







BLURB!

was built around the idea that not
everything *meaningful needs time*.

Some moments last only a few minutes
a quick coffee before work,
a conversation that unexpectedly stays with you,
a pause in the middle of a fast day.

Short.

Unplanned.

But Somehow Memorable.

That idea became the foundation of **BLURB!**

THE BEAUTY OF BRIEF THINGS

There are always these small moments in your day:

- A 10-minute coffee before rushing somewhere
- A random conversation that stayed longer than expected
- A quick stop that somehow changed the mood of the day

Short.

Unplanned.

Yet weirdly unforgettable.

That's where **BLURB!** came from.

Traditionally, a “blurb” is something brief but impactful. A small piece that still manages to stay with you.

The café takes that exact feeling and turns it into a space.

BLURB! was never designed to be loud.

It was designed to be remembered.



YOU WEREN'T EVEN **PLANNING TO STOP**

It Started With *A Simple Observation.*

Modern Life Moves Quickly. People Jump Between Meetings, Plans, Conversations, Notifications, And Deadlines. Everything Feels Temporary.

But Somewhere In Between All That Movement, Small Moments Still Manage To Leave An Impact.

The Coffee Before Work. The Extra Ten Minutes After Saying Goodbye. The Café You Entered Casually But Somehow Kept Returning To.

Blurb Was Built Around Those Moments.
Not Around Luxury. Not Around Trends. Not Around Performance.
But Around Emotional Recall.

The Feeling Of: *"That Place Just Felt Right."*



DESIGNED FOR MODERN PAUSES

BLURB! is designed as a warm, *breathable urban café space*. The atmosphere feels casual but intentional. Minimal but emotionally alive.

Natural textures, warm neutrals, dark woods, soft lighting, and layered seating create an environment that feels comfortable without becoming predictable.

The space is built around flow

People can:

- stop quickly
- stay unexpectedly long
- work quietly
- meet casually
- disappear into their own moment

BLURB! doesn't ask for attention. It naturally pulls people in.





DEMOGRAPHICS

Age Range : 20–35 Primarily

Audience Type : Urban creatives, founders, designers, students, young professionals, culture-driven audiences.

Lifestyle : Fast-paced, digitally active, socially aware, aesthetically tuned-in.

Digital Behaviour: Highly visual. Strong connection to Instagram, Pinterest, fashion, coffee culture, and modern editorial aesthetics.

Habits :

- Mix of young professionals
- DINKs (Dual Income No Kids)
- couples,
- and established families with older children



FUNKY. BUT ELEGANT.

Blurb! Balances Emotional Sophistication With Playful Modern Energy.

The Brand Feels:

- Observant
- Creative
- Warm
- Socially Intelligent
- Expressive
- Youthful
- Relaxed
- Emotionally Aware
- Slightly Witty
- Aesthetically Confident

Blurb Never Tries Too Hard. That's Exactly Why People Remember It.



THE CREATOR

PRIMARY ARCHETYPE

BLURB! is driven by creativity, atmosphere, and self-expression.

- The Creator archetype gives the brand:
- visual originality
- strong aesthetic identity
- cultural relevance
- artistic confidence
- modern storytelling

BLURB! is not trend-following. It creates its own mood.



THE EVERYMAN × THE LOVER

SECONDARY ARCHETYPE

At its emotional core, BLURB! is about connection.

It feels:

- welcoming
- relatable
- emotionally warm
- socially magnetic
- effortlessly human

BLURB! creates spaces where people feel naturally comfortable being themselves.



BUILT TO FEEL LIKE A MEMORY.



The **BLURB!** visual language combines:

- editorial minimalism
- cinematic warmth
- urban culture
- playful typography
- modern café aesthetics
- emotional realism

The identity feels imperfect in the best way.

Like a moment captured accidentally.



SHORT. DISTINCT. MEMORABLE.



The **BLURB!** logo reflects the brand's core philosophy: small things can still leave impact.

The typography feels refined yet approachable. The Exclamation after “**Blurb**” creates a sense of completion and confidence.

It turns a simple word into a statement.

