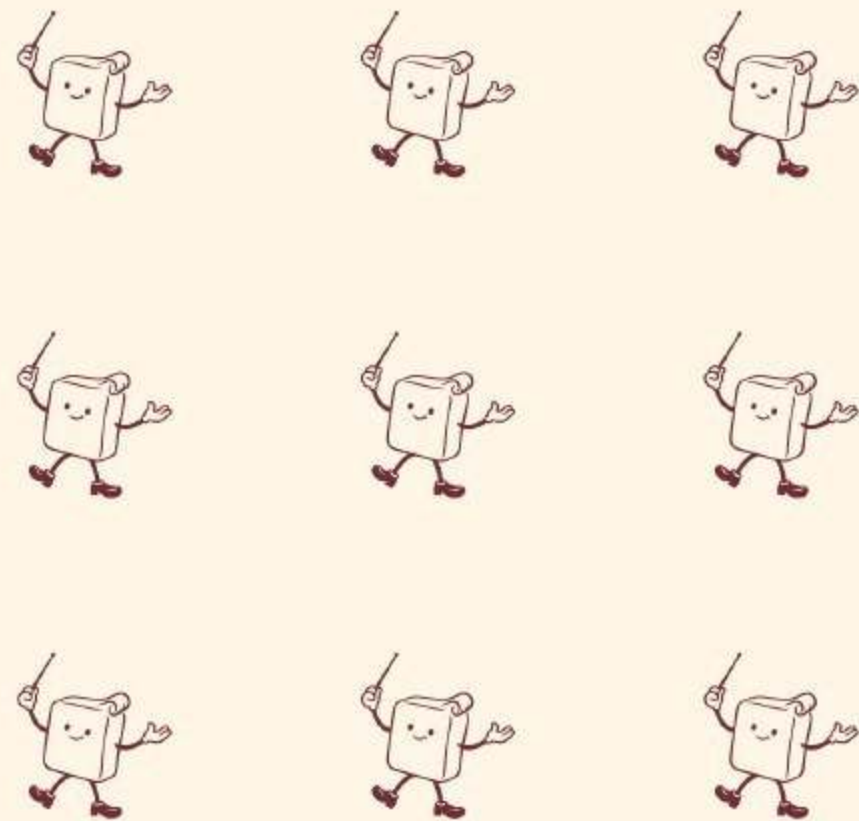


8 PX BASE RHYTHM

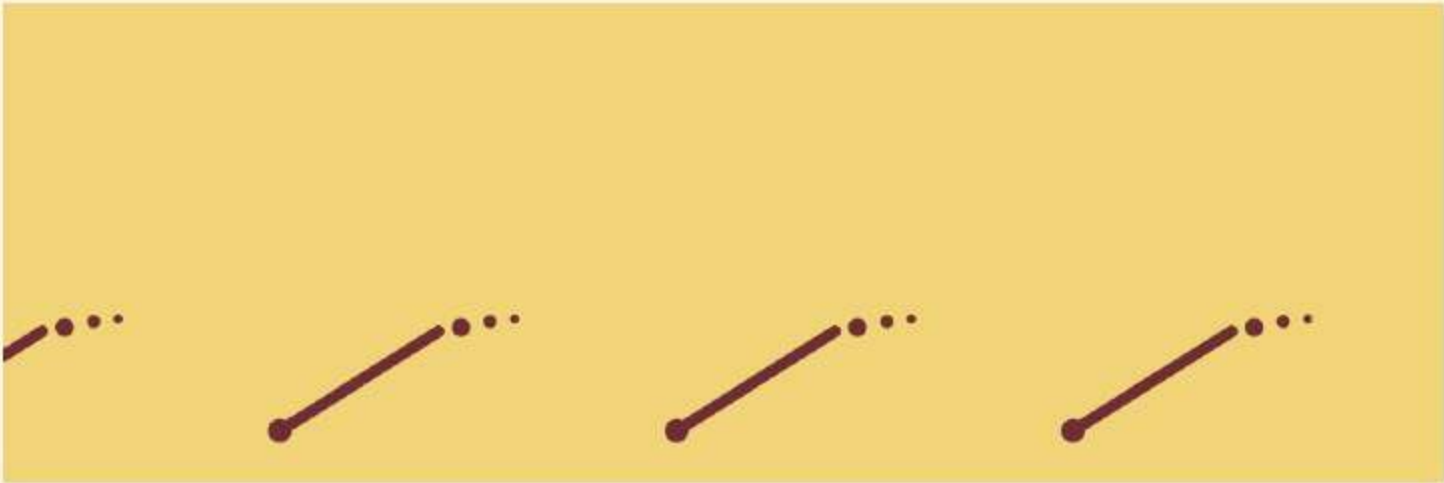
Margins 80 px. Left-align useful copy. Keep 45-70 characters per line and reduce copy before type size.

Every wrapper gets a beat.

A baton sweep, three dots and a sparse conductor repeat carry the rhythm.



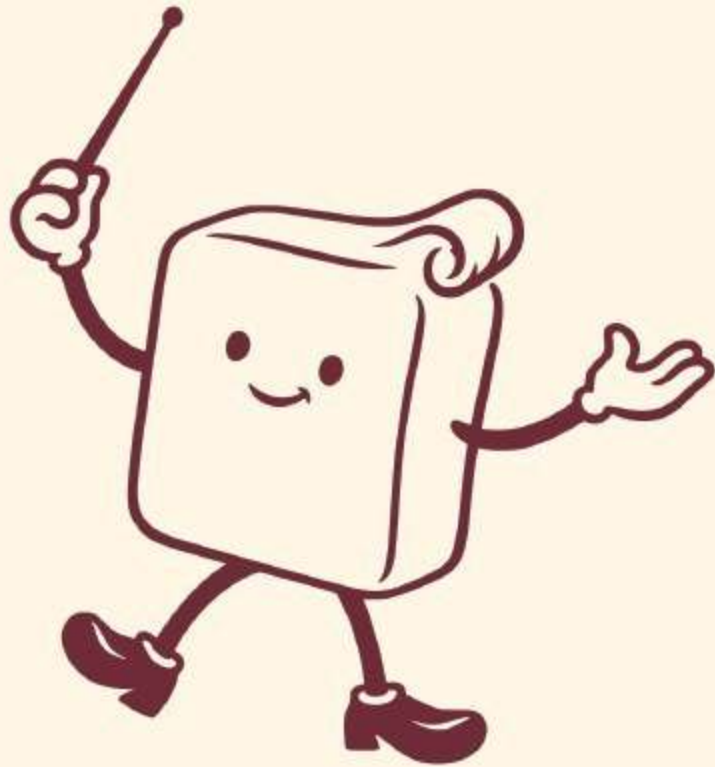
SPARSE CONDUCTOR TILE



BATON + BEATS / SEAMLESS STRIP

The conductor makes the warmth visible.

One-colour artwork stays expressive at display and small-mark scale.



DISPLAY CHARACTER



SIMPLIFIED MARK

Use as a supporting voice. The character never replaces the name.

Warm context. Clear boundaries.

Generated scenes show atmosphere and are always labelled concept mockups.



CONCEPT MOCKUP / PACKAGING



CONCEPT MOCKUP / STOREFRONT

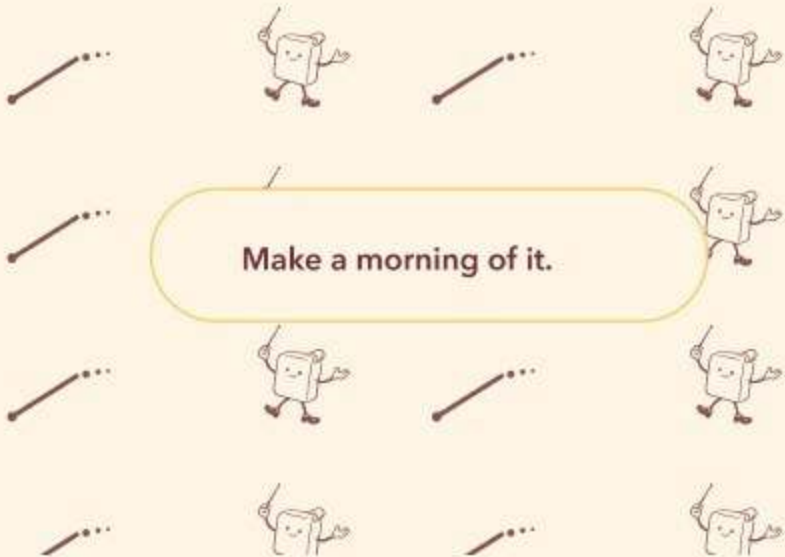


CONCEPT MOCKUP / STILL LIFE

Use these scenes for atmosphere only. Production lettering, dimensions and materials are governed by the vector masters and supplier specifications.

Good things, wrapped accordingly.

One colour relationship, one compact lockup and one repeat language.



The box opens into the brand.

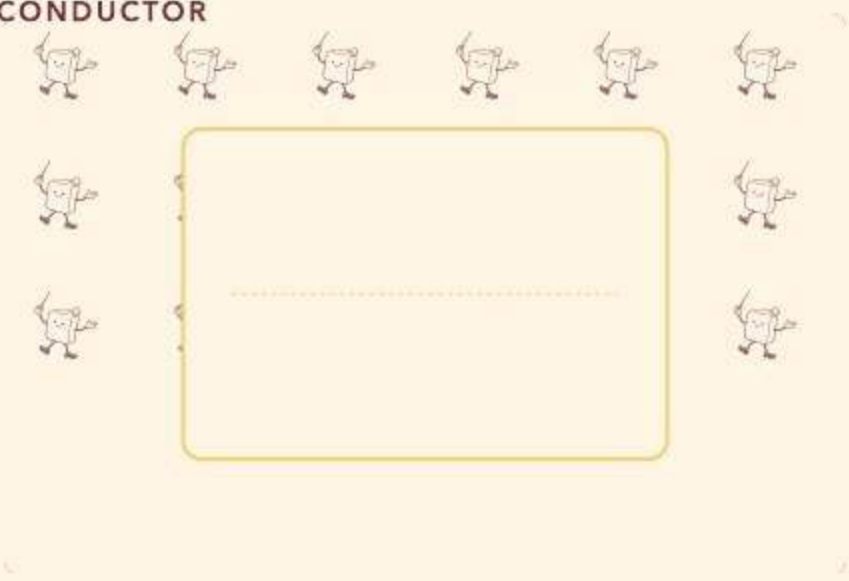
A bold lid, functional side panel and quiet patterned interior.



LID / PRIMARY READ



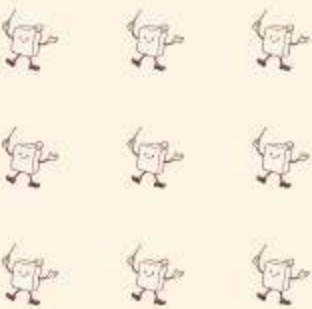
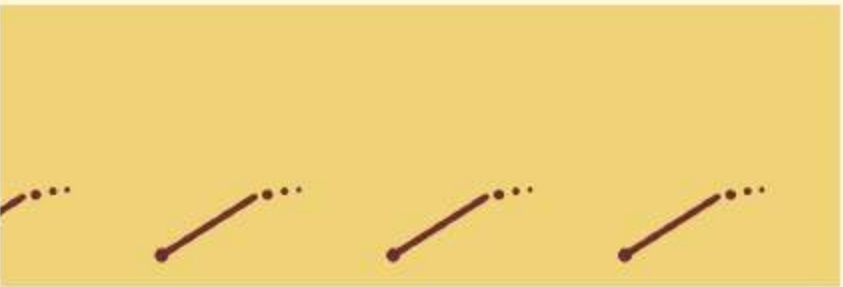
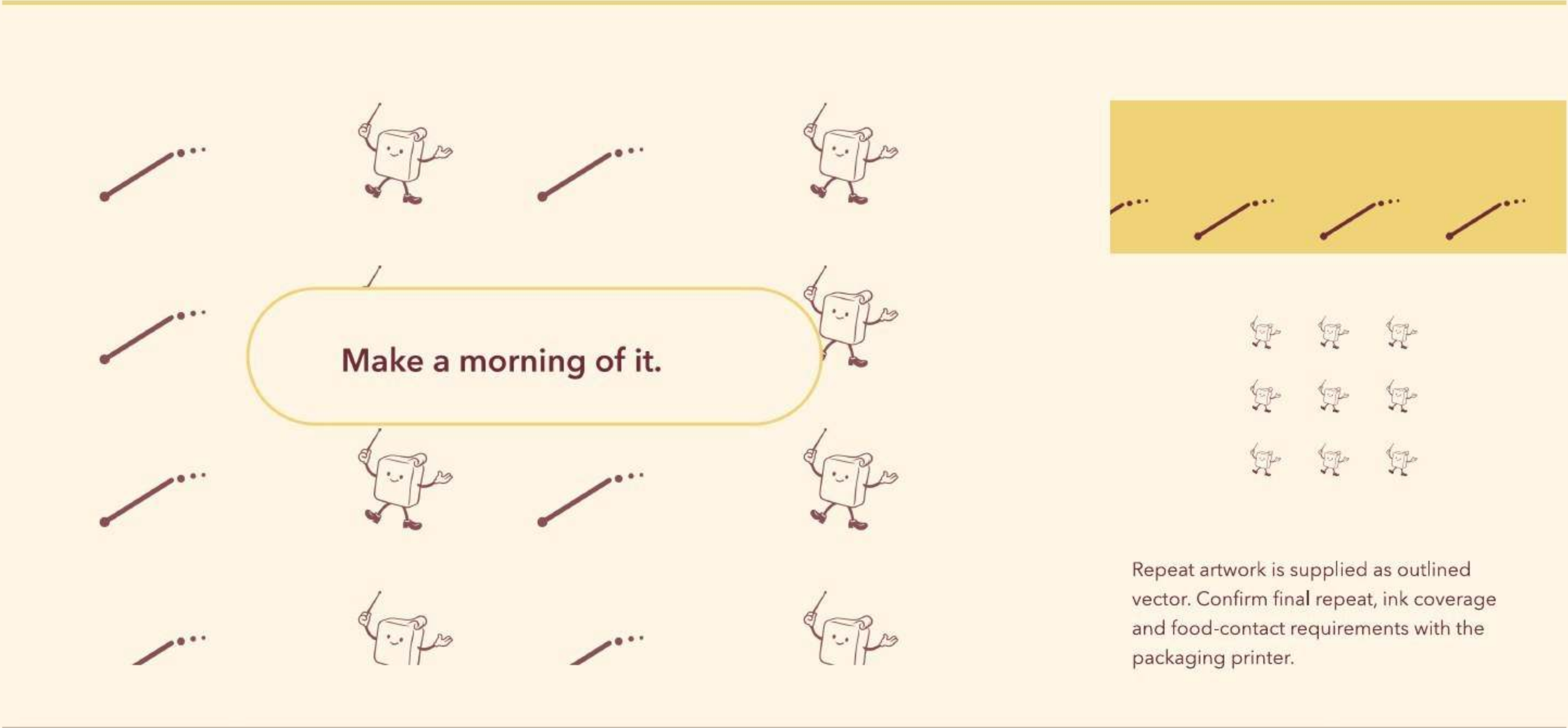
SIDE / LINE + CONDUCTOR



INTERIOR / QUIET PRODUCT ZONE

A small beat across the sheet.

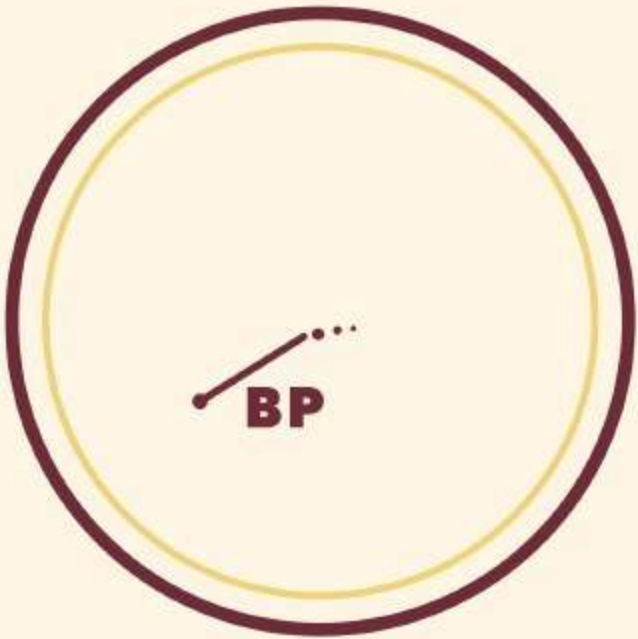
The repeat leaves a calm central zone for the product.



Repeat artwork is supplied as outlined vector. Confirm final repeat, ink coverage and food-contact requirements with the packaging printer.

Built for the walk home.

The compact wordmark holds the sleeve; the lid carries a micro-mark.



The sleeve is a flat artwork concept. Final curvature, seam, stock and cup fit require a supplier dieline.

Useful information, generously spaced.

A fictional sample menu demonstrates hierarchy without implying a real offering.

butter parade

BAKED / FICTIONAL SAMPLE PRICES

Croissant – flaky butter layers	INR 320
Morning bun – orange sugar	INR 360
Seasonal pastry – ask the case	INR 390

BREWED

Espresso	INR 190
Filter coffee	INR 220

GOOD COMPANY

A little fanfare before nine.



FICTIONAL SAMPLE MENU / PRICES FOR LAYOUT ONLY

A little fanfare
before nine.

Make a morning of it.



Fictional sample menu – self-initiated identity
concept
Monalisa Design Studio

Fictional sample prices
are present for layout
review only. Replace
every item, description
and price with
approved operating
information.

Readable at a glance.

Butter and Cherry create a recognisable flat sign without relying on a mockup.



VECTOR SIGN MASTER



Mounting, materials, fabrication and local permissions are outside this identity concept.

A simple two-ink placement.

Front and back remain printable, restrained and clearly part of the same system.



FRONT / COMPACT LOCKUP + POCKET TAB



BACK / LINE + BATON ARC

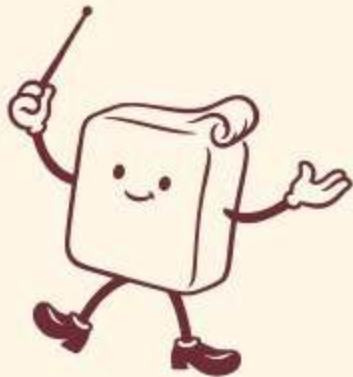
Make a morning of it.

Poster and feed formats introduce the idea without claiming a real opening.

A little fanfare
before nine.

