



Table of Contents

2 Logo Development
Color, Black/White, Improper use

6 Color Representation
Color Swatches

8 Typefaces

10 Mockups
Window & Sign

12 Mockups
Hot & Cold cups

14 Mockups
Pastry bag & box

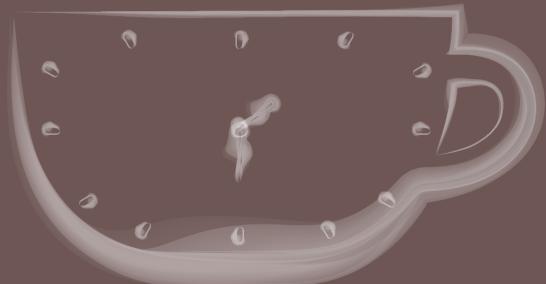
16 Mockups
Apparel

18 Images

19 Postcard
Mockup & description

Logo Development
Logo

Timeless
Grind



Logo Development

One color, black

Timeless
Grind



Timeless
Grind

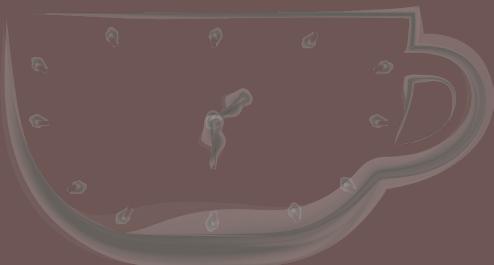


Ss



Ss

Ss



Logo Development
Restrictions

Timeless
Grind



Sizing

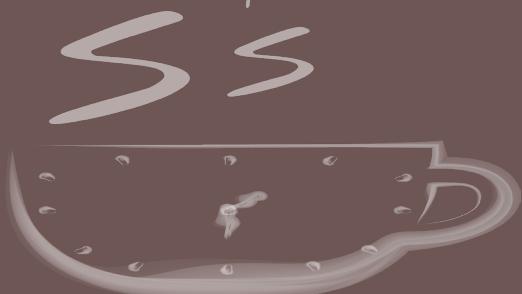
Both full and icon logo should never appear smaller than 1 inch to avoid pixelation.

Timeless
Grind



Proportions

Keep logotype at original proportion. Do not stretch the width or height of logo alone



Timeless
Grind



Coloring

Keep coloring consistent with original color scheme. Logo must remain one consistent color.

Color Palette

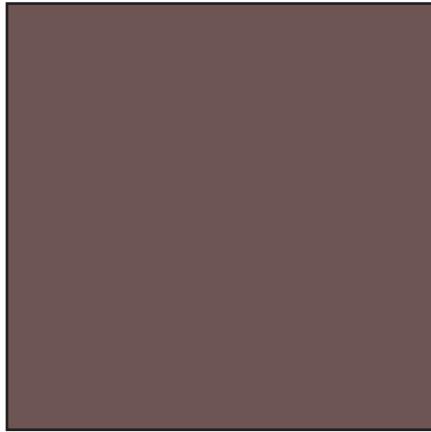
Color description

In order to promote the ideals of the brand as rest and relaxation, the color scheme for this brand used white and black with a mix of other dim colors.

The light brown is the primary color used throughout and is used to symbolize coffee beans. The cloudy green is a great compliment used with the brown.

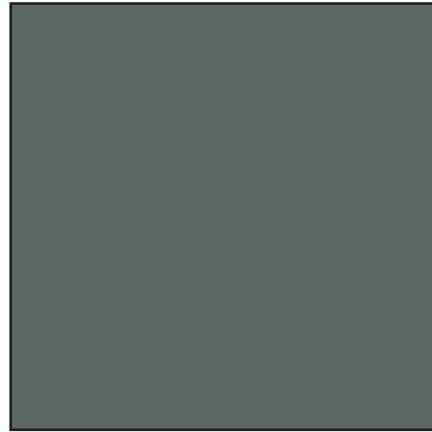
Color Palette

Color swatches



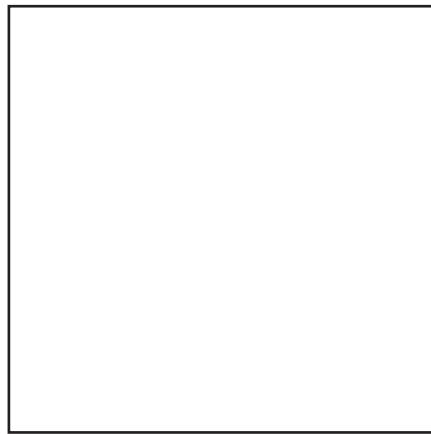
R: 110 G: 86 B: 84

Pantone 7631U



R: 91 G: 106 B: 99

Pantone 7736U



R: 255 G: 255 B: 255

White



R: 0 G: 0 B: 0

Black

Typefaces

Typefaces used

Bad Script

Nothing You Could Do

Robot

Typefaces
~~~~~  
Typefaces used

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  
1 2 3 4 5 6 7 8 9 0