The logo is designed to feel:

- Clean
- Expressive
- Editorial
- Modern
- Memorable



Word mark



Icon



Main Logo



PRIMARY TYPEFACE

Stinger Variable

Stinger Variable acts as the emotional voice of the brand.

Elegant yet contemporary, the typeface brings confidence, rhythm, and visual personality to the identity. Its expressive curves and refined structure create a sense of modern sophistication while still feeling approachable and alive.

Used for:

- Hero headlines
- Campaign statements
- Brand messaging
- Editorial layouts
- Signature phrases

SECONDARY TYPEFACE

Helvetica

Helvetica provides clarity and balance within the identity system.

Neutral, timeless, and highly functional, it creates contrast against the expressive nature of Stinger Variable. Its clean structure allows layouts to breathe while maintaining readability across digital and physical applications.

Used for:

- Body copy
- Menus
- Packaging information
- Captions
- Signage
- Supporting text

TERTIARY TYPEFACE

Baby Doll

Baby Doll introduces the playful interruption within the system.

Raw, handwritten, and emotionally imperfect, it adds spontaneity and youthful charm to the brand. The typeface feels personal — almost like a quick thought scribbled during conversation.

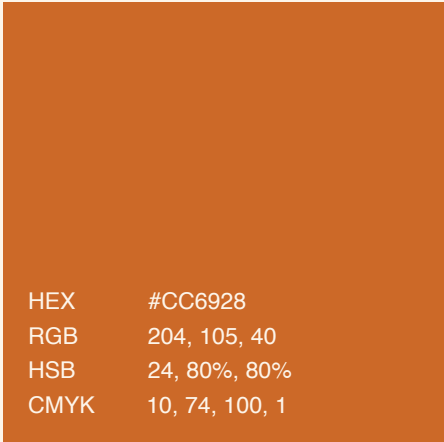
Used Sparingly For:

- Quirky Callouts
- Packaging Details
- Social Media Overlays
- Handwritten Moments
- Spontaneous Phrases
- Emotional Accents

WARMTH WITH PERSONALITY.



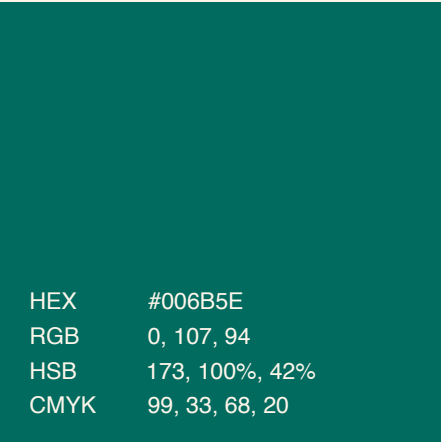
BURNT ORANGE



HEX	#CC6928
RGB	204, 105, 40
HSB	24, 80%, 80%
CMYK	10, 74, 100, 1

THE EMOTIONAL CORE OF THE BRAND.
Warm, energetic, and inviting, Burnt Orange reflects conversation, movement, coffee warmth, and creative energy. It introduces personality into the identity while still feeling grounded and mature.

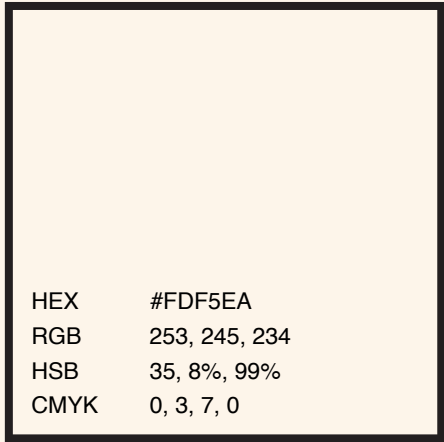
DEEP TEAL



HEX	#006B5E
RGB	0, 107, 94
HSB	173, 100%, 42%
CMYK	99, 33, 68, 20

DEEP TEAL BRINGS BALANCE AND SOPHISTICATION TO THE SYSTEM.
Cool, calm, and structured, it contrasts the warmth of Burnt Orange while adding depth and modern elegance. It gives the identity its contemporary edge.

