

NightCaf

coffee that lets you study strong and sleep sound

A cup for the small hours.

NightCaf is coffee engineered for the rhythm of a working mind, bright and steady enough to carry a late study session, gentle enough to let you fall asleep when the page is finally turned.

BRAND ESSENCE

Study strong, sleep sound.

FEELS LIKE	NEVER
Calm, clever, dreamy, dependable	Jittery, loud, clinical, cold

Warm

We talk like a friend who happens to know the science. Inviting, never preachy.

Witty

A light touch of play. Clever lines over clever jargon, not a joke.

Dreamy

Nocturnal, a little poetic. We borrow the language of the night sky and quiet rooms.

Clear

When it matters: ingredients, claims, how to brew, we are plain and honest.



PRIMARY WORDMARK

Set in **Magiona Display**, stacked over two lines with the four-point spark nested into the letterforms. It is the master asset: never re-typeset or rebuild it.

SECONDARY LOCKUP

Sweet Dream.z.z.z.



MONOGRAM

For avatars, stamps, embroidery and tight spaces.

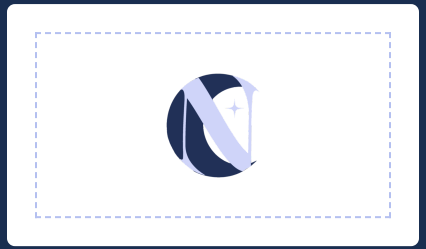
02 COLOURWAYS



Any single brand colour may carry the mark, provided contrast holds. Lead with Midnight and Dusk; reserve Blush and Daydream for marks on dark fields only.

03 CLEAR SPACE & MISUSE

CLEAR SPACE



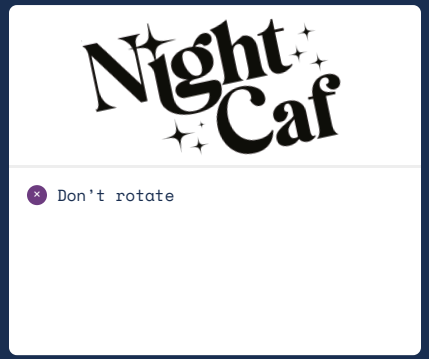
Clear space equals the monogram's height on every side.

MINIMUM SIZE





✕ Don't stretch



✕ Don't rotate

04 COLOR PALETTE

Midnight	Velvet	Twilight	Dusk	Daydream	Blush
#192E50	#57266B	#6D3C80	#7D81CB	#B4C0F0	#DDC1D4





Lead with **Midnight** and soft lilac neutrals. Twilight and Velvet carry headings and accents; Daydream and Blush appear in small, luminous doses.

DISPLAY

Magiona

High-contrast display serif. Headlines, the wordmark, short pull quotes.

TEXT

Space Mono

Body copy, captions, labels, packaging detail.

