

# K+C Chocolate Cafe Brand Guidelines

## Brand Overview

K+C Chocolate Cafe is a premium chocolate retailer and cafe in New Zealand, offering a luxurious experience that blends tradition, indulgence, and contemporary elegance. Our brand is centred around creating "Moments of Happiness," where every interaction with our products and services leaves customers feeling delighted and enriched.

## 1. Brand Identity

### Logo and Logotype

- **Primary Logo:** The K+C logo should be elegant, with a classic serif font for the initials "K+C," and the full name "Kelly + Calcott Chocolate Cafe" in a complementary sans-serif font underneath. The logo should convey sophistication and luxury.
- **Alternate Logos:** Include a simplified version with just the initials "K+C" for smaller applications or where space is limited.
- **Spacing:** Maintain clear space around the logo, equivalent to the height of the "K" in K+C, to ensure visual clarity.
- **Colour Variations:** Use the logo in its primary colours (light moss green, white, and gold), but provide monochrome versions in black and white for specific use cases.

### Colour Palette

- **Primary Colours:**
- **Light Moss Green** (#9DBA8D) / (57 186 141): Symbolizes freshness, quality, and natural elegance.
- **White Marble** (#F5F5F5) / (245 245 245): Represents purity, luxury, and a clean aesthetic.
- **Gold** (#D4AF37) / (212 175 55): Adds a touch of opulence and highlights premium aspects of the brand.
- **Secondary Colours:**
- **Charcoal Gray** (#4A4A4A) / (74 74 74): Used for text and accents, providing a strong contrast while maintaining elegance.
- **Soft Cream** (#FFF5E1) / (255 245 225): A complementary neutral tone for backgrounds and packaging.

## Typography

- **Primary Typeface:**
- **Logo, Headings & Titles:** "Trajan Pro Bold" - A serif font that conveys sophistication and tradition.

## KELLY + CALCOTT

- **Body Text:** "Raleway Light" or LATO Clean, modern sans-serif fonts for readability.

## CHOCOLATE CAFE

- **Alternate Typeface:** "Bodoni" for special occasions, promotions, or branding materials where a more classic and formal look is desired.
- **Text Treatment:** Maintain a consistent typographic hierarchy—headings in bold, body text in regular, and use italics sparingly for emphasis.

## Imagery Style

- **Photography:** High-quality, well-lit images that capture the textures, colours, and details of the chocolates and cafe ambiance. Focus on close-ups and lifestyle shots that evoke warmth, indulgence, and elegance.
- **Themes:** Highlight moments of enjoyment, social gatherings, and the craftsmanship behind the products.
- **Filters:** Use a soft, warm filter to create a cohesive visual aesthetic across all imagery.

## 2. Brand Voice

### Tone

- **Sophisticated yet Warm:** Our communication should be polished and refined, yet approachable. We aim to speak to our customers with a tone that is elegant but not pretentious.
- **Inviting and Indulgent:** The language used should make customers feel welcome and encourage them to treat themselves.

### Language

- **Key Phrases:**
- "Moments of Happiness"
- "Indulge in Elegance"
- "Crafted with Passion"
- **Style:** Use positive, uplifting language that aligns with the brand's focus on creating joyful experiences. Avoid jargon and overly complex language; keep it simple and delightful.

### 3. Packaging

#### Design Elements

- **Primary Packaging:**
- **Materials:** Use eco-friendly materials like recycled paper and biodegradable plastics.
- **Design:** The packaging should feature the light moss green as the base colour with white marble accents and gold foiling for the logo and text.
- **Textures:** Incorporate textures like embossed or debossed elements to add a tactile luxury feel.
- **Product Labels:** Clean and minimal, with the product name in Playfair Display and descriptions in Lato/Open Sans. Include necessary product information clearly and legibly.

#### Bag and Box Design

- **Shopping Bags:** Light moss green with gold handles and the K+C logo cantered on both sides.
- **Chocolate Boxes:** A combination of white marble and gold, with the interior lined in soft cream. The boxes should be sturdy and reflect the high quality of the contents.

### 4. Store Design and Atmosphere

#### Interior Design

- **Colour Scheme:** Reflect the brand's colour palette—light moss green walls, white marble countertops, and gold accents throughout the space.
- **Furniture:** Elegant, comfortable seating with a mix of plush chairs and sleek tables. Use soft cream upholstery with gold or charcoal gray details.
- **Lighting:** Warm, soft lighting that enhances the ambiance and highlights the chocolates. Use gold fixtures for a cohesive look.
- **Decor:** Minimalist yet luxurious, with curated artwork that reflects the brand's themes of indulgence and craftsmanship.

#### Music and Ambiance

- **Playlist:** Curate a playlist of soft, instrumental music that complements the refined atmosphere. Avoid loud or jarring tracks.
- **Scent:** Consider a signature scent that evokes warmth and indulgence—something subtle and sweet like vanilla or cocoa.

### 5. Marketing and Communications

#### Advertising

- **Print and Digital Ads:** Maintain visual consistency with the brand's color palette and typography. Focus on imagery that captures the essence of luxury and indulgence.
- **Tagline:** "Indulge in Elegance. Create Moments of Happiness."
- **Social Media:** Use Instagram and Pinterest for visual storytelling. Facebook for community engagement and promotions. LinkedIn for business partnerships and corporate communications.

## Promotional Materials

- **Brochures & Menus:** High-quality paper with a matte finish, featuring the brand colours and typography. Keep the design clean with plenty of white space to let the text and images breathe.
- **Gift Cards:** Elegant design with the logo in gold foiling, presented in a light moss green envelope.

## Website

- **Design:** Reflect the brand's luxurious and contemporary style. Use the brand colour palette, with a focus on large, high-quality images.
- **User Experience:** Ensure ease of navigation, with a focus on a seamless shopping experience for online purchases.
- **Content:** Keep the tone consistent with the brand voice—warm, inviting, and indulgent.

## 6. Brand Consistency

### Implementation

- **Training:** Ensure all staff are familiar with the brand guidelines and understand how to represent K+C Chocolate Cafe in every customer interaction.
- **Consistency Checkpoints:** Regular audits of marketing materials, packaging, and in-store experience to ensure alignment with the brand guidelines.
- **Feedback Loop:** Encourage feedback from customers and staff to continually refine and enhance the brand experience.

These guidelines are designed to ensure that every aspect of K+C Chocolate Cafe reflects its values of luxury, quality, and customer delight. Consistency in applying these guidelines will help build a strong, recognizable brand that resonates with customers and stands out in the market.