

# Bean Brush

Brand Manual



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# Introduction





# Our Story











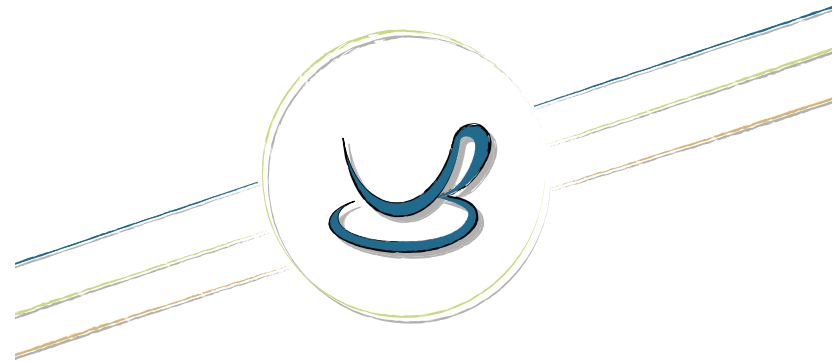


Logos



## *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



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

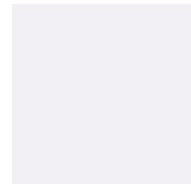
## Secondary Color Palette



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 compatability for example), use Verdana as your alternative font.

# *Typography*



# Applications



## *Business Cards*

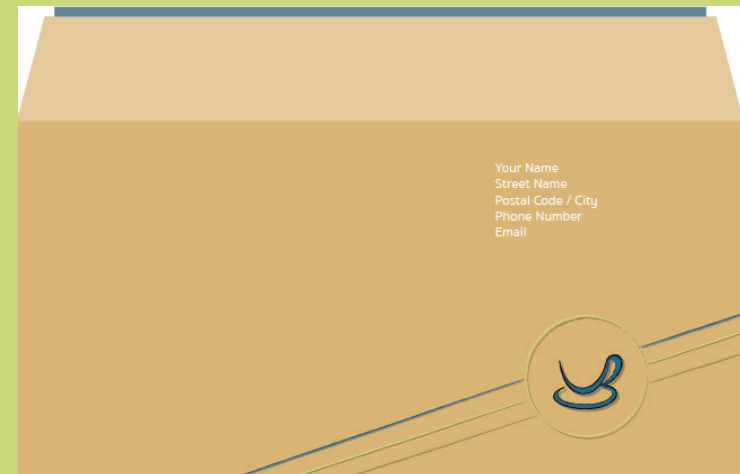


## *Usage Guidelines*

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.

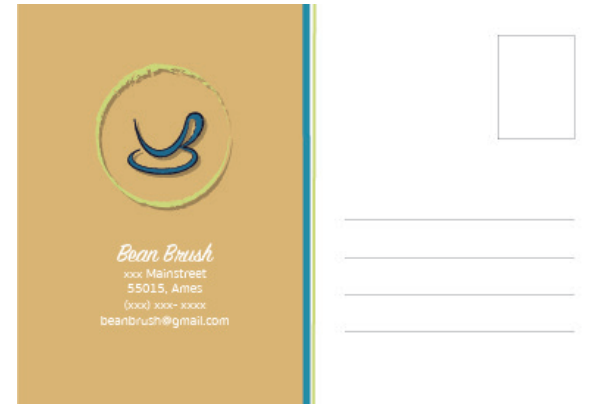
# *Applications*

# Stationary



# Applications

## Postcards



## Website Banner



# Applications

*Packaging*



*Applications*



# Menus



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

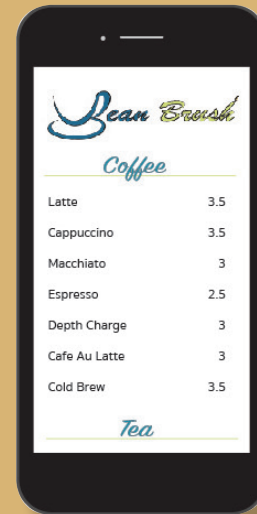
Tea	
Black	2.5
Green	2.5
Chai	3.5
Herbal	2.5

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







Coffee:

Cold Brew:

Decaf:



# Applications

Contact





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