

# ASTRA

Brand strategy & Brand positioning



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# Competitive Analysis

Competitors can be characterized as direct or indirect



## Direct

Direct competitors are businesses that offer similar products or services as your business and target the same customer base. For a restaurant like Astra, some direct competitors could be other Greek or Mediterranean restaurants in the same area that offer similar types of cuisine and atmosphere.

## Indirect

Indirect competitors are businesses that may not offer the same products or services as your business, but still compete for the same customer base. For Astra, some indirect competitors could be other types of restaurants or bars in the area that offer a similar rooftop or outdoor dining experience, or other types of nightlife and entertainment options.



## Competitive Analysis



### COMPETITOR 1

## ■ Mandolin Aegean Bistro



Location: 4312 ne 2nd ave, Miami

Mandolin Aegean Bistro is a family-owned, charming Mediterranean restaurant in the Design District that offers a menu of traditional Greek and Turkish dishes. The restaurant's outdoor garden provides a cozy and intimate dining experience.

[mandolinrestaurant.com](http://mandolinrestaurant.com)



## Competitive Analysis



### COMPETITOR 2

## ■ Mila



Location: 1636 Meridian Ave, Rooftop, Miami Beach

Mila is a contemporary Mediterranean restaurant located in Miami Beach, Florida. The restaurant has a rooftop lounge and offers flavors of Mediterranean - Asian cuisine. Mila is known for its elegant décor, unique menu, and panoramic views of the city.

[mila-miami.com](http://mila-miami.com)



## Competitive Analysis



### COMPETITOR 3

## ■ Joia Beach



Location: 1111 Parrot Jungle Trail, Miami

Joia Beach is a restaurant-bar located on the waterfront in Miami Beach, Florida. The establishment features a beach club atmosphere and European-inspired menu.

It's a popular spot for both locals and tourists looking for a relaxing and upscale dining experience with a beachy vibe.

[joiabeachmiami.com](http://joiabeachmiami.com)



## Competitive Analysis



### COMPETITOR 4

## ■ Fabel



Location: 50 NW 23th St, Miami, FL

Fabel Is Mykonos-Inspired Restaurant that opened in Wynwood. The restaurant boasts a Mediterranean-themed menu, they use ingredients that stem from time-tested foods found in Cyprus, Jordan, Lebanon, Israel, Turkey & Greece. They suggest a sharing “family style” concept, for a more pleasurable dining experience.

[fabelmiami.com](http://fabelmiami.com)



## Competitive Analysis



### COMPETITOR 5

## ■ Sugar Rooftop | East Hotel



Location: 788 Brickell Plaza, Miami

Sugar is a rooftop lounge-bar located atop the East Miami Hotel in the Brickell neighborhood of Miami. The bar offers stunning views of the city skyline and serves a variety of handcrafted cocktails. The menu also features small plates and Asian-inspired bites. Sugar is known for its trendy and upscale atmosphere, and it's a popular spot for both locals and tourists looking for a stylish and sophisticated place to enjoy drinks and snacks while taking in the breathtaking views of Miami.

[easthotels.com/en/miami/restaurants-and-bars/sugar/](https://easthotels.com/en/miami/restaurants-and-bars/sugar/)



## Competitive Analysis



### COMPETITOR 6

## ■ Boho House



Location: 111 NE 20th Street, Miami

Boho House is a bohemian restaurant concept that offers Spanish cuisine. A combination of tropical jungle surroundings and bohemian-inspired décor creates a unique and relaxing atmosphere that's perfect for enjoying a delicious meal and expertly crafted cocktails.

[bohohousemiami.com](http://bohohousemiami.com)



## Competitive Analysis



COMPETITOR 7

### ■ Rosa Sky

Rosa Sky

Location: 115 SW 8th St Miami

Located on the 22nd floor of the AC Hotel & Element Brickell, Rosa Sky is a vibrant rooftop bar in Brickell, and offers guests stunning panoramic views of the Miami skyline. The hotspot boasts a top-notch music lineup, complemented by tapas-style bites and a colorful cocktails menu.

[rosaskyrooftop.com](http://rosaskyrooftop.com)





### COMPETITOR 8

## ■ Giselle Miami



Location: 15 NE 11th St, Miami, FL 33132

E11even, the 24-hour “ultraclub,” is now home to Giselle Miami, a rooftop restaurant and lounge combining Asian, Mediterranean, and French flavors in an opulent setting. Guests access the indoor-outdoor space via a private elevator, entering a mosaic-lined tunnel before enjoying the retractable roof, marble bar, and digital art displays.

[gisellemiami.com](http://gisellemiami.com)



## Competitive Analysis



### COMPETITOR 9

## ■ Level 6 Rooftop

Location: 3480 Main Highway 6th floor 33133 / Coconut Grove

Level 6 is a restaurant with a privileged location and breathtaking views of Biscayne Bay and the Miami skyline. The rooftop lounge and restaurant concept is enhanced by its location above the Amal restaurant, which provides an additional layer of sophistication to the overall experience. The spacious 4,000-square-foot venue and open-air seating provide ample opportunities to soak up the atmosphere and enjoy the views while indulging in the menu of cocktails and small plates.

[level6miami.com](http://level6miami.com)



## Competitive Analysis



COMPETITOR **10**

### ■ Copal

Location: 50 NW 24th St, Miami



Sharing much of the same DNA with the sister restaurant Pez Loco downstairs, Copal offers a fresh take on Mexican coastal cuisine. While the views may not be the primary draw, the terrace's breezy atmosphere is still a pleasant place to enjoy alfresco bites and drinks. The menu appears to focus heavily on cocktails and spirits, with creative craft tequila and mezcal cocktails on offer, along with a selection of snacks and elevated street eats.

[pezlocomiami.com/copal](http://pezlocomiami.com/copal)



# Swot Analysis

## Strengths

- Stunning rooftop
- Strategic location
- Trendy neighborhood
- Unique and memorable dining experience
- Panoramic views
- Contemporary and upscale design
- Wide-ranging venue

## Weaknesses

- Inaccurate promotion of events
- Not Bohemian visual identity
- Brand inconsistency -> Confusion for potential clients
- Mismatched audience

## Opportunities

- Increased brand recognition
- Become an experience point of reference
- Expansion and growth
- Promoting local partnerships and collaborations
- Targeted marketing
- Extend season offering
- Take advantage of the beauty of the location especially at sunset

## Threats

- Competition
- Seasonal fluctuations
- Economic factors
- Changes in consumer preferences





# Trends & Market



# Primary Trends

## The Rise of Dance Music

One of the key factors driving the rise of dance music is the growth of music festivals and events that feature electronic dance music acts.



## Technology & Immersive experiences

Technology is becoming increasingly integrated into nightlife, with many bars using apps and digital platforms to promote events, manage reservations, and offer cashless payment options. Also experiences that offer immersive and interactive elements, such as virtual reality experiences, interactive art installations, and multi-sensory performances.



## Socially-conscious venues

There is a growing trend towards venues that prioritize social responsibility and inclusivity, such as LGBTQ+ friendly bars, clubs, and venues that prioritize diversity and equity in their hiring and programming.





