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

ALCHEMY
COFFEE LAB

ALCHEMY
COFFEE LAB

ALCHEMY
COFFEE LAB

ALCHEMY
COFFEE LAB

Iconography

Imagery

Ball
MASON

Social Media