



Brand Guidelines

Contents

Mission Statement.....	3
Brand Voice.....	4
Buyer Persona.....	5
Logo.....	7
Color Palette.....	15
Typography.....	17
Iconography.....	19
Packaging.....	23
Imagery.....	28

Mission Statement

Hot Cup Cold Spoon is a coffee and ice cream café located in a small downtown district of Chicago. Owners Matt and Kathleen Mourek started the shop on a whim after becoming tired of their high-stress jobs downtown, prompting them to move to Geneva, Illinois. They sell coffee both by the cup and in whole-bean or ground form. They also make, package, sell, and serve homemade gourmet ice cream.

Matt and Kathleen are on-site most of the time and take a truly hands-on approach to running the business. Hot Cup Cold Spoon's mission is to create a comfortable, welcoming atmosphere where people from all walks of life feel at home. Matt and Kathleen strive to maintain a small, local feel, and their strong commitment to environmental causes plays a major role in how they operate. They use recycled materials and soy-based inks whenever possible, and they rely on all-natural, organic ingredients in all of their products.

Brand Voice

Hot Cup Cold Spoon has a strong commitment to environmental causes, which is a major part of their business. They use recycled materials and soy-based inks whenever possible, and they rely on all-natural, organic ingredients in all their products. It's a place where you can unwind and relax while enjoying a cup of coffee, a scoop of ice cream, or both. They welcome guests of all ages and maintain a warm, small-business feel.

Hot Cup Cold Spoon is:



Buyer Persona

Vivian Coleman: 27yr

Vivian works at a large agency in Chicago, and during her lunch break she likes to step out into the city to take a break from agency life. She visits Hot Cup Cold Spoon to grab a coffee with her lunch. After she finishes eating, she treats herself to a scoop of ice cream before heading back to the office.





Logo

Logo

The Hot Cup Cold Spoon logo is vertical and represents the brand's warm and inviting feeling. The typeface used is Bovine Round MVB Regular. The main colors of the logo are Cream for the outline and Coffee for the type and icon.



Logo Breakdown

The Hot Cup Cold Spoon logo is composed of three elements: the type, the icon, and the outline. The type and icon can change colors to Cold, Cup, Spoon, or Hot, but the outline always remains Cream.

HOT CUP
COLD
SPOON



Logo Clear Space

Nothing should be placed within the clear space surrounding the logo. When the logo appears on packaging or a website, all surrounding elements must be positioned at least the height of the lowercase "s" in "spoon" away from the logo.



Logo B/W & Gray

Black & White



Grayscale



Logo Alternative

The alternate logo for Hot Cup Cold Spoon is the same as the primary logo, but without the Cream outline. The alternate logo can be used in any color from the color palette.



Logo Alternative Clear Space

Nothing should be placed within the clear space surrounding the logo. When the logo appears on packaging or a website, all surrounding elements must be positioned at least the height of the lowercase "s" in "spoon" away from the logo.



Logo Don'ts



Do not stretch the logo.



Do not use a different typefaces for the logo.



Do not move different parts of the logo.