# Primary Trends

## Buying the big names

Popular DJs with a strong social media following will thrive this year, and event organizers can benefit from booking them for extra publicity.



## Health and wellness

There is an increasing trend towards healthy and nutritious food options, with many restaurants focusing on locally-sourced, organic, and plant-based ingredients to meet the demands of health-conscious consumers.



## Sustainability

There is an increasing trend towards sustainable practices in nightlife, such as reducing waste, using eco-friendly materials, and promoting environmentally-conscious behavior among patrons.



## Unique dining experiences

Consumers are increasingly looking for unique and immersive dining experiences, such as themed restaurants, pop-up events, and interactive dining experiences.





# Supplementary Trends



## Digital nomadism

With the rise of remote work, there is a growing trend towards digital nomadism, where travelers work remotely while traveling and exploring new destinations.



## Slow tourism

There is a trend towards slow travel, where travelers take their time to explore and immerse themselves in a destination, rather than rushing to check off a list of tourist attractions.



## Social media marketing

There is a growing trend towards leveraging social media platforms to promote nightlife venues and events, such as influencer marketing and user-generated content.



## Gastronomy Tourism

It concerns participation in gastronomic experiences and activities, and is becoming increasingly important as a factor in enhancing the tourism product.



# Supplementary Trends in Miami

## South Beach Wine and Food Festival

This annual festival celebrates the culinary scene in Miami and features celebrity chefs, cooking demonstrations, and tastings.



## Art Basel Miami

This annual art fair brings together artists, galleries, and collectors from around the world, and has become a major event in the global art world.



## Miami fashion week

This annual event showcases the latest fashion trends from around the world and features runway shows, designer showcases, and industry networking events.





# Supplementary Trends in Miami

## Boat Show

The Miami Boat Show is an annual event in Miami, Florida, featuring a wide range of boats, yachts, and marine products. Held in February, it attracts boating enthusiasts from around the world to explore the latest models and innovations.



## Tech/crypto conference

Miami has become a hotbed for tech and crypto conferences, attracting industry leaders, innovators, and enthusiasts. Renowned events like the Miami Bitcoin Conference, Miami Tech Week, and eMerge Americas bring together top minds to explore emerging trends, exchange knowledge, and drive groundbreaking innovation.



## Formula 1

This dynamic event bringing together thousands of racing enthusiasts for an unforgettable day of high-speed entertainment. The Fan Fest Zone in Wynwood, touted as South Florida's largest and most elevated off-track fan experience, provide a hub of excitement and engagement.





# Target Analysis



# Target Analysis

The target group that frequents Miami's restaurants and bars is diverse, reflecting the city's multicultural population and cosmopolitan atmosphere. However, there are a few groups that are particularly drawn to Miami's dining and nightlife scene:

- **Young professionals:** Miami is a popular destination for young professionals, many of whom are drawn to the city's vibrant nightlife and culinary scene. They often frequent trendy restaurants and bars that offer innovative cuisine and creative cocktails.
- **Tourists:** Miami is a popular tourist destination, and many visitors come to the city to experience its diverse culinary offerings and lively nightlife. Tourists often seek out restaurants and bars that offer a unique Miami experience, such as waterfront dining or Latin American cuisine.
- **Foodies:** Miami's culinary scene has gained a reputation for innovation and creativity, attracting foodies from around the world. These diners often seek out restaurants and bars that offer unique flavors and experiences, such as fusion cuisine or farm-to-table dining.
- **High-end clientele:** Miami is known for its luxury lifestyle, and many high-end restaurants and bars cater to a clientele that enjoys the finer things in life. These establishments often offer high-end cuisine and drinks, as well as exclusive atmospheres and amenities.
- **Locals:** Miami has a large population of locals who enjoy dining out and socializing with friends and family. They often frequent neighborhood restaurants and bars that offer a more laid-back atmosphere and familiar cuisine.
- **Art enthusiasts:** Miami has vibrant arts scene, which includes world-class museums, galleries, and exhibitions showcasing a diverse range of contemporary and modern art. The city's art district of Wynwood, with its colorful murals and street art, is a must-see destination for any art lover visiting Miami. Additionally, Miami hosts several high-profile art events throughout the year, such as Art Basel Miami Beach and Miami Art Week, which attract collectors, curators, and artists from around the world.

Overall, Miami's restaurants and bars attract a diverse range of people, with a mix of young professionals, tourists, foodies, high-end clientele, and locals enjoying the city's vibrant dining and nightlife scene.





## Existing established market

- Brazil
- Colombia
- Argentina
- Canada
- UK
- Germany

\* Visitors from New York City also contribute more than 500,000 day trips



# Target Analysis

## WHO THEY ARE



### Demographics:

- **Age:** 25-55 years old
- **Gender:** Both male and female
- **Education:** College-educated or higher
- **Income:** Middle to high income earners

### Psychographics:

- **Interests:** Dining out, socializing with friends and family, trying new experiences and flavors, staying up-to-date with the latest trends in dining and nightlife
- **Personality traits:** Outgoing, adventurous, curious, open-minded, social, and value experiences over material possessions
- **Values:** Appreciation for diverse cultures, enjoyment of the finer things in life, desire for unique experiences and high-quality food and drinks
- **Characteristics:** Frequent travelers with luxury taste, Citizens of the world, Trends followers.

### Behavioral:

- **Dining habits:** Enjoy exploring different cuisines, often dine out with friends and family, value high-quality ingredients and innovative cuisine
- **Drinking habits:** Enjoy cocktails and fine wine, often try new and unique drinks, value high-quality and creative mixology
- **Social habits:** Enjoy socializing and meeting new people, often attend events and festivals, value a lively and energetic atmosphere

## IN SEARCH OF



This target group is in search of unique and memorable experiences in Miami's vibrant dining and nightlife scene. They seek out restaurants and bars that offer high-quality cuisine and drinks, as well as creative and innovative experiences.

They are interested in exploring different cultures and flavors, and value socializing and meeting new people in a lively and energetic atmosphere. They are also looking for venues that are trendy and up-to-date with the latest trends in dining and nightlife, as they want to stay on top of what's new and exciting in Miami's scene.



# Project Background



# MAIN TOPICS

## THE CITY

- **Tourism:** Miami is a major tourist destination, known for its beaches, nightlife, and cultural attractions. Tourism is a significant industry in the city, driving the economy and supporting many businesses.
- **Diversity:** Miami is a melting pot of cultures, with a large Hispanic population and significant communities of Haitians, Jamaicans, and other Caribbean groups. The city's diversity is reflected in its food, music, and art scenes.
- **Business and finance:** Miami is home to many multinational corporations and financial institutions, as well as startups and entrepreneurs. The city is known for its supportive business environment, as well as its location as a gateway to Latin America.
- **Art and culture:** Miami has a vibrant arts and culture scene, with world-class museums, galleries, and festivals. The city is also known for its music and dance, including salsa, reggaeton, and electronic dance music.

