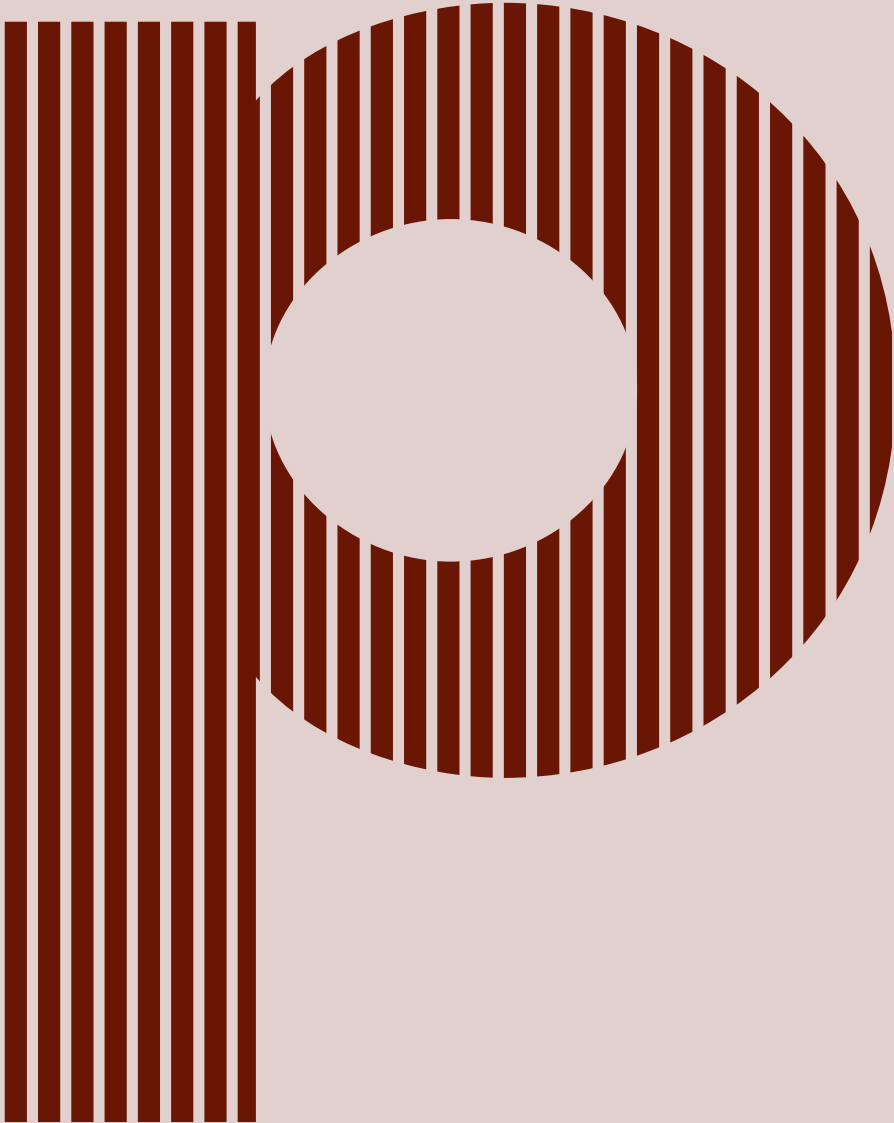# pour

Brand Style Guide

Mission Statement

"We invite you to invite you to sit, gather, and be; welcoming our neighbors to enjoy each other's company over a cup of what-you-will."

Who We Are:

We're makers, doers, and nurturers who adore welcoming our community to sit down together and enjoy the simple joys of being.

Our Brand Personality:

We are
- inspiring
- warm
- hospitable
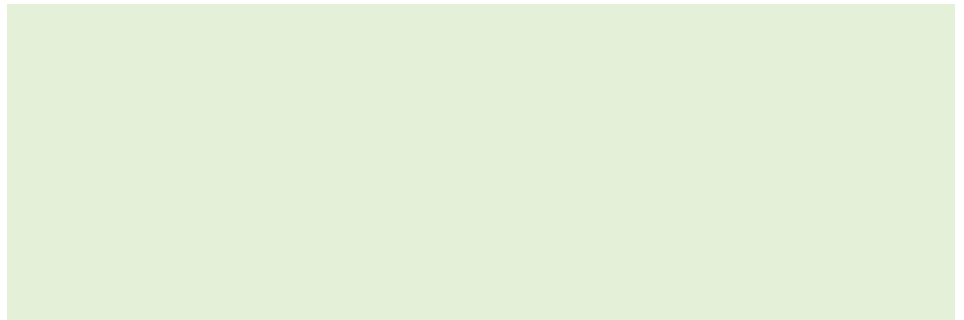- open
- clever

Color Scheme

Main Color:

Hex: 691605
RGB: 105, 22, 5
CMYK: 33, 94, 100, 50

Secondary Color:

Hex: e3fedb
RGB: 227, 354, 219
CMYK: 10, 0, 18, 0

Accent Color:

Hex: fb3c05
RGB: 251, 60, 5
CMYK: 0, 90. 100, 0

Typography & Sizes

Header
Sofia Pro
Available on Adobe Typekit

pour

Body/Small Text
Swear Display
Available on Adobe Typekit

Pour serves soul-warming coffees, teas, and snacks, and small plates as an act of hospitality. In the evening, we serve beer and wine to relax with. We provide a vibrant, but sophisticated and nurturing environment for makers, thinkers, and doers of all ages to come together and share.

