



Brand Style Guide

Mission Statement

Who We Are

We've lived and worked in the area forever. We felt a need for a modern, comfortable place to work, meet up with friends, and occasionally conduct business.

We serve delicious coffee, tea, and snacks in a clean, bright, and happy shop. We welcome introverts & extroverts, the super-busy and those who want to relax a bit. Our drinks and snacks accommodate a variety of tastes and diet plans. Our guest's comfort, time, and satisfaction are our highest priority.

Our Brand Personality

We are sincere, warm, welcoming, and honest.



Color Scheme

Main Color

Hex: 75cb00
RGB: 117, 203, 0
CMYK: 42, 0, 100, 20



Secondary Color

Hex: F99825
RGB: 249, 152, 37
CMYK: 0, 39, 85, 2



Accent Color

Hex: B26A29
RGB: 178, 106, 41
CMYK: 0, 40.45, 76.97, 30.2



Typography & Sizes

Main Brand Font
Quicksand
Free on Google Fonts

bru

Secondary Text Font
Roboto Bold
Free on Google Fonts

Come here, be you!

Body/Small Text Font
Lora
Free on Google Fonts

You are who you are; and we like that about you.

Navigation Text Font
Roboto
Free on Google Fonts

Home Menu Locations About Us

Typescale

60px

bru

36px

Large blocks of text

18px

NAVIGATION MENU

16px

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

Logo & Variations



Logo Do's

- Logo on a white background.
- Logo banded in orange for T-shirts, togo cups, and other products where wrapping makes sense.



Logo Don't's

- Don't place logo on a colored background.
- Don't place logo on an image.



Imagery

Image Guidelines

Imagery should reflect our brand personality and our mission statement.

- Bright, lots of white and pale grey.
- Inclusive. A variety of subjects, people both alone and in small groups.
- Highlighting our products, our togo system, and our seating areas.
- Images should not be dark, moody, or hipster.



Imagery

Image Guidelines

Imagery should reflect our brand personality and our mission statement.

- Bright, lots of white and pale grey.
- Inclusive. A variety of subjects, people both alone and in small groups.
- Highlighting our products, our togo system, and our seating areas.
- Images should not be dark, moody, or hipster.



Social Media Headers

Cover Image Guidelines

- Welcoming
- Calm
- Bright
- Highlight our products



See You Soon!

b r u

