



# GoldenBlack

HOMEMADE

## Coffee Beans

BRAND  
GUIDLINES

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Never Give Up

## STORY



In 2018, A black family man was at the crossroads; having sold off the shirt off his back and the last of his family heirlooms just so he could provide for his family, discovered an old family recipe book, he would have sold that too if he thought it was worth anything at the time but instead he broke down in tears as the frustration of the months past came flooding back at him, and in his attempt to put the book away, sober up a recipe card fell of its pages, he picked it up too discover it was his late grandmother coffee recipe, a special coffee she made to cheer everybody up, uplift the spirit.

## INTRO.

Something positive got to him and he smiled as flipped the card over; and there written in his mother's hand were the words "never give up", and thus GoldenBlack was born not just off that coffee recipe but from that single decision to never give up.

GoldenBlack started out as a home based coffee business serving neighbors and friends, then work buddies and colleagues (construction workers) who would pre-order before the close of day ahead of the next day. It didn't take long before GoldenBlack expanded itself into an early morning coffee stand offering coffee to early morning persons, the workers, the joggers, the cooperate person looking to beat the traffic and busy day ahead.



## GoldenBlack.

The name GoldenBlack was chosen as it reflects the quality if the human spirit to stay positive, endure, keep on fighting and keep believing regardless of what life throws at us, we stay Golden by never giving up.

## BRAND NAME.

The first letter of each word in the brand name should always be capitalized, the brand name must never appear in small letters only.

The brand name should never be seperated..

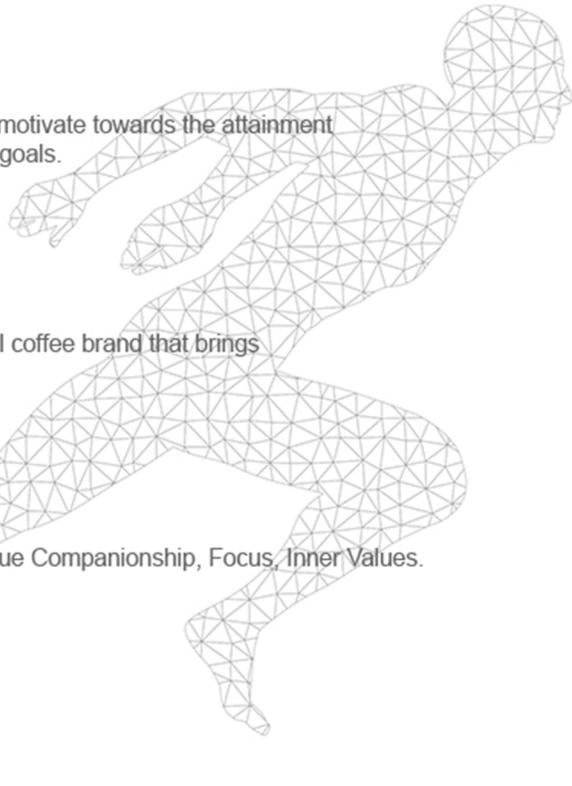
Gradient colors should never be used on the brand name, Only single color preferably in the color code #333333, black or gold but never in red, orange, pink or any bright colors. Avoid RGB Color format, stick to CMYK color format.



## ABOUT BRAND.

### Mission.

Helping the customer stay motivated towards the attainment of their daily and long time goals.



### Vision

Building a truly motivational coffee brand that brings out the best in people.

### Values

Endurance, Confidence, True Companionship, Focus, Inner Values.

### Promise

Never Give Up.

