BRAND IDENTITY



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A geometric identity. A warm coffee ritual.

THE LOGO SYSTEM





WHERE DREAMS MEET BEANS.





THE CORE COLORS

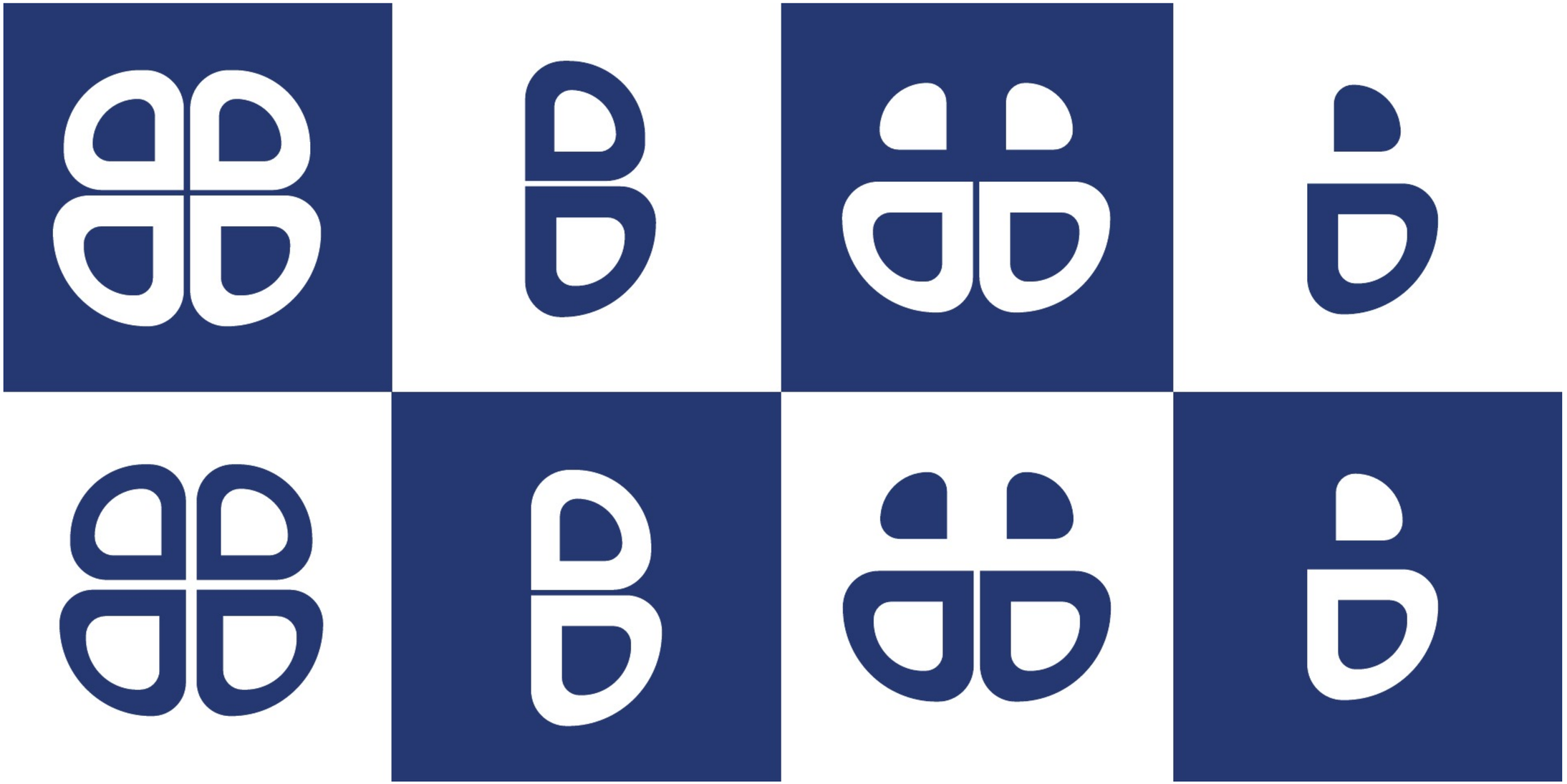