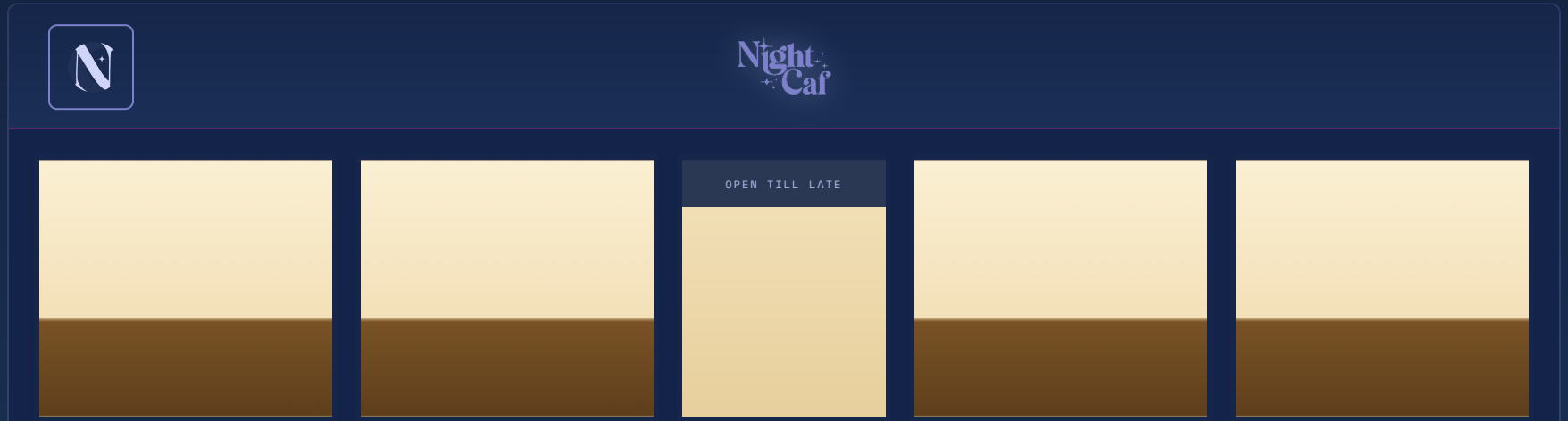
The Spark

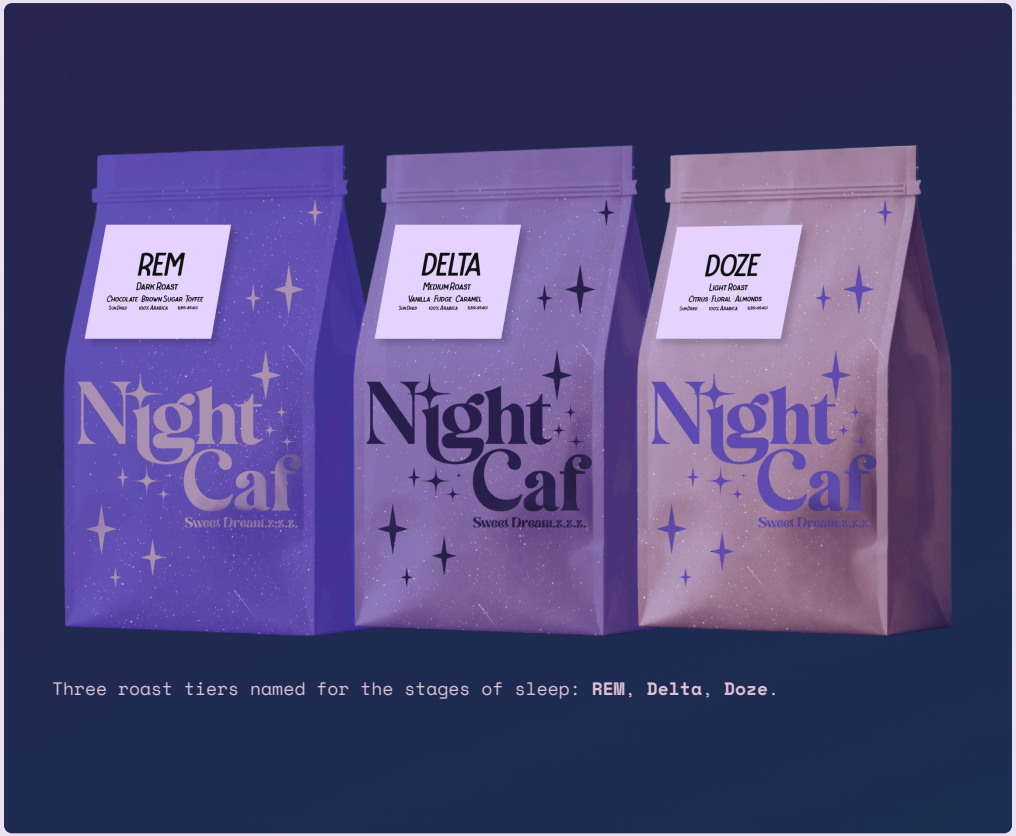
A single four-point star is our core motif, pulled straight from the wordmark. One spark for emphasis; a small cluster for atmosphere.



07 · APPLICATIONS

Out in the world.





Three roast tiers named for the stages of sleep: **REM**, **Delta**, **Doze**.

BUSINESS CARD





HOODIE: FRONT & BACK



09 MERCH DETAIL

CUP SLEEVE



BEANIES



APRON



Sweet Dream.z.z.z.

Study strong, sleep sound.

NIGHTCAF BRAND BOOK · 2026 · HELLO@NIGHTCAF.CO