## LOGO.

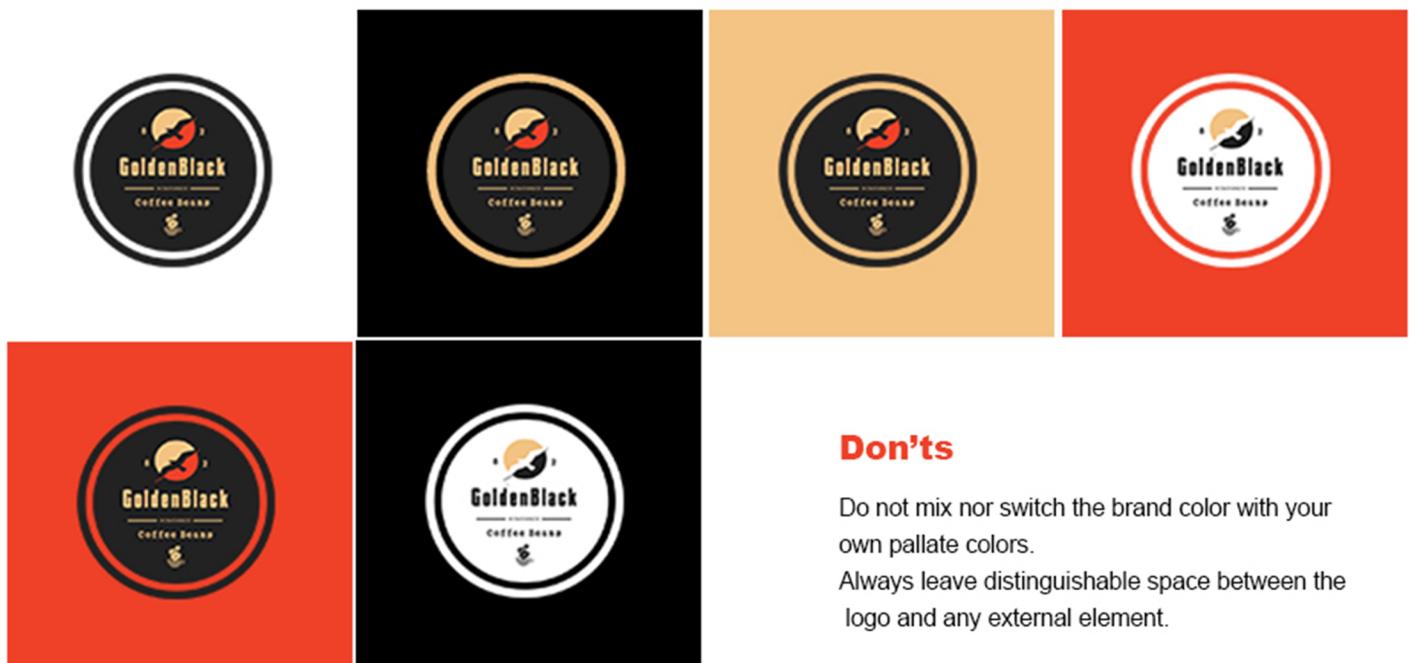
### MASTER LOGO



### OUR LOGO.

- First way to signify our presence in the world.
- Used in consumer and business facing materials whenever possible as the first port of call.
- Works on light backgrounds for print & digital both digital formats.
- On dark background consider using the logo alternative, preferable the white or golden logo.

## LOGO ALTERNATIVES.



### Don'ts

Do not mix nor switch the brand color with your own pallate colors.

Always leave distinguishable space between the logo and any external element.

