

# Foxtrot Cafe

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## STYLE GUIDE

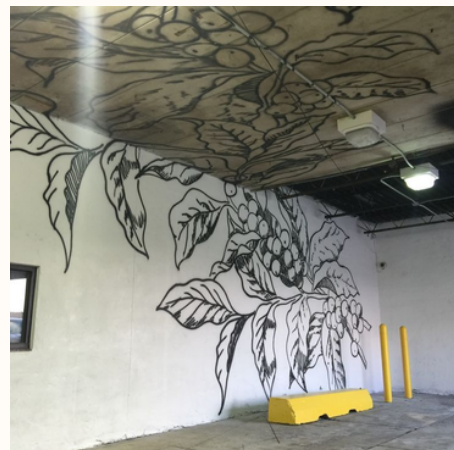
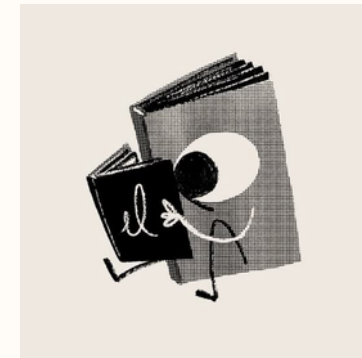
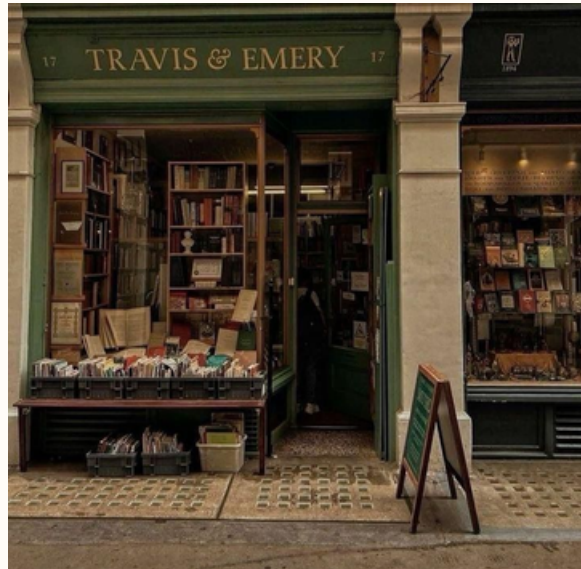
Kai Schindler, Izzy Finnerty, Morgan Boakye, Sophia Ward

Planning

# Brand Inspiration

Foxtrot Cafe draws inspiration from the coziest cafes with a modern flare. Foxtrotters enjoy the warm but vibrant nature of the shop while enjoying a warm lavender latte or blueberry scone, or browsing the selection of books to find their next great read.

# Design Inspiration & Moodboard



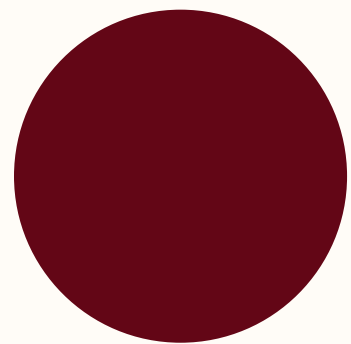
Creative

# Brand Visuals and Style

Foxtrot Cafe utilizes colors that reflect the warmth and calm nature of the store, and the Foxtrot logo demonstrates the cafe's offerings with a playful and mysterious flair.

# Color Palette

## Primary Colors

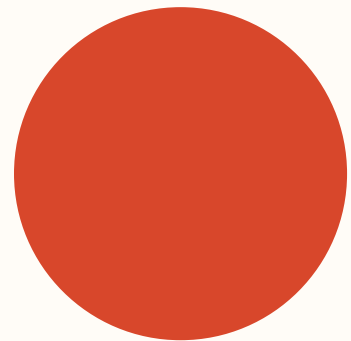


### Coffee Crimson

#630616

RGB (99, 6, 22)

CMYK (0, 94, 78, 61)

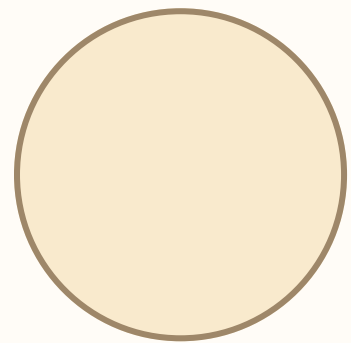


### Foxtail Orange

#D8472B

RGB (216, 71, 43)

CMYK (0, 67, 80, 15)



