COFFEE LIKE

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BY - PARAMPREETKAUR SETHI

Brand Vision

TAGLINE

CRAFTING COFFEE, CONNECTING PEOPLE.

MISSION

Our mission is to deliver premium coffee that fosters community and creates unforgettable moments.

PHILOSOPHY

Our philosophy centers on the idea that great coffee should be accessible, sustainable, and enjoyable. We are committed to sourcing the finest beans, roasting them to perfection, and serving each cup with care and precision.

GOAL

Our goal is to create spaces where people can come together, relax, and engage over a shared love of coffee.

BRAND VALUES

WE BELIEVE IN:

Quality Excellence

We are dedicated to delivering the highest quality coffee by meticulously sourcing the finest beans and using state-of-the-art roasting techniques.

Sustainability

We prioritize sustainability in every aspect of our operations, from ethical sourcing of coffee beans to environmentally friendly packaging.

Community

Our spaces are designed to foster connection and community, creating environments where relationships can thrive over a shared love of coffee.

VALUE 1

01. QUALITY EXCELLENCE

Uncompromising Standards: At Coffee Like, quality is non-negotiable. We rigorously select the best coffee beans from renowned coffee-growing regions, ensuring each batch meets our high standards.

Artisanal Roasting: Our master roasters employ time-honored techniques and modern technology to bring out the unique flavors and aromas of each bean. We roast in small batches to maintain consistency and quality.

Perfection in Every Cup: From the precise grind to the exact brewing temperature, we meticulously craft each cup of coffee to provide a rich, satisfying experience that delights the senses.

VALUE 2

02. SUSTAINA BILITY

Ethical Sourcing: We are committed to sourcing our coffee beans from farms that practice sustainable agriculture and provide fair wages and safe working conditions for their workers.

Environmental Responsibility: Coffee Like is dedicated to minimizing our environmental footprint. We use eco-friendly packaging, promote reusable cups, and implement energy-efficient practices in our cafes.

Sustainable Practices: Our commitment to sustainability extends to our supply chain, where we prioritize reducing waste and supporting regenerative farming practices.

VALUE 3

03. COMMUNITY

Creating Gathering Spaces: Our cafes are designed to be more than just places to grab a coffee; they are community hubs where people can come together to relax, work, and socialize.

Supporting Local Communities: Coffee Like actively supports the communities we serve by partnering with local organizations, hosting events, and participating in community initiatives.

Fostering Relationships: We build strong relationships with our customers by listening to their feedback, understanding their needs, and providing personalized service.

BRAND PERSONALITY

Innovative and authentic, the brand pushes coffee boundaries with passion and transparency, creating unforgettable experiences.

Coffee Like combines sophistication and warmth, blending elegance with approachability.

	1	2	3	4	5	
Sophisticated			●			**Simple**
Warm					●	**Reserved**
Innovative		●				**Traditional**
Authentic				●		**Polished**
Passionate					●	**Calm**

