☕ BrewStars Brand Assets & Resources ☕

Employee Guide to Using BrewStars Brand on Social Media & Professional Platforms

Welcome to BrewStars Brand Resources!

We're proud to have you as part of the BrewStars family! This guide provides you with all the brand assets, logos, colors, and guidelines you need to represent BrewStars professionally on social media, LinkedIn, Zoom backgrounds, and other platforms. Use these resources to share your BrewStars pride with your network!

📱 Brand Logos

Primary Logo - Full Version

☕ **BrewStars** ☕

Usage:

Use for main branding on LinkedIn profiles, website headers, and professional documents. Most versatile version.

Logo Variations

☕

Icon Only

Perfect for small social media profile pictures, favicon, and app icons

BrewStars

Text Only

For text-based headers and minimalist designs

Logo Wide

Horizontal Logo

Ideal for LinkedIn headers and email signatures

Logo Vert

Vertical Logo

Perfect for Zoom background and vertical banners

🎨 Brand Color Palette

Primary Brown

#8B4513

RGB(139, 69, 19)

Secondary Orange

#D2691E

RGB(210, 105, 30)

Accent Orange

#FF8C00

RGB(255, 140, 0)

Background

#f5f1e8

RGB(245, 241, 232)

Color Usage Tip: Use the primary brown (#8B4513) for main text and headings, secondary orange (#D2691E) for accents and highlights, and the accent orange (#FF8C00) for call-to-

action buttons and important elements.

📝 Brand Motto & Taglines

Brewing Excellence Across Worlds

Our primary brand motto - use this in professional materials and when representing BrewStars globally

Alternative Taglines for Different Contexts

For Social Media Posts:

"Your favorite café is now on [Your Planet]!" • "Join the BrewStars revolution" • "Quality coffee, wherever you are"

For Professional Settings:

"Connecting people through exceptional coffee" • "Building communities across the solar system" • "Excellence in every cup"

For Internal Communications:

"BrewStars: Where Every Voice Matters" • "Team BrewStars" • "Proudly Brewing Since 2247"
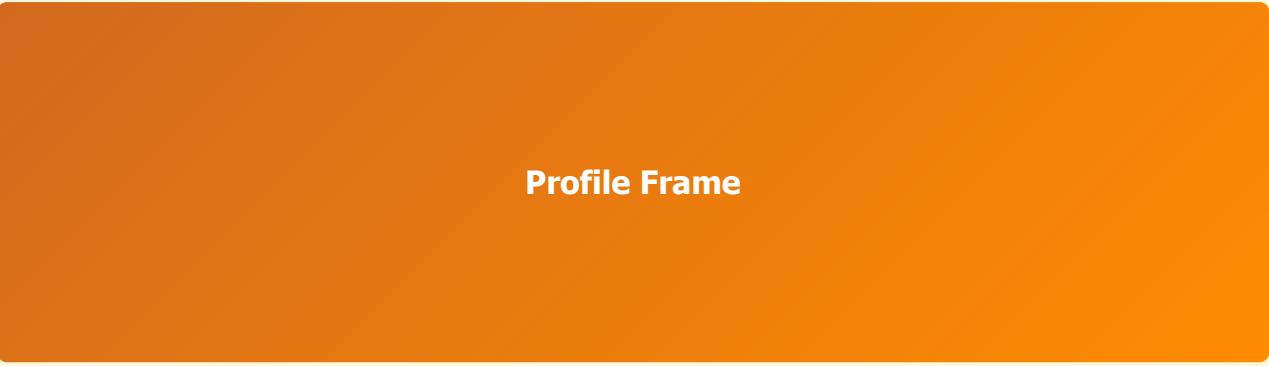
🖼️ Social Media Assets & Templates

