the other guys

BRAND STYLE GUIDE

Mission Statement

Who We Are

We want to create a home-away-from-home where customers will feel comfortable the moment they step inside. We want customers to know that they can come with their families or with a good book or their computer and feel welcome either way. Our goal is to make the shop its own small community.

> "To nurture our community by serving up delicious, handcrafted, and sustainably sourced beverages, while serving as the community's shared living room."

Our Brand Personality

is marked by being:
- Warm & Cozy
- Welcoming
- Down-to-Earth
- Fun
- Inclusive
- Family friendly

Color Scheme

Main Color
Hex Code: #9aaaa0
RGB Code: [154, 170, 160]
CMYK Code: [42, 25, 37, 0]

Secondary Color
Hex Code: #172d12
RGB Code: [23, 45, 18]
CMYK Code: [76, 53, 84, 70]

Accent Color
Hex Code: #ad550f
RGB Code: [173, 85, 15]
CMYK Code: [24, 74, 100, 14]

Typography & Sizes

Main Brand Font
Bell MT
Free on Adobe and Micro-soft products

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Body & Small Text Font
Raleway
Free on Google Fonts

We are your neighborhood's living room and a coffee shop in one. We love our community!

Typescale

60 px

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36 px

Large blocks of text

24 px

NAVIGATION MENU

20 px

Paragraph body text - some extra text here so that we can get a sense for sizing.

Logo & Variations

Logo Do's

- Use our color logo against a white background

- Use our logo variation against our main light sage color, especially on our website and printed materials with a white background

Logo Don'ts

- Don't use either our logo or logo variation on any other background color other than our main light sage brand color, secondary dark green brand color, or brown-orange accent color

- Don't use our logo or logo variation on any patterned backgrounds or images

- Don't warp or otherwise distort the logo. Ensure the correct proportions are maintained.

Iconography

Standards for Icons

- Icons should be in the same design style

- Should be outlined in our main light sage brand color with a stroke weight of 5pt

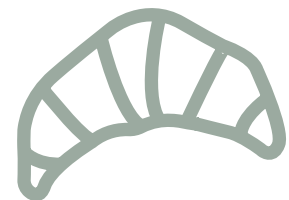- Should mimic the down-to-earth, warm vibe of our brand personality
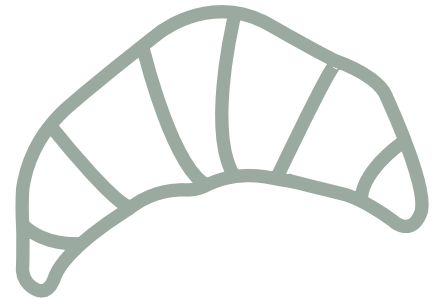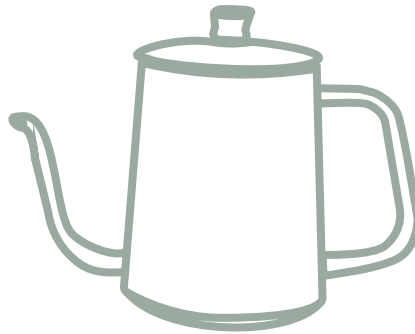
Icons Can Be Used For:

- Web navigation

- Promotional fliers

- Products like cups, sleeves, t-shirts, tote bags, etc.

- Shop signage and decor

- Business cards and posters
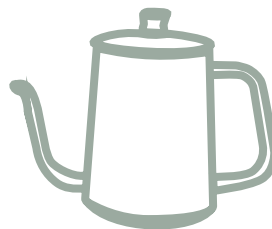
MENU

PRODUCTS

Imagery

Image Guidelines

Images should reflect our brand's personality, focusing on imagery that is:

- Warm
- Down-to-Earth
- Welcoming & Inviting
- Cozy
- Represents Inclusiveness
- Family Oriented

Specific image themes might include:

- Drinks in mugs and to-go cups, including coffee art and loose leaf teas.
- Warm lighting including candles, fairy lights, and natural light
- Patrons and families studying, enjoying drinks, or talking to friends or family

Social Media Headers

Cover Image Guidelines

Images used should:

- Be simple. Less is more!
- Compliment the logo.
- Follow all guidelines for visual imagery listed on page seven.
- Align with the brand's personality and identity.
- Not include any text.
- Use a low transparency if color overlay is used so the image remains the primary focus (about 40% transparency or lower).
- Use color transparency sparingly, and only use brand's main, second-ary, or accent colors as overlay color.
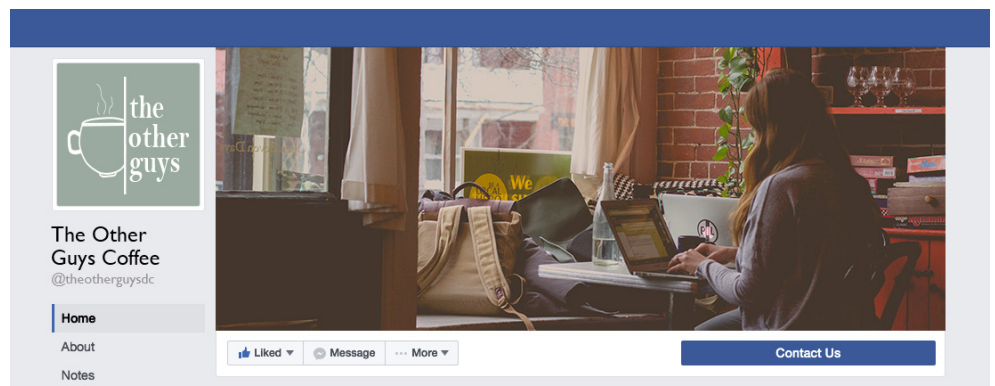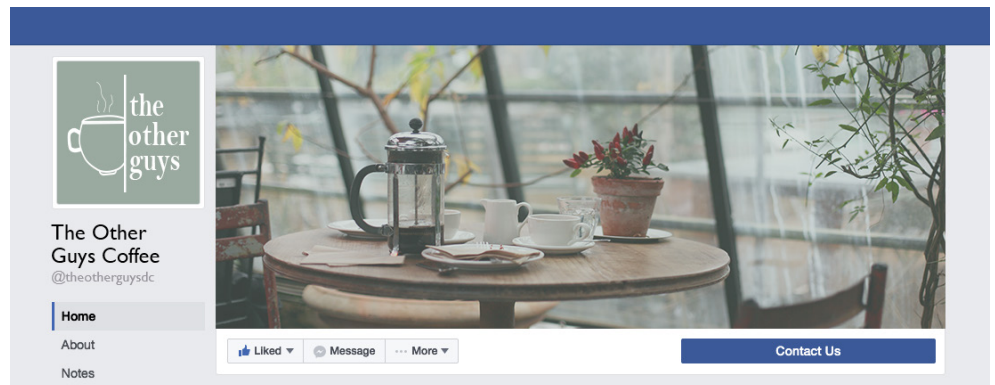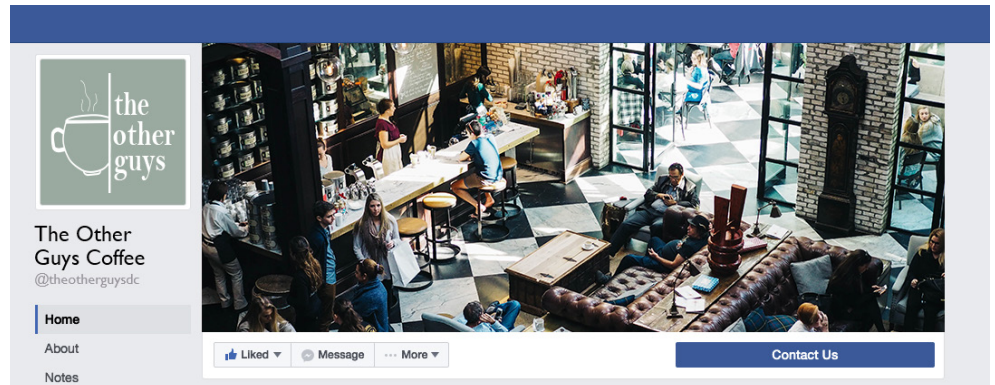
WE CAN'T WAIT TO WELCOME YOU
TO OUR SHOP!

the
other
guys