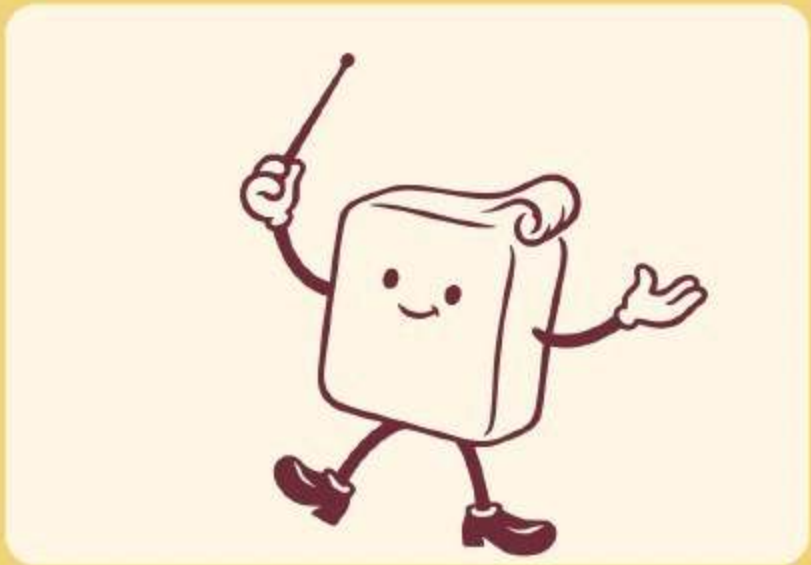


Make a morning of it.



BUTTER PARADE / FICTIONAL IDENTITY CONCEPT

The good part
of getting up.

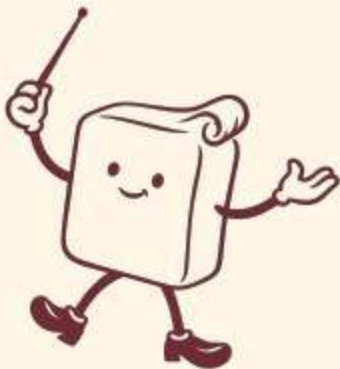


A little celebration. Every morning.
FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN STUDIO

No opening date, address or visit call-to-action is invented. The campaign introduces the identity as a fictional study.

Six frames. One visual rhythm.

Identity, packaging, colour, context and close move as a coherent reveal.



01 / NAME

02 / CHARACTER

03 / PACKAGING



04 / CAMPAIGN

05 / PLACE

06 / CLOSE

Show the decisions, not a fake process.

The selected route sits beside two clearly labelled constructed alternatives.



SELECTED
Warm wordmark + useful character



ALTERNATIVE
Condensed ticket system



ALTERNATIVE
Modular ribbon system

Nine seconds, one small march.

Baton, beats, wordmark, conductor and applications resolve into the morning line.

A little fanfare before nine.

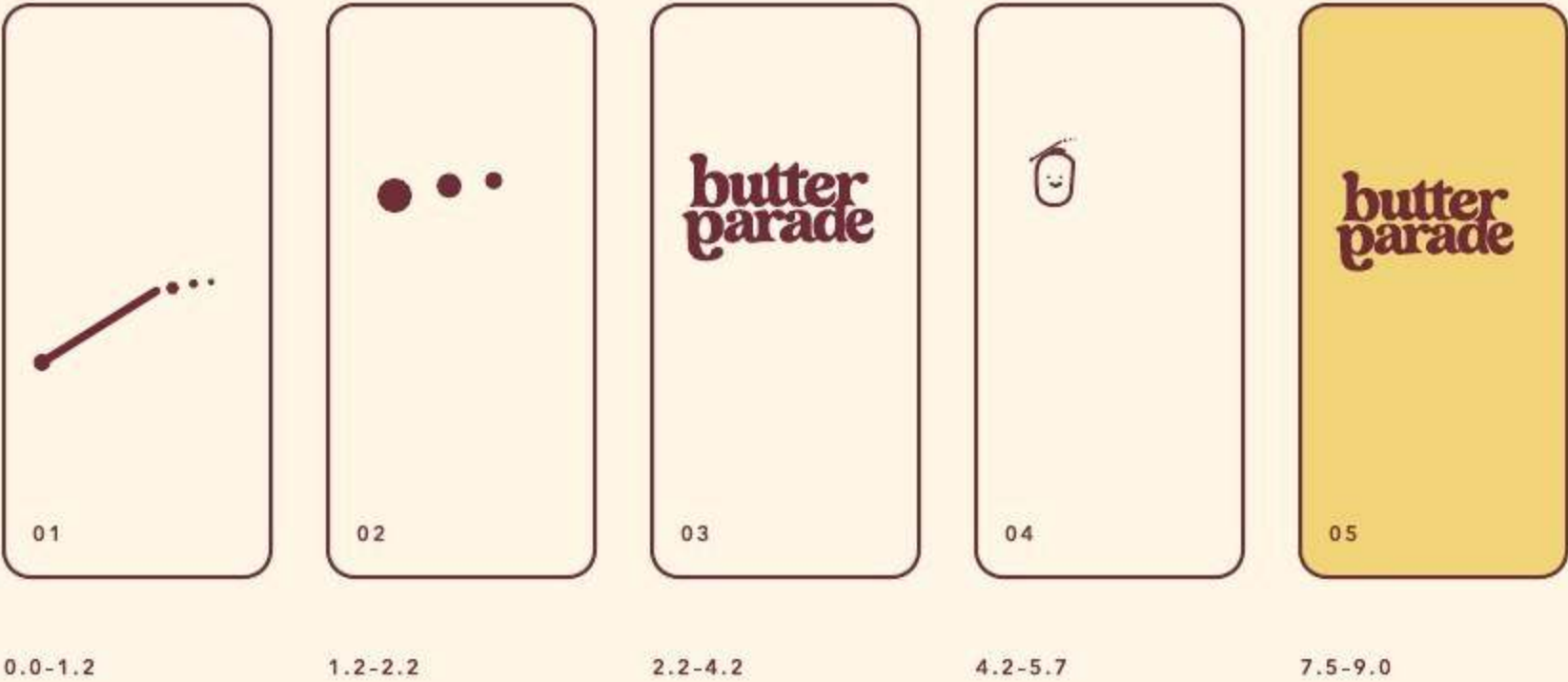


STORY 01



Good things, wrapped accordingly.

STORY 02



Two 1080 × 1920 story masters. Silent 1080 × 1920 H.264 reel with a static reduced-motion poster.

Design-ready. Printer review required.

Vector masters are supplied; structure, colour proof and final technical copy remain production decisions.

01

Artwork

Use vector masters and outlined type. Build final layouts on the supplier dieline.

02

Colour

Approve profiles, ink drawdowns and a physical proof on the chosen stock.

03

Structure

Confirm dimensions, folds, seams, bleed, safety, material and food-contact requirements.

04

Release

Replace fictional copy and prices; review every customer-facing fact before production.

Everything in its place.

Outlined masters, transparent exports, presentation pages, social files and source notes.



ARTWORK

27 SVG + PNG pairs

Identity, patterns, routes, applications, scenes and identity-overview-board.

PRESENTATION

31 + 12 pages

Client manual and separate website case-study sequence.

SOCIAL + MOTION

13 frames + reel

SVG/PNG social masters, captions, alt text, silent reel, poster and storyboard.

brand/ stores JSON and CSS tokens. source-manifest.json distinguishes approved vector geometry, original layouts and supplied generated concept scenes.

What remains before a real launch.

The identity is assembled. Commercial, legal and production facts still need approval.

01

Brand facts

Confirm name, ownership, domain, handles and any operating details.

02

Menu

Approve actual products, descriptions, allergens, prices and availability.

03

Production

Approve suppliers, materials, dielines, proofs and final-size legibility.

04

Environment

Confirm dimensions, fabrication, access, permissions and installation.

05

Publishing

Replace concept labels where appropriate and approve captions, links and calls-to-action.

06

Final brand check

Use current masters, correct colours, readable copy and the latest approved files.

butter parade

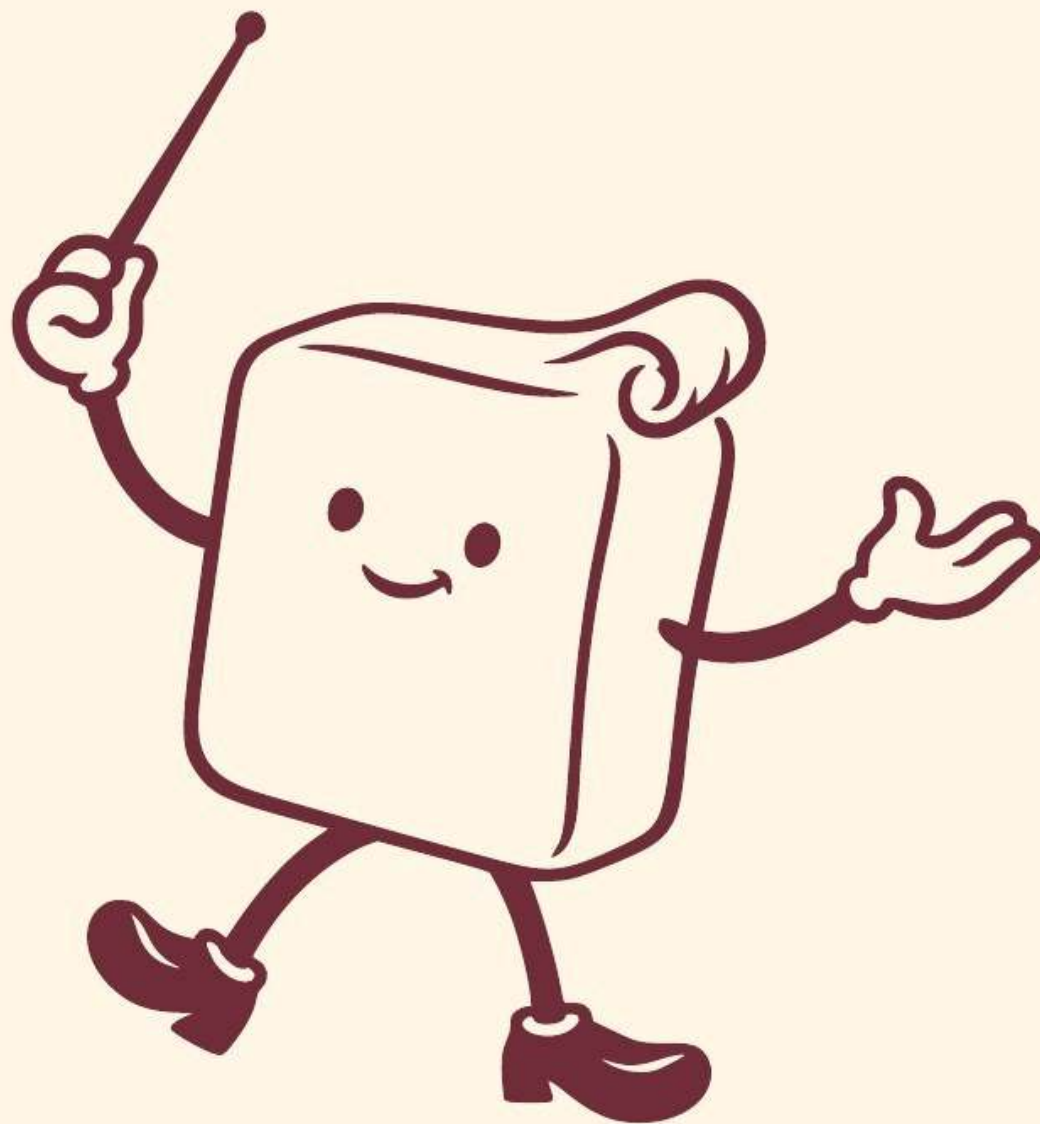
A considered beginning.

FICTIONAL IDENTITY CONCEPT / MONALISA DESIGN STUDIO

butter parade

A little celebration.
Every morning.

Breakfast has a new conductor.



Everyday breakfast deserves a small celebration.

Good things, wrapped accordingly.

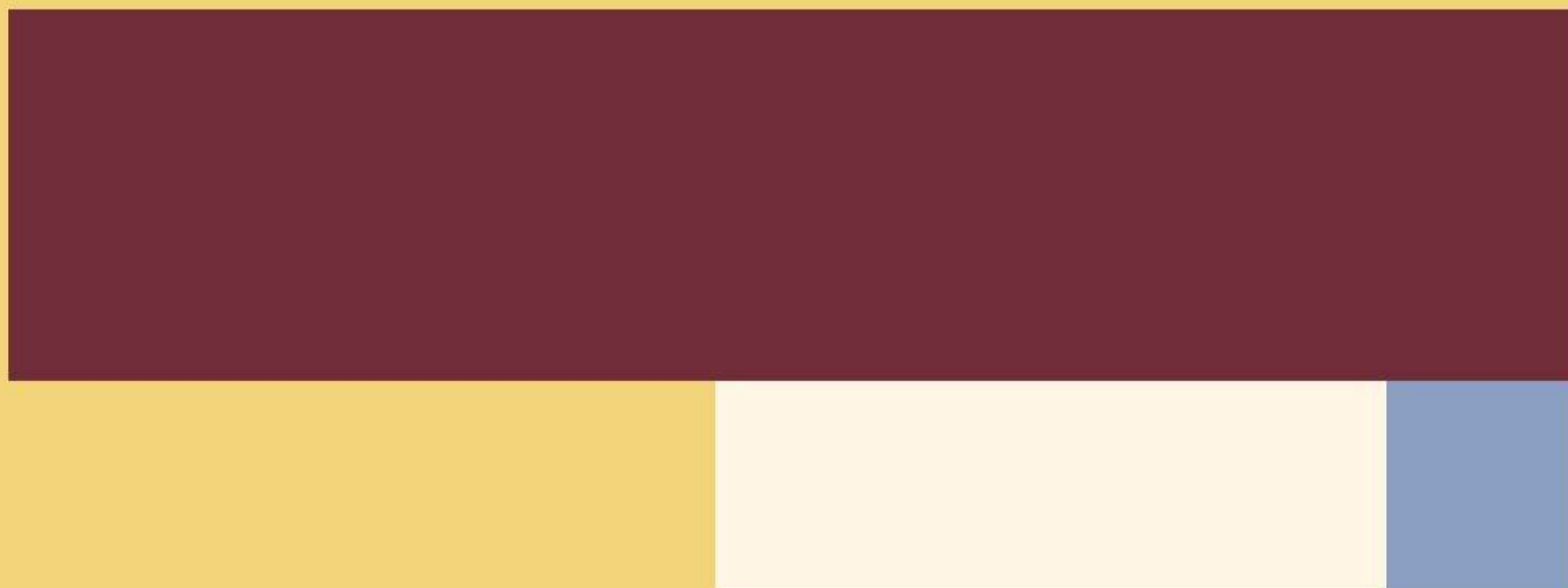


A warm system for the box, the bag, and the walk home.

butter parade

**Butter brings the warmth.
Parade brings the occasion.**

Avenir Next supports the custom wordmark.





CONCEPT MOCKUP / SUPPLIED GENERATED SCENE

A little fanfare before nine.

A neighbourhood bakery imagined as a bright spot in the morning.

butter parade

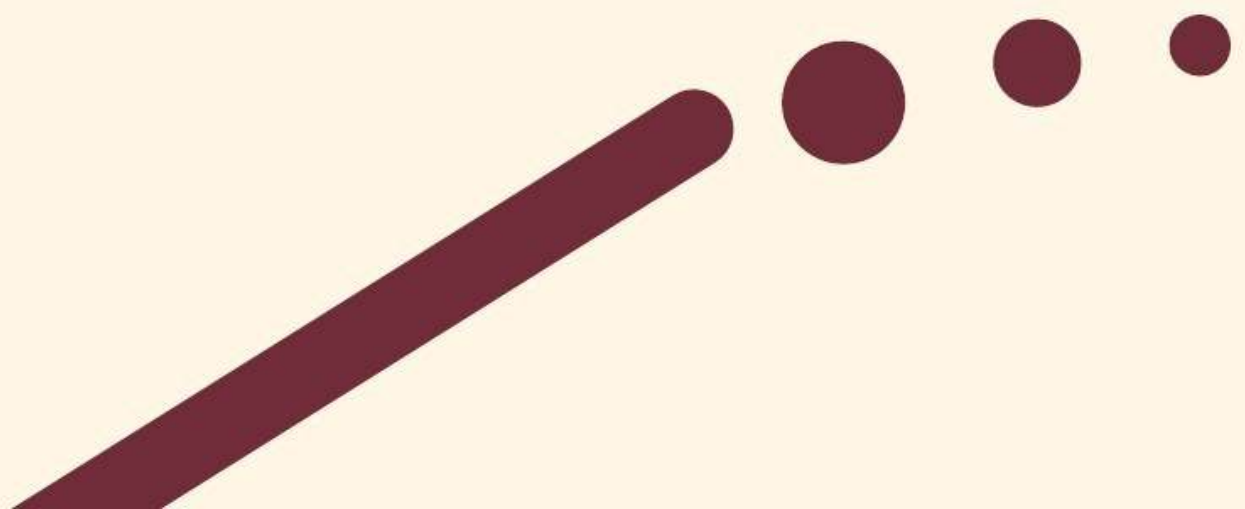
butter parade

Make a morning of it.

See the full identity by Monalisa Design Studio.

The brief

**Make an everyday
breakfast feel like a small
occasion – warm, quick,
and grown-up.**





Custom serif wordmark + butter conductor. The name feels warm, musical, and easy to carry from box to sign.



ROUTE B / MORNING TICKET

CONSTRUCTED ALTERNATIVE



Condensed type + perforated tab. Faster and more utilitarian, but less expressive as a character system.

ROUTE C / BUTTER BAND

CONSTRUCTED ALTERNATIVE

ROUTE C / BUTTER BAND



Make a morning of it.

Modular ribbon type + marching flag. Bold at distance, but less warm on a small coffee cup.

