

SHLTR.





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SHLTR is more than a café—it is a modern refuge. A space built on the idea that in the middle of a restless city, you deserve calm. Our name stands for shelter—a retreat where lush greenery softens the edges of urban life, where beige walls, wooden textures, and living plants create an oasis of stillness. At SHLTR, comfort meets craft: specialty coffee brewed with care, indulgent smash burgers grilled to perfection, and a playful non-alcoholic bar program inspired by botanicals and natural flavours. It is a place to slow down, to savour, to recharge—a refuge where nature, community, and great taste coexist.



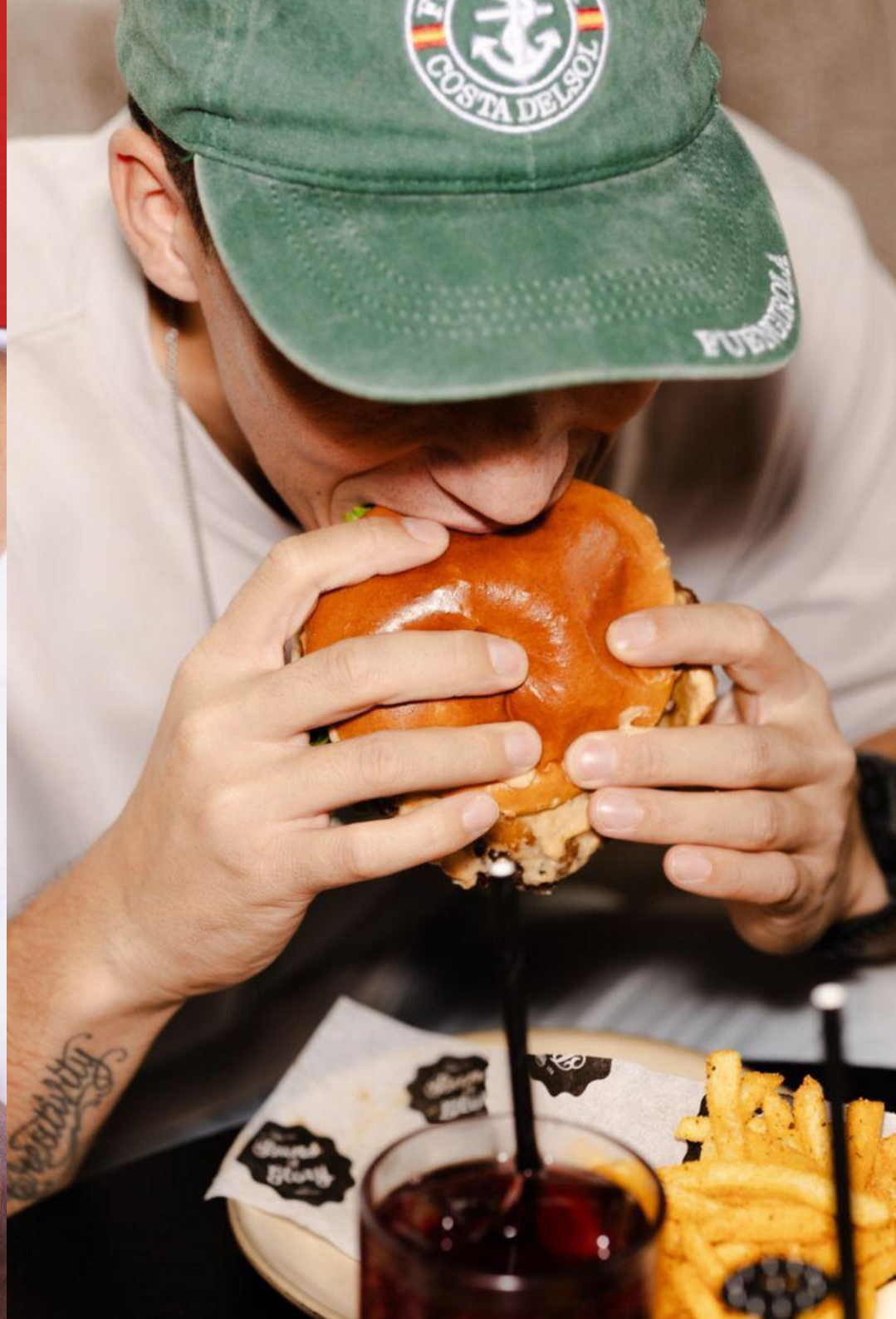
SHLTR.

