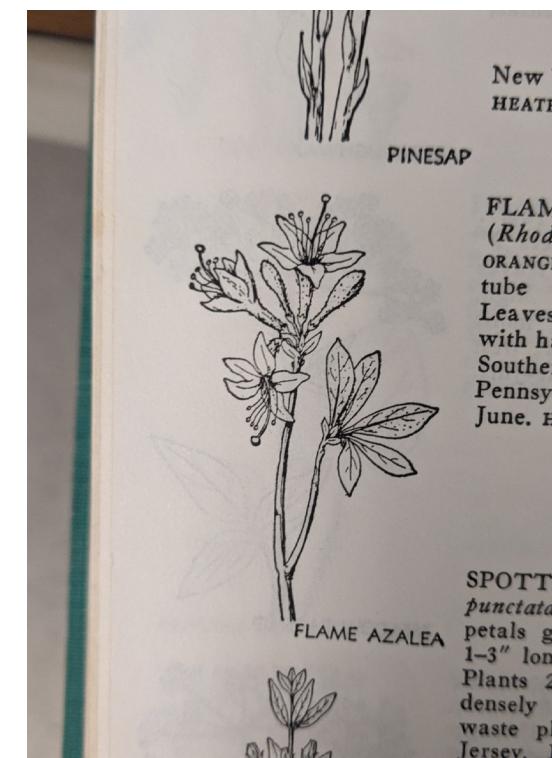




Brand guide



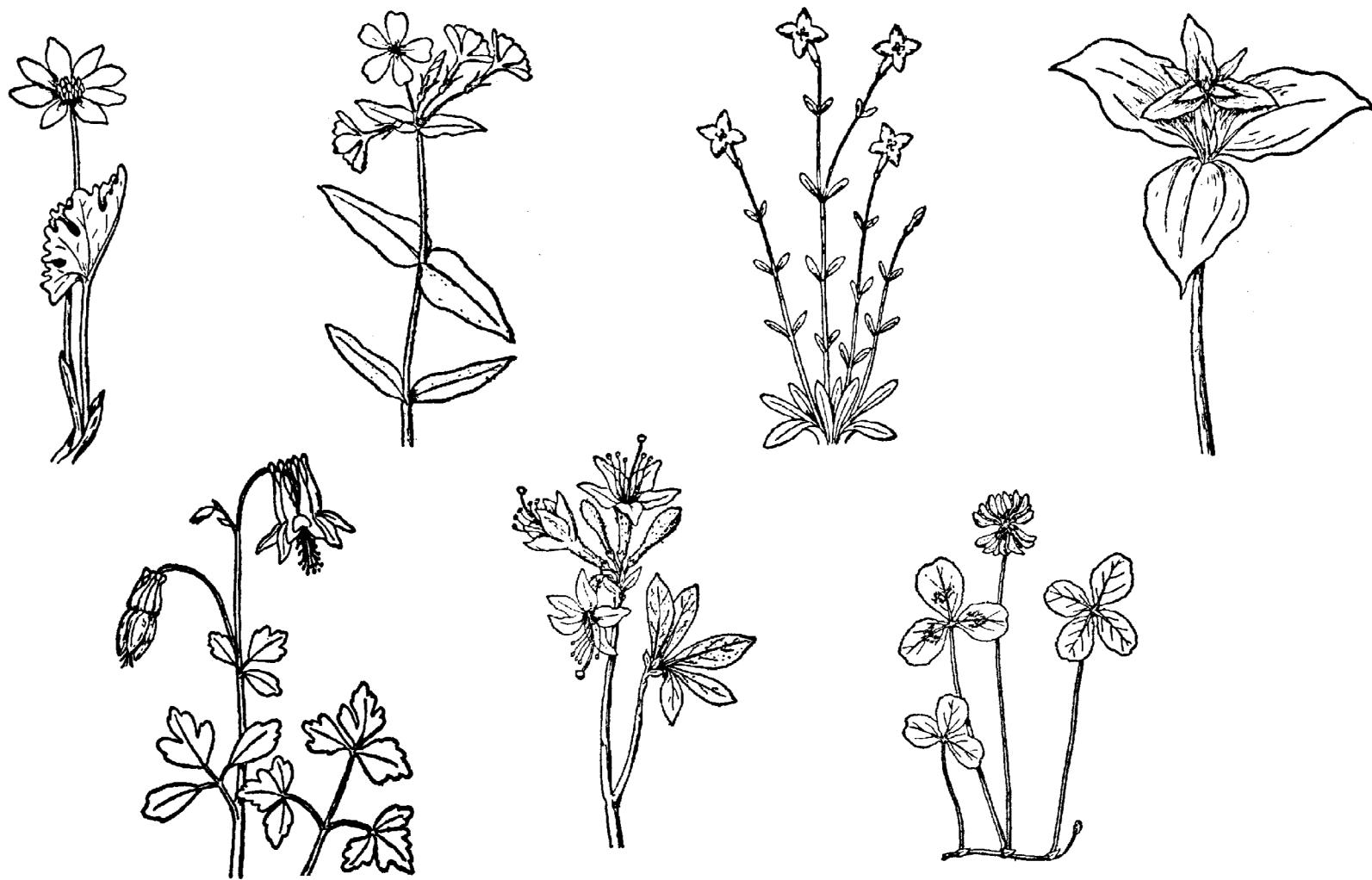
# Inspiration

This coffee shop is located in the smoky mountains. Its branding is inspired by the beauty of the smoky mountains area and Tennessee wildlife. It has a calming, elegant atmosphere.