The selected system

butter
parade

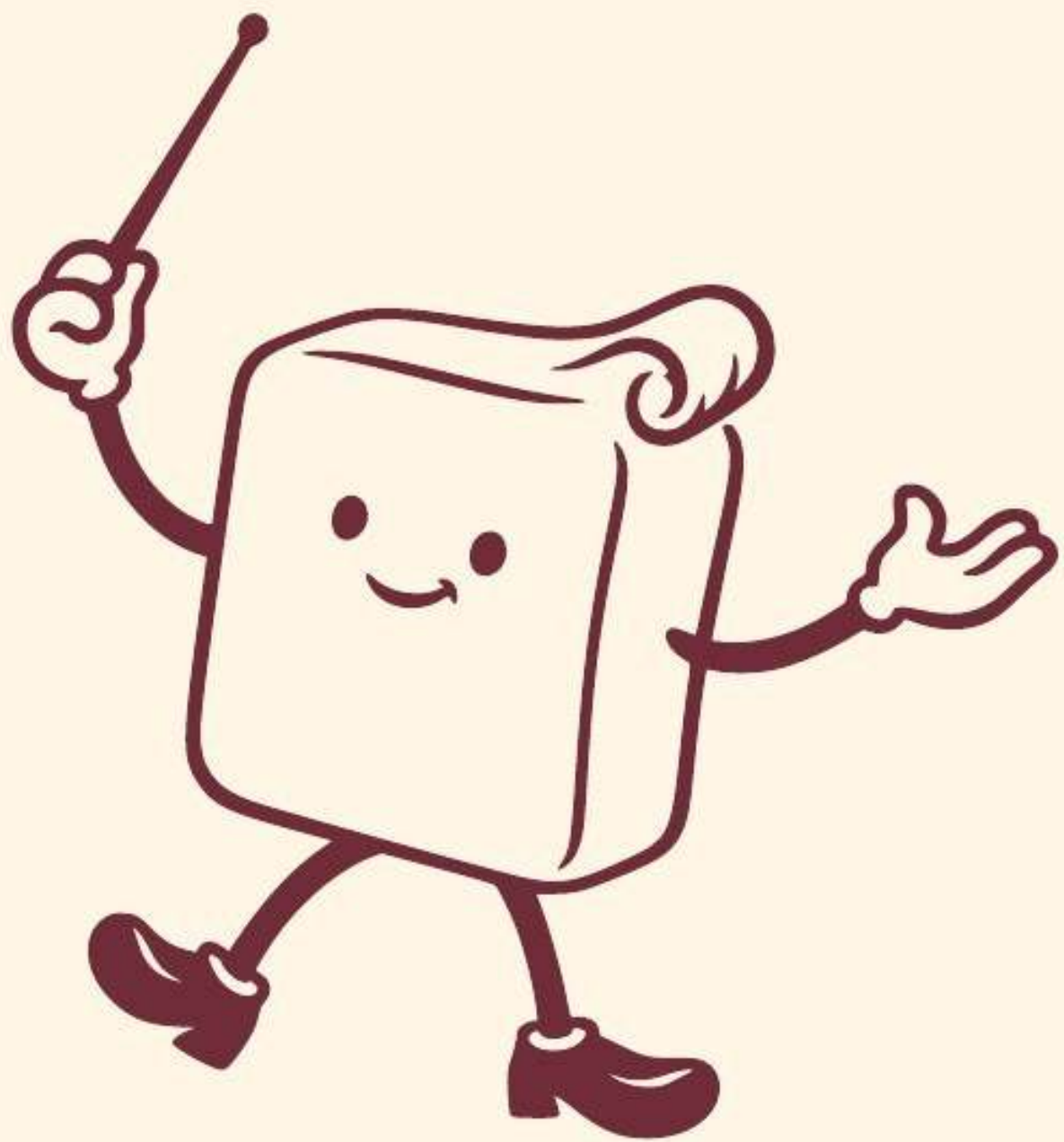


Warm wordmark. Useful character.
One small beat across every touchpoint.



CONSTRUCTED ALTERNATIVES SHOWN FOR COMPARISON

A little fanfare before nine.



A little celebration. Every morning.

FICTIONAL IDENTITY CONCEPT



CONCEPT MOCKUP / SUPPLIED GENERATED SCENE

Good things, wrapped
accordingly.

Box. Bag. Cup.



FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN STUDIO

THIRD HELPING

WORTH ANOTHER
HELPING.

CLIENT IDENTITY MANUAL / V1.0



CONCEPT MOCKUP

At a glance

One bold parent, three fast flavour cues, and a generous table invitation.



COBALT
#163EA8



PERSIMMON
#E74B25



WARM PAPER
#F7EBDD



ACIDIC LIME
#D6E64C

Contents

The system, its applications, and the files that carry it.

01**FOUNDATION**

04-07

02**IDENTITY**

08-12

03**COLOUR + TYPE**

13-16

04**LAYOUT + ART**

17-20

05**APPLICATIONS**

21-27

06**SOCIAL + HANDOFF**

28-32

DELIVERABLES / artwork / presentation / social / motion

Purpose

Third Helping gives a familiar weekday plate one bright, direct invitation to return.

**Make the
finishing
spoonful feel
generous.**



Audience

The brand adds a finishing note without asking for a new ritual or culinary expertise.

For the cook who already knows dinner.



Character

Warm enough for the table; bold enough for the shelf; never precious or preachy.

**Generous. Direct.
A little hungry.**



Verbal identity

Worth another helping. / Pass the pickle. /
One more spoonful. / Three ways to wake up
dinner.

Short lines that sound like an invitation.



Primary logo

Use the full wordmark and triad when space allows. The lettering remains invariant across every export.

THIRD HELPING

SOURCE-FAITHFUL OUTLINED LETTERING



Responsive set

Choose by available width, keeping one geometry family.

THIRO HELPING 

PRIMARY / 180 PX+

**THIRO
HELPING** 

STACKED / NARROW



TRIAD / 24 PX+

One-colour use

Use Cobalt on light grounds or Warm Paper on Cobalt. Keep the triad unified when colour is unavailable.



THIRD HELPING



THIRD HELPING

Clear space + minimum

Give the wordmark one cap-height of space.
Give the triad one leaf-width. Start at 180 px and 24 px respectively.



24 PX



48 PX



96 PX

Keep it hungry, not hectic.

Four constraints protect recognition.



DO NOT STRETCH



DO NOT ROTATE



DO NOT RECOLOUR LETTERS



DO NOT ADD EFFECTS

Colour roles

Cobalt anchors. Persimmon brings appetite.
Warm Paper creates reading space. Lime interrupts.



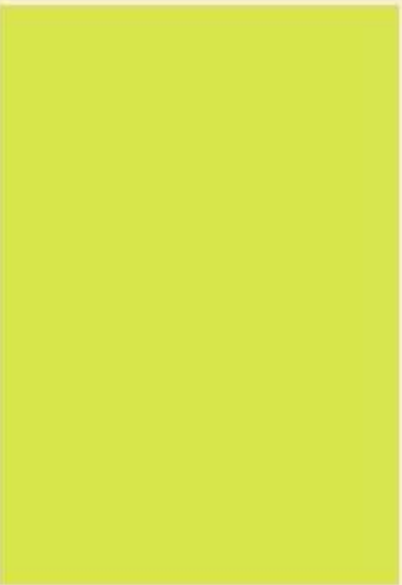
COBALT
#163EA8
RGB 22 / 62 / 168
PRIMARY INK



PERSIMMON
#E74B25
RGB 231 / 75 / 37
APPETITE



WARM PAPER
#F7EBDD
RGB 247 / 235 / 221
READING FIELD



ACIDIC LIME
#D6E64C
RGB 214 / 230 / 76
RANGE FLAG

Readable pairings

Functional text stays Cobalt on Warm Paper or Warm Paper on Cobalt. Lime remains a field or accent.



Type families

Avenir Next Condensed carries appetite and pace. Avenir Next keeps longer copy calm and clear.

AVENIR NEXT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz /
0123456789

Practical type scale

Keep headings compact, body lines open, and metadata deliberate.

DISPLAY / 88 / 84

Heading / 52 / 54

Body / 24 / 34 - generous line spacing for instructions and brand explanation.

METADATA / 14 / +2 TRACKING

Left-align practical copy. Reserve all caps for short labels and display lines.

One firm grid

A fixed brand band, reading panel, ingredient field, and sample notice create range recognition.



BAND / VARIANT / IMAGE / NOTICE

Ingredient woodcuts

Single-ink original contours keep recognition tactile without borrowing stock food icons.



ORIGINAL CONTOUR



ONE INK



ONE READABLE SILHOUETTE

Pattern + detail

Crop boldly at edges, but keep one ingredient silhouette readable and copy on a clear field.



4X HATCH DETAIL

Hard light. Honest materials.

Use cobalt walls, warm tables, glass, paper and appetite-led crops. Concept scenes never replace exact label art.



COBALT / GLASS / WARM PAPER / HARD SHADOW



THIRD HELPING

**THREE
JARS.
ONE TABLE.**

FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN STUDIO

CONCEPT MOCKUP

APPLICATION HERO

Label fronts

One band, one hierarchy, three immediate ingredient cues.



Label backs

Backs stay useful while remaining explicitly sample and non-compliance artwork.

THIRD
HELPING



A generous spoonful for a weekday plate.

SERVING IDEA

Dal + rice + tomato chutney.

SAMPLE INFORMATION FIELD

Deliberately blank. No nutrition, origin, barcode, or compliance claims.



SAMPLE CONTENT - NOT FOR SALE

Third Helping / Fictional identity study

FULL-SCALE REFERENCE

THIRD
HELPING



Stir into dal, noodles, or a late-night egg.

SERVING IDEA

Chilli garlic + rice + a squeeze of lime.

SAMPLE INFORMATION FIELD

Deliberately blank. No nutrition, origin, barcode, or compliance claims.



SAMPLE CONTENT - NOT FOR SALE

Third Helping / Fictional identity study

RANGE VARIANT

THIRD
HELPING



Pass the pickle.

SERVING IDEA

Rice + yoghurt + mango pickle.

SAMPLE INFORMATION FIELD

Deliberately blank. No nutrition, origin, barcode, or compliance claims.



SAMPLE CONTENT - NOT FOR SALE

Third Helping / Fictional identity study

SAMPLE INFORMATION

Shipping box

Large wordmark outside; clear tape zones and a quick dinner line on the side.



Recipe card

A short Weekday Dal sequence carries the label rhythm onto the table.

WEEKDAY DAL

Dal, rice, one good spoonful.

- 01

Warm dal.
- 02

Add a spoonful.
- 03

Finish with lime and coriander.



SAMPLE RECIPE COPY

THIRD HELPING



TOMATO CHUTNEY / CHILLI GARLIC / MANGO PICKLE

PASS THE PICKLE.



FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN STUDIO

Digital shelf

The page keeps product discovery direct without inventing checkout or stock.

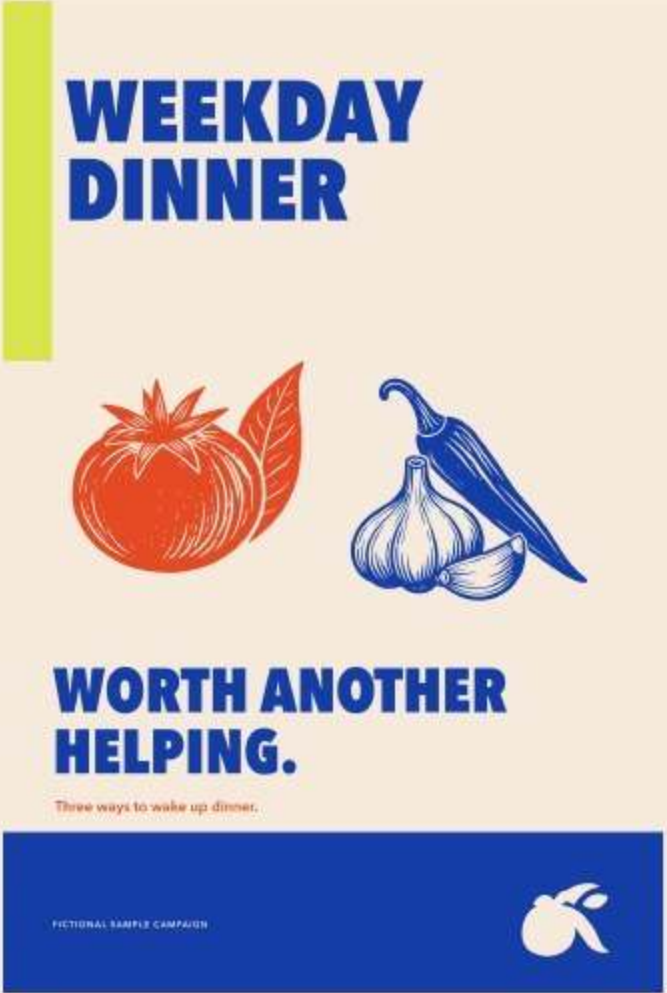


FICTIONAL PRODUCT PAGE - NOT FOR SALE



Tabletop campaign

The campaign works as flat vector art before any meal image enters.



Social system

Six reveal frames establish the story; five craft frames show the decisions; two stories extend the rhythm vertically.



Stories

Keep headlines and fiction credits inside a 120 px safe zone.



Stamp. Snap. Pass.

Six decoded reel frames show the ingredient stamps, intact brand band, label range, back label, box panel, and close.



0.0-1.5
INGREDIENT STAMPS



1.5-3.2
BRAND BAND



3.2-5.0
THREE LABELS



5.0-6.7
BACK LABEL



6.7-8.3
BOX PANEL



8.3-10.0
CLOSE

Files ready to use

Outlined SVG masters, exact PNG exports, PDF review books, social files, motion, and machine-readable tokens.

artwork/	24 SVG + PNG pairs
presentation/	case study + client manual
social/	reveal / craft / stories
motion/	H.264 / poster / fallback
brand-tokens.*	colour + typography
source-manifest.json	provenance + usage

Before print production: confirm substrate, dieline, ink limits, regulatory copy and local packaging requirements.

THIRD HELPING



ONE MORE SPOONFUL.

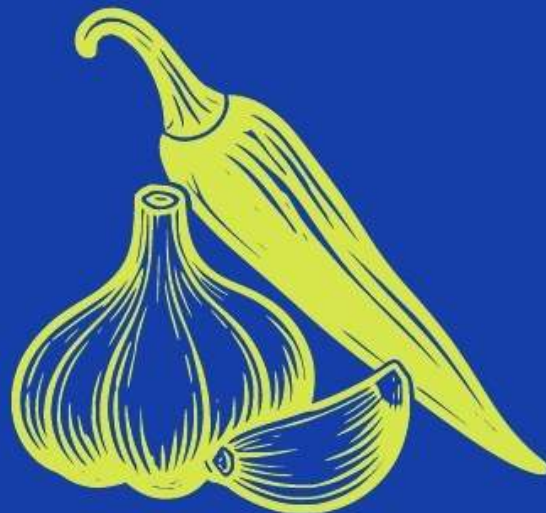
FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN STUDIO

THIRD HELPING

**WORTH ANOTHER
HELPING.**



THREE WAYS TO WAKE UP DINNER.



THE JAR THAT JOINS THE TABLE.

ONE GRID. THREE DISTINCT JARS.



INGREDIENT WOODCUTS, PRINTED-PAPER ENERGY.





CONCEPT MOCKUP

WEEKDAY DINNER, TURNED UP.

PASS THE PICKLE.

THIRD HELPING

WEEKDAY DAL

Dal, rice, one good spoonful.

01

Warm dal.

02

Add a spoonful.

03

Finish with lime and coriander.

WEEKDAY DAL



REVEAL-05-TABLETOP

THIRD HELPING



ONE MORE SPOONFUL.

FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN STUDIO

THE BRIEF

MAKE THE FINISHING SPOONFUL FEEL GENEROUS.

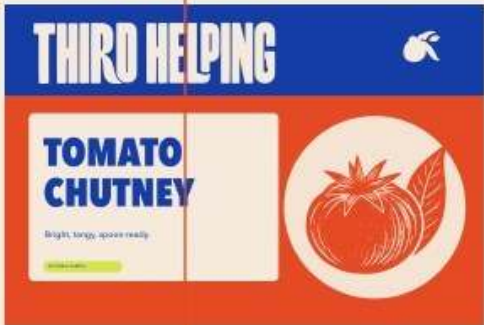
SELF-INITIATED STUDY



THIRD HELPING

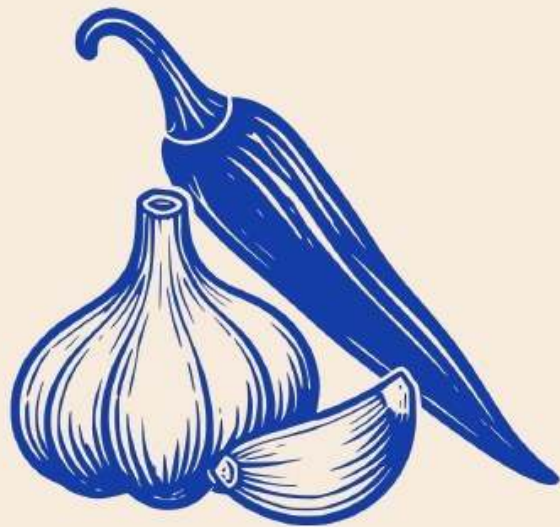
CRAFT-01-BRIEF

ONE LABEL GRID.



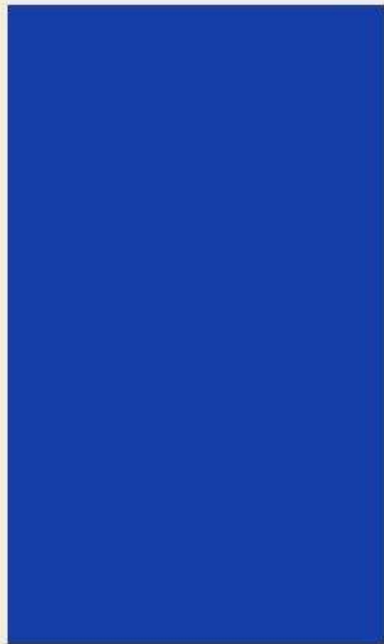
BRAND BAND / VARIANT FIELD / INGREDIENT MARK

WOODCUT, NOT GARNISH.



ONE ORIGINAL CONTOUR / ONE INK / IMPERFECT EDGE

COLOUR DOES THE SHELF WORK.



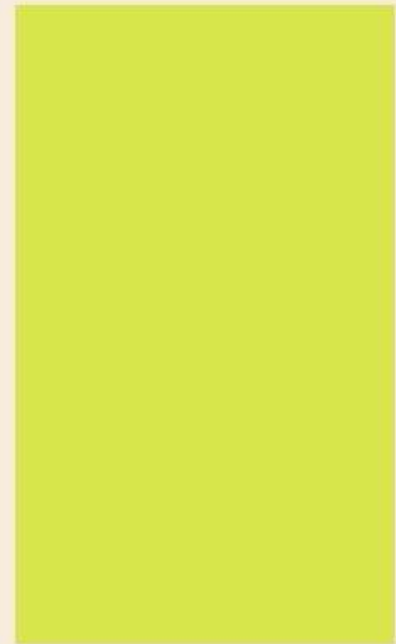
COBALT
#163EA8



PERSIMMON
#E74B25



WARM PAPER
#F7EBDD



ACIDIC LIME
#D6E64C



FROM JAR TO TABLE.



WEEKDAY DAL

Dal, rice, one good spoonful.

01

Warm dal.

02

Add a spoonful.

03

Finish with lime and coriander.

SAMPLE RECIPE COPY

THIRD HELPING

INDIAN PANTRY CONDIMENTS

WORTH ANOTHER HELPING.

These bold, fictional finishing condiments for the weekday table.

VIEW THE FLAVOUR

TOMATO CHUTNEY

Bright, tangy, spoon-ready.

CHILLI GARLIC

A little fire for the soul.

MANGO PICKLE

Dark, bright, and sweet-souring in.

FICTITIAL PRODUCT PAGE - NOT FOR SALE

SAMPLE CONTENT - NOT FOR SALE

THIRD HELPING

CRAFT-05-SCALE

THREE WAYS TO WAKE UP DINNER.

THIRD HELPING



**TOMATO
CHUTNEY**

Bright, tangy, spoon-ready.

THIRD HELPING



THIRD HELPING



**CHILLI
GARLIC**

A little fire for the familar.

THIRD HELPING



THIRD HELPING



**MANGO
PICKLE**

Tart, bright, and worth returning to.

THIRD HELPING



FICTIONAL SAMPLE RANGE / NOT FOR SALE



CONCEPT MOCKUP

PASS THE PICKLE.

ONE MORE SPOONFUL.



FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN ST

THIRD HELPING

STORY-02-PASS-PICKLE



INTERVAL

HOUSE

Room for the
in-between.

