

Everyday, *seen anew.*

Six imagined businesses.
Identities with a place to live.

Bakery / food / hospitality / culture / real estate / diagnostics

EDITION 02 / OCTOBER 2026



SIX DIFFERENT WORLDS. *ONE CAREFUL WAY OF LOOKING.*



01

Butter Parade

neighbourhood bakery



03

Interval House

boutique courtyard hotel



05

Aangan Habitat

residential real estate



02

Third Helping

Indian pantry products



04

Margin Club

bookshop and cultural space



06

Dayline Diagnostics

neighbourhood diagnostics

Butter Parade

A little celebration. Every morning.

The imagined audience is a neighbourhood morning regular. The design needed warmth and speed, with enough restraint to feel grown-up.



Visual identity, art direction and applications for an imagined business.

butter
parade



Cherry

#702C38



Butter

#F1D477



Paper

#FFF6E6



Cornflower

#8A9EC1

Avenir Next



BUTTER PARADE

A little fanfare on the street

AI-generated concept scene





BUTTER PARADE

The good part of getting up

AI-generated concept scene

The details belong together.



Pastry Box Top



Pastry Box Side

Third Helping

Worth another helping.

The imagined audience is the weekday cook who already has a meal in mind and wants one generous finishing note, not a complicated new ritual.



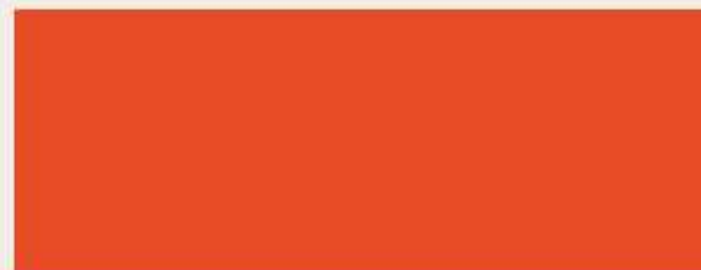
Visual identity, art direction and applications for an imagined business.

THIRD HELPING



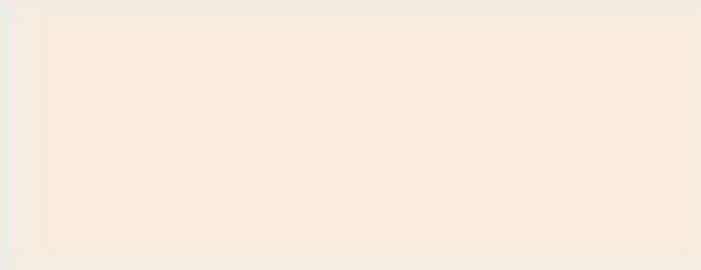
Cobalt

#163EA8



Persimmon

#E74B25



Warm Paper

#F7EBDD



Acidic Lime

#D6E64C

Avenir Next Condensed / Avenir Next



THIRD HELPING

Worth passing around

AI-generated concept scene



THIRD HELPING

Three ways back to the table

AI-generated concept scene



THIRD HELPING

The good stuff comes home

AI-generated concept scene

The details belong together.



Tomato Label Front



Tomato Label Back

Interval House

Room for the in-between.

A small courtyard hotel for travellers who want to feel part of the city, with somewhere calm to return to. Warm timber, soft linen and changing light give the identity a place to belong.

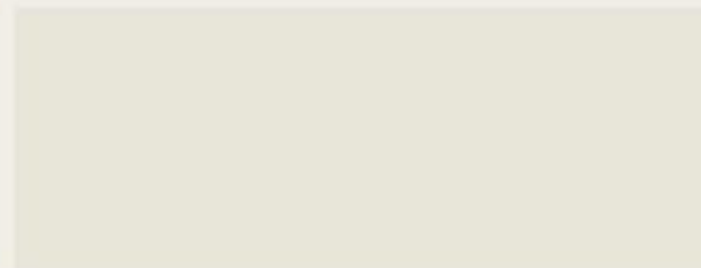


Visual identity, art direction and applications for an imagined business.



