Bloom Café – Brand Guidelines

Concept Work
Disclaimer: This is conceptual work created for portfolio purposes.

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1. Brand Overview

Business Name: Bloom Café
Tagline: "Nourishment from Nature."
Concept: An organic, plant-based café serving fresh, locally sourced meals in a calm, modern environment.

Brand Values:
- Sustainability
- Wellness
- Community
- Simplicity

Brand Personality: Friendly, approachable, eco-conscious, and modern-minimalist.

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2. Logo Usage

Primary Logo: A clean wordmark "Bloom Café" paired with a leaf sprout icon.
Clear Space: Maintain padding equal to the "o" in Bloom around the logo.
Incorrect Usage:
- Do not stretch or warp.
- Do not place on clashing backgrounds.
- Do not change brand colors.

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3. Color Palette

Core Colors
- **Leaf Green — #5C8D4D** (primary)
- **Earth Brown — #6B4F3B** (secondary)
- **Soft Cream — #FAF7F2** (background)

Accent Colors
- **Floral Pink — #EFB8C8**
- **Sky Blue — #A7D8E3**

Usage Notes:
Green anchors the brand as natural and organic. Brown adds warmth. Cream provides a clean, breathable base. Pink and Blue are accents used sparingly for seasonal promotions or highlights.

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4. Typography

Primary Typeface (Headings): Playfair Display (elegant serif, organic feel)
Secondary Typeface (Body): Lato (clean sans-serif for readability)

Examples:
- Heading: "Fresh • Local • Plant-Based" (Playfair Display, Bold)
- Body: "Our menu celebrates seasonal, organic ingredients." (Lato, Regular)

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5. Photography & Visual Style

  • **Tone:** Bright, natural light, minimal styling.
  • **Subject Focus:** Fresh produce, plated meals, café lifestyle moments.
  • **Editing:** Soft contrast, warm tones, no heavy filters.

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6. Brand Applications

  • **Menus:** Cream background, Leaf Green headings, clean layout.
  • **Packaging:** Compostable materials with single-color green logo.
  • **Social Media:** Consistent use of accent palette, lifestyle shots, community highlights.
  • **Website:** Minimal design with cream background, earthy tones, strong imagery.

This guideline shows how Bloom Café could be visually represented, keeping consistency across all touchpoints.