



Cafinista

*Brewing Comfort, Blending Style*

---

# BRANDBOOK

02



CORPORATE  
IDENTITY

Cafinista

01

Introduction  
03-05

02

Emblem Architect  
06-11

03

Color System  
12-13

04

Typography  
14-15

05

Web & Print Format  
16-18

06

Photography & Packing  
19-23

cafinista.com

03

Cafinista

# 01

## DESIGN GUIDELINES

### Introduction



## APPLYING GUIDELINES

Our guidelines aren't here to stifle creativity; instead, they're designed to provide structure in a logical way. The level of strictness we apply varies depending on what we're working on. When it comes to our company's identity, we uphold the highest standards, and as we move towards accommodating our clients and adapting to different corporate contexts, we maintain flexibility.

# A message from CAFINISTA COFFEE

The purpose of our Design Guidelines document is to educate our company about the correct utilization of brand marks and corresponding language. This ensures that we consistently and accurately convey our core message and identity as Cafinista, adding a touch of fashion to our coffee experience. Within this document, we emphasize the appropriate applications of the logo in web and print branding, presentations, and sales language. By consistently adhering to these guidelines and reiterating these messages, we bolster the image and credibility of Cafinista, thereby increasing the value of our brand, our company, and its offerings.

Our communication, whether internal or external, plays a pivotal role in shaping our image and identity. The fundamental components of our communications, including color schemes, logo placement, typeface selection, and more, all unite to create a cohesive and distinctive appearance that communicates quality, service, and reliability to our customers.

**When all our communications share this unified identity, we effectively convey our core values even before a single word is read, adding that stylish touch to the Cafinista experience.**



## OUR MISSION

Our mission at Cafinista is to redefine coffee moments as chic and inclusive, promoting human connections through the art of brewing and style.

## BRAND SUMMARY

At Cafinista, we take pride in serving orders infused with the latest coffee technology. Efficiency is as essential to us as sustainability, which is why we provide a wide selection of beverages and a seamless ordering experience designed for every family member.

Whether you choose to use our user-friendly app or our convenient drive-thru, your beverage will be prepared and waiting for you upon arrival, ensuring you stay ahead of your busy schedule. With Cafinista, take a moment to savor your coffee and ground yourself in the present.

## OUR TAGLINE

*"Brewing Comfort, Blending Style"*

06



Cafinista

## 02

### DESIGN GUIDELINES

# Emblem Architect





## FULL COLOR

For use on light backgrounds only.



Cafinista  
*Brewing Comfort, Blending Style*

---

Cafinista

## THE LOGO

The Cafinista logo is comprised of an elegant cup adorned with two coffee beans and a gentle swirl of coffee-colored smoke rising from it, complemented by a lush coffee leaf in a vibrant shade of green gracefully placed alongside. This combination embodies the essence of our brand, celebrating the artistry of coffee while embracing its natural origins.

Although our logo offers versatility in its display across different backgrounds and marketing materials, it's crucial to adhere to specific guidelines to maintain consistency and ensure legibility.





# Cafinista

## COLOR-BROWN

For use on light backgrounds only



Cafinista



# Cafinista

## COLOR-WHITE

For use on Dark backgrounds only



## COLOR-BLACK

For use on light backgrounds only



# Cafinista

## COLOR-GREY SCALE

For use on dark backgrounds only



# Cafinista

## COLOR-WHITE

For use on dark backgrounds only



# Cafinista

cafinista.com



DESIGN GUIDELINES

#603a18

#59a645

#402411



# Cafinista

*Brewing Comfort, Blending Style*

## COLOR BREAKDOWN

When the logo is placed upon a white or Light colored background, be sure to use the Primary blue logo option with black type

When the logo is placed upon a dark colored Background, be sure to use the white or grey-scale logo.

## INAPPROPRIATE E USAGE

Not all applications are created equal. Please be careful to avoid all uses outlined below, in addition to anything similar to those below.

**These rules are to be applied to both the logo & icon.**



Do not place logo on background of either primary colors.