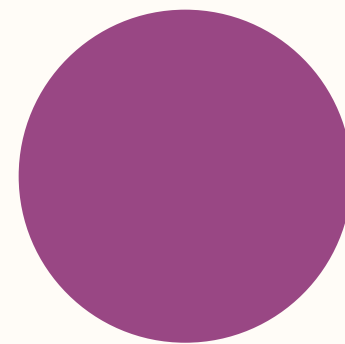
### Flat White

#F9EACD

RGB (249, 243, 205)

CMYK (0, 6, 18, 2)

## Secondary Colors

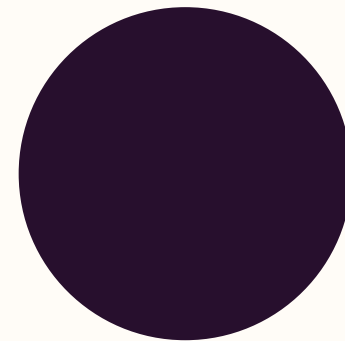


### Poetic Purple

#994784

RGB (153, 71, 132)

CMYK (0, 54, 14, 40)



### Mystery Midnight

#270F2D

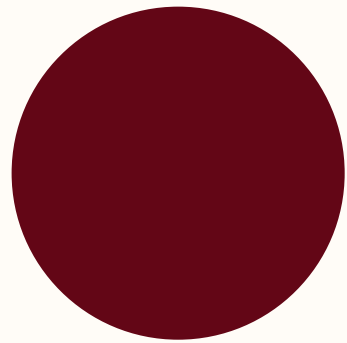
RGB (39, 15, 45)

CMYK (13, 67, 0, 82)

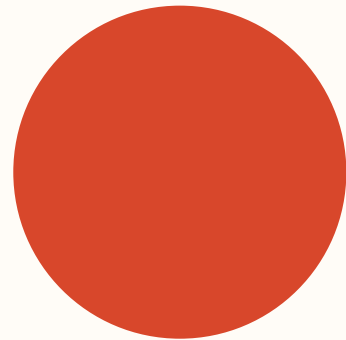
# Color Palette

## Psychology

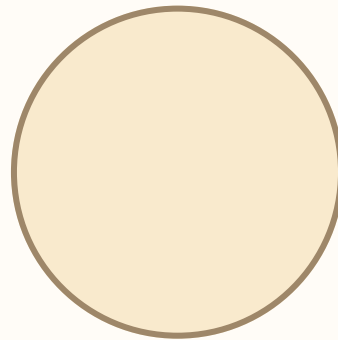
### Primary Colors



**Coffee Crimson**



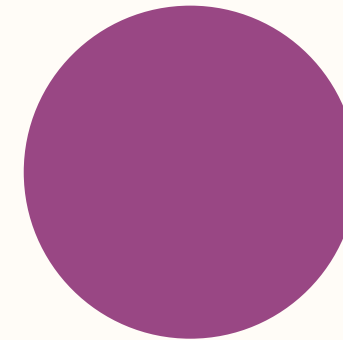
**Foxtail Orange**



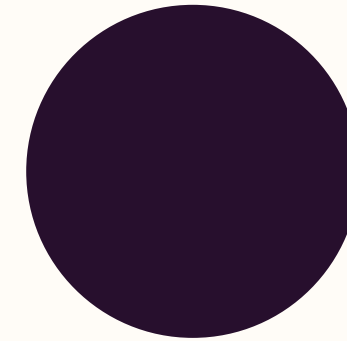
**Flat White**

- Used to stimulate appetite
- Create a sense of warmth
- Gentle and neutral
- Freshness and purity
- Simplicity

### Secondary Colors



**Poetic Purple**



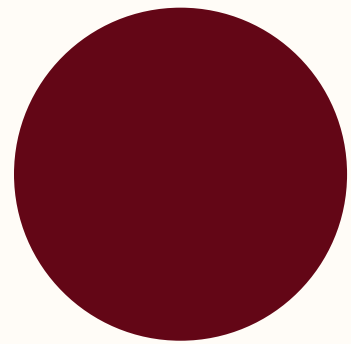
**Mystery Midnight**

- Signals high quality and luxury
- Creativity
- Minimalistic and modern
- Sleek
- Trustworthy

