moth house night cafe

Brand Standards Manual

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Midnight Brews & Muse

Mission

A refuge for the restless

Mothhouse is a **24-hour café** and **art space** for those who live, work, and create outside the usual hours. We offer a **cozy refuge** for night owls, shift workers, insomniacs, and artists who need a place to land. With **warm drinks**, **open tables**, and a **welcoming community**, Mothhouse is built for quiet rebellion, mutual care, and creativity without a clock.

Vision

Mothhouse envisions a world where the **late hours are honored**, creativity is always welcome, and community thrives outside the nine-to-five. We aim to be a **trusted haven** for those who move through the night—offering warmth, connection, and space to rest or create, no matter the hour.

Values

Open-mindedness

Community

Mutual aid

Creativity

Access

Identity Elements

Mothhouse Brand Standards

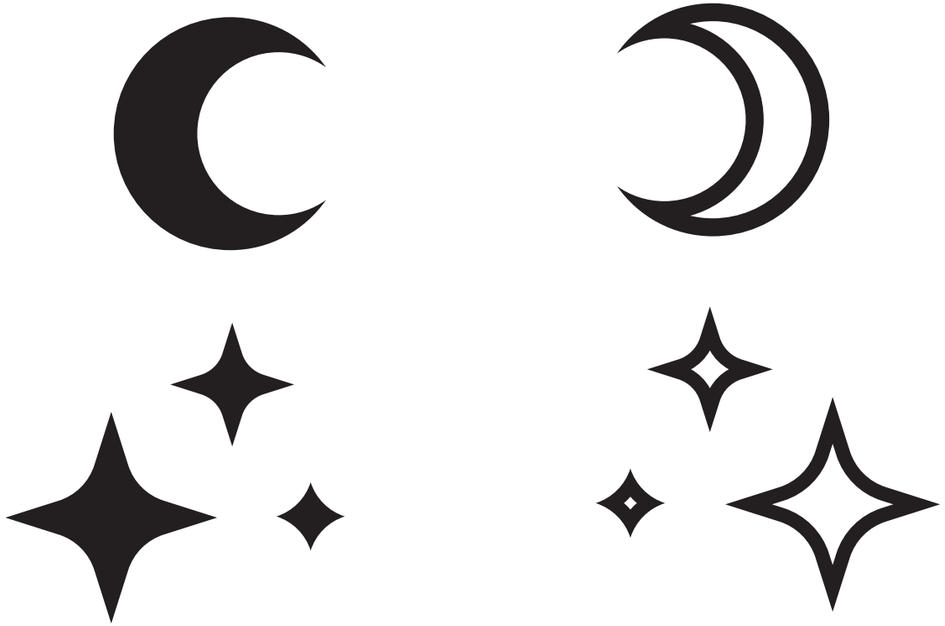
Marks

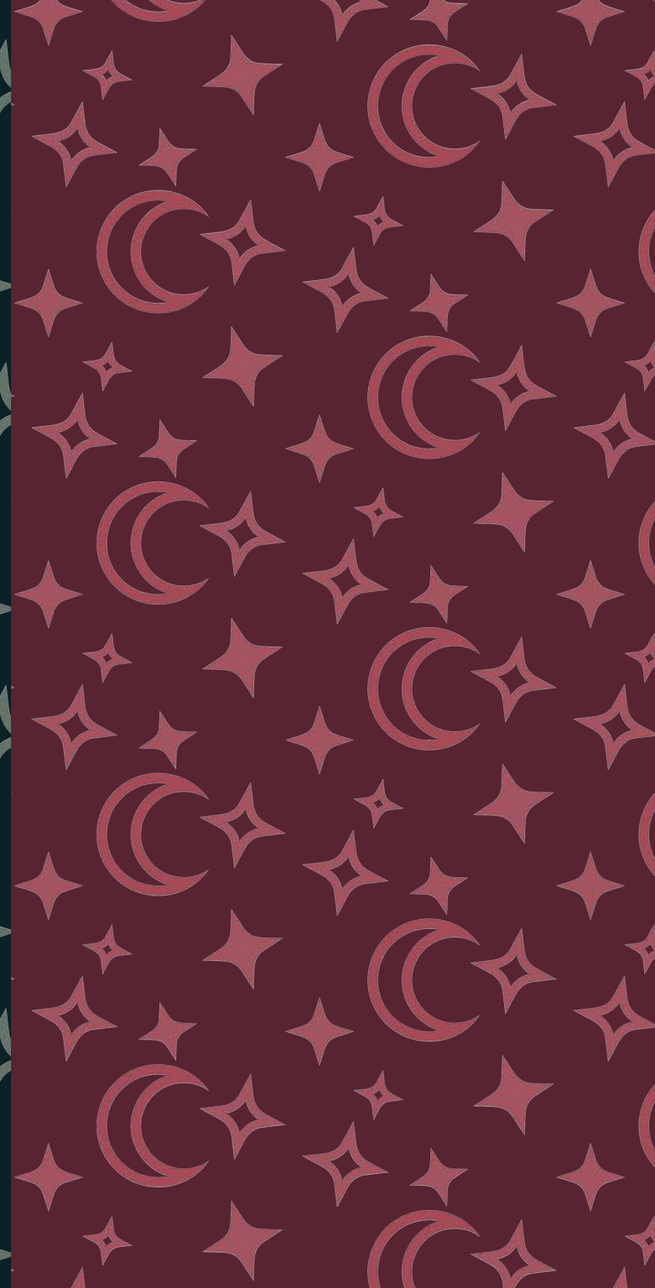
Logo Variations

Mothhouse Brand Standards

Logotype

Supporting Graphics





Spacing

The spacing around the logo should be equal to the size of the moon.

Incorrect Usage

Logotype should only appear in either white or black.

