

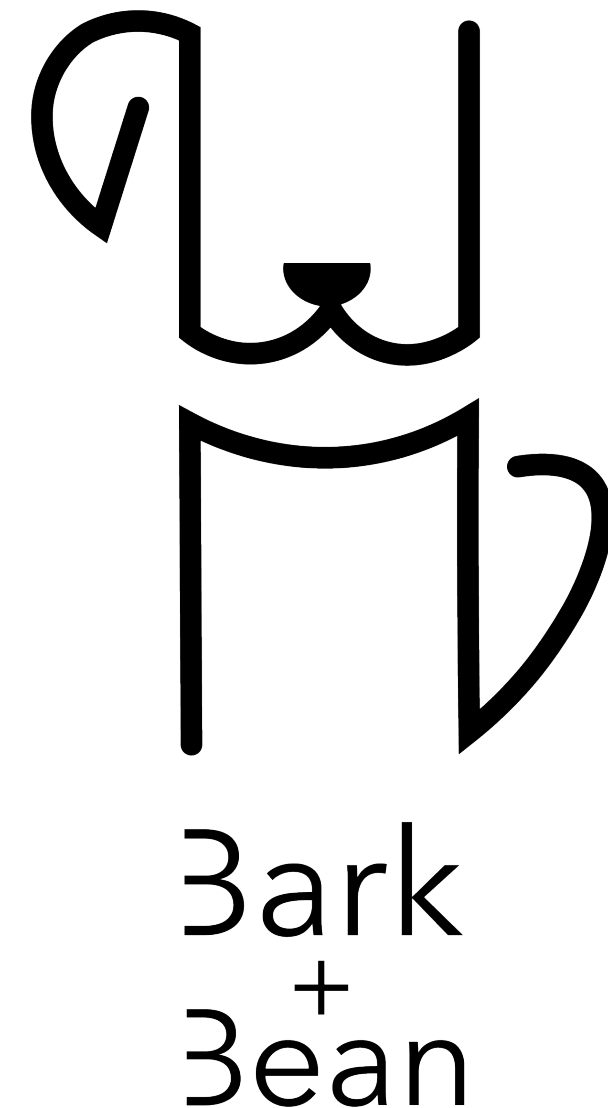


**Bark + Bean**

Visual Identity

## Restaurant Scope

Bark + Bean is a dog friendly coffee shop/breakfast bar that allows dog owners to stop for a bite to eat with their furry friends, who can also indulge in their own treats. Bark + Bean offers pup cups, homemade healthy dog treats as well as toys, collars, leashes, etc. For their human guests, Bark + Bean serves breakfast foods and various blends of coffee. Bark + Bean offers an outdoor dog park for owners and their pets, allowing both parties to socialize. Bark + Bean will be located in a suburban downtown area, so that it is a walkable distance for owners and their dogs but all are welcome, take your furry friend for a ride through our drive thru! Bark + Bean will partner with local shelters and host adoption days to help overcrowded animal shelters. Bark + Bean will have grounded tables with handles (to hold your dog's leash) to keep your pet close. However, to ensure safety of owners and their pets please acknowledge your dog's boundaries and decide whether to bring them into the cafe or opt for our drive thru.



# Logo Concepts

The Bark + Bean logo should be playful and light hearted with a modern feel. The logo should use images of dogs or icons that are associated with dogs as well as images associated with coffee. These elements should be combined and balanced, ensuring one element does not outweigh the other. Bark + Bean should be marketed towards both people with dogs and without dogs. Everyone is welcome, furry friends are a bonus!



# Type + Color Scheme

Provided are the exclusive typefaces and colors that should be used for Bark + Bean’s brand identity. The consistent use of the same colors and typefaces will make Bark + Bean identifiable to its customers.

## Avenir

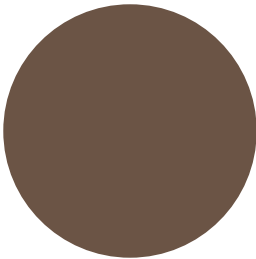
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(Book) Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

(Medium) Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

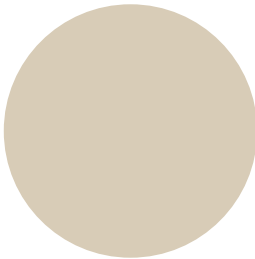
**(Black) Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

#6B5446



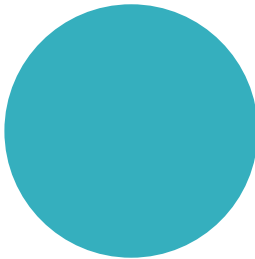
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RGB 107 84 70

