



# Steep | Brew

Brand Style Guide

# Mission Statement

## Who We Are

Steep | Brew is a an urban, modern space, where meetings, chance encounters, and quiet conversations happen, a place people can feel safe to unwind.

## Our Brand Personality

Trust in us to be:

- Modern
- Calm
- Haven
- Friendly
- Community
- Dependability
- Trustworthy
- Innovative
- Inclusive
- Worldly

## Our favorite quotes:

“Coffee. Tea. Drinks.”

“Wholesome tastes bringing friends together.”

“Relax. Come for drinks. Stay for the atmosphere.”



# Color Scheme

## Main Color

Hex Number: #F89931

RGB: [248, 153, 49]

CMYK: [0, 47, 91, 0]



## Secondary Color

Hex Number: #337DC1

RGB: [51, 125, 193]

CMYK: [79, 45, 0, 0]

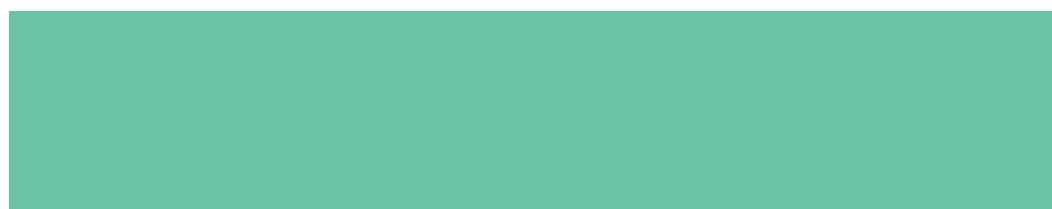


## Secondary Color

Hex Number: #6BC5A5

RGB: [107, 197, 165]

CMYK: [57, 0, 45, 0]



## Tertiary Color

Hex Number: #BCA68E

RGB: [188, 166, 142]

CMYK: [27, 32, 45, 1]



## Tertiary Color

Hex Number: #E5B177

RGB: [229, 177, 119]

CMYK: [10, 32, 59, 0]



## Tertiary Color

Hex Number: #00907D

RGB: [0, 144, 125]

CMYK: [83, 4, 53, 20]



## Tertiary Color

Hex Number: #222A5E

RGB: [34, 42, 94]

CMYK: [100, 94, 32, 26]



## Tertiary Color

Black: #000000



White: #FFFFFF



## Typography and Sizes

### Main Fonts

- SantElia Rough
- Nixie One
- Logo should have 1 pt stroke around, same color as font.
- These are free commercial usage fonts.

### Body/Small Text

- Whipsmart
- Josefin Sans
- Nixie One



### Typescale

60pt

Steep | Brew

36pt

Large blocks of text

18pt

Navigation Menu

16pt

Paragraph body text – some extra text here so that we can get a sense for the sizing!

## Logo and Variations

### Logo Dos

- Use the full logo, with our text logo on a white background.



- Use the full logo together with the Steep | Brew taupe color.
- Create contrast with the strokes and the background.



- Use the full logo, together on the Steep | Brew our signature navy color.
- Be sure to use the taupe only with the blue.



## Logo Dos

- Put the logo with the Steep | Brew orange circular frame on top of our secondary colors as backdrops.



- Use greyscale for certain prints that require it, or for applications that require color-blind imaging.



- Put the logo with the Steep | Brew orange circular frame on top of our secondary colors as backdrops.



- Put logo with no frame, and either use our white stroke on black.
- Or the taupe stroke on a dark shade of blue.



### Logo Don'ts

- Don't put the logo on top of yucky colors, or colors that do not harmonize.

