oui

Brand Guidelines

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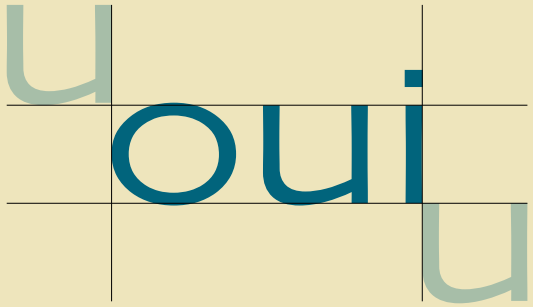
oui



Naming & logo

This name was chosen to represent the company's attitude: say yes more often. Besides that, it emphasizes on the French identity of the caffe.

The logo is consists only of the name in a chique typography, that gives an simplistic vibe, mainly due to the short name and the descission to make the logo in kapital letters.

In case that the logo is used next to other graphic elements, there has to be at least the same amount of white space around it as the width of the U in the logo.

Green Blue

CMYK	92 51 38 14
RGB	0 101 124
#	00657C

Light Blue

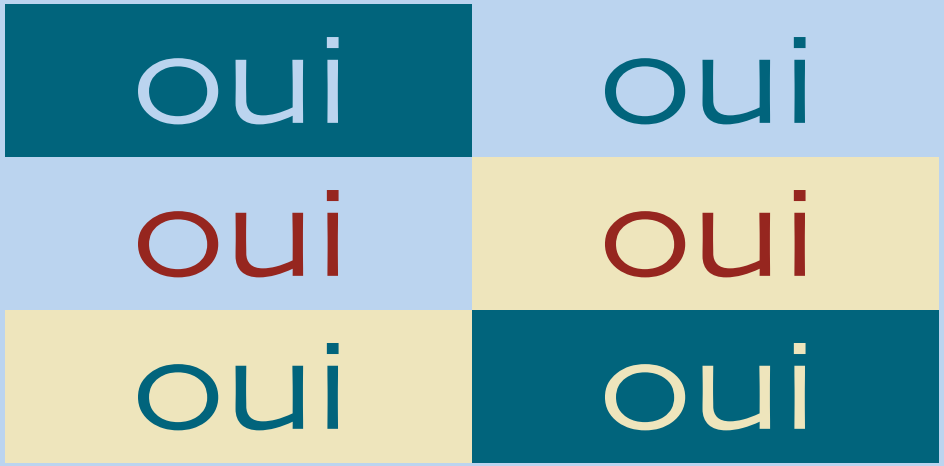
CMYK	25 9 0 0
RGB	186 211 238
#	BAD3EE

Yellow

CMYK	7 6 30 0
RGB	237 229 187
#	EDE5BB

Dark Red

CMYK	26 96 100 26
RGB	149 38 31
#	95261F



Brand colors

OUI has five primary colors that contribute to the brand identity. These colors can be used together in different variations. But always keep in mind to not use all the colors in the same design all together.

Color styles

The logo can only be used in these three backgrounds. Each beackground has a specific color used for the logo.

Caveat regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Circular Std Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Circular Std Book Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Circular Std Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Circular Std Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

