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Brewlab

2024 BRAND GUIDELINE BOOK





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Brewlab Coffee is a specialty coffee shop and roastery dedicated to delivering high-quality, ethically sourced coffee. Known for its innovation and craftsmanship, Brewlab carefully selects beans from independent farms and roasts them in-house to highlight unique flavors. With a focus on sustainability and community, Brewlab Coffee offers a welcoming space for coffee lovers to enjoy expertly brewed drinks, from espresso to single-origin pour-overs.

Messaging and Tone

BrewLab's brand personality is focused on intricacy, innovation and a minimalist, science-driven aesthetic. There is strong commitment to cultural diversity and a global approach to the experience. The brand takes pride in their scientific approach to brewing, presented through clean, structured designs including the subtle yet engaging animations. BrewLab is designed to be professional, straightforward and bold, this is done by using bolder typography and minimalistic elements that emphasize clarity and simplicity.

Brand visibility is reinforced by maintaining a consistent logo appearance across different platforms. The design elements consist of clean lines and balanced layouts, suggesting a focus on efficiency and modernity, appealing to a large demographic due to how diverse it is in its design. The tone is warm, informative and centered in its inclusivity. Having such personalized experiences promotes and atmosphere where customers feel connected and valued.

LOGO DESIGN

The Brewlab logo is the foundation of our identity, the representation of us in visual terms. It is crucial that it must be used in a proper and consistent manner so that clarity may be achieved in the appearance of our brand.

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Brewlab

LOGO DESIGN

Our logo is the visual identity of Brewlab, representing us amongst the audience . It is always recommended to be used correctly and in its original form without any alteration.

Brewlab

Wordmark

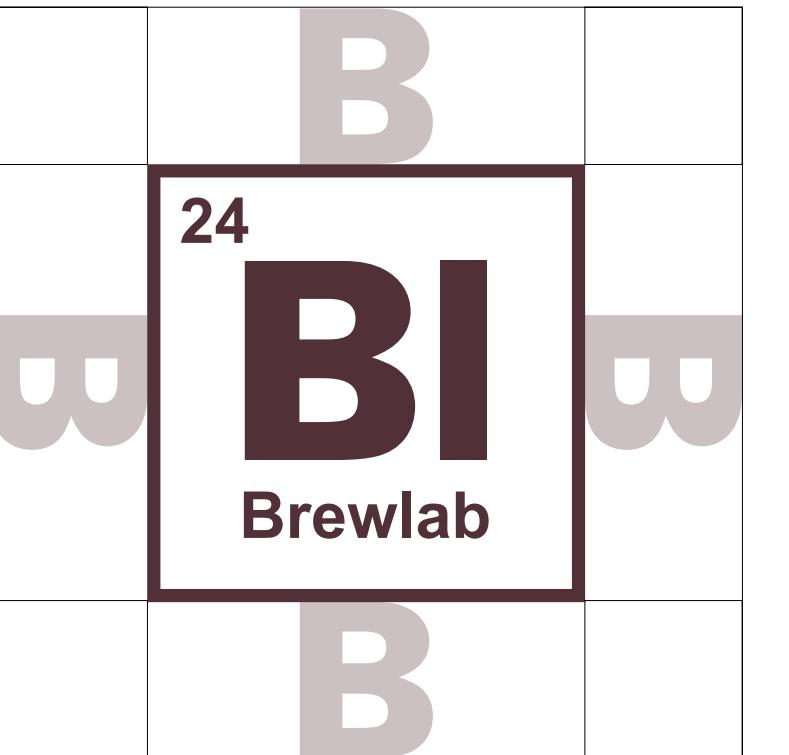
CLEARSPACE

The clear space around our logo keeps it easily readable and prevents other things from getting too close.

We decide this space by making it equal to half the height of the capital letter "B" in logo on all 4 sides.

Therefore, for the calculation of the minimum clear space, below steps needs to be followed:

1. Measure the height of the capital letter "B" in the primary logomark.
2. Multiply the height of the "B" by 50% to find half of its height.
3. The minimum clear space around the logomark should be equal to the result obtained in step 2 on each side.
4. Let's say the height of the capital letter "B" in the logo is 10 mm. Half of the height of the "B" would be $10 \text{ mm} * 0.5 = 5 \text{ mm}$.
5. Therefore, the clear space around the logomark should be at least 5 mm on each side.



