



ALCHEMY COFFEE LAB

BRAND STYLE-GUIDE

BRAND MISSION STATEMENT & PERSONALITY

“To deliver the classic café experience with hand-crafted skills and fresh-baked goods; grounded in a culture of service to the locals and the visitors alike.”

- Deliver the classic coffee shop experience with an edge.
- Complement the city in which we do business.
- Owner has a passion for coffee.
- There is a need for local hangouts in Luxembourg City.
- Needs to be edgy, fun and welcoming.

COLOR SCHEME

Main Color

Hex: 2E292A

RGB: 46/41/42

CMYK: 67.75/66.54/62.69/65.89

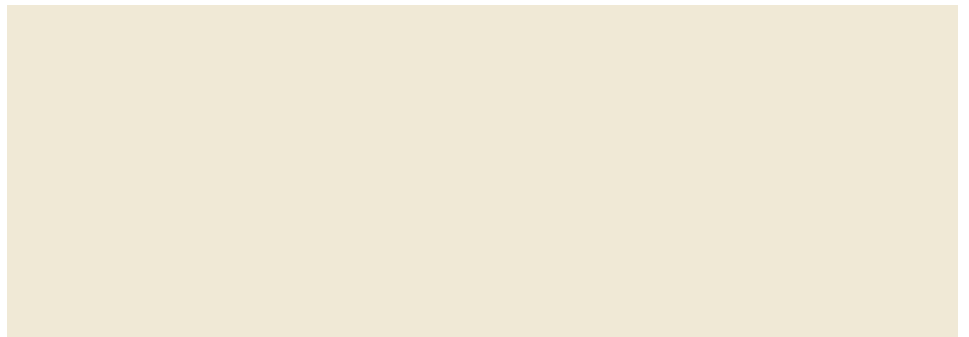


Supporting Color

Hex: F0E9D6

RGB: 240/233/214

CMYK: 5.32/5.21/16.1



Accent (Action) Color

Hex: #ECBF00

RGB: 235/191/30

CMYK: 8.67/23.22/100



Main Text Color

Hex: #333333

RGB: 51/51/51

CMYK: 59.14/62.89/61.72/58.2



TYPOGRAPHY

ALCHEMY COFFEE
CHEQUE BLACK
Use for Main Mark Only

Alchemy Coffee
Krete
Use for Headings

Alchemy Coffee
Proxima Nova
Use for Main Body Text

48pt **ALCHEMY COFFEE LAB**

30pt **LARGE BLOCKS OF TEXT**

18pt **Navigation Menu**

16pt Paragraph Body Text - Some extra text here
for a sense of the sizing.

LOGOS



ICONOGRAPHY



IMAGERY







SOCIAL MEDIA

