MORROW

COFFEE CO.

BRAND IDENTITY GUIDELINES

A visual and verbal system
for a specialty coffee brand

VERSION 1.0

CONCEPT PROJECT · FICTIONAL BRAND

01 · INTRODUCTION

Brand purpose and vision

Morrow Coffee Co. sits where artisan craft meets calm, modern design. We believe good coffee takes care from farm to cup, so our brand honours both the origin of the bean and the daily ritual of the brew.

Our mission

To make the everyday coffee ritual better with carefully sourced single-origin beans, sustainable roasting and a warm, well-designed café.

Our promise

Honest sourcing, consistent cup quality, and a welcoming space where creatives and coffee purists both feel at home.

The brand voice

Knowledgeable but unpretentious. We speak with quiet confidence and favour clarity, precision and warmth over industry jargon or hype. Headlines are short, friendly and human, such as "Good mornings start here."

02 · POSITIONING

Personality and attributes

Five qualities shape how Morrow looks, sounds and welcomes people.

ATTRIBUTE	MEANING	VISUAL TRANSLATION
Minimal and sophisticated	Remove the unnecessary so quality and form speak for themselves.	Generous space, clean grids, restraint.
Warm and welcoming	Hospitality that feels grounded and inviting, never sterile.	Cream and copper tones, natural textures.
Premium but approachable	Artisan quality without elitism.	Clear type, friendly messages, open layouts.
Modern and timeless	Classic design principles with a contemporary feel.	A traditional serif paired with a clean sans.
Creative and distinctive	Thoughtful details that spark curiosity.	A hand-drawn sprig and an arched frame.

Target audience

Young professionals, architects, designers and coffee enthusiasts aged 25 to 45. They value provenance, good design, sustainability, and places that suit both focus and conversation.

Primary logo

The primary logo combines a hand-drawn olive-style sprig with a classic serif wordmark and a clean sans descriptor. It is the anchor of the identity and should appear wherever the brand does.



Primary logo, reversed on Forest Green. Use this version first.



On Cream: green wordmark with copper details.



One-colour version for stamps, stationery and embossing.

Proportions and reproduction

The wordmark, sprig and descriptor keep a fixed relationship. Never resize one part on its own, change the letter-spacing, redraw it or swap the typefaces. Always use the master files.

Logo variations

The logo family has three parts so it works across packaging, signs and screens.



Stacked: labels, bags and the advert footer



Horizontal: website header and wide banners



Symbol: favicon, social profile and seals

Clear space and minimum size

Clear space

Keep a margin equal to the height of the "M" in MORROW on every side. No text, image or graphic may enter this space.

Minimum size

Print: 25 mm wide. Digital: 120 px wide. Below this the fine serifs and the descriptor stop being legible.



Incorrect logo use

Consistency is what makes a brand recognisable. Avoid these common mistakes.



Do not distort

Never stretch, squash or scale the logo unevenly.



Do not recolour

Never use colours outside the palette, including neon or gradients.



Do not rotate

Always keep the logo level.



Do not add effects

No shadows, glows, bevels or outlines.



Do not use busy backgrounds

Never place it over complex photography or low-contrast textures.



Do not rearrange

Never move the sprig or descriptor relative to the wordmark.

Do this instead

✓ CORRECT

Use the master files, keep the clear space, and place the logo on Forest Green, Cream or white, where it stays easy to read.

Colour palette

The palette comes from deep green café interiors, copper kettles and spoons, and warm cream paper.

Forest Green

Forest Green
Primary
HEX #24382C · RGB 36, 56, 44

Copper

Copper
Secondary
HEX #A37257 · RGB 163, 114, 87

Cream

Cream
Neutral base
HEX #F4ECDF · RGB 244, 236, 223

Deep Forest

Deep Forest
Dark text and depth
HEX #1A2920 · RGB 26, 41, 32

Charcoal

Charcoal
Body text
HEX #33332E · RGB 51, 51, 46

Sand

Sand
Rules and dividers
HEX #E4D9C6 · RGB 228, 217, 198

Using colour

- Forest Green and Cream carry most layouts. Copper is the accent.
- Copper works for large headlines, rules and the sprig. For small body text use Charcoal or Deep Forest, because copper on cream is too low in contrast for small sizes.
- Offers and promotions use Cream type on solid Forest Green panels, with a single word picked out in Copper.