Deep Blue-Green

#213C42



Bone

#E7E4D8



Muted Cedar

#A36948



Mist

#BECFD1

Baskerville / Avenir Next



INTERVAL HOUSE

The house at blue hour

AI-generated concept scene



INTERVAL HOUSE

A pause at the threshold

AI-generated concept scene



INTERVAL HOUSE

Room for staying awhile

AI-generated concept scene



INTERVAL HOUSE

Morning, taken slowly

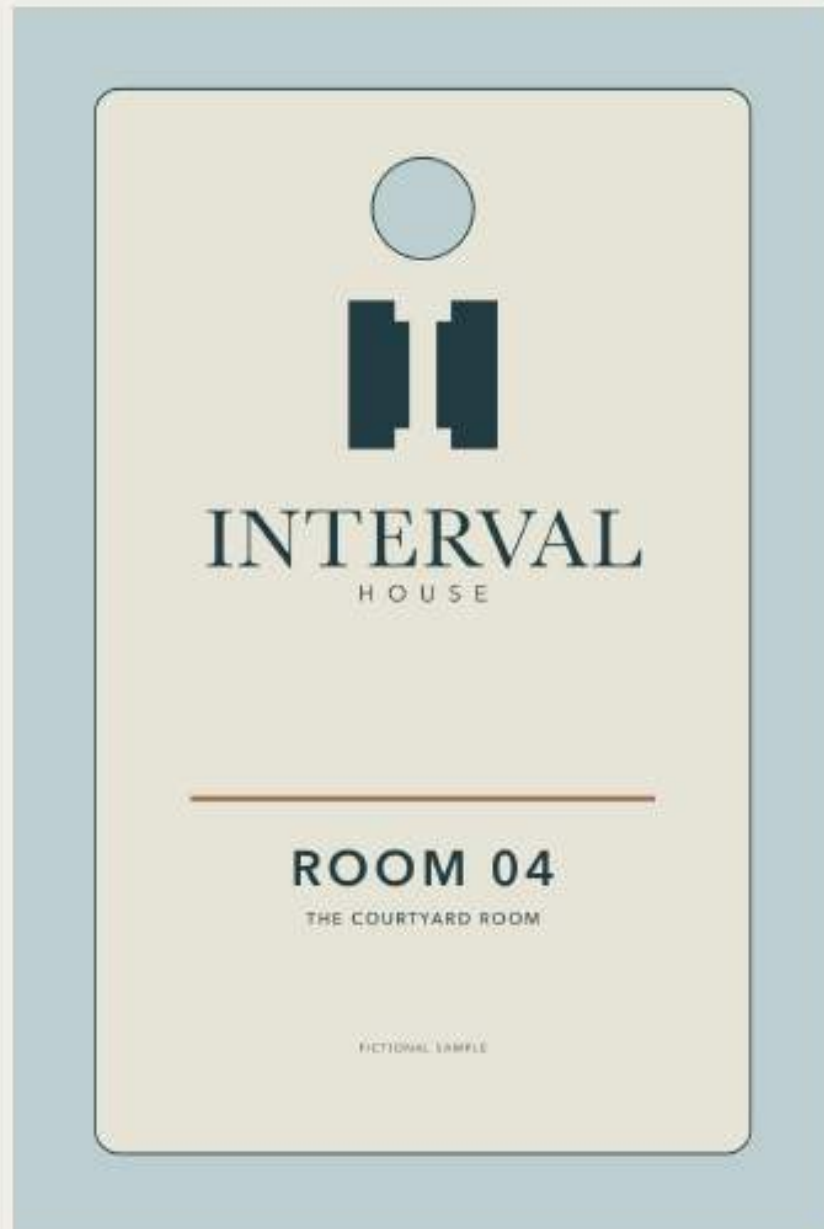
AI-generated concept scene