A book of botanical illustrations, **Beginner's guide to wild flowers** by Ethel Hinckley Hausman, was used throughout the project.



LOGO

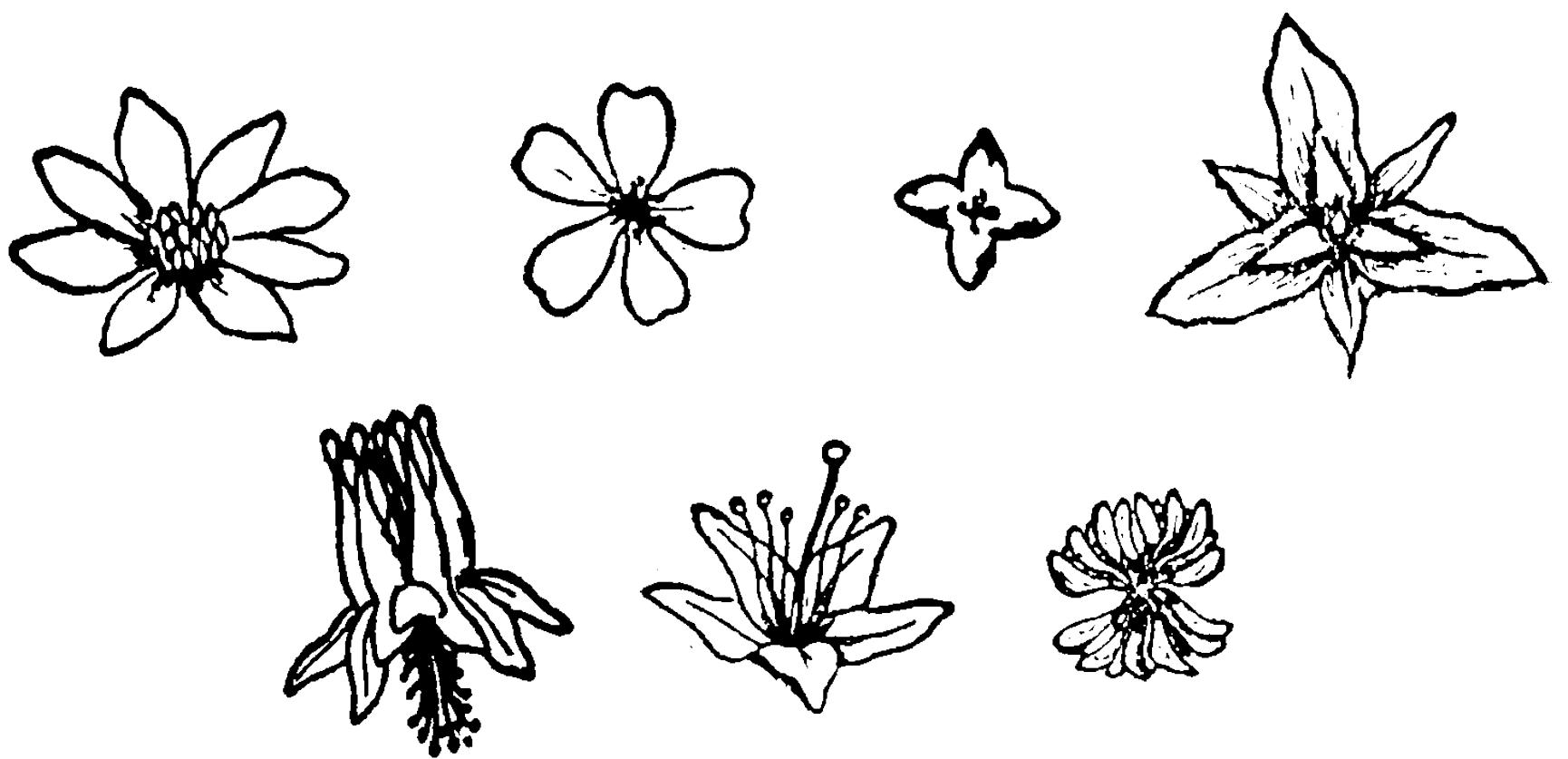


7 variable flower options,  
based on native wildflowers.