## TOPOGRAPHY.

KENYA COFFEE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ARIAL

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Font Family

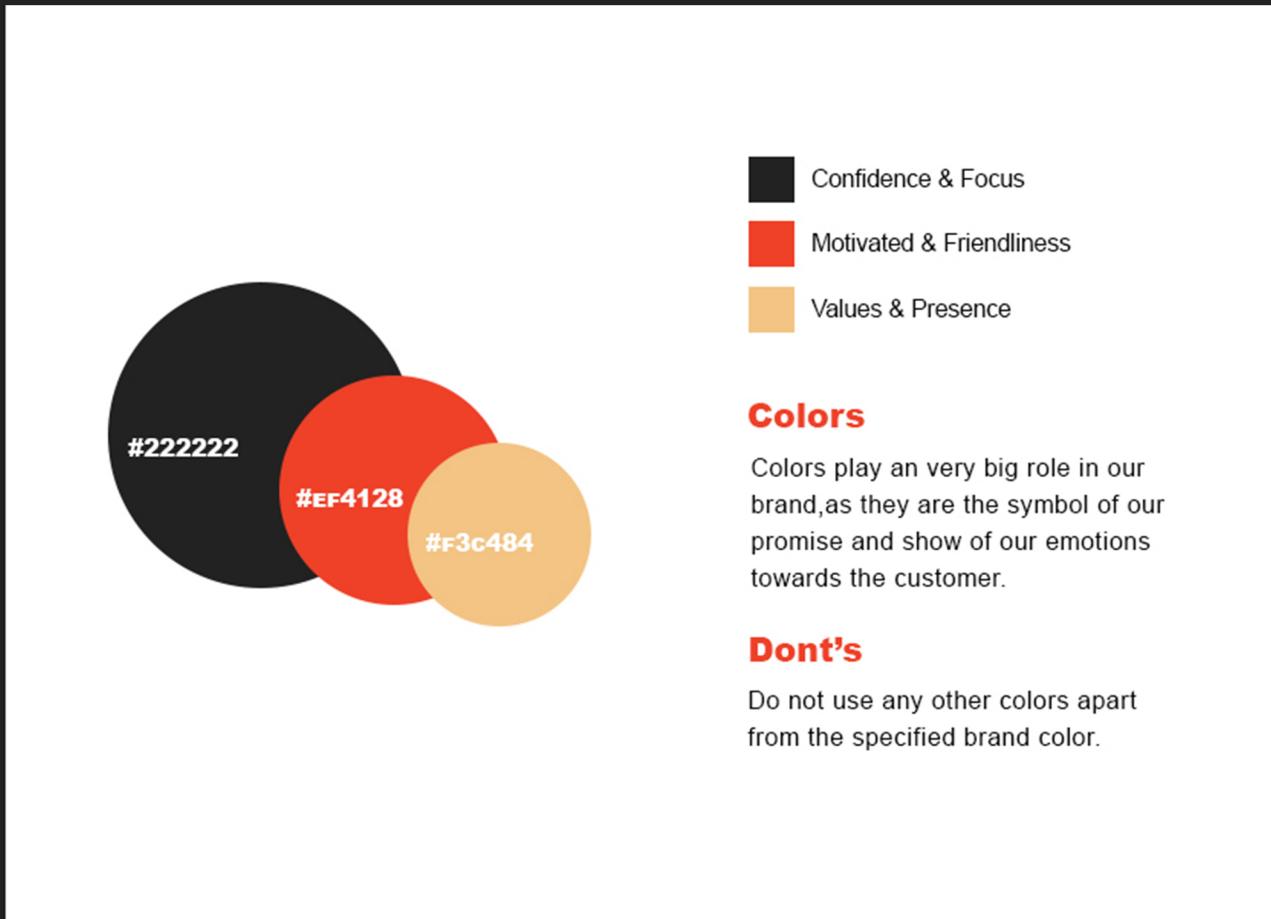
Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetics.

Kenya Coffee is the primary font , used in logo and be used for headings but never in write-ups for prints or paragraphs.

Kenya Coffee comes in differnt weights, for the brand logo, weight set to black was used.

Arial is the secondary font, should never be used in the brand logo but can be used for anything else, especially on materials that are editable(i.e memo, agreement, forms etc).

## COLORS.



## Brand Identity.



## BRAND KEYWORDS

 SEO Friendly Keywords

 Brand personality



## BRAND GRAPHIC.

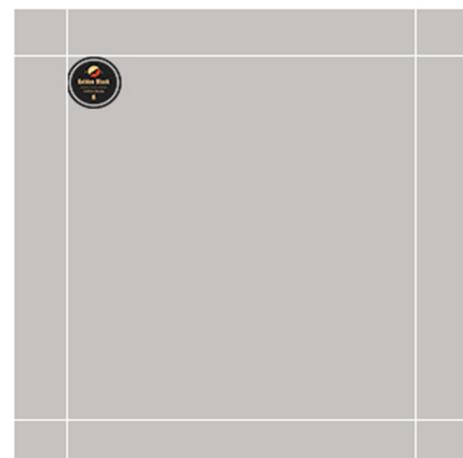
### Do's And Don'ts

It is important that images which portray growth, strength, focus and motivational values be used in association with the brand or its contents, also images which show new beginnings, endurance or the entrepreneurial spirit.

