



V1.0 06/21/2023

visual identity guidelines

V1.0 06/21/2023

visual identity guidelines

this guide will help you better understand the visual approach to the Java Jo's Coffee brand.

table of contents:

3	our story
4	about the coffee
5	logo usage
6	brand colors
7	font family
9	mood board



our story

we make some really nice coffee that also looks really nice
at a really nice place that also looks really nice.

high expectations with a simple mindset is what made us
who we are now.



about the coffee

the beans are definitely good ones. after spending months trying an absurd amount of different coffee beans, we found a texas vendor with ones that met our standards, then we spent more months building our special combos.

by the end of it we were a jittery, excited mess.



1/4 width spacing around the logo



black and white version



logo background options

logo usage

there needs to be exclusion space around the logo for it to be noticed.
the space around the logo should be at least 1/4 of the width of the logo.

there are some ideal color options listed above.

use black and white version of logo when not printing in color.



#2d2a32

#454545

#e3e5e2

primary



#727d71

#bd6b73

secondary

brand colors

Java Jo's Coffee has branding that reflects coziness and blooming. the majority of our brand reflects the primary colors. our merchandise is encouraged to explore the secondary colors.

the secondary colors were inspired by pink flowers.
like coffee beans, flowers bloom.

50% of #2d2a32 can be used for secondary text/notes (#969498).



industry

BACK IN MY QUAIN T GARDEN JAUNTY ZINNIAS VIE WITH FLAUNTING PHLOX

back in my quaint garden jaunty zinnias vie with flaunting phlox

roboto

BACK IN MY QUAIN T GARDEN JAUNTY ZINNIAS VIE WITH FLAUNTING PHLOX

back in my quaint garden jaunty zinnias vie with flaunting phlox

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

industry & roboto

industry is a modern, sturdy and strong font that was used to form the logo, form the icons. it sets the tone of the brand. this font family should only be used in more impactful, memorable areas of the brand.

roboto is a lovely sans-serif "frankenfont" with a more natural reading rhythm more commonly found in humanist and serif types. this font family should be used for relaying information in a readable manner.

both should be used in lowercase 99% of the time.



mood board

cosy coffee and blooming flowers

JAVA JO'S COFFEE