Eros Coffee House

visual identity guidelines

2017

Eros Coffee House visual identity guidelines

Visual Identity

Eros Coffee House identity system Specifies the guideline that should be follow in any design that is assosiated with this brand.

The high contrast color palet helps to increase the visibility of our pakaged goods and it also makes any diginal content easily identifiable as being assosiated with our brand.

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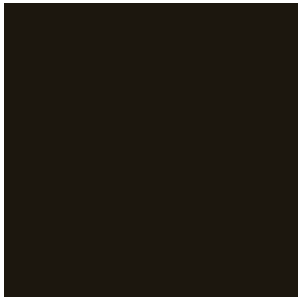
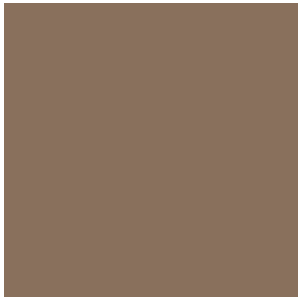
Brand Colours



Dark Brown

RGB #191000
Pantone Solid Uncoated Neutral Black U
Pantone Solid Coated Black 4 C



RGB #89705b
Pantone Solid Uncoated 7575 U
Pantone Solid Coated 7531 C

Orange

RGB #f26c11
Pantone Solid Uncoated 152 U
Pantone Solid Coated 158 C

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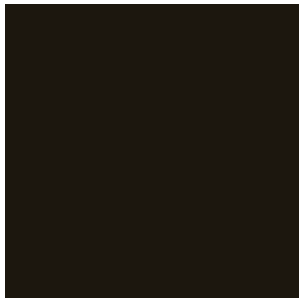
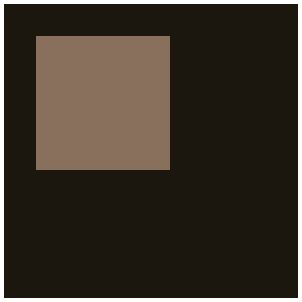
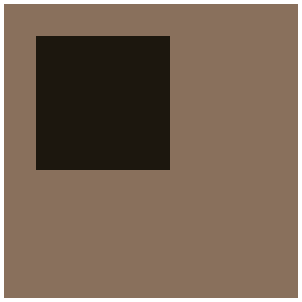
Colour Composition

	Page Background	Foreground Elements	
Recommended			
Allowed			
Not allowed			

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Colour Composition

Text Colour & Background

Recommended

Allowed

Not allowed

Typography

Lato Light 40pt
ABCEFGHIJKLMN

Lato Bold 14 pt.
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Lato Light 11 pt.
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Lato Light Italic 8 pt.
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Eros Coffee uses Lato it's recommended typeface.

Main titles should be using Lato Light font, secoundary title should be using Lato Bold font, and captions should be using Lato Light Italic font.

There should not be more than 3 text colours and 4 font sizes on a single page.

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Sample Compositon

Highlighted text. Use Lato Bold font. Should not be used on any paragraph with more than 150 characters.

Body text. Use Lato Light font. Can be used on paragraphs with any number of characters. Web links should be in orange colour without underline. This style should only be used on pages with dark brown background. Pages with white background should use black text color.

Captions. Use Lato Light Italic font. Should not be used on any paragraph with more than 300 characters.

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Logo

The logo is monochromatic, which makes it easy to re-colour.

The width and height of the logo are the same, making it a perfect square.

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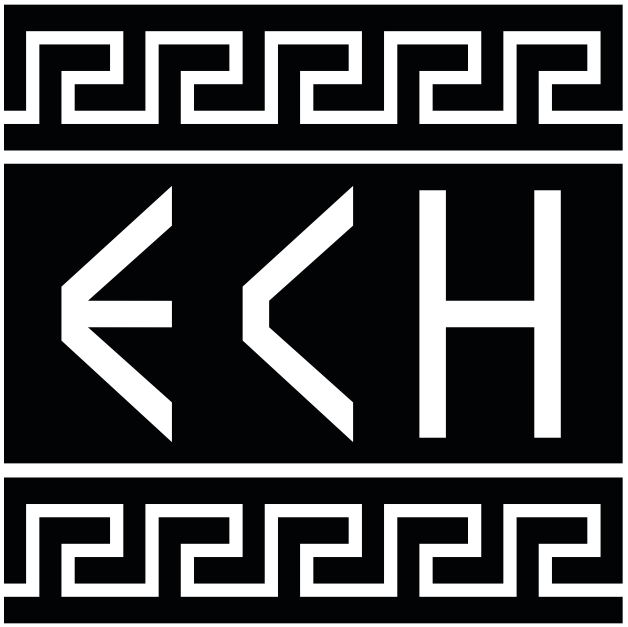
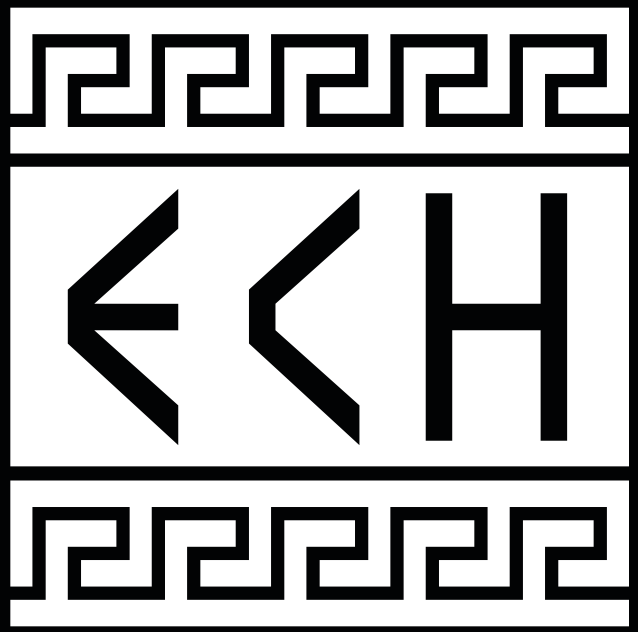
Logo



Other than the brand colours, the logo can be black on light background or white on dark background.



