first, coffee.

BRAND STYLE GUIDE

Mission Statement

"To empower people on their journey, by starting them off on the right foot with quality coffee, tea, and baked goods in an environment that cultivates hard work and big dreams."

Who We Are

First, Coffee is the local coffee shop go-to. We love people and we love coffee. We understand our customers' passion for coffee culture because we are passionate about it ourselves.

Brand Personality

- Authentic
- Simple
- Friendly
- Relatable

What We Offer

We provide the energy to start, or perk up your day through high quality, sustainably grown, freshly ground coffee and espresso beverages as well as an assortment of teas and a selection of baked goods. By keeping the menu limited to high quality, favored choices we reduce stress and wait time while providing an authentic friendly environment to start the day off right.

Color Scheme

Main Color
Hex: #b6d83c
RGB: [182, 216, 60]
CMYK: [33.37, 0, 95.1, 0]

Secondary Color
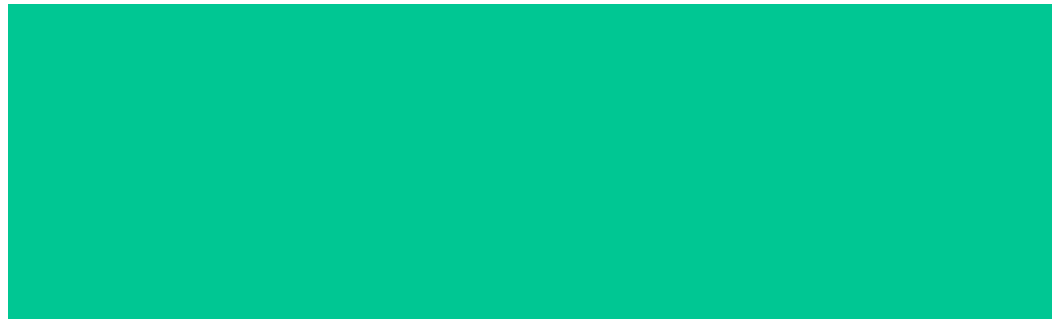Hex: #004331
RGB: [0, 67, 49]
CMYK: [90.13, 45.46, 79.23, 52.05]

Accent Color
Hex: #00c793
RGB: [0, 199, 147]
CMYK: [70.89, 0, 58.46, 0]

Typography & Sizes

Main Brand Font
Pauline Bold
Adobe Fonts

Large Text Font
Futura PT Demi
Adobe Fonts

Body/Small Text Font
Futura PT Book
Adobe Fonts

first, coffee.

latte

Empowering people on their journey, by starting them off on the right foot with quality coffee, tea, and baked goods in an environment that cultivates hard work and big dreams.

Typescale

64px

36px

18px

16px

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Large blocks of text

NAVIGATION

Paragraph body text - with a little bit of extra text to get a sense of sizing.

Logo Do's

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- Do use our logo, in any of our three colors on a white background.

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- Do use our logo in white on a background of any of our three colors.

- Do use our logo in our main color with our secondary color as a background and visa versa.

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- Do use or logo in our secondary color with our accent color as a background and visa versa.

first, coffee.   first, coffee.

- Do use our logo symbol by itself if the spacing does not allow for the full horizontal logo.

Logo Don'ts

- Don't put our logo on a busy background without one of the approved colors as a background.

- Don't use our logo in the main color with the accent color as a background or visa versa. While the colors are good together, the logo will not stand out well in this combination.

Iconography

Icon Standards:

- Icons may be used in any of the three brand colors, however, the main brand color is prefered.
- Any additional icons should match the provided icons in style and color.

Icon Uses:

- Menus
- Signage
- Web Navigation
- Promotional Materials

treats   **tea**   **coffee**

Imagery

Imagery Guidlines

All images should serve our mission and line up with our brand personality. They should be authentic, simple, friendly, and relatable. Coffee should be the primary focus of most images.
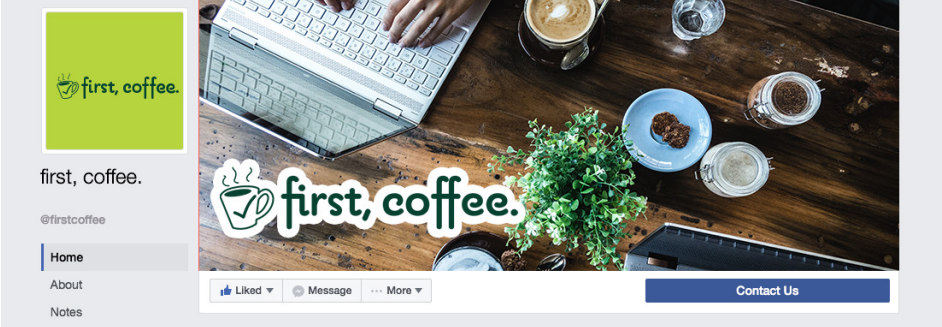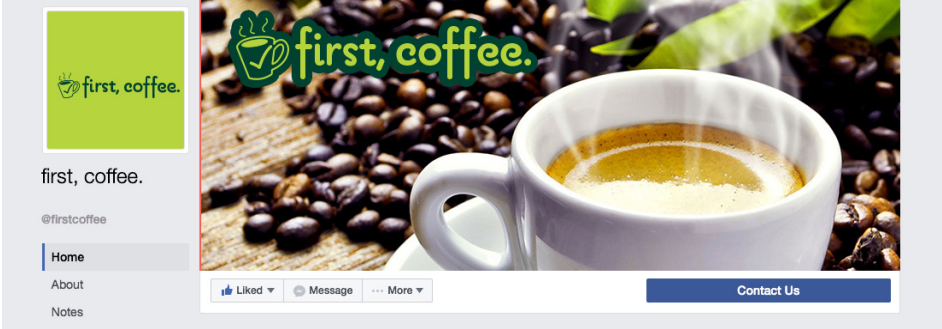
Imagery

Social Media Headers

Cover Image Guidlines

- Simple is best
- Minimal words
- In-line with brand personality
- Match brand colors

the end...
Time for another cup!