Visuals

ARTISAN RESERVE
36
CLASSIC BLEND
COFFEE LIKE

COFFEE LIKE
COFFEE LIKE
COFFEE LIKE

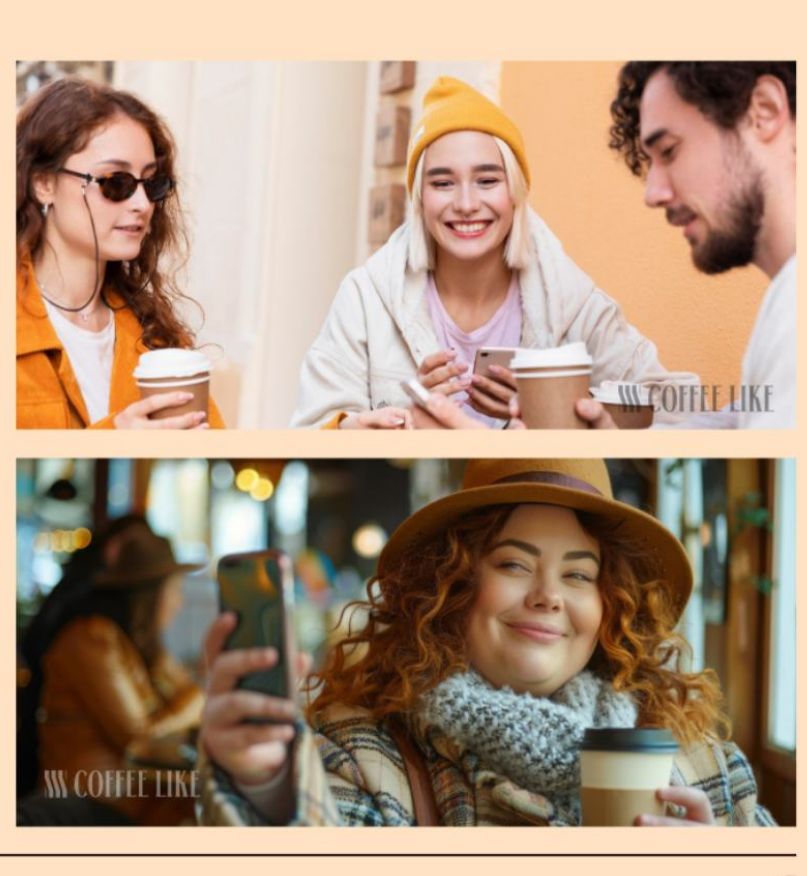
COFFEE LIKE
The best way to like your coffee

COFFEE LIKE

WATERMARK

Use watermark to protect and copyright your photos and videos online

- Use monochromatic version of the logo
- Use 15-30% transparency
- Put watermark on the edge od the logo
- Keep it small as possible while being legible



