Mission statement: To serve the local community in a warm, relaxing environment.	Owner seeks to serve locals with coffee or tea and pastries in a warm, inviting, friendly environment.	Main personality trait: cheerful, friendly; secondary: warm, calm

Main Colour:
Hex: ffb100
RGB: 255, 177, 0
CMYK: 0, 35, 100, 0

colour usage: orange - navigation, logo, icons

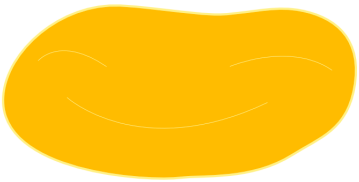
Secondary Colour:
Hex: fff077
RGB: 229, 242, 115
CMYK: 2, 1, 66, 0

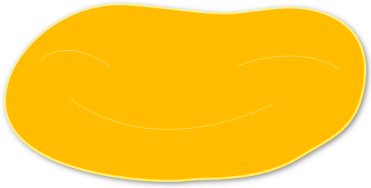
colour usage: yellow - navigation, logo, icons

Accent Colour:
Hex: bbbab9
RGB: 187, 186, 185
CMYK: 27, 22, 23, 0

colour usage: grey - text

Bean Typography Guide	Bean Typography Guide	Bean Typography Guide
THE WHOLE BEAN **Cooper Std 48**	Large Text blocks **Open Sans 36** Paragraph **Open Sans 20**	NAVIGATION **Cooper Std 24**
Usage: Website title typeface, promo materials, flyers, menu	Usage: Large text blocks - website headers, flyer, promo & menu section tops paragraph: copy text for website, flyer & promo sections, menu lists	Usage: Website navigation
		3





logos usage: top left corner of website, promo material and flyers; left side of business card, middle of menu cover and t-shirts above business name

iconography application:
menu icon above list in website, flyers, promo materials;
product list: top of first inside menu page, top of back of business card

Image Use: menu, promo material for products

Image Use: promo material to promote relaxing feel

Image Use: menu, promo material for products

Image Use: promo material to promote warm, inviting mood

Image Use: promo material to promote relaxing feel

Image Use: menu, promo materials for products

Image Use: promo material to promote warm, inviting mood

Image Use: menu, promo material for products

social media: interchangeable social media headers

social media: interchangeable social media headers