COCO CAFÉ AND LOUNGE

Brand Style Guide

PURPOSE
This identity and brand style guide was created to present our brand in a positive and recognizable way.
COCO CAFÉ AND LOUNGE

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Our Brand

Who? Coco Café and Lounge
What? A coffee shop
How? An indulgent coffee experience
Identity Overview

The purpose of this Brand Style Guide, is to provide the foundation for future design, as well as strengthen the consistent identity of our brand.

By providing visuals and explanation, we can ensure our brand’s visual identity is maintained.

Coco Café and Lounge has a vital mission: to provide a consistently good cup of coffee. Consistency is a key element in making our brand, identity and reputation, great.
Brand Promise

Provide coffee that leaves a lasting impression on our guests.

Coco Café and Lounge provides top-quality imported and roasted beans to ensure, a great and bold flavor for a reasonable price.

After one experience at Coco Café and Lounge, customers will realize that if they want good service, good atmosphere and most importantly good coffee than Coco Cafe is the only place they want to go to. Coco Café and Lounge will give customers the opportunity to feel the emotions of discovery from the moment they step foot into our shop, order their coffee and take that first sip.
Brand Voice

At Coco Café and Lounge, we want to evoke our customers to have a memorable experience which will keep them wanting to come back for more coffee. We understand that our customers are middle classed people from various ages that all seek one common thing which is coffee.

Coco Cafe is a coffee shop that values on making their customers feel happy, safe, trust and serenity. Employees will greet customers within seconds of walking through our doors which will be the beginning of their comforting experience.

We provide a locally comfortable and expressive environment. We are heavily influenced by our local community, and so we incorporate community based events and activities, to strength our voice as a brand.
**Logo**

Our logo contains all of our selected colors. The logo features an espresso machine vector, on top of a white circle. On the perimeter of the circle there is a dotted line, covering the circumference of the edge. Behind the white circle, there is a solid brown line, wrapping around the white circle and vector image above. Around the entire logo there is an orange open circle, open in only one spot, to signify the letter, “c”.

The logo is simplistic, as it primarily features circles and the espresso machine vector in the center of the logo.

The use of the espresso machine vector relays our purpose as brand. It translates what Coco Café and Lounge offers, in a youthful, refreshing and minimalistic way.

The circles are used to express simplicity and unity, internally as a company and externally as a community-based coffee shop.

Lastly, the “big C” represents our name, our product and involvement. Simply put, Coco Café, Coffee, and Community.
Logo Usage

In an effort to preserve our brand recognition and identity, there are a few necessary guidelines to follow when using our logo.

Our logo is formatted as having a transparent background, so it may be used on any color background, however it will be primarily placed on, white, off-white, orange, light brown, dark brown and black backgrounds.

The logo can be featured at the top, middle, or bottom of a document, ad, video, photo etc., but normally is accompanied by text lines, dots and shapes.

Approved lines include small/finely dotted lines, or thin (1pt) or less solid lines. Both should be in one of the approved colors of white, orange, light brown and black. See hashtags for exact color swatch.

The logo always features the espresso machine in the middle of the logo. It should always be centered. The machine and mug are always placed within the same graphic. The coffee mug should always be place on the espresso platform. The entire vector must be 59cm from the top and bottom of the white circle and 75cm from left and right of the white circle beneath.
Tagline

“An Indulgent Coffee Experience”

Our tagline should use the Avenir type face, primarily bolded and in 14-16 (dependent on size) point font. The words should be in sentence case and appear as a single line beneath our mug logo. Our tagline is usually shown and used in our smaller logo designs, as it will over clutter our main design.

Our tagline is intended to express the “indulgent” experience of enjoying coffee and desserts. It represents a coffee culture of consuming coffee not as a force of habit, but as a treat and experience to be savored.
Web and Print Style Guide

The Web and Print Style Guide is intended to help communicate our brand with the public. By utilizing specific fonts, colors, photography and other essential design elements, our brand can remain consistent and memorable.

Note: In an effort to ensure consistency, all work must first be approved by our team.
Brown is associated with warmth and stimulating appetite as well as the color of the Earth which is where we get our coffee beans from. Brown may be considered dull, it also represents steadfastness, simplicity, friendliness, dependability, and health.

We picked orange for our company because it is an attention-grabbing color, it represents warm surroundings, it is associated with healthy foods, and it also stimulates appetite. Other reasons for choosing Orange were that it is widely accepted by the youth and brings enthusiasm and positivity to our company’s logo and design.

Black is the absence of color. Black is also the color of strength, seriousness, power, and authority. Black is a formal, elegant, and prestigious color. The black balances with the two warm colors above to add seriousness and formality to colors that normally would not receive this connotation.

White is present in all colors. It is representative of simplicity, sophistication, light, crispness, cleanliness and is considered to be the color of perfection.
COCO CAFÉ AND LOUNGE

Typography

Font: Avenir
Size: 12pt
Bolded: on Black backgrounds

Coco Café and Lounge uses the font Avenir because it provides a French futuristic touch, which is the perfect description of Coco Café.

“Coco Café and Lounge provides top-quality imported and roasted beans to ensure, a great and bold flavor for a reasonable price.”

Font: Glacial Indifference used on Canva
Size: Ranges from 12-78pt
Bolded: on Black backgrounds

Coco Café and Lounge uses the font Glacial Indifference because it looks similar to Avenir and is namely easy to read. The font is simplistic, legible and clean.

AS A THANK YOU, USE THIS CARD ON DAILY PROMOTIONS, AND UP TO 5 EVENTS, TO RECEIVE A DISCOUNT
Photography

At Coco Café we use all of our own photography. Our Photos primarily feature our coffee or machinery used to roast, or make the coffee.
Design Elements

It is important when representing the brand, that certain design elements are taken into account.

“Simplicity is the ultimate form of sophistication” Leonardo DiVinci

We want our brand to remain simplistic yet sophisticated, so when deciding on textures or patterns for any printed design, consider our use of white space. It is important to uphold our minimalistic design scheme, so be mindful in straying away from any pattern that is too over cluttered or messy looking, as well as any texture that is too distracting from our objective.

Our main color swatch, #ff9900 or the orange color may be used as an accent to keep our printed work looking fresh and youthful, but it may not be used in large quantities, as this can become overwhelming to our design.