



JavaJam
COFFEE HOUSE

Brand Standards
Version 1.0

Julio Perez is the owner of the JavaJam Coffee House, a gourmet coffee shop that serves snacks, coffee, tea, and soft drinks. Local folk music performances and poetry readings are held a few nights during the week.

The customers of JavaJam are mainly college students and young professionals. Julio would like a web presence for his shop that will display his services and provide a calendar for the performances.

He would like a home page, menu page, music performance schedule page, and job opportunities page.

How To Use This Document

This document was created as a source of guidance and insight for creating JavaJam communications.

These are the rules for acceptable ways to communicate the JavaJam brand.

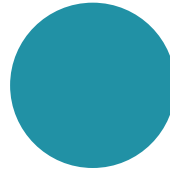
Users of this document should adhere to the rules and guidelines as outlined for each piece. While this document provides general guidelines and specific templates for use, it can't anticipate every application of the JavaJam brand.

If you have a project that requires unspecified graphic treatments or an entirely unique promotional opportunity, please contact Carlos Cucalon at Carlos.Cucalon@uta.com.

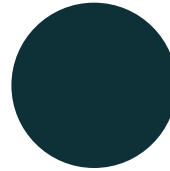
Logo

Choice of format should be made according to the design and spatial needs of the project to which the identity is being applied. The vertical format should be used as the primary application of the identity.

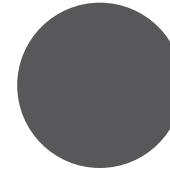
Logo Color Palette



CMYK: 87-13-0-35
RGB: 22-146-167
HEX: #1692A7



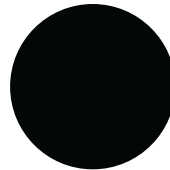
CMYK: 87-13-0-78
RGB: 7-49-56
HEX: #073138



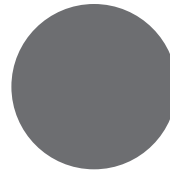
CMYK: 64-56-53-28
RGB: 88-88-90
HEX: #58585a



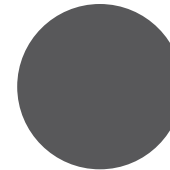
Alternate Logo Color Palette



CMYK: 76-67-66-87
RGB: 3-7-7
HEX: #030707



CMYK: 58-49-46-15
RGB: 109-110-113
HEX: #6d6e71



CMYK: 64-56-53-28
RGB: 88-88-90
HEX: #58585a



Color Palettes

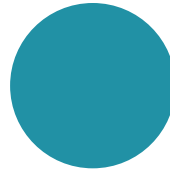
Colors are a primary way for customers to associate with a brand. From a behavioral perspective, customers create emotional connections with a brand that is reinforced by the brand aesthetic and corporate colors.

By communicating a consistent visual experience, including color and type treatment, a greater level of trust is built between the customer and the organization.

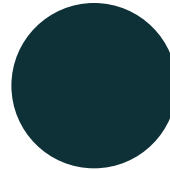
Primary colors should be used more dominantly within a layout composition.

Secondary colors are to be used only as accents and should represent 30% or less in layout composition.

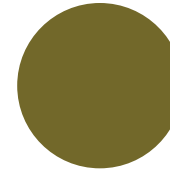
Primary Colors



CMYK: 87-13-0-35
RGB: 22-146-167
HEX: #1692A7

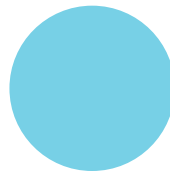


CMYK: 87-13-0-78
RGB: 7-49-56
HEX: #073138

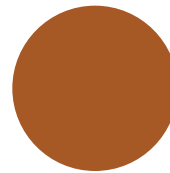


CMYK: 0-10-97-55
RGB: 116-104-4
HEX: #746804

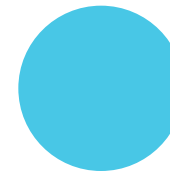
Secondary Colors



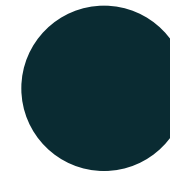
CMYK: 57-8-0-5
RGB: 105-223-243
HEX: #69DFF3