Do not outline the logo in any way.



Cafinista

Do not place a drop shadow behind the logo.



Cafinista

Do not place logo over a gradient.



Cafinista

Do not tilt the icon.



Cafinista

Do not include a border around the logo.



Cafinista

Do not ever change the sizing.



Cafinista

Do not distort the logo in any way.



## LOGO SPACING & PROPORTIONS

The Cafinista logo presentation adheres to a structured system, ensuring that a defined space surrounds our vital brand identity. It's essential to follow these spacing guidelines whenever incorporating our logos into any promotional material.

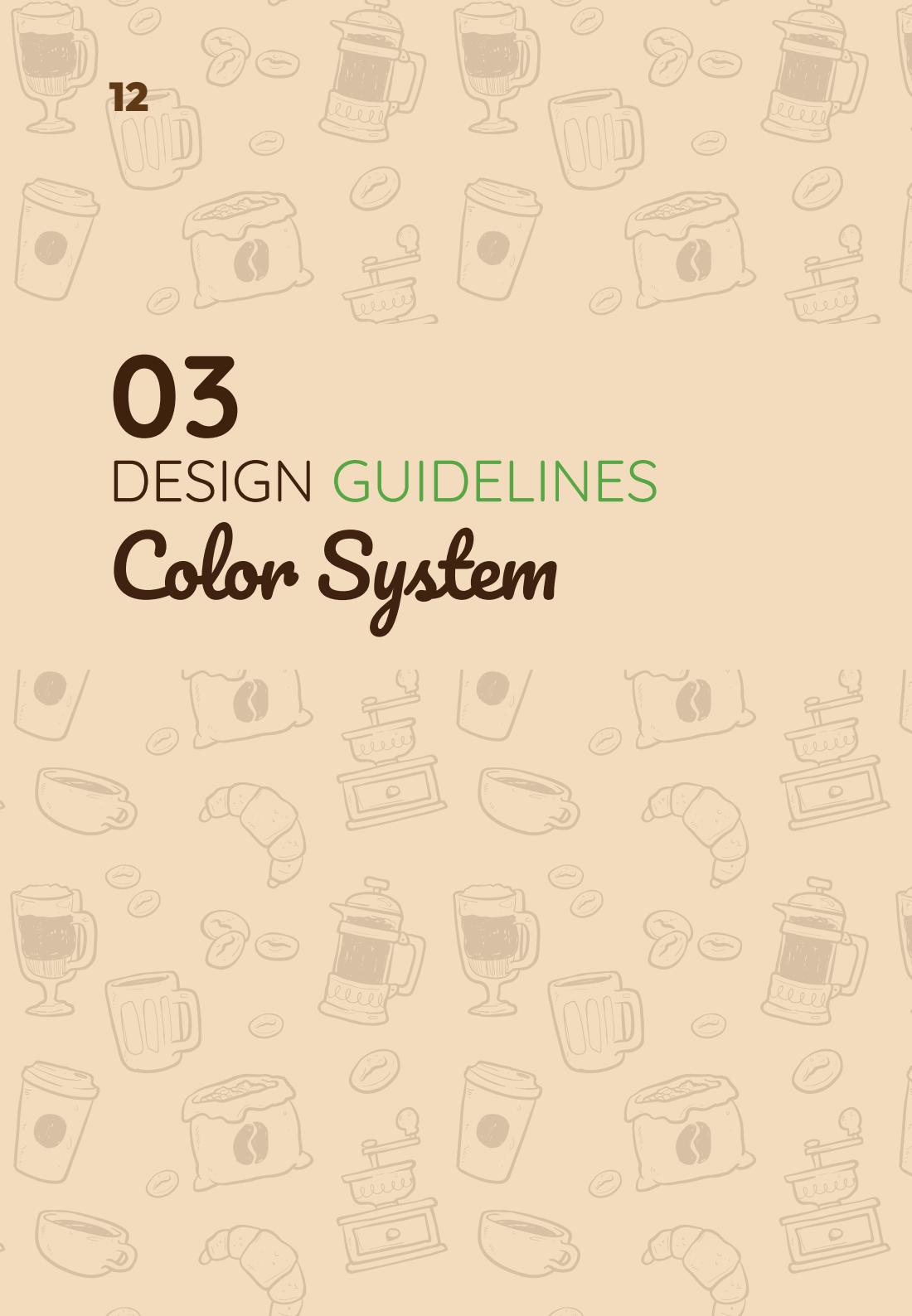
For consistent proportions in both height and width, remember to **maintain the aspect ratio**. Hold down the 'Shift' key when resizing our logo, whether making it larger or smaller. Alternatively, if you're manually adjusting the logo's dimensions, select the 'constrain proportions' option to ensure it maintains its correct aspect ratio.