## THE LIFESTYLE

- **Outdoor recreation:** Miami's warm climate and beautiful scenery make it a great place for outdoor activities such as beach-going, water sports, hiking, and golf.
- **Fashion and style:** Miami has a distinctive fashion scene, with a focus on beachwear, resort wear, and colorful, tropical-inspired clothing. The city is also home to several fashion events each year.
- **Nightlife:** Miami is famous for its nightlife, with a wide variety of clubs, bars, and lounges catering to different tastes. Many of these venues feature world- renowned DJs and performers.
- **Wellness and self-care:** With its focus on outdoor recreation and healthy living, Miami is a great place to practice wellness and self-care. The city is home to many fitness studios, spas, and wellness retreats.
- **Family and community:** Miami is a diverse and family-friendly city, with many parks, beaches, and cultural attractions that are suitable for all ages. The city also has a strong sense of community, with many festivals, parades, and events that bring people together.

## THE PROPERTY

- **Mediterranean-inspired:** Astra is a rooftop restaurant and bar that draws inspiration from the Mediterranean region, especially the Greek Islands.
- **Lush:** The rooftop terrace is filled with Mediterranean plants such as olive and lemon citrus trees, creating a lush and vibrant atmosphere.
- **Unobstructed views:** Astra offers stunning unobstructed views of the Miami skyline, making it a perfect place to enjoy the city's beauty.
- **Comfortable:** Astra offers both dining tables and lounge sofas, making it a comfortable and relaxed place to enjoy delicious Greek-inspired food and drinks.
- **Vibe:** Astra's atmosphere is a perfect mix of casual and vibrant, with international DJs and live bands keeping the energy high throughout the night.
- **Greek-inspired food and drinks:** Astra's menu offers a wide selection of Greek-inspired food, as well as mixology cocktails and wines that reflect the flavors and traditions of the Mediterranean.



## Project Background

# MIAMI

Dynamic, multicultural, beachy, fashionable, vibrant, and entrepreneurial are some words that can be used to describe Miami in a nutshell.





## Project Background

# CITY'S DNA

Miami's DNA can be characterized as a vibrant, diverse, and entrepreneurial city with a strong connection to its beaches, art and design, and cultural heritage. Miami was also ranked as the third best nightlife city in the world.

\* Miami welcomes over 14 million tourists per year.



## Project Background

# Wynwood Ave

## Miami

Wynwood is known for its vibrant and colorful street art scene, with numerous murals and graffiti artworks adorning the walls of buildings throughout the neighborhood. It has become a popular destination for art lovers, photographers, and tourists.

In terms of history, Wynwood was originally a working-class Puerto Rican neighborhood before undergoing a transformation in the early 2000s. Developers and artists began to move into the area, attracted by its affordable rents and large, vacant warehouses that could be converted into studios and galleries. The Wynwood Walls project, which was launched in 2009, helped to establish the neighborhood as a hub for street art and creative expression.

Today, Wynwood is home to numerous art galleries, boutiques, restaurants, and bars, and is one of Miami's most popular neighborhoods for nightlife and entertainment.







# ASTRA

A stylish and upscale option for those looking for a modern twist on traditional Greek cuisine in Miami.

- Mediterranean-inspired menu that celebrates Greek culinary traditions.
- A rooftop terrace with stunning views and plenty of greenery, creating a sense of tranquility and escape from the city below.
- Greek origin.

The restaurant represents:

**Authenticity:** authentic flavors and techniques of Greek-Mediterranean cuisine, with a focus on using fresh, high-quality ingredients.

**Elegance:** The rooftop location and the sophisticated ambiance represent a luxurious and elevated dining experience that is fitting for special occasions or a night out.

**Escape:** a sanctuary from the busy streets of Miami, allowing guests to relax and enjoy the stunning views while being treated to exceptional service and cuisine.

**Culture:** rich culinary traditions of the Mediterranean, providing guests with an opportunity to learn about and experience a different culture.



# Branding Strategy



T H E   N A M E   " A S T R A "

emphasis on Greek culture



# “ASTRA”

## G R E E K   S O U L   -   B O H E M I A N   S P I R I T

In ancient Greek mythology, Astra was the goddess of stars and constellations, a cosmic being of radiant beauty and celestial power. And just like the goddess herself, Astra Miami is a beacon of light and energy in the heart of Wynwood.

Nestled atop a bohemian paradise, Astra is a rooftop restaurant-bar that embodies the free-spirited vibe of Miami’s most creative neighborhood. With its Mediterranean-inspired cuisine, Astra offers a taste of Greece that’s as eclectic and bold as the art that surrounds it.

Step onto the rooftop terrace and you’ll be transported to a lush oasis of greenery and breathtaking views. The terrace is a space where people gather to celebrate life, love, and the arts. From intimate dinners to vibrant brunches, Astra is a place where good food and great company go hand in hand.

But Astra is more than just a restaurant. It’s a reflection of the vibrant and diverse community that surrounds it.

Wynwood is a place where artists, musicians, and dreamers come together to create magic. And Astra is at the heart of it all, inspiring and uplifting everyone who enters its doors.

So whether you’re a free spirit, a dreamer, or just someone who loves good food and great company, Astra Miami welcomes you with open arms. Come and discover the magic of Wynwood, and experience the celestial beauty of Astra for yourself.



# tagline proposals

1. Greek soul - Bohemian spirit
2. Soulful dining
3. Sky-high dining
4. Greek flavors - Bohemian vibes
5. Dining under the stars
6. A culinary journey to the stars



# Branding Strategy

## Brand Voice

Warm, welcoming, and vibrant, rooted in Greek heritage and culture.  
With a touch of bohemian and spiritual inspiration.

## We are

We are a community, a place where friends and family come together to celebrate life and make unforgettable memories.

## Tone of Voice

The tone should be authentic and passionate, with a sense of wanderlust and a desire to connect with others on a deeper level.

## Statement

We blend the rich history and culture of Miami with the warmth and hospitality of Greece, creating a unique rooftop oasis that invites people to experience the best of both worlds. The Mediterranean-inspired menu and mixology program, paired with breathtaking views and a vibrant atmosphere, promise an unforgettable dining and social experience that celebrates life, culture, and community.

## Promise

- Staying true to our roots balancing tradition with innovation
- Keep the warm and welcoming nature, reflecting the Greek concept of philoxenia - the hospitality and generosity towards guests.
- Emphasize the importance of tradition in our restaurant's culture and values



# Photography style

Warm, vibrant, and inviting, with a focus on capturing the Mediterranean-inspired dishes, the lush greenery of the rooftop terrace, and the stunning views of the Miami skyline. The images could feature natural lighting and earthy tones to create a relaxing and intimate ambiance. Additionally, incorporating lifestyle shots of people enjoying the restaurant and bar could further emphasize the welcoming and social atmosphere of Astra.

- Instagrammable décor and installations
- Food presentation
- Cocktail creativity
- Influencer collaborations
- Videos/Reels



## Branding Strategy - Moodboard



To create an authentic boho mood, incorporate these elements:

- Laid-back atmosphere
- Free-spirited vibes
- Eclectic mix of patterns and textures
- Earthy and natural color palette
- Vintage and handmade pieces
- Layered and textured compositions
- Abundance of plants and greenery
- Embrace individuality and unconventional charm



## Branding Strategy - Moodboard




We carefully selected these images from Astra's Instagram profile and applied deliberate color and aesthetic edits, aiming to infuse a boho tone and create a visually cohesive experience.



