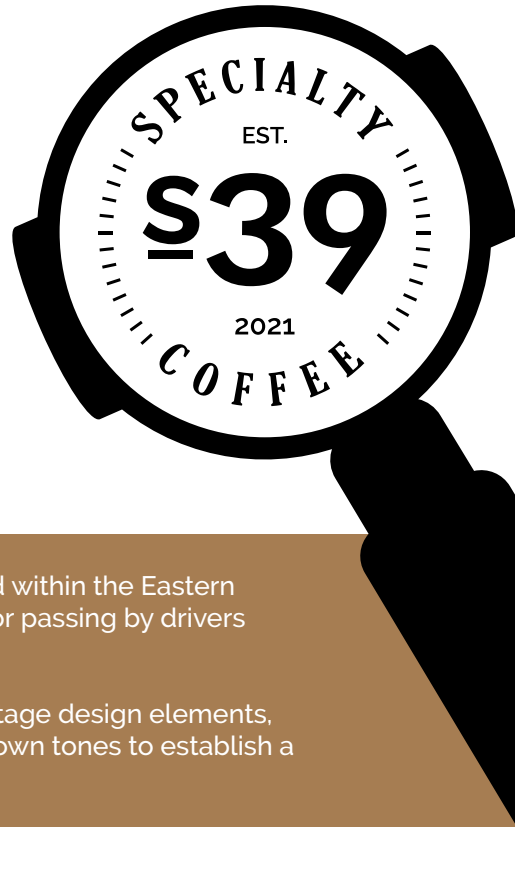




# Brand Guidelines

S39 Specialty Coffee



## Brand Summary

S39 Specialty Coffee is a mobile coffee van located within the Eastern Suburbs of Melbourne, offering takeaway coffee for passing by drivers as well setting up for special events.

The brand identity combines both modern and vintage design elements, with a simple colour palette of black, white and brown tones to establish a cafe/coffee theme.

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# 1. Brand Logo

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# 1. Brand Logo

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S39 Logo

Logo Variations

Min Size + Exclusion

Logo Misuse



## Black Logo

To be used on white or light coloured backgrounds.



## White Logo

To be used on black, brown or dark coloured backgrounds.

# 1. Brand Logo

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S39 Logo

Logo Variations

Min Size + Exclusion

Logo Misuse



The S39 logo has been designed to fit nicely within circle shapes.

Following the rules set out in the previous page, these logos may also be used in place of the others where felt suitable for the application.

The specific logo elements ('Specialty Coffee', 's39', etc) do not change, but instead, the shape that they are placed in to add some variation.

# 1. Brand Logo

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S39 Logo

Logo Variations

Min Size + Exclusion

Logo Misuse



## Logo Minimum Size

The logo minimum size is 20mm on the shortest edge.



## Logo Exclusion Zone

The logo exclusion zone is based on the height of the 'i' in 'Specialty', relative to the scale of the logo.

# 1. Brand Logo

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[S39 Logo](#)

[Logo Variations](#)

[Min Size + Exclusion](#)

[Logo Misuse](#)

Please do not:



Stretch the logo  
in any direction



Remove/alter  
original logo  
elements



Change logo  
colour outside of  
the primary colour  
scheme



Flip the logo from it's  
original orientation

You may:

Rotate the logo, alter it's opacity, place a contrasting image behind the logo (image as outlined in imagery section of style guide).

## 2. Brand Elements

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## 2. Brand Elements

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Brand Colours

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Iconography

### Primary Colours

Pantone Black 6 C	R 0 G 0 B 0	C 0 M 0 Y 0 K 100
Pantone 000 C	R 255 G 255 B 255	C 0 M 0 Y 0 K 0
Pantone 4635 PC	R 163 G 120 B 87	C 32 M 51 Y 69 K 32

### Supporting Colours

Pantone 7568 C	Pantone 7500 C	Pantone 7540 C	Pantone 424 C	Pantone 4288 C
R 121 G 82 B 53	R 226 G 207 B 164	R 78 G 77 B 80	R 114 G 113 B 117	R 185 G 185 B 184
C 40 M 62 Y 81 K 32	C 11 M 15 Y 38 K 0	C 66 M 60 Y 54 K 35	C 57 M 49 Y 45 K 13	C 28 M 22 Y 23 K 0

The colour palette is kept quite simple, containing black and white, as well as brown and grey tones. This palette has been chosen as to allow for an earthy and modern brand aesthetic while complimenting the colour tones found in a cup of coffee.

## 2. Brand Elements

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### Main Headings

Raleway Black  
Raleway Extra Bold

**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**  
**1 2 3 4 5 6 7 8 9 0**

### Sub Headings

Raleway Semi-Bold  
Raleway Medium

**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**  
**1 2 3 4 5 6 7 8 9 0**

### Body Text

Raleway Regular  
Raleway Light

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  
1 2 3 4 5 6 7 8 9 0

The typeface nominated for use across all communications is the 'Raleway' typeface family. Raleway is available in multiple versions including italics if required.

## 2. Brand Elements

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Coffee related graphics



Dashed circle (from logo)



Ripped, scrunched or stained paper



Sticky/masking tape  
(opacity may be lowered)

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### Coffee Related

Any imagery of coffee beans, portafilters, unbranded coffee cups, etc, that stay approximately within the brand colour palette.

### S39 Brand Image

Any images that contain the S39 coffee van, barista, stamped coffee cups, S39 baked goods etc.