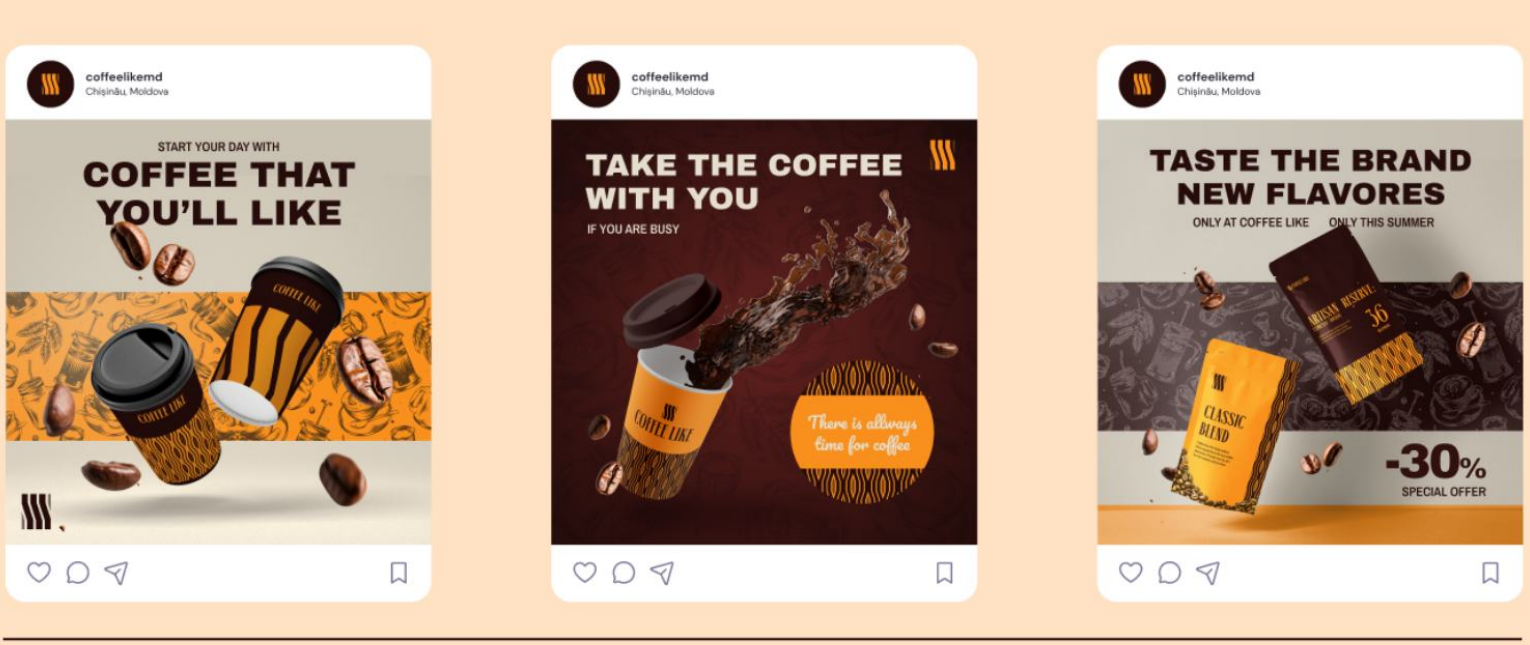
PHOTOGRAPHY

You want to use photos with warm brown and orange tones and welcoming atmosphere to reflect the brand's personality

SOCIAL MEDIA

Main source of audience traffic, of course it have to showcase every aspects of the brand.

Brand have to be easy recognizable in every post so is recommended at least to use brand colors or logomarks.

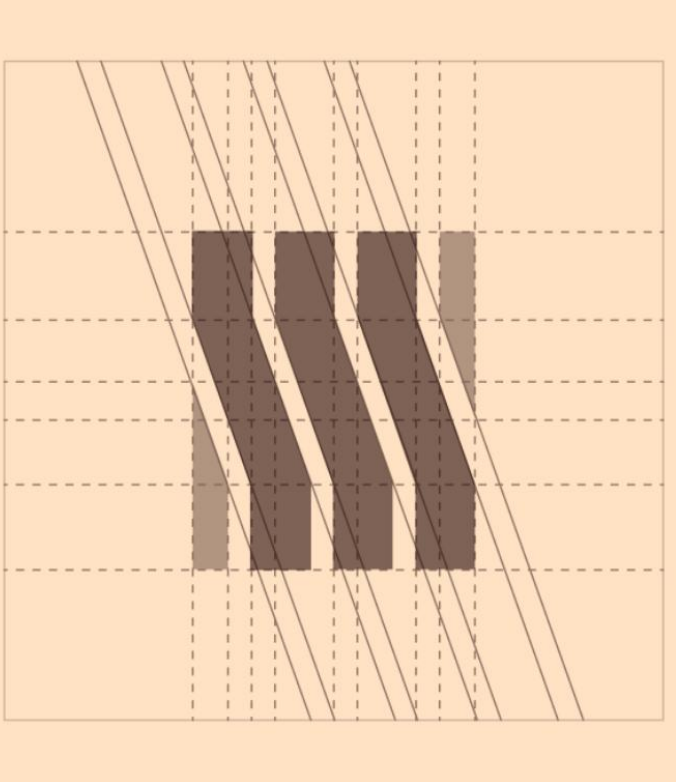


Brand Identity

LOGOMARK CONSTRUCTION

The logo features multiple vertical lines that appear to wave or curve slightly, suggesting the rising motion of steam.

This abstraction captures the essence of the warmth and aroma of freshly brewed coffee.

