



## Brand Style Guide

## Mission Statement

“Brewing a spark to start the morning or a pick-me-up at the end of the day so that our customers can be inspired and energized to be the change they want to see in the world.”

### Who We Are

Karla Kahvi is a local who has always dreamed of owning a coffee shop where the community can come together and work towards their goals. Either by getting a to go cup or sitting and getting work done whatever you choose, I hope you feel at home.

### Our Brand Personality

is marked by being:

- Sincere
- Honest
- Energetic
- Friendly



# Color Scheme

## Main Color

Hex Number: #576b30

RGB: [87, 107, 48]

CMYK: [65, 39, 99, 26]

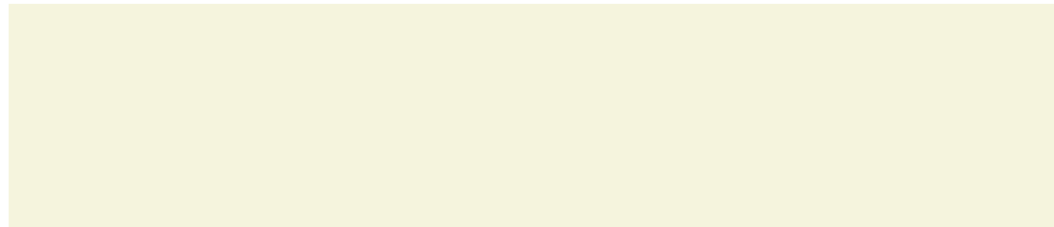


## Secondary Color

Hex Number: #f5f4dd

RGB: [245, 244, 221]

CMYK: [3, 1, 14, 0]



## Accent Color 1

Hex Number: #644422

RGB: [100, 68, 34]

CMYK: [43, 64, 91, 44]



## Accent Color 2

Hex Number: #882f24

RGB: [136, 47, 36]

CMYK: [29, 89, 91, 31]



## Accent Color 3

Hex Number: #cc6719

RGB: [204, 103, 25]

CMYK: [16, 70, 100, 3]



## Typography & Sizes

### Main Brand Font

Averia Libre

*Free on Google Fonts*

# Jacked Up Coffee

### Body/ Small Text Font

Montserrat

*Free on Google Fonts*

“Brewing a spark to start the morning or a pick-me-up at the end of the day so that our customers can be inspired and energized to be the change they want to see in the world.”

### Typescale

60px

# Jacked Up Coffee

36px

## Large Blocks of Text

18px

### NAVIGATION MENU

16px

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

## Logo & Variations

### LOGO DO'S

- Use our logos on top of our main, secondary or a white background.
- Use our logo variations with the accent colors sparingly in order to add energy or during Fall and holiday times.



### LOGO DON'TS

- Use either our logo or variation on any other background color other than our white, main or secondary color.
- Change the color of the brown (coffee) in the U to anything but a brown color.



# Iconography

## Standards for Icons

- Icons should be in the same design style
- Should be outlined in our secondary brand color and filled sparingly with our main color.
- Should be helpful, simple and convey the sincerity and friendliness of our brand personality.



## Icons can be used for:

- Web Navigation
- Promotional Products
- Shop signage and decor
- Business cards & Posters



**MENU**



**PRODUCTS**



# Imagery

## Image Guidelines

Images should reflect our brand personality. Focusing on imagery that is:

- Sincere
- Honest
- Inspiring
- Exceptional Coffee
- Friendly
- Comfortable
- Welcoming
- Happy/ Excited



# Imagery

## Image Guidelines

Images should reflect our brand personality. Focusing on imagery that is:

- Sincere
- Honest
- Inspiring
- Exceptional Coffee
- Friendly
- Comfortable
- Welcoming
- Happy/ Excited

