

Bean Brush

Brand Manual



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Introduction



Our Story

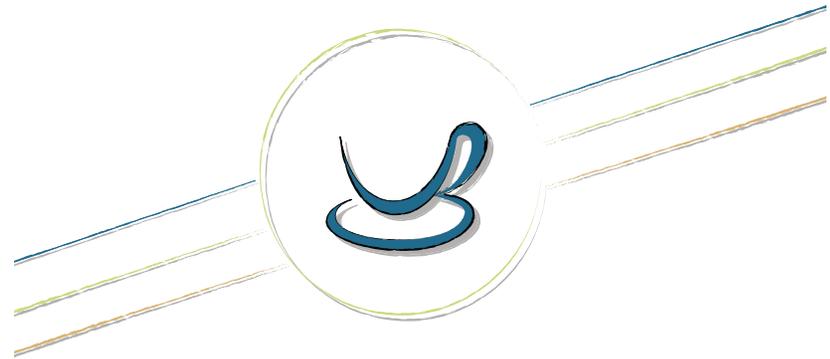


Logos



Primary

Our primary logo has two important components: the coffee cup with a hidden “B”, and the coffee stain circular frame.



Variations

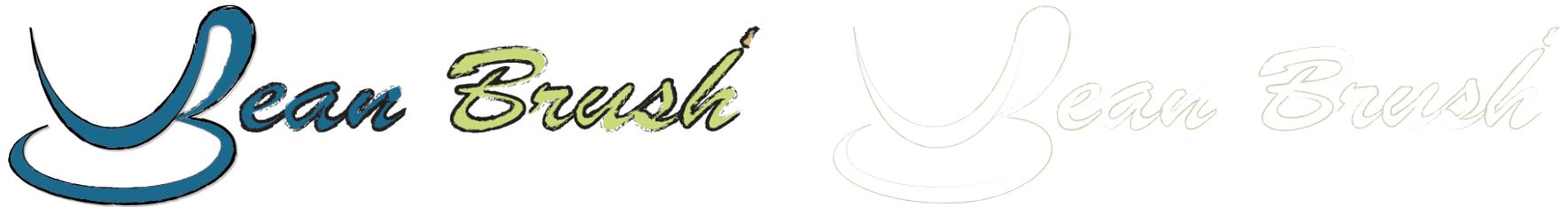


The primary logo is used on all of our packaging and stationary so that it becomes easily recognizable to our customers.

Logos

Secondary

Our secondary logo takes that signature “B” coffee cup icon and uses it to spell out our entire brand name.



Usage Guidelines

Both the primary and secondary logos should be used following these guidelines:

- ~ Do not stretch the logo disproportionately.
- ~ Always resize the logo in an Adobe program so that you can adjust the borders as needed.
- ~ When properly resizing the logo in an Adobe program, adjust the coffee cup border separately from the text border and the circular frame border. Follow the following resizing guidelines:
 - The smallest coffee cup border is .25 px, widest is 10px
 - The smallest text border is .5 px, widest is 15px
 - The smallest circular frame border is 1 px, widest is 35px

Logos

Colors



Primary Color Palette

Bean Brush



Deep Turquoise
#19698C
25 105 140
82, 25, 0, 45



Lime Green
#cbd77a
203 215 122
6, 0, 43, 16



Soft Orange
#d9b574
217 181 116
0, 17, 47, 15

Secondary Color Palette

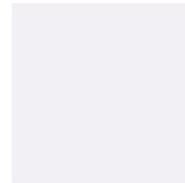
Bean Brush



Darkest Blue
#161426
22 20 38
42, 47, 0, 85



Soft Taupe
#d5d1b9
203 215 122
0, 2, 13, 16



Light Violet
#f1eef3
217 181 116
1, 2, 0, 5

Our colors are bright, carefree, and welcoming. Layering of the primary colors is recommended whenever possible, but the secondary colors can also be used when necessary.

Colors

Typography



Title Text: SignPainter HouseScript

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

Used For:

- Logo Text
- Heading/title text in public communications
- Barista signatures on nametags/business cards
- Menu titles
- Taglines

Body Text: Sukhumvit Set

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

Used For:

- Body text in public communications
- Supplementary information on business cards
- Main menu text

Usage Guidelines

- Type spacing in public communications should be 14 pt., with 22pt leading unless otherwise specified.
- When readability is in question, always use Sukhumvit Set instead of SignPainter.
- If SignPainter and Sukhumvit Set are not available (for website browser compatibility for example), use Verdana as your alternative font.

Typography

Applications



Business Cards



Usage Guidelines

Business cards should always include the Bean Brush logo on both the front and the back. Employees will each get their own card, but the design will remain consistent.

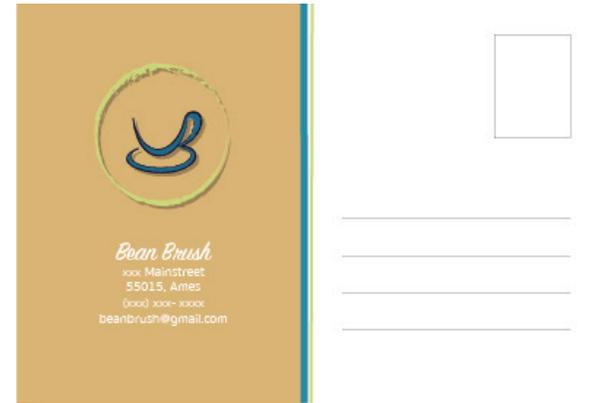
Applications

Stationary



Applications

Postcards



Website Banner



Applications

Packaging



Applications

Menus



Bean Brush

Coffee

Latte	3.5
Cappuccino	3.5
Macchiato	3
Espresso	2.5
Depth Charge	3
Cafe Au Latte	3
Cold Brew	3.5

Flavors

- Vanilla
- Caramel
- Chocolate
- Mint
- Raspberry
- Brown Sugar
- Lavendar
- Mango

Tea

Black	2.5
Green	2.5
Chai	3.5
Herbal	2.5

Specialty

Hot Chocolate	3.5
Apple Cider	2.5

Milk and Sugar substitutions available on request



The Daily Grind

Coffee:

Cold Brew:

Decaf:



Applications

Contact



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Contact Information