IDENTITY / HOSPITALITY / WAYFINDING



The identity at a glance.

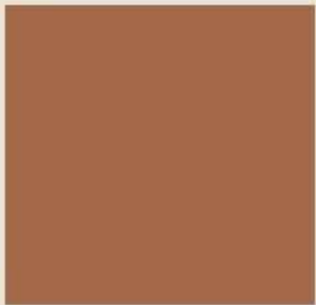
One threshold, one editorial voice, and a tactile system carried across arrival, print and space.



DEEP BLUE-GREEN BONE
#213C42



BONE
#E7E4D8



MUTED CEDAR
#A36948



MIST
#BECFD1



Room for the in-between.



THE THRESHOLD MARK
BONE / DEEP BLUE-GREEN / MIST



Baskerville

ROOM 04



Contents.

A working manual for using and extending the Interval House identity.

01	FOUNDATION	Premise, audience, character, voice
02	IDENTITY	Logo set, protection, colour, type
03	SYSTEM	Layout, threshold, botanical, image direction
04	APPLICATIONS	Arrival objects, print, digital, signage
05	COMMUNICATION	Social, motion, handoff

A guesthouse built around the pause.

The imagined guest wants the city close, but a room that lets the day quiet down.

A deliberate threshold between exploring and returning.

AUDIENCE

Locally curious travellers who value calm, useful detail.

PURPOSE

Make arrival feel collected, legible and unhurried.

CHARACTER

Quiet. Collected. Locally curious.

Quiet language, useful detail.

The voice invites a pause. It never performs luxury or invents local authority.

MAIN LINE

Room for the in-between.

ARRIVAL

Arrive. Pause. Stay.

GUIDE

A SLOW WALK

MORNING

Take your time.

DO / SHORT, WARM, SPECIFIC

AVOID / CLAIMS, CLICHES, INVENTED PLACE FACTS

The primary lockup.

Use this version wherever the full name can remain comfortably legible.



DEEP BLUE-GREEN ON BONE / OUTLINED SVG + TRANSPARENT PNG

One geometry. The right version.

The mark and wordmark adapt by arrangement, not by redrawing the jambs.



PRIMARY / HORIZONTAL

FULL LOCKUP / 190 PX MIN



STACKED / NARROW

MARK / 16 PX DIGITAL / 4 MM PRINT



MARK / SMALL USE

Light, reverse, single colour.

The central interval remains open in every approved colour treatment.



PRIMARY / INK ON BONE



REVERSE / BONE ON INK

SINGLE-COLOUR EXPORTS ONLY. NO GRADIENT, BEVEL OR STROKE EFFECT.

Protect the pause.

Clear space and minimum size keep the gap visible and the wordmark calm.



ONE CAP HEIGHT AROUND FULL LOCKUP



16 PX



32 PX



64 PX



128 PX



ONE INTERVAL WIDTH

Keep the doorway intact.

These are constraints, not alternate styles.



DO NOT STRETCH



DO NOT CLOSE THE GAP



DO NOT ADD EFFECTS

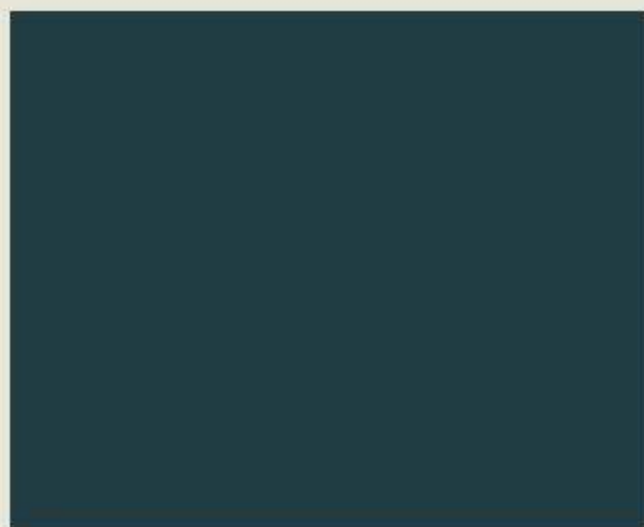


INTERVAL HOUSE

DO NOT SWAP THE TYPE

A quiet material palette.

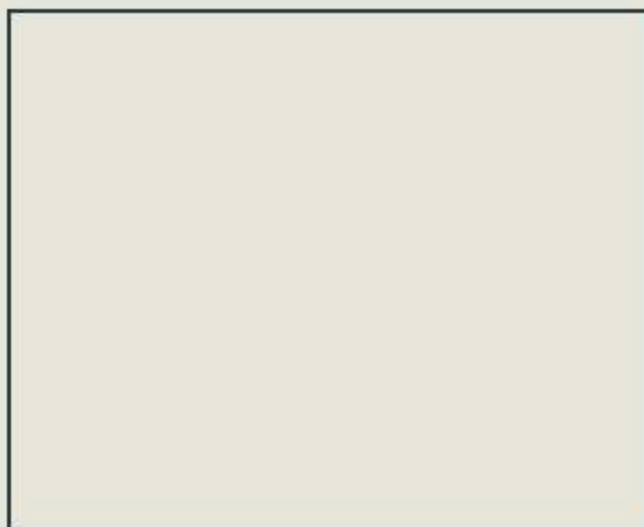
Exact digital colours. Physical stock and metal require approved real proofs.



DEEP BLUE-GREEN

#213C42

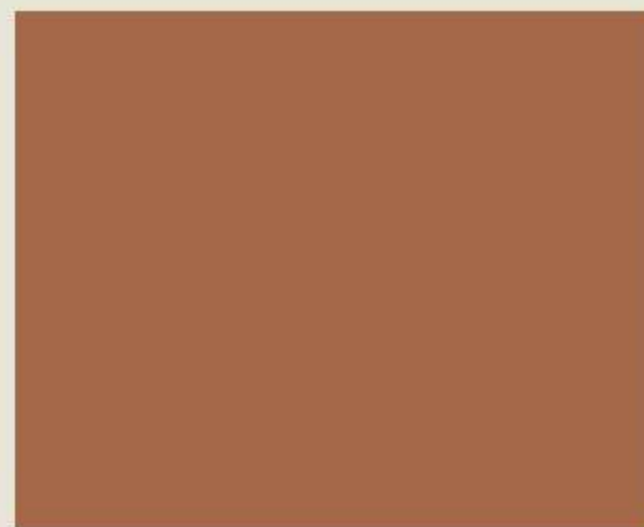
RGB 33 / 60 / 66



BONE

#E7E4D8

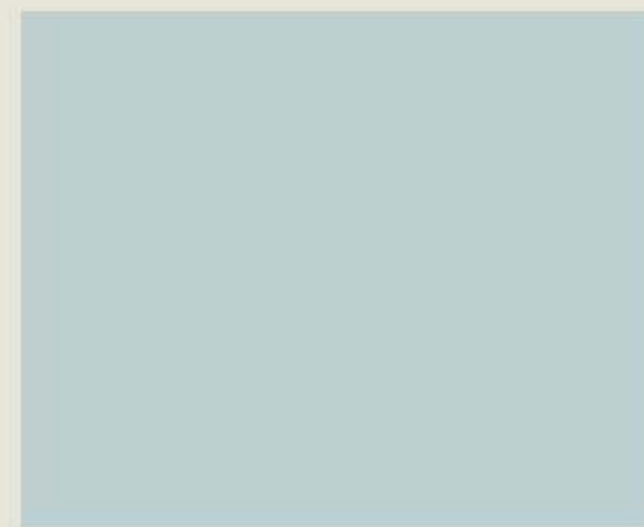
RGB 231 / 228 / 216



MUTED CEDAR

#A36948

RGB 163 / 105 / 72



MIST

#BECFD1

RGB 190 / 207 / 209

DO NOT INVENT CMYK OR PANTONE VALUES. REQUEST A PHYSICAL PROOF FOR PRINT.

Colour has a job.

Deep Blue-Green carries information. Cedar stays an accent.

Aa

INK ON BONE

9.21:1 / BODY

Aa

BONE ON INK

9.21:1 / BODY

Aa

INK ON MIST

7.28:1 / BODY

Aa

INK ON CEDAR

2.61:1 / LARGE ONLY

CEDAR IS A RULE, MATERIAL CUE OR LARGE-SCALE FIELD. NEVER USE IT FOR SMALL BODY COPY.

Editorial mood. Practical clarity.

Two installed families cover every use; the logo itself is supplied as paths.

DISPLAY / BASKERVILLE REGULAR

Aa

Arrive. Pause. Stay.

UTILITY / AVENIR NEXT

Aa

ROOM 04 / 15:00 / 11:00

A measured type hierarchy.

Use scale and spacing before adding colour or decoration.

DISPLAY 01

Baskerville / 76 / 82

Room for the in-between.

HEADING 02

Baskerville / 48 / 56

A slower morning, printed.

UTILITY 03

Avenir Next Medium / 22 / 30

BREAKFAST 07:30-10:30

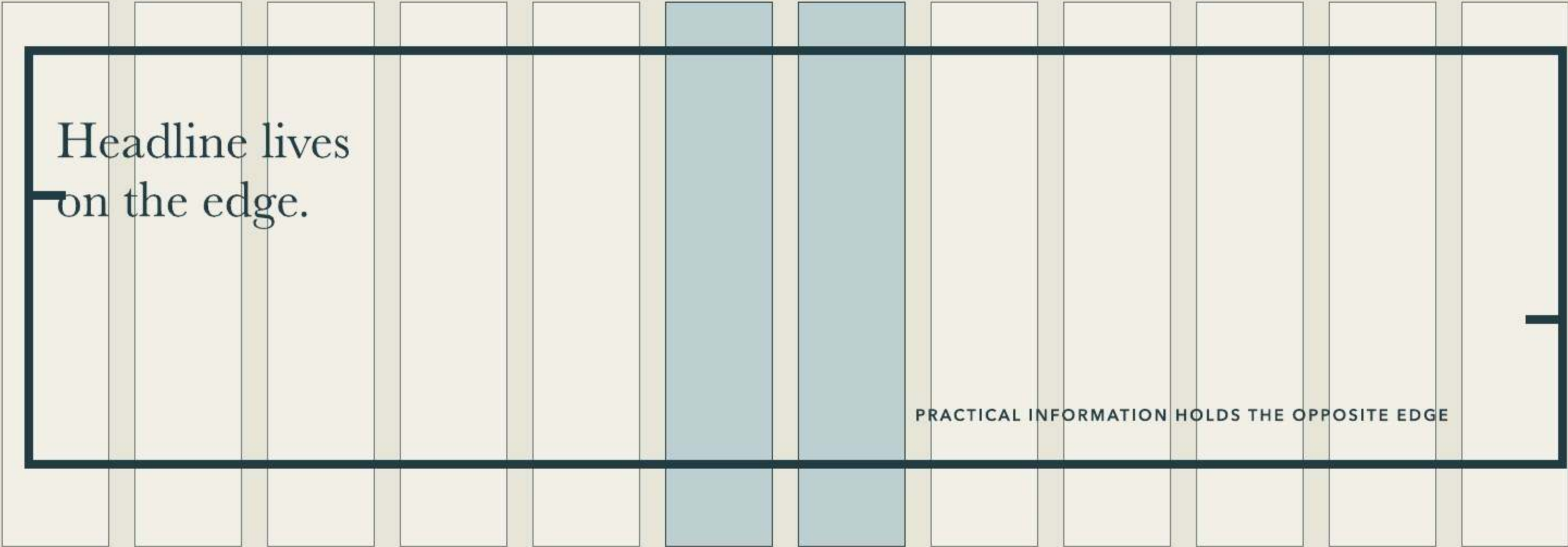
METADATA 04

Avenir Next Medium / 14 / 20

FICTIONAL SAMPLE HOSPITALITY COPY

The layout keeps an interval.

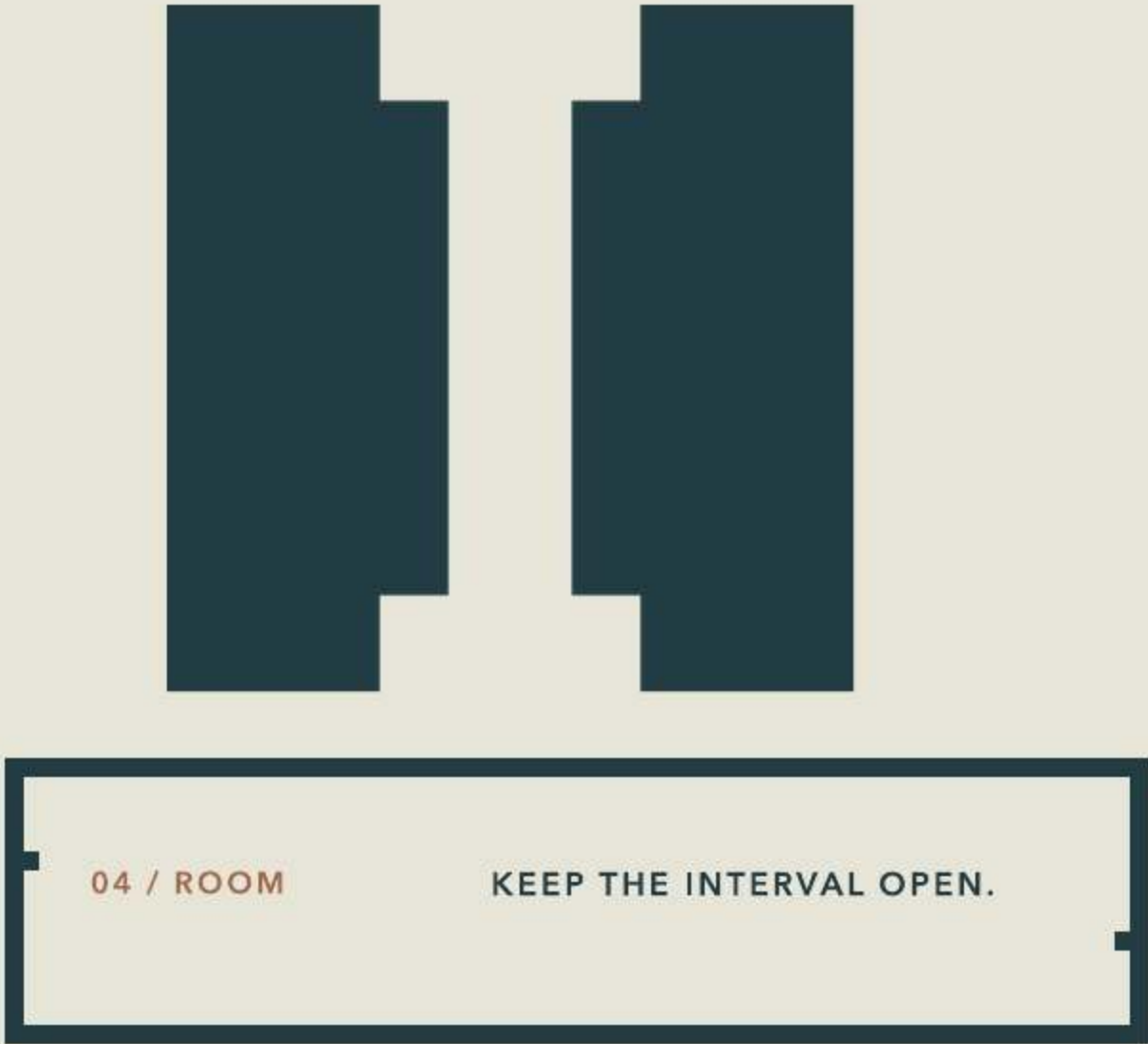
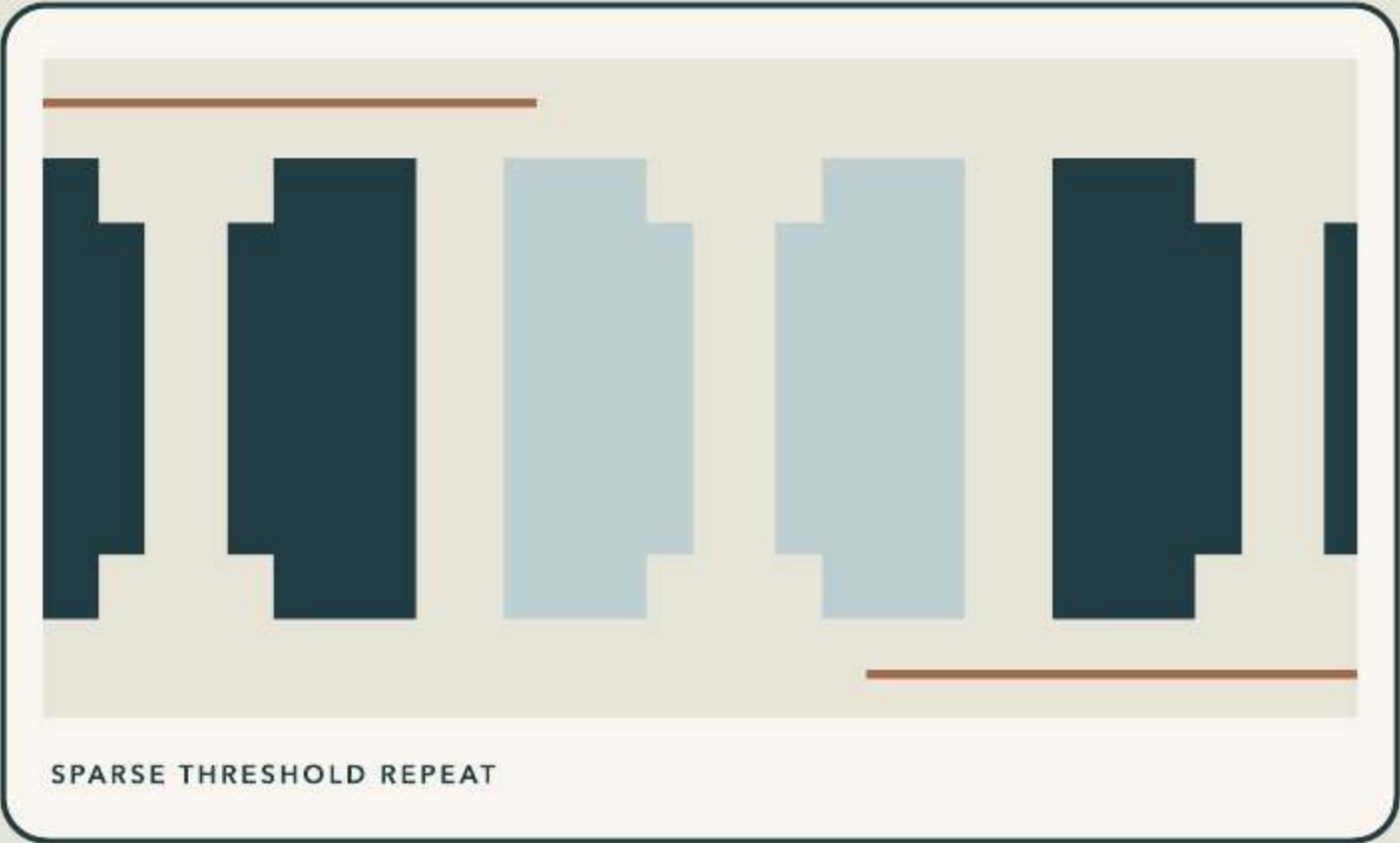
A 12-column structure and one deliberate gap create the brand rhythm.