LinkedIn Profile Assets

LinkedIn Profile Picture Frame

Size: 400x400 pixels

Profile Frame

Use BrewStars logo frame for your LinkedIn profile picture to show team pride

LinkedIn Banner

Size: 1200x627 pixels

LinkedIn Banner Design

Professional header with BrewStars branding and motivational message

LinkedIn Article Thumbnail

Size: 1200x627 pixels
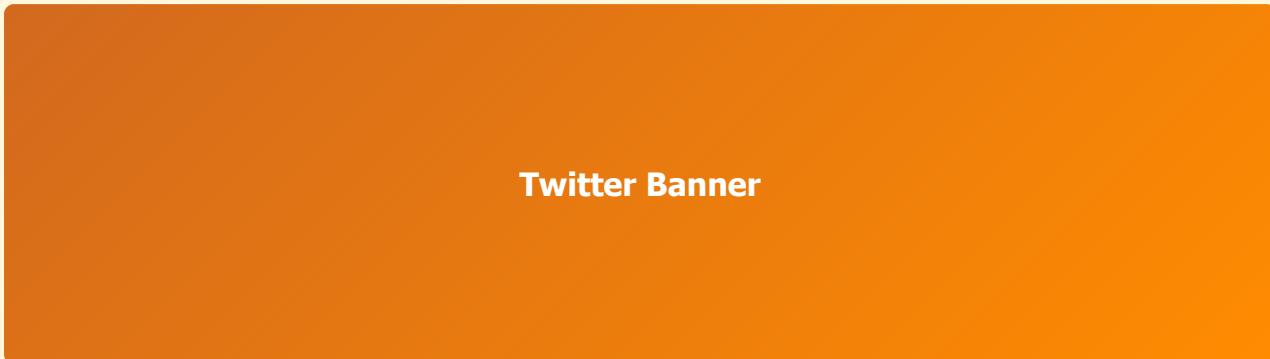
Article Thumbnail

When sharing company updates or personal BrewStars-related articles

Twitter/X Assets

