



*Common*

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**GROUND**

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The background features a dark brown area on the left side, filled with a repeating pattern of white coffee cups. A thick, dark green wavy line flows from the top left, curving across the white space and ending near the bottom right. The title 'Table of Contents' is written in a dark brown, cursive font and is underlined.

# Table of Contents

- Brand Identity
- The Logo
- Logo Variations
- Correct & Incorrect Usage
- Brand Colors
- Typography
- Graphic Elements
- Applications

# *Brand*

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# IDENTITY

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## Overview

Martha & John started selling their coffee to local vendors in a small town in Mississippi nearly 5 years ago. Their brand has since grown. They envision expanding their brand and finally opening up a brick-and-mortar café where people can pause, enjoy a cup of rich, flavorful coffee, and experience treasured moments of connection with others. Martha and John believe that coffee isn't just a beverage; it's an experience that can elevate the everyday.

## Objective

The owners want to expand the brand beyond their coffee product line. Their goal is to build a café where the aroma of freshly brewed coffee mingles with laughter, conversations, and a sense of belonging. To do this, they need a designer to re-brand Common Grounds and create the following deliverables: a new logo & logo suite, complete branding book, and a mock-up for a Common Grounds app to be used by customers of their café.

## Voice

Welcoming / Warm / Personal

## Audience

24+ aged individuals looking to connect with others in a sit-down, café environment. At this point in their lives, they are looking to create and reinforce personal relationships with others outside of work.

## Client Requests

- Color palettes: orange, yellow, blue, black OR taupe, yellow, dark browns
- Handwritten style typography
- Vintage inspired photography of people gathered together
- Cozy looking mugs (no paper cups, tea cups, etc)



*The*

**LOGO**



## Main Logo

The Common Grounds logo includes a vector of a coffee mug, which immediately gives an idea to the viewer of what the business is. The smile on the mug as well as the handwritten font for "common" evokes the warm and welcoming feeling that the brand wants to have.



## Variations (vertical)



## Variations (horizontal)



# Correct Usage

The size and position of the mug shouldn't be altered in both the vertical and horizontal variations. In the vertical variation, the width of the mug (without the handle) is about the length of the "omm" in common. The distance between the graphic and the text is about 1 *in.*

For the horizontal variation, it's important for the graphic to be placed on the left, facing the text. The graphic should also be slightly shorter than the common grounds type.



*Common*

**GROUND**  
**OUNDS**



*Common*  
**GROUND**  
**OUNDS**

# Incorrect Usage



# Brand

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# COLORS

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RGB: 204, 189, 172  
CMYK: 20, 23, 31, 0  
HEX: ccbdac

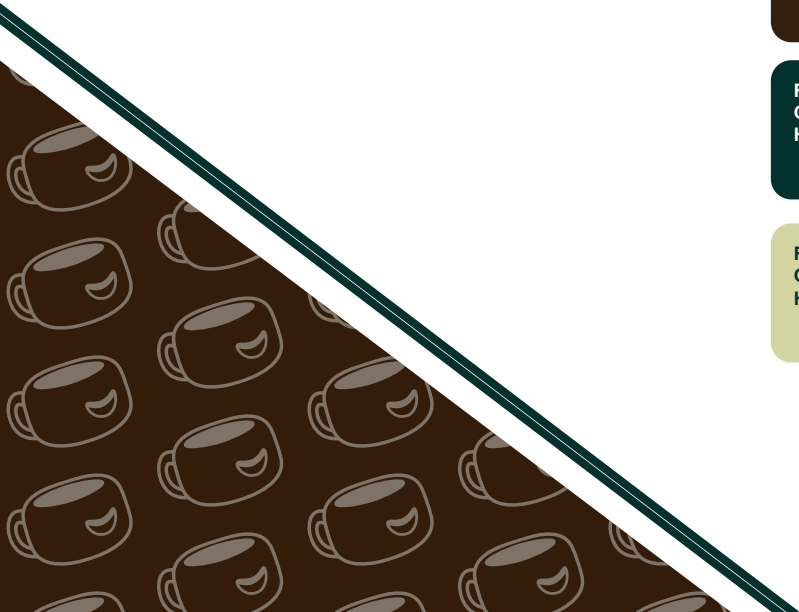
RGB: 157, 129, 100  
CMYK: 37, 45, 63, 9  
HEX: 9c8164