LOGO VARIATION

The Brewlab logo used on an application will often depend on the background and production method.

While the black logo with white background is the main version, you can also use the coffee brown color version too on a white background.

Additionally, when using the logo on a solid background which should preferably be black or coffee brown , you can use the reverse one depending on the substrate colour.



Full colour



One colour



Full colour reverse



One colour reverse

LOGO DO NOT USE

Do Not: Logomark

The logomark, wordmark or the combination must strictly adhere to the proportional size



Do Not: Fonts

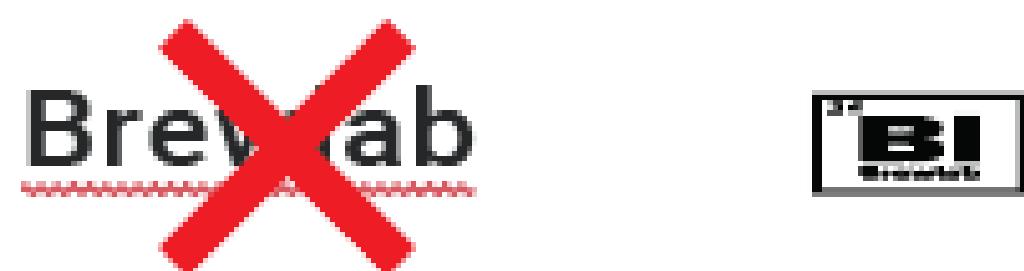
No other font should be used apart from Acumin Pro Black

Do Not: Size

The logo should not be scaled randomly. It should always be resized proportionately.

Do Not: Colour

Only black and coffee brown colour should be used for the logo and word mark.



COLOUR

RGB: 68/43/50
CMYK: 53/76/57/50

RGB: 122/88/55
CMYK: 36/60/80/23

RGB: 194/194/194
CMYK: 21/16/17/0

TYPOGRAPHY

In creating the visual identity for BrewLab Coffee, the typographic choices play a key role in conveying the brand's personality—bold, approachable, and modern.

Primary Font: Arial Black

For headlines, labels, and any primary branding elements, Arial Black is used. Its thick, bold letterforms evoke strength and confidence, representing the robust and full-bodied nature of BrewLab's coffee blends. This font ensures clarity and attention, making it ideal for logos, signage, and other key touchpoints where a strong visual impact is necessary.

Secondary Font (Paragraphs): Arial Regular

For body text and detailed information, Arial Regular is chosen. This typeface maintains the clean, professional look of the Arial family, while offering readability and versatility in longer text. It complements the boldness of Arial Black without overshadowing it, ensuring that the overall communication remains cohesive and easy to read.

Acumin Pro Black is our primary font, use this in headings and titles.

Acumin Pro Black

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

, . / ? ! [] { } \ | - + _ = ' " : ; @ # \$ % ^ & *

Ofelia Display Light is our secondary font, use this in longer paragraphs for readability.

