



**CASA
MUNDO VERDE**
STAY. COFFEE. CULTURE.

Brand Guidelines

STAY · COFFEE · CULTURE

Hola, and welcome to Casa Mundo Verde.

This document is the home of our brand. It holds the look, the language and the spirit of Casa Mundo Verde in one place — so that everyone who builds with us, from baristas to designers to partners, can speak with one warm, consistent voice.

A brand is more than a logo. It is the feeling someone carries with them after they leave: the smell of fresh coffee, a conversation with a stranger who became a friend, the quiet confidence of a place that cares for its people and its planet. These guidelines exist to protect that feeling and keep it whole, wherever our name appears.

01

ONE BRAND

A single identity, applied with care

28

PAGES

Everything you need to stay on-brand

∞

HOSPITALITY

The warmth behind every detail

HOW TO USE THIS GUIDE

Treat it as a reference, not a rulebook for its own sake. When a decision isn't covered here, return to our essence — **sustainable hospitality rooted in community** — and let it lead the way.

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Brand Overview

Casa Mundo Verde is a locally owned hospitality brand in León, Nicaragua — a hostel and specialty coffee shop sharing one roof and one philosophy.

We are a welcoming space where travellers and locals can **eat, sleep, work, relax and connect**. By day we are a calm café and workspace; by night a social home for explorers. Throughout, we are a gateway to León and the wider beauty of Nicaragua.

The name says it plainly: **Mundo Verde** — a green world. It is a promise of sustainability and a nod to the volcanic, tropical landscape that surrounds us. Every cup poured and every bed made supports local farmers, producers and the community we call home.

IN ONE LINE

A place to eat, sleep, relax, connect and explore — while supporting local communities and sustainable practices.

AT A GLANCE

CATEGORY

Hostel & Specialty Coffee

LOCATION

León, Nicaragua

FOUNDED BY

Leonel & Margreet

HERITAGE

Nicaraguan × Dutch

OFFER

Stay · Eat · Work · Connect

SPIRIT

Eco-conscious hospitality

Our Story

Casa Mundo Verde was born from a partnership across two worlds — and the belief that the best of both could live happily under one roof.

CO-FOUNDER

Leonel

Born & raised in Nicaragua

Leonel brings the warmth, rhythm and generosity of Nicaraguan hospitality — a deep-rooted knowledge of León, its people, its coffee and its hidden corners worth exploring.

CO-FOUNDER

Margreet

Born & raised in the Netherlands

Margreet brings Dutch eco-conscious values — a practical commitment to sustainability, considered design, and the quiet efficiency that lets a space feel effortless.

TWO WORLDS, ONE HOME

Together they created something neither could alone: a place where **authentic Nicaraguan hospitality** meets **Dutch eco-conscious care**. A genuinely cross-cultural experience — open-hearted, sustainable, and unmistakably León.

Mission & Vision

OUR MISSION

To create a **welcoming, sustainable space** that connects travellers and locals through hospitality, coffee, community and authentic experiences.

OUR VISION

To be León's most loved meeting point — the first name eco-conscious travellers and locals think of when they want good coffee, a good night's rest, and good company; and a model for how hospitality can give back more than it takes.

OUR ESSENCE

**"Sustainable
Hospitality Rooted
in Community."**

Everything that follows in this document — every colour, word and decision — exists to serve these few sentences.

Core Values

Six convictions sit beneath everything we do. They are the test we hold our decisions against — if a choice doesn't honour them, it isn't Casa Mundo Verde.

01

Sustainability

Eco-conscious in every choice — from sourcing to waste — so the green world we're named for endures.

02

Community

A gathering place that turns strangers into neighbours and travellers into regulars.

03

Authentic Hospitality

Genuine, unscripted warmth. We host the way you'd welcome a friend into your home.

04

Cultural Connection

Nicaraguan soul meets Dutch sensibility — and every guest is invited into the exchange.

05

Adventure & Exploration

A launchpad for León's volcanoes, markets and streets — and the curiosity to discover them.

06

Local Economic Support

Every córdoba spent ripples outward to local farmers, makers and families.

Brand Pillars

Four pillars hold up the house. Each is a promise we make to our guests, and a lens for what we build next.

01 Sustainability

Eco-friendly practices, organic and locally sourced coffee and ingredients, and active support for local farmers and producers.

02 Community

A welcoming gathering place for travellers and locals that encourages meaningful connection and shared experience.

03 Adventure

A gateway to exploring León and Nicaragua, with curated tours and authentic local experiences.

04 Relaxation

A comfortable environment to rest, work and socialise — a calm oasis within a vibrant city.

