

# GoldenBlack

BRAND  
GUIDLINES

INTRO.

GoldenBlack is a home-based coffee brand recently expanded into a coffee house, offering freshly baked coffee beans and products to its customers.

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Never Give Up

# Brand Story

Our Story Is One Of Perseverance Not Heroism In The Face Of Trying Odds.

"We are not heroes but men alike  
and we never give up"

- GoldenBlack

## 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.

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 his 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 cooperative person looking to beat the traffic and busy day ahead.

## ABOUT BRAND.

### Mission.

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

### Values

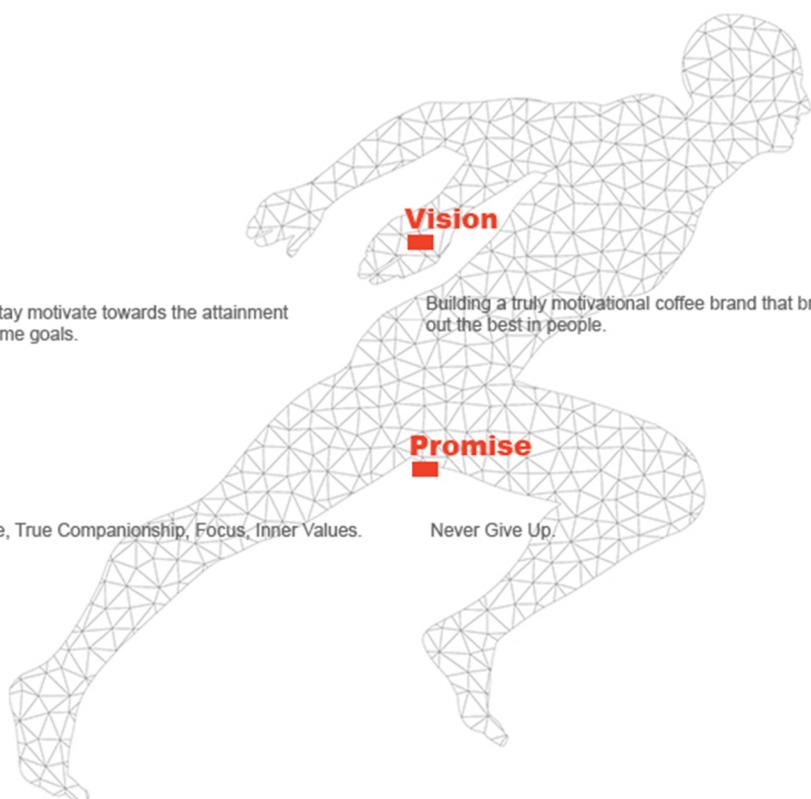
Endurance, Confidence, True Companionship, Focus, Inner Values.

### Vision

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

### Promise

Never Give Up.



# Logo

Promise To You.

"When You See The Sign Remember  
The Promise"

- GoldenBlack

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 BASED ON USE & EVENTS

The GoldenBlack logo needs to stay consistent across multiple platforms but the brand master logo does not scale well(remain visible when reduced) to remedy this, use any of the brand logo alternatives that suits your needs, as they were designed to still communicate the brand promise.

The Logo Alternatives Can Be Found In Your Brand Assets Folder.

Avoid Graphic Artist Or Persons Coming Up Or Altering Your Brand Logo.

On social posts & as icons



Official uses on editable documents(form, print, memo etc)



Cooperate feel, events & partnership.



## LOGO ALTERNATIVES BASED ON BACKGROUND

The Brand Master Logo Does Well on Black And White Background but for Consistence, Clarity and safety Sake consider these logo alternatives when placing the master logo on the described backgrounds.

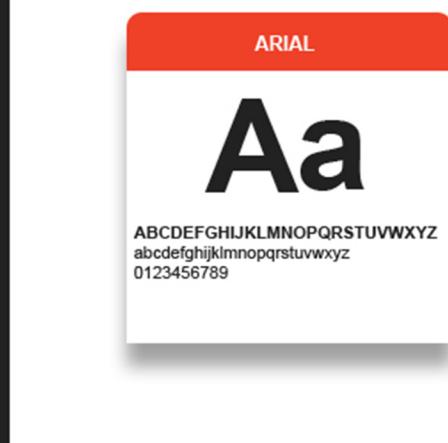
### Don'ts

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

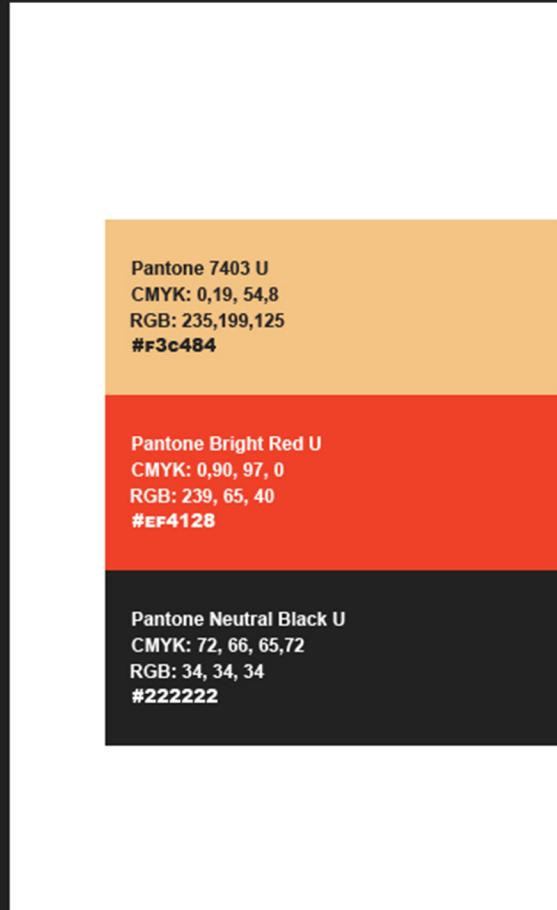
Always leave distinguishable space between the logo and any external element.