70 PX OUTER MARGIN / 24 PX GUTTER / CENTRAL INTERVAL MAY SPAN TWO COLUMNS

The gap is the graphic language.

Frame, crop, index and pause - all from the same construction.

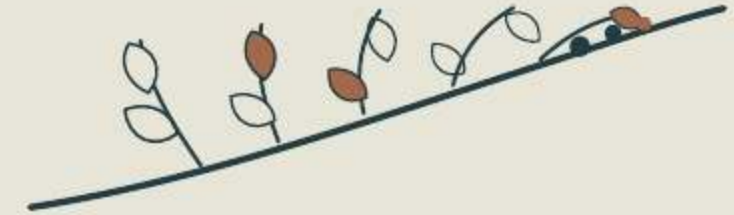


A botanical line, used sparingly.

The original sprig brings a local, collected note to guide and breakfast edges.



1X / MENU EDGE



4X / LINE DETAIL

Light should feel found.

Side-lit stone, linen, matte paint and aged brass. Keep every location cue neutral.



CONCEPT MOCKUP / USEFUL OBJECT + MATERIAL CUE



CONCEPT MOCKUP / THRESHOLD + QUIET ROOM



INTERVAL
HOUSE

Arrival begins
in the hand.

CONCEPT MOCKUP / VECTOR COLLATERAL SUPPLIED SEPARATELY

CONCEPT MOCKUP

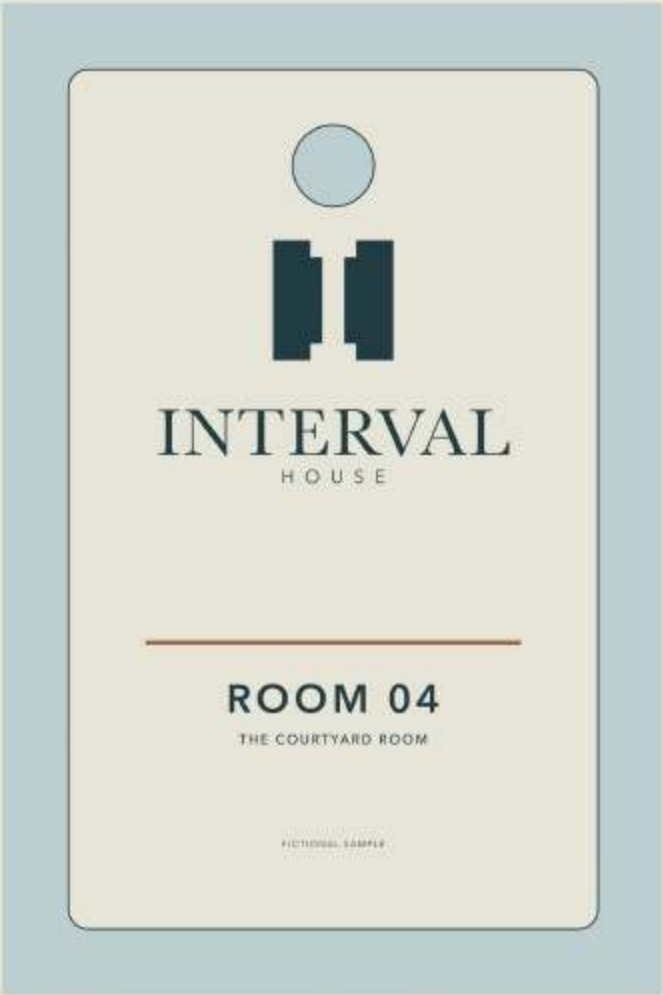
ARRIVAL/STILL LIFE



SUPPLIED GENERATED ATMOSPHERIC IMAGE

Room 04, front to back.

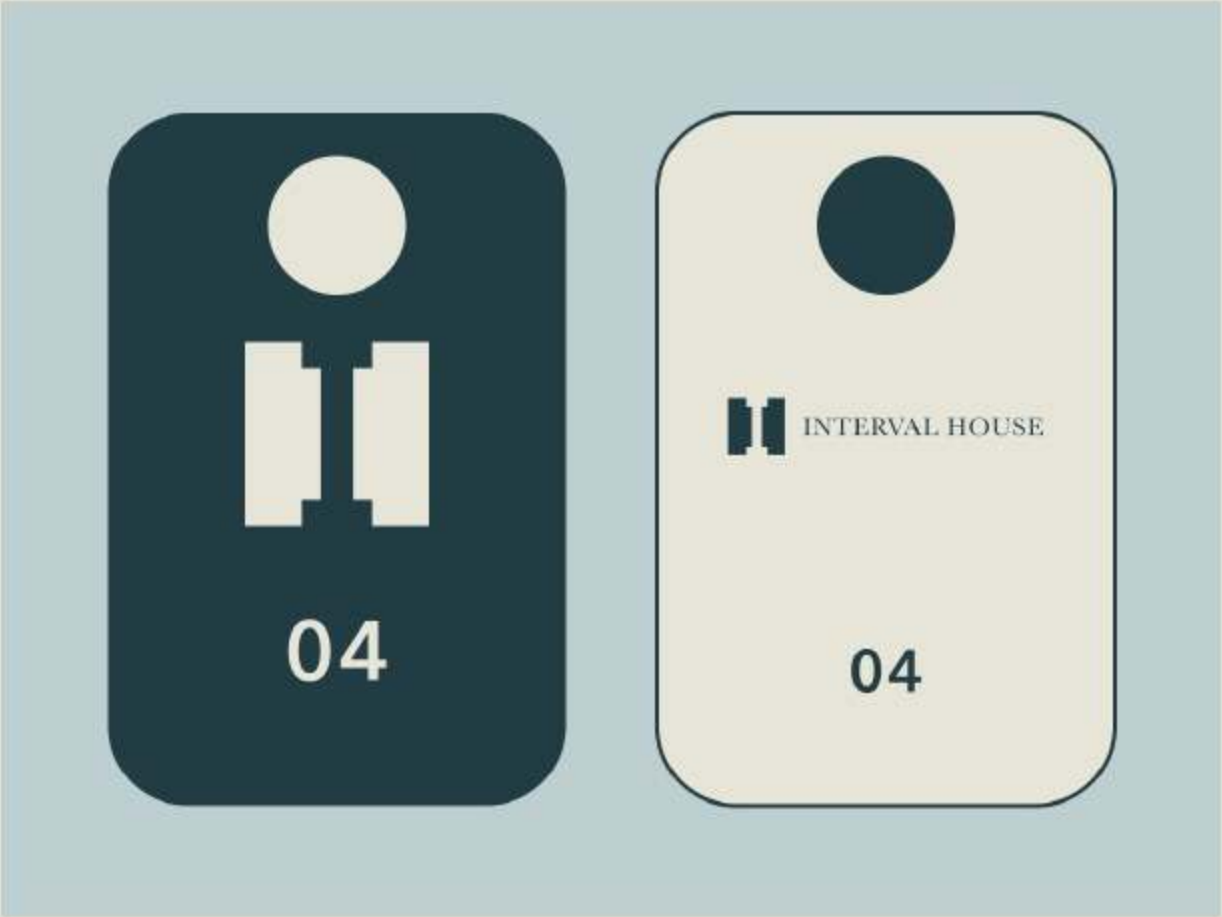
The key carries the room, sample times and a clear fictional-content note.



FRONT / ROOM + NAME



BACK / SAMPLE TIMES



FOB / 25 MM LEGIBILITY TEST

A message on either side.

The hanger pairs an editorial welcome with clear sample hospitality utility.



Front

MAKE UP THE ROOM

Reverse

QUIET MORNING + SAMPLE BREAKFAST TIME

Breakfast, before the city.

A complete sample menu with generous margins and an unhurried information rhythm.

INTERVAL HOUSE

BREAKFAST

07:30-10:30

Seasonal fruit

Warm bread + butter

Yoghurt + toasted grains

Filter coffee / tea

Take your time.

FICTIONAL IDENTITY CONCEPT BY MORALISA DESIGN STUDIO

INTERVAL HOUSE / BREAKFAST

ROOM FOR THE IN-BETWEEN.

A SLOW START FOR A DAY OUTSIDE.

Take your time.

FICTIONAL SAMPLER MENU

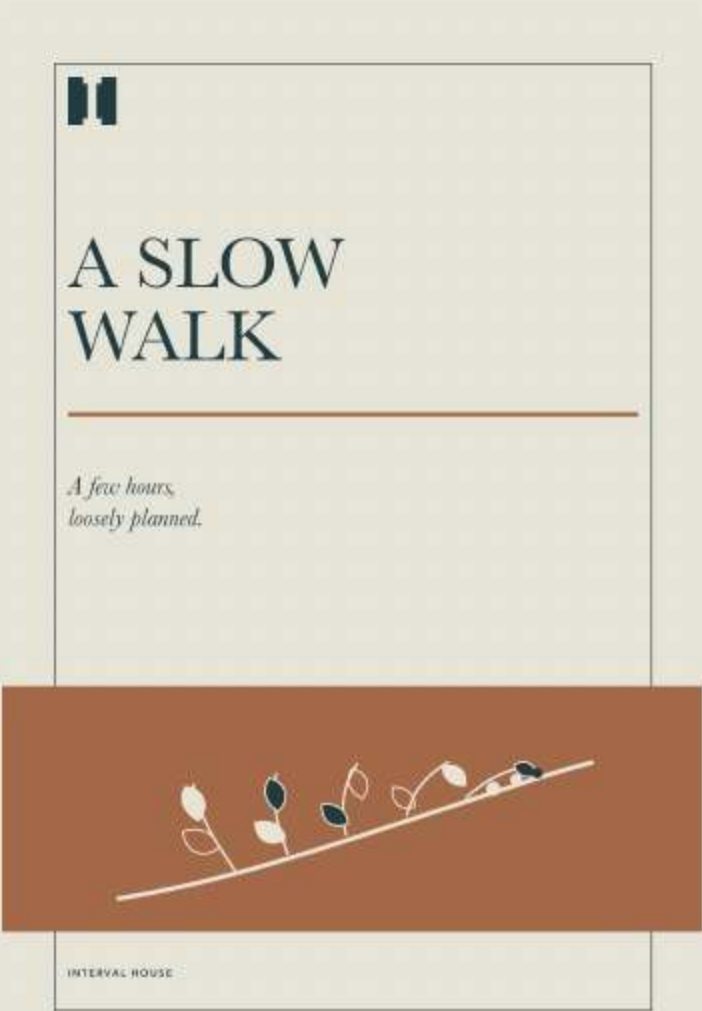
NOT A LIVE SERVICE / INFORMATION

07:30-10:30

SAMPLE TIME

A slow walk, loosely planned.

Specific in tone, neutral in place: the guide demonstrates hierarchy without inventing locations.



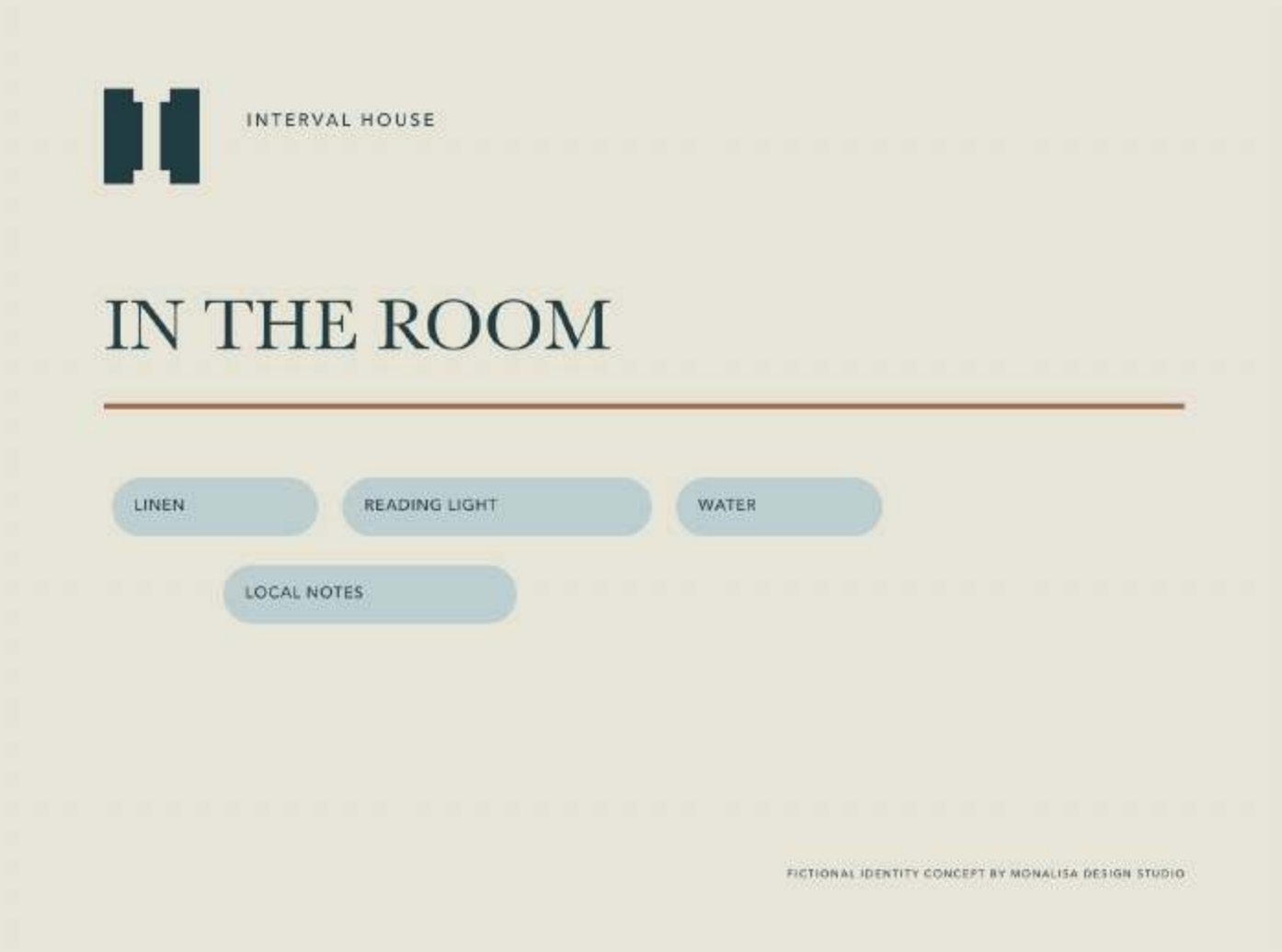
COVER



OPEN SPREAD / THREE SAMPLE NOTES

Small room notes, clearly held.

The amenities pair shows how the identity handles practical content at card scale.



FRONT / FUNCTIONAL LIST



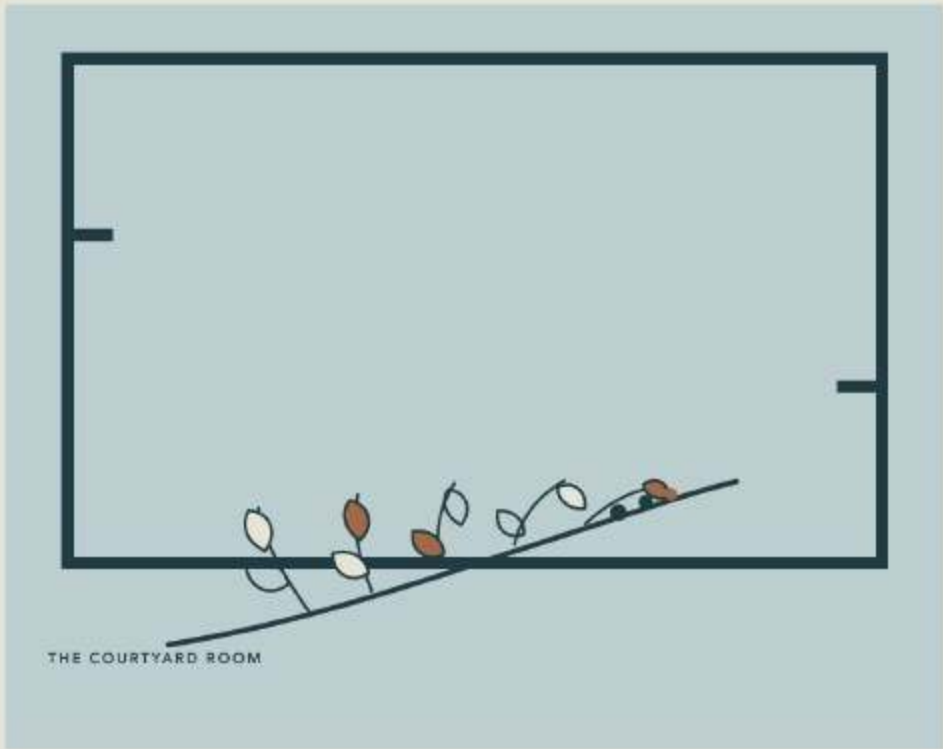
REVERSE / QUIET WELCOME

A booking page that leaves room.

Sample dates, one sample room and no implication of live availability.



ROOMS A SLOW WALK



Room for the in-between.

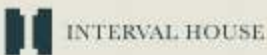
CHECK-IN CHECK-OUT
14 MAY / SAMPLE 16 MAY / SAMPLE

A quiet room for a slower morning.

BREAKFAST 07:30-10:30

VIEW THE ROOM

FICTIONAL BOOKING PAGE - NO LIVE AVAILABILITY



Room for the in-between.



