



Brand Guidelines

Prepared by Zaida Carrion Rodriguez, Graphic Designer
@2026

WHY WE EXIST

Brand Purpose

BEVS exists to create spaces that:

- connect people to meaningful memories
- support daily living
- enhance comfort and well-being

“To connect our clients to nostalgia that matters to them while creating new memories in their forever space”.


THE STORY

Why BEVS Atelier?

The name BEVS Atelier reflects both the identity of the founders and the philosophy of the studio. BEVS is formed from the initials of the founding team members, representing collaboration and the shared vision behind the brand.

The word Atelier refers to a creative studio where ideas are thoughtfully developed, refined, and crafted with care. Together, the name communicates a balance between creativity and technical expertise, expressing a design approach rooted in craftsmanship, attention to detail, and meaningful interior environments.





If you could sum
up sushi club up in
three words.

Crafted


We believe quality is found in the details. Every element is carefully considered and built with precision, reflecting our commitment to craftsmanship and expertise.

Thoughtful

Each project is guided by purpose. We design spaces that support everyday living while creating meaningful connections between people and their environment.

Refined

Our design approach focuses on clarity, balance, and elegance. We create spaces that feel visually calm, timeless, and intentionally composed.





THE LOGO

OUR SIGNATURE

The Logo

The BEVS Atelier logo reflects the balance between refined design and craftsmanship. It combines a distinctive symbol with structured typography to communicate professionalism, clarity, and attention to detail.

The logo is designed to feel timeless and adaptable, allowing it to function consistently across different applications and materials.

Its visual simplicity supports versatility while maintaining a strong and recognizable identity.



Why the peacock?

The peacock symbolizes beauty, confidence, and uniqueness, reflecting the refined aesthetic of BEVS Atelier. Its feather structure suggests craftsmanship and precision, connecting the logo to custom millwork.

As a recognized symbol of Winter Park, the peacock also represents community and local connection, expressing both creativity and belonging.



VARIATIONS

Logo Possibilities



Full logo presentation

This includes both the full company name and tagline. This is our more formal logo presentation.



Standard logo presentation

The standard logo includes the logomark and logotype without the descriptor.

This version is used when the brand is already recognized or when a more compact format is needed.

VARIATIONS

Logo Possibilities



Text Only

The text-only logo uses the BEVS Atelier name without the symbol.

This version works well in layouts where a minimal or typographic approach is preferred.



Text Only Minimal

The minimal text version uses simplified typography or reduced spacing to create a clean and understated appearance.

This version is useful when a very subtle brand presence is desired.



Icon only

The icon uses the peacock symbol without text.

This version is ideal when space is limited or when the brand is already recognizable.

CLEAR SPACE

Logo Spacing

To maintain clarity and visual balance, the logo must always be surrounded by adequate clear space.

The minimum clear space is defined as X, where X equals approximately 10% of the logo size.

No text, images, or graphic elements should enter this area.

Maintaining this space ensures the logo remains legible, prominent, and visually balanced across all applications.

The clear space should always scale proportionally as the logo size changes.



OFFICIAL

Primary Logo



VARIATIONS

Logo Color Versions



LOGO RESTRICTIONS

Incorrect Logo Usage



Too small



Using Angles



Different logo variations used in close proximity



Using the logo on busy backgrounds or photos

APPLICATIONS

Logo Usage



A close-up photograph of a light-colored wooden surface. A yellow pencil with a black eraser and a silver ferrule is positioned vertically, its tip resting on the engraved text. The text is laser-engraved into the wood. The top part of the image shows a square frame containing the words 'BIVS' and 'ATELIER' stacked vertically. Below this frame, the word 'TYPOGRAPHY' is engraved in a larger, bold, sans-serif font, slanted diagonally across the page. The wood grain is clearly visible, and there are some small wood shavings scattered around the engraved areas.

BIVS
ATELIER

TYPOGRAPHY

TYPE EXPRESSION

Typography

Inter

PRIMARY TYPEFACE

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910@#* < > () \$ % & !

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910@#* < > () \$ % & !

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910@#* < > () \$ % & !

Lora

SECONDARY TYPEFACE

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910@#* < > () \$ % & !

Typographic System

Inter Semibold
Size - 45 pt
Leading - 50 pt
Tracking - 0 pt

Main Headings

Inter Medium
Size - 30 pt
Leading - 35 pt
Tracking - 0 pt

Used for subheadings and section titles

Inter Medium
Size - 18 pt
Leading - 23 pt
Tracking - 0 pt

Used for smaller headings

Inter Regular
Size - 12 pt
Leading - 16 pt
Tracking - 100 pt

AN ALL CAP OPTION FOR LABELS

Inter Regular
Size - 12 pt
Leading - 10 pt
Tracking - 0 pt

Perfect for standard body copy for paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Web Usage

48px	H1	Inter Semibold
32px	H2	Inter Medium
20px	H3	Inter Medium
16px	H4	Inter Medium
12px	Label	Inter Regular ALL CAPS
16px	Paragraph	Lora Regular