Ofelia Display Light

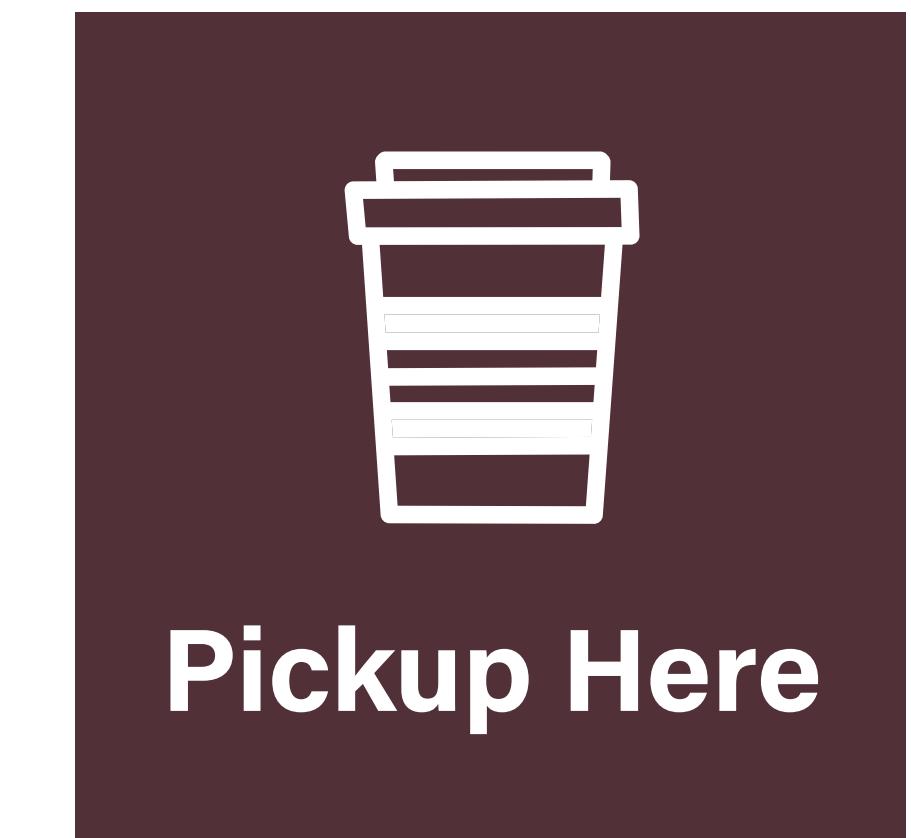
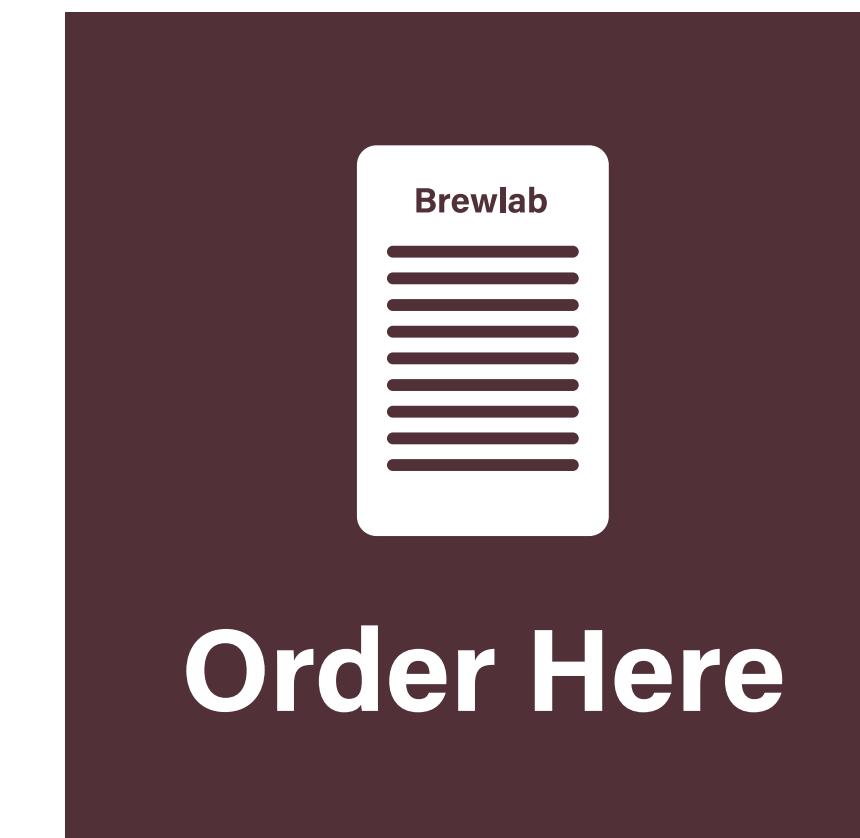