### Textures

Images of paper, wood, or grain textures can be used as backgrounds to compliment the main imagery.

### S39 Latte Art

Any coffee/latte art imagery that has been poured by an S39 barista. (Do not use latte art from other sources).

*Note: Any imagery that has been taken from online sources must be copyright free (Eg: Unsplash, Pexels, Pixabay)*

## 2. Brand Elements

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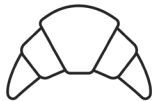
Brand Colours

Brand Typefaces

Supporting Graphics

Supporting Imagery

Iconography



A selection of iconography has been developed specifically for S39 Specialty Coffee. Each icon represents a common product/facility etc, that is a part of the brand. For example, cupcake or croissant for baked goods and deserts, milk carton for the types of milk s39 supplies etc.

The primary use for the icons are for the S39 Instagram page, used as the story highlight cover icons. Although, they can be used for various other applications such as supporting graphics for the website, or social media post.

Icons are also available in white to be used over a contrasting background or colour.

### 3. Printed Collateral

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### 3. Printed Collateral

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Business/Loyalty Cards

Coffee Menu

T-Shirts

Takeaway Cups



# 3. Printed Collateral

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Business/Loyalty Cards

Coffee Menu

T-Shirts

Takeaway Cups

## SPECIALTY COFFEE

● Coffee ● Water ● Froth ● Milk

 <b>LONG BLACK</b> 3cm of hot water with a double shot of coffee s: \$3.00   l: \$3.50	 <b>ESPRESSO</b> A single shot of coffee s: \$2.00	 <b>DOUBLE ESPRESSO</b> A double shot of coffee l: \$2.50
 <b>FLAT WHITE</b> Shot of coffee with 3mm of froth s: \$3.50   l: \$4.50	 <b>CAPPUCCINO</b> Shot of coffee with 2cm of froth s: \$3.50   l: \$4.50	 <b>LATTE</b> Shot of coffee with 1cm of froth s: \$3.50   l: \$4.50
 <b>SHORT MACCHIATO</b> Single shot of coffee with a small dollop of froth s: \$2.50	 <b>LONG MACCHIATO</b> Double shot of coffee with a large dollop of froth l: \$3.00	 <b>PICCOLO</b> Single shot of coffee with 5mm of froth s: \$3.00
 <b>RISTRETTO</b> Single restricted shot of coffee s: \$2.00	 <b>DOUBLE RISTRETTO</b> Double restricted shot of coffee l: \$2.50	 <b>MAGIC</b> Double ristretto, 3/4 full flat white l: \$3.50

+ \$0.50 extra shot | + \$0.50 vanilla/caramel syrup | + \$0.60 almond/soy/lactose-free milk  
\*milk subject to change

### 3. Printed Collateral

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### 3. Printed Collateral

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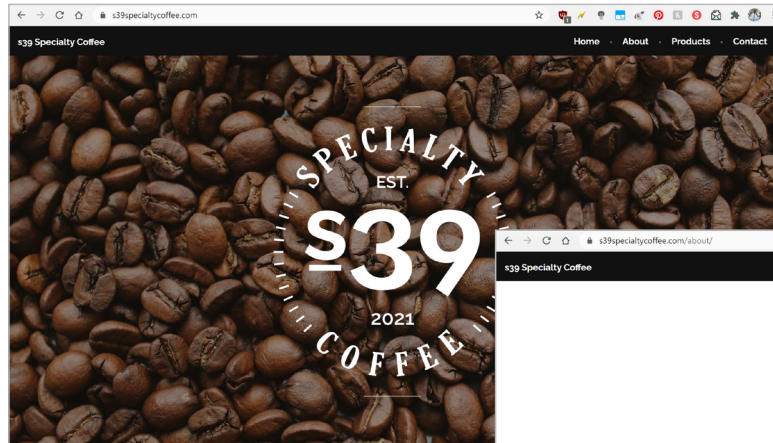


## 4. Digital Applications

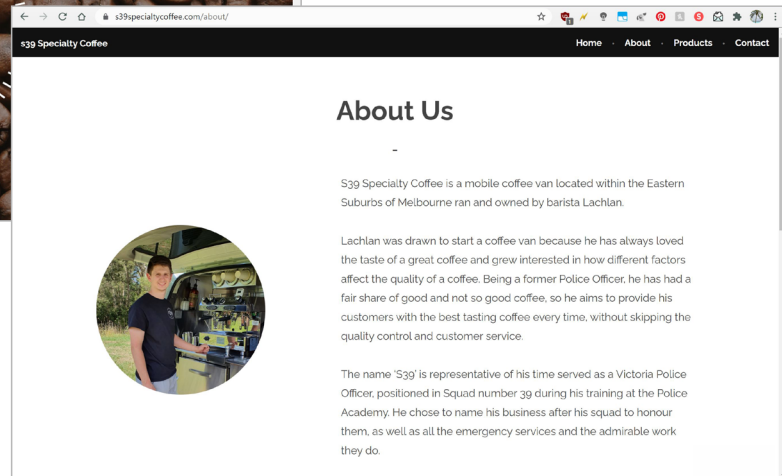
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Website

Instagram



[www.s39specialtycoffee.com](http://www.s39specialtycoffee.com)



# 4. Digital Applications

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Website

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[@s39specialtycoffee](#)



## Contact

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