



PALM & TIDE

SUNSET VIBES • FRESH BITES

SERVICE TYPE

Style of Service

- Casual café by day, relaxed bar hangout by night.
- Fast-casual table service; shareable small plates, flatbreads; craft cocktails & mocktails.



DECOR

- Mood: breezy, natural, beach-inspired.
- Elements: whitewashed wood, driftwood art, rope/basket textures, natural fibers.





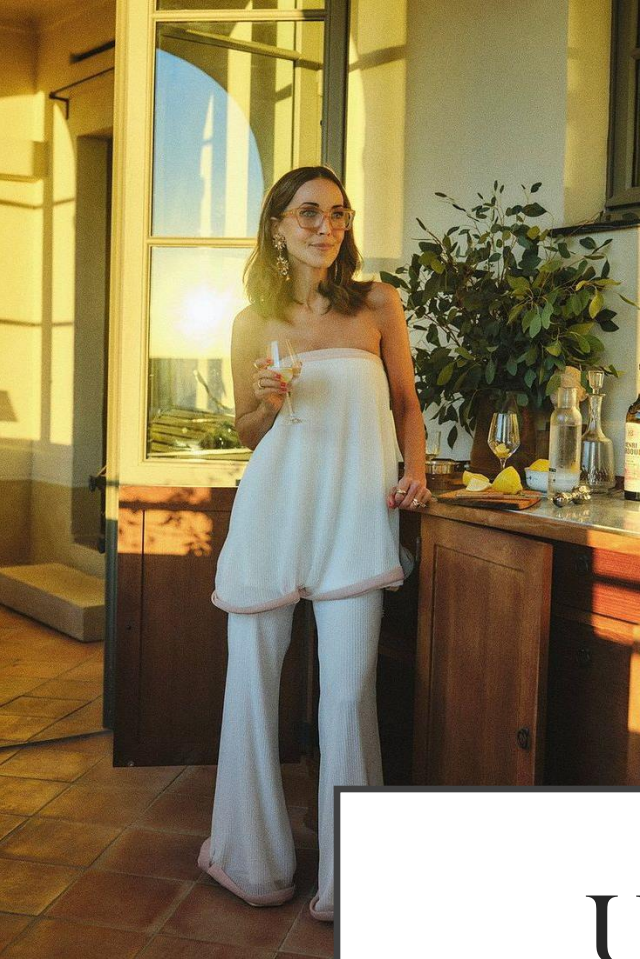
LIGHTING

- **Daytime:** Bright, natural light via large windows, retractable walls, open-air feel.
- **Evening:** Warm amber woven pendant lights & string fixtures (dimmable).

FURNITURE

- Mix of cozy lounge areas and clean dining zones.
- Furnishings: wicker & rattan chairs, teak/rustic wooden tables, cushioned seating in sea hues.





UNIFORMS & STAFF LOOK

STAFF IN BREEZY LINEN SHIRTS OR TOPS IN SOFT OCEAN TONES



MUSIC

- Playlist: Chill house music, tropical indie music
- Sound level: Warm and energetic just loud enough to enhance, not overwhelm
- Acoustic strategy: Wood floors, sofas dampen harsh echoes while high ceilings pass laughter and nature sounds

The background image shows a warm, dimly lit interior of a tropical-themed restaurant or lounge. Several tall palm trees are positioned throughout the space. Large, woven, spherical lanterns hang from the ceiling, casting a soft, warm glow. In the foreground and middle ground, there are wooden tables and seating areas with cushions. The overall atmosphere is cozy and inviting, with a focus on natural materials and tropical decor.

BRAND IDENTITY HIGHLIGHTS

- Name meaning: “Palm & Tide” reflects the natural rhythm of the coast where land meets water, and time slows down.

Design Touches:

- Driftwood signage with hand-painted lettering
- Tropical plants & rattan accents
- Sea breeze soundtrack + subtle citrus aromas
- Sensory experience: It's not just a place to eat it's a vibe to feel.