

# Bean Brush

Brand Manual



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# Introduction





# Our Story







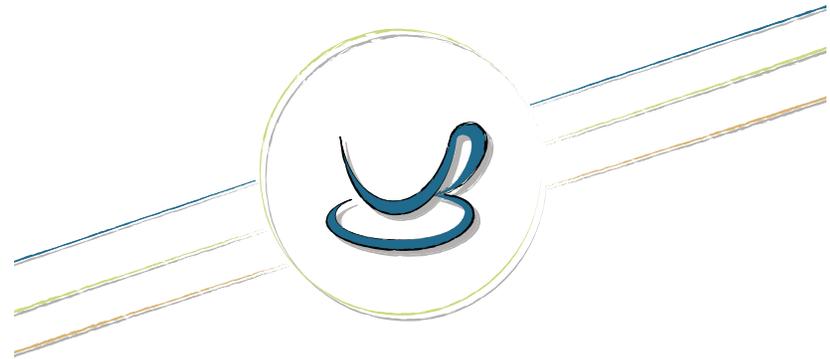


Logos



## Primary

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



## Variations

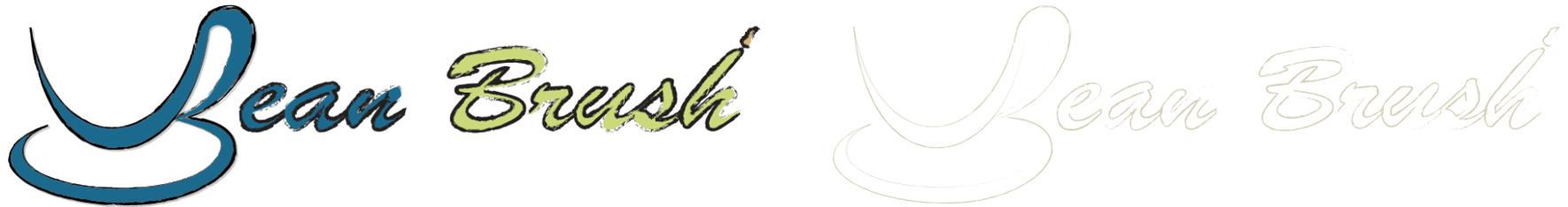


The primary logo is used on all of our packaging and stationary so that it becomes easily recognizable to our customers.

*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

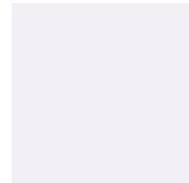
Bean Brush



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.

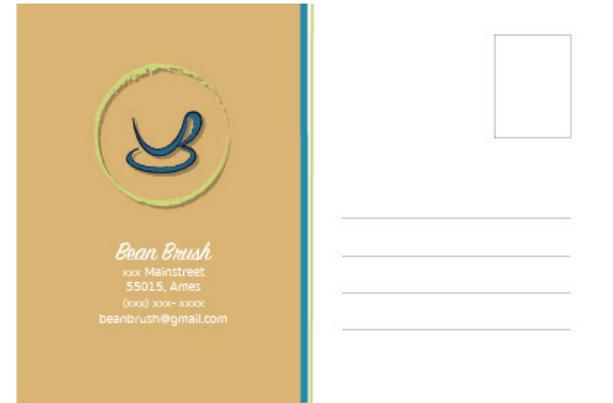
# *Applications*

# 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

Tea

Black	2.5
Green	2.5
Chai	3.5
Herbal	2.5

Specialty

Hot Chocolate	3.5
Apple Cider	2.5

Flavors

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

Milk and Sugar substitutions available on request



**The Daily Grind**

Coffee:

Cold Brew:

Decaf:



# Applications

Contact



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