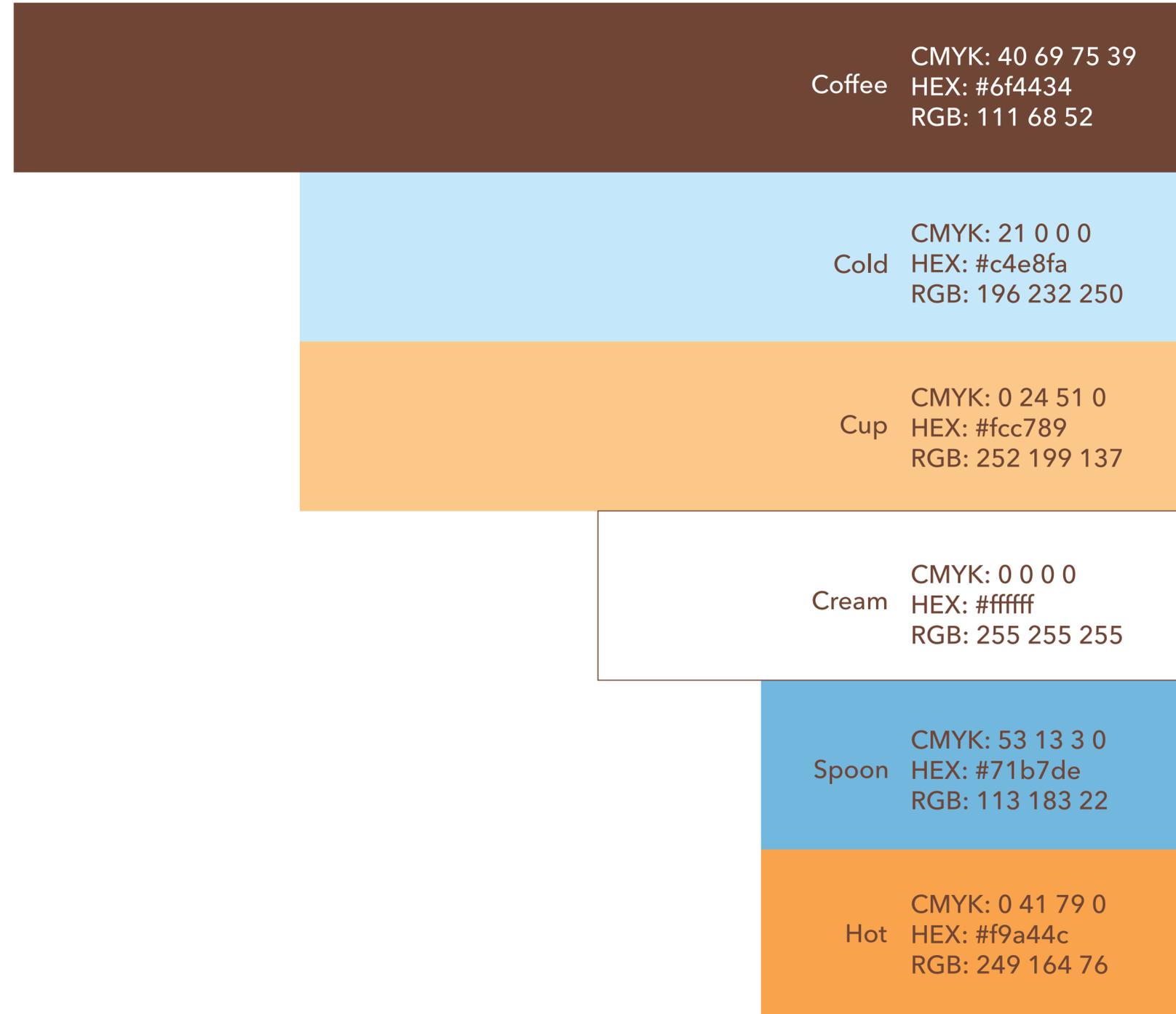
Do not change the color of the logo to anything other than the colors in the color palette.