~~~~~

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
1 2 3 4 5 6 7 8 9 0

~~~~~

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  
1 2 3 4 5 6 7 8 9 0

Mockups

Window treatment

Timeless  
grind





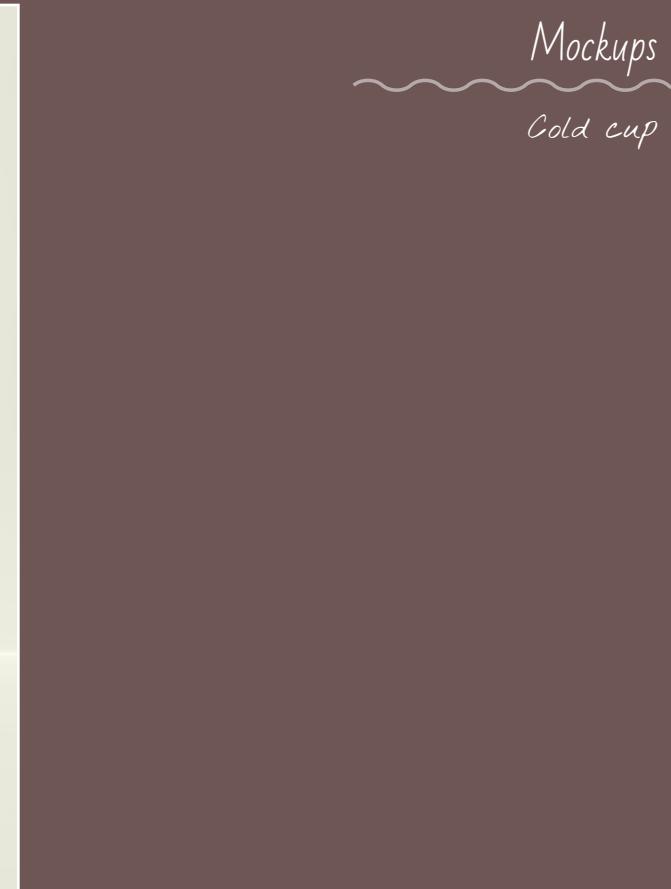
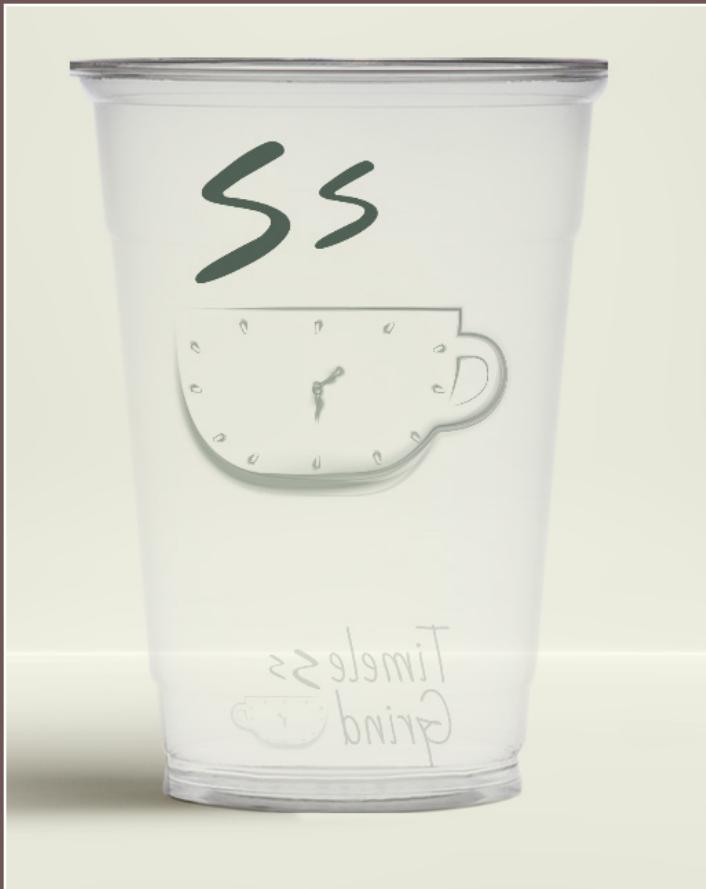
# Mockups

Hot cup + sleeve



Mockups

Cold cup



13

Mockups

Pastry bag



Mockups

Pastry box



15

Mockups

T shirt



Mockups

Smock







# GRAND OPENING!



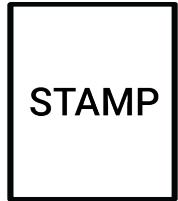
*Timeless  
Grind*

Enjoy your first 2  
cups on us!

\*Coupons on back

Located at  
595 Pleasant Street  
Norwood, MA 02062

The front of the postcard features the logo in middle next to a ribbon being cut to signify the grand opening. The grand opening title (Roboto, 45pt) is prominent at the top alongside a calendar with the opening date (Roboto, 25pt). The larger text (Roboto, 18pt) is used to show the location and statement. The smaller text (Roboto, 15pt) is used for the coupon reminder.



On the back of the postcard it is split into two halves, one featuring the two coupons and the other has the store's hours. The hours of operation are in the larger text (Roboto, 18pt). The coupon information is in the smaller text (Roboto, 15pt) with the restrictions even smaller (Roboto, 10pt)