Header
60 pt

pour

Subheader
36 px

A PLACE TO COME TOGETHER

Navigation
18 px

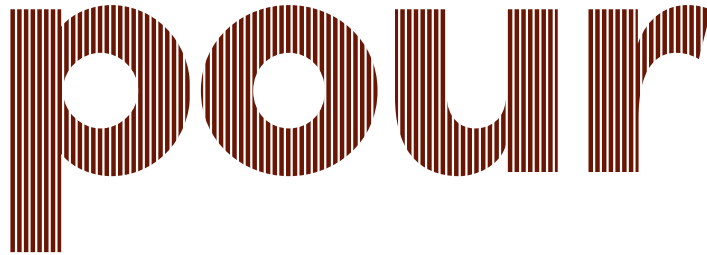TO MIX AND MINGLE AND LEARN AND GROW

Paragraph
16 px

Because this is what communities are made of. Come and make your community with us.

Brandmark

Logo
This is our primary mark
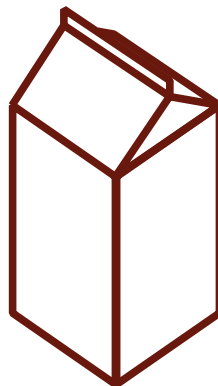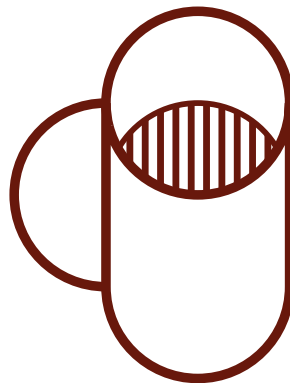
pour

Iconography

Standards for Icon:

• Icons should be in the same design style

•Should be built on pure geometries and should either be flat-lay or axonometic drawings

• Should mimick the simple geometries of our primary typeface

Icons can be used for:

• Web Navigation

• Promotional fliers

• Shop signage and decor

• Business cards & Posters

Imagery

Image Guidelines

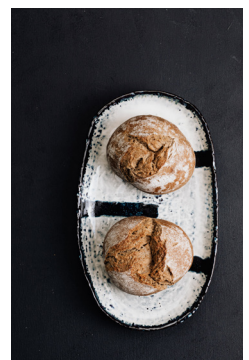Images should reflect our brand personality. Focusing on imagery that is:
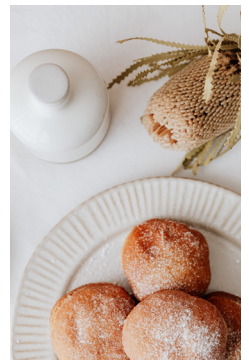
- Thoughtful
- Reserved
- Textural
- Minimal
- Elegant
- Approachable
- Homey

Imagery

Image Guidelines

Images should reflect our brand personality. Focusing on imagery that is:

- Thoughtful
- Reserved
- Textural
- Minimal
- Elegant
- Approachable
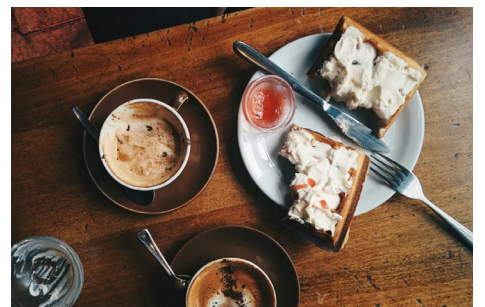- Homey

Imagery

Image Guidelines

Images should reflect our brand personality. Focusing on imagery that is:
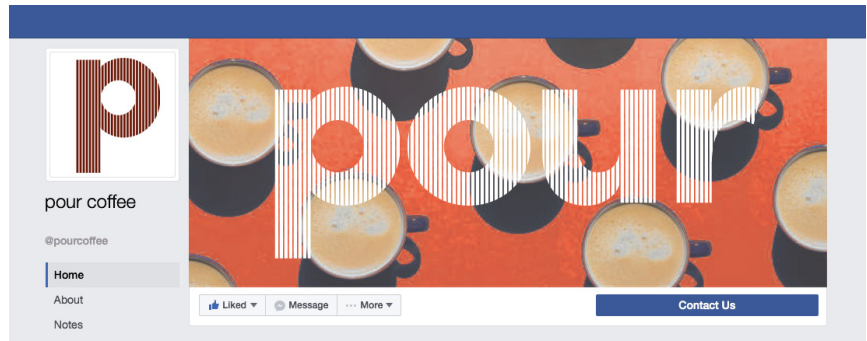
- Thoughtful
- Reserved
- Textural
- Minimal
- Elegant
- Approachable
- Homey

Social Media

Cover Image Guidelines

- Keep it simple
- Designs should complement logo
- Design personality should be evident
- Minimize text
- Maintain brand colors

we're happy to have you.