# Email Campaigns

ASTRA


DINING UNDER THE STARS




GET READY TO DANCE THE NIGHT AWAY


Join us at Astra, where the fusion of bohemian vibes & intoxicating beats will leave you craving more. Let the music be your guide & discover a new level of euphoria at Astra's weekly DJ lineup:

MON	05.06	DANIELA
TUE	06.06	LYLA
WED	07.06	ONOMAA
THU	08.06	KRISTIAN CARO
FRI	09.06	LYLA   NAPP
SAT	10.06	LYLA   ED RAISSI
SUN	11.06	VIDAL


Stay connected with ASTRA community 



DISCOVER MORE



SEE THE MENU



RESERVE NOW

Email marketing is essential for effective communication and engagement in the digital era. It allows you to connect with your audience on a personal level and deliver targeted messages.

For your DJ events, a weekly newsletter can be a powerful tool. It keeps subscribers informed about upcoming DJ sets, special guests, and exclusive content.

To elevate your newsletter's impact, incorporate a visually captivating design that aligns with your event theme.



# Branding Strategy - Uniform Moodboard

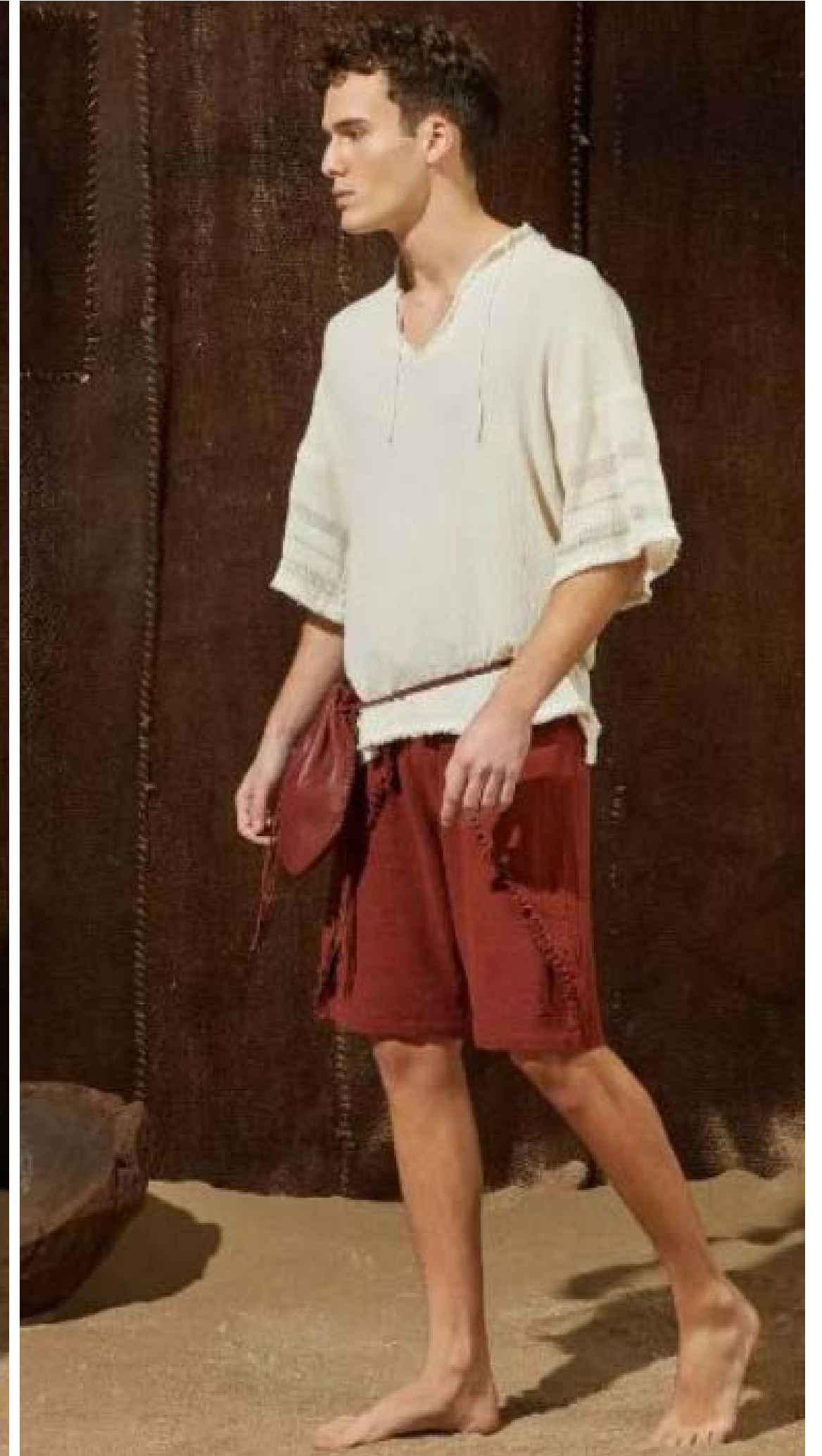


-  Cornflower
-  USAFA
-  Indigo Dye
-  Ivory
-  Dove

The Uniform moodboard is inspired by the free-spirited bohemian attitude, is meant to inspire the bohemian vibe we want to convey through the clothing of our staff. It features earthy tones, combined with shades of blue. The fabric adds a touch of naturalness and breathability, perfect for the Miami climate. Please note that this moodboard is just a source of inspiration.



## Branding Strategy - Uniform Moodboard





## Branding Strategy - Uniform Moodboard





## Merchandise



This is just a positioning example, as the logo and emblem can be adapted and placed wherever we desire.



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## Merchandise



This is just a positioning example, as the logo and emblem can be adapted and placed wherever we desire.



# Branding Strategy

COLOR PALETTE

 Cornflower

 USAFA

 Indigo Dye

 Ivory

 Dove



The color palette includes warm, earthy tones to represent the Mediterranean landscape, as well as vibrant pops of color to reflect the energy and creativity of the Wynwood neighborhood.

**Patterns:** Where the stars meet the Earth. The hand-drawn bohemian emblem combines the shape of a star with the organic curves of a bohemian flower. In other words, it represents a harmonious fusion of celestial and natural elements. By creating unique and visually appealing designs, we create a memorable and cohesive brand experience for the customers.



# Branding Strategy

TYPOGRAPHY

Arno Pro

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Manrope

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



A blend of contemporary, sleek fonts along with a hand-drawn bohemian emblem can effectively communicate the brand's essence of harmonizing the traditional and the modern. By combining these elements, Astra creates a unique and distinctive voice that speaks to the brand's values and identity.