COLOR PALETTE

**Sogand Artisan
Clay**

RGB: 160, 96, 61
CYMK: 29, 66, 81, 17
Web: # A0603D

**Brooke Peacock
Sage**

RGB: 103, 147, 101
CYMK: 63, 25, 72, 6
Web: # 679365

**BEVS Atelier
White**

RGB: 242, 241, 240
CYMK: 4, 3, 3, 0
Web: # F2F1F0

**Valeria Sanded
Beige**

RGB: 196, 178, 163
CYMK: 24, 27, 34, 0
Web: # C4B2A3

**BEVS Atelier
Black**

RGB: 51, 32, 34
CYMK: 59, 73, 64, 70
Web: # 332022

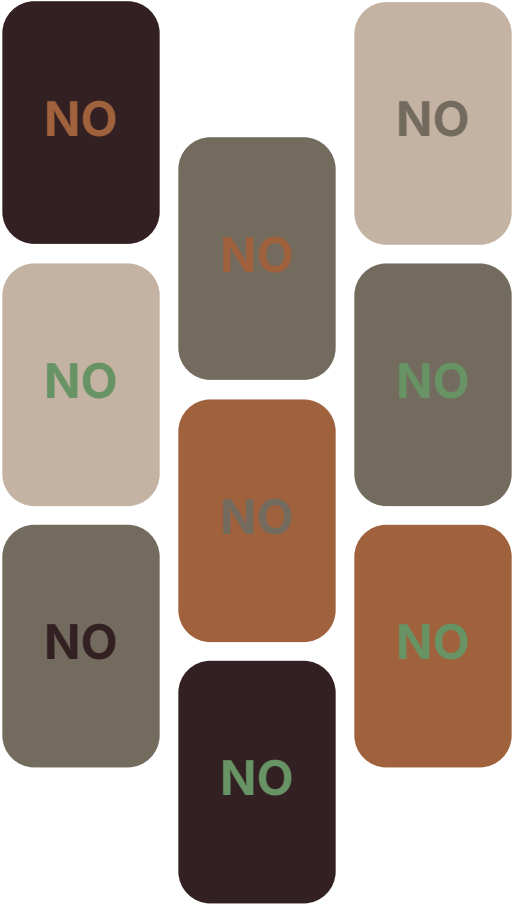
**Emily Stone
Gray**

RGB: 116, 106, 94
CYMK: 52, 50, 59, 21
Web: # 746A5E

COLOR GUIDANCE

Correct Color Usage

Our color palette is inspired by refined materials and timeless interiors. Each color has been carefully selected to create balance, harmony, and clarity. Use these colors thoughtfully and ensure there is enough contrast between combinations to maintain readability and visual comfort.



VERBAL IDENTITY

Brand Voice

key characteristics
of our brand voice

- Refined
- Warm
- Craft-focused
- Thoughtful
- Trustworthy
- Community-oriented

BEVS Atelier's voice is refined, warm, and thoughtful, reflecting the brand's dedication to craftsmanship and meaningful design. Communication should feel professional, trustworthy, and approachable, emphasizing attention to detail and the creation of spaces that enhance comfort, connection, and everyday living.

Designed
with
intention.
Built with
care.

Timeless
design for
evolving
lives.

Tailored to
your
space. Built
for your
life.

Every
detail
matters



Refined spaces,
thoughtfully made.

BRAND IMAGERY

Photography Guidelines

Refined Interiors

Images should feature elegant, well-balanced spaces that feel timeless and thoughtfully designed, reflecting a refined and elevated aesthetic.

Craftsmanship and Detail

Photography should highlight the quality of materials and the precision of custom millwork, showcasing attention to detail and skilled workmanship.

Warm Atmosphere

Images should use soft, natural lighting to create a warm and inviting atmosphere that enhances comfort and emotional connection to the space.

Authentic Materials

Photography should emphasize natural textures such as wood, stone, and organic finishes that reflect honesty, quality, and timeless design.





BRAND EXPRESSION

Graphic Elements

Graphic elements support the BEVS Atelier visual identity by adding depth, consistency, and personality across brand applications. These elements complement the logo without competing with it, helping create a cohesive and recognizable aesthetic.

The signature pattern and custom icons are inspired by craftsmanship, precision, and thoughtful design. They should be used intentionally to enhance layouts, guide visual communication, and reinforce the brand's refined character.

All graphic elements should follow the established color palette and maintain a balanced, elegant appearance across print and digital materials.

BEVS Signature Pattern

Inspired by the peacock feather, the signature pattern adds refinement and visual consistency across brand materials. It should be applied subtly using approved brand colors.

The pattern should be applied subtly to maintain a refined appearance. Recommended opacity is 10–15% to ensure it does not compete with the logo or main content.







Stationery

STATIONERY MATERIALIALS

Letterhead

The stationery system reflects the refined and professional character of BEVS Atelier. Clean layouts, balanced spacing, and subtle graphic elements create a cohesive visual presence across printed materials. The business card and letterhead communicate clarity, craftsmanship, and attention to detail while maintaining consistency with the overall brand identity.





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www.bevsatelierfl.com



STATIONERY MATERIALS

Business Cards

Color System

Each business card uses one of the brand colors as its background. Each color represents a founding member and the area in which they specialize. This creates a simple visual system that helps connect each team member with their expertise, allowing clients to easily identify the right person for their needs.

This approach was developed with future growth in mind. As the company expands, new team members can be assigned a color that represents their department or specialty, helping maintain an organized and consistent brand structure over time.

Front



Back



STATIONERY MATERIALS

Business Cards

Color System

The business cards also follow the brand's visual language by using rounded corners. Rounded shapes are used throughout the brand to communicate softness, approachability, and refinement. Keeping this detail consistent across materials helps strengthen recognition and creates a cohesive brand experience.

Together, the use of color and rounded forms reflects thoughtful design decisions that support both clarity and brand unity.

Front



Back



**BEVS
ATELIER**

Thoughtfully designed. Expertly crafted.



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**BE
ATEL**

Thoughtfully designed





See you in your new space.

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