#FFFFFF

#213A72

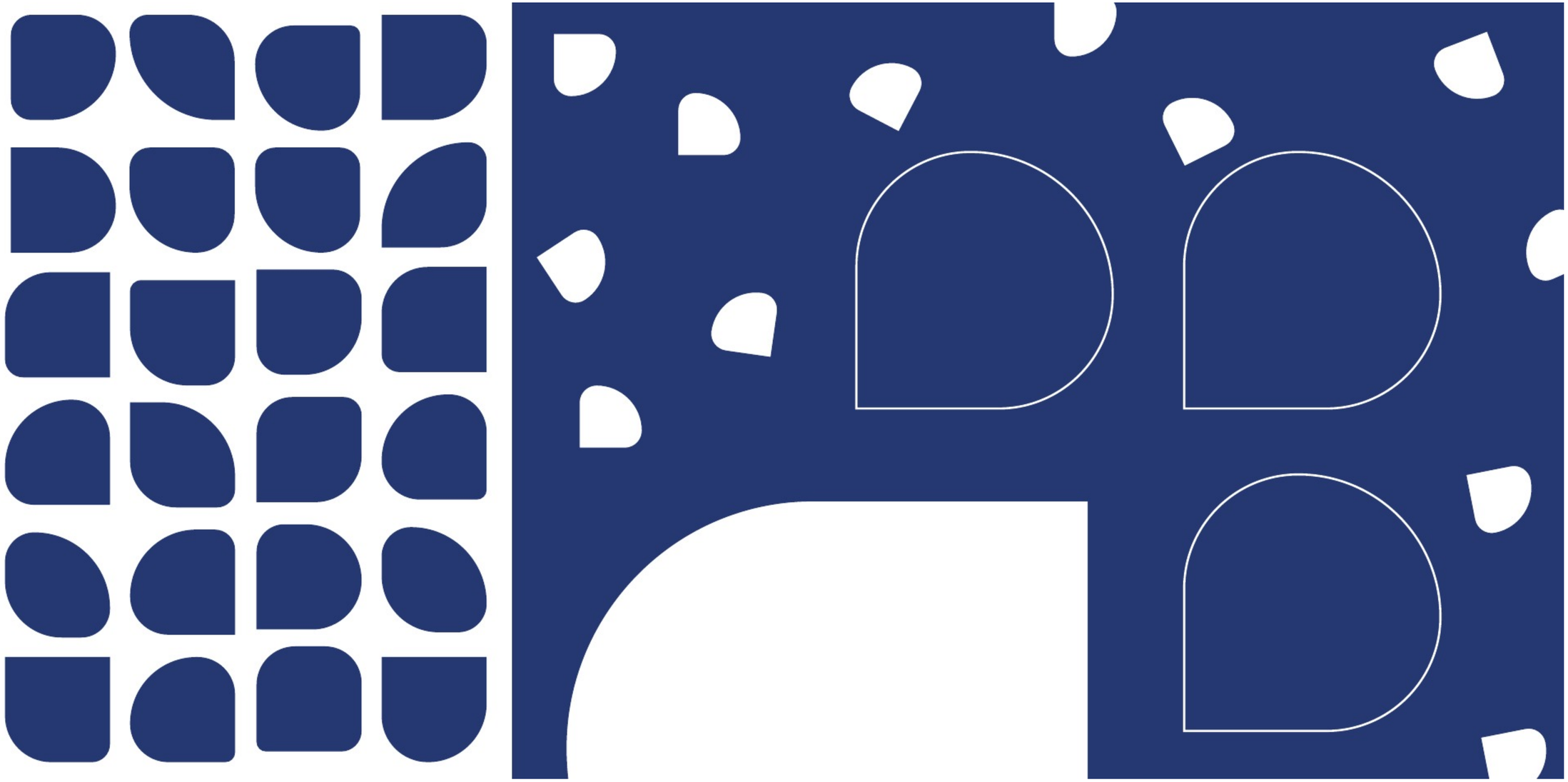
#673616

#000000

THE SYMBOL FAMILY



THE PATTERN LANGUAGE





THE ORIGINAL IDENTITY

STOREFRONT

WHERE DREAMS MEET BEANS.