Color Palette & Typography

Color Palette

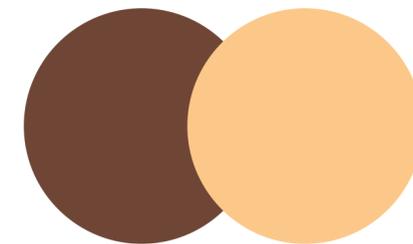
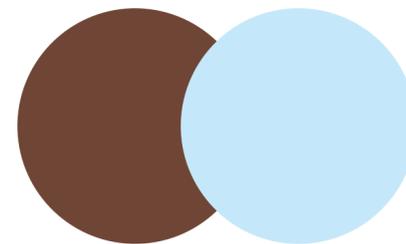
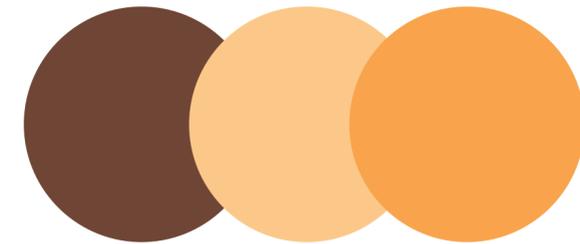
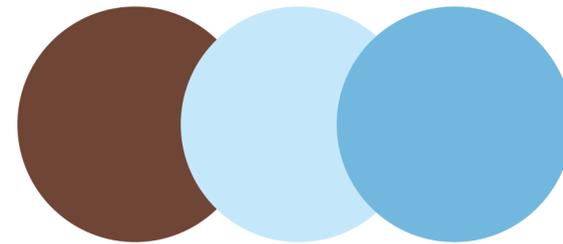
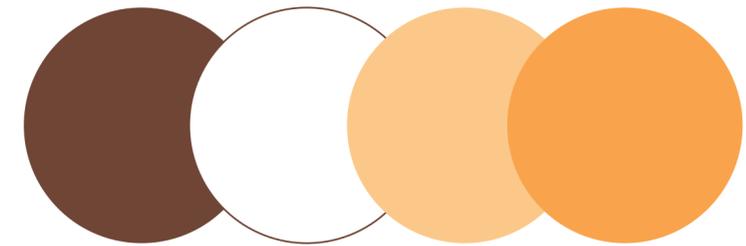
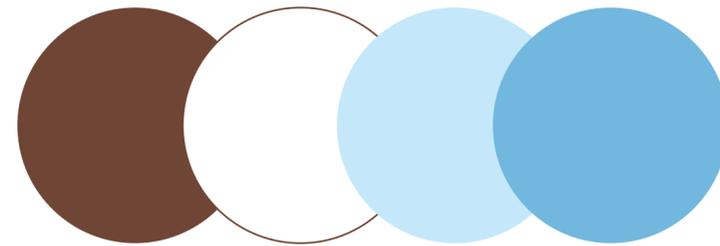
The color palette for Hot Cup Cold Spoon has been carefully selected to represent the company. Coffee and Cream reflect the natural colors of actual coffee and cream, while Cup and Hot convey warmth. Cold and Spoon represent an icy coolness.



Color Combinations

Coffee, Cream, Cold, and Cup can all work together. Coffee, Cold, and Cup also pair well, as do Coffee and Cold, all of which can be used for the ice cream packaging.

Coffee, Cream, Cup, and Hot can all be combined. Coffee, Cup, and Hot also work well together. Finally, Coffee and Cup can be paired together and all variations can be used together for all coffee packaging.



Typography

Bovine Round MVB Regular is to be used in the logo and nowhere else. While Acumin Pro Regular is used for body copy, and Acumin Pro Semibold is used for subheaders. Lastly Anton Regular is used for headers.

Logo	- BOVINE ROUND MVB REGULAR
Header	- Anton Regular
Body Copy	- Acumin Pro - Thin Acumin Pro - Extra Light Acumin Pro - Light Acumin Pro - Regular Acumin Pro - Medium
Subheader	- Acumin Pro - Semibold Acumin Pro - Bold Acumin Pro - Black Acumin Pro - Ultra Black