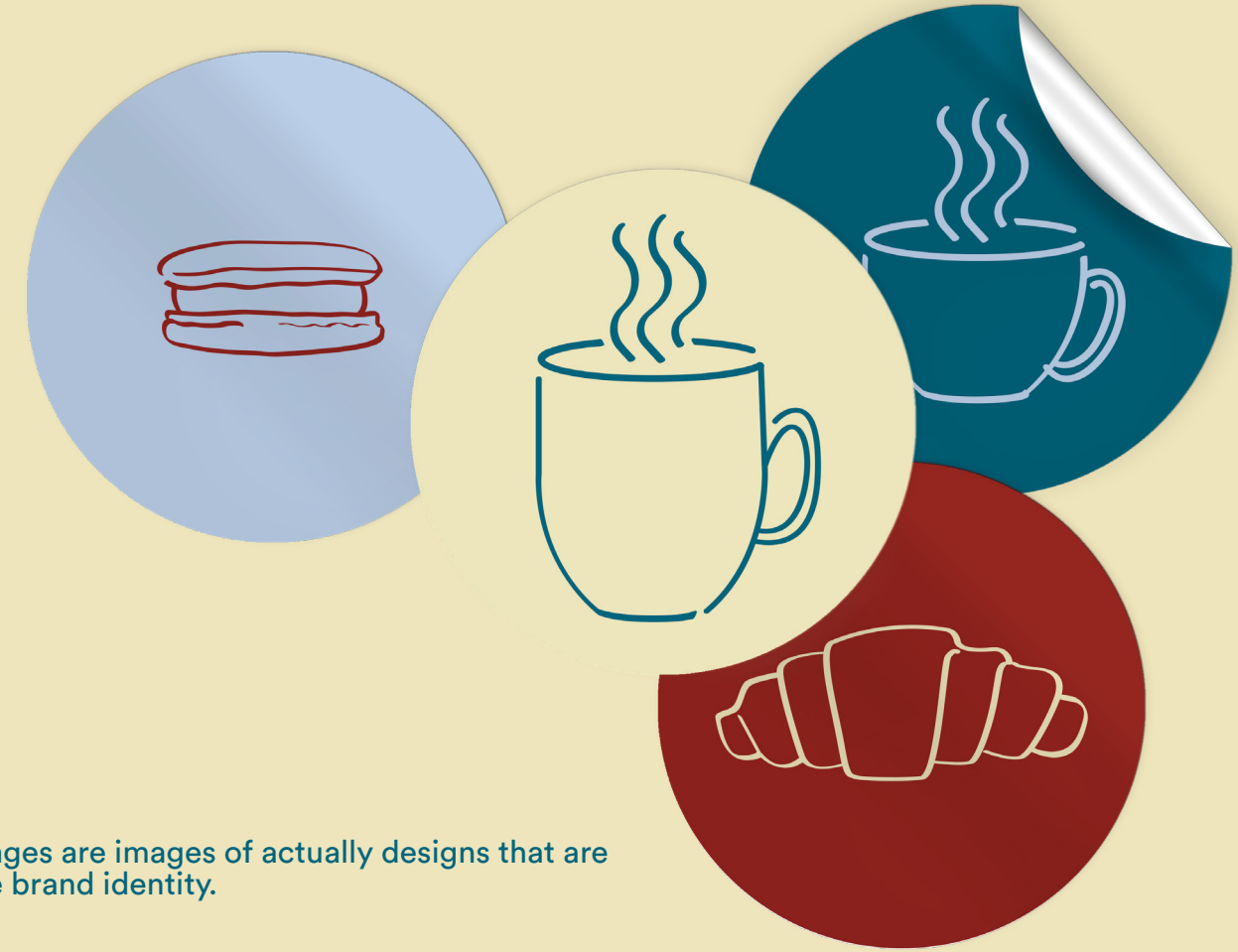
Typography

Circular Std is OUI's primary font for web, print, promo materials and social media events. When people see the font they should think about the café, We've paired this font with the *Caveat* to be used solely as as a font for (bigger) titles and calls to actions on posters , in social media posts, and so on.

Illustrations & photos

There are three illustration that give an idea of the type of drinks most served at OUI. The croissant, a merengue, coffee and tea. These symbols represent the caffe. They can me used in designs on their own, or all together, and every combination in between. The illustrations can never be streched out of their original proportion and they can only be used in the colors of the brand.

Photos ar less used in the design of OUI. But there is a small collection of photos available. An example is present on this page.



Application

On the following pages are images of actually designs that are designed whitin the brand identity.