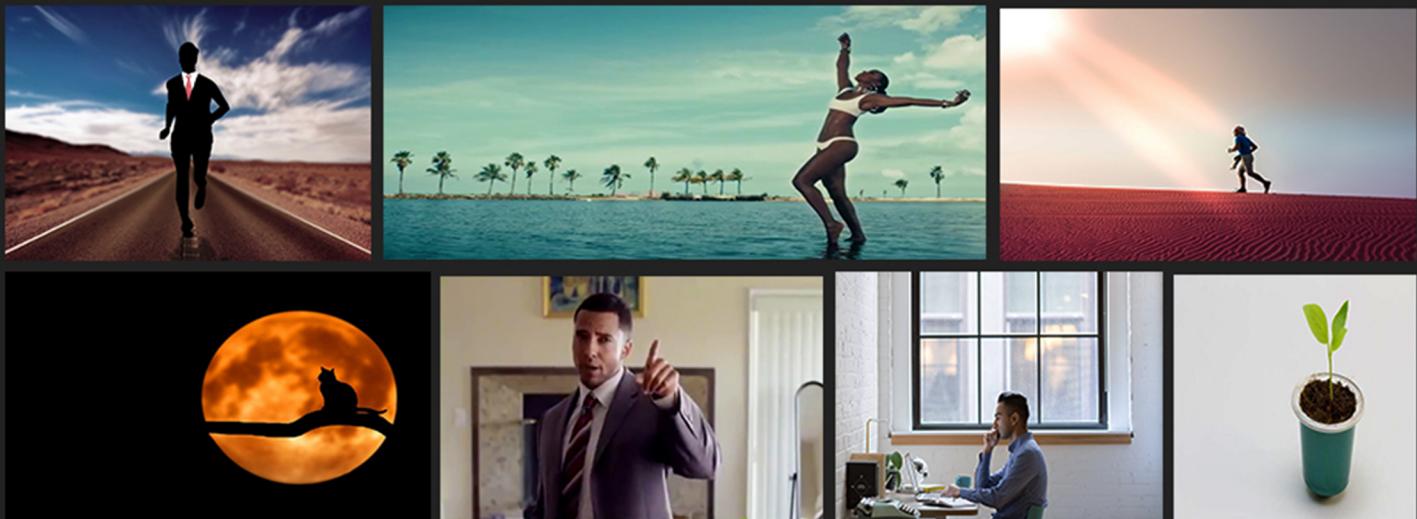
Images that denote depression, melancholy, violence, or extravagant show of wealth should not be used in association with the brand or its contents

### Mediums

If the brand logo is to be used on any medium not as the main element e.g. as watermark, preferably the brand logo should be placed at the top-left while respecting the visual safe space.



## BRAND GRAPHICS.



## BRAND GRAPHICS.



## Tone Of Voice.



Motivational, Reassuring, Confident Yet Supportive.

Brand should speak with confidence; empathize as a true companion, optimistic of positive outcomes regardless of the situation the brand remains focused and reassuring;



Here, have some coffee and you will feel better.

## TARGET CUSTOMER

Anyone in need of that extra push to get through their day and achieve their goals.

The goal getters, entrepreneurs, early morning person, health conscious, decisive, workers etc.



## BRAND DESIGNER.



### Mike M Destiny

#### Contact Me

mikechalant@gmail.com

#### Facebook

[www.facebook.com/mikem.destiny](https://www.facebook.com/mikem.destiny)

#### Skillset

Brand Design, Brand Auditing, Logo Design, Website Design, Ads Design.

## GLOSSARY

### RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

### JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

### CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

### PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.