



Branding Guide

Contents

Logos	2
Type and Color	5
Persona	6

Logos

The primary logo, The Coffee Coffin, is for use on signage, print, merchandise, and large digital works.



The secondary logo, Coffin Beans, is for use in small digital formats such as social media icons and FAVICONS, and merchandise.



Logos

The whitespace is the distance between the logo text and the corner of the coffin shape.

The safe space guideline, or comparative value should be followed. This is to insure maximum visibility and quality of logo representation.





Type and Color

Fletcher Gothic

Fletcher Gothic is for use as titles and headings.

Nanum Gothic

Nanum Gothic is for use as body type.

8D83A8

Lavender
Backgrounds

4E495C

Purple Plague
Highlights

27261F

Nigh Black
Logos and type

Persona

The consumer is passionate about coffee and would be considered a “coffee snob.” This consumer prefers to support small, local businesses in lieu of larger corporate chains. The consumer is a creative individual who seeks a welcoming environment to embrace their craft.



PICKUP