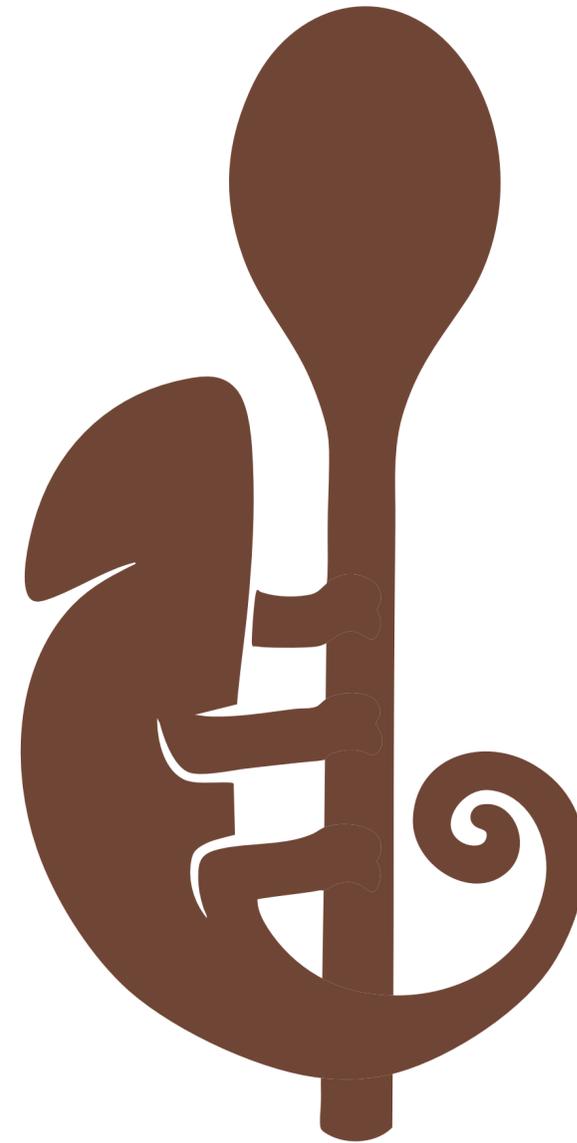
Iconography

Iconography

Chameleon on a Spoon

The icon for Hot Cup Cold Spoon is a chameleon perched on a spoon. The chameleon was chosen specifically for its cold-blooded nature and its ability to change colors. Perfectly fitting the theme of something hot, something cold, and the visual representation of temperature through color.

It is holding onto a spoon because the spoon is used as the “P” in “Spoon” within the logo.

