

*Consume with  
a Purpose*

WE PROVIDE SPECIALTY COFFEE - HEALTHIER FOOD ALTERNATIVE



**Brand  
Guidelines**

**EVERYDAY WORKS**

ABOUT

**EVERYDAY WORKS**  
**is a convenience store**  
**and** *Coffee Shop* 

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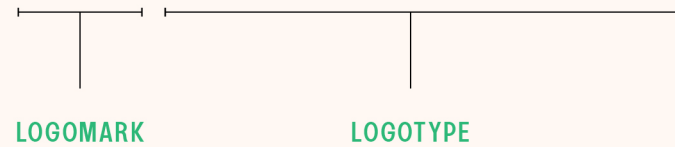
Guidelines on how our logo should be used. It is important that our branding remains consistent. Please obey the brand guidelines for consistent brand communication.

# Logo Usage





# Brand Logo



The brand logo is based on a modern and contemporary sans serif logotype + logomark. The logotype and logomark can be presented together or separately as individual elements.

The nature of the elements of the brand logo should not be modified, recreated or transformed in any way. The logo shall never be stretched and should be resized proportionately so that they are legible at all times.

## Logo Variation

We are 3 logo variations – Brand Logo, Logotype and Logomark. The brand logo is the primary logo that should be presented whenever possible.

The logomark is the identifying mark of the brand and is suitable to be used for stickers, stamps, social media avatar, decorating element etc.

The logotype can be presented when a simplified design would suit the design context better or when the logomark is already presented within a design.



BRAND LOGO



LOGOMARK

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LOGOTYPE

# Clearspace

To ensure that the brand's logo is legible, it should be surrounded by a minimum amount of clear space. This separates the logo from competing elements such as photography, text, or background patterns, which may detract from the overall impact. At all times, the provided artwork must be used.

The clearspace for brand logo and logotype is measured based on 1x the height of the letter "A" from the logotype.

The clearspace for logomark is measured based on 1x the width of the handle element from the logomark.



# Minimum Size

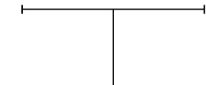


MINIMUM WIDTH:  
30MM / 85PX



MINIMUM WIDTH:  
8MM / 20PX

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MINIMUM WIDTH:  
25MM / 70PX

To ensure legibility and clarity, logos should never be presented in sizes smaller than the requirements shown on this page to ensure visibility and legibility. Please follow the minimum size guidelines.

The logo shall never be stretched and should be resized proportionately so that they are legible at all times.

# Incorrect Usage

Any usage that differs from those specified in this brand guideline is considered incorrect. The examples above show examples of incorrect logo usage.



Do not create new compositions.



Do not add any special effects to the logo.



Do not rotate or reflect the logo.



Do not outline any part of the logo.



Do not adjust the spacing between characters of the logo.



Do not re-create the logo using any other typeface.



Do not compress or stretch the logo, always resize proportionately the logo.



Do not change the color of the logo or add in gradient to the logo.

Guidelines on how our colors should be used. It is important that our branding remains consistent. Please obey the brand guidelines for consistent brand communication.

# Color Usage



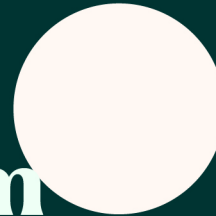
BRAND COLORS

*Our Colors*

**White**



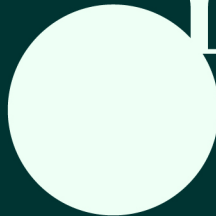
**Cream**



**Yellow**



**Light Mint**



**Sea Green**


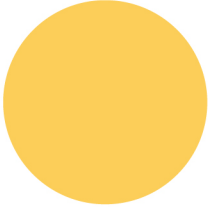

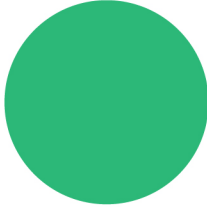
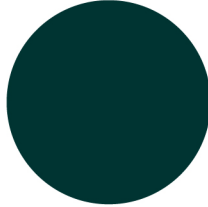
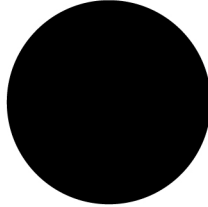
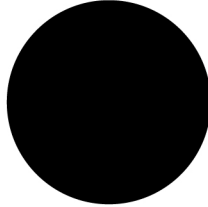