Branding Strategy

MENU EXAMPLES





## Branding Strategy

LEATHER FOLDER OPTIONS





# Branding Strategy

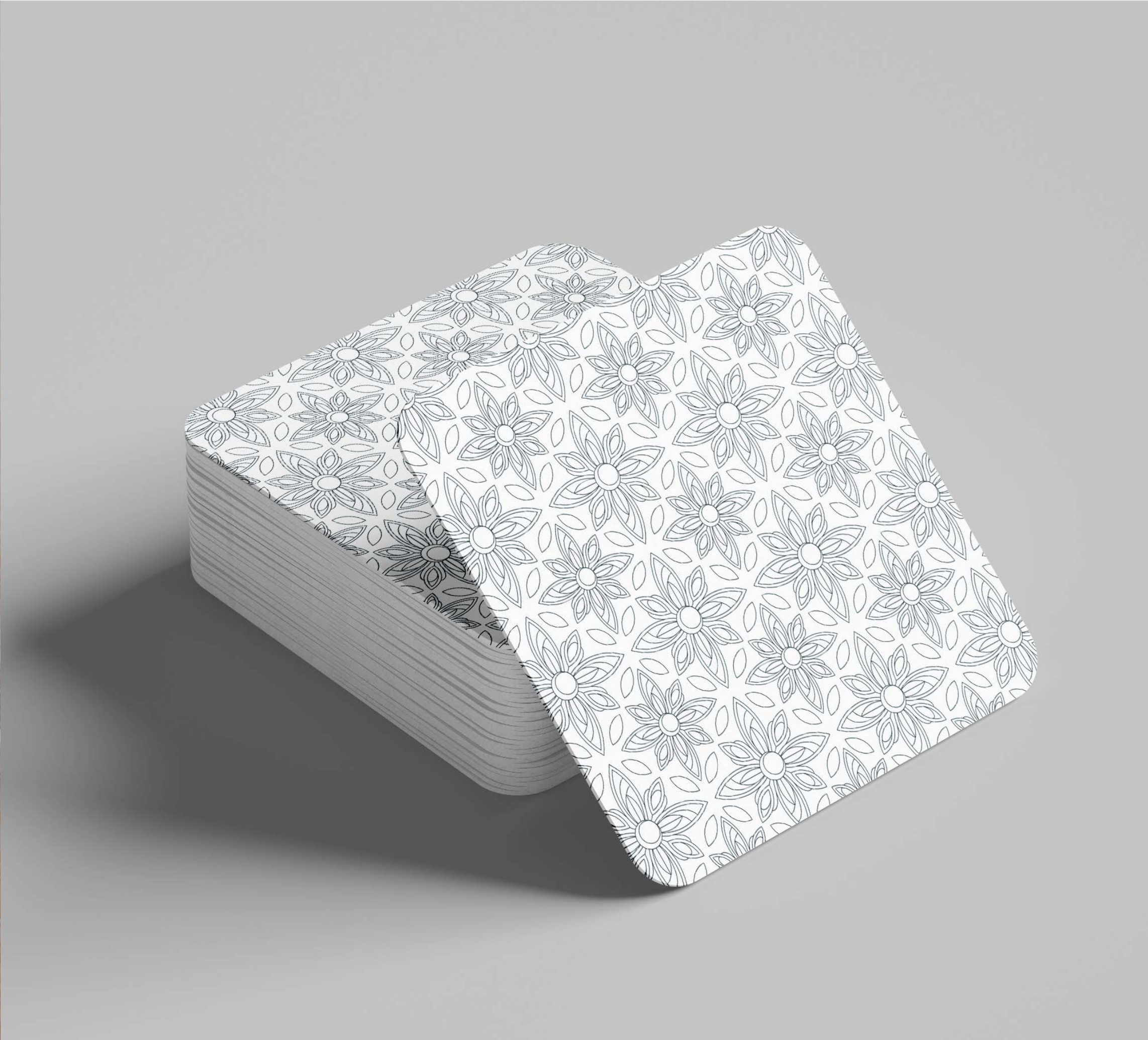
APPLICATIONS





Branding Strategy

APPLICATIONS

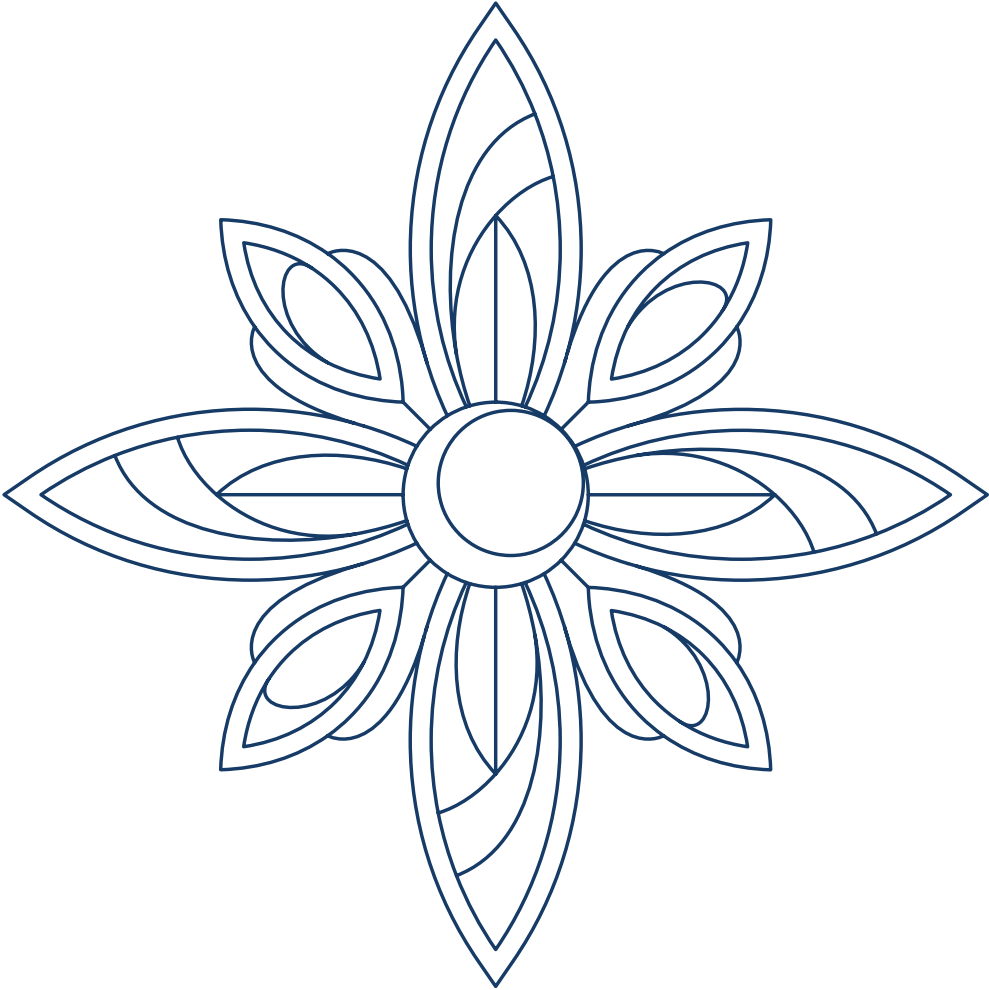