## Profile Banner

Size: 1500x500 pixels
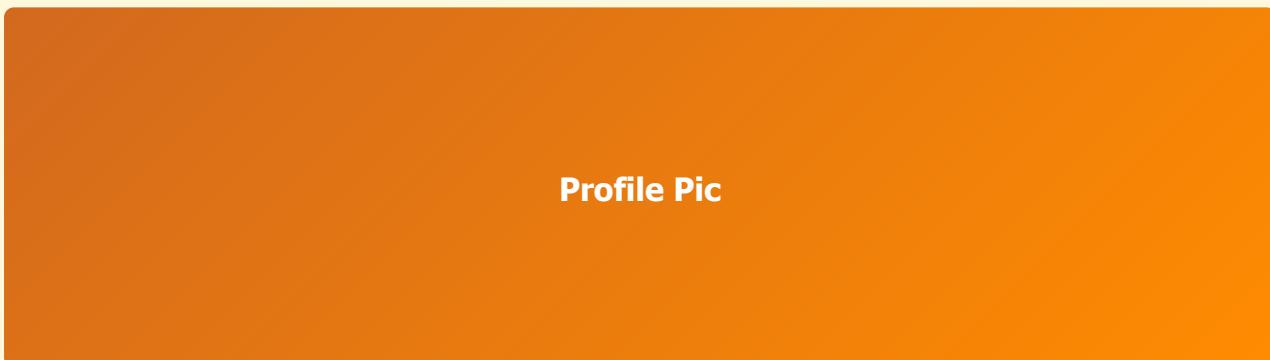
Twitter Banner

Eye-catching banner for your BrewStars-focused Twitter account

Profile Picture

Size: 400x400 pixels
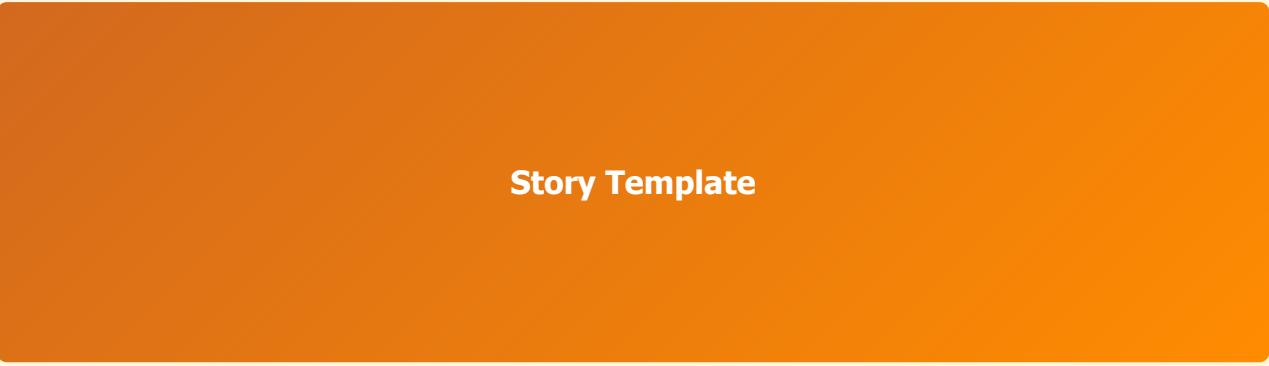
Profile Pic

BrewStars logo or branded profile picture

Instagram Assets

Story Template
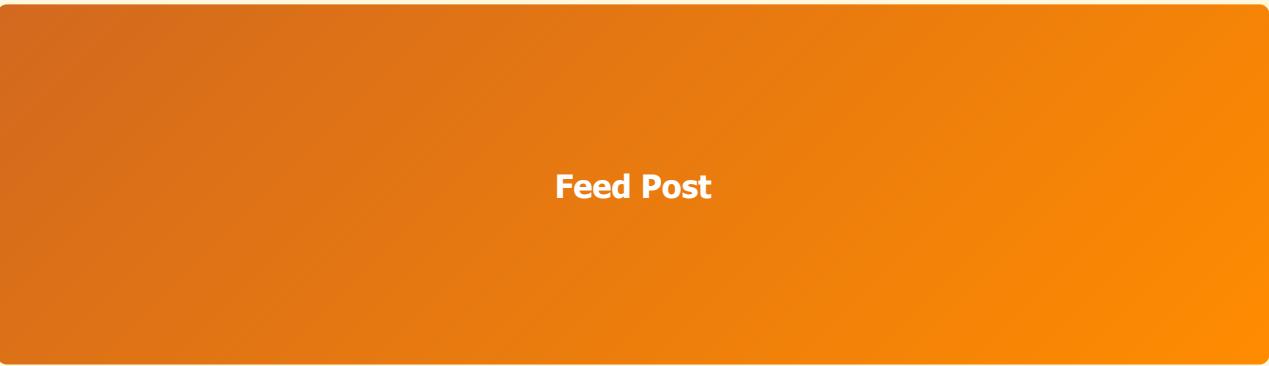
Size: 1080x1920 pixels

Story Template

Ready-to-customize story templates with BrewStars branding
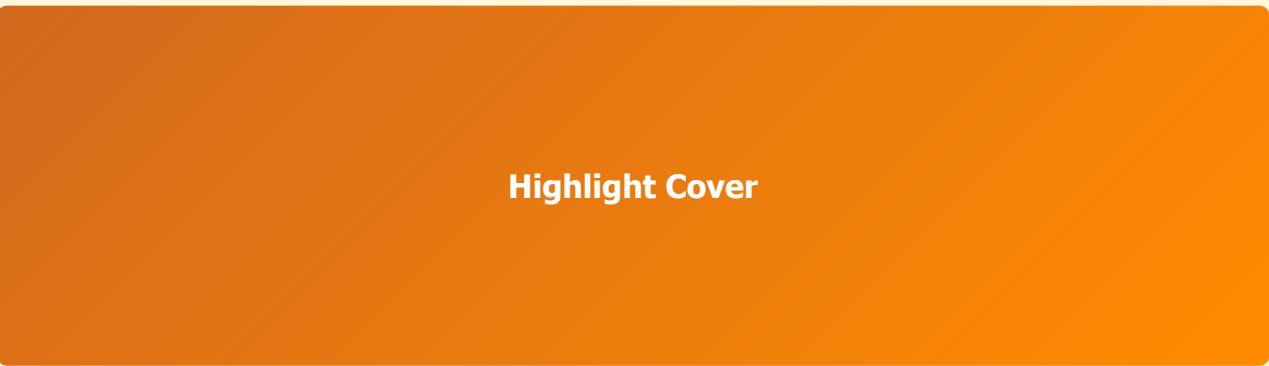
Feed Post Template

