



WILDFIRE
COFFEEHOUSE

BRANDING GUIDE

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Index



Brand Voice - 3

Brand Messaging (UVPs) - 4

Logo Colors - 5

Logo Usage - 6

Photography - 7

Materials - 8

Graphics Standards - 9

Color Palette - 10

Typography - 11

Brand Voice

Use these to guide your **copywriting** and **marketing voice**.

- **Welcoming**

- **Inviting**

- **Not Cutesy**

- **High-End**

- **Talks With
(Not At or To)
The Customer**

- **Prioritizes
Quality &
Craftsmanship**

Brand Messaging (UVPs)

4

Utilize these **Unique Value Propositions (UVPs)** in your copywriting and marketing to show how Wildfire is different than large and small competitors.

- People-Focused

- Speedy

- Efficient

- Quality Ingredients

- Community

- DIY-Minded

Logo Colors

5



WILDFIRE
COFFEEHOUSE

Use **pure black** (#000000)
for lighter backgrounds



WILDFIRE
COFFEEHOUSE

Use **white** (#FFFFFF) or **cream**
(#FFF9F0) for dark backgrounds

Logo Usage



Do Not Stretch



Do Not Use Other Colors



Do Not Add Drop Shadow



Do Not Put On Busy Background

Photography

7

Focus on: brightness, vivid colors, natural light, simplicity, natural materials, and slightly muted darks with subtle grain.

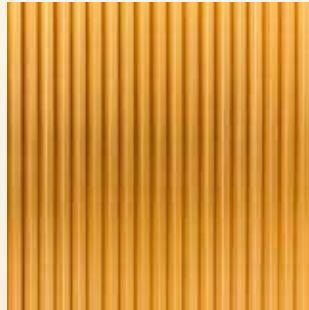


Materials

8



Marble



Brass



Concrete



Plants



Stone



Tile



Leather



Wood

Graphics Standards

9

✓ Use

- Contrast

- Few Colors

- Large Headlines

- Negative Space

✗ Avoid

- Shadows

- Lots of Color

- Cluttered Designs

Color Palette

10

<p>OFF WHITE #FFF9F0</p>	<p>CREAM #DCD0B5</p>	<p>IVY GREEN #4A4E3C</p>	<p>GOLDEN PECAN #825321</p>	<p>PEACH #D7A57B</p>
<p>BLACK #000000</p>	<p>MUTED MATCHA #B7A570</p>	<p>BOLD MATCHA #9EA95E</p>	<p>BOLD ORANGE #EE7C2F</p>	<p>EARTHY RED #B54F41</p>

New Spirit (All Weights)

Headers/Subheaders
Shortform Copy

Futura PT Heavy

Headers/Subheaders

Futura PT Light

Longform Copy