

Simple Life

Coffee With a Purpose
www.simplelifecoffee.com

BRAND STANDARDS AND VISUAL IDENTITY TOOLKIT



Introduction

The goal of these standards is to provide a seamless and consistent identity for the Simple Life Coffee Roasters company. This identity ensures that your brand is recognized in all mediums, from paid advertising, digital marketing, online presence, and print marketing such as brochures, labels and business cards.

A significant amount of time has gone into creating this identity. By following the standards and instructions in this document you are helping to convey the Simple Life values, company strengths, and other attributes, to positively impact business revenue for many years to come.

Identity Elements



The identity is the foundation of the Simple Life brand. Though it is the primary symbol of the brand, it will take commitment to consistent use of the elements described in this document, to create a memorable view of the brand.

The Simple Life brand should be prominently displayed on all communications. This means displaying the logo at the top of all communications with sufficient space surrounding, and ensure all size requirements are met as described in this document.

Brand Platform

Brand Promise:

Quality coffee, crafted and roasted to order.

Identity Characteristics:

- Generous
- Thoughtful
- Responsible
- Pleasant
- Punctual
- Delightful
- Courageous

Tagline

Coffee with a purpose.

Visual Identity Elements

The logo with tagline (without URL) is considered the primary logo. This consists of three components: the icon, company name, and tagline. The tagline is never used as a stand-alone graphic and is always paired with the company name. The primary logo is required on all web-based media.

The secondary logo contains all the same elements, with the addition of the website URL. The secondary logo is to be used on all print materials including business cards, brochures, product labels, etc. This will help refer all customers to the company website.



Visual Identity Elements

Color Uses

Color is a key component of brand recognition. As such, the logo should only be used in the following color schemes.



Color Version



Black Version



Grey Version

Visual Identity Elements

Correct Logo Uses

The following discusses correct uses of the branding.



The color version of the logo can be used on light-colored surfaces or (preferred) a white background.

The grey version can be used only when the color version is not available.

Visual Identity Elements

Incorrect Logo Uses

The following discusses incorrect uses of the branding.



A.

A. Do not reproduce logo using colors not associated with the brand (See page 9).



B.

B. Do not reproduce the identity on a heavy textured-background or photo.



C.

C. Do not alter transparency of photo or color.



D.

D. Do not distort or modify the identity.

Visual Identity Elements

Color Scheme

The following discusses the color scheme and fonts for use on all marketing materials.



Foundational Colors (Used on all materials)

Secondary Colors (Used on select materials)

FONTS:

Primary (For logo): Poiret One

Secondary (For all creative): Quicksand Regular, **Quicksand Bold**, Quicksand light

This brand and identity was created by
Primum International Social Impact Consulting.
For more information visit
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