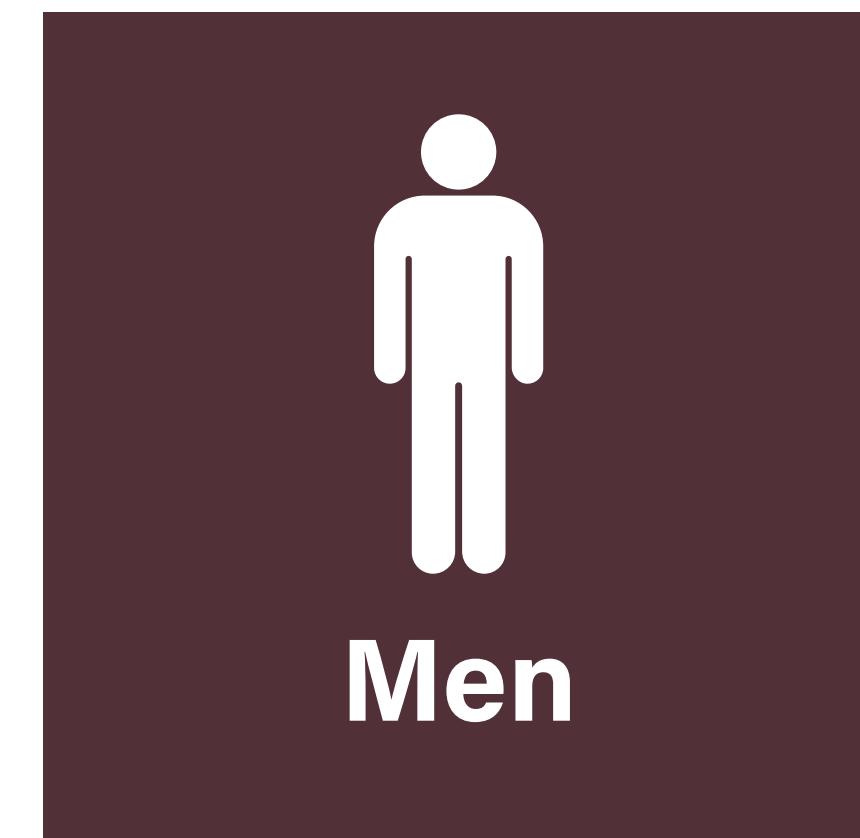
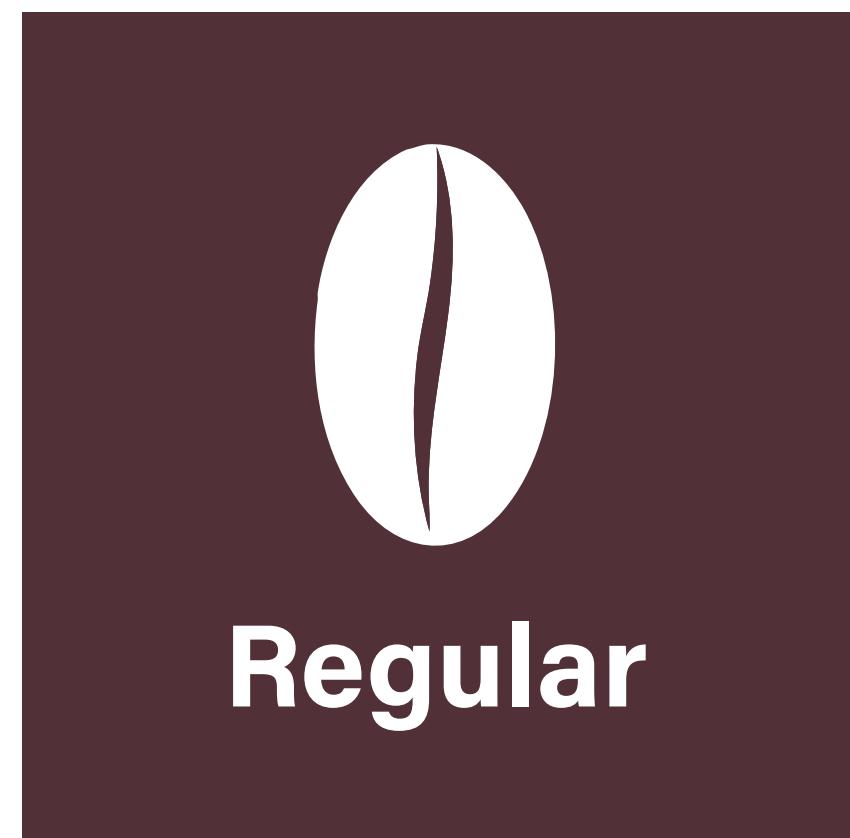
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