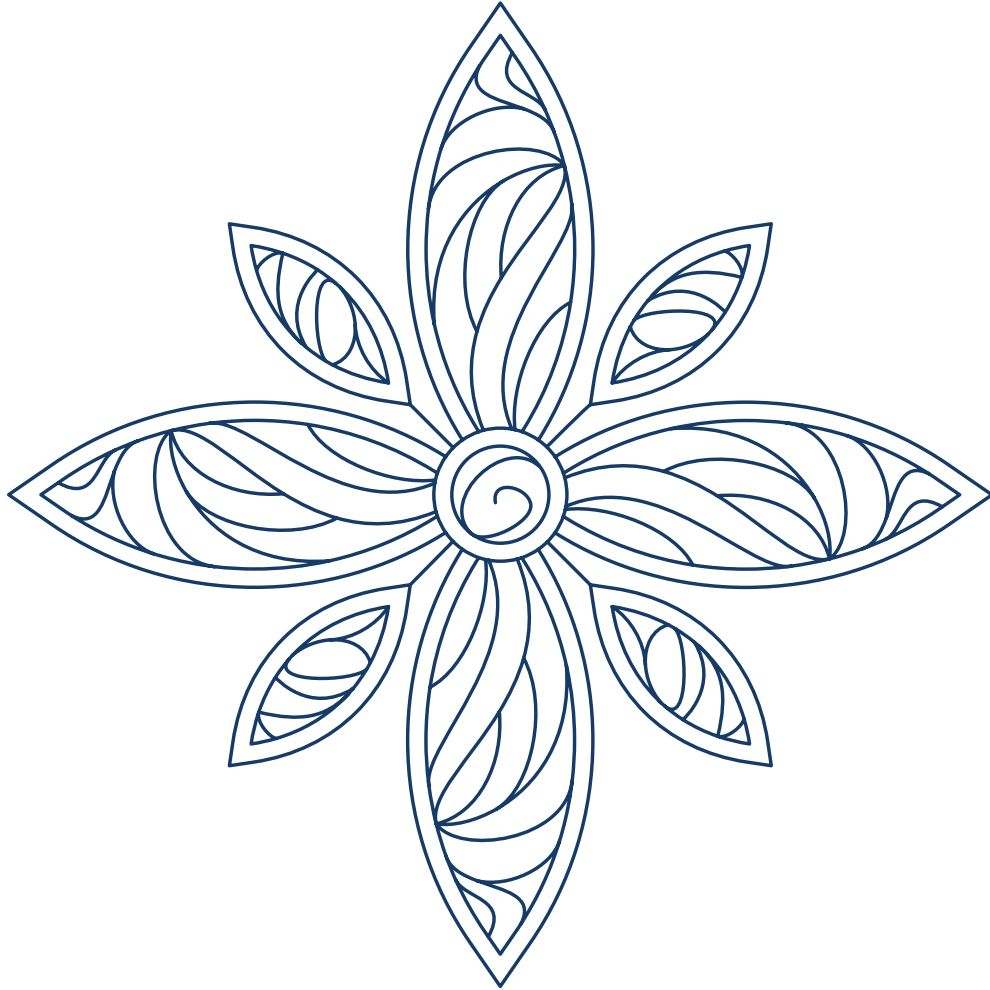
# LOGO PROPOSITIONS



# New Emblem

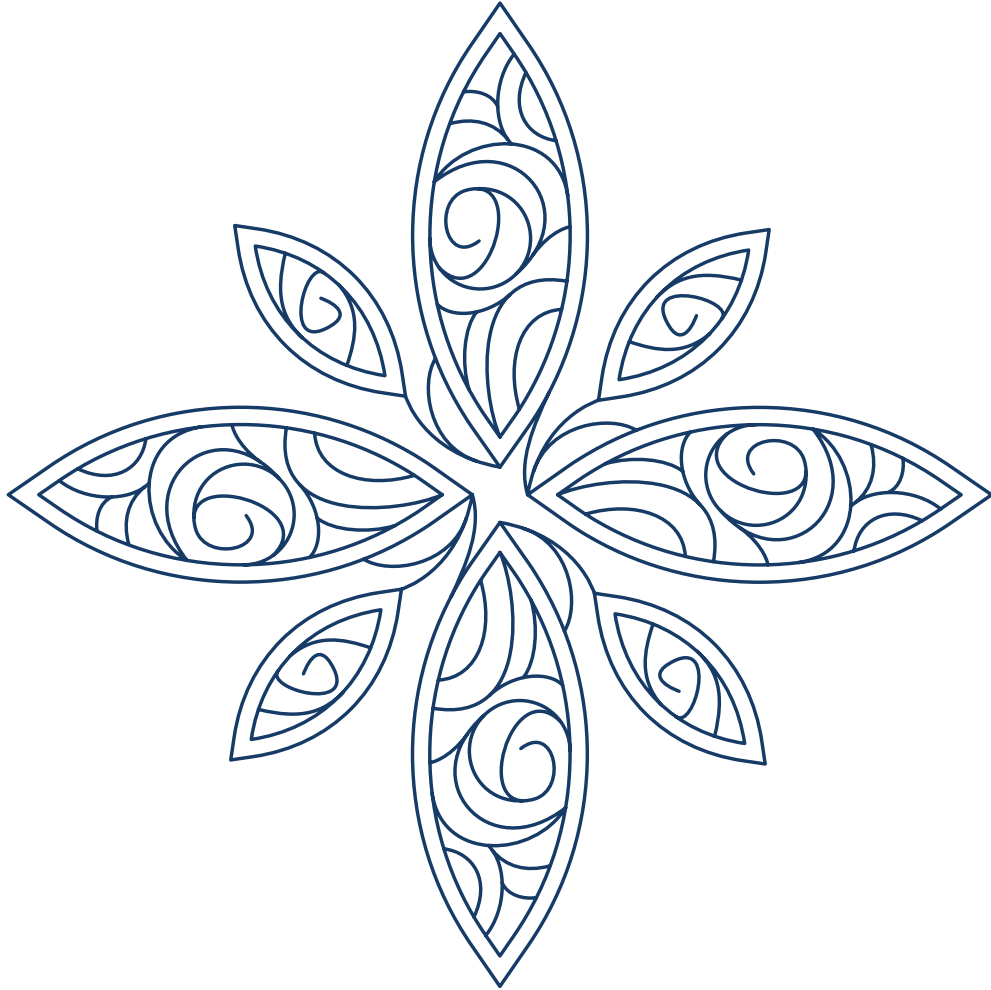


Original



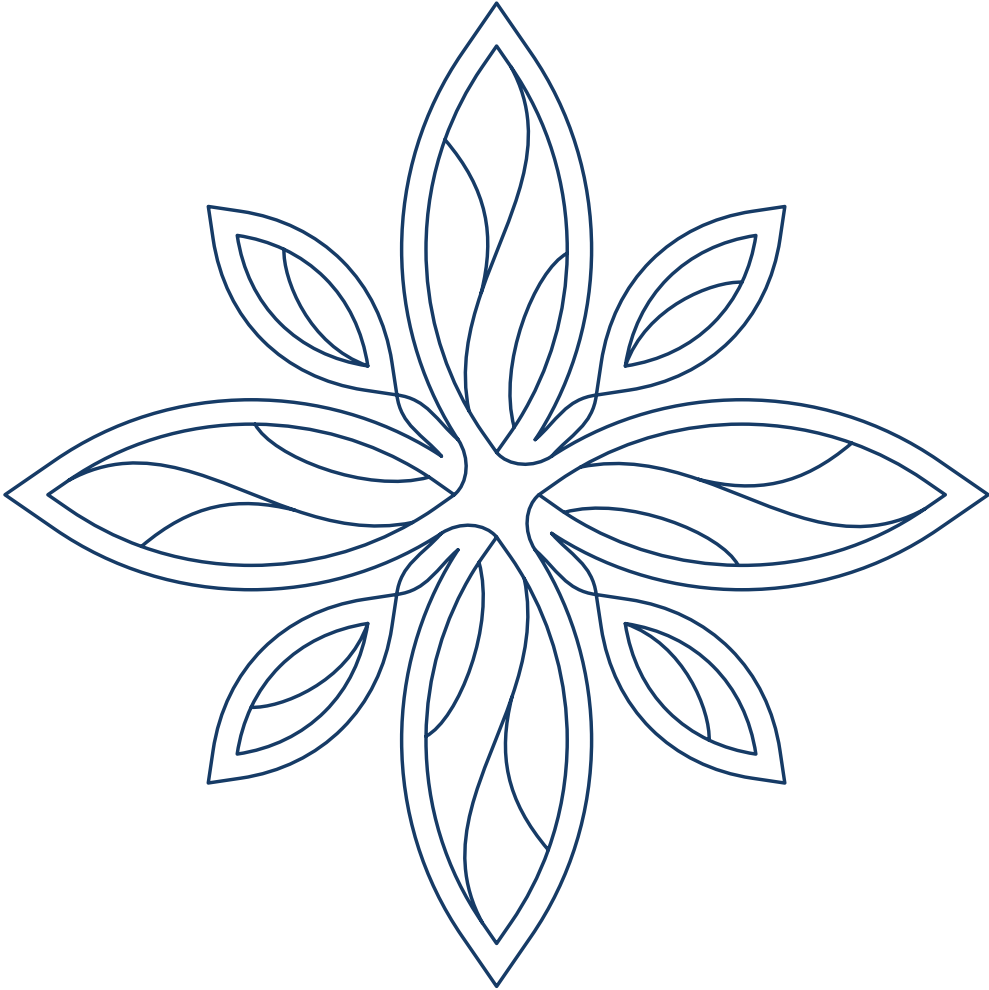
Option 1

More complicated,  