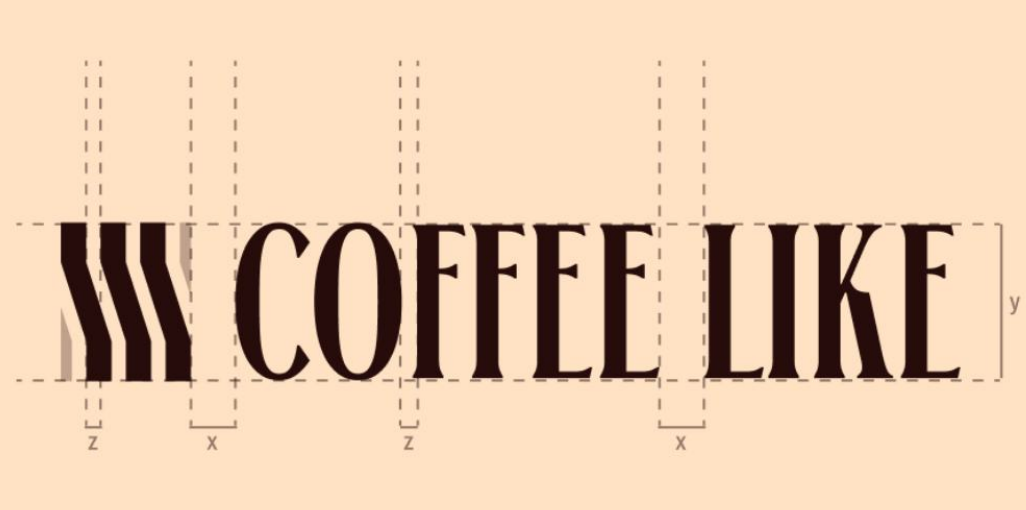


WORDMARK

The font used for the wordmark "Coffee Like" is a bold, serif typeface, which conveys a sense of tradition and quality.

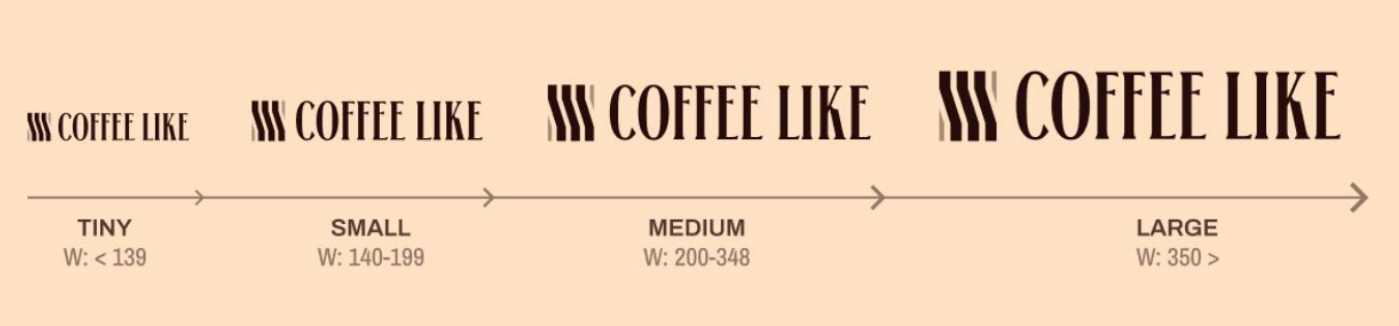
FULL LOGO

This combination of tradition in typography and abstractionism in icon give a strong, bold aesthetic with a modern, sophisticated feel.