SOFT CREAM



HEX	#FDF5EA
RGB	253, 245, 234
HSB	35, 8%, 99%
CMYK	0, 3, 7, 0

SOFT CREAM ACTS AS THE BREATHING SPACE WITHIN THE IDENTITY.
Light, subtle, and warm-toned, it softens the visual system while allowing typography and photography to stand out naturally.

PLAYFUL MOMENTS, SIMPLIFIED.



The **BLURB!** illustration system is designed to capture the feeling of modern everyday pauses

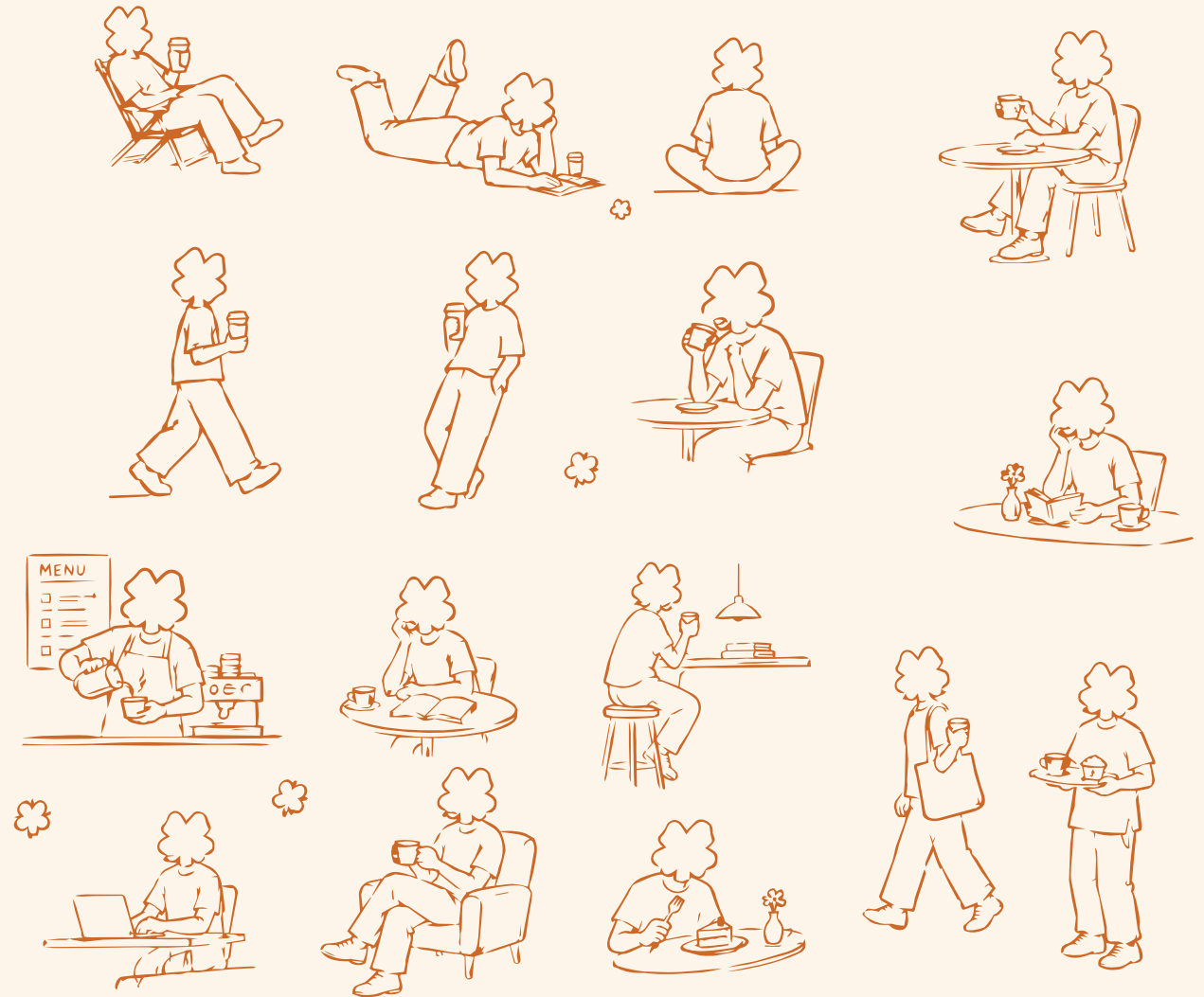
Minimal, expressive, and intentionally imperfect, the icons reflect the spontaneous nature of the brand people sitting with coffee, getting lost in thought, walking somewhere, staying a little longer than planned.