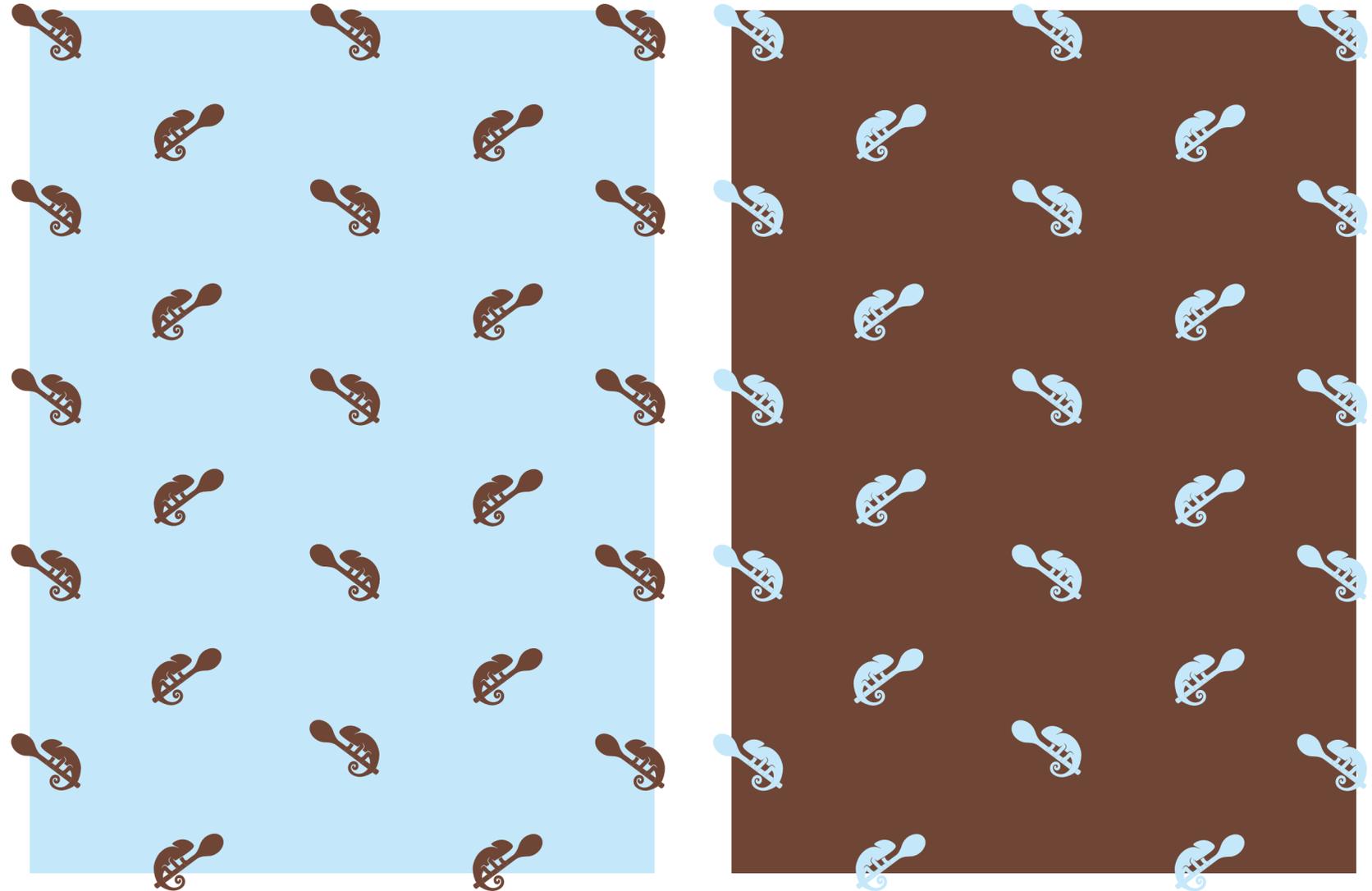


Iconography: Patterns

Chamelescoop

Chamelescoop is a repeating pattern made from the chameleon-on-a-spoon icon in the logo, with the icon in Coffee and the background in Cold.

