

EcoBean Coffeehouse Brand Style Guide

1. Introduction

- **Purpose of the Guide:** This style guide is designed to maintain a consistent brand image for EcoBean Coffeehouse across all customer touchpoints. It serves as a reference for our marketing team, partners, and external vendors.
- **Scope:** This guide covers logo usage, color palette, typography, imagery, and additional elements pertinent to our branding.

2. Brand Overview

- **Mission Statement:** "To enrich lives by providing top-quality organic coffee in a sustainable and community-focused environment."
- **Brand Values:** Community, Sustainability, Quality, Authenticity.
- **Brand Personality:** Eco-friendly, inviting, innovative, and community-oriented.

3. Logo Usage

- **Primary Logo:** [Insert image of primary logo] - Use on all main branding materials, including storefront signage and primary digital assets.
- **Logo Variations:** [Insert images of logo variations] - Secondary logos for use on merchandise and secondary branding materials.
- **Clear Space and Sizing:** Ensure there is at least 15% clear space around the logo. Minimum size: 1 inch in diameter for print, 100px on the web.
- **Incorrect Usage:** Do not alter the logo colors, proportions, or add any new elements.

4. Color Palette

- **Primary Colors:**
 - Green: CMYK (76, 0, 76, 0), RGB (82, 185, 82), Hex (#52B952)
 - Brown: CMYK (0, 50, 100, 75), RGB (101, 67, 33), Hex (#654321)
- **Secondary Colors:**
 - Cream: CMYK (0, 5, 10, 5), RGB (240, 230, 215), Hex (#F0E6D7)
- **Usage Guidelines:** Use primary colors for all major branding efforts. Secondary colors are for accents and background elements.

5. Typography

- **Primary Typeface:** Helvetica Neue for headings and body text.
- **Secondary Typeface:** Georgia for quotes and accents.
- **Guidelines for Usage:** Always use Helvetica Neue for all printed and digital communications to maintain uniformity. Georgia may be used to emphasize quotes or testimonials.

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6. Imagery and Iconography

- **Photography Style:** Images should focus on natural lighting, showcasing organic products and happy customers. Emphasize greenery and sustainability.
- **Graphics:** Use clean, minimalistic icons with a focus on nature and coffee.
- **Usage Guidelines:** Images should always convey warmth and community. Avoid overly staged or unnatural photography.

7. Voice and Tone

- **Brand Voice:** Professional yet friendly and accessible.
- **Tone:** Informative and encouraging, with an emphasis on community involvement and sustainable practices.

8. Business Collateral

- **Business Cards:** [Insert template design] - Include logo, personal name, position, contact information, and website in Helvetica Neue.
- **Email Signature:** Standard format with logo, personal name, position, and contact information. Use green text for names and brown for contact details.
- **Letterhead:** [Insert template design] - Header features the logo with contact information at the bottom.
- **Other Collateral:** Merchandise designs, menus, and promotional flyers should follow the guidelines for logo, color, and typography.

9. Digital Guidelines

- **Website:** Clean layout with ample white space. Incorporate primary color palette and primary typography.
- **Social Media:** Profile and cover photos should include the logo. Posts should maintain a consistent color scheme and font usage.

10. Miscellaneous

- **Merchandising:** All items should prominently display the primary or secondary logo following the clear space guidelines.
- **Signage and Environmental:** Storefront and interior signs should reflect the primary branding elements.

Appendices

- **Contact Information:** Marketing Department, EcoBean Coffeehouse, contact@ecobeancoffeehouse.com
- **Glossary of Terms:** Definitions of key branding terms used in this guide.
- **Change Log:** Document updates and changes to the style guide to keep track of revisions.

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This mock Brand Style Guide for EcoBean Coffeehouse provides a detailed roadmap for all branding activities, ensuring that every element from print to digital adheres to a unified brand vision and style.