A calm
Refuge in
The city.

Brand keywords: Soul-satisfying,
Green Refuge, Crafted Minimalism.

Rooted in specialty coffee +
gourmet burgers + Indore's first NA bar.

Inspired by the need for a green,
natural escape within an urban setting



SHLTR.



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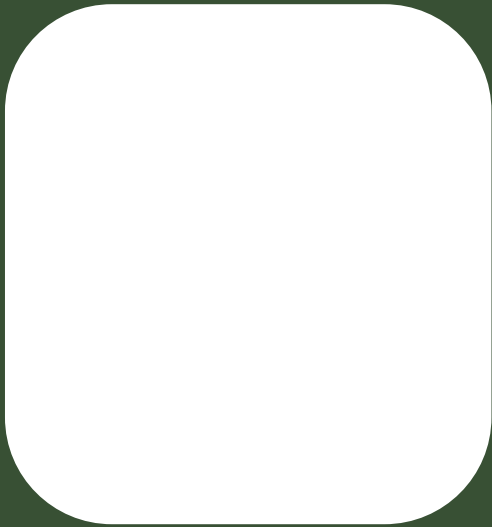
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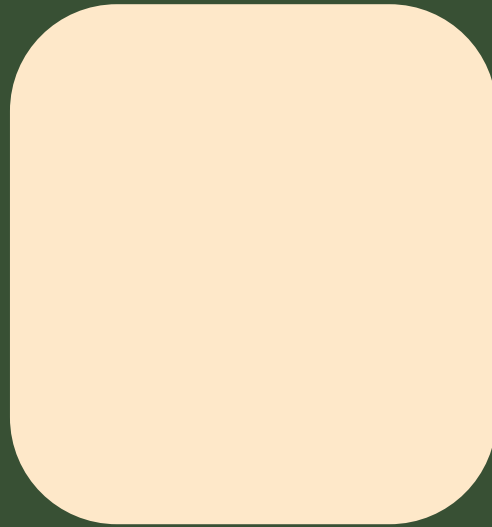
SHLTR.

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COLOR PALETTE.



#ffffff



#ffe8ca



#8c8c8c



#472a1d

White, Beige, Soft Greys, Brown

DO'S

- Keep greenery and nature cues at the core of visuals and language.
- Show SHLTR as both indulgence and calm refuge.
- Use eco-conscious, minimal packaging & merch.

DONT'S

- Don't overuse neon or cluttered colors.
- Don't drown the brand in food-only identity (nature + calm must remain).
- Don't break the refuge vibe with chaotic design.

[illegible]

TYPOGRAPHY

BEBAS NEUE = When SHLTR is making a bold, clear statement.

→ Use for: headlines, posters, menus, social media titles, large callouts.

Primary Display Font

BEBAS NEUE

A A

TYPOGRAPHY

Proxima Nova = For calm, versatile, and highly readable text.