THE COURTYARD ROOM
14 MAY -> 16 MAY / SAMPLE
BREAKFAST 07:30-10:30

VIEW THE ROOM

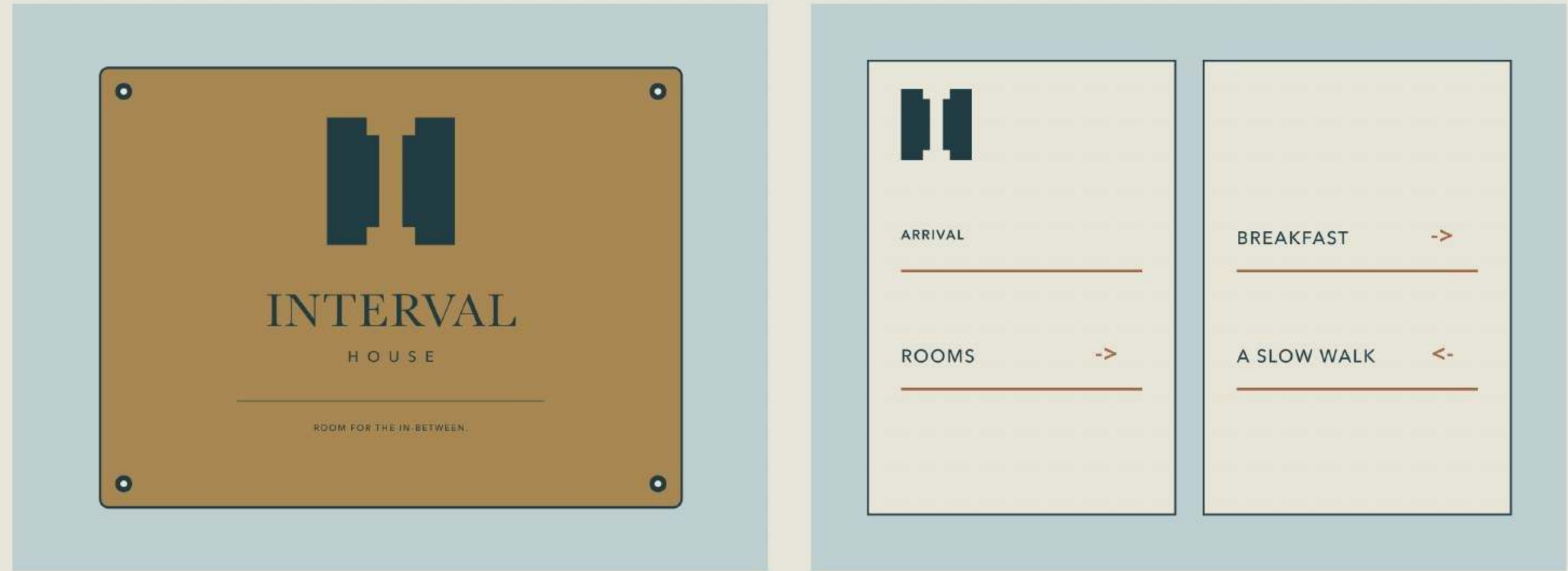
FICTIONAL BOOKING PAGE - NO LIVE AVAILABILITY

DESKTOP / SAMPLE ROOM HIERARCHY

MOBILE / SAFE ACTION AREA

From threshold to wayfinding.

The same gap holds at hand scale, plaque scale and corridor distance.



ARRIVAL PLAQUE / NO RATING OR ADDRESS

WAYFINDING / FICTIONAL SAMPLE LABELS

Six frames. One slow reveal.

The launch sequence moves from idea to object, space and close.

Room for the in-between.

LOGO

A doorway. A pause.
A place between the city
and the room.

IDEA

Arrive.
Pause.
Stay.

ARRIVAL

A slow walk.
Breakfast, before the city.

PRINT

The mark moves
from key to sign.

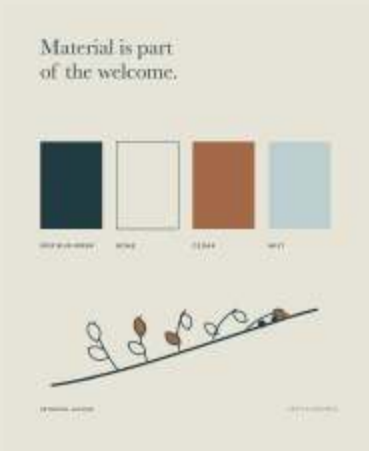
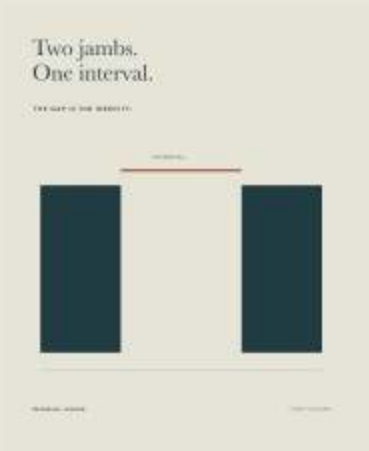
SPACE

Arrive. Pause. Stay.

CLOSE

Craft, story and motion.

Process frames explain the system; stories and the reel carry it vertically.



FIVE CRAFT FRAMES

TWO STORIES

MOTION / 9 SECONDS / 24 FPS / SILENT / 216 UNIQUE VECTOR FRAMES

FICTIONAL SELF-INITIATED IDENTITY

A usable handoff.

Use the SVG masters for production layouts and the PNG exports for preview and digital placement.

01 ARTWORK

Logo, mark, illustration, flat collateral

SVG + high-resolution PNG

02 PRESENTATION

Client manual, delivery guide, asset index

PDF + JSON

03 SOCIAL

Reveal, craft, stories, captions and alt

SVG + PNG + review PDF

04 MOTION

Reel, poster, storyboard

MP4 + PNG + JSON

TOKENS / brand-tokens.json + brand-tokens.css / OUTLINED TYPE / PORTABLE SVG



INTERVAL

HOUSE

A place between the day and the room.

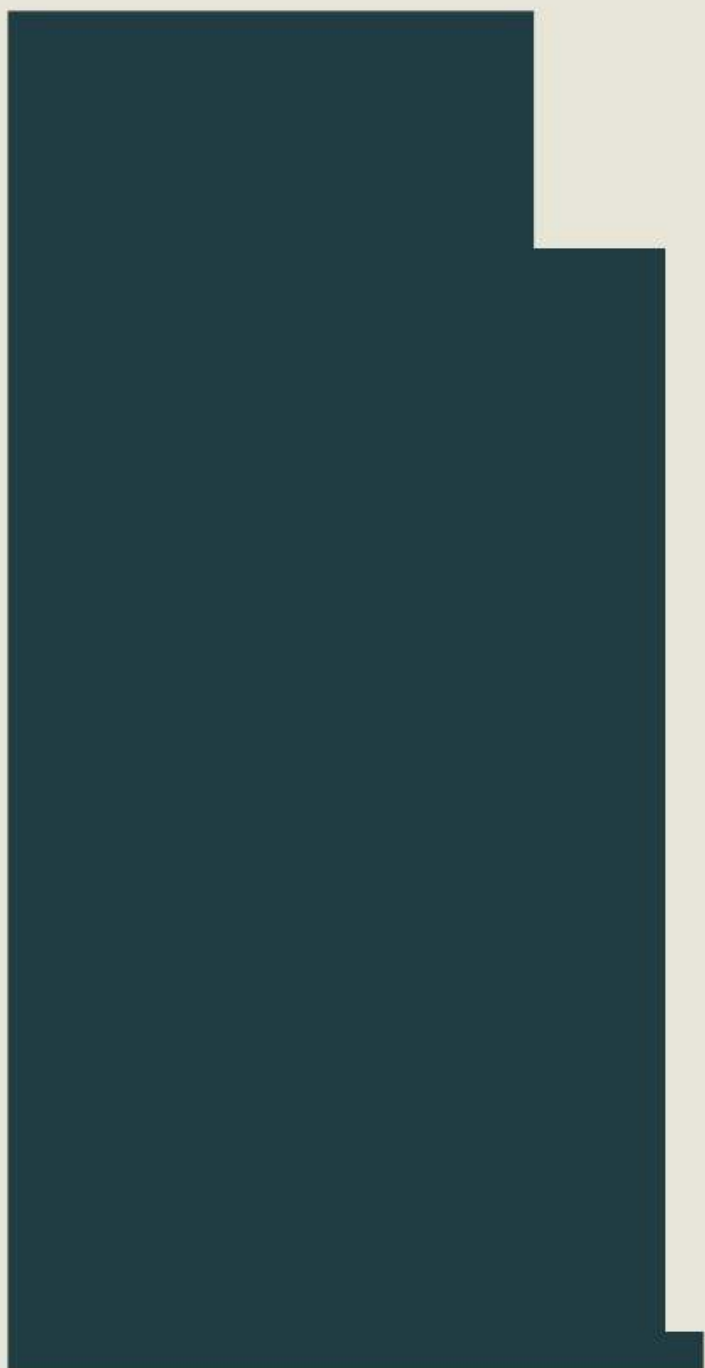
FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN STUDIO



INTERVAL
HOUSE

Room for the in-between.



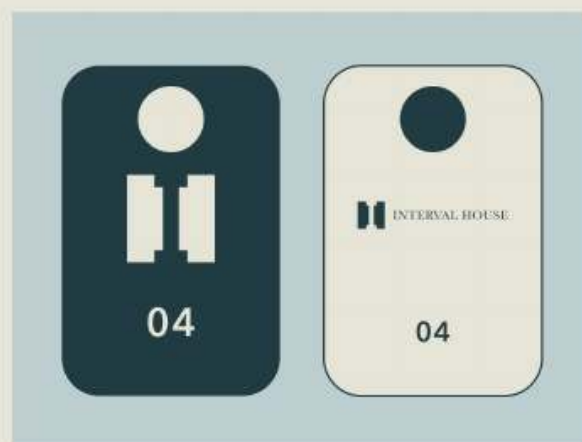
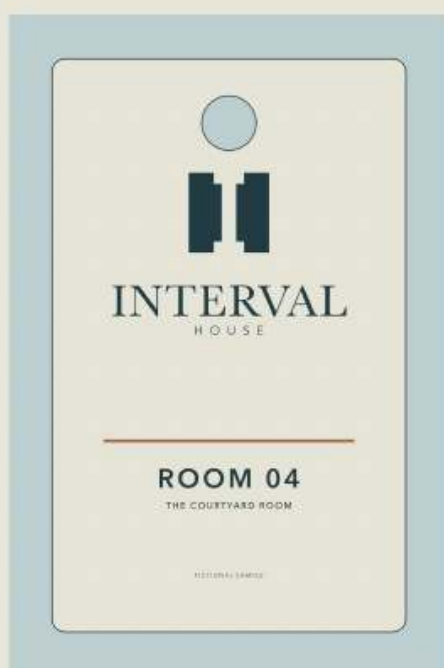


A doorway. A pause.
A place between the city
and the room.





CONCEPT MOCKUP



Arrive.
Pause.
Stay.

THE FIRST DETAIL IS
THE ONE YOU CARRY.

A slow walk.

Breakfast, before the city.



A SLOW WALK

*A few hours,
loosely planned.*



INTERVAL HOUSE



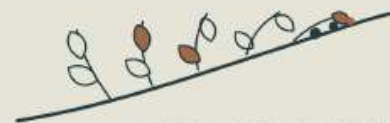
INTERVAL HOUSE

BREAKFAST

07:30-10:30

- 01 Seasonal fruit
- 02 Warm bread + butter
- 03 Yoghurt + toasted grains
- 04 Filter coffee / tea

Take your time.



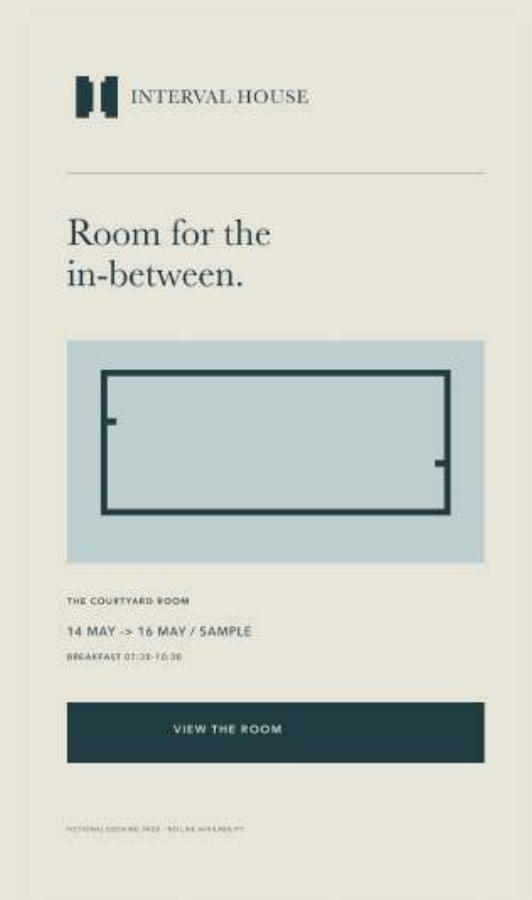
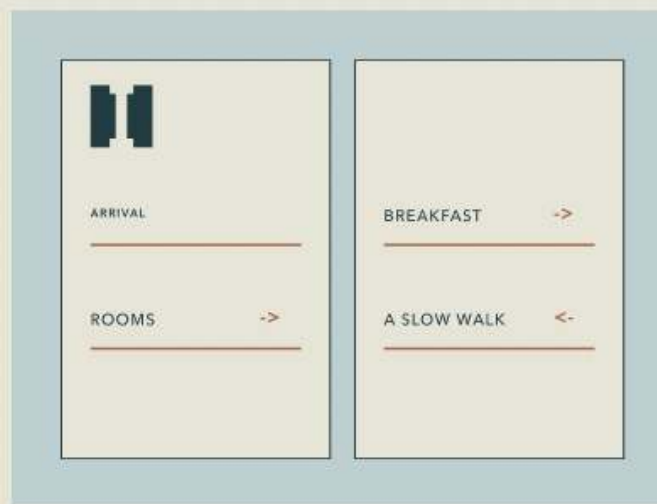
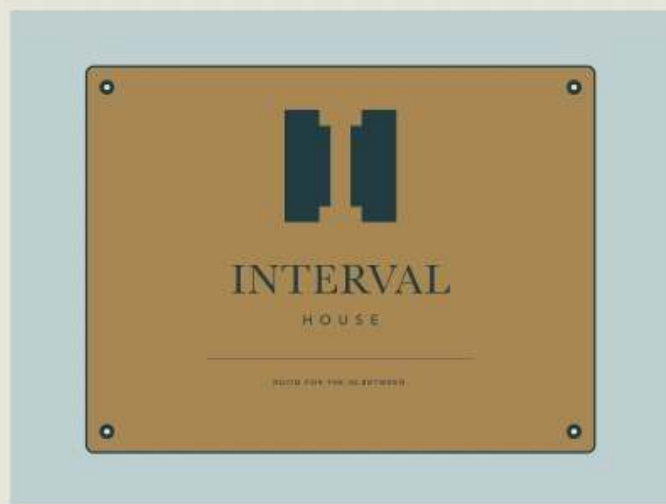
FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN STUDIO

INTERVAL HOUSE

REVEAL-04-PRINTED



CONCEPT MOCKUP



The mark moves
from key to sign.

INTERVAL HOUSE

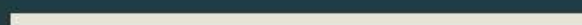
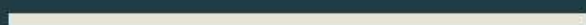
REVEAL-05-SPACE



INTERVAL

HOUSE

Arrive. Pause. Stay.



FICTIONAL IDENTITY CONCEPT BY MONALISA DESIGN STUDIO

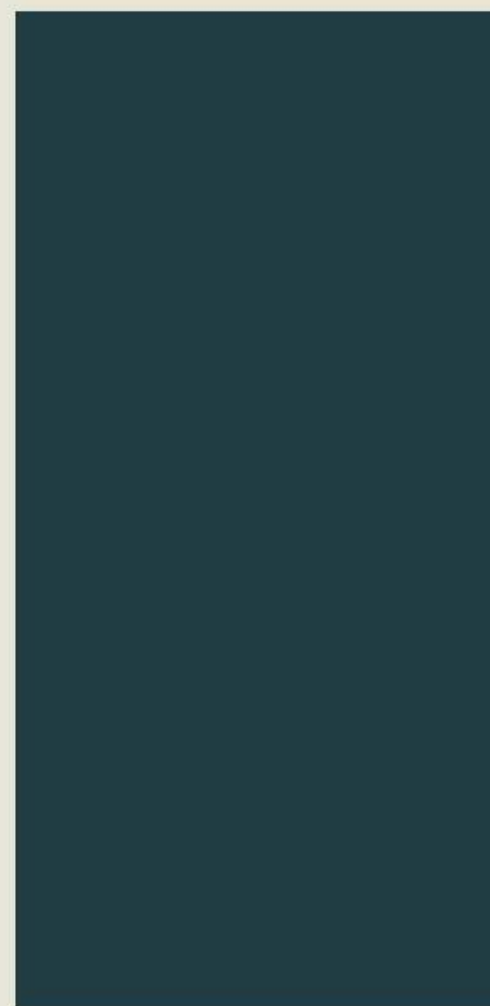
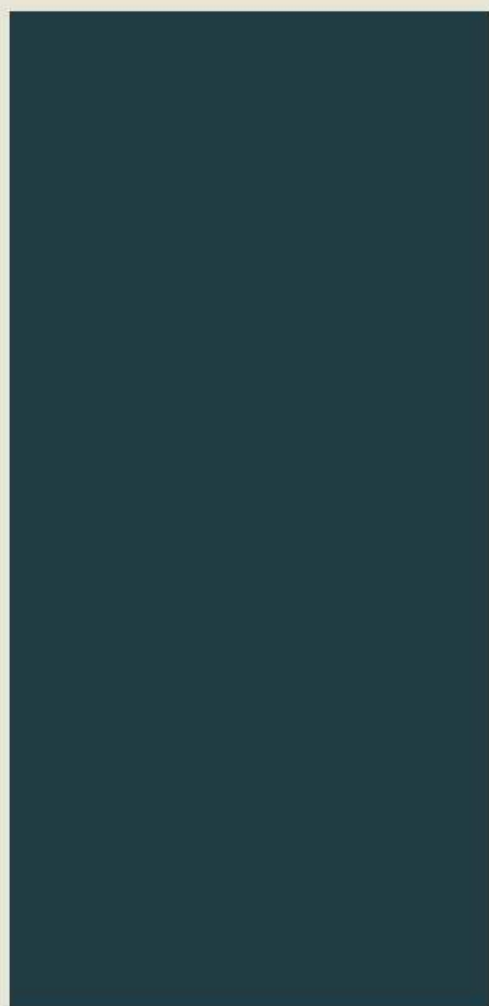
Make arrival feel
like a pause between
exploring and returning
to a room.



Two jambs. One interval.

THE GAP IS THE IDENTITY.

INTERVAL



Editorial



USEFUL

Baskerville gives place.

AVENIR NEXT GIVES CLARITY.

ROOM 04

BREAKFAST 07:30-10:30

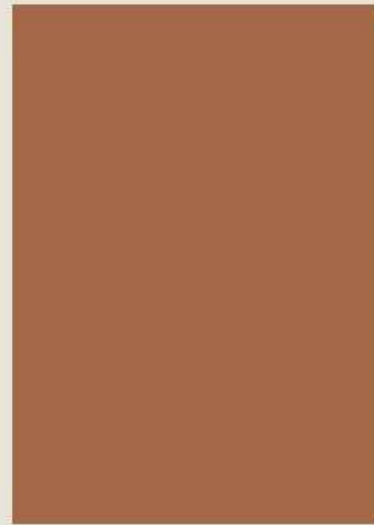
Material is part of the welcome.



