# BRAND IDENTITY

## COMPANY HISTORY

Founded just under three years ago, Java Been is now a bustling cafe. With its high ceilings and "found space" appeal, the cafe has come to host exhibitions, meetings, and local bands. It has become an integral part of the arts revival community that has taken root in the old factory mill buildings along the river. JAVA BEAN features an extensive menu of coffees and coffee drinks, including smoothies, frappes, and alcoholic coffee specials.

## VISION

The owners take pride in their community, striving to provide a creative space with gourmet coffee, tantalizing baked goods, and music to inspire the artist's soul.

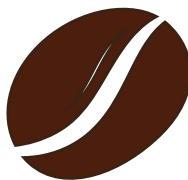## PRIMARY CUSTOMER DEMOGRAPHIC

Throughout the day, self-employed and remote workers enjoy a focused space away from home to get in a few productive hours. At night, the space comes alive with artists, student study groups, and everyday people just looking to enjoy a cultured night on the town.

## COLORS
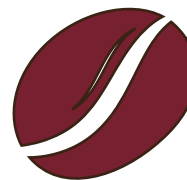
| BLACK | JAVA BEAN | COFFEE | CREAMER | LOVE | WINE |
|---|---|---|---|---|---|
| #211E1E | #4C2110 | #825534 | #F5BA79 | #EA2427 | #762130 |
| 33, 30, 30 | 76, 33, 16 | 130, 85, 52 | 245, 186, 121 | 234, 36, 39 | 118, 33, 48 |
| 70, 67, 65, 75 | 42, 80, 88, 64 | 37, 63, 83, 29 | 2, 30, 58, 0 | 1, 98, 98, 0 | 33, 93, 71, 40 |

# TYPOGRAPHY

## FONT

**Poppins**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins
**Style** Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins
**Style SemiBold**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins
**Style Bold**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins
**Style ExtraBold**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins
**Style Black**

# LOGO & USAGE

## PRIMARY



COLOR



BLACK & WHITE

## TEXT-ONLY ALTERNATIVES



COLOR

jblogo_color_text.png



COLOR 2

jblogo_color_text2.png



BLACK & WHITE

jblogo_b_w_text.png



BLACK & WHITE 2

jblogo_b_w_text2.png