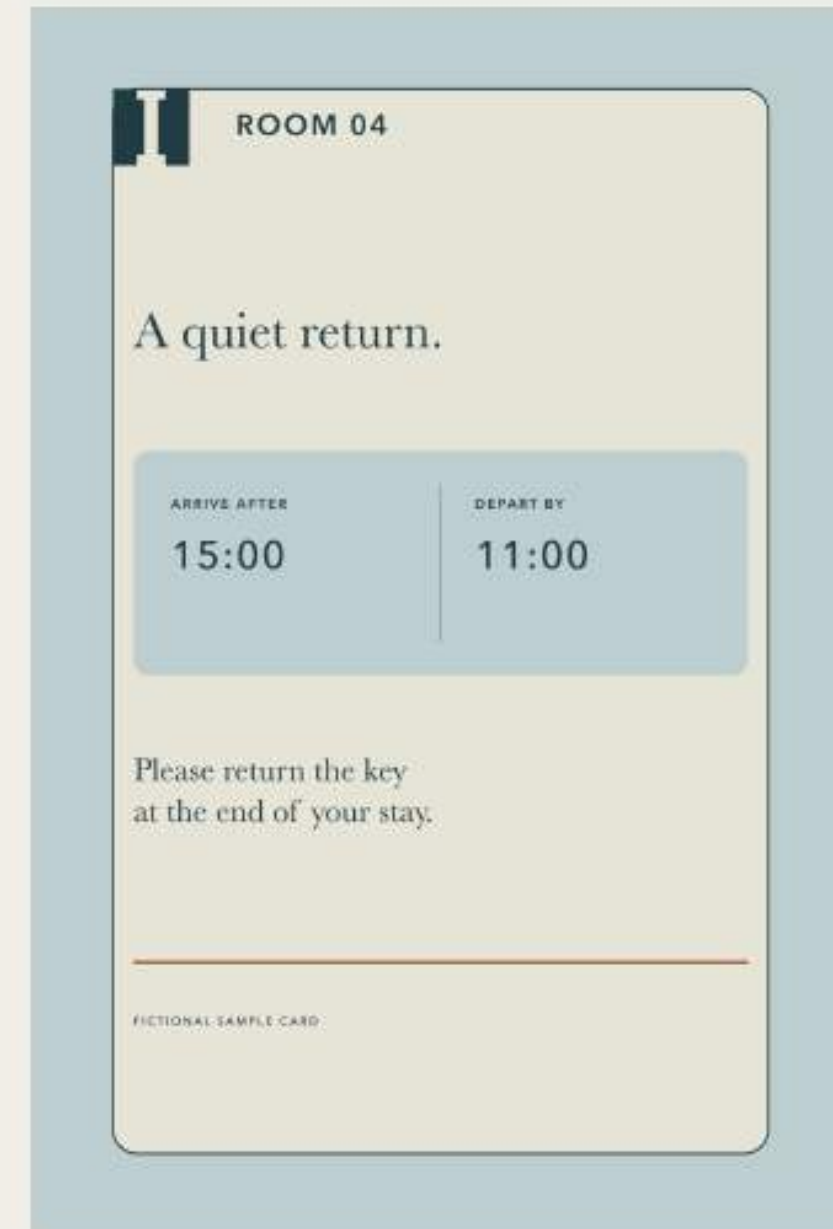




The details belong together.



Room Key Front



Room Key Back

Margin Club

Good things happen in the margins.

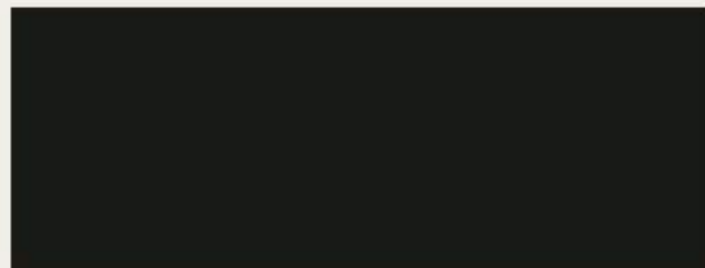
The imagined audience is made of readers, independent publishers, and curious neighbours looking for a place to read, talk, and make.



Visual identity, art direction and applications for an imagined business.

