

A little you. A lot of wow.

The custom cocktail experience.
A brand built around the person,
the party, and the little details.

ENCHANTÉ

MADE TO BE YOURS.

Brand foundation + visual system + digital experience



Your moment, mixed.

ENCHANTÉ designs personalized cocktail and mocktail experiences for celebrations. Every flavor, color, cup and finishing touch is an opportunity to make the occasion feel like you.

SIGNATURE LINE

Made to be yours.

THE BRAND PROMISE

A drink that belongs to your story.

PERSONAL

Start with the guest, host or occasion. The details should mean something.

PLAYFUL

Color and surprise create joy. Keep the experience inviting and easy.

CONSIDERED

Make every detail intentional, from garnish scale to a beautifully readable name.

Keep the signature.

The supplied E emblem is the master identity. Its cocktail details connect elegance with the product. Preserve the original artwork and the accent in ENCHANTÉ.

CLEAR SPACE

Leave at least one quarter of the emblem width on every side. Keep names, rims and decorative elements outside this zone.

MINIMUM SIZE

Proposed starting point: 28 mm wide in print, 120 px digitally for the full lockup. Check a physical sample for fine-line clarity.



SUPPLIED MASTER LOGO

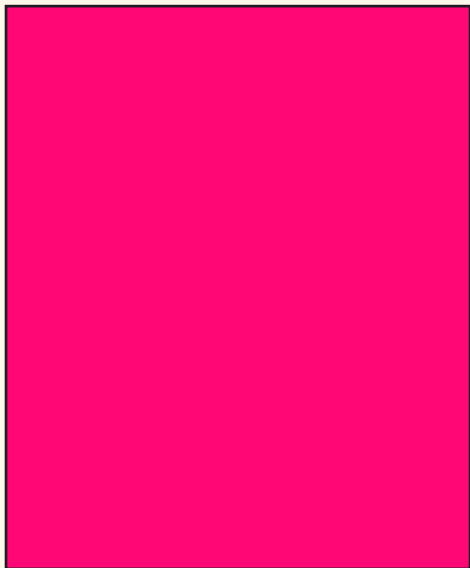
COLOR & BACKGROUND

Use the supplied pink-on-white or gold transparent artwork. Keep busy photography away from the fine lines. Recolors need a proper vector master.

NEVER

Do not stretch, redraw, tilt or add shadows to the master logo. Event artwork can change; the ENCHANTÉ signature stays consistent.

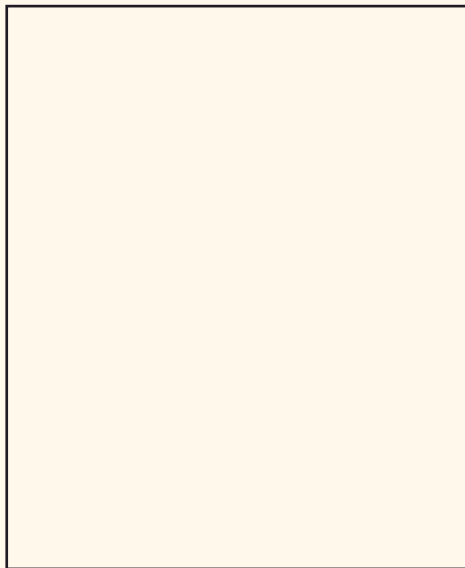
A seriously happy palette.