Positioning & Promise

POSITIONING STATEMENT

Casa Mundo Verde offers eco-conscious travellers and locals an **authentic Nicaraguan hospitality experience** through sustainable accommodation, specialty coffee, community-driven spaces and curated local adventures.

BRAND PROMISE

A place to eat, sleep, relax, connect and explore — while supporting local communities and sustainable practices.

TAGLINE

**STAY.
Coffee.
Culture.**

BRAND ESSENCE

**Sustainable Hospitality Rooted in
Community**

Brand Personality

If Casa Mundo Verde walked into a room, this is who you'd meet — the friend who knows the best coffee, the quiet trails, and exactly when to pour you another.

Warm

We radiate genuine warmth

Welcoming

Everyone has a seat at the table

Relaxed

Unhurried, easy, calm

Authentic

Real over polished

Sustainable

Conscious in every choice

Modern

Clean, current, considered

Trustworthy

We do what we say

Adventurous

Always up for what's next

WE ARE

Grounded, generous, and quietly confident.
Sustainable without preaching. Modern without being cold.

WE ARE NOT

Loud, corporate, exclusive or trend-chasing. Never luxury-for-its-own-sake, never impersonal.

Tone of Voice

We write the way we host: **relaxed yet professional**. Like a good friend giving directions — clear, kind and never stiff.

Be friendly & conversational

SAY THIS

"Pull up a chair — your coffee's almost ready."

NOT THIS

"Please be advised that your order is being prepared."

Be genuine & human

SAY THIS

"Made by people who actually love this place."

NOT THIS

"Our team is committed to delivering excellence."

Be encouraging & inclusive

SAY THIS

"Whoever you are, there's room for you here."

NOT THIS

"Guests must comply with house policy at all times."

Informative, not corporate

SAY THIS

"Our beans come from farmers we know by name."

NOT THIS

"We leverage a sustainable supply-chain ecosystem."

Who We Welcome

Two circles that overlap at our front door — the world passing through, and the community that stays. We're built for both.

AUDIENCE 01

International Travellers

- Eco-conscious travellers
- Backpackers
- Digital nomads
- Remote workers
- Adventure seekers

AUDIENCE 02

Local Community

- Coffee enthusiasts
- Expats living in León
- Professionals seeking a workspace
- Residents who value sustainability & quality

Different journeys, same need: a warm, sustainable place to belong for a night or an afternoon.

Brand Keywords

When in doubt, reach for these words — in copy, in naming, in the feeling of a photograph. They are the vocabulary of our world.

Organic **Earthy** **Tropical**
Sustainable **Authentic**
Community **Adventure**
Relaxation **Local** **Welcoming**

The Primary Logo

Our logo unites three parts into one mark: the **symbol**, the **Casa Mundo Verde** wordmark, and the **STAY. Coffee. Culture.** tagline. This is the master version — use it first, and most.



THE SYMBOL

An organic, growing form — roots, canopy and seed; nature and nurture in one.

THE WORDMARK

Set in Poppins, our brand typeface — modern, friendly and clear.

THE TAGLINE

Three words that frame the experience: STAY. Coffee. Culture.

Logo Variations

Beyond the primary lockup, the identity flexes across two families — a **horizontal** lockup for wide spaces and a **circular badge** for stamps, coasters and seals.



HORIZONTAL · LIGHT



HORIZONTAL · REVERSED



BADGE · LIGHT



BADGE · REVERSED



ICON ONLY

The Symbol

The mark is an organic, living form — and it carries our name's meaning, *Mundo Verde*, a green world.



Growth & roots

A trunk and spreading canopy — community grounded in place.

The seed

A single form at the base: the coffee bean, and every guest who arrives.

Two greens, one clay

Our palette built into the mark — land, leaf and earth.

Symmetry

Balanced and calm, like the oasis we offer within a busy city.



The symbol may stand alone as an app icon, stamp, social avatar or embossed detail — wherever the full logo is too large or the space is square. Give it room to breathe.

Clear Space & Sizing

Protect the logo with breathing room. Keep a minimum clear space equal to the height of the symbol (= **X**) on every side. Nothing — type, image or edge — should enter this zone.



**CASA
MUNDO VERDE**
STAY. COFFEE. CULTURE.

MINIMUM SIZE • PRINT



Full logo ≥ 32 mm wide



Icon ≥ 9 mm

MINIMUM SIZE • DIGITAL



Full logo ≥ 120 px wide



Icon ≥ 32 px

Logo on Backgrounds

Always keep the logo legible with strong contrast. Use the reversed (white) logo on dark or busy backgrounds, and the standard logo on light, calm surfaces.



Tip — over photography, place the logo on a calm area of the image, or add a subtle dark scrim to guarantee contrast. Aim for a contrast ratio of at least 4.5:1.