RGB: 38, 18, 12  
CMYK: 58, 73, 72, 80  
HEX: 26120c

RGB: 52, 30, 9  
CMYK: 54, 70, 81, 74  
HEX: 341e09

RGB: 4, 49, 46  
CMYK: 89, 56, 67, 63  
HEX: 03302d

RGB: 210, 212, 161  
CMYK: 19, 9, 43, 0  
HEX: d1d3a1





# Typography

## HEADINGS

For shorter and large headings, Antro Vectra Bolder (the same font as the word “common” in the logo) should be used. Since it’s a handwritten script type, it’s best to use sparingly and only for headings for legibility and aesthetic purposes. To mirror the logo, it can also be underlined.

## SUB-HEADINGS

The font “Diamond Creek” is best used for subheadings, contrasting the above’s script typestyle. It is also used in the brand’s logo, which unifies and establishes the brand’s identity. Since this type is more blocky and structured, it can be used more than script.

## BODY

Futura PT Light is seen often in today’s designs. Because of this, it doesn’t feel outdated and instead brings a somewhat modern feel. Additionally, it’s easy to read when used for blocks of text.

*Antro Vectra Bolder*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz !@# \$%^&\*() ? 0123456789*

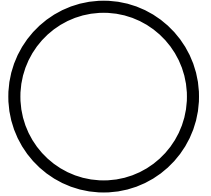
## DIAMOND CREEK

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP  
QQ RR SS TT UU VV WW XX YY ZZ  
0123456789**

Futura PT Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
!@# \$%^&\*() ? 0123456789

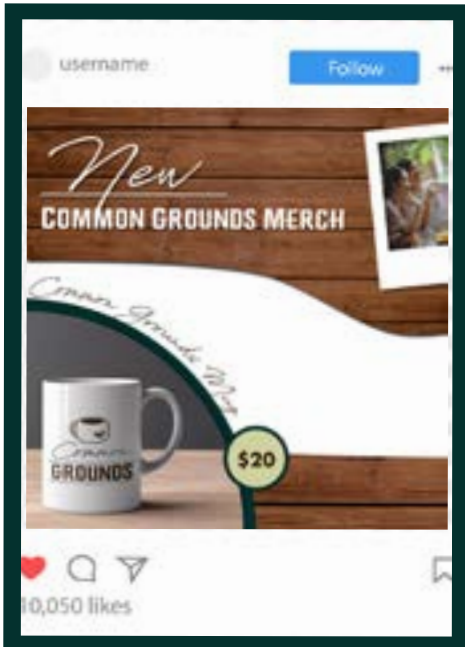
*Graphic*  
**ELEMENTS**



*Illustrations*



# Applications



with strong balance sheets. Here are three worth a nod (some of prices are as of

to spot the next Chipotle has led to lofty valuations and volatile share prices for a  
 "fast casual" chains. Perhaps the original **Chipotle Mexican Grill (CMG)** is a  
 lure, the [stock of](#) sells for a rich 41 times projected 2014 earnings, but Chipotle has  
 put on as one of the industry's top operators, with well-above-average profit  
 returns on capital. The Denver company has 1,600 restaurants and expects to  
 open 195 new ones this year.



**BUY 1  
GET 1  
FREE**

It has thrived despite the tepid economic recovery and a miserable winter that kept  
 it at home.

Especially enthusiastic about the firm's newest idea: Del Frisco's Grille, a less-  
 sit still upscale chain that targets the young people who ordinarily shun classic  
 steakhouses. The Southlake, Tex., company has only 12 Grille locations but  
 plans five more this year. Stephens Inc. analyst Will Staab says he expects Del

The primary objection to the stock is that it  
 has climbed so much—some 2,000% since  
 Donald's spun off Chipotle in 2006. Still,  
 says [Research of](#) analyst John Staszak  
 he expects the stock to reach \$660 in  
 year.

Chipotle is benefiting from growing interest  
 in fast-casual restaurants, which serve  
 higher-quality fare than fast food, but do it  
 faster and more cheaply than traditional sit-  
 in chains. Still, some traditional eateries  
 are worth a look, too. **Del Frisco's**  
**restaurant Group (DFRG)** owns 29 high-  
 end steakhouses under the Del Frisco's  
 Double Eagle and Sullivan's brand names.



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Market Update



EWJ	+0.1
S&P 500	+1.1
NASDAQ	+1.1