more lines, less white space



Option 2

More swirls, filled  
with various shapes



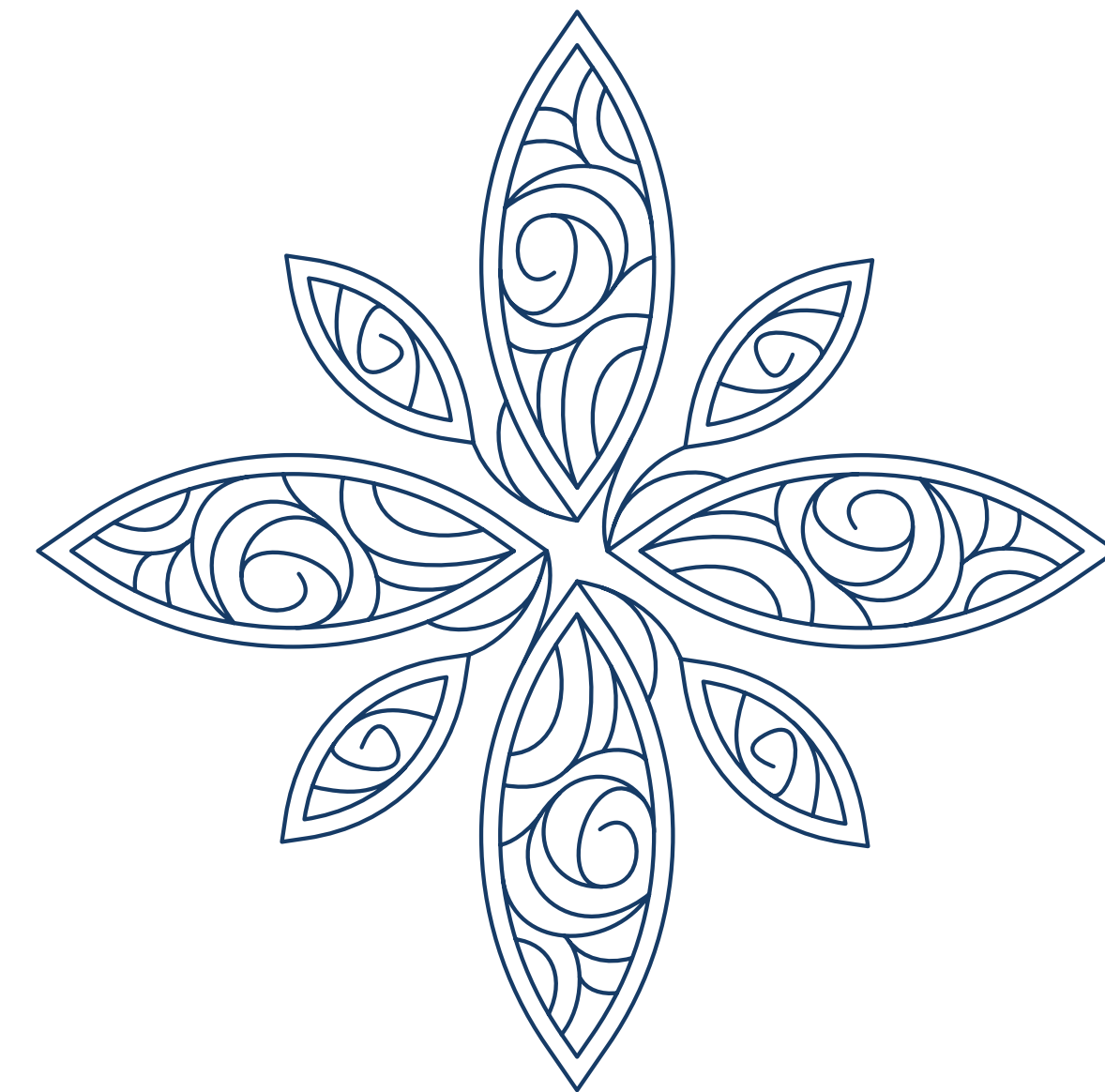
Option 3

Simple, with less lines



# ASTRA

A custom, modified typeface for Astra logo.