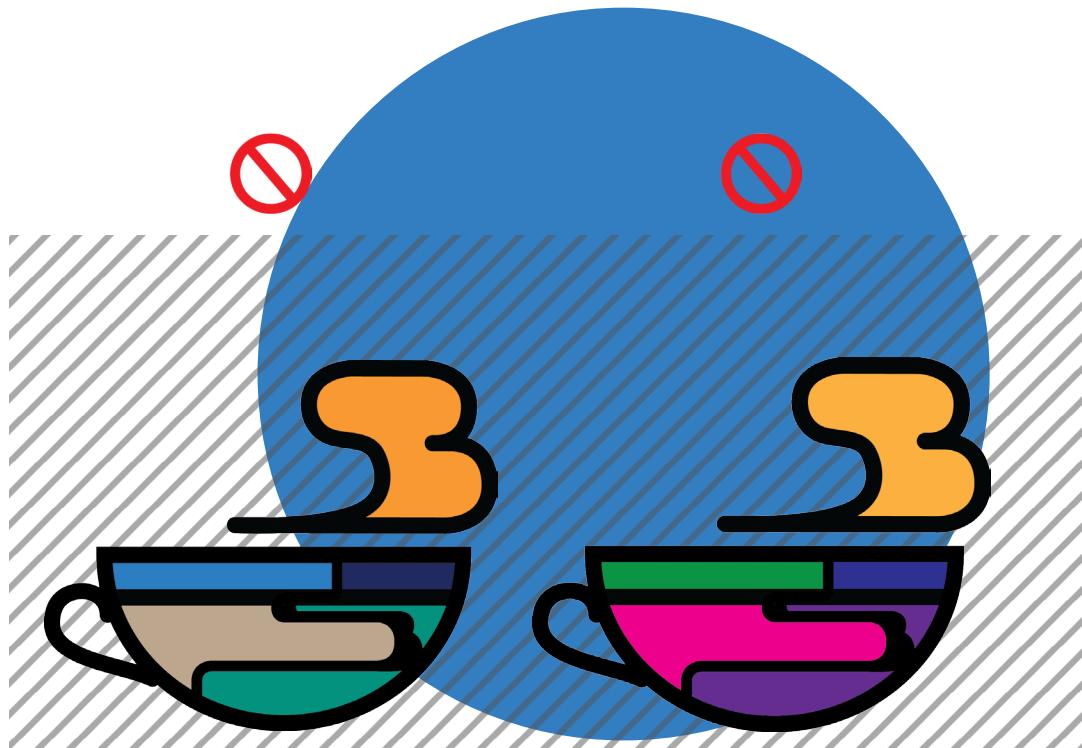
- Don't put the logo on busy backgrounds, or patterns, especially with obnoxious colors.

- Don't add a drop-shadow or
- Or add another stroke around the logo.



### Logo Don'ts

- Don't swap out the colors in the main logo.
- And definitely, do not change out the colors to other color schemes.



# Iconography

## Standards for Icons

- Strokes/outlines use the same principle as the logo.
- Icons should be designed in the same style, simple geometrics with a defining stroke, that can be black, white, or taupe
- Use our colors in the best way fitting.



## Icons can be used for

- Web Navigation
- Promotional fliers
- Shop signage and decor
- Business cards and posters



MENU



PRODUCTS

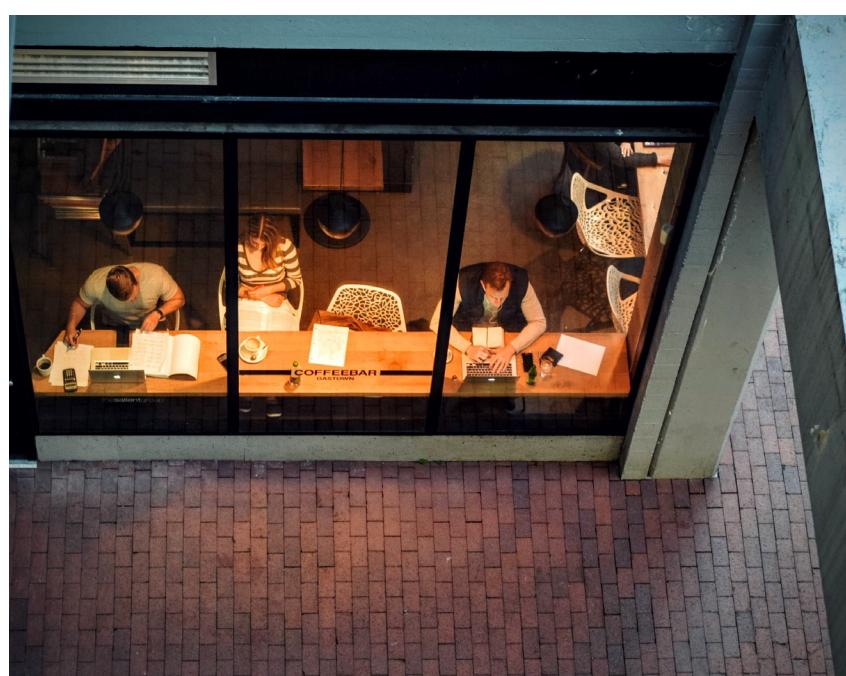
# Imagery

## Image Guidelines

Images should reflect our brand personality. Images we look for convey:

- Groundedness
- Wholesome
- Community
- Balanced work place to drink and study
- Genuine and unassuming
- Contemporary but upholding traditional feels
- Modern/stylish
- Youthful
- Academic