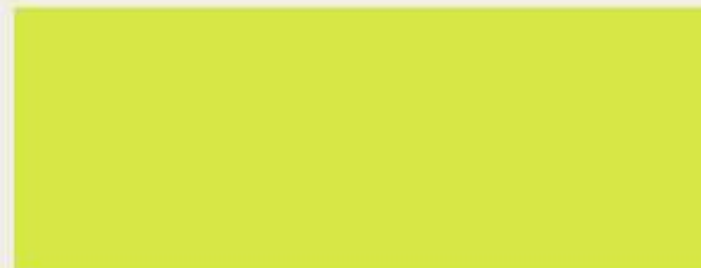


Good things happen in the margins.



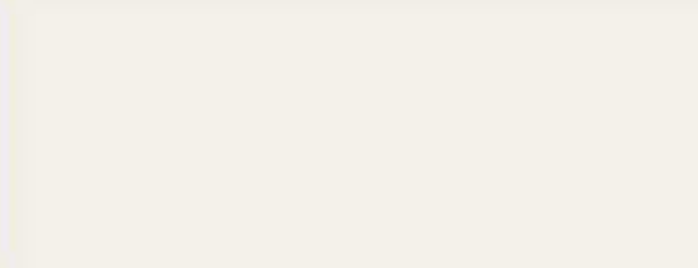
Ink

#181A17



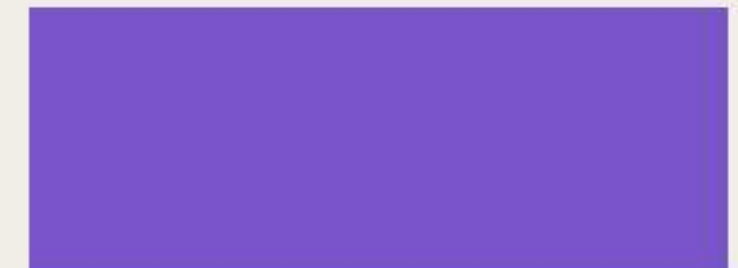
Acid Chartreuse

#D5E744



Ivory

#F2F0E7



Violet

#7854C8

Helvetica Neue



MARGIN CLUB

The margin comes along

AI-generated concept scene



MARGIN CLUB

A place to look a little longer

AI-generated concept scene



The details belong together.



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 room

25

SUN / 12:00

OPEN MARGINS

Drop-in table

MARGIN CLUB / FICTIONAL SAMPLE PROGRAMME

Monthly Programme Front

MARKED FOR LATER

Bring a question.
Leave with a note.

Open margins, small rooms,
long conversations.



|* margin club

FICTIONAL SAMPLE PROGRAMME / NO LIVE EVENTS

Monthly Programme Back

Aangan Habitat

Room for everyday life.

A fictional residential developer and studio identity built around shared shade, practical arrival and the quiet rituals that make a home.



Visual identity, art direction and applications for an imagined business.



COURTYARD-FIRST HOMES / PATNA

Warm Chalk

#F3EFE5

Courtyard Umber

#3B2C25

Fired Earth

#A75236

Soft Terracotta

#CA8060

Neem Olive

#68704A

Baskerville SemiBold is optically set and outlined for the wordmark and editorial headings. Avenir Next is outlined for utility copy, wayfinding and dimensions.