# Color Palette

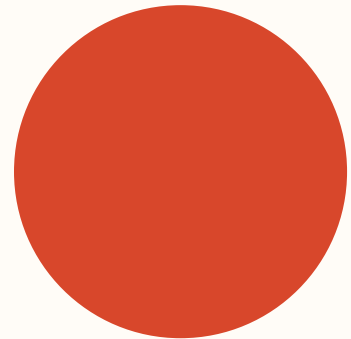
## Uses

### Primary Colors



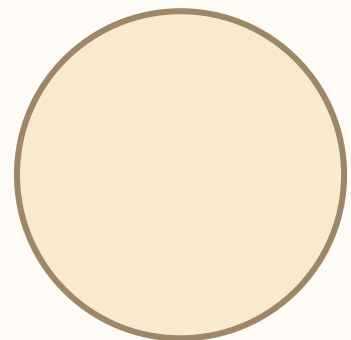
#### **Coffee Crimson**

main usage: logo, headings,  
Graphic elements



#### **Foxtail Orange**

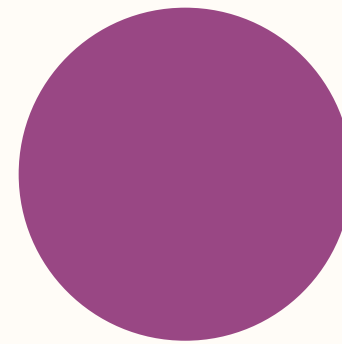
Main usage: logo, subheadings,  
graphic elements



#### **Flat White**

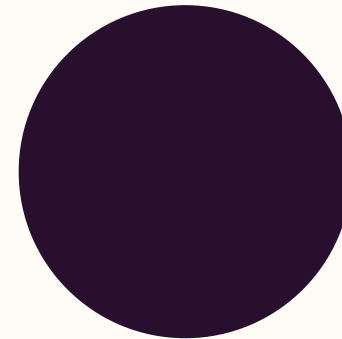
Main usage: graphic elements,  
headings

### Secondary Colors



#### **Poetic Purple**

Main usage: graphic elements



#### **Mystery Midnight**

Main usage: graphic elements,  
subheadings, body text

**Logo**  
Wordmark

**Foxtrot Cafe**

**Color Variations**

**Foxtrot Cafe**

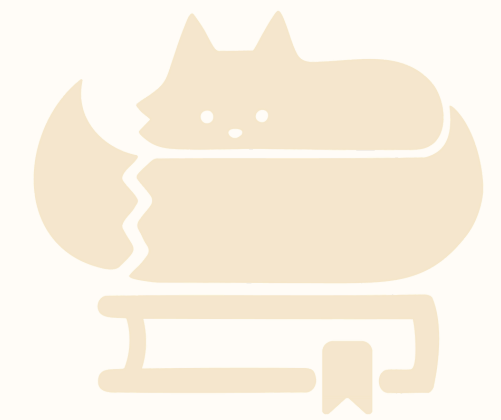
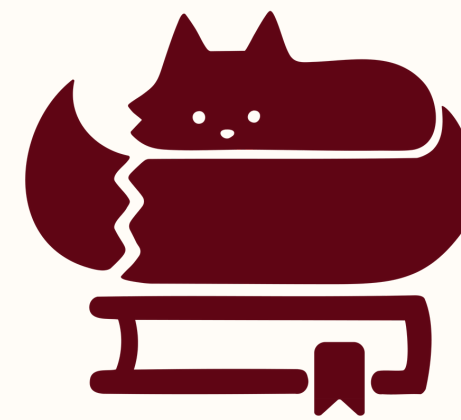
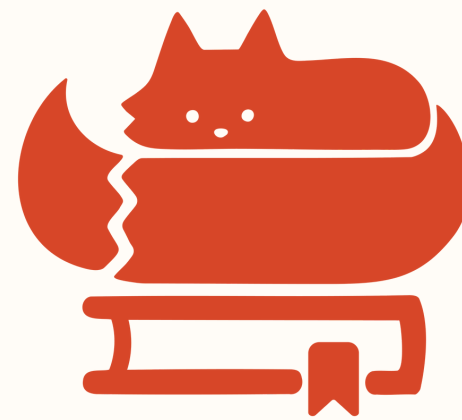
Foxtrot Cafe