#D8CCB8



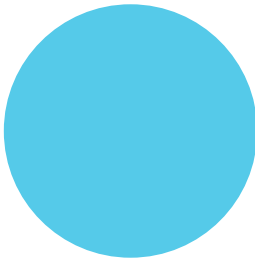
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RGB 216 204 184

#3CB0BF



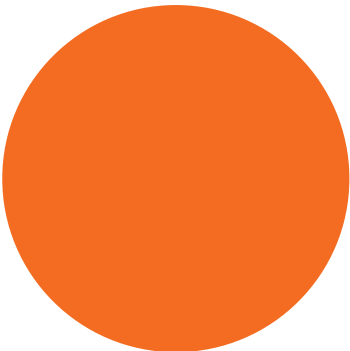
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RGB 60 176 191

#5CCAE8



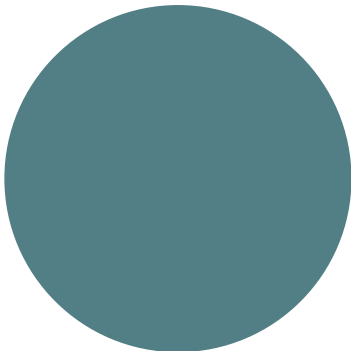
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RGB 92 202 232

#F36E21



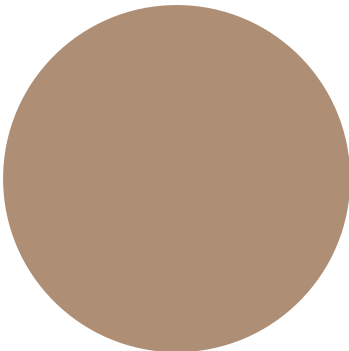
CMYK 0 71 100 0  
RGB 243 110 33

#527E85



CMYK 71 38 42 8  
RGB 82 126 133

#AD8E76



CMYK 32 42 54 4  
RGB 173 142 118

# Final Logo Variations

These are the final logos for Bark + Bean. The logo is versatile as it can be a stand alone logo, both horizontally and vertically, as well as a stacked logo including Bark + Bean's name. This allows the logo to be placed on almost anything without causing any issues.

Stand Alone (V)



Stacked



Horizontal



Stand Alone (H)



# Supplemental Illustrations

These illustrations are meant to complement Bark + Bean's logo. Similar to the logo these illustrations will be identifiable as Bark + Bean's brand, just not used as often as the logo itself. These illustrations are meant to be put in patterns and placed on products that will be sold in the cafe.



# Patterns

These patterns incorporate Bark + Bean's identifiable color scheme as well as the brand's supplemental imagery. These patterns can be used on menus, business cards, coffee cups, etc. However, the use of these patterns should never distract from the purpose of the item it has been placed on.





# Menus



Bark + Bean

Coffee

All coffee may be served hot or cold

	Medium	Large
Americano	3.25	4.50
Macchiato	3.25	4.50
Cappuccino	3.50	4.75
Espresso	2.25	3.00
Latte	3.75	5.00
Mocha	4.00	5.25

Tea

All tea may be served hot or cold

	Medium	Large
Green Tea	3.25	4.00
Black Tea	3.25	4.00
Chamomile Tea	3.25	4.00
Matcha	3.75	4.50

Food

Avocado Toast

Add an egg any style for an additional \$1.00

5.75

Breakfast Wrap

Scrambled egg, choice of cheese, bacon or sausage

6.75

Bagel

Add an egg any style for an additional \$1.00

3.25

Muffin

Blueberry, Coffee, Chocolate, Pumpkin

2.75



Bark + Bean

Treats for Your Pup

Pup Cup

Small cup of whipped cream topped with a treat

1.50

Peanut Butter Puppucino

Small cup of PB topped with whipped cream & a treat

1.75

Frosty Paw

Frozen mixture of PB & yogurt topped with a treat

2.25

Beggin' Biscuit

Bacon biscuit with PB

3.00

Goodies to Bring Home

B+B Leash

14.00

B+B Collar

12.00

Stuffed Dog Toy

4.50

Toy Ball

2.00

Bag of Treats

30 treats included

9.00



# Business Cards



# Mockups

Provided are some examples of how Bark + Bean's visual identity should be executed. They serve as inspiration for Bark + Bean's future product line and suggestions for how designs should be used.