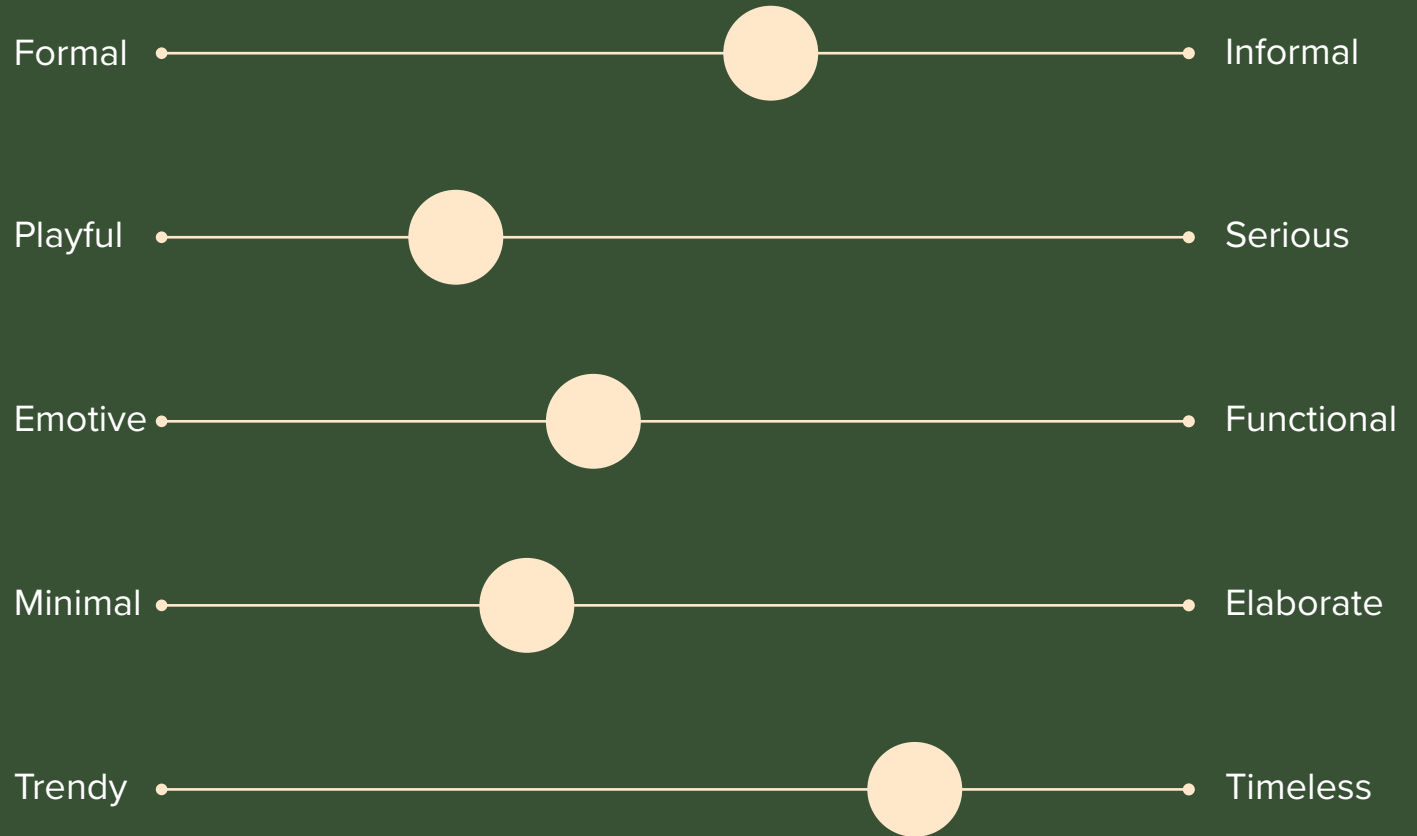
→ Use for: Body copy, captions, descriptions, packaging details, digital menus.

Primary Display Font

Proxima nova

Aa

Tone of Voice Scale



Mid-Informal cool, precise, never stiff

Calm but witty, never goofy

Nature-driven evoke greenery, calm, indulgence

Minimal with grounded confidence

BRAND VOICE PILLARS

PILLAR

DEFINITION

USAGE

Calm ☘ Grounded

Speaks softly, never loud;
confidence comes from stillness.

Find your
flavour refuge.

Sensory ☘ Nature☘led

Evokes touch, taste,
greenery, and crafted calm.

Bold coffee.
Still mornings.
Leaves in sunlight.

