



BRAND GUIDE TEMPLATE

Mission Statement

“To provide a welcoming place for our community to enjoy and engage with others and leave feeling refreshed.”

Who We Are

As our society becomes more and more disconnected, we want to preserve the tradition of coffee houses, where you can connect with others, feel welcome and valued and always leave feeling refreshed.

Our Brand Personality

Is marked by being:

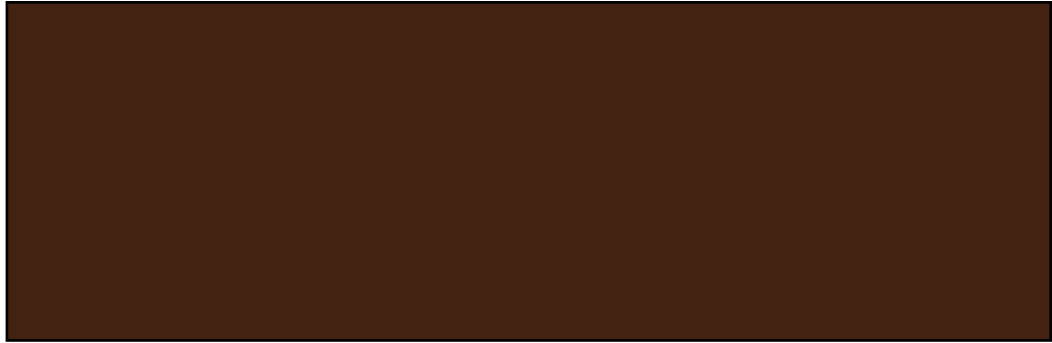
- Sincere
- Welcoming
- Friendly
- Refreshing
- Comfortable



Color Scheme

Main Color

HEX #2D150D
RGB (45, 21, 13)
CMYK (47, 75, 84, 67)



Secondary Color

HEX #7B9D40
RGB (123, 157, 64)
CMYK (22, 0, 59, 38)



Accent Color

HEX #A3511E
RGB (163, 81, 30)
CMYK (0, 50, 82, 36)



Typography & Sizes

Brand Logo Font

Bernhard Gothic URW Heavy
Calfish Script Pro Semibold
Adobe Fonts

BEAN+*Leaf*

Main Brand Font

Bernhard Gothic URW
Adobe Fonts

Providing a welcoming place for the community to enjoy and engage with others and leave feeling refreshed.

Body/Small Text Font

Le Monde Courier Std
Adobe Fonts

Typescale

60px

BEAN

36px

Large blocks of text

18px

NAVIGATION

16px

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

Logos & Variations

LOGO DO'S

One color from the logo can be used as the background, substituting that color with white.

The logo can be in all black or white when no color is used.



LOGO DONT'S

- Don't use the logo on any patterned backgrounds or imagery.



Iconography

Standards for Icons

- Should be in the same design style.
- Should be outlined in the accent design color.
- Should mimick the friendly, welcoming, refreshing feelings of our logo and brand personality.



Icons can be used for:

- Shop signage & decor
- Website navigation
- Social media
- Promotional items
- Business cards



Drink



Eat

Imagery

Image Guidelines

Images should reflect our brand personality.

Focus on imagery that is:

- Friendly
- Welcoming
- Comforting
- Refreshing



Main Page Title Here

Image Guidelines

Images should reflect our brand personality.

Focus on imagery that is:

- Friendly
- Welcoming
- Comforting
- Refreshing



Social Media Headers

Cover Image Guidelines

- Keep it simple.
- Compliment logo.
- Match brand personality.
- Keep text minimal & friendly.
- Match brand colors.



the *end.*
HOW YOU BEAN?