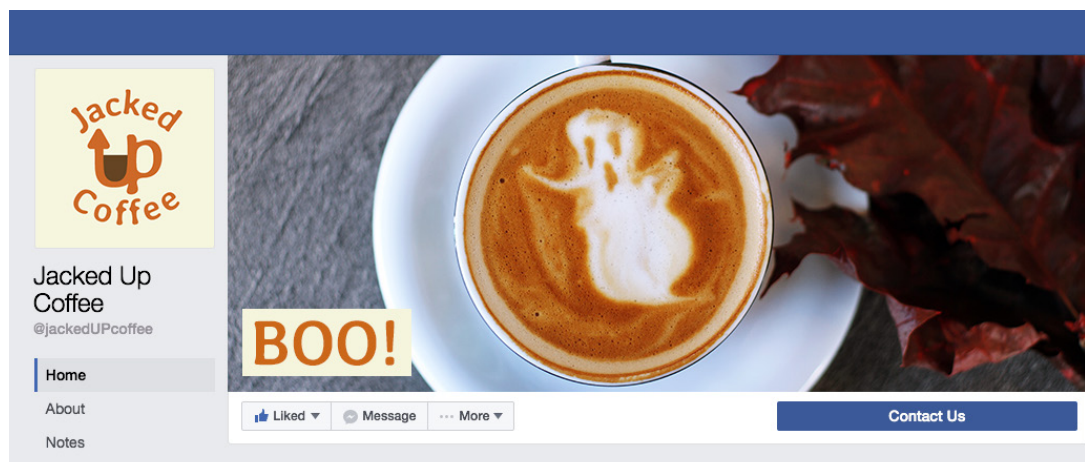
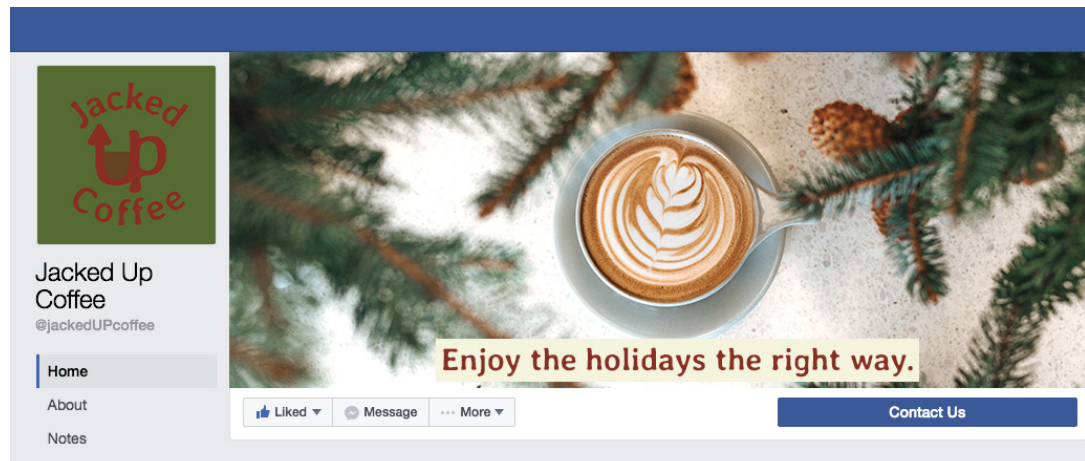
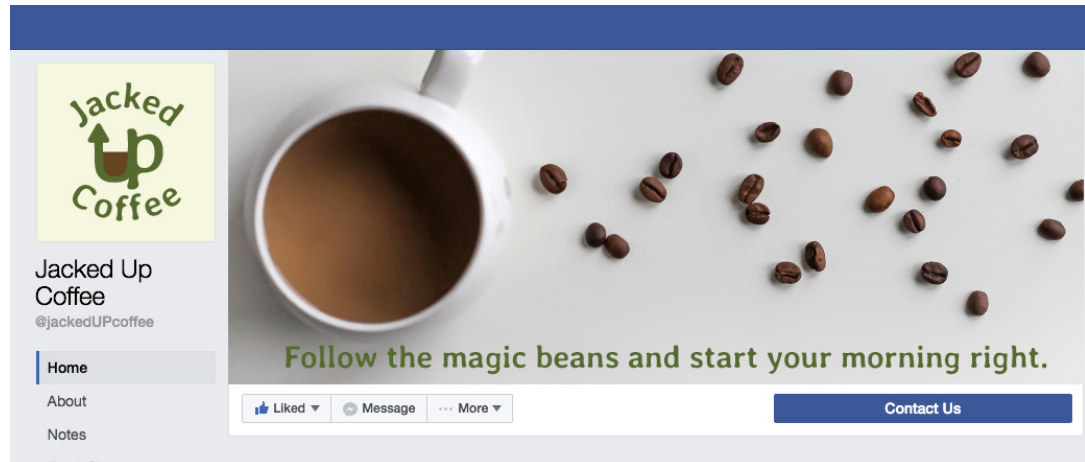




# Social Media Headers

## Cover Image Guidelines

- Simple, less is more
- Compliments logo
- Matches brand personality
- Keep text minimal, clever and fun
- Matches brand colors or is at the least complimentary



**the end.**