DEEP BLUE-GREEN



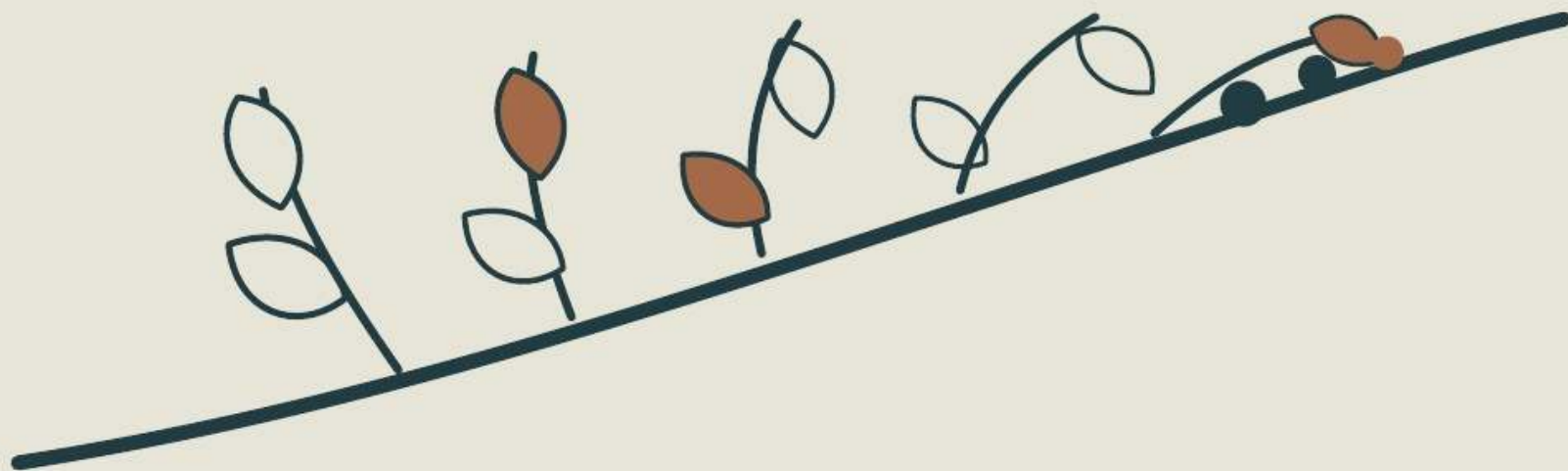
BONE



CEDAR



MIST



From key to sign.

ONE DOORWAY, DIFFERENT DISTANCES.





Arrive.
Pause.
Stay.

Room for the in-between.

A SLOW WALK



A SLOW WALK

*A few hours,
loosely planned.*



INTERVAL HOUSE



INTERVAL HOUSE

BREAKFAST

07:30-10:30

- “ Seasonal fruit
- “ Warm bread + butter
- “ Yoghurt + toasted grains
- “ Filter coffee / tea

Take your time.



INTERVAL HOUSE CONCEPT BY INTERVAL HOUSE DESIGN



BREAKFAST

07:30-10:30

FICTIONAL SAMPLE HOSPITALITY COPY

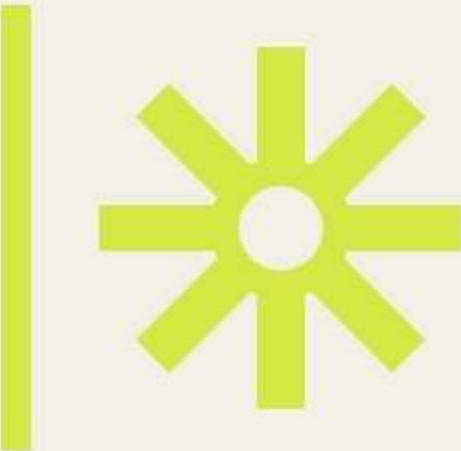


margin club

**GOOD THINGS HAPPEN
IN THE MARGINS.**

A field guide to an active margin.

Use this guide to build consistent print, digital and social communications for the fictional bookshop and cultural space.



FICTIONAL / SELF-INITIATED
MONALISA DESIGN STUDIO

THE IDEA	03–04
LOGO SYSTEM	05–09
COLOUR + TYPOGRAPHY	10–13
GRAPHIC LANGUAGE	14–16
APPLICATIONS	17–26
SOCIAL + MOTION	27–30
HANDOFF	31–32

The margin is the main stage.

A bookshop and cultural space where conversation continues beside the main text.

FOR

Readers.
Independent publishers.
Curious neighbours.

THE INVITATION

Read, talk and make.
Leave with a note
worth following.

Good things happen in the margins.



**An edge.
An interruption.
An invitation.**

The rule defines a space. The asterisk breaks it open.
Together, they turn a typographic note into a social signal.

EDITORIAL / OPEN-ENDED / A LITTLE DISRUPTIVE

One custom wordmark. One active edge.

The lowercase wordmark is fixed artwork. Use the supplied curves; do not retype it.



Good things happen in the margins.

PRIMARY / INK + CHARTREUSE ON IVORY

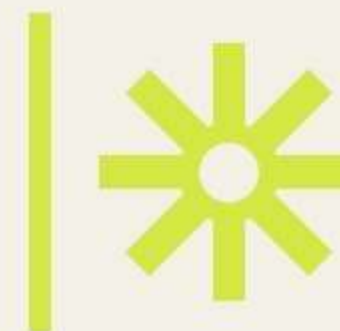
A clear signal at every proportion.



HORIZONTAL / FASCIA + DESKTOP



STACKED / NARROW FORMATS



ANNOTATION / COMPACT

Give the edge room to breathe.

x = the lowercase x-height in the wordmark. Keep at least x clear around a lockup.



FULL LOCKUP

Minimum 180 px digital / 40 mm print

ANNOTATION MARK

Minimum 20 px digital / 5 mm print

Use the same silhouette in one ink.

For stamps, embossing and constrained production, use a single approved colour.

|* **margin club**

|* **margin club**

Keep the geometry. Keep the contrast.

The mark is simple enough to stay recognisable without extra treatments.



Do not stretch



Do not rotate the lockup



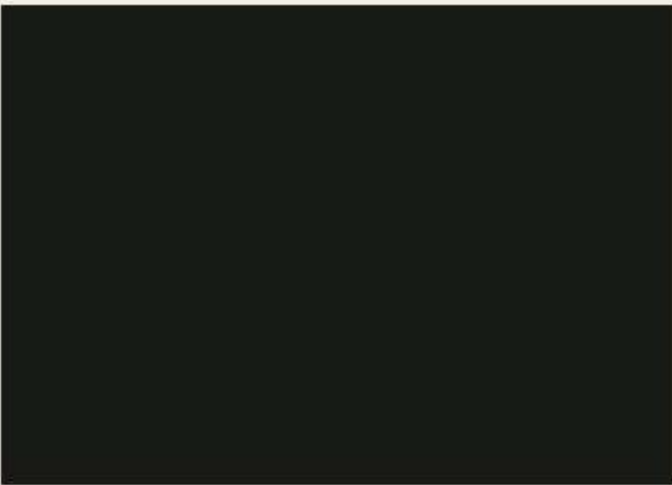
Do not recolour the wordmark



Do not add extra accents

Ink with a live edge.

Ink and Ivory carry the reading. Chartreuse interrupts. Violet supports one secondary field.



INK

#181A17
RGB 24 / 26 / 23

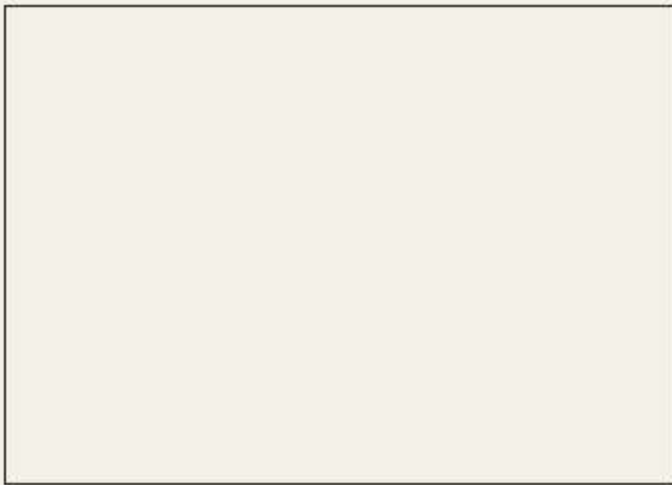
Primary text + dark fields



CHARTREUSE

#D5E744
RGB 213 / 231 / 68

Annotation + active edges



IVORY

#F2F0E7
RGB 242 / 240 / 231

Paper + clear breathing space



VIOLET

#7854C8
RGB 120 / 84 / 200

Secondary collage planes

Let colour support the reading.

Contrast ratios below use sRGB values. Use the first two pairings for small body copy.

Read between everything.

INK ON IVORY / 15.34:1

Read between everything.

INK ON CHARTREUSE / 12.80:1

Read between everything.

IVORY ON INK / 15.34:1

Read between everything.

IVORY ON VIOLET / 4.72:1

Helvetica Neue. A clear editorial voice.

Use Bold for headlines, Medium for labels and Regular for sustained reading.

Aa

**Read between
everything.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 / & + ? !

Three levels. One easy scan.

01 DISPLAY / BOLD / TIGHT

OFF THE PAGE

02 SCHEDULE / MEDIUM / CLEAR

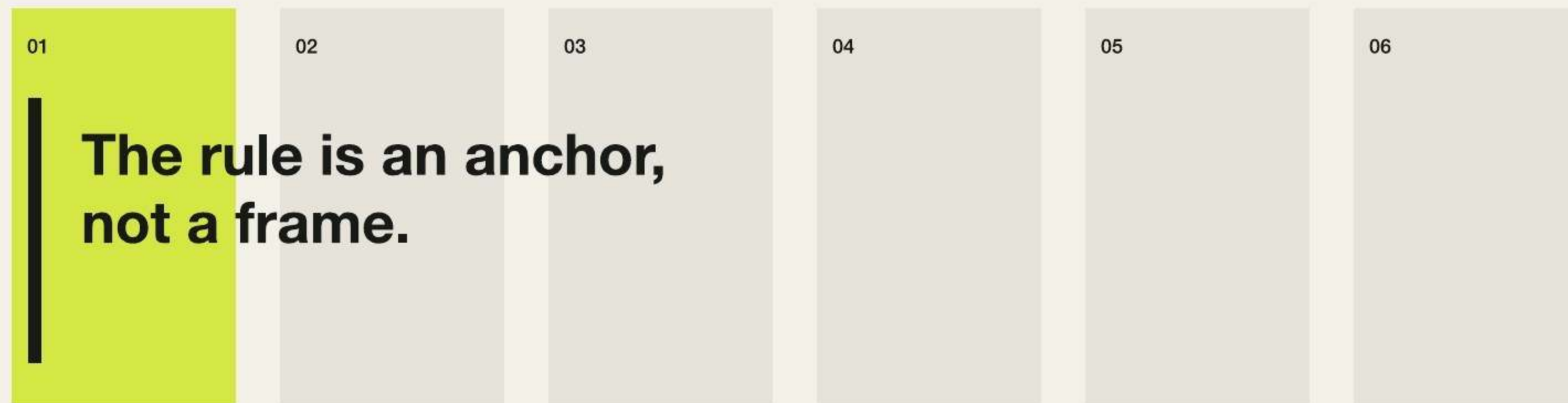
10 SAT / 16:00 / ZINE TABLE

03 DETAILS / REGULAR / BREATHING ROOM

Bring a page. Make a copy. Leave a little room for the next thought.

Build from the margin outward.

Use a 6-column grid, a left rule and a generous quiet edge. Keep listings aligned.



6 COLUMNS / 40 PX GUTTER / 90 PX OUTER MARGIN AT 1600 PX

A useful note-taking kit.

Choose one or two gestures per composition. Keep annotation away from schedule details.

THE ANNOTATION KIT

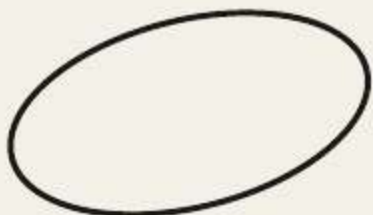
01 / RULE



02 / ASTERISK



03 / CIRCLE



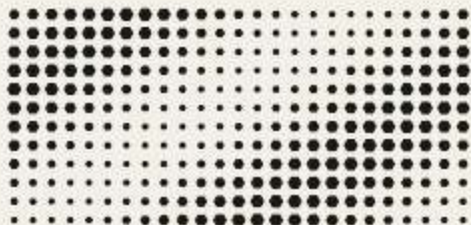
04 / UNDERLINE



05 / DIRECTION



06 / HALFTONE



Original fragments. Controlled noise.

Anonymous pages and torn planes create texture without borrowing published covers.



2–4 FRAGMENTS

ONE INK TEXTURE

ONE BRIGHT PLANE

Keep photographs tactile: uncoated paper, soft daylight, off-centre crops. Generated scenes are labelled as concept mockups.

A month with a clear rhythm.

Date, day and time lead each listing. The event title and format follow.

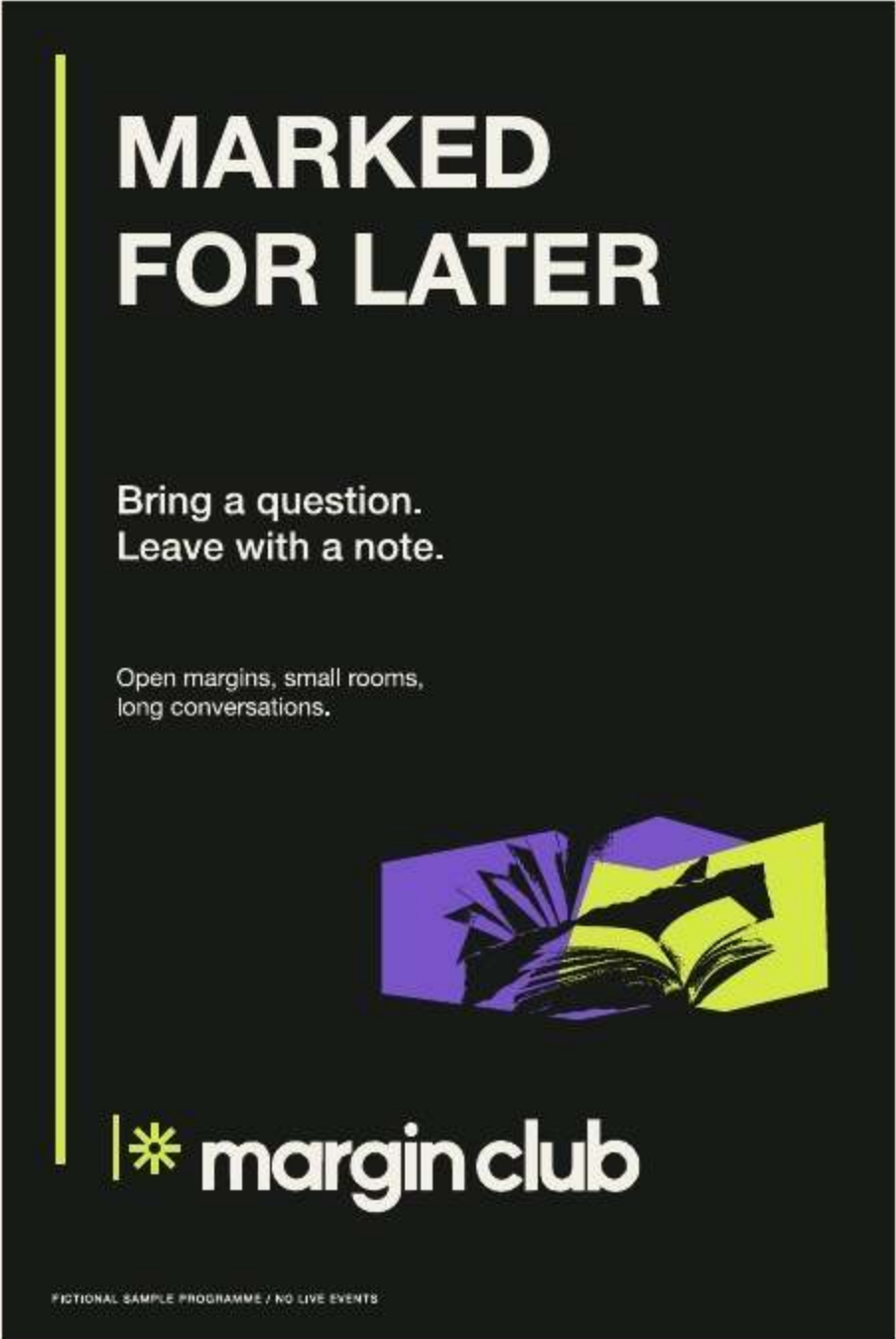


MAY

SAMPLE PROGRAMME

07	WED / 18:30 SIDE NOTES Reading room
10	SAT / 16:00 OFF THE PAGE Zine table
22	THU / 19:30 SHORT FORM Screening note
25	SUN / 12:00 OPEN MARGINS Drop-in table

MARGIN CLUB / FICTIONAL SAMPLE PROGRAMME



Posters that speak across the room.

One typographic rhythm; three original crops. All listings are fictional sample content.

|* margin club

OFF
THE PAGE

10 SAT / 16:00
ZINE TABLE

Bring a page. Make a copy.



MARGIN CLUB / SAMPLE EVENT POSTER

|* margin club

SIDE
NOTES

07 WED / 18:30
READING ROOM

A thought worth following.



MARGIN CLUB / SAMPLE EVENT POSTER

|* margin club

OPEN
MARGINS

25 SUN / 12:00
DROP-IN TABLE

Good things happen at the edge.



MARGIN CLUB / SAMPLE EVENT POSTER

The reading continues.

A tall canvas turns the wordmark into a bookmark. The reverse leaves a short thought.



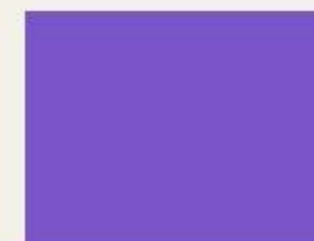
Carry the thought.

A membership card uses an intimate scale and a clear one-colour reverse.



**GOOD THINGS
HAPPEN IN
THE MARGINS.**

A fictional membership card for a
self-initiated identity study.



One event. Both sides.

The title and schedule stay consistent across the ticket. No live admission is implied.



