



SIX BEAN

Brand Guidelines



OUR GOAL

To create consistency around product and brand representation through strategic sales partners. This document will serve as an inspirational tool for partners to effectively plan and execute their Six Bean product merchandising and brand communications.

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Six Bean is bringing the gift of service back to the specialty coffee world. Every customer is a VIP. We honor them with a deep appreciation, recognizing them for who they genuinely are - not just as a customer of ours. We are doing coffee the way few have tried to - there are no game faces here. This is high-end espresso, served exceptionally well, in a warm and welcoming environment.

Welcome to Six Bean, it is our honor to partner with you.

STRATEGIC BRAND GUIDELINES

The first order of business in brand stewardship is realizing that it's not about business at all...

We must recognize that this brand isn't about logos, colors or fonts. These items don't define us. We've crafted them to represent us, but our brand is actually the property of the public and their perception. A brand is built brick by brick, day by day, cup by cup by the people who experience our coffee.

It's about people, it always has been. It's about creating a place for relationships to grow – for conversations to happen.

As we move forward, let's recognize that this brand is alive, it's fragile and still growing. The logo gives a face to the real body – the people of Six Bean. Treat the logo how you would treat those people – with care, respect and intentionality.

This set of guidelines are designed to help you understand the details of curating a consistent visual identity. We are all in this together. Honor these guidelines by partnering with us to build a better community through coffee.

LOGO SYSTEM

This system includes a series of graphic elements used at various times to create a comprehensive, cohesive and recognizable identity that represents 6Bean publicly.

PRIMARY LOGO

An Icon is a quick, intentional, visual mark that helps deliver an immediate brand signature to the viewer. Sometimes icons are used as symbolic marks that can represent the company and their services. Other times the icon is just a simple mark that identifies the owner. Other times it represents the values that the company stands by. This is the heart and soul of our identity. When in doubt, always use this icon. This is our go-to logo. This icon must be uniform throughout all of its applications. The graphic integrity of the icon and identity elements should be governed by the consistent use of established standards and observed in all communications with our vendors, affiliates, and the general public. Alterations to the icon are prohibited.



PREFERRED USAGE

The preferred use of the signature is in full colour. If this is not possible then on a pure colour or on a white or light background. This application of the logo should always be considered as the first design option.

LOGO VARIATIONS

Stacked Logo



Without Wordmark



Black & White



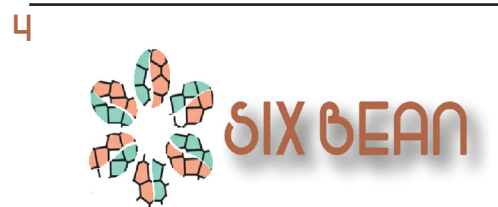
CLEAR SPACE

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.

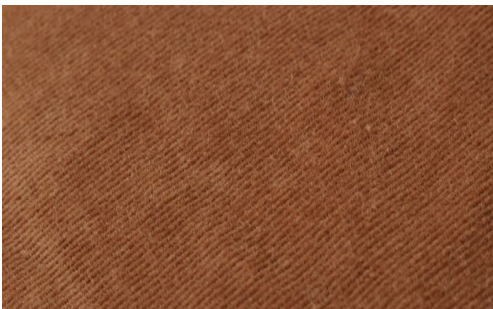


INTEGRITY OF THE MARK

1. Do not alter color from accepted standards
2. Do not screen the logo
3. Do not place the logo within a line of text
4. Do not fill shapes with patterns or add special effects
5. Do not overprint the logo on complex backgrounds
6. Do not violate the signature clear zone
7. Do not skew or scale the width or height
8. Do not alter size or proportions of the logo
9. Do not rotate the logo to any degree
10. Do not add or change typeface of logo type




MOOD BOARD




COLOUR SYSTEM

Primary Colours



RGB 54, 169, 130
CMYK 75, 10, 63, 0
HEX #36A982
PANTONE 2456 C



RGB 175, 101, 71
CMYK 25, 66, 76, 11
HEX #AF6547
PANTONE 7522 C

TYPOGRAPHY

Brand Typeface

Six Bean uses the Majel Font style to represent our brand and as well as our logo. This is the only font that is allowed to be used when representing our brand.

Majel Font / Alphabet

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

0 1 2 3 4 5 6 7 8 9

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TYPOGRAPHY

Print & Web Typeface

When it comes to print and web Six Bean will only use the *Majel* font for our logo and branding. The main font that should be used for print and web would be *Avenir Next*.

Avenir Next Font / Alphabet

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

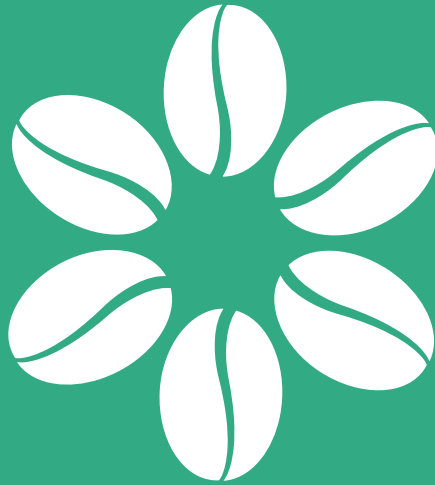
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * ()

BRAND APPLICATIONS





Thank-you for partnering with us.

www.sixbean.com