Logo Misuse

The logo is consistent everywhere. To keep it strong, never do any of the following. When in doubt, use the original master files unaltered.



✗ Don't stretch or distort



✗ Don't recolour



✗ Don't rotate



✗ Don't add shadows



✗ Don't crowd it



✗ Don't outline

Primary Palette

Two colours carry the brand. **Selva**, a deep volcanic green, and **Clay**, a warm terracotta drawn from León's earth. Together: nature and warmth, calm and welcome.

PRIMARY · GREEN

Selva

HEX **#253D28**

RGB **37 · 61 · 40**

CMYK **82·54·86·71**

PRIMARY · TERRACOTTA

Clay

HEX **#C1753A**

RGB **193 · 117 · 58**

CMYK **18·58·82·5**

Selva leads on backgrounds, type and large fields; Clay leads on accents, calls-to-action and highlights. Roughly a **70 / 30** balance keeps the identity grounded.

Extended Palette

A family of supporting tones gives the system room to breathe — earthy neutrals for backgrounds and tints of the primaries for depth, charts and states.

SELVA · GREEN TINTS



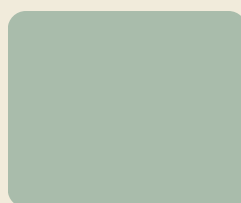
#253D28
Base



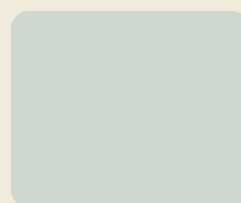
#3D5A41
70%



#6F8A72
Sage



#A9BCAB
30%



#CDD8CE
15%

CLAY · TERRACOTTA TINTS



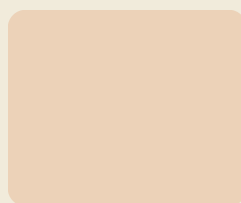
#8F5326
Clay Dark



#C1753A
Base



#D8A777
Clay 60

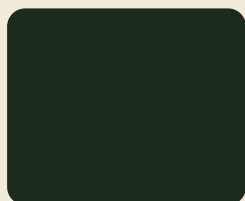


#ECD2B8
Clay 25

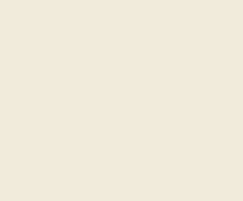


#B15A16
Ember

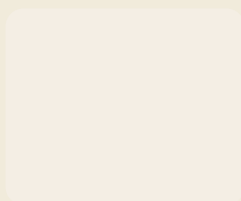
NEUTRALS · EARTH & LIME WASH



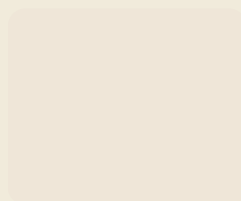
#1C2B1E
Ink



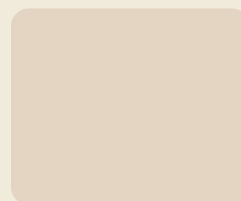
#F1EBDB
Cal



#F4EEE4
Hueso



#EFE6D8
Arena



#E4D5C3
Adobe

Ember (#B15A16) is the deeper terracotta reserved for the circular badge and embossed or single-colour applications. Use sparingly.

Combinations & Access.

Pair colours for contrast and comfort. These approved combinations meet **WCAG AA** for text; avoid low-contrast pairs for anything a guest needs to read.

Aa

Cal on Selva

9.9:1

AA ✓

Aa

Clay 60 on Selva

5.0:1

AA ✓

Aa

White on Clay

3.6:1

Low ✗

Aa

Selva on Cal

9.9:1

AA ✓

Aa

Clay Dk on Cal

5.1:1

AA ✓

Aa

Clay on Arena

2.5:1

Low ✗

RECOMMENDED

Cal or Hueso text on Selva. Selva text on light neutrals. Clay as an accent on green or cream.

USE WITH CARE

White text on Clay only at large sizes (24 pt+). Never set small body text in Clay on cream.

Typeface — Poppins

Aa

POPPINS

A geometric sans-serif that's friendly, modern and highly legible — the single typeface for the entire brand. Its rounded forms feel warm; its clean structure feels considered.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
1234567890 & @ # %

Aa Bb Cc	Poppins Thin	100
Aa Bb Cc	Poppins ExtraLight	200
Aa Bb Cc	Poppins Light	300
Aa Bb Cc	Poppins Regular	400
Aa Bb Cc	Poppins Medium	500
Aa Bb Cc	Poppins SemiBold	600
Aa Bb Cc	Poppins Bold	700
Aa Bb Cc	Poppins ExtraBold	800
Aa Bb Cc	Poppins Black	900

Type in Use

A simple, consistent hierarchy keeps everything clear. Lean on weight and size for contrast — not new fonts.