# 03

## DESIGN GUIDELINES

### Color System





## C M Y K

0,40,75,62

0,44,73,75

46,0,58,35

PRINT COLOR

The primary colors specified should be consistently applied to all printable materials, encompassing essential business items like letterheads, notepads, business cards, and product packaging. To achieve the highest printing precision, it's advisable to employ the PMS values whenever feasible.

## R G B

#603a18

#402411

#59a645

WEB COLORS

The colors listed represent both primary and secondary choices to be employed on the website and all digital materials. To ensure the utmost accuracy in digital materials, please utilize the Hex or RGB values provided.



# 04

## DESIGN GUIDELINES

# Typography

## ABOUT TYPOGRAPHY

At Cafinista, we utilize two fonts, specifically Quicksand and Pacifico Regular, known for their contemporary and reliable appeal. This combination of typefaces enhances the modern and trustworthy feel of our brand.

### QUICKSAND LIGHT

Aa

ABCDEFGHIJKLMNP  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!@#\$%^&()

### QUICKSAND REGULAR

Aa

ABCDEFGHIJKLMNP  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!@#\$%^&()

### QUICKSAND REGULAR

Aa

ABCDEFGHIJKLMNP  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!@#\$%^&()

### QUICKSAND BOLD

Aa

ABCDEFGHIJKLMNP  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!@#\$%^&()



# 05

## DESIGN GUIDELINES

### Web & Print Format



## WEB & PRINT SIZE

This concise guide offers standard web sizes for our logo. Whether you're using the logo on our website, Facebook, Twitter, or any other social media or advertising platform, it's best to keep it straightforward. There's no requirement to enlarge the logo to occupy a substantial portion of the page. The pixel widths provided align with industry standards, and utilizing these recommended sizes or similar ones is perfectly suitable.

### STANDARD LOGO SIZES FOR PRINT



## FILE FORMATS FOR WEB

It's all about understanding when and where to use specific file formats. While numerous file formats exist, many of which aren't covered here, the truth is you won't require all of them. By focusing on the fundamental formats provided on this page, you'll have everything you need.

### THE MOST COMMON FILE FORMATS YOU WILL NEED FOR WEB



## FILE FORMATS FOR WEB

When it comes to printables, it's essential to know which file formats to use and when to use them. While there are numerous file formats available, many of them may not even be relevant for your needs. Stick to the essential formats outlined here, and you'll have everything necessary for your printable materials.

### THE MOST COMMON FILE FORMATS YOU WILL NEED FOR Printables



## BUSINESS ESSENTIALS

Maintaining impeccable organization and attention to detail with all your stationery and promotional items is the key to upholding the brand's strength and uniformity. It's crucial that when crafting new stationery, you consistently employ the same template.



# 06

## DESIGN GUIDELINES

# Photography & Packing

Cafinista



## LIFE STYLE

Where taste and art converge in our carefully crafted packaging. Experience the harmony of flavor and aesthetics with each cup.



21

Cafinista

## PACKING STYLE



CLOTHING STYLE



*Brand Guidelines By Hanan Semab*

*Email now to get yours:* hananofc@gmail.com

*Or Whatsapp:* +92 335 975 0769

# Cafinista

*Brewing Comfort, Blending Style*