When using the black or white version of the logo, the text should remain the same color.

Velvet

HEX: #582632
C0 M61 Y20 M79
R88 G38 B50

Moth Dust

HEX: #d7c59a
C16 M19 Y43 K0
R215 G197 B154

Witch Brew

HEX: #66746c
C62 M43 Y54 K16
R102 G116 B108

Rose Smoke

HEX: #a64c58
C29 M80 Y56 K12
R166 G76 B88

Deep Hour

HEX: #0e2327
C85 M65 Y62 K71
R14 G35 B39

Typeface 1

Lehmann

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Logotype, decorative

This font should only be used as the logo type or large decorative headers.

Typeface 2

Arboria

Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Logotype, headers

The light version of this font is used in the logotype. When used in a header, this font should be medium weight.

Mothhouse Brand Standards

Typeface 3

Arno Pro

Semi-Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Headers, subheaders

This is the font to be used for most headers and subheaders.

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Body, paragraph text

This is the font to be used for all body text and item descriptions for menus.

Brand Elements

Mothhouse Brand Standards

moth house
night cafe

Midnight Brews & Muse

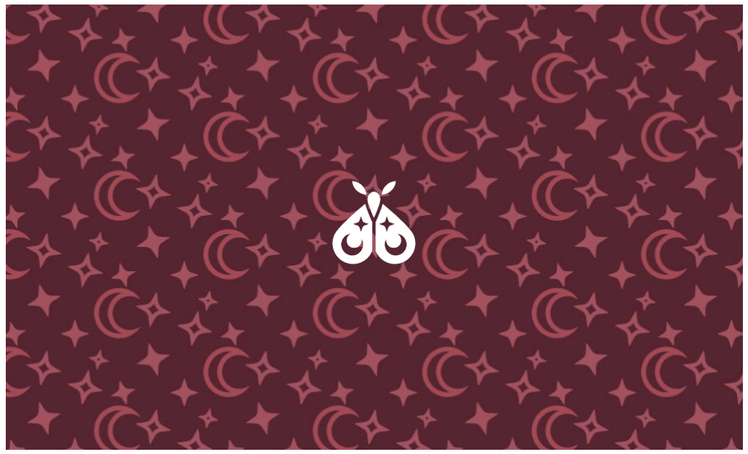
425 Nightfall Ave.
hello@mhcafe.com
218.666.4020
mhcafe.com

