Project

Bean

Project Bean's Mission:

Providing replenishment for the body and soul with products obtained from ethical and sustainable sources. Catering for different lifestyles and diet restrictions with delicious and exciting options

Project Bean's brand personality is marked by sincerity.
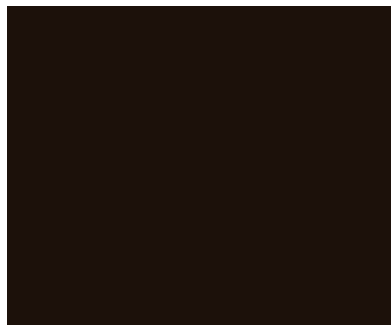Sincerity: down-to-earth, peaceful, ethical, friendly and welcoming

Color Scheme

Main Color
Hex #: 229c52
RGB: [34, 156, 82]
CMYK: [78, 0, 47, 38]

Secondary Color
Hex #: 1c110a
RGB: [28, 17, 10]
CMYK: [0, 39, 64, 89]

Accent Color
Hex #: 931f1d
RGB: [147, 31, 29]
CMYK: [0, 79, 80, 42]

Creamer Color
Hex #: e4d6a7
RGB: [228, 214, 167]
CMYK: [0, 6, 27, 11]

Main Brand Font
Queen of heaven

Project Bean

Body/Small Text font
Caviar Dreams

We offer sustainably sourced food and beverages for our clients to enjoy within our café environment, where they have time and space to be creative and work, or re-charge and enjoy a quiet moment.

Typescale:

60pt

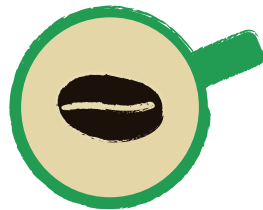# Project Bean

36pt

Large blocks of text

18pt

Navigation Menu

16pt

Paragraph body text – the purpose of this text is to give an indication of the sizing

The logo approved zone

- Use the logo with white background only!
- with plenty of spacing/padding around
- Use to color logo for grey scale applications
- Use red variation for application where the green or brown logo clashes with the background color or for promotions
- Use the logo with written text and no saucer for areas where a square would not provide a strong enough brand

The logo forbidden zone

- Do not use text over the logo
- Do not use colored background for the logo
- Do not use without sufficient padding with distracting images or objects close by
- Do not allow the logo to get cut of/ not print entirely
- Do not allow the logo to be streched out of proportion

Project Bean

Good for the soul. Good for the earth

Guidelines for Icon use

- Icons should be applied in the same design style (hand drawn)
- Icons colors should be part of the official color pallette.
- Icons should communicate the idea of wholesome, earthy, high conscious

Icons can be used in all marketing and promotional materials including web navigation, promotional flyers, shop signage, business cards, menu card, serviettes, crockery and decor
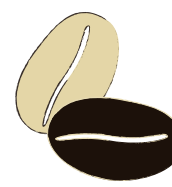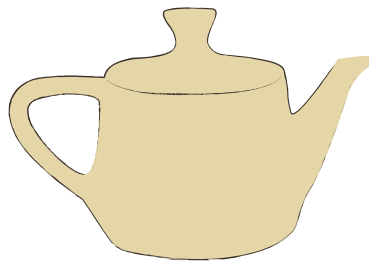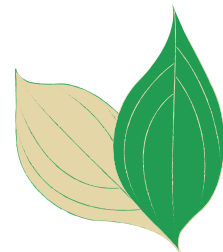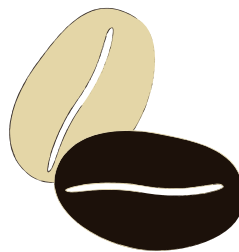
Menu

Products

Imagery

Image Guideliness

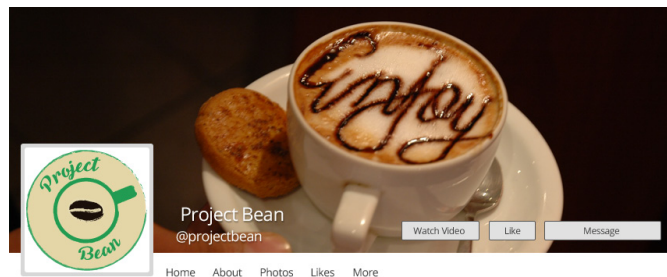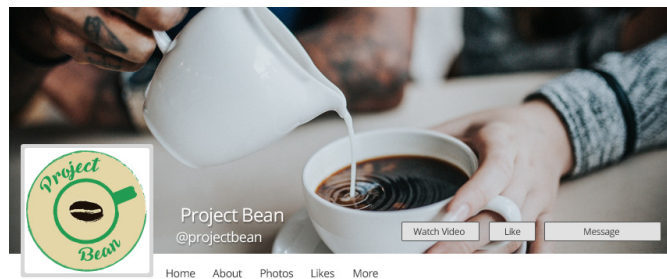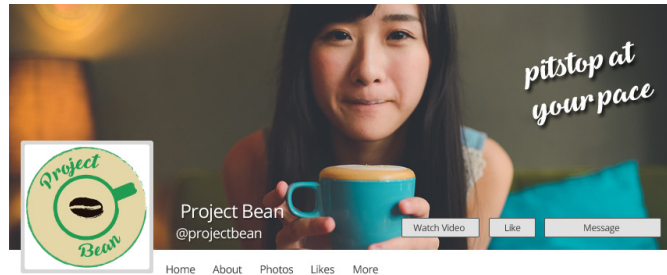The images used should convey the following feelings:

- Warm & welcome
- Relaxed
- Soothing/peaceful/ sanctuary
- Ethical
- Delicious
- Healthy

Social Media Headers

Guidelines for Social Media Cover images

- Avoid using text keep simple
- Make sure images matches brand personality
- Make sure all images and text matches official brand colors
- And compliments logo!

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Good for the earth