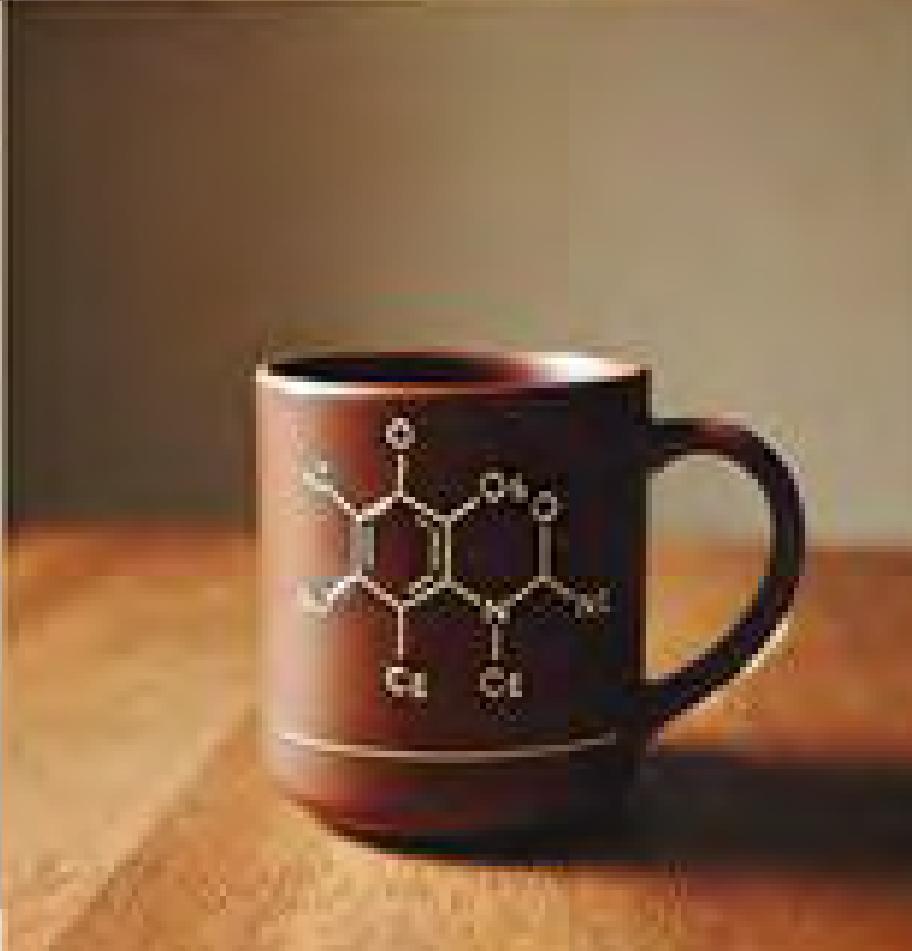
0 1 2 3 4 5 6 7 8 9

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ICONS



MOOD BOARDS



APPLICATIONS

Business Card

- Dimensions :85mm x 55mm

- Front:

- logo size 25mm

- centred horizontally and vertically

- Back:

- logo size 14mm

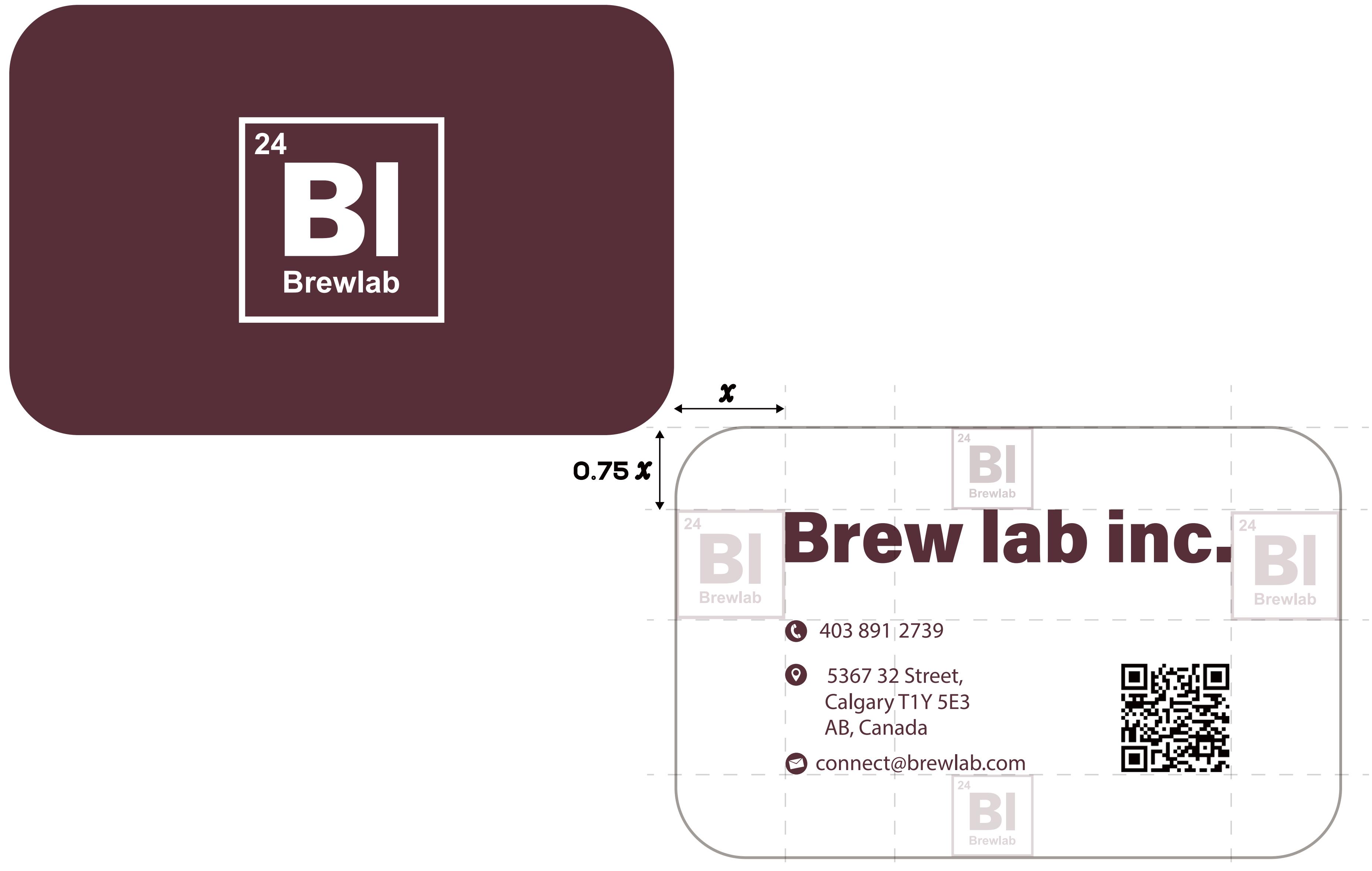
- distance from top 10.5mm

- distance from left 14 mm

- Name: Acumin Pro Black 13pt

- Details:

font : Myriad Pro Regular 8pt



APPLICATIONS

Display Signs

Front Display Panel:

This panel sits at the shopfront, showcasing Brewlab's minimalist design with a bold, clear logo at the top.

Top Wall Display Panel:

A square panel is mounted on the shop's exterior top wall, displaying Brewlab's branding ensuring the branding is visible from afar and for approaching customers.



APPLICATIONS

Packaging

Mug/ Disposable cup/

Takeaway bag:

Each of these items reflects Brewlab's cohesive brand identity, designed to enhance the customer experience. The Brewlab logo is clearly displayed on all three, maintaining brand visibility whether customers are enjoying their coffee in-store or on the go.