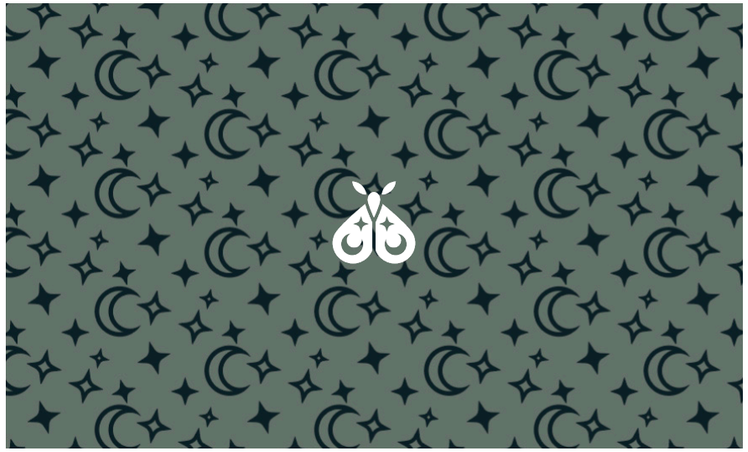
A refuge for the restless.
Here when you need a soft place to land.
Amount:
To:
From:
Open Always
moth house night cafe

moth house night cafe

moth house night cafe

A refuge for the restless.
moth
house
night cafe
Midnight Brews & Muse





Launch Advertising

Awake?
So are we.
Late-night coffee, comfort
food, and good company.
Open Always. 425 Nightfall Ave
moth
house
night cafe

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So are we.
Late-night coffee, comfort
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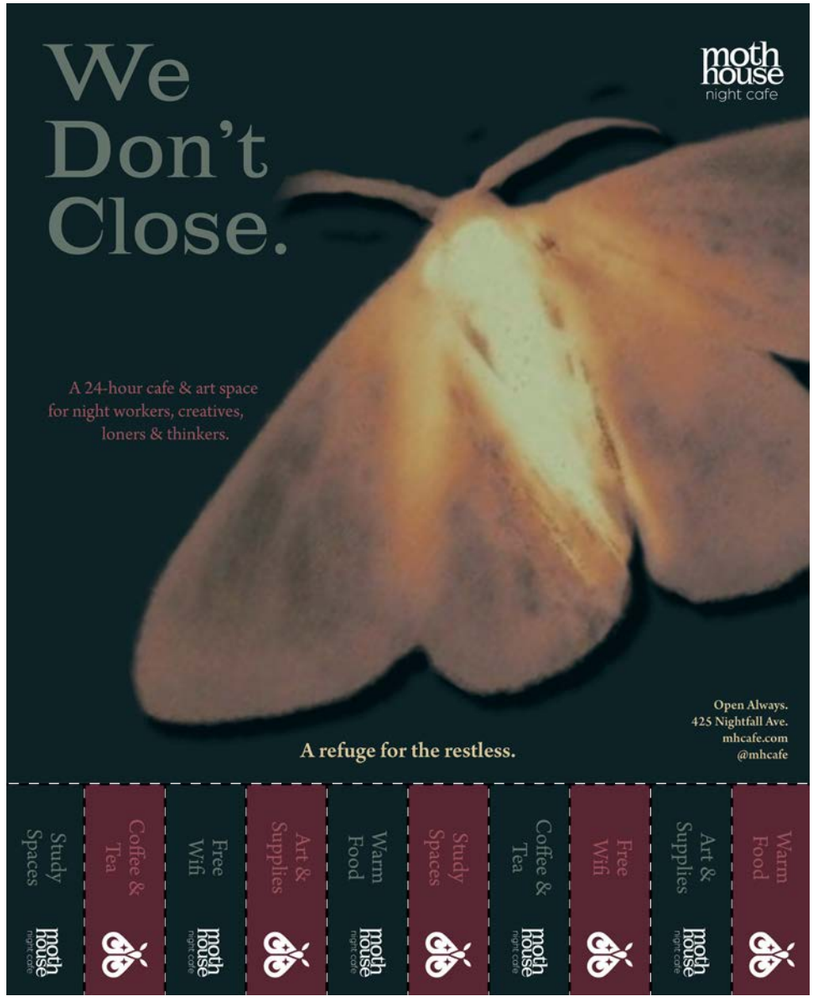
We Don't Close.
moth house night cafe
A 24-hour cafe & art space for night workers, creatives, loners & thinkers.
Open Always.
425 Nightfall Ave.
mhcafe.com
@mhcafe
A refuge for the restless.
Study Spaces
Coffee & Tea
Free Wifi
Art & Supplies
Warm Food

We Don't Close.
moth house night cafe
A 24-hour cafe & art space for night workers, creatives, loners & thinkers.
Open Always.
425 Nightfall Ave.
mhcafe.com
@mhcafe
A refuge for the restless.

The world doesn't sleep.
Neither do we.
Open Always
moth house
night cafe
425 Nightfall Ave.
MOCU.CITY

Created by S Drogseth | 2025