Flower goes behind  
the L in Azalea.



small  
logo



Same variable flower options,  
without the stem or leaves.

The flower goes on the left of the text &  
matches the height of the text.

solide Mirage mono

a**bcde**fghi**jklm**  
nopqrstuvwxyz

TYPE

Gowun Dodum Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

1234567890.!?

Solide Mirage should only be used for  
headers & subheaders, while Gowun  
Dodum is used for body copy.



#8f9ee0  
CMYK 44 34 0 0  
RGB 143 158 224



#ff9421  
CMYK 0 50 95 0  
RGB 254 147 33



#7a87c2  
CMYK 55 45 0 0  
RGB 122 135 194



#d97321  
CMYK 12 65 100 0  
RGB 217 115 33



#636ea1  
CMYK 67 59 13 0  
RGB 99 110 161



#b25221  
CMYK 22 78 100 12  
RGB 178 82 33



#4a5487  
CMYK 81 73 22 6  
RGB 74 84 135



#a3360f  
CMYK 24 89 100 19  
RGB 163 54 15



#333b6b  
CMYK 92 85 31 18  
RGB 51 59 107



#941700  
CMYK 26 100 100 27  
RGB 148 23 0

# COLORS

Do not mix shades  
of orange and blue!



# COLORED LOGO

When coloring the logo, use the 1st,  
3rd, & 5th colors in the gradient.

Header should be highest contrast, then  
the subheader, then the flower.

Logo can also be used in black or white.

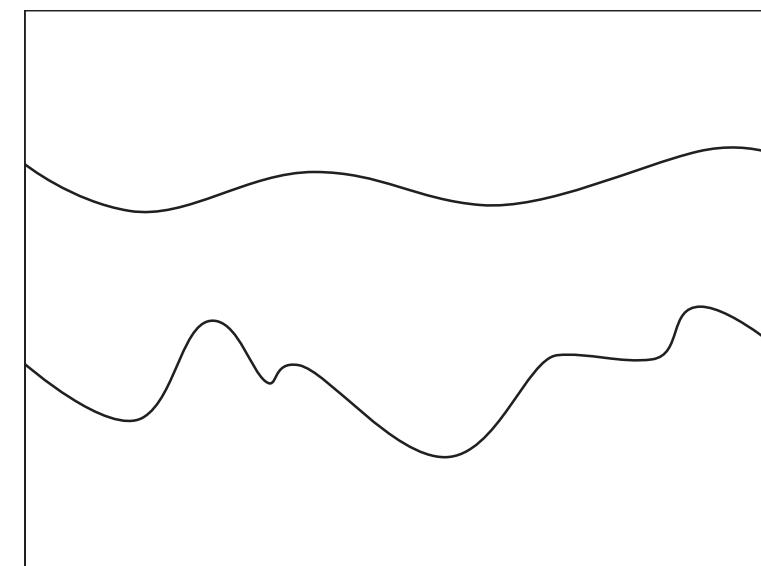
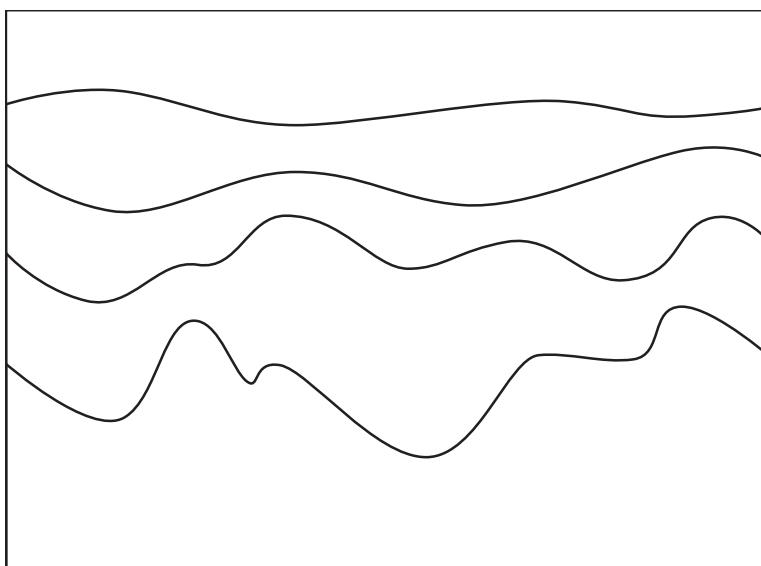




# MISUSE

In Azalea's branding, DO NOT:

- Use unapproved colors
- Change the logo layout
- Fill in any line drawings
- Change fills to outlines
- Squash or stretch the logo
- Use orange in a blue logo or vice versa
- Change the fonts
- Use large flowers in the small logo or vice versa
- Add a glow, drop shadow, or any special effects



# mountain view

5 or 3 layers.