LOGO ANIMATION / ADS

This shows an example of the Logo animation within a short commercial video

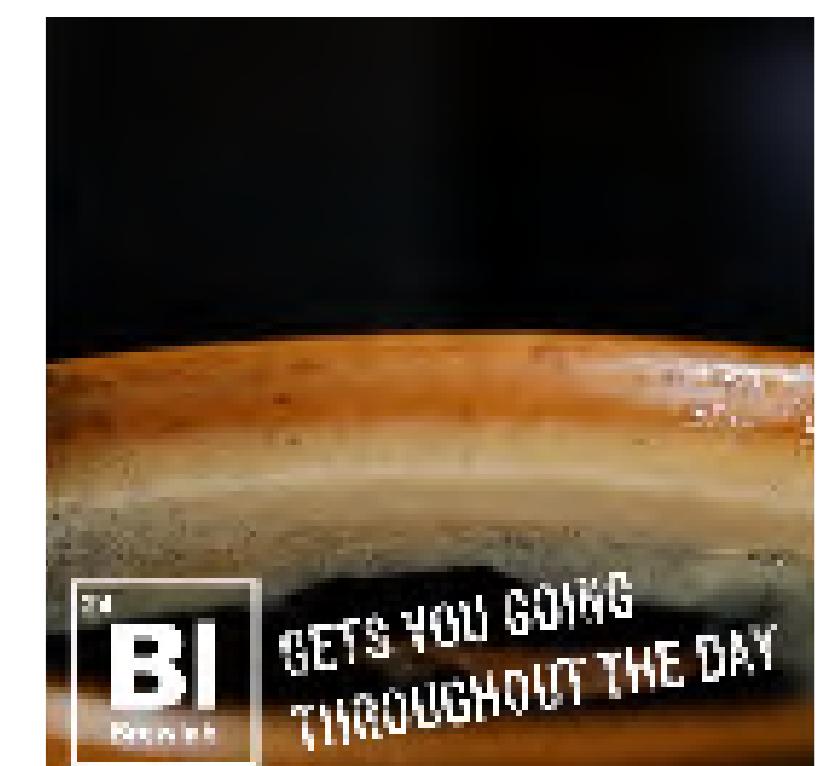
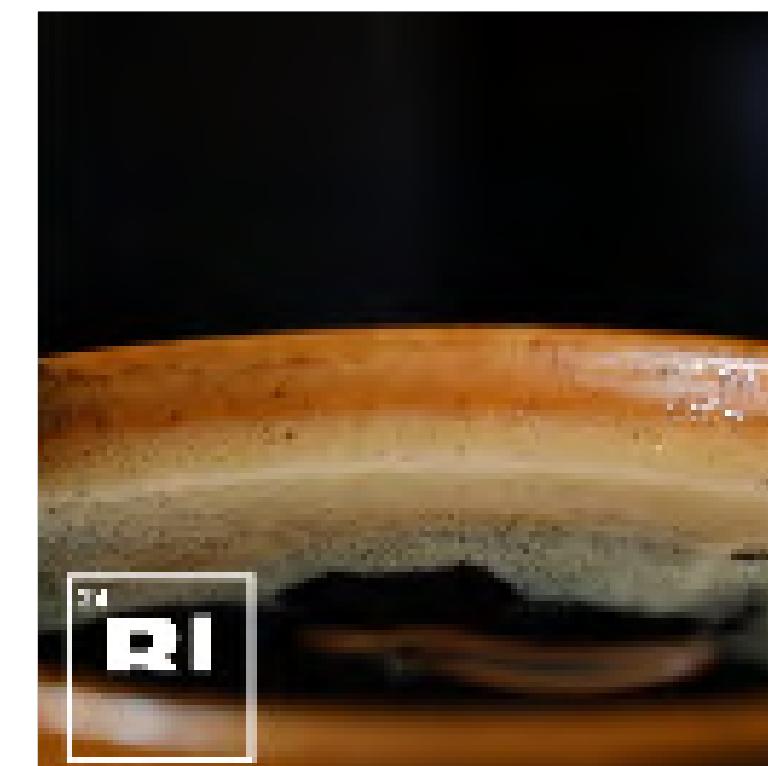
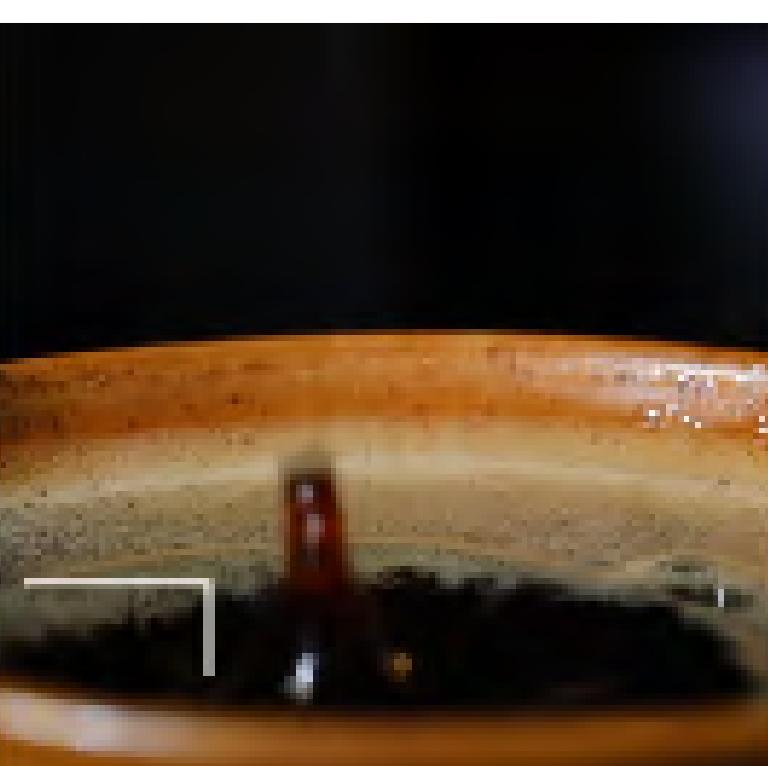
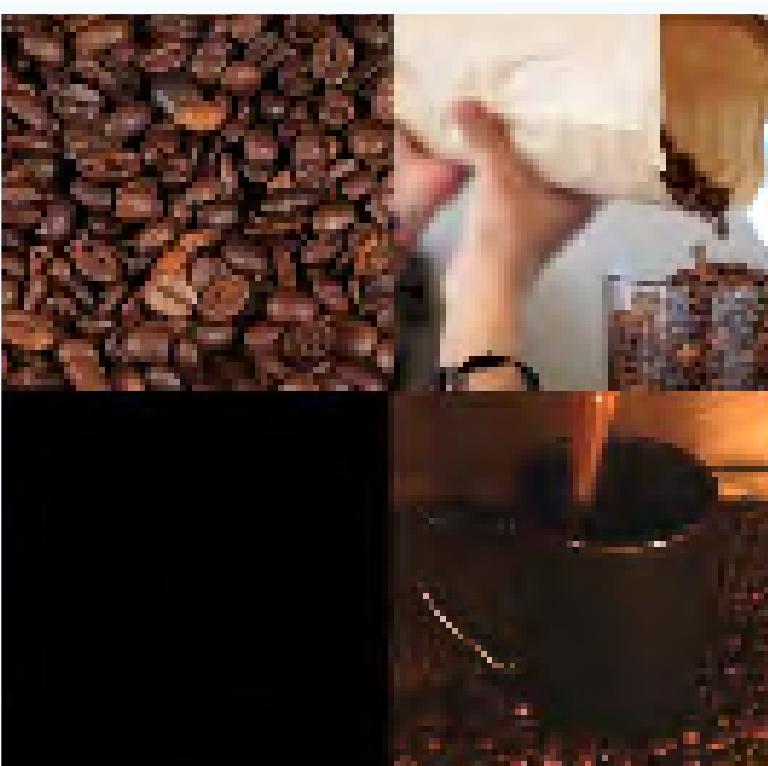
The commercial starts with 4 square blocks of short videos highlighting Brewlabs essence appearing one by one and then disappearing in the same sequence as they appear. As the blocks disappear the Brewlab's logo in black is revealed against white background.