Display Heading

Poppins Bold · 30–40pt
Tracking -0.5px · Line 1.05

Section Heading

Poppins SemiBold · 14–18pt

EYEBROW / LABEL

Poppins SemiBold · 8–9pt ·
Caps · Tracking .3em

Body copy is set in Poppins Light at a comfortable size with generous line height, so longer passages stay easy and relaxed to read — just like our tone of voice.

Poppins Light · 9–11pt · Line
1.7

DO

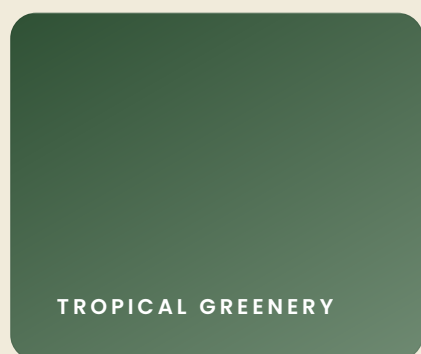
Use sentence case for headings, generous spacing, and weight for emphasis.

DON'T

Mix in other fonts, set long copy in all-caps, or over-bold the page.

Art Direction

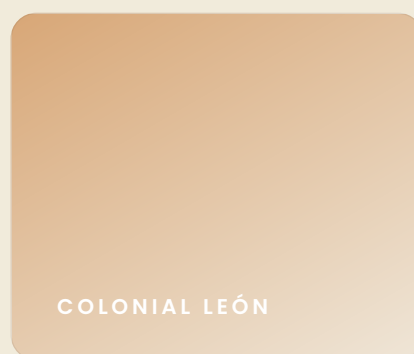
Our imagery should feel **organic, warm and real**. Natural light, honest moments, and the textures of León — never staged or stocky.



TROPICAL GREENERY



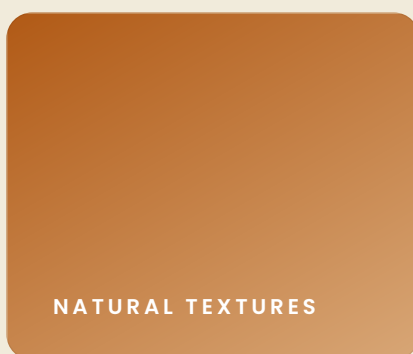
ORGANIC COFFEE FARMS



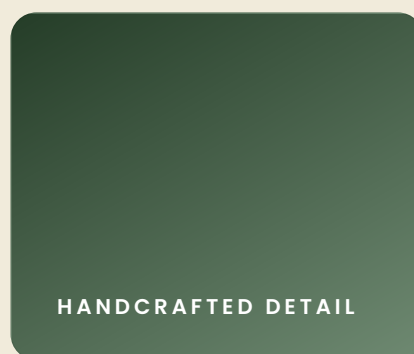
COLONIAL LEÓN



VOLCANIC LANDSCAPES



NATURAL TEXTURES



HANDCRAFTED DETAIL

CAPTURE

Soft daylight, candid people, steam off coffee, plants and wood, the streets and volcanoes of León, hands at work, real guests and staff.

AVOID

Harsh flash, heavy filters, generic stock smiles, cluttered scenes, cold corporate tones, or anything that feels staged.

Brand in Action

A glimpse of the identity living in the world — across the touchpoints a guest meets from arrival to departure.



COFFEE CUP



TOTE BAG



ROOM KEY CARD



BUSINESS CARDS



SOCIAL AVATAR

Voice in Practice

The same warm voice, wherever we speak. A few examples of Casa Mundo Verde sounding like itself.

INSTAGRAM CAPTION

Slow mornings start here. ☕ Fresh from farmers we know by name, poured in a courtyard full of plants and good company. Pull up a chair. #CasaMundoVerde #STAYcoffeeCulture

WEBSITE HERO

**Stay a while.
Make yourself at home.**

A hostel and coffee shop in the heart of León — built for good rest, great coffee and real connection.

WELCOME NOTE · IN ROOM

Welcome home, traveller. Whatever brought you to León, we're glad you're here. Coffee's on us tomorrow — come say hola.

SUSTAINABILITY LINE

We keep it simple: local beans, less waste, and a little better every day. No big claims — just honest choices that add up.



**CASA
MUNDO VERDE**
STAY. COFFEE. CULTURE.

Thank you for keeping our brand

These guidelines will grow as we do. For master logo files, templates or any question about using the Casa Mundo Verde identity, reach out before improvising — we're always happy to help.

FIND US

León · Nicaragua

ESSENCE

Sustainable Hospitality Rooted in Community