Fill or outlines.

Tileable!

Lightest color should  
always go on top.



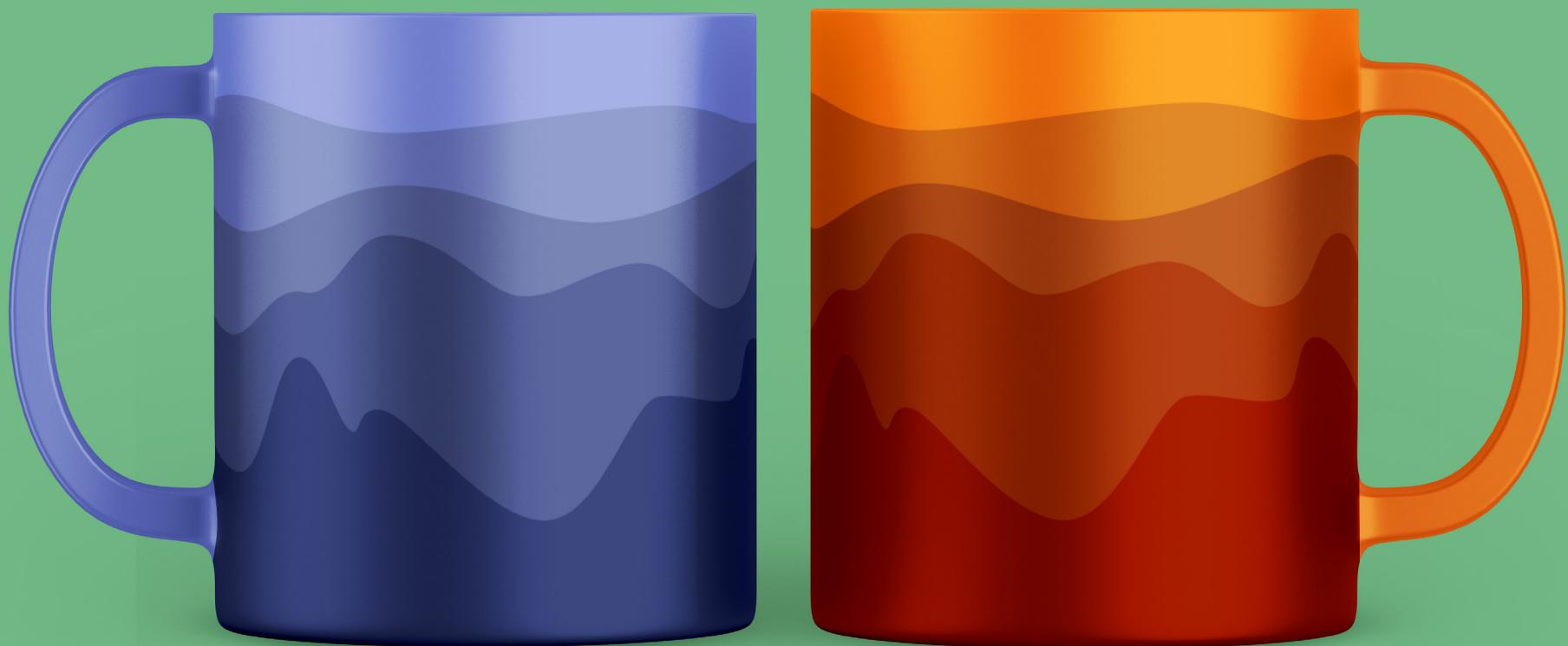
# MOCCHUPS

Coffee bags

# MOCKUPS

Cup





MOCKUPS

Mugs

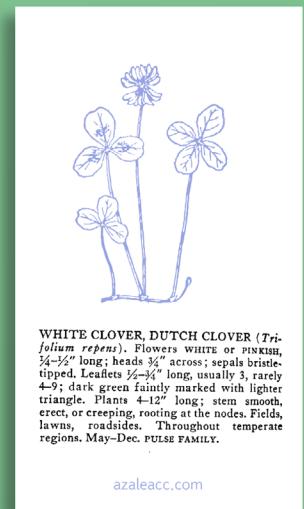
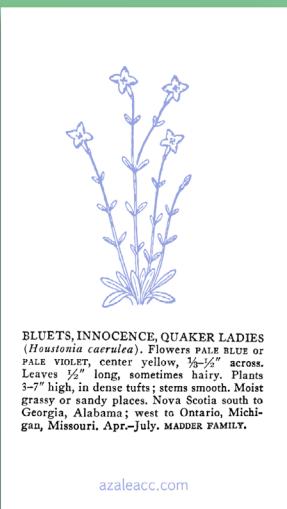
# MOCKUPS

Menu



# MOCKUPS

Collectible business cards!



# MOCKUPS

Beanie