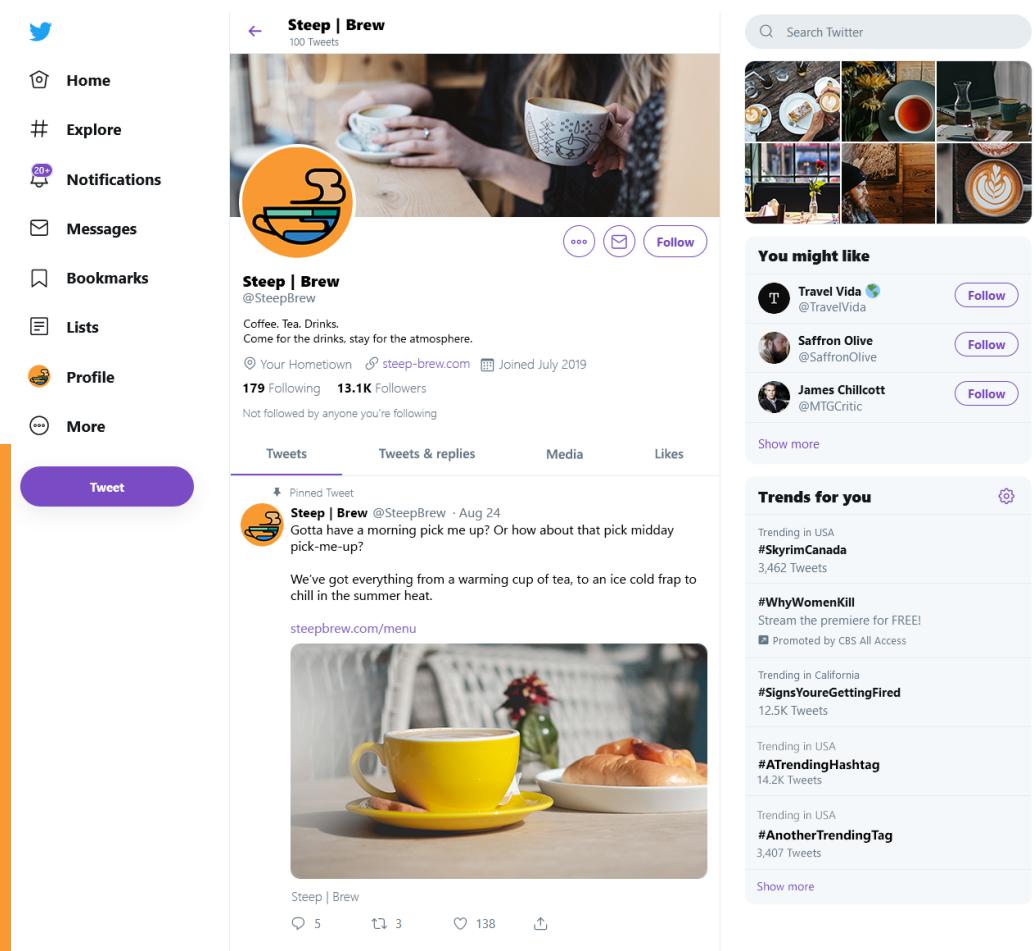
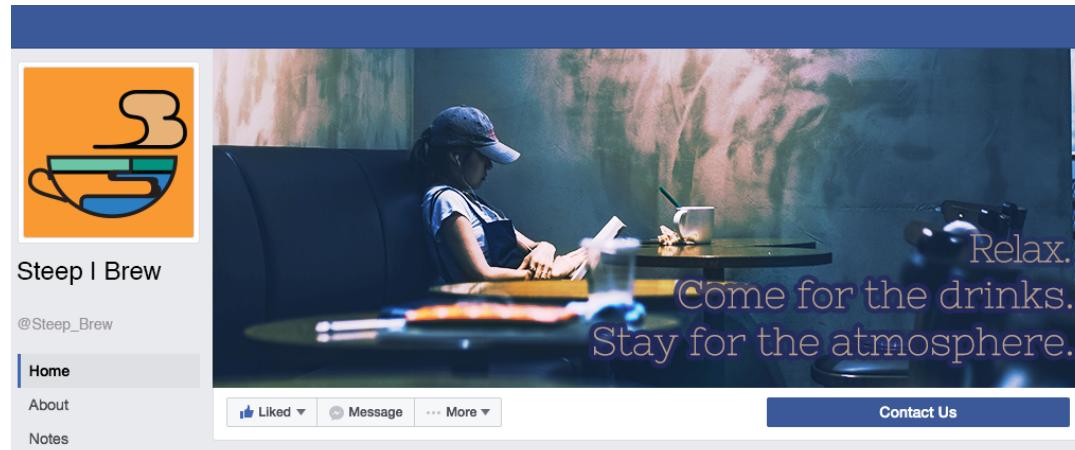




# Social Media Headers

## Cover Image Guidelines

- Remember the goldilocks story, it has to be \*just\* right
- Descriptive but never too much information
- Any text should showcase our personality, ie bringing the community together, our delicious drinks menu, and our beautiful shop space
- Use color filters, if necessary, that match our logo and style



# Fin.

Opening this Fall.  
See ya soon!