

# Brand Guidelines

## QUEENS CUPPING



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“ WOMEN,  
ARTISANAL  
COFFEE,  
SUSTAINABLE

Queens Cupping is a coffee shop based in Lower East Side in Manhattan, NY that sources beans from women-powered roasters and educates its customers about gender equality in the coffee industry; the brand concept will focus on the following qualities: **women-oriented, expensive, upscale, artisanal, and sustainable.**

”

WHAT WE STAND FOR 3

# CORE VALUES

AWARENESS  
ARTISANSHIP  
COMMUNITY  
KNOWLEDGE  
SERVICE



## OUR MISSION

The mission of Queens Cupping is to serve artisanal coffee and to provide information about small-batch roasters and farms led by women, to understand coffee production, and recognize the challenges that women face in a male-dominated business. This is a local coffee shop where people can form social bonds by participating in monthly cuppings with different beans from different women-powered roasters. The functional aspect of the café is reflected in its daily activities serving coffee drinks made only by specific beans that help female-forward organizations. The coffee shop does not serve any food and is strictly a center for coffee education and the sale of well-sourced beans. Additionally, it uses recyclable and reusable resources and promotes a cleaner environment.

**MISSION STATEMENT 5**

# LOGO

Our logo is a very  
valuable asset.

We must treat it nicely.  
Never abuse our logo.

This logo is to be used for all printed  
collateral & screen work including all  
printed publications, advertising, billboards,  
posters, flyers, product packaging &  
websites, banners and presentations.





## Clearance

Minimum clear space is the space in which no graphic elements, text or other items should be placed. Respecting minimum clear space ensures good legibility!

In this case, the minimum clear space is the size of the lip stain.

‘coffee that  
empowers women’  
is our strapline

Whenever possible, this tagline should always be with the logo. Exceptions are when space is limited or the size is too small to read it. For packaging purposes, the strapline may be placed elsewhere on the design.

The logo & strapline has been set in vertical and horizontal placements. You can pick one that suits the usage.

“coffee that empowers women” is only our English language strapline and it must stay all lowercase in the color Cerise and in typeface, Josefina Sans, with a set tracking to 100 for brand identification purposes.

**coffee that  
empowers women**

**coffee that empowers women**



Queens Cupping  
coffee that empowers women

BIG

VERTICAL



MEDIUM



TINY



HORIZONTAL





✗ DO NOT ROTATE IN ANY DEGREE OTHER THAN 0



✗ DO NOT CHANGE THE SIZE OF THE BRAND ELEMENTS



✗ DO NOT STRETCH THE LOGO IN ANY SHAPE OR FORM



✗ DO NOT USE COLORS DIFFERENT FROM THE BRAND GUIDE



✗ DO NOT ADD EXTRA EFFECTS (SHADOWS, GRADIENTS, ETC)



✗ DO NOT CHANGE LOGO TYPE OR PLACEMENT

\* These also apply to the horizontal logo.

COMMON DON'Ts 11



## **TOP LEFT**

Two tone logo with Intense Violet background and Pastel Pink logo.

## **TOP RIGHT**

Two tone logo with Pastel Pink background and Intense Violet logo.

## **BOTTOM LEFT**

Black & White variation of the logo.

## **BOTTOM RIGHT**

Grayscale inverted logo.

## **Color Legibility**

We can ensure a good readability through using a negative logo version against a dark or different colored background.

The go-to dark background color should be Intense Violet with a Pastel Pink colored logo. If print must be in Grayscale, use Black & White logo for white backgrounds or the Grayscale reversed logo for dark backgrounds.

# TYPE

## Baskerville

The Chaletbook type family is our corporate font.  
Not that any of us wear suits too often.  
Chaletbook is a nice, simple font, good for  
anything from headlines to text. Use Chaletbook  
wherever possible.

### Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* [ ] { . < ? / \ ` ~

### *Italics*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* [ ] { . < ? / \ ` ~

# Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) { . < ? / \ ~

# Semi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) { . < ? / \ ~

# Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) { . < ? / \ ~

## Josefin Sans

The Chaletbook type family is our corporate font.  
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wherever possible.

## First Take

The Chaletbook type family is our corporate font.  
Not that any of us wear suits too often.  
Chaletbook is a nice, simple font, good for  
anything from headlines to text. Use Chaletbook  
wherever possible.

# Script, Handwritten

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(]{}.<?/\`~

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*(]{}.<?/\`~*

# Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(]{}.<?/\`~

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*(]{}.<?/\`~**

Web Safe,  
Open Type  
Communication

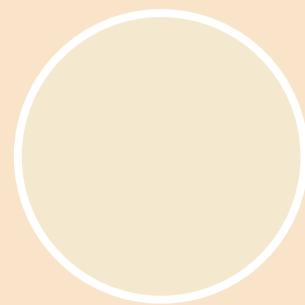
Baskerville & Josefin Sans are web-safe fonts as they are a part of Google Fonts.