Indulgent yet Minimal

Cheat☘day comfort presented
with restraint and clarity.

Burgers made to
slow you down.

Witty but Global

Clean humour, never
cheesy or overexplained.

No neon. No chaos.
Just coffee and calm.

Soulful ☘ Modern

Blends nature and urban
life into one experience.

Crafted for the city,
softened by green.

VOICE APPLICATION GUIDELINES

DO'S

DONT'S

Menu Writing

Sensory, mood^{DEMO}driven names.

Don't list like a grocery catalogue.

Example: Smash burger, charred edges, molten cheese crafted for slow bites.

Social Media

Short, witty, nature^{DEMO}led.

Avoid forced puns or "coffee quote" clichés.

Example: The city moves fast.
Your coffee doesn't have to.

Website Copy

Clear, minimal, global.

Don't oversell or sound lifestyle^{DEMO}magazine.

Example: A refuge built for calm, coffee, and crafted indulgence.

In^{DEMO}store ^{DEMO} Email

Warm invites, sensory words.

Avoid countdowns, hype language.

Example: This weekend's for slowing down. We'll keep the burgers warm.

CORE COPYWRITING RULES

ELEMENTS

RULES

Keep it Calm

Short sentences. No fluff. Minimal.

Nature First, Then Indulgence

Lead with greenery or calm, then food  drink.

Sensory  Driven

Smell, touch, taste before function.

Minimal with Wit

Quiet humour, no puns.

Crafted  Trendy

Never sound like a fad.

MENU WRITING CHEAT-SHEET

ELEMENTS

GUIDELINE EXAMPLE

Name

Keep it 1–3 words. Calm, sensory, or indulgent.
e.g., “Still Brew” “Char Melt”

Ingredient-led Hook

Start with the hero ingredient prep style.
e.g., “Arabica. Slowdrip. Hint of earth.”

Sensory Cue

Add 1–2 feel-based words: warm, bold, crisp, molten, smooth.

Optional Mood Tagline

End with a grounded mood line.
e.g., “For mornings that need slowing down.”

SHLTR MENU EXAMPLE FORMAT

MORNING CALM

Single origin pour over.
Crisp edges, earthy finish.
A pause in your day.

CHAR MELT

Single origin pour over.
Crisp edges, earthy finish.
A pause in your day.

GREEN GLOW

Single origin pour over.
Crisp edges, earthy finish.
A pause in your day.



PHOTOGRAPHY STYLE PILLARS

Our photography captures calm through clean compositions, rich shadows, and intentional negative space. By focusing on a single subject with breathing room, every frame mirrors SHLTR's philosophy of indulgence wrapped in simplicity — a modern refuge where less truly feels like more.

IMMERSIVE MINIMALISM

- Keep greenery and nature cues at the core of visuals and language.
- Show SHLTR as both indulgence and calm refuge.
- Use eco-clean, strong compositions with dark contrasts and breathing space.
- Single subject focus
- Intentional shadows
- Negative space with attitudinous, minimal packaging & merch.



PHOTOGRAPHY STYLE PILLARS

Every detail tells a story of balance — the chill of condensation against warm skin tones, the glint of metal alongside the softness of velvet. SHLTR imagery thrives on these subtle contrasts, drawing viewers into a sensory experience that feels both indulgent and refreshingly real.

SENSORY CONTRAST

- Texture and temperature–driven storytelling: cold metal, warm skin, foggy glass.
- Condensation on drinks
- Light play on velvet
- Ashtrays, cracked ice



PHOTOGRAPHY STYLE PILLARS

We embrace imperfection as beauty — a candle flicker, a dusty bottle, a drink mid-spill. SHLTR's aesthetic is unpolished yet elevated, capturing the raw, lived-in warmth of moments that feel spontaneous, authentic, and full of character.

GRIT & GLOW

- Beautifully unpolished: not raw, but real.
- Dust on bottles
- Candle flicker
- Messy tables, a drink mid-spill

@hubofcreators_hoc

**Created
By
HoC**