



Brand Style Guide



Mission

Who We are

We love coffee and we love the opportunity to serve our community by providing high quality products to our customers that support our entire community. Nourishing our customers means sourcing healthy foods that come from and support a healthy environment. This is why we are committed to locally sourcing ingredients, finding the best and most sustainable products that allow us to support good stewardship of our environment.

We celebrate old things, especially those that have been lovingly restored. They remind us of a slower time when one had a chance to stop and contemplate. Old and vintage items have a beauty and longevity that inspires.

“To nurture the body and soul with high quality ingredients, hand-crafted with local ingredients and served in a cozy, homey space that gives a respite from modern life; a place that brings to life a slower time.”



Our Brand Personality

Is marked by being

- sincere
- down-to-earth
- cozy
- sentimental
- small-town



Color Scheme

Background Color:

HEX: CEEAE4

RGB: 206, 234, 206

CMYK: 18, 0, 11, 0



Font Color:

HEX: 363636

RGB: 54, 54, 54

CMYK: 0, 0, 0, 78.82



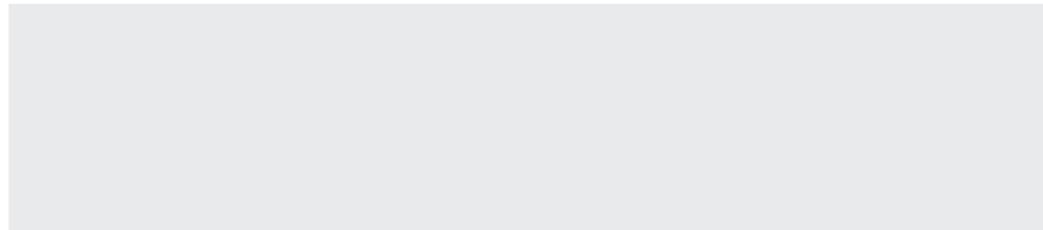
Accent Colors:

Light Gray:

HEX: E8E8E8

RGB: 232, 232, 232

CMYK: 0, 0, 0, 9.02



Brown:

HEX: B2A0A0

RGB: 178, 160, 160

CMYK: 0, 10.11, 10.11, 30.2



Yellow:

HEX: FFF7C4

RGB: 255, 247, 196

CMYK: 0, 3.14, 23.14, 0





Typography

Old Town Coffee

Main Brand Font

Diplomata

24 pt

Letter height: 120%

Letter width: 80%

Accent/Menu Title

Wisdom Script

30pt

locally roasted menu espresso

Navigation

PT Sans Narrow

18 pt

Navigation, Section Titles

Body/Small Text

Bodoni 72 Oldstyle Book

12 pt

Letter height: 120%

Paragraph body text - some extra text here so that we can get a sense for sizing.
Lorem ipsum



Logo & Variations

Logo Do's

Use the logo on the following backgrounds:

- main robin's egg blue
- white
- light gray

Minimum size for main logo is 200 x 300 px

When a smaller logo is needed use one of the two bottom options.

- The name only version is appropriate for squares

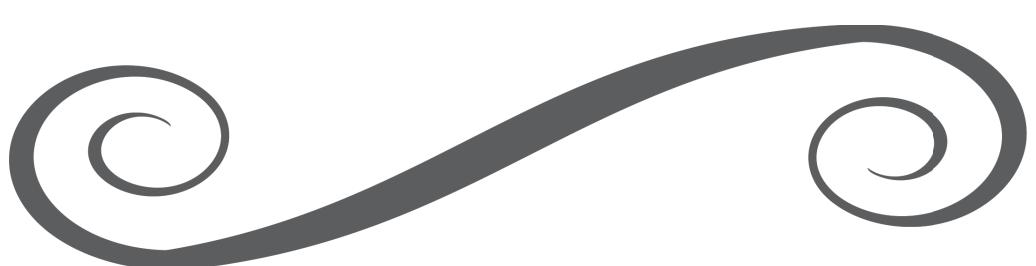
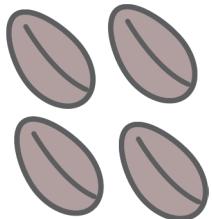
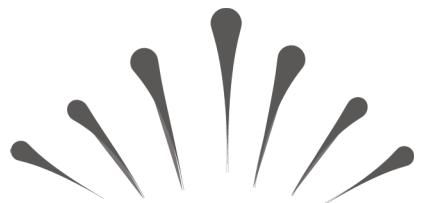
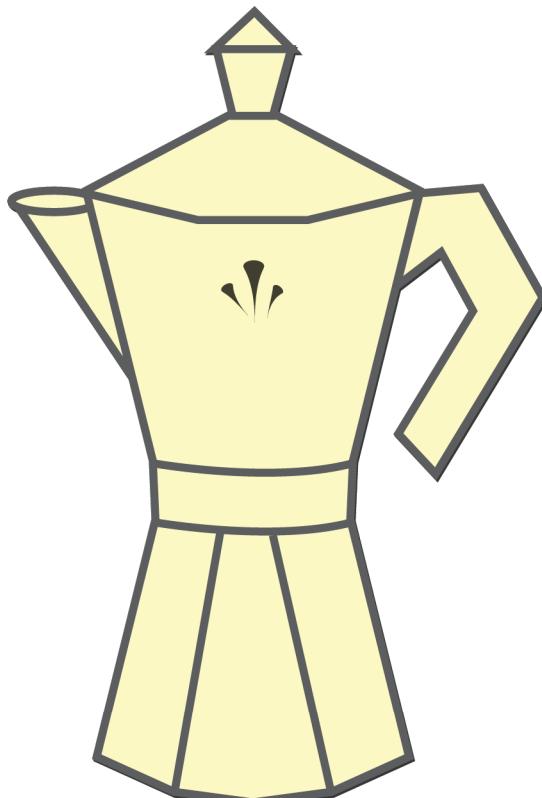
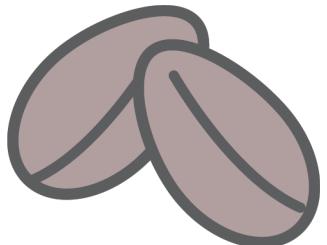
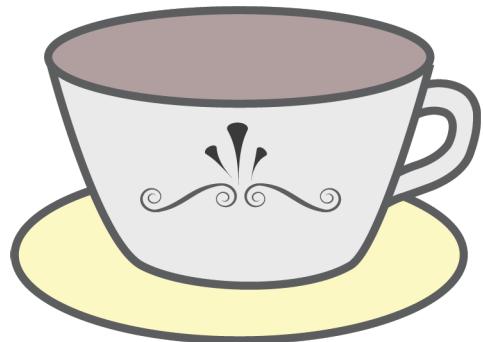