05 · TYPOGRAPHY

Typography

Headings

Baskerville

Libre Baskerville or Baskerville, Regular. Used for headlines, usually in capitals for campaigns, and editorial titles.

Body and offers

Montserrat

Montserrat Regular for body copy and Bold for offers and labels. Use Inter or Helvetica Neue as fallbacks.

ROLE	TYPEFACE	SIZE AND WEIGHT	LINE HEIGHT
Cover or campaign headline	Baskerville, capitals	32 to 38 pt, Regular	1.2
Section header	Baskerville	20 to 24 pt, Regular	1.3
Offer or subheading	Montserrat	12 to 14 pt, Bold	1.4
Body copy	Montserrat	10 pt, Regular	1.6

06 · GRAPHIC SYSTEM

Supporting elements

Graphics are used with restraint, so the product and the message stay in front.

The arch

A rounded arch frames the logo on signs, packaging and the base of adverts. It echoes the shape of café windows and doorways.

The sprig

The hand-drawn sprig is the brand's signature detail. Use it alone as a seal, stamp or divider, in Copper or Cream.

Thin rules

1 px rules in Sand or Copper divide content and frame photographs.

Natural paper

Printed material uses matte, unbleached cotton or craft stock, at least 300 gsm for stationery and packaging.



The arch used as a logo panel, as in the advert footer.

07 · ART DIRECTION

Photography and imagery

Light and tone

Soft, natural, warm daylight with gentle shadows. Avoid harsh flash, heavy filters or artificial colour grading. Colours stay true and warm.

Subjects

Coffee textures, steam rising from ceramic cups, café interiors with wood and brick, and real moments of barista craft.

Composition

Clean framing with room to breathe. Leave clear space for text and logo. Every photograph should feel calm and thoughtful.

Brand in use

Here is the identity working on a social media advert.



Social advert: "Good mornings start here."

A promotional advert for Instagram and Facebook. It shows how the system comes together:

- Cream panel with a Baskerville headline in Copper.
- The offer on a solid Forest Green block in Cream capitals, with "FREE" picked out in Copper.
- Warm, natural photography of the product.
- The stacked logo in an arched Forest Green panel, with a clear call to action.

Concept image. The photography is AI-generated for demonstration.

APPLICATION	SPECIFICATION
Coffee bag packaging	Matte unbleached kraft bag with Forest Green typography, foil-stamped batch details and a resealable zip.
Takeaway cups	Double-walled paper cup in Cream with the Forest Green stacked logo and a simple sleeve.
Stationery and business cards	Cotton letterpress cards (600 gsm) with a debossed sprig seal and Copper accents.
Staff uniforms	Raw canvas aprons with dark leather straps and the symbol embroidered on the chest pocket.
Café signage	Arched Forest Green sign with Cream lettering and brass mounting brackets.
Digital and web	A clean responsive layout with warm photography, Baskerville headings and simple cart flows.

09 · SUMMARY

Deliverables checklist

The full brand package for a project like this normally contains the items below. In this concept project, only the guidelines and the social advert have been produced.

Logo and vector files

- Primary and secondary logos (SVG, EPS, PDF)
- One-colour and reversed versions
- Favicon and social profile symbol

Packaging and print

- 250 g and 1 kg coffee bag dielines
- Cup and sleeve templates
- Business card and menu layouts

Digital and social

- Social post and story templates
- Website design kit and type styles
- This guidelines document

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The Morrow standard

Following these guidelines keeps Morrow Coffee Co. looking and sounding like itself, wherever people meet the brand.