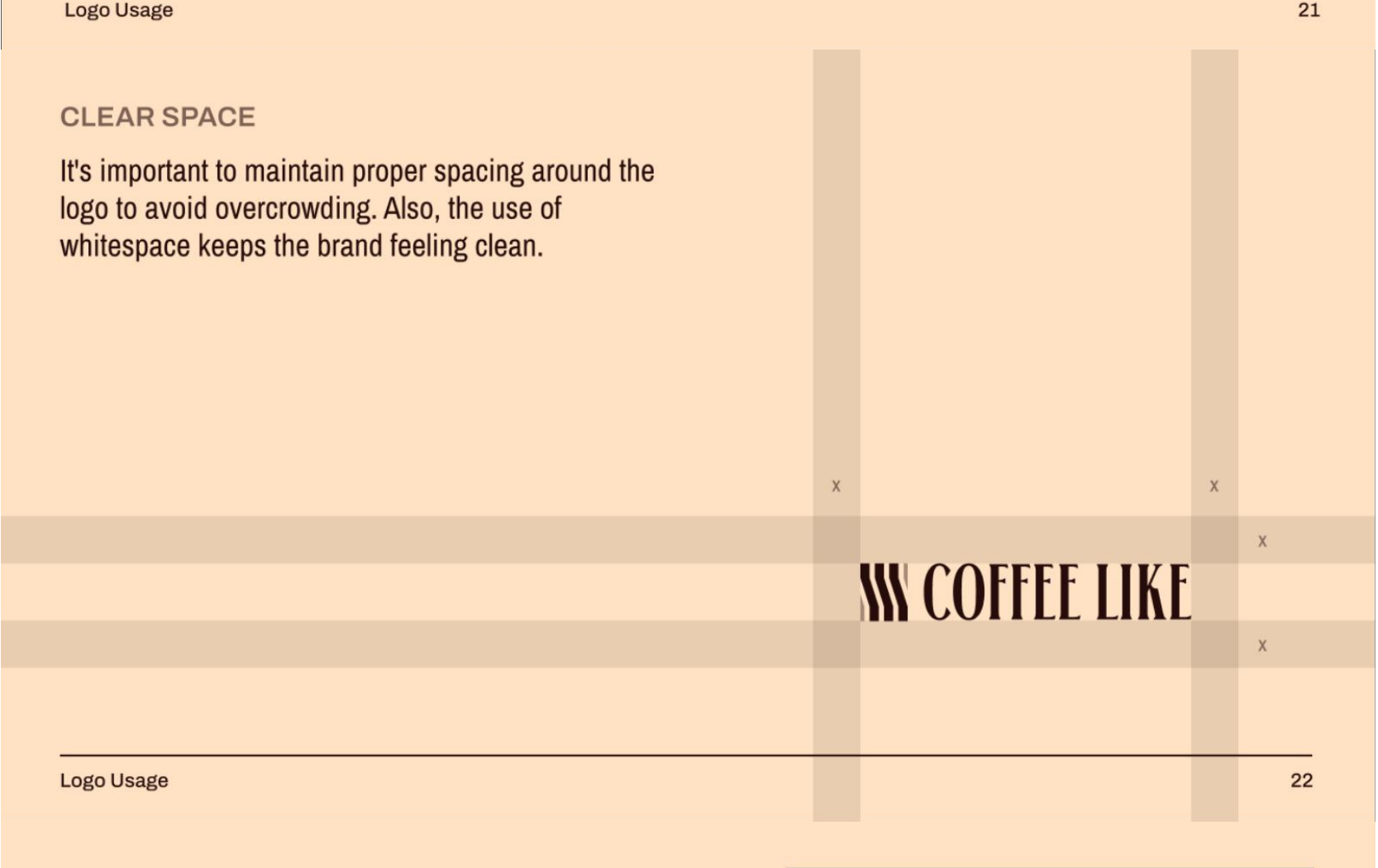
OPTICAL SPACING

When significantly reduced, the logo will become illegible. These are some common dimensions from the smallest to the largest size.



CLEAR SPACE

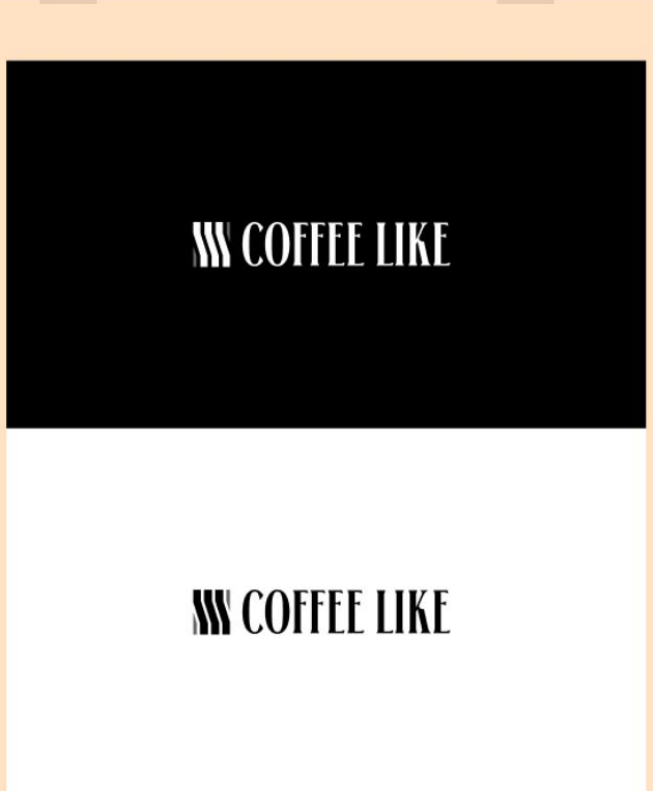
It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.