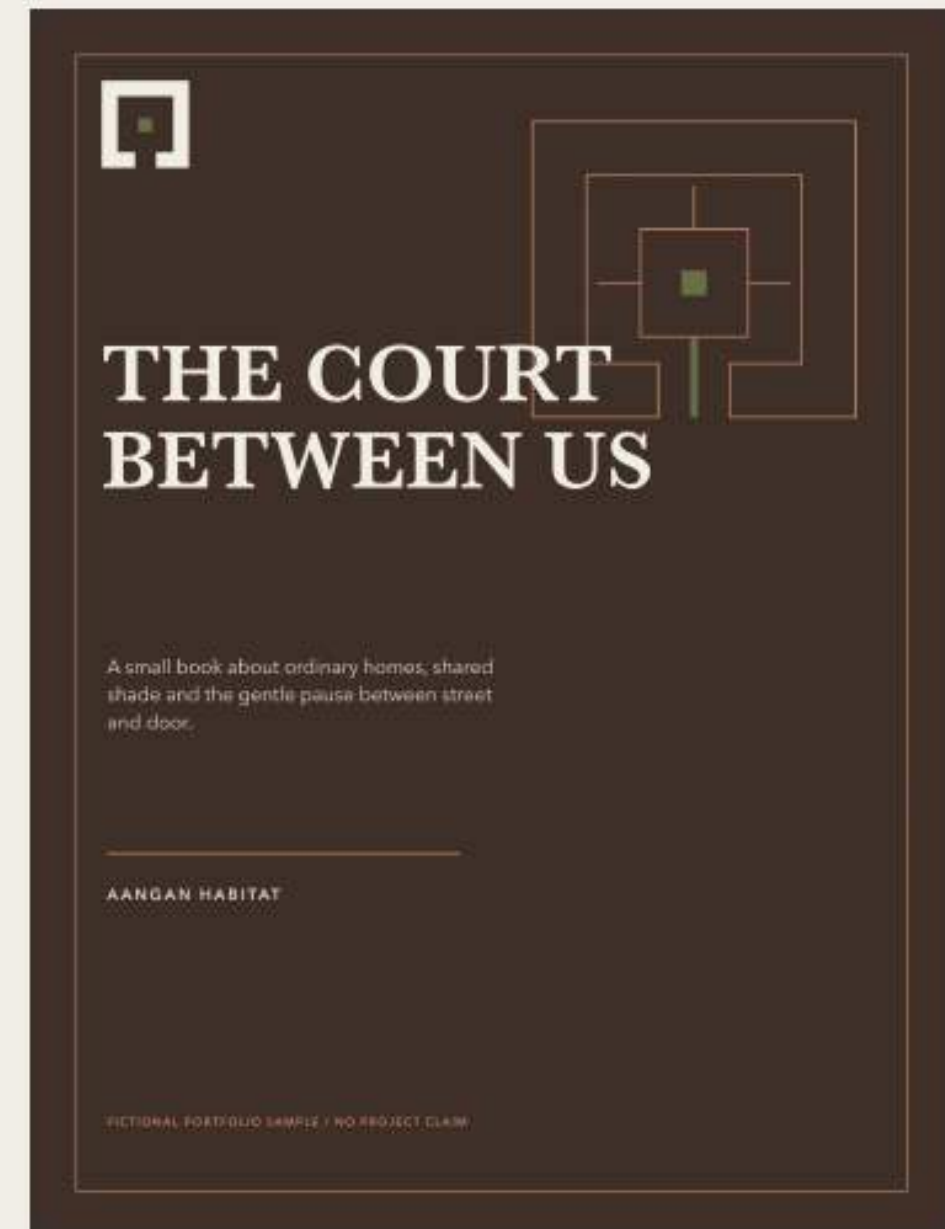




The details belong together.



Stationery folder and letterhead



Fictional brochure cover

Dayline Diagnostics

A clearer next step.

A fictional Patna diagnostics network designed around clear information, respectful appointments and a calmer patient experience.



Visual identity, art direction and applications for an imagined business.

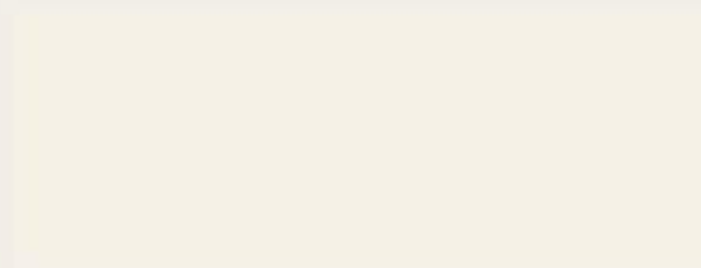


A clearer next step.