Hot Pink

#FF0875

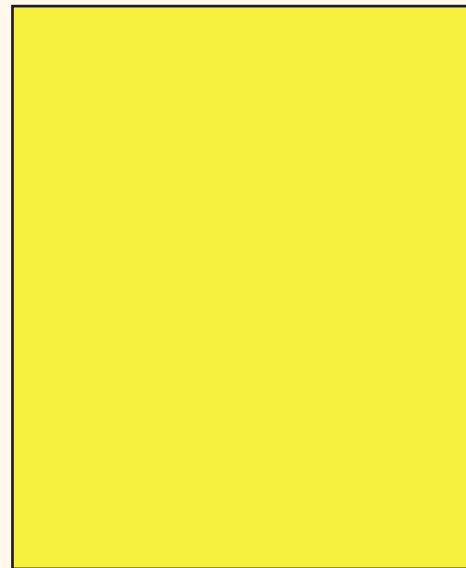
Hero energy / accents



Warm Cream

#FFF8EB

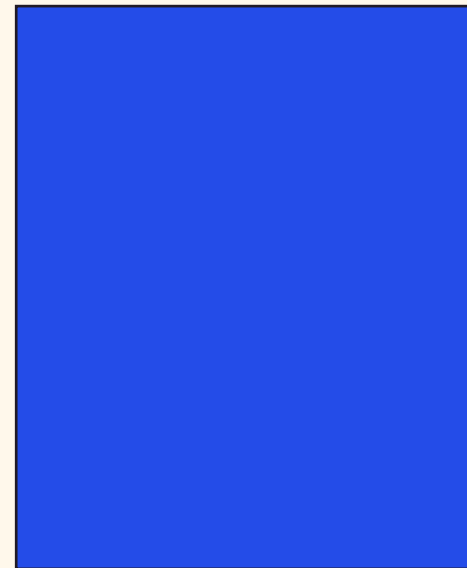
Space / backgrounds



Citrus

#F5F13E

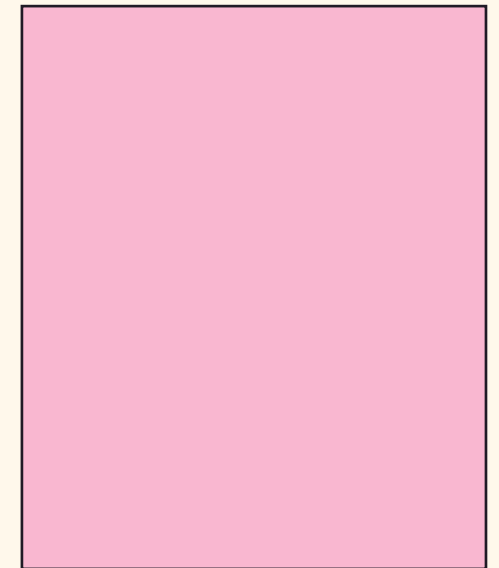
Highlights / surprises



Cobalt

#244CE8

Depth / contrast



Soft Rose

#F9B7D0

Interactive moments

Use cream and dark ink for reading. Let pink lead the personality; yellow and cobalt punctuate it. Use dark ink on pink, rose and yellow. Use cream on cobalt. Avoid small white text on pink.

Bold meets charming. A little unexpected.

TYPE SYSTEM

Headlines: Arial Bold / Helvetica Bold. Tight spacing, short lines, large scale.

Accent words: Georgia Italic. Use once per headline.

Body: Arial Regular. Comfortable leading and clear contrast.

The original logo is artwork, never retyped.

AVOID

Generic luxury claims, forced slang, and promises about packages or availability that have not been confirmed.

HOW WE SOUND

Warm. Confident. A little cheeky.

Speak directly to the person planning the party. Sell the personal detail and the experience, with concrete language.

SAY THIS

Your name on it. Your vibe in it.
Let's mix your moment.
A little extra? Always.



THE DRINK IS THE HERO.

Use real creations: crisp garnish texture, visible personalization and honest color. Capture a clean hero, a close detail, and an in-event moment. For future shoots, pair direct flash or soft directional light with bold solid backdrops.

One brand. Endless personalities.

01 THE FOUNDATION

Cocktail or alcohol-free direction; desired flavor profile and event mood.

02 THE COLOR STORY

Translate the invitation or event palette into a coherent drink color and accessories.

03 THE PERSONAL DETAIL

A name, event date, custom topper or original illustration becomes the focal point.

04 THE SIGNATURE

Keep the ENCHANTÉ logo readable and separate from the event-specific artwork.



The next round.

Creative proposals to develop and taste-test, not an established menu.

SUNSET CLUB

Peach + passion fruit + lime

Coral and pink; a sun-shaped topper, personalized name label and citrus garnish.

Birthday / golden-hour celebration

SOMETHING BLUE

Blue citrus + sparkling finish

Cobalt and cream; a monogrammed stirrer and clean, minimal garnish.

Wedding / elegant celebration

GARDEN PARTY

Cucumber + mint + elderflower

Soft green; an edible-flower direction and a botanical custom name tag.

Brunch / garden celebration

Develop each as a cocktail or alcohol-free option. Validate flavor balance, allergens, food-safe materials and garnish practicality before adding a concept to the offer.

A website with a playful pour.

MOVE

Subtle pointer parallax on the hero photographs. Movement supports the drink, rather than hiding the message.

MAKE

A live visual cup builder: select a color, drag or tap garnishes, switch cocktail / mocktail, and add a personal label.

TAKE AWAY

Carry the mix into an event brief. Download a plain-text summary. Add the real contact and booking route before public launch.

ACCESSIBILITY IS PART OF THE EXPERIENCE

Touch and keyboard alternatives, readable labels, responsive layouts, and reduced-motion support.

Make every detail feel like ENCHANTÉ.

CUPS & LABELS

Master signature + separate event artwork. Test scale and readability on the actual cup.

TOPPERS & STIRRERS

One clear motif. Keep the silhouette simple and the personal detail legible.

MENUS & SOCIAL

Cream reading surfaces, bold color moments, close-up real drink photography.

BEFORE PUBLIC LAUNCH

Confirm contact details, service area, packages, lead times and booking process.

NEXT ASSET PASS

Prepare approved vector logo exports and commission clean studio drink photographs.

Working brand direction / Version 1.0 / October 2026