THE ORIGINAL IDENTITY

TAKEAWAY SYSTEM


LATTE
DRINK



THE ORIGINAL IDENTITY

TEAM UNIFORM

LOGO VARIATIONS

Use the supplied artwork. Match the format to the space.



PRIMARY WORDMARK



COMPACT MONOGRAM

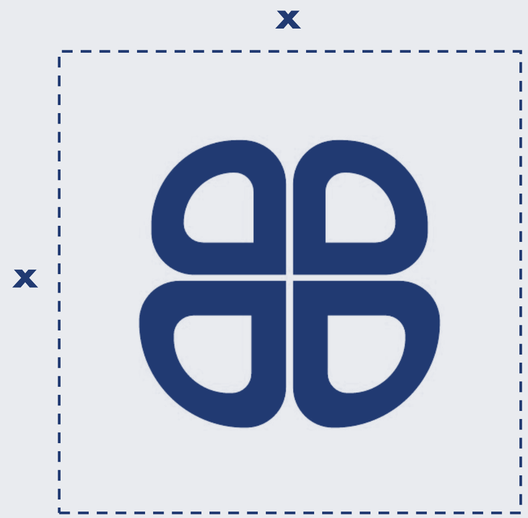


REVERSED MONOGRAM

Keep the custom letterforms and proportions intact.
Use the monogram when the name is already established.

LOGO USAGE

Give the mark room to breathe.



CLEAR SPACE

Suggested minimum: x = 1/4 of the monogram width.

USE WITH CONFIDENCE

Keep x clear on every side of the logo.

Use navy on white, or white on navy.

Choose a calm area on photography.

Separate the mark from patterns and edges.

RECOMMENDED MINIMUM SIZES

Monogram: 32 px digital / 10 mm print.

Wordmark: 160 px digital / 35 mm print.

Check the smallest reproduction before release.

KEEP THE LOGO CONSISTENT

Simple rules protect recognition.



DO NOT STRETCH

Keep the original aspect ratio.



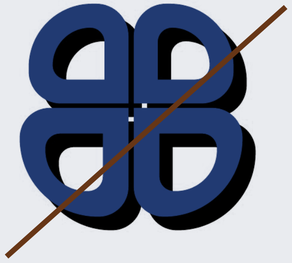
DO NOT ROTATE

Keep the artwork upright.



DO NOT RECOLOR

Use the core palette and contrast.



DO NOT ADD EFFECTS

Avoid outlines, shadows and gradients.

COLOR PALETTE

The source palette, extended into practical use.

WHITE	BEAN NAVY	COFFEE BROWN	BLACK
#FFFFFF	#213A72	#673616	#000000
RGB 255 / 255 / 255	**RGB 33 / 58 / 114**	**RGB 103 / 54 / 22**	**RGB 0 / 0 / 0**
Space and clarity.	Primary brand recognition.	Warm, selective accents.	Body copy and contrast.

Lead with white and navy. Use brown to echo coffee, oak and kraft paper.
For print, convert these RGB values using the printer's ICC profile and proof on the final stock.

TYPOGRAPHY

FUTURA BOLD

The title typeface present in the source identity.

WHERE DREAMS MEET BEANS.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
0123456789 ! ? & ( )

Support type and sizes are proposed guidelines.

TYPE HIERARCHY

TITLES / Futura Bold

72-98 px on a 1920 px canvas.

Short, decisive phrases.

LABELS / Futura Bold

22-32 px, uppercase.

BODY / Futura Medium

26-30 px with generous leading.

BRAND APPLICATIONS

Warm spaces. Bold marks. Everyday rituals.

01 CAFÉ SEATING

02 ESPRESSO COUNTER

03 LOYALTY CARDS

04 TAKEAWAY CUPS

05 SIDEWALK SIGN

06 CAFÉ AWNING



BRAND APPLICATIONS / 01

CAFÉ SEATING



BRAND APPLICATIONS / 02

ESPRESSO COUNTER



BRAND APPLICATIONS / 03

LOYALTY CARDS



BRAND APPLICATIONS / 04

TAKEAWAY CUPS



BRAND APPLICATIONS / 05

SIDEWALK SIGN



BRAND APPLICATIONS / 06

CAFÉ AWNING