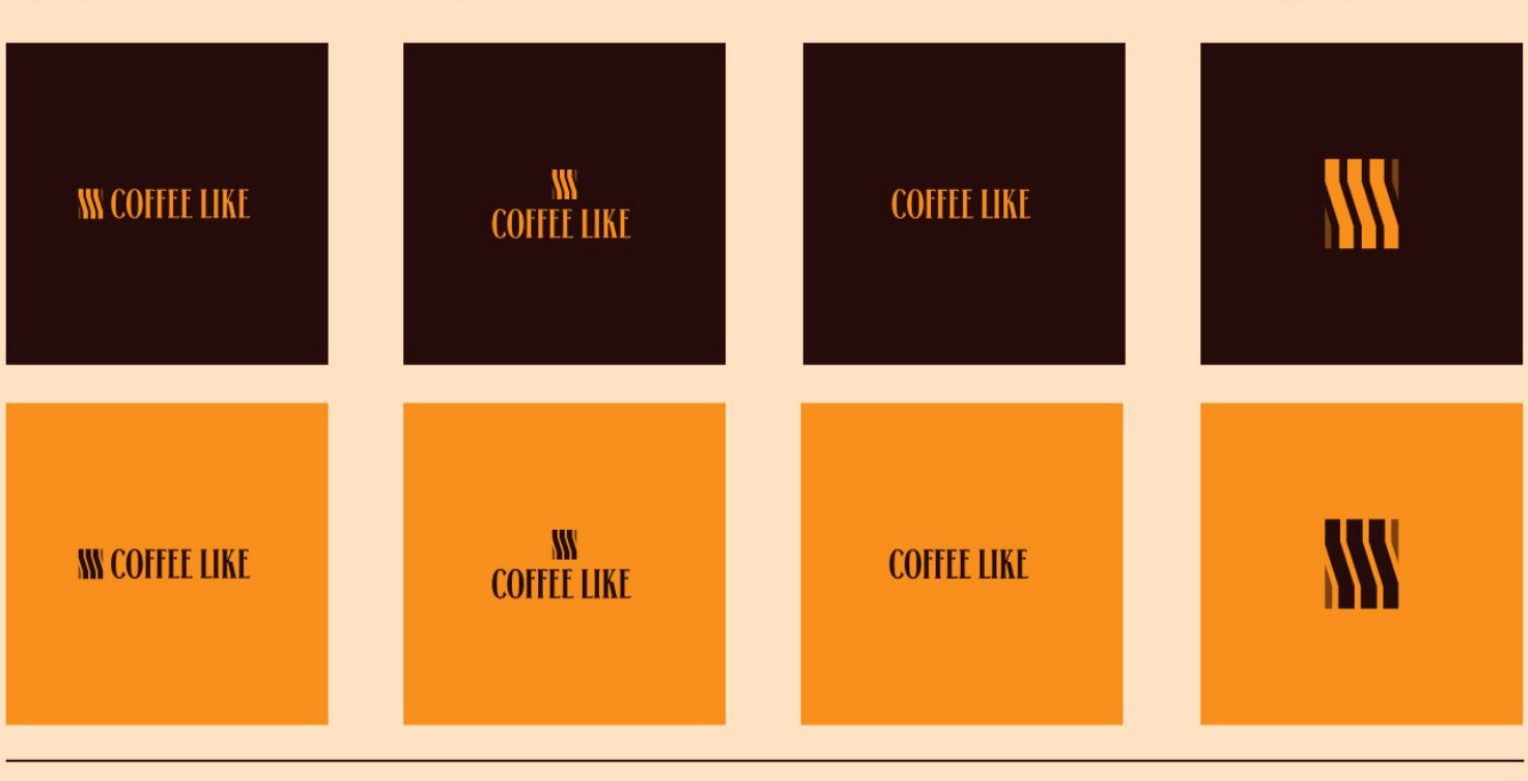


MONO COLOR LOGO

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

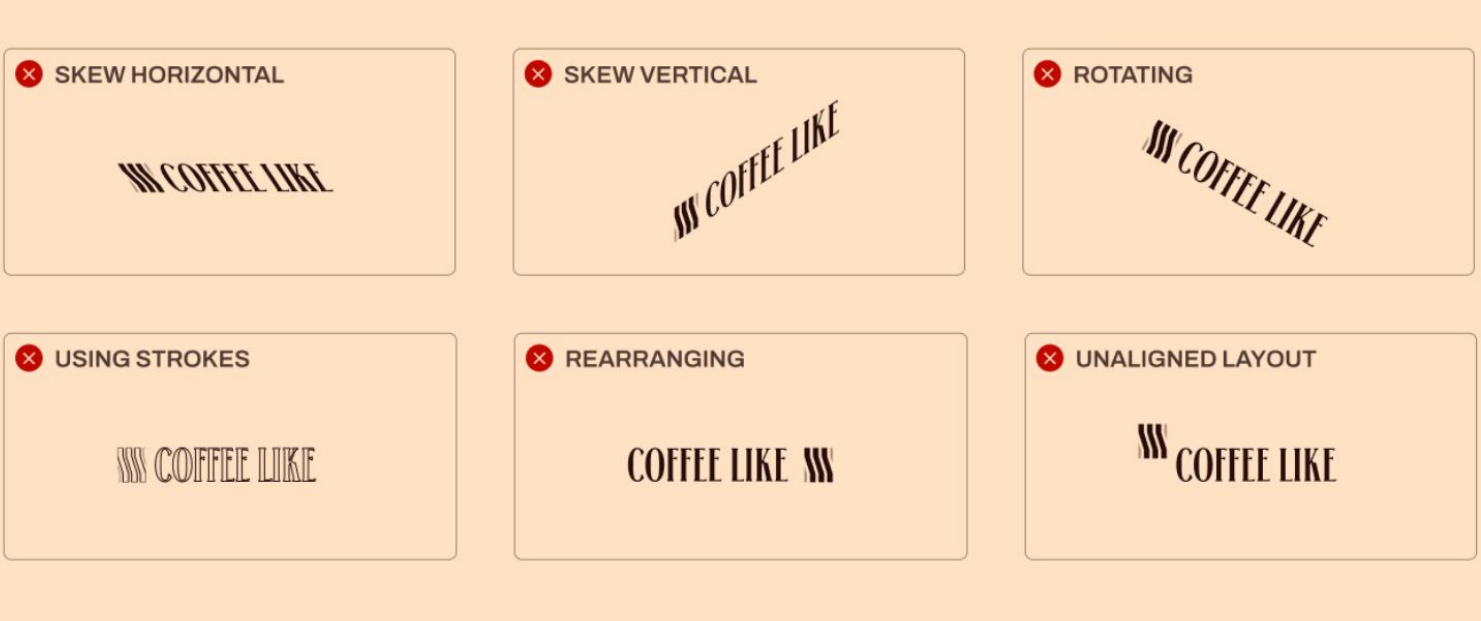
