

Brand Style Guide



FRESH BREWED 'TILL LAST CALL



OUR MISSION

“To brew unique and delightful coffee drinks using ethically sourced, fairtrade certified coffee beans, allowing families and friends to feel good while celebrating the joy and vibrancy of our community.”

WHO WE ARE

Bean Pub is rooted in the local community, where the founders grew up. The community is small and progressive, focused on social, economic, and environmental equality. Bean Pub shares these values, offering ethically sourced, small batch coffees and unique coffee centered drinks.

We offer limited, high-quality options sure to satisfy even the most discerning coffee aficionado. We also make sure our customer service is cheerful, welcoming, and stress-free to ensure all our customers have an amazing experience -- and one they're likely to talk about!



BRAND PERSONALITY

Bean Pub has a warm, welcoming, down-to-earth feel that is reminiscent of the old world public house or pub. We want provide a cozy, warm, vintage, and friendly feeling -- making Bean Pub the go-to coffee bar for local families, professionals, and students looking for a nostalgia inducing coffee drinking experience.



DEFINING TRAITS

Sincerity
Authenticity
Welcoming
Cheerful
Welcoming

COLOR SCHEME

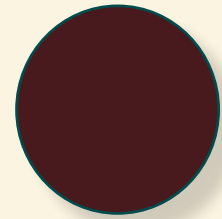
Bean Pub's color palette is drawn from its main ingredient; coffee. The colors are meant to convey a sense of coziness and warmth that is associated with a morning cup of coffee. Very dark brown, cornsilk, and dark teal seem to be the best color choices for conveying those feelings. They are rich and intense and immediately bring coffee to mind, while creating a neutral palate with a vibrant accent color.

Main Color

Hex: #4a191d

RGB: [74, 25, 29]

CMYK: [43, 84, 70, 64]



Secondary Color

Hex: #fcf4df

RGB: [252, 244, 223]

CMYK: [0, 3, 12, 1]

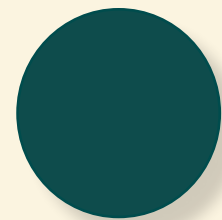


Accent Color

Hex: #004c4c

RGB: [0, 76, 76]

CMYK: [92, 50, 60, 38]



LOGOS

Bean Pub's primary logo is a wordmark and an icon. The main lettering has a vintage style, while the icon offers a hand-drawn aesthetic that conveys the down-to-earth and personal values of the brand.

Logo Usage

The main logo may be used in our dark brown and teal colors. If the logo is not in the circular format, it should have a transparent background that can be used on top of a white, cornsilk, or tan background. If in the circular format, it may have either no border or the approved dark brown or cornsilk border and teal or cornsilk background. Don't use the main logo or variation on any patterned or dark backgrounds images.



TYPOGRAPHY

This set of typefaces was selected because they best combine the vintage and modern aesthetic of the brand.