## TYPGRAPHY.



## COLORS.



- █ Confidence & Focus
- █ Motivated & Friendliness
- █ Values & Presence

### Colors

Colors play a very big role in our brand, as they are the symbol of our promise and show of our emotions towards the customer.

### Dont's

Do not use any other colors apart from the specified brand color.

## Brand Identity.



## BRAND KEYWORDS



# Target Customer

They Are The Why To Why We Are Here, Our Purpose Of Existing.

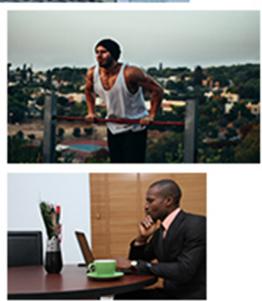
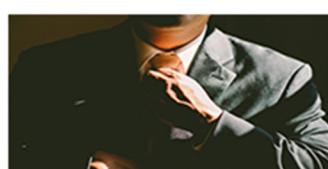
"We Know You"

- GoldenBlack

## TARGET CUSTOMER

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

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



# Image

We Walk The Talk.

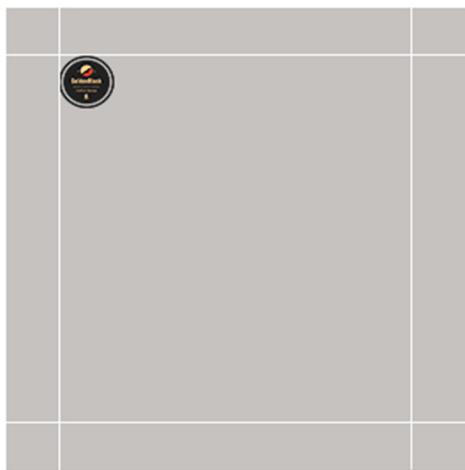
"It's who we are"

- GoldenBlack

BRAND IMAGE.

## 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.



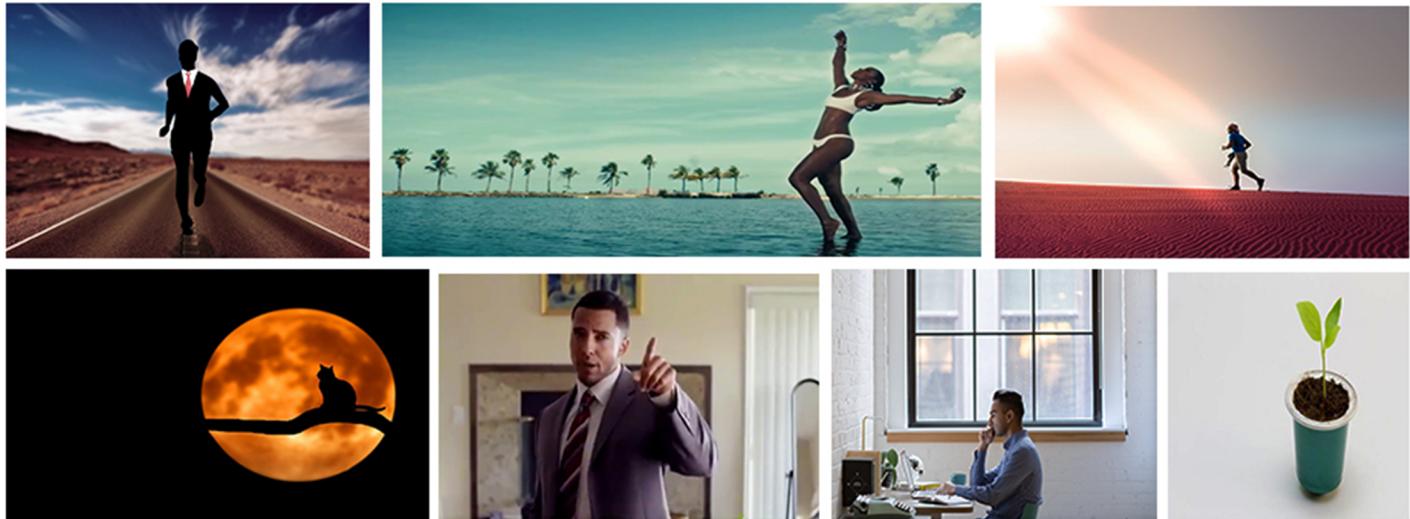
## Do's And Don'ts

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



**BRAND IMAGE.**



**BRAND IMAGE.**



## 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.

## 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.

### 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.

### 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

### 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