MAY / SAMPLE MONTH

OFF THE PAGE

10 SAT / 16:00 / ZINE TABLE

FICTIONAL SAMPLE / NO LIVE ADMISSION

TICKET
001



OFF THE PAGE

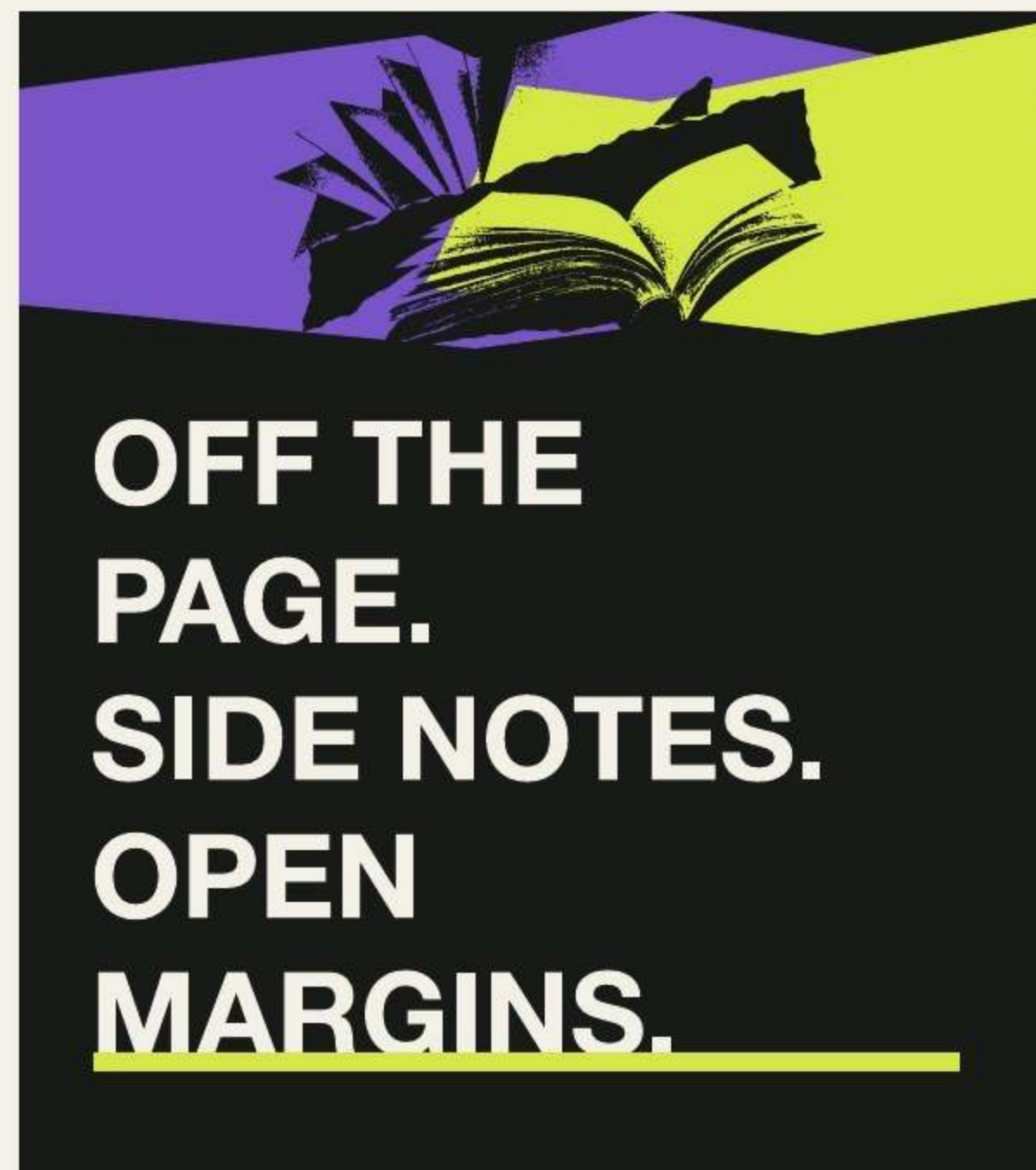
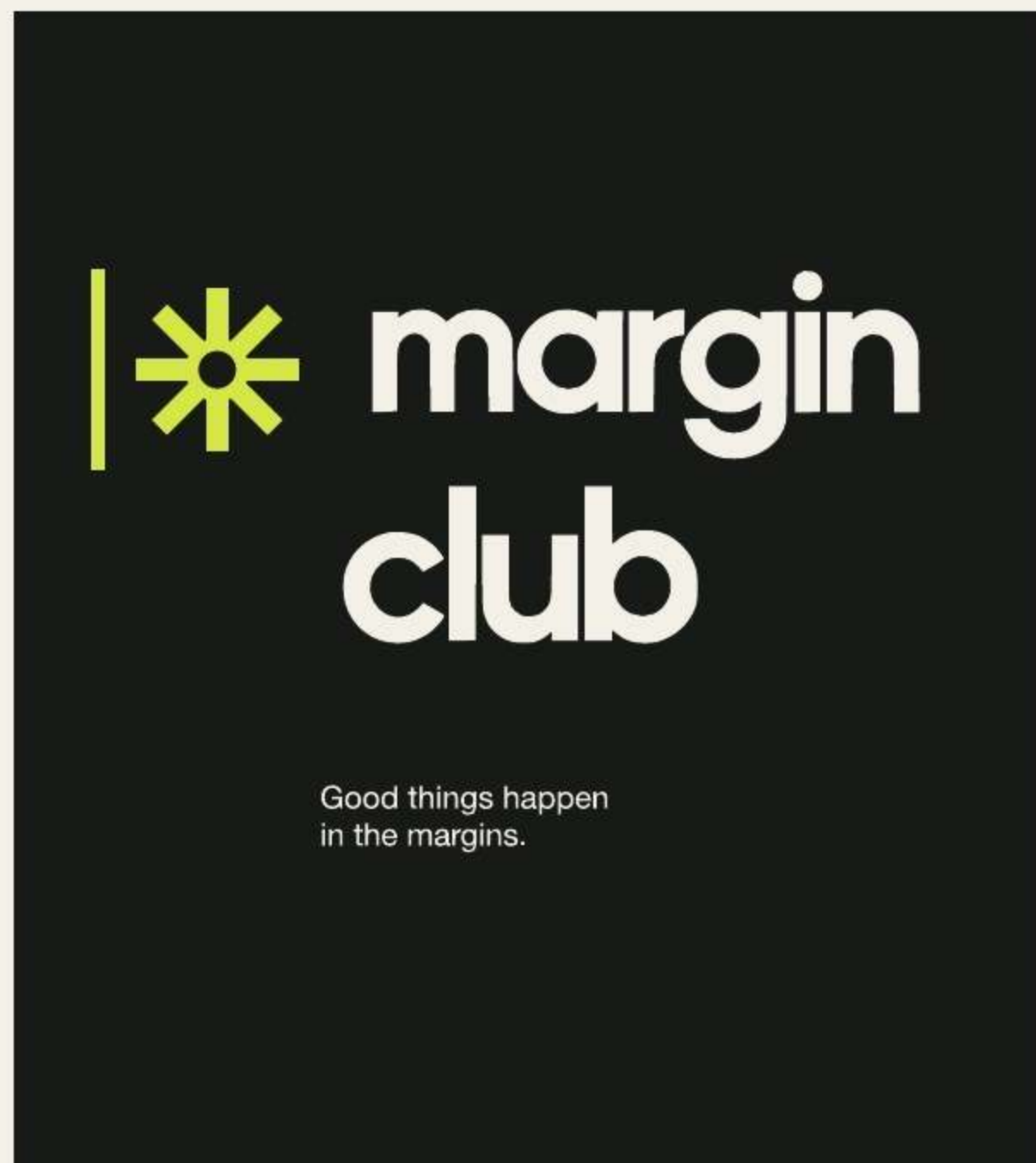
10 SAT / 16:00

Good things happen in the margins.

SAMPLE EVENT TICKET / NO LIVE ADMISSION

Off the page. Onto the shoulder.

Flat print artwork for a two-sided tote. Confirm placement and inks with the fabric supplier.



Open margins, from the street.

A simple fascia gives the wordmark space; a window poster carries the programme.



FASCIA / SINGLE HORIZONTAL LOCKUP

WINDOW / PROGRAMME POSTER



|*marginclub

|*margin
club

|*
**Open
margins**

Good things happen in the margins.

A PLACE FOR CONVERSATION

AI-GENERATED CONCEPT MOCKUP

Keep the same rhythm on screen.

The date, title and format remain legible across desktop and mobile layouts.



PROGRAMME BOOKS ABOUT

OPEN
MARGINS

MAY / SAMPLE PROGRAMME

A reading room.
A zine table.
A thought to take home.

VIEW THE PROGRAMME

07

WED / 18:30

SIDE NOTES

Reading room

10

SAT / 16:00

OFF THE PAGE

Zine table

22

THU / 19:30

SHORT FORM

Screening note

25

SUN / 12:00

OPEN MARGINS

Drop-in table

FICTIONAL SAMPLE EVENTS PAGE / NO LIVE EVENTS



OPEN
MARGINS

MAY / SAMPLE PROGRAMME

07 WED / 18:30

SIDE NOTES

10 SAT / 16:00

OFF THE PAGE

22 THU / 19:30

SHORT FORM

25 SUN / 12:00

OPEN MARGINS

View the programme

FICTIONAL sample events page / no live events



PAPER, INK AND A BRIGHT INTERRUPTION

AI-GENERATED CONCEPT MOCKUP

Introduce the idea across six frames.

Reveal carousel / 1080 × 1350 / individual SVG and PNG masters supplied.



Show the decisions behind the identity.

Five frames explain the brief, mark, hierarchy, collage and responsive system.

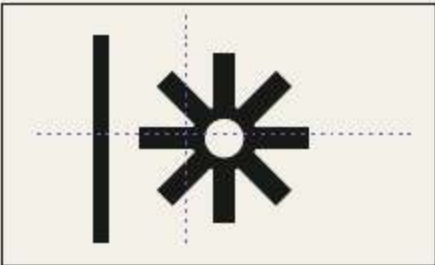
THE BRIEF

Make a cultural space where ideas continue off-page.

SELF-INITIATED STUDY

MORALBA / FICTIONAL IDENTITY 01

One rule. Eight points.



The asterisk interrupts the edge like a useful note.

MORALBA / FICTIONAL IDENTITY 02

The margin sets the rhythm.

01

02

03



margin club

OFF THE PAGE

10 SAT / 1900

1000

Bring a paper, make a note.

Headline. Schedule. Annotation.

MORALBA / FICTIONAL IDENTITY 03

Original fragments. Controlled noise.



Torn edges, halftone, one bright interruption.

MORALBA / FICTIONAL IDENTITY 04

Poster to bookmark to phone.



margin club

OPEN MARGINS

10 SAT / 1900

1000

Bring a paper, make a note.

margin club

OPEN MARGINS

10 SAT / 1900

1000

Bring a paper, make a note.

margin club

OPEN MARGINS

10 SAT / 1900

1000

Bring a paper, make a note.

The margin stays active at every distance.

MORALBA / FICTIONAL IDENTITY 05

Tall formats. An active edge.

Story frames / 1080 × 1920 / keep platform controls clear of the main message.



Draw. Interrupt. Open. Settle.

Six decoded frames from the supplied nine-second reel, shown in playback order.



0.0–1.4 s

DRAW THE RULE



1.4–2.4 s

ASTERISK ARRIVES



2.4–4.2 s

OPEN THE MARGIN



4.2–6.2 s

POSTERS PASS



6.2–7.5 s

ANNOTATE



7.5–9.0 s

FINAL HOLD

MP4 / 1080 × 1920 / 24 FPS / SILENT REDUCED MOTION / USE THE SUPPLIED POSTER

A system ready for the next application.

Use the supplied artwork as the source of truth. Keep final production dimensions tied to the real surface.

ARTWORK

Outlined SVG masters + PNG companions

One-colour transparent logo variants

Palette tokens in JSON and CSS

COMMUNICATIONS

Identity and application PDF

Reveal + craft carousels and stories

Nine-second reel + poster

Captions, alt text and source manifest

FONT: HELVETICA NEUE

The exports use outlined letters. Live-type editing requires a font licence or an approved alternative.



margin club

Read between everything.

Fictional identity concept by Monalisa Design Studio.

Logo and collage: generated source directions refined into editable paths.

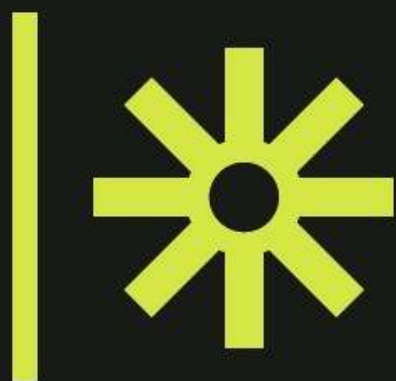
Applications and layouts: original vector compositions.

Photographic concept scenes: AI-generated. Sample events are invented.



margin club

**Good things happen
in the margins.**



Conversation continues at the edge.

The margin is the main stage.

Side notes.
Off the page.
Open margins.

|* margin club

MAY

SAMPLE PROGRAMME

07	WED / 18:30 SIDE NOTES Reading room
10	SAT / 16:00 OFF THE PAGE Zine table
22	THU / 19:30 SHORT FORM Screening note
25	SUN / 12:00 OPEN MARGINS Drop-in table

MARGIN CLUB / FICTIONAL SAMPLE PROGRAMME

|* margin club

OFF
THE PAGE

10 SAT / 16:00
ZINE TABLE
Bring a page. Make a copy.



MARGIN CLUB / SAMPLE EVENT POSTER

|* margin club

SIDE
NOTES

07 WED / 18:30
READING ROOM
A thought worth following.



MARGIN CLUB / SAMPLE EVENT POSTER

A note-taking kit for the city.



Rule. Circle. Asterisk. Crop.

MONALISA / FICTIONAL IDENTITY 04

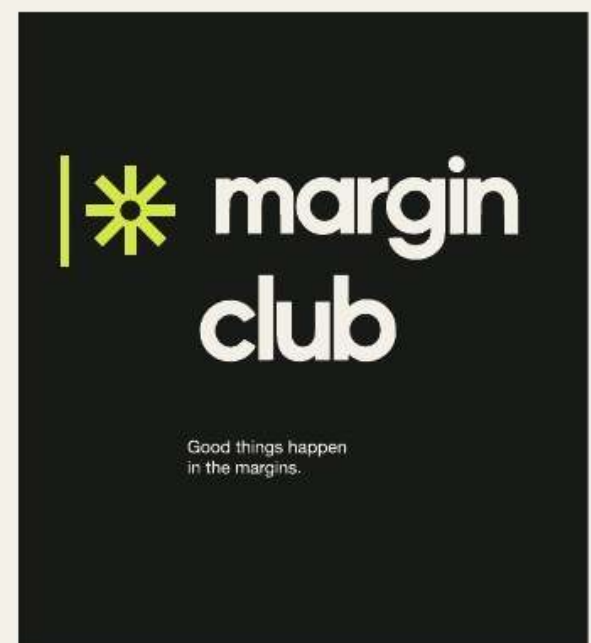


CONCEPT MOCKUP

Open margins.

From programme
to place to carry.

MONALISA / FICTIONAL IDENTITY 05



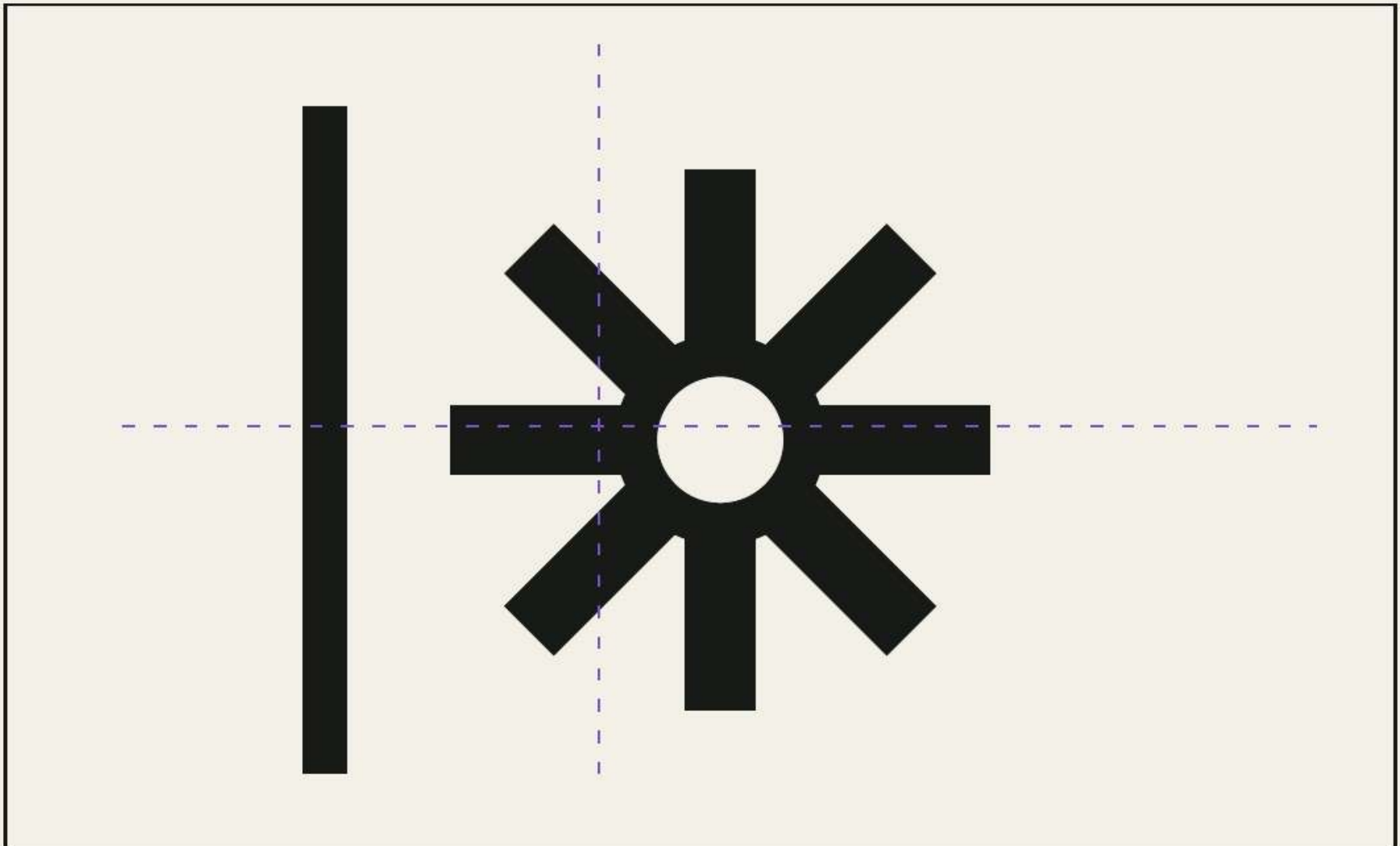


**Meet us
at the edge.**

**Make a
cultural space
where ideas
continue
off-page.**

SELF-INITIATED STUDY

One rule. Eight points.



The asterisk interrupts the edge
like a useful note.

The margin sets the rhythm.

01

02

03

|* margin club

OFF THE PAGE

10 SAT / 16:00

ZINE TABLE

Bring a page. Make a copy.



MARGIN CLUB / SAMPLE EVENT POSTER

Headline. Schedule. Annotation.

MONALISA / FICTIONAL IDENTITY 03

Original fragments. Controlled noise.



Torn edges, halftone,
one bright interruption.

Poster to bookmark to phone.

 **margin club**

OPEN MARGINS

25 SUN / 12:00

DROP-IN TABLE

Good things happen at the edge.



MARGIN CLUB / SAMPLE EVENT POSTER



margin club

Read between
everything.



 **margin club**

OPEN MARGINS

MAY / SAMPLE PROGRAMME

07 WED / 18:30

SIDE NOTES

10 SAT / 16:00

OFF THE PAGE

22 THU / 19:30

SHORT FORM

25 SUN / 12:00

OPEN MARGINS

[View the programme](#)

Fictional sample events page / no live events

The margin stays active
at every distance.
MONALISA / FICTIONAL IDENTITY 05



OPEN MARGINS

Good things happen
in the margins.



MAY / SAMPLE PROGRAMME

MONALISA / FICTIONAL IDENTITY STORY 01



MEET US AT THE EDGE.

Side notes.
Off the page.
Open margins.

MONALISA / FICTIONAL IDENTITY STORY 02