Main Brand Font: Rumble Brave

Typescale: 60px

BEAN PUB

Large Headers: Merriweather Regular

Typescale: 36px

Drink Menu

Navigation Text: TeX Gyre Heros

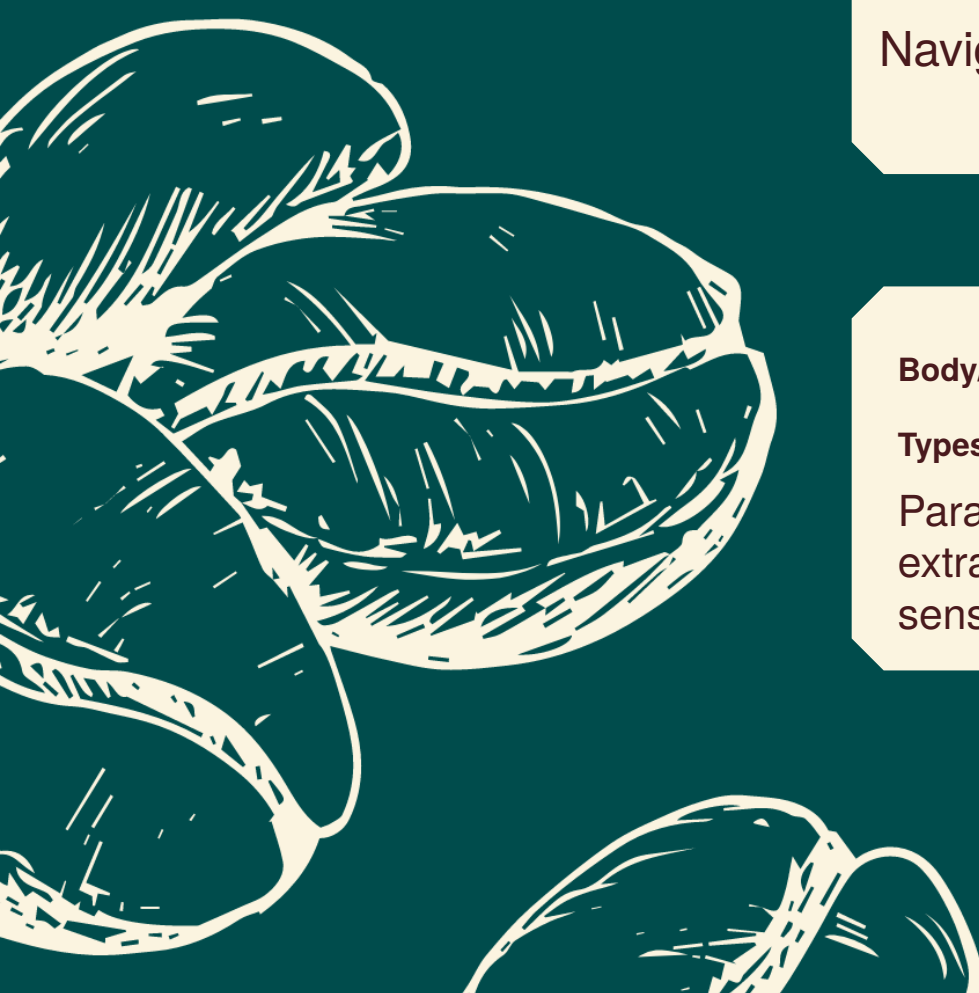
Typescale: 18px

Navigation Menu

Body/Small Text Font: TeX Gyre Heros

Typescale: 16px

Paragraph body text - some extra text here so you can get a sense for the sizing!



BRAND ICONS

Icons should have the following characteristics:

Icons should be in the same hand drawn design style as the main logo

Icons should be the dark brown color

Icons should represent the down-to-earth and vintage feeling of the logo and brand and brand personality

Icons can be used for the following:

Web Navigation

Promotional materials

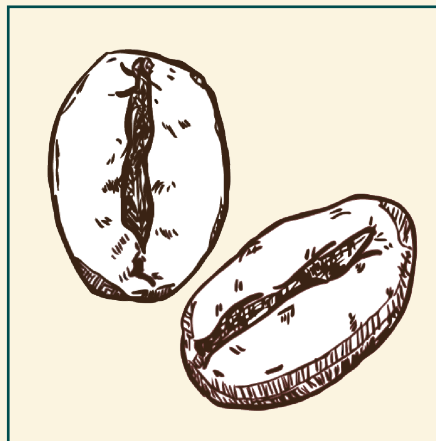
Signage and decor

Business cards

Posters



Menu



Products

BRAND IMAGERY

Images should reflect the brand personality; focusing on imagery that is comforting, warm, down-to-earth, and friendly.

Imagery should also feature pictures with a vintage coffee making feel and various delicious and unique coffee drinks.



SOCIAL MEDIA

Cover Image Guidelines

Simple

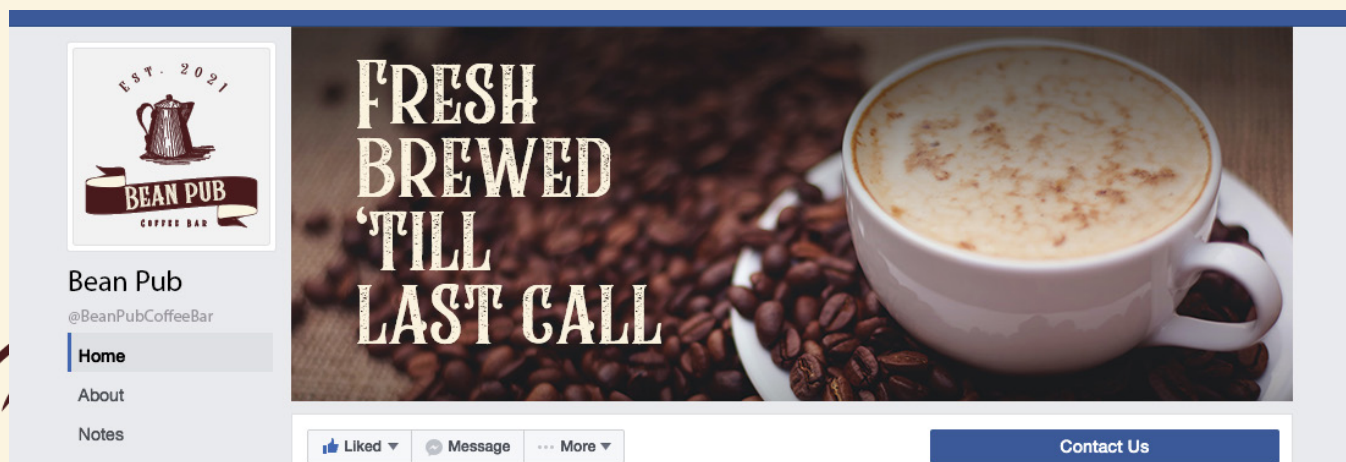
Compliments logo

Uses the main logo font or variant

Matches brand personality

Uses the tagline text:
"Fresh Brewed 'Til Last Call"

Compliments brand colors



THE END.

SEE YOU AT THE PUB