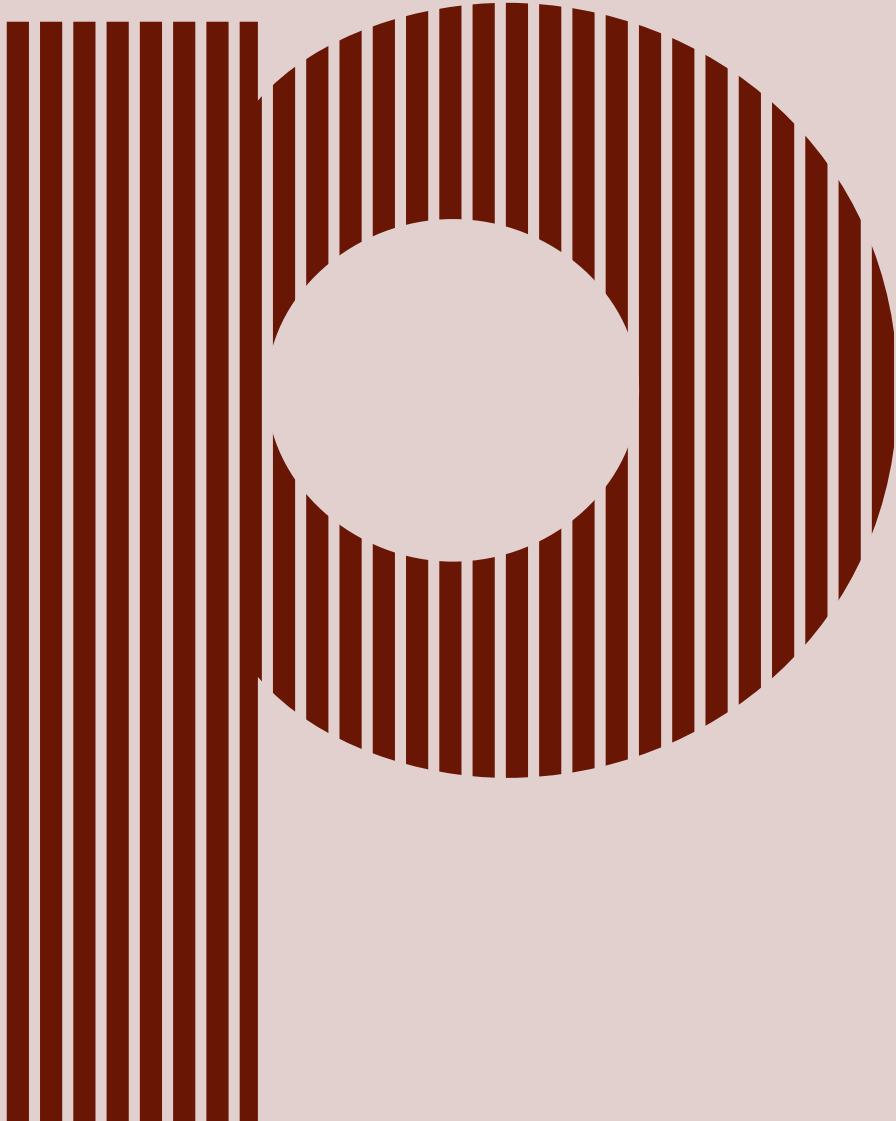


pour

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

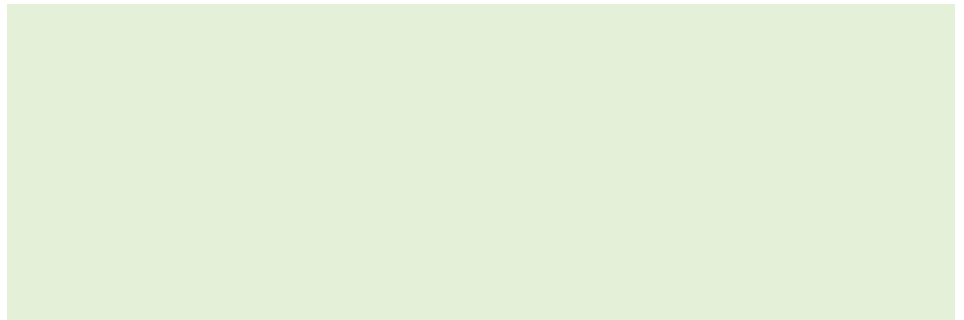
Main Color:

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

Headers

Swear Display

Available on Adobe Typekit

come on in!

