

BREWSHIFT

BRAND BOOK

VERSION 1.0 — JANUARY 2026

1. BRAND OVERVIEW

WHAT BREWSHIFT IS

The operating system for coffee shop operations. Training, accountability, and performance — all in one platform.

TAGLINE

PRIMARY TAGLINE

"Run every shift like your best shift."

ALT TAGLINES

- "Your coffee shop's operating system."
- "Train. Track. Transform."
- "Shift the way you operate."

PRODUCT NAMES

- Brewshift Academy** — Training
- Brewshift Logbook** — Checklists
- Brewshift Pulse** — Dashboard
- Barista Brain** — AI Assistant

BRAND PERSONALITY

TRAIT	DESCRIPTION
Professional	Trusted by owners who take their business seriously
Efficient	Respects your time — no bloat, no fluff
Warm	Coffee industry at heart — approachable, not corporate
Empowering	Makes your team better, not just more watched
Modern	Clean, fast, feels like the future

VOICE & TONE

Confident but not arrogant. Direct. Supportive. Occasional wit — coffee puns welcome but never forced.

✅ "Your opening checklist, verified with photos. No more trust-me-I-did-it."

✅ "New hire to bar-ready in half the time."

❌ "Leverage synergistic operational efficiencies across your retail footprint."

❌ "We're revolutionizing the coffee industry with AI."

2. LOGO SYSTEM

PRIMARY LOGO MARK

Concept: A coffee cup silhouette integrated with an upward shift arrow — representing operational excellence and upward momentum.

DESIGN SPECIFICATIONS

- Geometric / minimal style
- Coffee cup viewed from slight angle, steam or rim forming upward arrow (⬆ or ↗)
- Must work at 16x16 favicon AND 512x512 app icon
- Single-color construction (works in one color)
- Rounded corners on icon container (app icon style)

ALTERNATE CONCEPT

Abstract "B" + "S" monogram where letterforms suggest a coffee cup and shift arrow.

LOGO VARIATIONS

variation	usage
Icon Only	App icon, favicon, avatar
Icon + Wordmark (Horizontal)	Nav bars, email headers
Wordmark Only	When icon is already present
Icon + Wordmark (Stacked)	Login screens, splash pages

WORDMARK

Font: Plus Jakarta Sans — Extra Bold (800)

Style: ALL CAPS, letter-spacing -0.02em

Treatment: Single color, or "Brew" bold + "shift" regular weight for hierarchy

MINIMUM SIZES

format	minimum
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Icon only	24px
Icon + wordmark	120px wide
Favicon	16×16 (simplified icon)

3. COLOR PALETTE

PRIMARY COLORS



Navy

#0F2B3C

Sidebar, nav, primary buttons



White

#FFFFFF

Cards, text on dark



Slate

#1E3A4C

Hover states, secondary

ACCENT COLORS



Copper

#C77B3C

CTAs, highlights, active states



Warm Cream

#F5F0E8

Page backgrounds, light base



Espresso

#2C1810

Dark text on light

SEMANTIC COLORS



Success

#22C55E



Warning

#F59E0B



Danger

#EF4444



Info

#3B82F6

WHY THESE COLORS?

- **Navy** — Trust, professionalism, reliability. Keeps the proven dark UI.
- **Copper** — Warmth, coffee, premium feel. Replaces red (red feels like an error in an ops tool).

- **Cream** — Organic warmth, coffee shop aesthetic. Not sterile white.

COLOR RATIOS

Navy + White = 80% of UI • Copper = 10% (CTAs) • Semantic = 5% • Cream = 5%

4. TYPOGRAPHY

PRIMARY FONT: PLUS JAKARTA SANS

Modern geometric sans-serif with warmth. Already loaded in the application.

STYLE	WEIGHT	USAGE
Extra Bold	800	Headings, logo, page titles
Bold	700	Sub-headings, card titles, nav items
Semibold	600	Labels, badges, button text
Medium	500	Body text, descriptions
Regular	400	Secondary text, metadata

TYPE SCALE

ELEMENT	SIZE	WEIGHT	CASE
Page Title	32-40px	800	UPPERCASE
Section Header	20-24px	700-800	UPPERCASE
Card Title	16-18px	700	UPPERCASE
Body	14-16px	400-500	Sentence case
Caption / Label	10-12px	600-700	UPPERCASE, wide tracking
Badge	10-11px	700	UPPERCASE

ICONOGRAPHY — LUCIDE REACT

Clean, consistent stroke-based icons. Already in use in the application.

FEATURE	ICON NAME	SIZE
Training	graduation-cap	20-24px
Checklists	clipboard-check	20-24px

Performance	trending-up	20-24px
Team	users	20-24px
AI Features	sparkles	20-24px

5. UI COMPONENTS

BUTTONS



TYPE	BACKGROUND	TEXT	USAGE
Primary	Navy #0F2B3C	White	Main actions
Accent	Copper #C77B3C	White	CTAs, highlights
Secondary	White	Navy	Cancel, back
Danger	Red #EF4444	White	Delete, deactivate

CARDS

- Background: White #FFFFFF
- Border radius: 12px
- Shadow: 0 1px 3px rgba(0,0,0,0.08)
- Padding: 20–24px

FORM INPUTS

- Background: #F9FAFB
- Border: 1px #E5E7EB, radius 8px
- Focus: 2px ring in Navy at 10% opacity

ROLE BADGES



6. POSITIONING

ONE-LINER

"Brewshift is the all-in-one operations platform for coffee shops — training, photo-verified checklists, Toast POS data, and AI auditing in a single app."

ELEVATOR PITCH (30 SECONDS)

"Coffee shop owners spend their days juggling training, checklists, and accountability — usually with a binder and hope. Brewshift replaces all of that with a single app.

New hires train themselves through interactive modules. Opening and closing checklists are photo-verified and AI-audited. Toast POS data flows in automatically so you can see sales, turn times, and who's on shift — without being there.

It takes 5 minutes to set up and your team can start using it the same day."

KEY DIFFERENTIATORS

#	DIFFERENTIATOR
1	Purpose-built for coffee shops — not generic restaurant software
2	Toast POS integration — live sales, labor, turn times (no one else does this)
3	Photo verification + AI auditing — actual proof, not checkboxes
4	Training + ops in one app — competitors do one or the other
5	Self-service setup in 5 minutes — no sales calls, no implementation fee

PLAN NAMES

PLAN	TARGET
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Starter	Solo owner, basic features
Pro	Full platform, Toast integration
Scale	Multi-unit, advanced analytics

7. DOMAIN & LEGAL

DOMAIN STRATEGY

DOMAIN	STATUS	USE
brewshift.app	Buy now	Primary product URL
brewshift.com	Expiring Feb 2 — acquire	Redirect → .app (eventually primary)
brewshift.io	Available	Hold / redirect
getbrewshift.com	Available	Marketing alternate

URL STRUCTURE (FUTURE)

- `brewshift.app` — Landing page / marketing
- `app.brewshift.app` — The product
- `docs.brewshift.app` — Help center
- `{shopname}.brewshift.app` — Per-shop subdomains

TRADEMARK

- "Brewshift" is a **coined compound word** — the strongest category of trademark protection
- File in **Class 42** (SaaS/software) and **Class 9** (downloadable software)
- No existing registrations found in USPTO
- File **intent-to-use (ITU)** application before public launch
- No evidence of active business use of "Brewshift" anywhere

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PHOTOGRAPHY & IMAGERY

- Authentic coffee shop environments — real shops, not stock
- Warm lighting — golden hour, natural light
- People in action — baristas making drinks, not posing

- No heavy filters — slight warm grade is fine