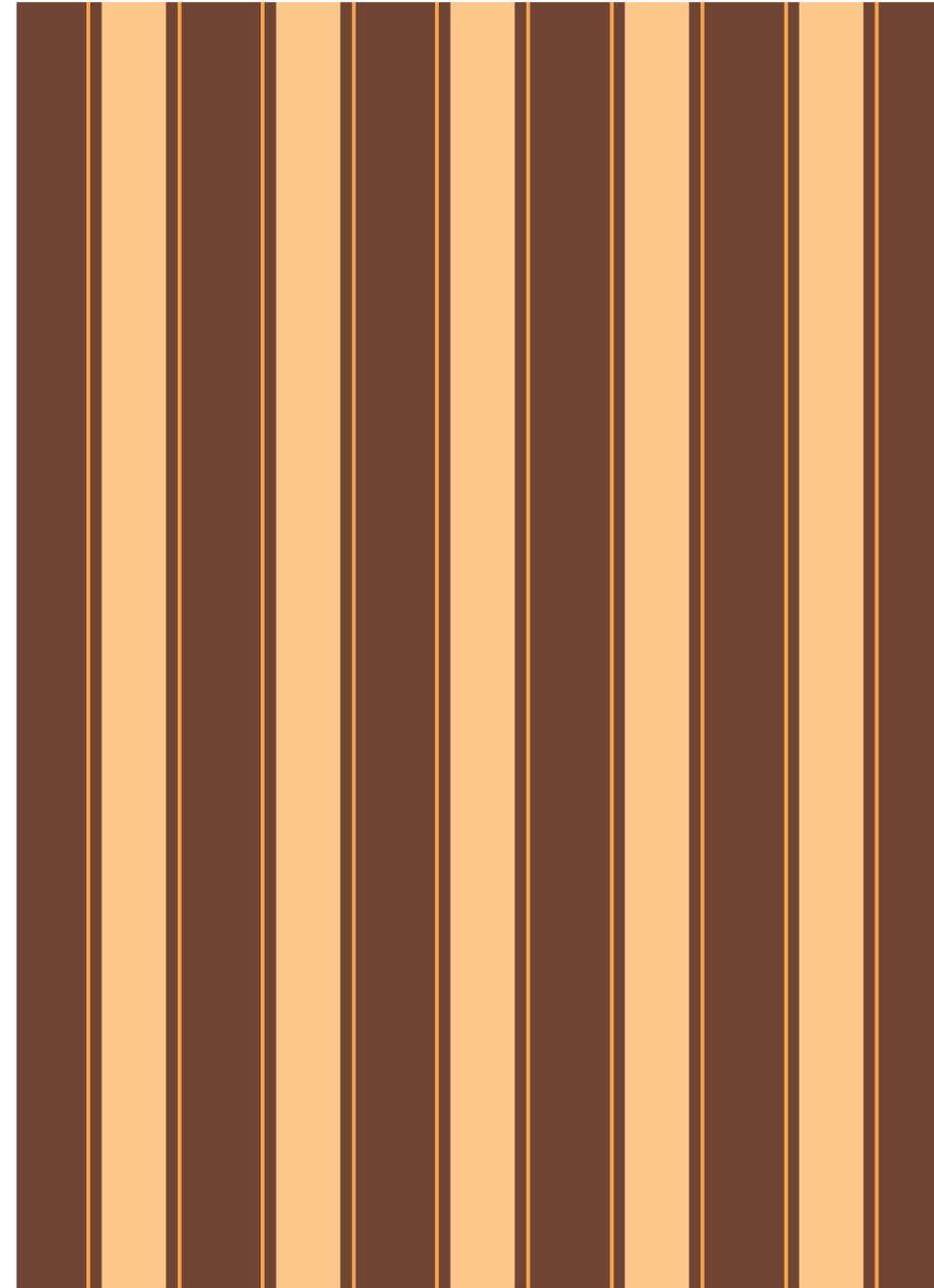
An alternate version of the pattern inverts the colors. Both variations are used in the ice cream packaging.



Iconography: Patterns

Warm Stripes

Warm Stripes is a repeating stripe pattern with Coffee as the background, Cup as the thicker stripes, and Hot as the thinner stripes. This pattern is used for the coffee packaging.