Body/Small Text

Sofia Pro Regular

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.

Brand Name Header & Slogan

Sofia Pro Black

60 pt

pour

Subheader

Swear Display Medium

36 px

A PLACE TO COME TOGETHER

Navigation

Sofia Pro Medium

18 px

TO MIX AND MINGLE AND LEARN AND GROW

Captions

Sofia Pro Regular

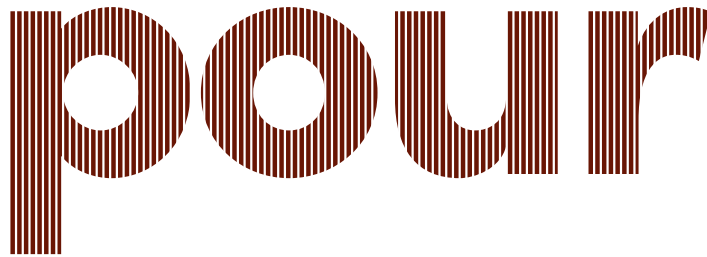
12 px

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

Brandmark

Logo

This is our primary mark



Iconography

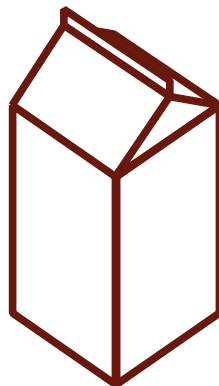
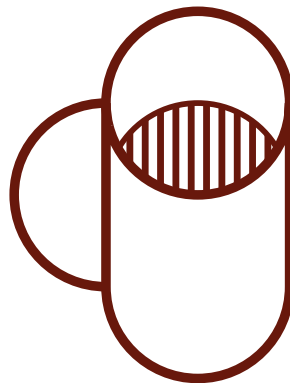
Standards for Icon:

- Icons should be in the same design style
- Should be built on pure geometries and should either be flat-lay or axonometric 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

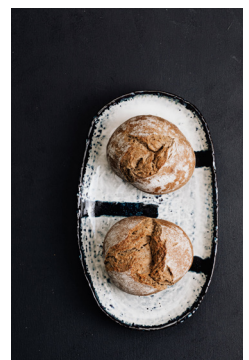
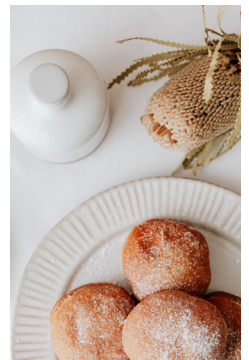


Imagery

Image Guidelines

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

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

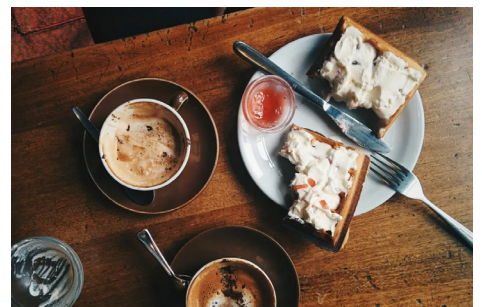


Imagery

Image Guidelines

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

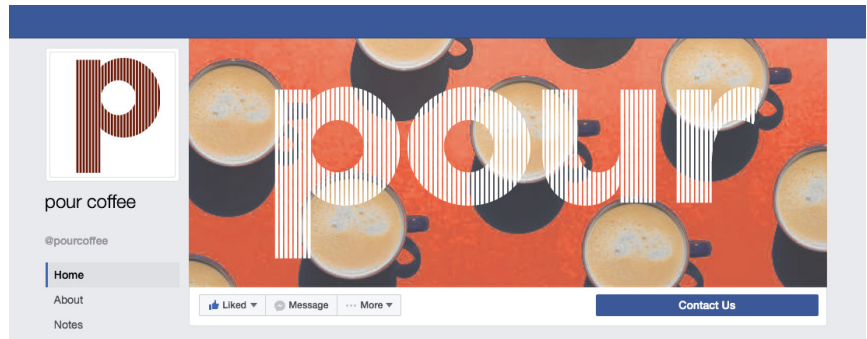
- Thoughtful
- Reserved
- Textural
- Minimal
- Elegant
- Approachable
- Homey



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.**