Size: 1080x1080 pixels

Feed Post

Square format posts for Instagram feed with brand colors

Highlight Covers

Size: 1080x1350 pixels

Highlight Cover

Branded story highlight covers for BrewStars-related content

💻 Video Conference & Zoom Backgrounds

Recommended Zoom Backgrounds

Professional Café Setting

Size: 1920x1080 pixels
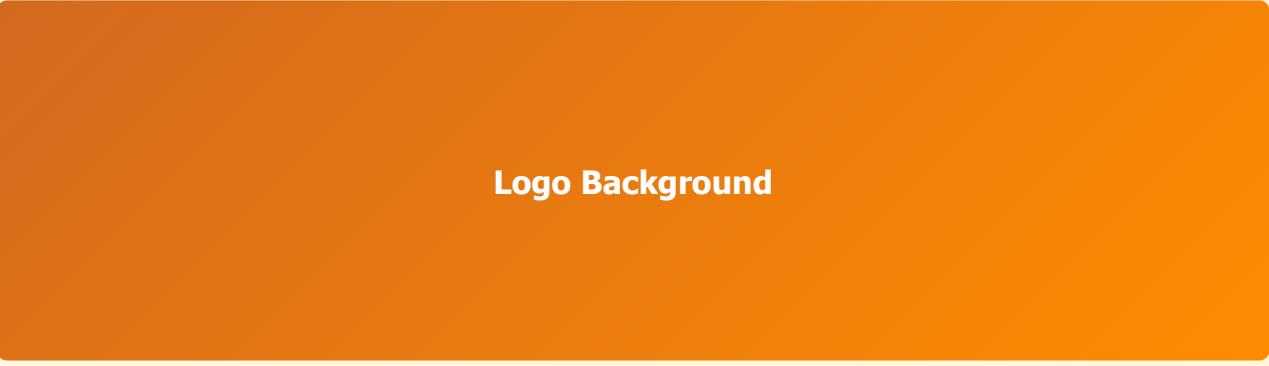
Café Background

Virtual BrewStars café interior - perfect for professional meetings

Logo & Branding

Size: 1920x1080 pixels
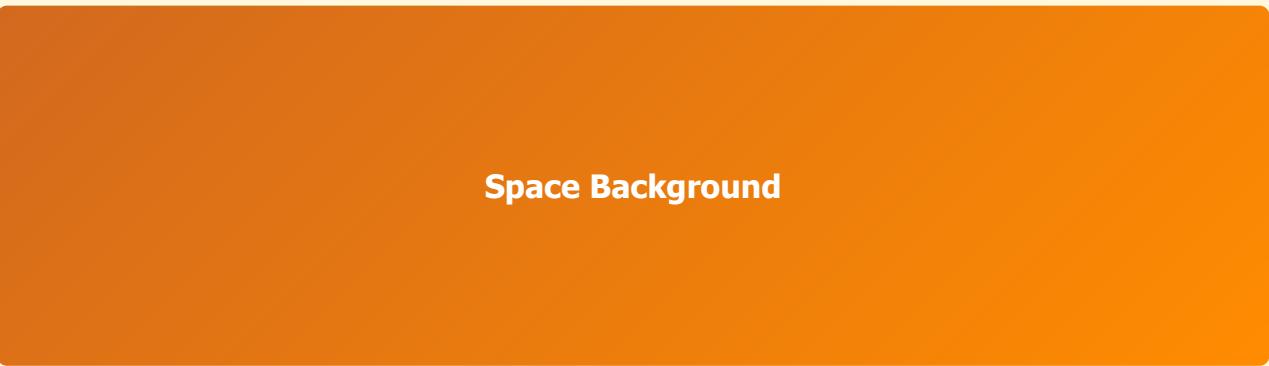
Logo Background

Clean background with BrewStars logo and brand colors

Space-Themed Background

Size: 1920x1080 pixels

Space Background

Interplanetary theme highlighting BrewStars global presence

📋 Brand Usage Guidelines

✓ DO:

- ✓ Use official BrewStars logos and colors provided
- ✓ Maintain adequate spacing around logos (minimum 10% of logo width)
- ✓ Use high-quality, non-pixelated versions of assets
- ✓ Keep logos proportional - never distort or stretch
- ✓ Use on professional and appropriate platforms
- ✓ Credit BrewStars when using branded content
- ✓ Ensure readable contrast with background colors

✓ Best Practices

- Use logos on white or cream backgrounds
- Pair with coffee imagery and planetary themes
- Use taglines authentically
- Share BrewStars achievements and news
- Represent the brand professionally
- Use high-resolution images

✗ Avoid

- Don't rotate or skew logos
- Don't add effects or filters to logos
- Don't use unauthorized colors
- Don't stretch or compress logos
- Don't place on busy backgrounds
- Don't modify logo design

🎁 Employee Frames & Overlays

Facebook Frame

Facebook Profile Frame

Add BrewStars frame to your Facebook profile picture

LinkedIn Badge

LinkedIn Employee Badge

Show you're a proud BrewStars team member

Snap Filter

Snapchat Filter

Fun BrewStars branded filter for personal stories

Tiktok Sticker

TikTok Sticker

Interactive sticker for BrewStars-related content

📧 Email Signature Templates

Professional Email Signature Format

```
[Your Name]
Barista | BrewStars [Location]
☕ Brewing Excellence Across Worlds ☕
[Email] | [Phone]
📍 [Outlet Location, Planet]
www.brewstars.com
```

📥 Asset Download & Support

Download All Brand Assets

All brand assets are available in the following formats:

Formats Available: PNG, SVG, PDF, EPS, PowerPoint, Keynote, Canva Templates

📦 Complete Brand Kit (ZIP)   🖼️ Logos Only

📱 Social Media Assets   💻 Zoom Backgrounds

🎓 Quick Reference Checklist

Before Posting BrewStars Content:

✓ Is the logo high-quality and properly sized?

✓ Are colors accurate to brand guidelines?

✓ Does the content represent BrewStars professionally?

✓ Is the background appropriate?

✓ Have I used correct spelling: "BrewStars" (not BrewStar or brewstars)?

✓ Is the tagline accurate: "Brewing Excellence Across Worlds"?

Need Help?

For any questions about brand assets, usage, or if you need custom designs, please reach out to our Brand & Communications team at **branding@brewstars.com** or visit the internal BrewStars Portal.