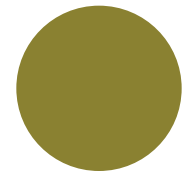
CMYK: 0-48-87-35
RGB: 164-87-22
HEX: #A75716



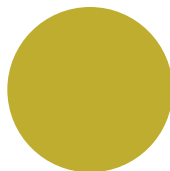
CMYK: 87-13-0-5
RGB: 32-213-243
HEX: #20D5F3



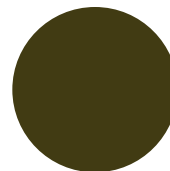
CMYK: 87-12-0-80
RGB: 6-45-51
HEX: #062D33



CMYK: 0-7-67-45
RGB: 139-129-47
HEX: #8B812F



CMYK: 0-10-97-25
RGB: 192-173-7
HEX: #C0AD07



CMYK: 0-10-97-75
RGB: 65-58-2
HEX: #413A02

Typography

When used correctly, typography can convey image and feeling every bit as much - and sometimes more - than simple graphics.

With consistent use, the JavaJam typography becomes associated with the brand and helps to effectively identify the company.

There are two primary corporate fonts for marketing applications: Montserrat and Crete Round. Microsoft Office applications will utilize the font Century Gothic.

SWOT Analysis

The goal of doing a SWOT Analysis is that you can at least come up with a plan to grow the Strengths, improve on the Weaknesses, maximize on the Opportunities, and decrease or prepare for the business Threats.

	Positive	Negative
Internal	Strengths: <ul style="list-style-type: none">• Defined Audience• Owner Operated• Live events• Food (gourmet coffee shop)	Weaknesses: <ul style="list-style-type: none">• No web presence• Lack of customer variety
External	Opportunities: <ul style="list-style-type: none">• Artist and poet's fan base may bring future business• Promote local music• Locally grown food and/or coffee	Threats: <ul style="list-style-type: none">• Competitors (both major and minor)• Cost of coffee and food• School schedule and admittance rules

The following are the observations and recommendations made from the SWOT Analysis.

Strengths –

- Provide offers for college students specially for the colleges nearby
- Being owner operated it is easy to be focused on the logistics of the business rather than the customer experience. It would be good to offer ways in which the customers can offer honest feedback and make it part of the experience
- Promote more live events but maybe include other genres than Folk music and/or Poetry to break the pattern and provide more diversity
- The food is already gourmet, but maybe include other options that can be more affordable in both time and money for the client base

Weaknesses –

- Invest on a website but also social media. With the use of Facebook Live or any other services such as that one it can bring more visibility to the store and the artists
- Find ways to get other age groups to frequent the coffee shop by promoting other artists and or live events. For example: maybe a cover band that plays the Beatles to attract a wider range of people

SWOT Analysis

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Opportunities –

- Have ways either that the coffee shop branding can be expanded by the artist by offering specific marketing materials for the artists to use to promote the event both through web and print.
- Most local bands want the opportunity to be heard which would offer a cheaper and more diverse way to attract a variety of different customers
- There is a movement that is all pro locally grown foods. This will help attract that group of customers. Also, if done properly and in communication with multiple local farmers the cost should be cheaper than bulk purchasing from major retailers

Threats –

- Competition is inevitable; however, it would be good to be part or know when the zoning commissioning meets to prepare for other retailers with similar business ideas to prepare in advance
- The cost of raw materials always fluctuates, however, by increasing the number of suppliers this threat can be minimized
- It would be good to have a good connection with someone within the near Universities to contact in regards of break schedules and/or admittance changes into the school. This should help with preparing and promote when a major break is coming