Iconography

Standards for Icons

- icons should be outlined in dark gray color
- icons should be limited to color palette (light gray, yellow, brown)
- icons of coffee cups and urns should have a swirl or burst





Imagery

Image Guidelines

Images should reflect our brand personality. Focus on imagery that is

- homey
- vintage
- old-fashioned
- warm
- cozy
- sentimental



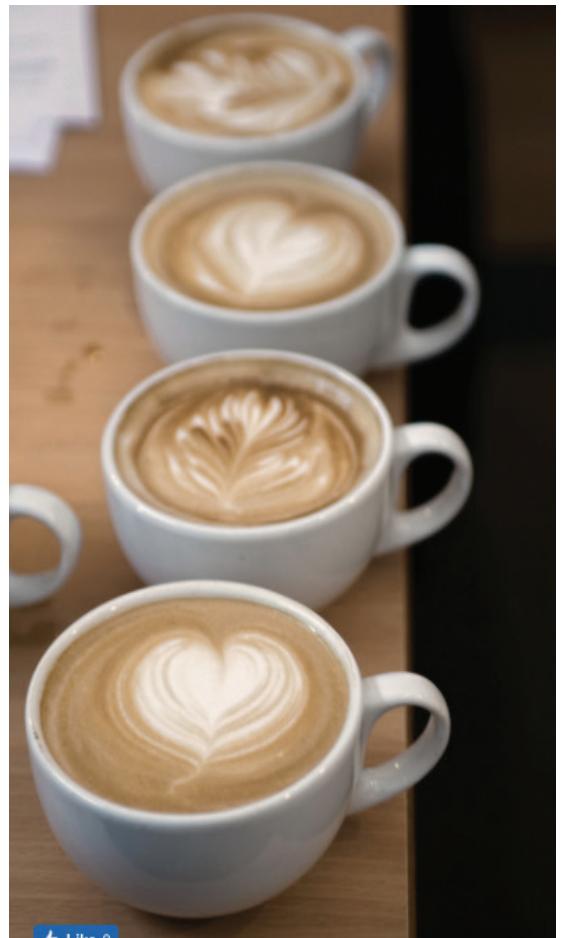
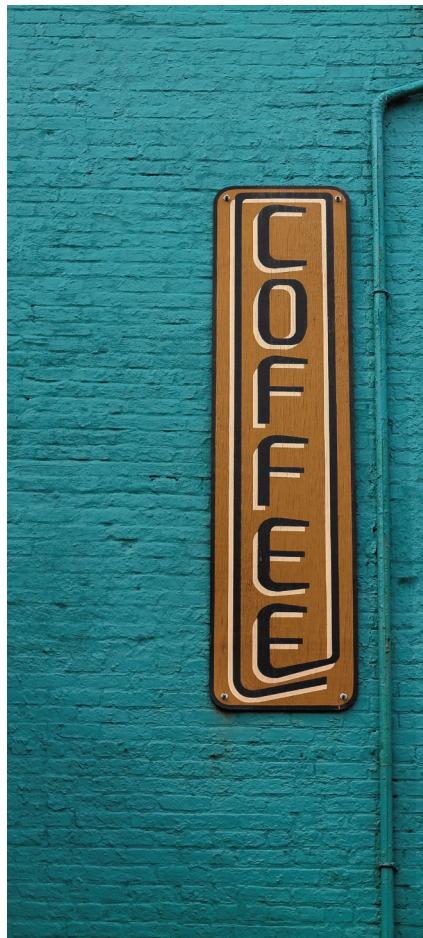


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SEE YOU SOON