

# 2020- Brand Guidelines

*just grounds*



# Values & Mission

Gentle

“Breath of Fresh  
Air”

Welcoming

Relaxed

Earthy

Across from the jail on 60 West Market Street lies ‘Just Grounds’, a coffee shop in downtown Harrisonburg. The restorative Justice Café was established to help previous offenders reintegrate into society. Their main priority is to help those that were cut off from the community due to a crime and eliminate the divide between the community using conversation. The Café will also be used as a ‘work: rehab structure’ in order to help those who want to start their lives again by employing them, as well as other rehabilitative frameworks that are currently being developed. The shop would be a safe place to begin and give them the support they need. The coffee shop will be located on 60 West Market St, open during breakfast and lunch hours with occasional evening events. Along with coffee from a local source, the shop will include certain savory items and live music during certain times.

The goal would be to use the café as a form of a rehab structure by way of employment. Those walking around downtown looking for a drink would not only be handed a nice warm cup of coffee, but also learn about the initiative. Although the company wants to create a safe and welcoming environment, they also want to push the people out of their comfort zone in order to have honest conversations with empathy.



Logo on White



Logo on Black

# Logo Variations



Singular Color



Two Tone logo



Icon



Tagline 1



Tagline 2

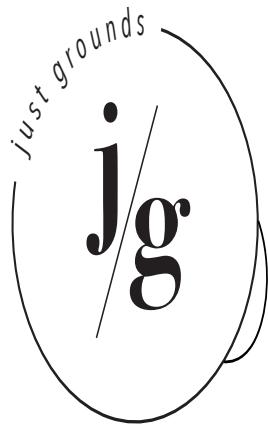
# Branding Requirements

Logo Minimum Size: 1 inch

Icon minimum size: 16x16 pixels



No type should be within these areas.



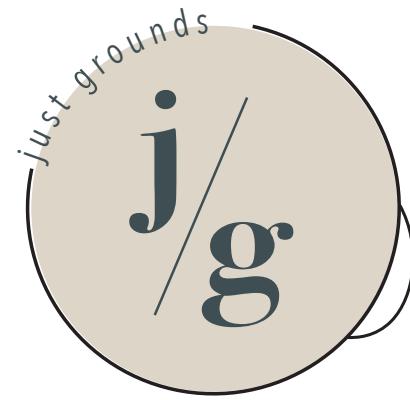
Do NOT condense



Do NOT flip stretch



Do NOT capitalize



Do NOT mix and match the  
lines with the letters



Do NOT break the circle



Do NOT flip the circle

# What Not To Do

# Typography

Primary Font:

**Bodoni 72,  
bold**

!@#\$%^&\*  
**a b c d e f g h i j k l m n  
o p q r s t u v w x y z**

Secondary Font:

Avenir Next  
Condensed, regular

!@#\$%^&\*  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z

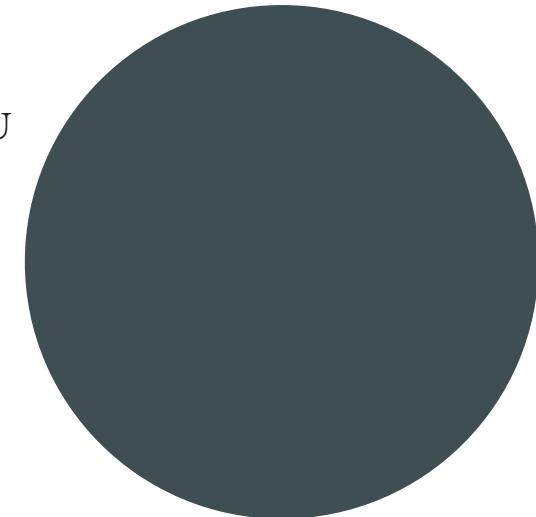
Kerning of words:

“Just Grounds” - 200

“Restorative Justice From the Ground Up” - 125

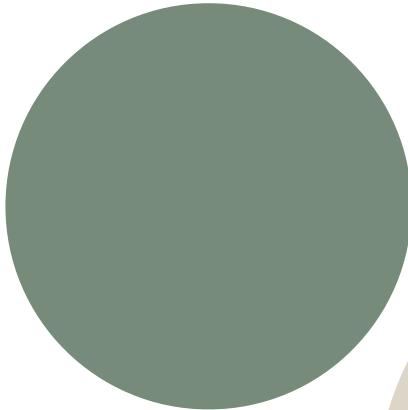
Pantone  
P 176-14 U

CMYK  
74,56,55,35



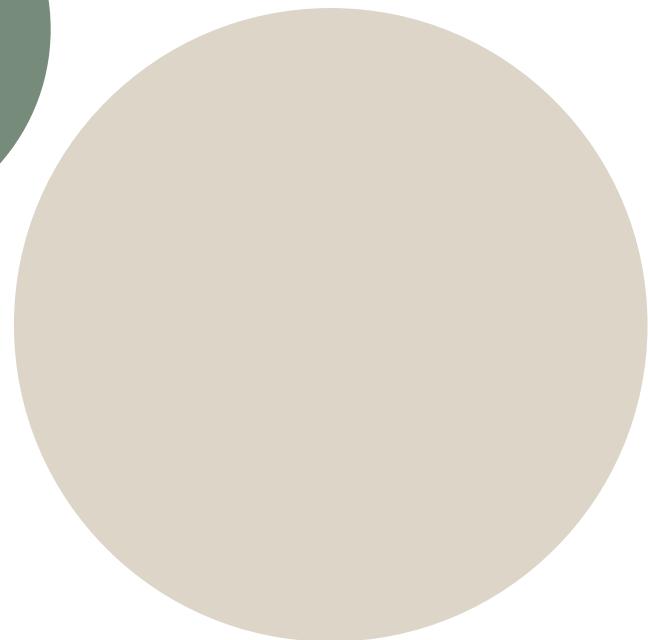
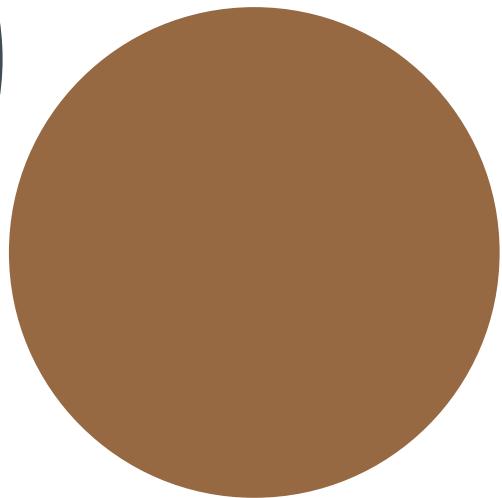
Pantone  
5625 UP

CMYK  
51,27,48,2



Pantone  
P 29-13 U

CMYK  
34,57,78,18



Pantone  
P 13-1 U

CMYK  
13,12,19,0

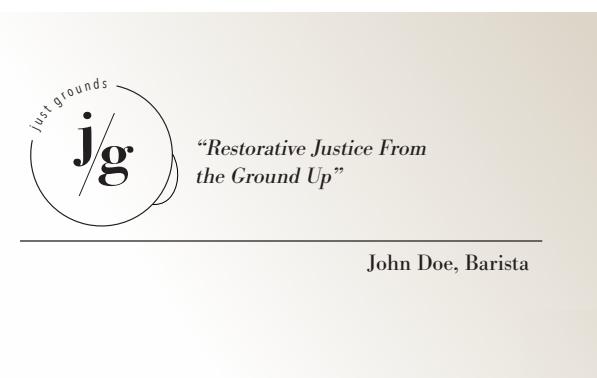
Color Palette

# Brand Implementation

## Tshirt:



## Business Card:



60 W Market St Harrisonburg VA 22801

123-456-7890

getinvolved@ajustinitiative.com

[www.ajustinitiative.com](http://www.ajustinitiative.com)

[Facebook](#)

[Instagram](#)

[Twitter](#)

*just grounds*



receive love. give love. repeat.

60

I HAVE DECIDED  
TO STICK WITH

# Contacts

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