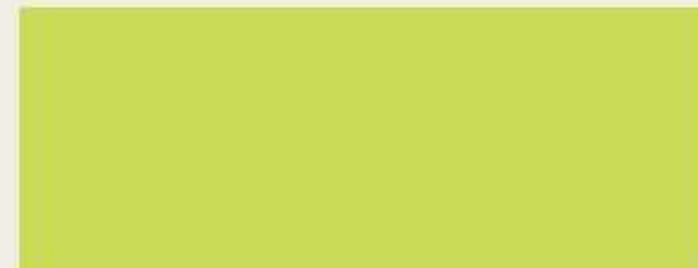
Deep Teal

#123E3A



Warm Ivory

#F6F1E6



Signal Lime

#C9DC57



Apricot

#F3A77B

Avenir Next for open, readable utility text; an outlined custom Dayline wordmark with a constructed i and lime signal dot.

 **dayline**

DIAGNOSTICS
A clearer next step.

स्वस्थ
कल के
लिए

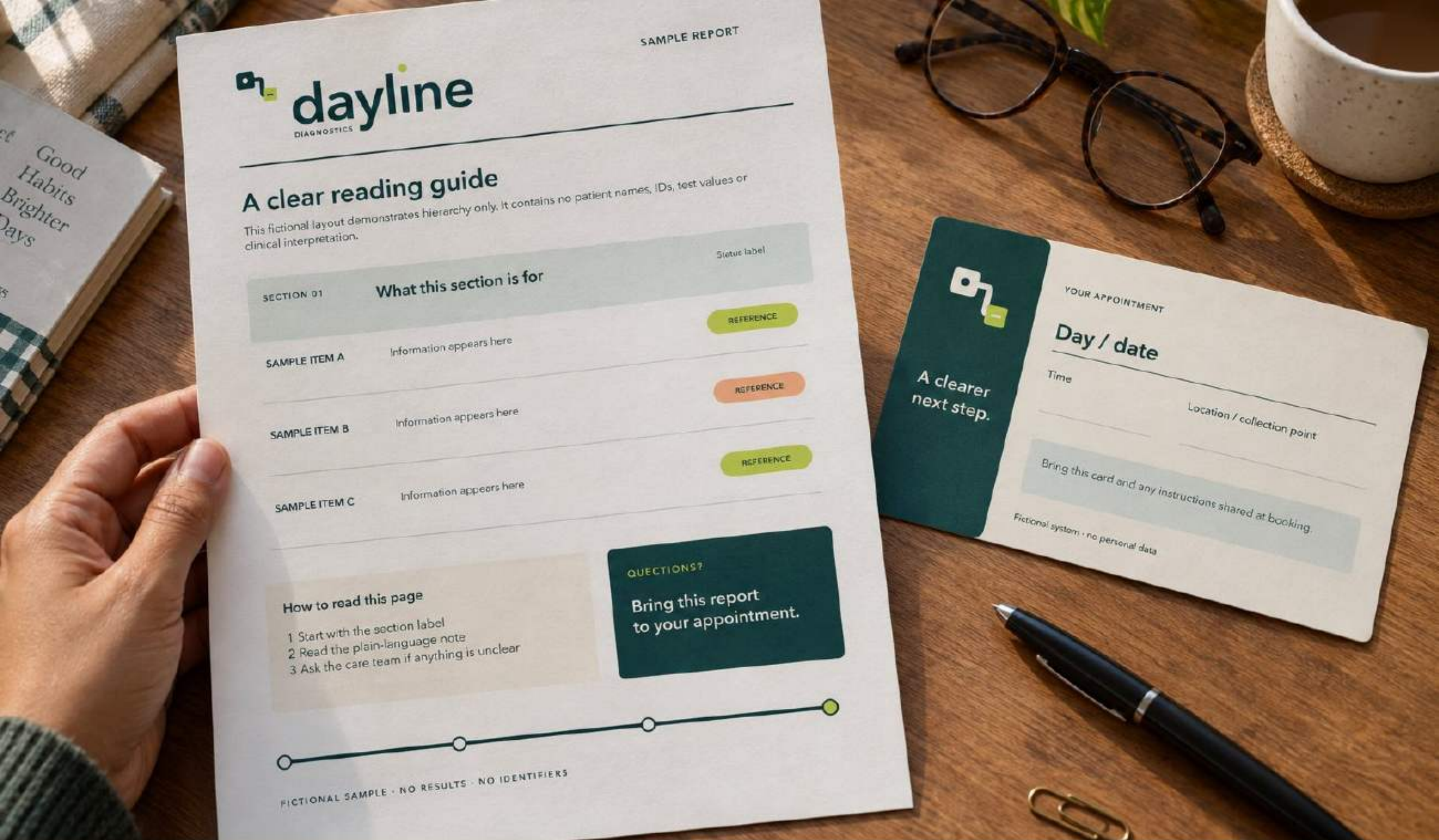

A clearer next step.

