Midnight Brew

Style Guide

Mission Statement

Who We Are

We want to give neighborhood locals a place to thrive. Great ideas are born in creative places. Coffee is a staple for creating innovative ideas fostering a more well-rounded and vibrant community.

"Where creative and intellectual minds gather to cultivate a more vibrant community, day and night."

Brand Personality

~Artistc
~Cozy
~Creative
~Magical
~Intellectual

Color Scheme

Main Color

Hex Code: 171639
RGB: (23, 22, 57)
CMYK: (60, 61, 0, 78)

Secondary Color

Hex Code: F1B832
RGB: 241, 184, 50)
CMYK: (0, 24, 79, 5)

Accent Color

Hex Code: 594768
RGB: (89, 71, 104)
CMYK: (14, 32, 0, 59)

Accent Color

Hex Code:BB946F
RGB: 187, 148, 111)
CMYK: (0, 21, 41, 27)

Typography and Sizes

40px Fredricka the Great

Midnight Brew

30px Montagu Slab

Large blocks of text

18px Montagu Slab Bold

NAVIGATION MENU

16px Helvatica Light

Paragraph body text

Logo Variations

Logo Do's

The logo can be used on light backgrounds like coffee cups as well as dark backgrounds for menus and flyers.

Logo Don'ts

Avoid other color schemes. Do not put gold text over light backgrounds.

Iconography

Icons can be used for:

~Menus
~Navigation
~Promotionals
~Posters

Imagery

Image Guidelines

Images should depict coziness, creativity, and community.

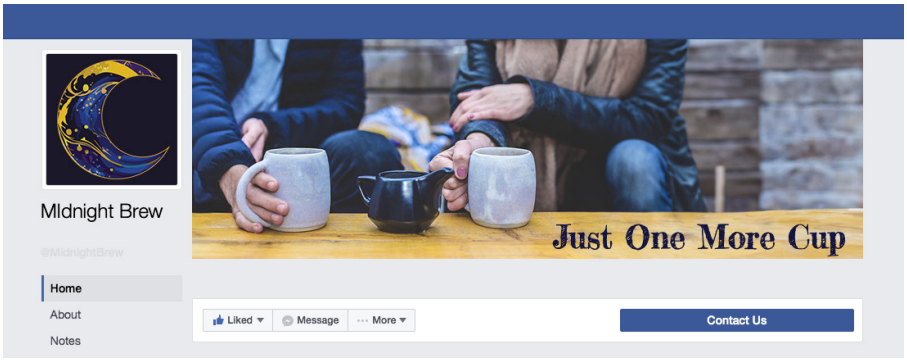
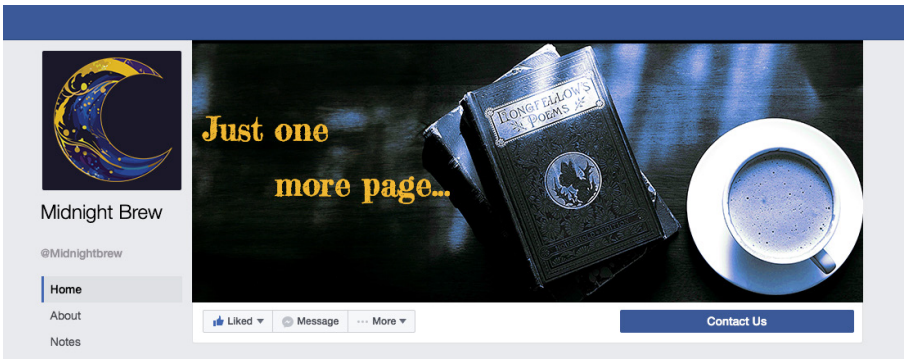
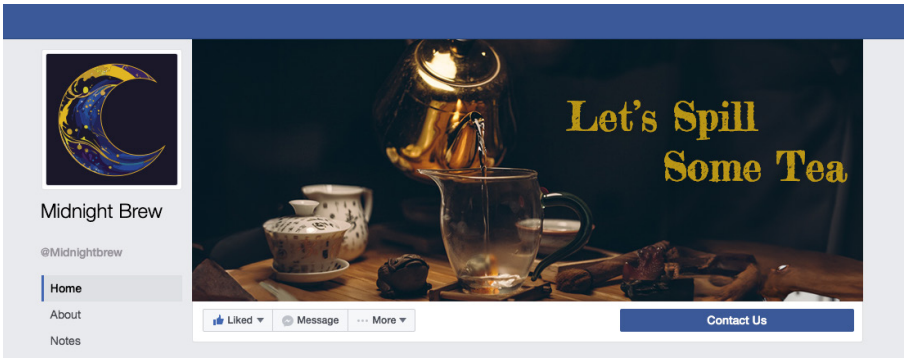
Midnight Brew is a place where you could spend all day with your head in a book or all night chatting with friends.

We want images of collaboration and coziness. As well as aesthetic photos of coffee.

POEMS
OF
TENNYSON
YRON
Within
UPON
EVERYTHING
THE
PANISH
AIDEN

Social Media Headers

Cover Image Guidelines

Images should evoke a sense of coziness or comraderie.

Any words should be simple and short; enticing someone to come spend a long while at the shop.