**Dark Green**

**Ebony**



# Brand Colors

						
#FFFFFF	#FFF8F3	#FCCE59	#EEFF5	#2CB878	#0B3B37	#000000
C : 0      R : 255	C : 0      R : 255	C : 1      R : 252	C : 5      R : 238	C : 74      R : 44	C : 89      R : 11	C : 75      R : 0
M : 0      G : 255	M : 2      G : 248	M : 18      G : 206	M : 0      G : 255	M : 0      G : 184	M : 53      G : 59	M : 68      G : 0
Y : 0      B : 255	Y : 3      B : 243	Y : 76      B : 89	Y : 5      B : 245	Y : 73      B : 120	Y : 67      B : 55	Y : 67      B : 0
K : 0	K : 0	K : 0	K : 0	K : 0	K : 55	K : 90

We have 7 brand colors – White, Cream, Yellow, Light  
Mint, Sea Green, Dark Green and Ebony.



## Logo Color Usage



Our brand logo and logotype is used in Sea Green + Ebony against light background – White, Cream, Light Mint and Yellow.

The brand logo and logotype is used in White + Ebony against Sea Green.

The brand logo and logotype is used in Sea Green + White against dark background – Dark Green and Ebony.



# Logo Color Usage

The logomark can be used in Sea Green + White or Ebony + White against light background – White, Cream, Light Mint and Yellow.

The logo can be used in White + Sea Green or Ebony + White against Sea Green background

The logo can be used in White + Sea Green or Sea Green + White against dark background – Dark Green and Ebony.

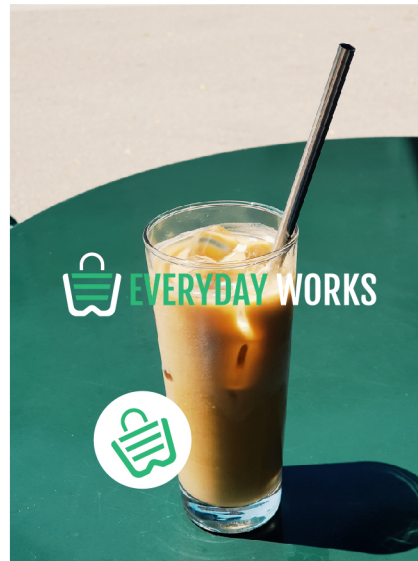


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# Logo Color Usage

Our brand logo and logotype can be used in Sea Green + Ebony or Sea Green + White against imagery backgrounds depending on which version creates greater contrast.

The logomark can be used in Sea Green + White or Ebony + White or White + Sea Green against imagery backgrounds as long as contrast is present.



Guidelines on how our fonts should be used. It is important that our branding remains consistent. Please obey the brand guidelines for consistent brand communication.

**Typography**



# Primary Font

Aa Lowball Neue

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  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

Regular - Medium - Semibold

Typography plays a large role in the brand identity.

We use a sans serif typeface named Lowball Neue to add character and personality to the brand.

The sans serif typeface is used for headers, subheaders, paragraphs and body copy.

## SPECIFICATIONS

Tracking: 50 - 100

Leading: 0 - 100

## Secondary Font

**Aa Leifa**

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

**Black**

Leifa is used to create contrast against the primary font for variation in typographic hierarchy.

Leifa is suitable to be used for headers and small paragraphs.

### SPECIFICATIONS

Tracking: 0  
 Leading: 0 - 100

# Tertiary Font

*Aa Gilbert Script*

*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*

**Regular**

Gilbert Script is the chosen tertiary font. It is suitable to be used for tagline, pull quotes or to highlight certain text.

## SPECIFICATIONS

Tracking: 0  
Leading: 0 - 100

# Typographic Hierarchy

HELLO - HELLO - HELLO - HELLO

Lorem Ipsum

OUR STORY

Lorem ipsum dolor sit amet co  
sectetuer adipiscing elit, sed diam  
nonummy tincidunt.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
diam nonummy nibh euismod tincidunt ut laoreet dolore  
magna aliquam erat volutpat. Ut wisi enim ad minim veniam,  
quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut  
aliquip ex ea commodo consequat.

Welcome

FIND OUT MORE —>

Headings 1  
LOWBALL NEUE SEMIBOLD

Headings 2  
LEIFA BLACK REGULAR

Subheadings  
LOWBALL NEUE REGULAR / MEDIUM

Paragraph  
LEIFA BLACK REGULAR  
OR  
LOWBALL NEUE SEMIBOLD

Body Copy  
LOWBALL NEUE REGULAR / MEDIUM

Tagline/Quotes  
GILBERT SCRIPT

Buttons  
LOWBALL NEUE SEMIBOLD

Typographic hierarchy is a system for organising type that establishes an order of importance. This allows for clarity, consistency and a legible hierarchy for all communications.



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*A Purpose*



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