 **dayline**
DIAGNOSTICS
A clearer next step.

किताबें
स्टेशनरी
फोटोकॉपी
प्रिंटआउट
LAMINATION
खौलन फार्म
उपलब्ध







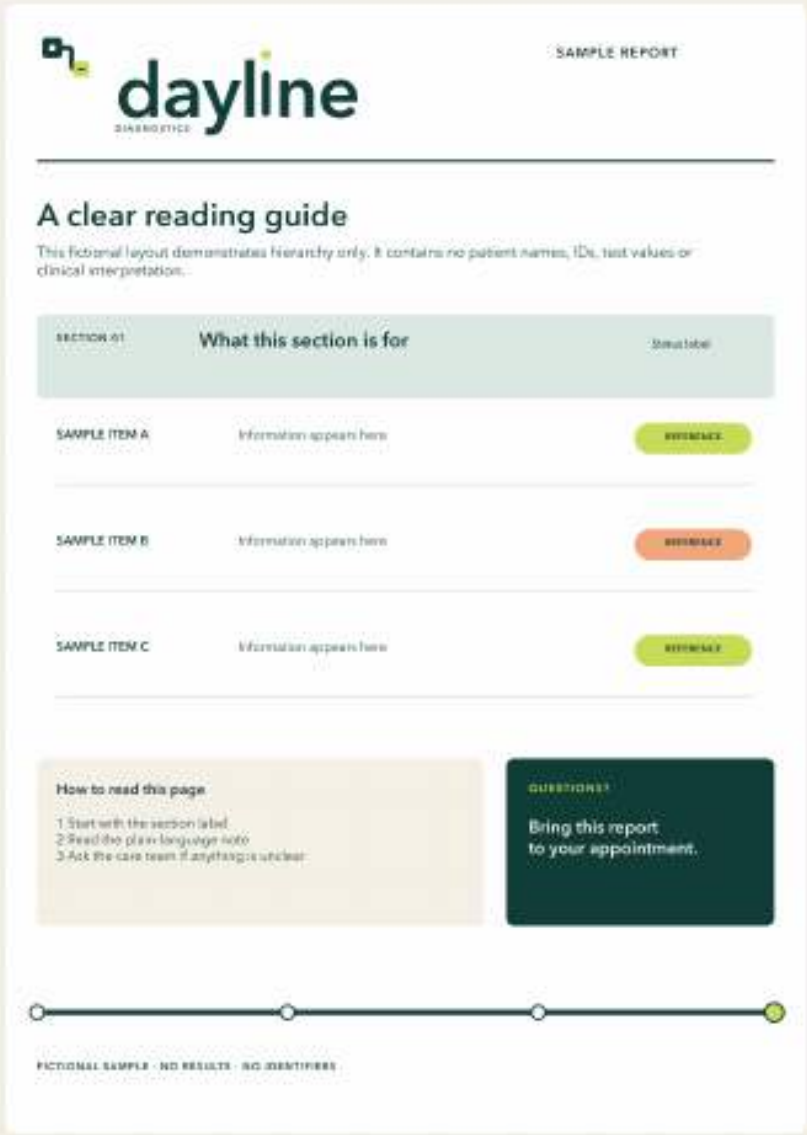
The details belong together.

PATIENT REPORT FOLDER



Uncoated stock / tactile folder / restrained information hierarchy

Patient report folder



Sample report layout

There is more *in the details.*

Explore the complete identities, application artwork, social series and brand books on the studio website.

Explore the brand worlds online

All six businesses are fictional, self-initiated portfolio studies. Photographic scenes are AI-generated concepts, not photographs of operating businesses or client commissions. Native identity artwork and original image files are supplied separately.