



Java Been

Atmosphere. Company. Coffee.

Brand Identity

Company History

Founded just under three years ago, Java Been is now a bustling cafe. With its high ceilings and "found space" appeal, the cafe has come to host exhibitions, meetings, and local bands. It has become an integral part of the arts revival community that has taken root in the old factory mill buildings along the river.

Vision

The owners take pride in their community, striving to provide a creative space with gourmet coffee, tantalizing baked goods, and music to inspire the artist's soul.

Primary Customer Demographic

Throughout the day, self-employed and remote workers enjoy a focused space away from home to get in a few productive hours. At night, the space comes alive with artists, student study groups, and everyday people just looking to enjoy a cultured night on the town.

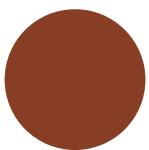
Colors



Typewriter Ink



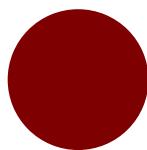
Espresso



Americano



Froth



Cherrywood

#191312
25, 19, 18
0, 0, 0

#491000
73, 16, 0
0, 0, 0

#883E24
136, 62, 36
0, 0, 0

#DFD9AB
223, 217, 171
0, 0, 0

#7E0000
126, 0, 0
0, 0, 0

Logo and Usage

Primary



When used in isolation, the logo is primarily seen against the simple, dark "Espresso" background color

Alternates



JBLogo1.png
Primary logo, transparent background



JBLogo2.png
For a light background



JBLogo3.png
Simplified for a complex, dark background



JBLogo4.png
Black and White



Typography

Font

Hind

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Hind
Weight: 300
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Hind
Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Hind
Weight: 500
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Hind
Weight: 600
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Hind
Weight: 700
Style: normal

Usage

HTML

```
1 <link href='http://fonts.googleapis.com/css?family=Hind' rel='stylesheet' type='text/css'>
```

CSS

```
1 font-family: 'Hind', sans-serif;
```

Bitter

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:;?!\$&*)

Bitter
Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:;?!\$&*)

Bitter
Weight: 400
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:;?!\$&*)

Bitter
Weight: 700
Style: normal

Usage

HTML

```
1 <link href='http://fonts.googleapis.com/css?family=Bitter' rel='stylesheet' type='text/css'>
```

CSS

```
1 font-family: 'Bitter', sans-serif;
```

Photography



coffee-beans-on-a-spoon.jpg (George Hodan - Public Domain - publicdomainpictures.net)



restaurant-coffee-cup-cappuccino.jpg (Unsplash - CC0 - pixabay.com)



coffee-beans-399479_960_720.jpg (CC0 - jarmoluk - pixabay.com)