In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.





APPEARANCES

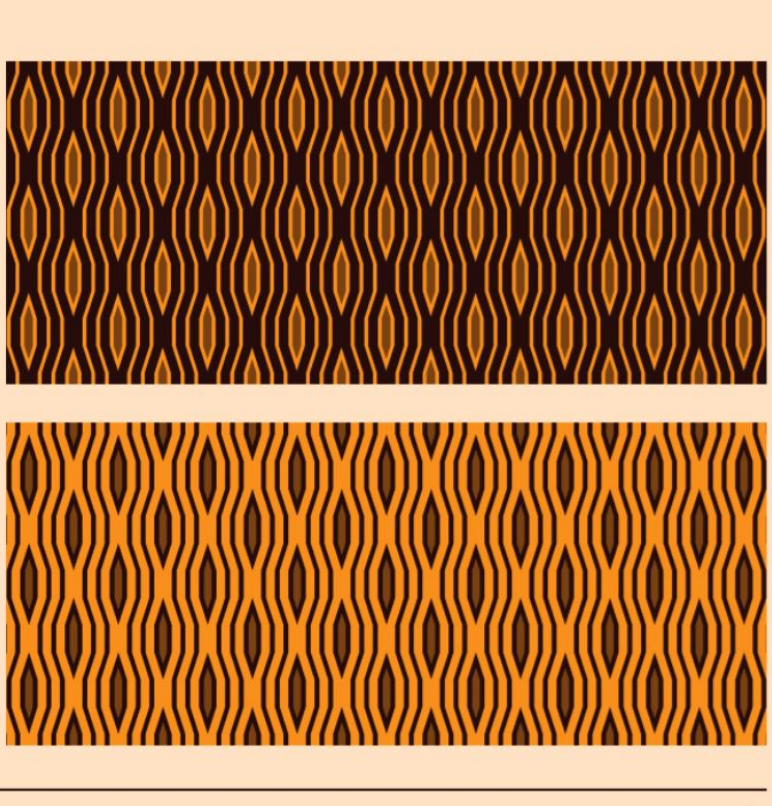
To keep the logo clear and recognizable, avoid the following manipulations:



PATTERN

Patterns provide the visual foundation that supports the message, therefore they must never dominate the design, but rather play a supporting role.

These are 2 patterns that maintain the scient of luxury and tradition, and support the visual identity of the brand.



Style Guide

PRIMARY COLORS

Use primaries as the main colors in all internal and external presentations of the brand

#260D0C RGB: 38, 12, 12 CYMK: 0, 10, 10, 85

#F9901D RGB: 249, 144, 29 CYMK: 0, 41, 86, 2

NEUTRAL COLORS

The neutral colors are complementary colors. Use them to support primary colors.

#FEF7F0
RGB: 254, 247, 240
CYMK: 0, 3, 5, 0

#F9901D
RGB: 249, 144, 29
CYMK: 0, 41, 86, 2

#CFCABE
RGB: 207, 202, 190
CYMK: 0, 2, 7, 19

#FFE2C3
RGB: 255, 226, 195
CYMK: 0, 11, 24, 0

EXAMPLE OF USE

Primary color should be used as dominant, whilst neutral colors for background.

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COLOR USAGE

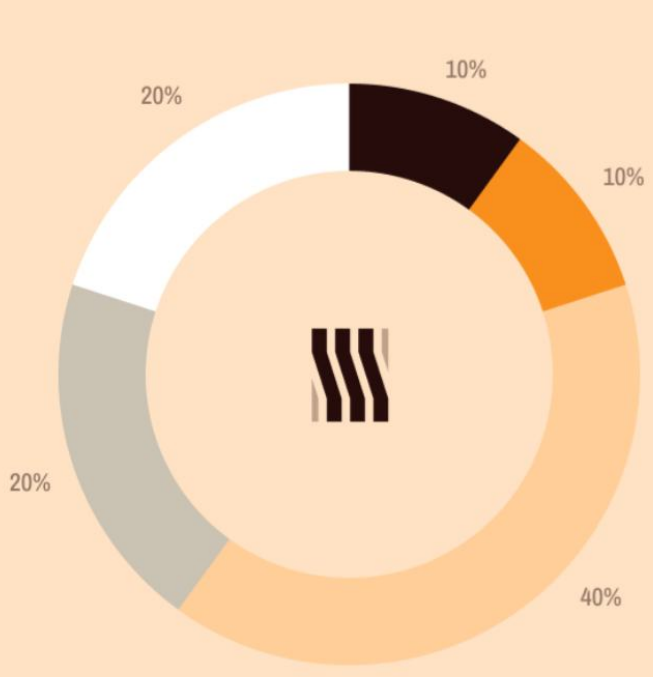
Use **Dark Brown** as primary background color for logos and important elements also use it for text to ensure high contrast and readability against lighter backgrounds.

Use **Orange** as an accent color for highlighting important features or call-to-action buttons.

Use **Peach** as main background color for the brand's overall theme.

Use **White** as secondary background color for maintaining a clean and minimalist look.

Use **Light Beige** as background color for large sections or to create a neutral, calm environment.



FONTS AND TYPEFACES

The serif design of **SC Jurerê** adds elegance and character, reflecting the brand's personality. Use in headlines, main titles, and any text meant to stand out and make a strong impression.

Archivo font offers a bold and modern look, ensuring text stands out in social media feeds. Use for main text in social media graphics, especially when the text needs to be easily readable at a glance.

Archivo Narrow design makes it suitable for longer text blocks without taking up too much space, ensuring readability. Use for captions, detailed descriptions, and body text where readability is key.

*CLICK ON FONTS NAMES TO OPEN THEIR SOURCE

SC JURERE

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