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Logo & Background

The logo should have enough contrast with the back ground. If the background is one of the brand colours, use the brand color with opposite value.

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Logo & Background

Use black or white logo on backgrounds that are not in brand colours.

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Logo & Background

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Logo & Background

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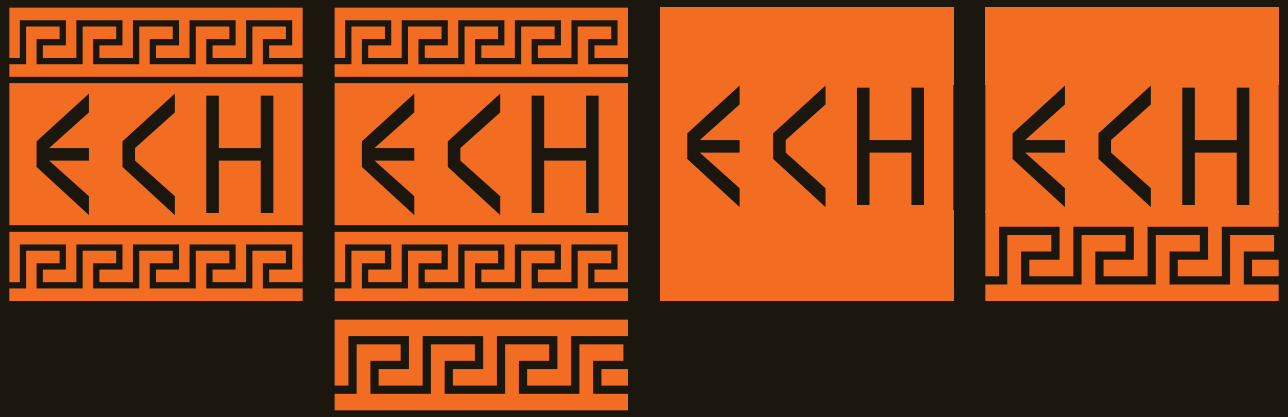
Logo & Pattern

The pattern on the top and bottom of the logo should be omitted if the Logo is being used in close proximity of the same pattern.



Not Allowed Not Allowed Allowed

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Frames & Borders

The most important piece of information should be on orange frame. Use dark brown as text color. The font should be Lato light.

Use light brown frame for regular content. Use dark brown as text color. The font should be Lato light.

Horzontal Frame

Horizontal frames sould contain the tile of the page or product. The frame should touch the page border on the left side.

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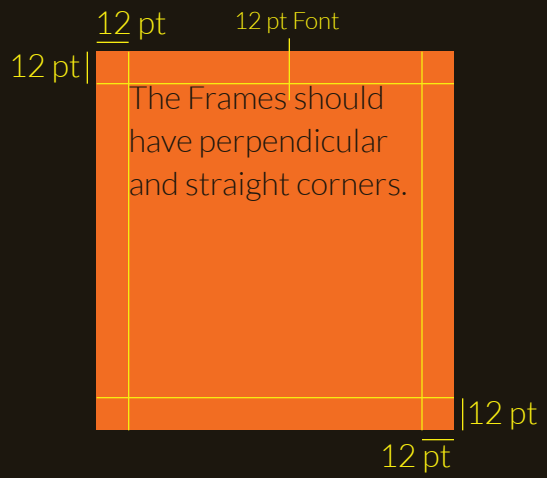
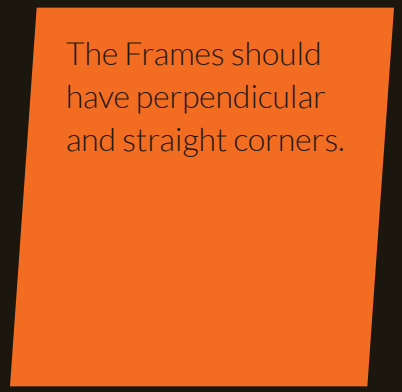
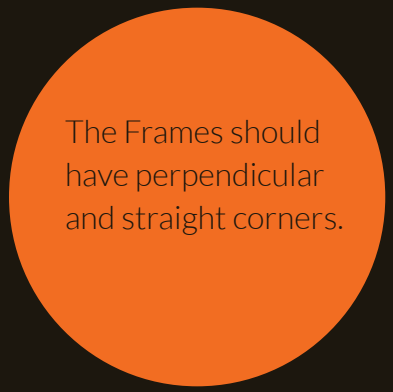
Frames & Borders



correct format



incorrect



incorrect

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Pattern

This pattern can be used in any design that is assosiated with the brand. The negative space whitin the pattern should have enough thickness to be precived as a shape rather than a line.

The pattern below is too small and the negative space is precieved as lines rather than shapes. Therefore, the pattern can not be used in this size.

Images

Images that have enough contrast with the background color can be placed without and frame around them. In this case, image caption will be displayed below the image.

Caption for images without a background frame.

Image frame should be in a color that has enough contrast with the image. The frame should touch the right side of the page. Captions should be whitin the frame and start from top right corner of the image.

Caption for images with a background frame.

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Website

Correct use of logo

Correct use of Pattern

Correct use of Typography

Recomended frame colour

Recomended Background Colour

Deigned by Fredrik Pedram