Packaging

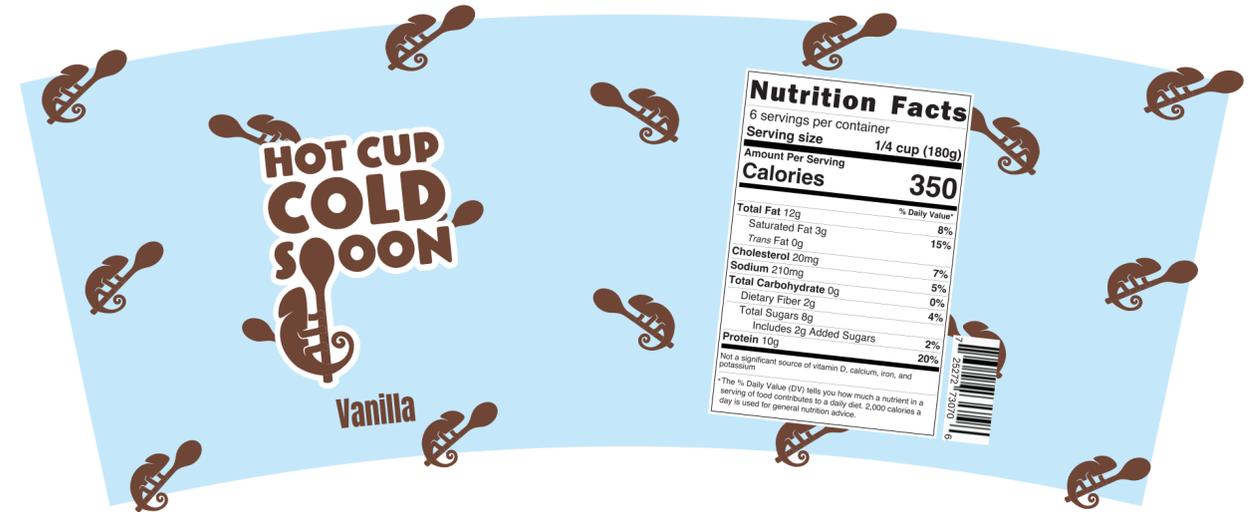
Packaging Designs: Ice Cream



Bag



Ice Cream Lid



Ice Cream Container



Packaging Designs: Coffee



Bag



Cup Sleeve



Coffee Bags

Packaging: Ice Cream



Packaging: Coffee

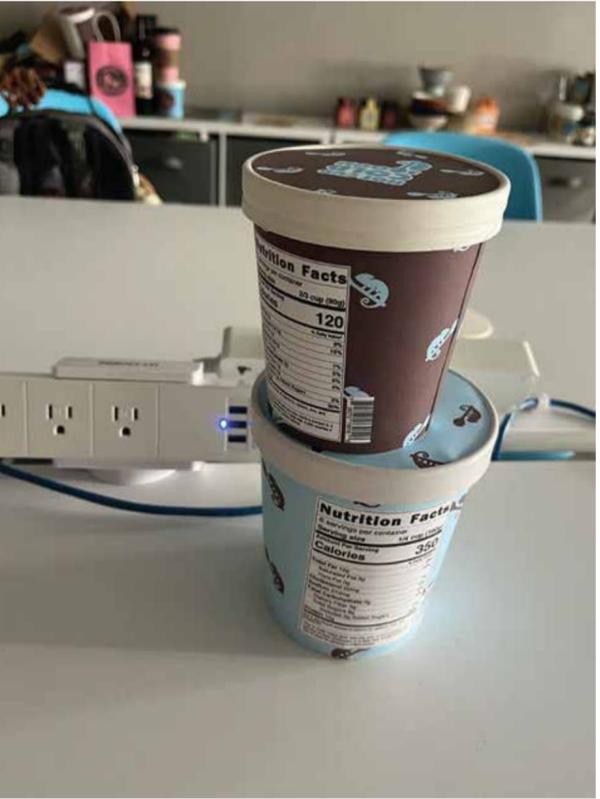




Imagery

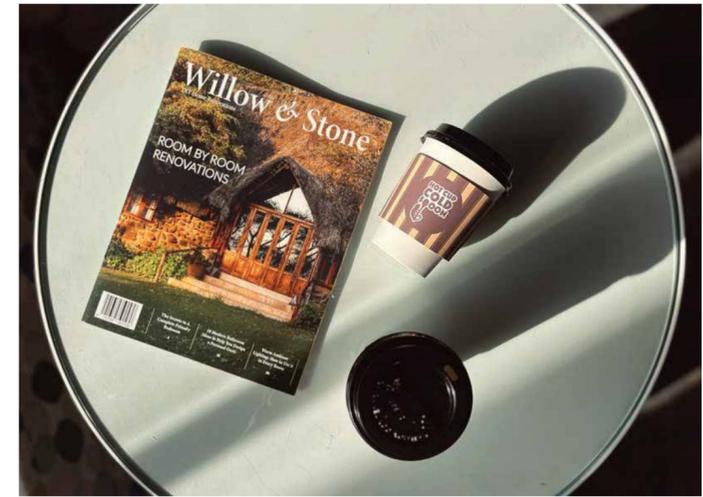
Incorrect Imagery

Do not have everything in focus or use dark lighting. Avoid unnecessary props in the photos. Do not include images of people consuming the products. Avoid photographing products at an angle. Do not take photos of empty containers or the backs of products with the ingredients showing.



Correct Imagery

Everything should be photographed in warm lighting. All backgrounds should be out of focus, with only the product in sharp focus. When including people in photos, crop out their faces and blur them, keeping the product as the clear focal point.



Correct Imagery continued





The End