

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

16x16 (simplified icon)

3. COLOR PALETTE

PRIMARY COLORS

 <p>Navy #0F2B3C Sidebar, nav, primary buttons</p>	 <p>White #FFFFFF Cards, text on dark</p>
 <p>Slate #1E3A4C Hover states, secondary</p>	

ACCENT COLORS

 <p>Copper #C77B3C CTAs, highlights, active states</p>	 <p>Warm Cream #F5F0E8 Page backgrounds, light base</p>
 <p>Espresso #2C1810 Dark text on light</p>	

SEMANTIC COLORS

 <p>Success #22C55E</p>	 <p>Warning #F59E0B</p>	 <p>Danger #EF4444</p>
 <p>Info #3B82F6</p>		

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