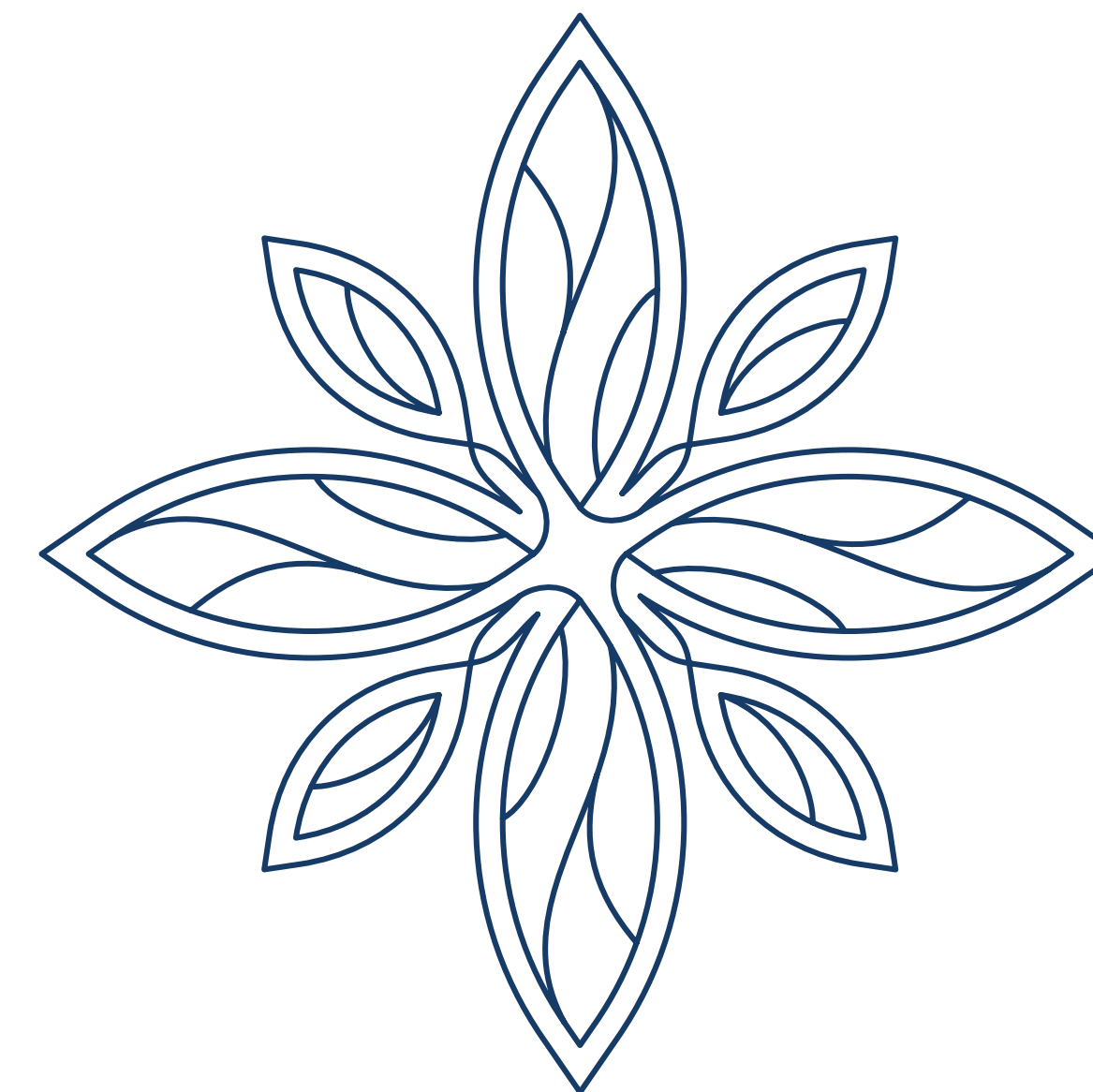
# ASTRA

dining under the stars



# ASTRA

Using the original "Astra" typeface  
for one of the new emblems



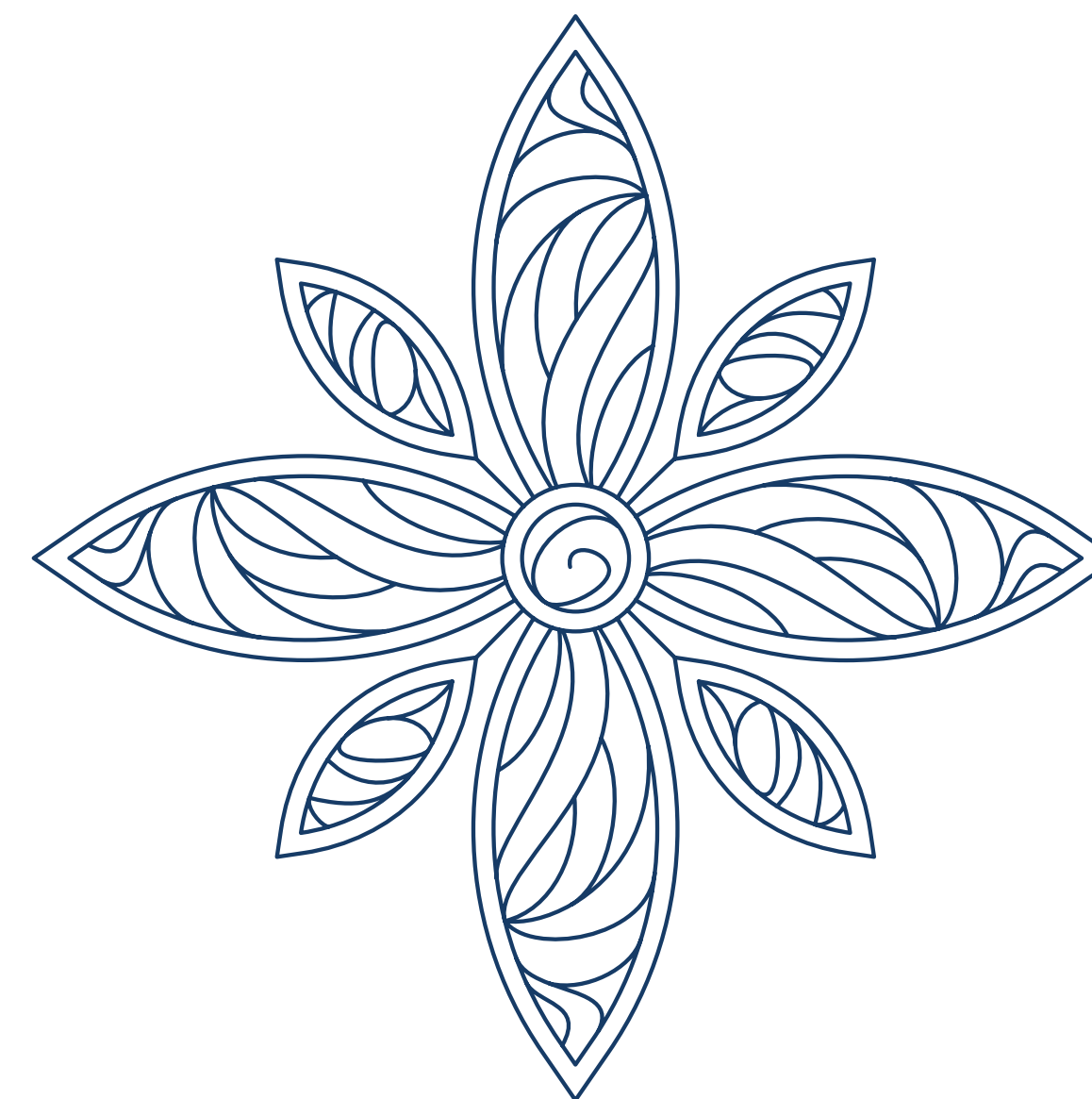
# ASTRA

DINING UNDER THE STARS



# ASTRA

A typeface fully customized for the title,  
intended to match the elegance of the new sign.



# ASTRA

DINING UNDER THE STARS



Thank You!