Rather than functioning as traditional icons, the illustrations behave more like emotional observations.

They feel:

- casual,
- human,
- slightly quirky,
- and emotionally familiar.

The hand-drawn line style introduces warmth and personality into the identity while maintaining a clean and contemporary visual language.



DESIGNED TO BE PICKED UP, **TURNED AROUND,** AND REMEMBERED.



The System Extends Across:

- Hot Cups
- Cold Cups
- Sleeves
- Takeaway Packaging
- Stickers
- Merch
- Tote Bags
- Social Content
- Café Installations

A coffee cup is usually held for only a few minutes.
BLURB! wanted those few minutes to feel memorable too.

ALTERNATE CUP DESIGN



POSTGASSE 11 / 1010 WIEN / AUSTRIA / HANDCRAFTED DAILY / ARTISAN BAKES



HANDCRAFTED DAILY

ARTISAN BAKES

Menu

ARTISANAL BREADS

CLASSIC SOURDOUGH	4
OLIVE CIABATTA	4,50
TRADITIONAL BAGUETTE	3,50
BUTTER BRIOCHE	3
MULTIGRAIN BREAD	4
ROSEMARY FOCACCIA	4,50

PASTRIES AND CONFECTIONS

SIMPLE CROISSANTS	3
PAIN AU CHOCOLAT	3,50
MACARONS	5
LEMON TARTLET	4
COFFEE ECLAIR	3,50
MATCHA CROISSANT	5
MATCHA BRIOCHE	4
PISTACHIO CHOUX	4
PISTACHIO PANETTONE	5
MATCHA - STRAWBERRY ROLL CAKE	6
PRETZEL	

EXTRA CROISSANT FILLING	3-7
SAVORY - SMOKED SALMON & CREAM CHEESE, CHICKEN	
SALAD, PESTO & MOZZARELLA, HAM & CHEESE	
SWEET - CHOCOLATE GANACHE, NUTELLA & BANANA, PISTACHIO CREAM	

SAVORY OPTIONS

QUICHE LORRAINE	4
MEAT EMPANADA	4,50
BRIE TOAST	5
PASTRAMI SANDWICH	5

HEALTHY OPTIONS

GLUTEN-FREE BREAD	4
FRUIT BOWL	4,50
OVERNIGHT OATS	5
SMOOTHIE DETOX	3

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HANDCRAFTED DAILY

ARTISAN BAKES

Drinks

COFFEE

ESPRESSO	7
AMERICANO	8
CAPPUCCINO	7,50
LATTE	8
FLAT WHITE	9
MACCHIATO	8
MOCHA	8
COLD BREW	7
ICED LATTE	9

TEA

EARL GREY	6
JASMINE GREEN TEA	6,50
CHAMOMILE	6
PEPPERMINT	7
CHAI LATTE	8,50
ICED TEA	6

MATCHA

MATCHA LATTE	9
ICED MATCHA LATTE	8,50
STRAWBERRY MATCHA LATTE	10
MATCHA MOCHA	9
HOJICHA LATTE	8

SEASONAL HIGHLIGHTS

HOT CHOCOLATE	7
ICED CHOCOLATE	6,50
GOLDEN LATTE	8

MILK OPTIONS

PLANT-BASED - OAT MILK, ALMOND MILK, SOY MILK, COCONUT MILK, BANANA MILK	2
DAIRY - SKIM MILK, 2 % MILK	





POSTGASSE 11,
1010 WIEN, AUSTRIA

MONDAY TO SUNDAY
FROM 10 A.M. TO 9 P.M.





6lur6!

DETERMINED BY
MILK, SUGAR, SPOON
AND
MILK STEAM
SUGAR

SMOOTH RELAX
MILK
MILK SUGAR
MILK LATTE

MINIATURE
MILK
MILK
MILK SUGAR

SMOOTH RELAX
MILK SUGAR
MILK SUGAR
MILK SUGAR







**Life
Begins
After
Coffee**