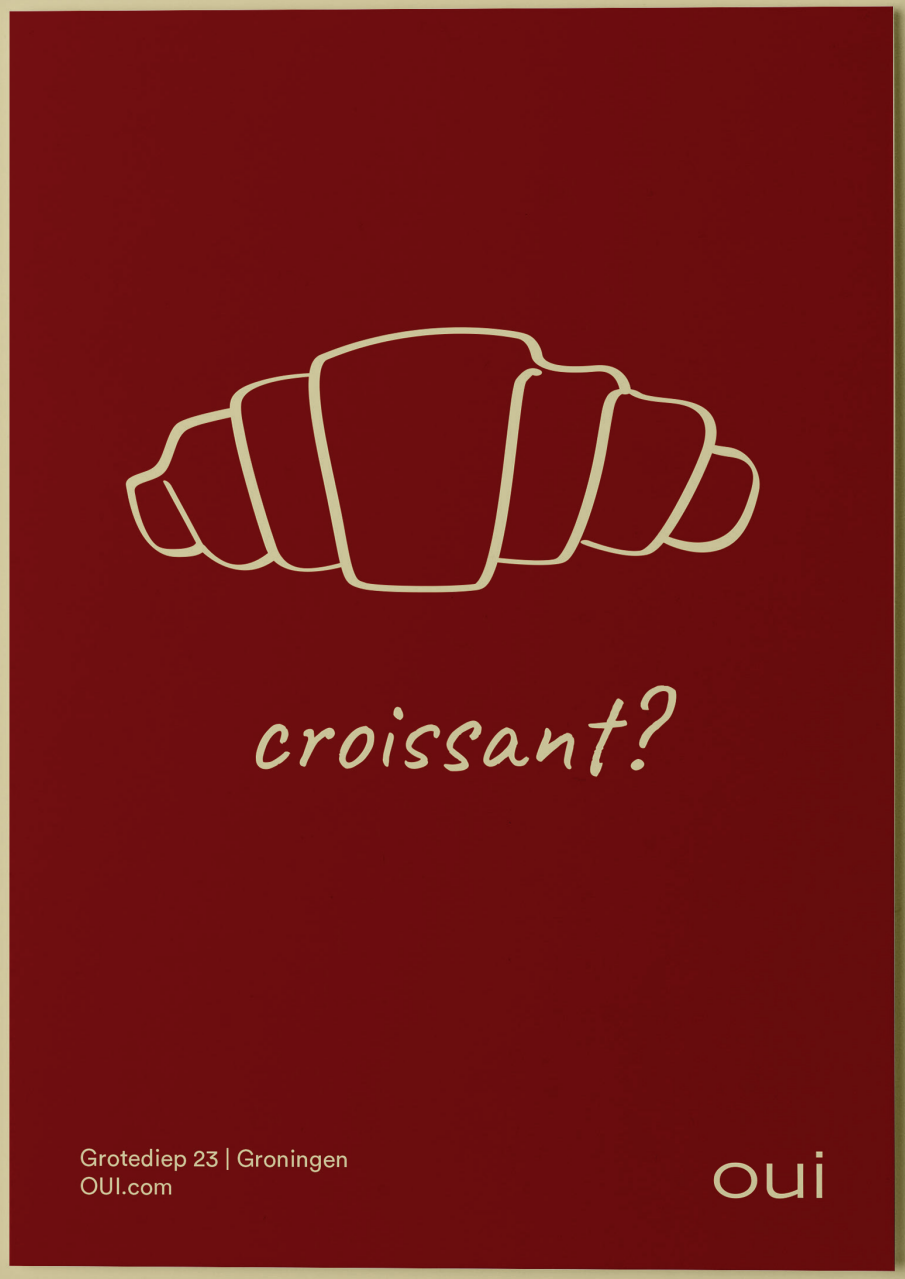
Posters

tea?
Grotediep 23 | Groningen
OUI.com
oui

coffee?
Grotediep 23 | Groningen
OUI.com
oui

Posters

merengue?
Grotediep 23 | Groningen
OUI.com
oui


croissant?
Grotediep 23 | Groningen
OUI.com
oui

Menu

Food
Pain Croissant or Petit Pain
Naturel/plain € 1,30
Butter € 2,30
Herb butter € 2,80
Jam or Nutella € 3,30
Brie or camembert € 4,50
Cheese with walnuts € 4,70
Cream cheese € 4,80
Soft goat cheese € 4,80
Smoked salmon € 5,80
Tuna salad € 4,80
Egg salad € 4,80
Hummus € 4,60
French ragout € 4,70
Sweet
Macarons (3 pieces) € 6,00
Vanillia
Strawberries and Cream
Lemon Curd
Cookies and Cream
Blueberry
Chocolate
Mocha/Coffee
Paris-Brest € 4,70
Cream Puffs € 4,70
Éclair € 3,90
Millefeuille € 3,90
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Drinks
Coffee & Tea
Cappucino
Latte
Mocha
Espresso
Americano
Flat white
Tea
Black tea
Green tea
Herbal tea
Jasmine tea
Rooibos
Cool drinks
Home-made lemonade
Jus d'organe
Apple juice
Ice tea
Flat water
Sparkling water
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