The logo gradually decreases its size toward the left bottom and bouncing back slightly towards the end and disappears in the white background.

In the next frame the black logo is replaced by the animating white logo in same position in front of a short video resembling final product.

At the end the tagline zooms in and settles besides the logo.

You can view the animated logo with commercial [here](#).



Cross-Cultural Accessibility

BrewLab can embrace cultural diversity within their brand in many unique ways that allow all customers to feel valued and connected to their purchase experience. For instance, a powerful approach is to offer individuals a broad selection of different tea leaves and coffee beans sourced from diverse countries and communities around the world. BrewLab not only extends its product range but also makes room for an opportunity for deeper customer engagement. Each product could be accompanied by a strong, culturally immersive description that explains and shares the story of its origin. This can include the farmers or communities involved, the tradition behind its cultivation and how it has influenced the culture of its region.

The stories can explore how specific products have played a role in the social, historical, and economic identity of different countries. Brew lab can integrate the insight on how these beverages are traditionally consumed within those cultures, offering individuals a chance to learn and appreciate different serving techniques and styles. By sharing these informative stories, it could inspire customers to make more informed choices or explore within the variety. This approach promotes a sense of global community, encouraging customers to connect with other cultures through the simple act of enjoying coffee. For the interface, allowing diverse language options to accommodate to all users from different areas on the globe. This will encourage users to interact with the product by creating a comfortable and familiar environment.

Citations

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- [3] Los Muertos Crew, Mexico. Video of Person Pouring Coffee Beans on Coffee Grinder. Accessed: Sept. 24, 2024. [Online Video]. Available: <https://www.pexels.com/video/video-of-person-pouring-coffee-beans-on-coffee-grinder-7487666/>
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TEAM

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- *Colour Palette*
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