In case these fonts do not work, Baskerville may be replaced with Times New Roman and Josefin Sans can be replaced with Century Gothic.

# COL ORS

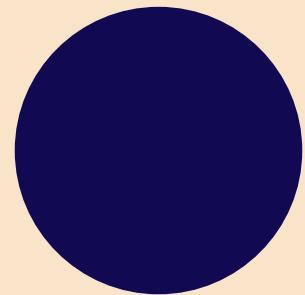
## Our Colors

This color palette is to be used throughout the brand identity. This is what gives our brand a personality. We are Royal, Feminine, Artisinal, & Intelligent with a pop of girliness.



champagne

PANTONE P 14-1 C  
R: 244 G: 232 B: 207  
C: 2% M: 10% Y: 20% K: 0%  
#f4e8ce



intense violet

PANTONE 274 C  
R: 17 G: 9 B: 81  
C: 98% M: 95% Y: 27% K: 14%  
#110951

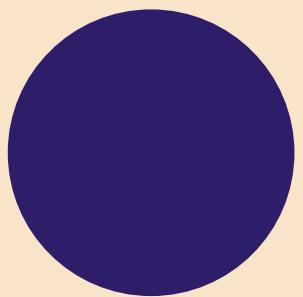


pastel pink

PANTONE 706 U  
R: 255 G: 204 B: 225  
C: 0% M: 26% Y: 0% K: 0%  
#ffccel

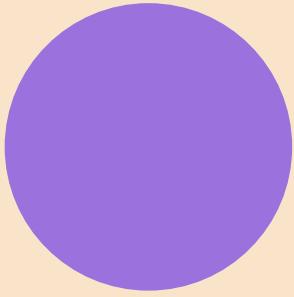
### USAGE





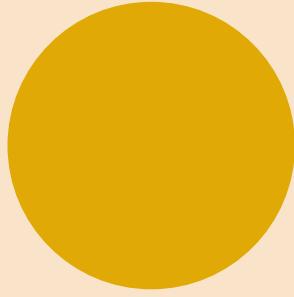
meteorite

PANTONE 273 CP  
R: 46 G: 29 B: 104  
C: 84% M: 82% Y: 18% K: 10%  
#2f1e6a



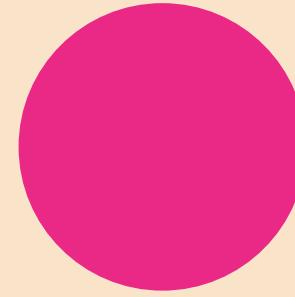
medium purple

PANTONE 928 C  
R: 155 G: 114 B: 221  
C: 44% M: 60% Y: 0% K: 0%  
#9b72dd



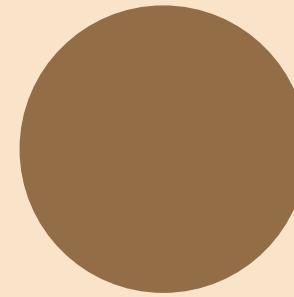
gold

PANTONE 110 CP  
R: 224 G: 169 B: 5  
C: 11% M: 29% Y: 93% K: 2%  
#e0a905



cerise

PANTONE 213 C  
R: 237 G: 24 B: 120  
C: 2% M: 93% Y: 12% K: 0%  
#ed1878



kraft paper

PANTONE 1395 U  
R: 147 G: 109 B: 70  
C: 31% M: 41% Y: 59% K: 16%  
#936d46

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## USAGE



# IMAGERY

## Photos of Women

Our photography style for empowering women is very portrait based and shows a story. Showing the women who produces coffee is essential to achieving our brand mission. Women empowerment is the biggest importance. Portraiture is a main factor in our photography usage. For filler images, there can be photos of the farm, coffee picking & production.

Women are also mothers and caretakers, so family and loved ones are welcomed.









## Cafe Photography

The photography style for social media & our website is mainly the store environment and photography consisting of pink cups that further communicate our brand logo & show the femininity of the brand.

Most of these photographs will be showing black coffee poured into cups and latte art, as latte art shows a sure sign that our cafe is at least a third wave coffee shop.

# PATTERNS

## Style

These illustrations show throughout the brand assets. By repeating a wave, we have a consistent wave line that flows like rivers. This can also be used as a solo line to separate information. Similar to how the wave is flowing in the wavy lines, the coffee beans have the same effect where the inside of the bean also flows in the same manner. This gives a cohesive feel to the brand and using the gold color will enhance its richness. The coffee plant pattern shows a feminine pattern of coffee beans that reminds me of a modern version of gold antique patterns.

All of these patterns are to be used seamlessly.

