

# **Bean & Bloom**

## **Brand Guidelines**

Version 1.0 – 2025



**Bean &  
Bloom**

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## Introduction

Welcome to the official brand guidelines for Bean & Bloom. This document provides the essential information needed to use our brand assets correctly and consistently across all communications. Following these guidelines ensures that we maintain a strong, recognizable, and professional brand identity.

Bean & Bloom is a modern coffee brand that blends sustainability, quality, and creativity. Our mission is to deliver premium coffee experiences while staying true to our values of authenticity, community, and environmental responsibility.

## Logo Usage

Our logo is the primary identifier of our brand. It consists of a stylized "B" icon, which incorporates coffee beans and a sprouting leaf, paired with the "Bean & Bloom" wordmark.

- i. Primary Logo / Full Color Logo:



This is the preferred version of the logo and should be used whenever possible. It is designed for use on light or white backgrounds.

- ii. Logo Variation (Reversed)



For use on dark or brand-colored backgrounds, the reversed (white) version of the logo should be used to ensure visibility and contrast.

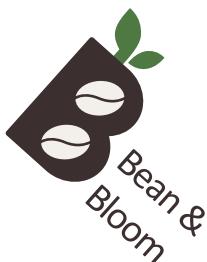
## Incorrect Logo Usage / Don'ts

To maintain brand integrity, never use the logo in the following ways:

- ✗ Do not stretch or distort the logo.



- ✗ Do not rotate the logo.



- ✗ Do not change the colors of the logo.



- ✗ Do not outline or add effects to the logo.



## **Clear Space & Minimum Size**

Always maintain a minimum clear space around the logo equivalent to the height of the coffee bean element. This ensures visibility and prevents crowding.

Minimum Size:

- Print: 20mm width
- Digital: 100px width



## Color Palette

Primary and secondary brand colors extracted from the logo:

Color	HEX	RGB	CMYK
Coffee Brown	#3C2E2E	RGB (60,46,46)	C30 M40 Y40 K70
Leaf Green	#4E7045	RGB(78,112,69)	C70 M40 Y80 K30
Cream	#F3EFE9	RGB(243,239,233)	C5 M5 Y10 K0
Black	#000000	RGB(0,0,0)	C0 M0 Y0 K100

## **Typography**

Consistent typography helps unify our brand's voice. We recommend using a clean, modern, and readable sans-serif font family.

Primary Typeface: Montserrat

(This is a suggestion. You can choose any font that fits your brand, but Montserrat is a great free option from Google Fonts that pairs well with your logo.)

Montserrat Bold - For Headlines

This is a Headline

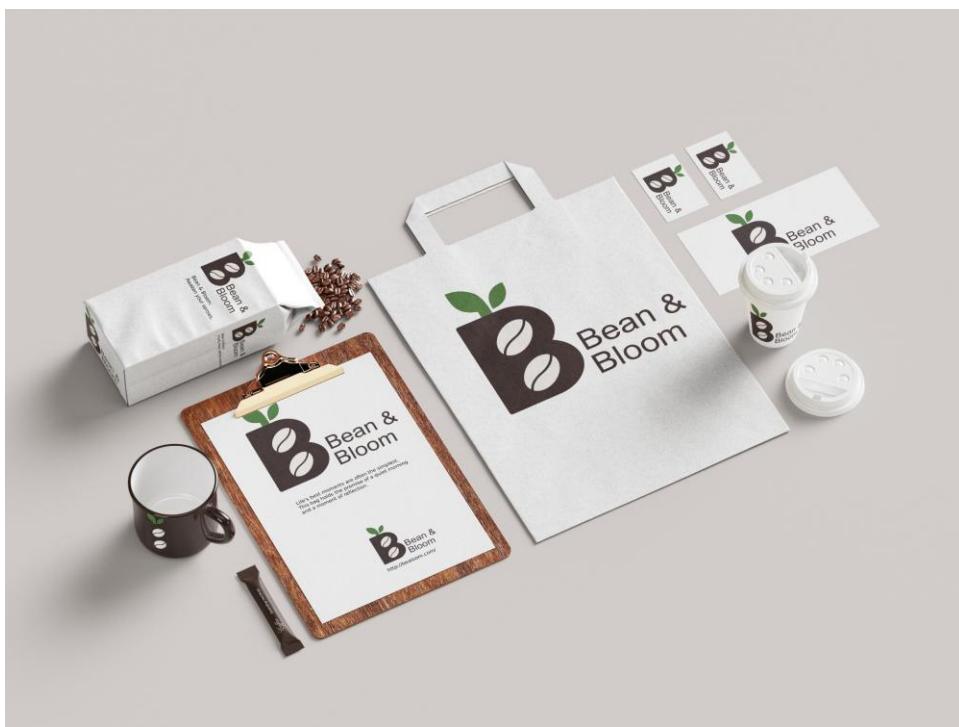
Montserrat Regular - For Body Copy

This is for paragraphs and longer text. It is clean, legible, and professional, making it perfect for menus, web copy, and marketing materials.

## Brand Applications

Our logo, colors, and typography should be applied consistently across all branded materials, including:

- Business Cards
- Stationery
- Coffee Packaging
- Social media
- Website





## **Contact Information**

For approvals, logo files, or brand-related inquiries, please contact:

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