

BEAN + LEAF
BRAND STYLE GUIDE

Mission Statement

“To create a warm, welcoming place for our neighbors to grow, thrive, and unite one cup of coffee at a time.”

Who We Are

We want to provide a welcoming space for the neighborhood that has given us so much. This cafe will be a place for everyone to come and discover something new and expand their horizons.

Our Brand Personality

is marked by being:

- sincere
- warm
- welcoming
- fun
- cool
- organic



Tagline

“Building community, one cup at a time.”

Color Scheme

Main Color
Black Olive

Hex: 423840

RGB: 66, 56, 64

CMKY: 0, 15, 3, 74



Secondary Color
Tulip

Hex: ff8585

RGB: 255, 133, 133

CMKY: 0, 47, 47, 0

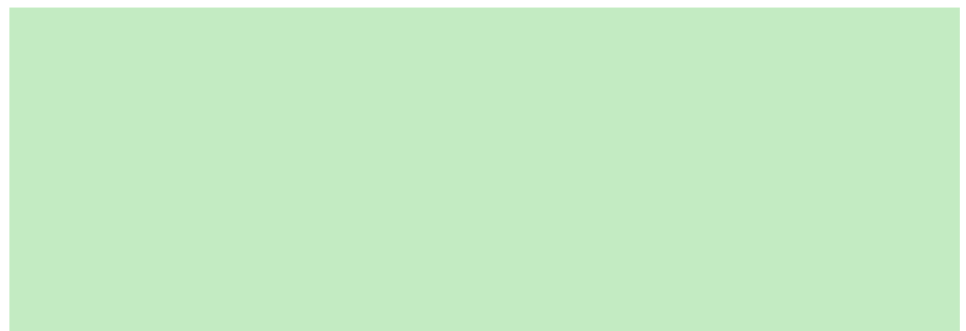


Accent Color
Tea Green

Hex: c3ebc2

RGB: 195, 233, 194

CMKY: 17, 0, 17, 7



Typography & Sizes

Main Brand Font

Rampart One
Free Fonts on Google

BEAN + LEAF

Body/Small Text Font

PT Sans Narrow
Free Fonts on Google

Whether or not you're just passing through or planning to stay a while, we'll brew you a cup of something warm and comforting, with a delicious treat on the side.

Alternative Text Font

Zen Antique Soft
Free Fonts on Google

Building community, one cup at a time.

Typescale

60pt

BEAN + LEAF

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!

Logos & Variations

Logo Do's

- The coffee bean can be Black Olive, Tea Green or Tulip.
- The tea leaf can either be Tea Green or Black Olive.
- The text can be either Tulip or Tea Green on the Black Olive mug.



Logo Dont's

- Do not make the bean and leaf all Tea Green or all Tulip.



Imagery

Image Guidelines

All images must invoke a feeling of warmth, comfort, and friendliness.

- warm
- friendly
- comforting
- inviting
- funky

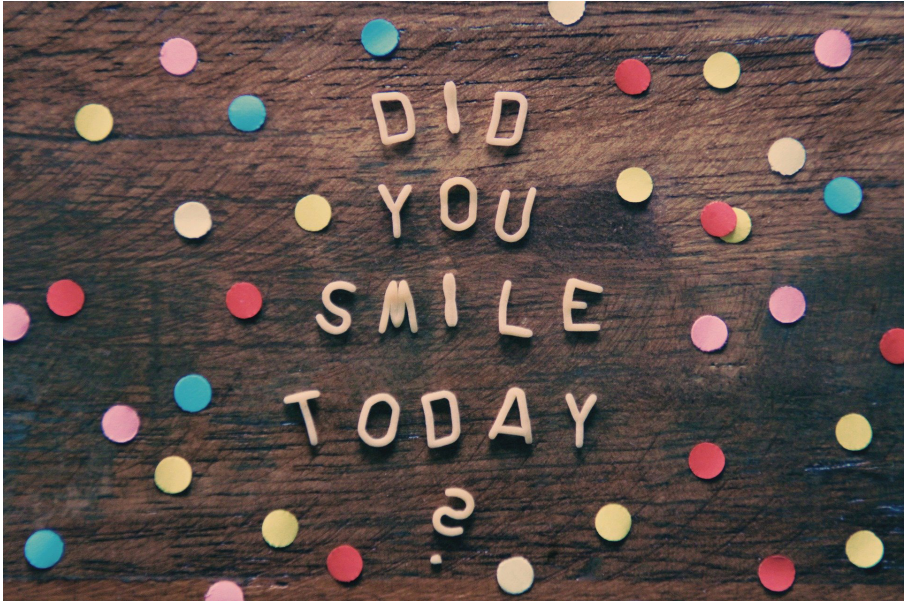


Imagery

Image Guidelines

All images must invoke a feeling of warmth, comfort, and friendliness.

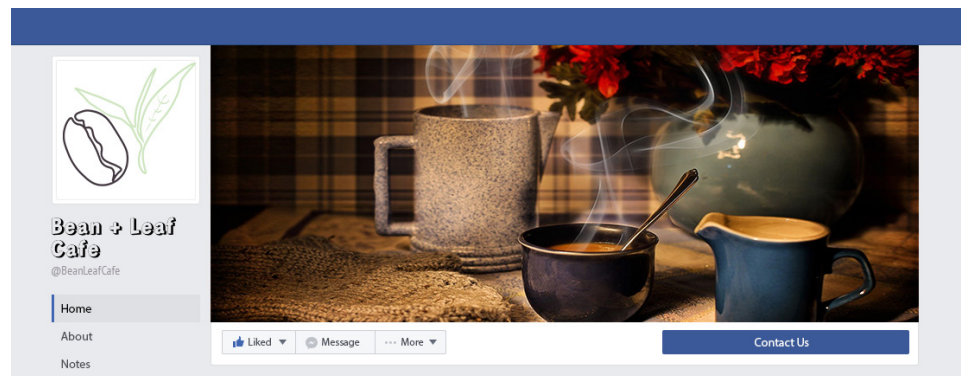
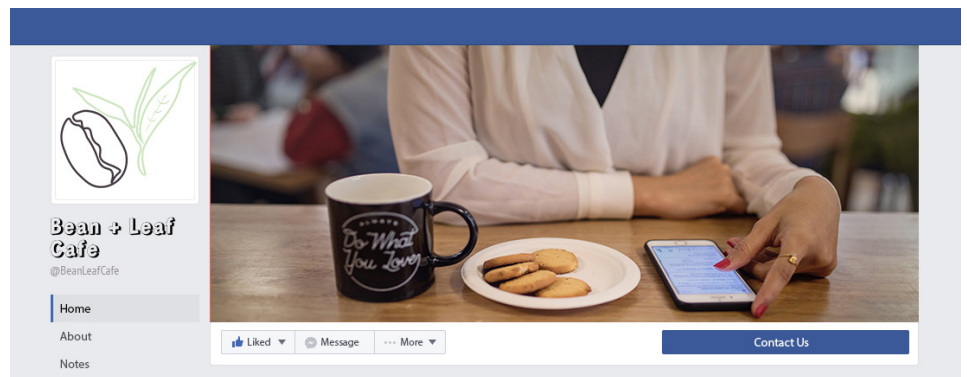
- warm
- friendly
- comforting
- inviting
- funky



Social Media Headers

Cover Image Guidelines

- Keep images simple
- Compliments logo
- Match brand personality
- Minimal to no text
- Match brand colors
- Change seasonally



THE END

COME SEE WHAT WE'RE BREWING UP.