# Logo

## Pictorial Mark

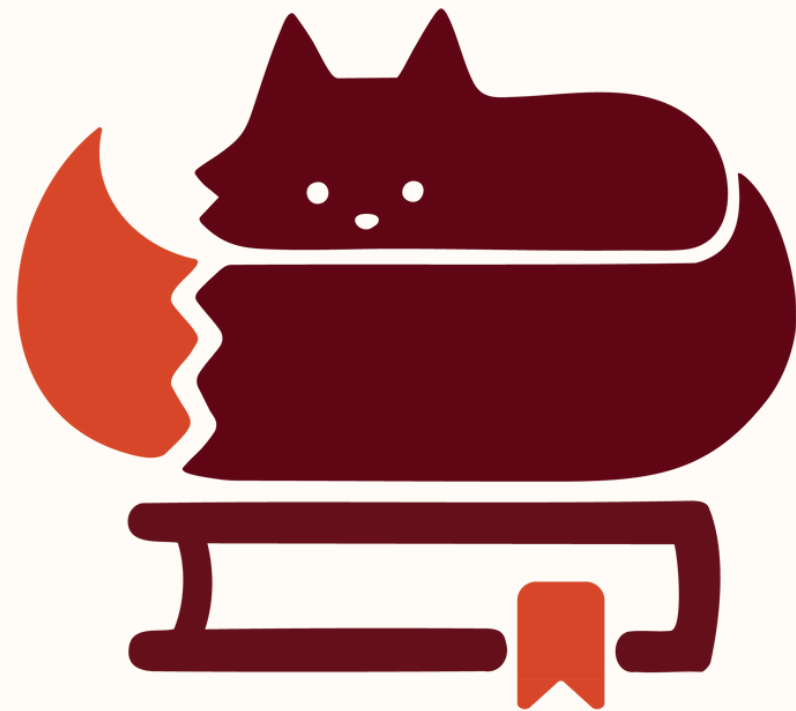


## Color Variations



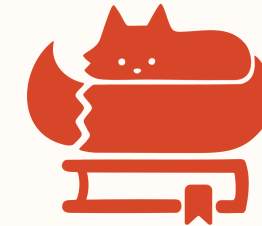
# Logo

Combomark

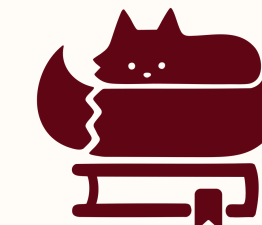


# Foxtrot Cafe

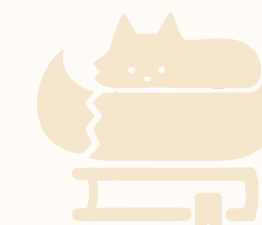
## Color Variations



Foxtrot Cafe



Foxtrot Cafe



Foxtrot Cafe

# Logo Usage

- Use two dual colored logo with transparent background on light backgrounds
- Use logos with solid color background on darker backgrounds/those of our color palette
- On images, use a one color logo without a background in one of the three primary colors



# Mockups



# Typography

## Headings

**Foxtrot Cafe**

Foxtrot Cafe

Foxtrot Cafe

**IvyPresto Display (Bold)**

**IvyPresto Display (SemiBold)**

IvyPresto Display (Regular)

## Guidelines for Usage

Used for logos, print and digital content for headings and subheadings.

This font can be used in any weight, and in any color in the primary color palette.

**Do not** italicize this font, use it with colors from the secondary color palette, use it for body copy or in all uppercase.

**Leading**

1.0

**Kerning**

0

**Tracking**

0

# Typography

## Subheadings & Body Copy

Red Hat Display  
**Red Hat Display**

### Guidelines for Usage

Used for print and digital content for subheadings and body copy.

This font can be used in any weight and minimally in colors from the primary color palette.

**Do not** italicize this font, use it with colors from the secondary color palette, or use it for headings.

### Leading

1.2 to 1.4

### Kerning

0

### Tracking

0

# Typography In Use



Seasons greetings from your friends at Foxtrot!



## New seasonal flavors are here!

Try our signature lavender, honey, or toffee lattes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



## Cozy up with our monthly book club

First Friday of the month, 5 PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh



# Imagery and Graphics

## Professional Photography



## User Generated Social Media Content

**Border**  
87% opacity  
100% opacity  
Flat White



**Rectangle**  
100% opacity  
75% opacity  
50% opacity  
Any color



**Text Overlay**  
100% opacity  
Any color



Communication

# Brand Story & Messaging

Foxtrot Cafe has crafted distinct messaging that aligns with our mission and identified personas. This communication framework allows us to connect authentically with our audiences and create lasting brand recognition.

# Mission Statement

Our mission is to provide the community with your go-to local coffeehouse, where we blend the highest quality coffee with captivating books. We aim for our guests to sip and savor what has come to be a rushed aspect of our day: our coffee.

Foxtrot Cafe values connections—connection through farm-to-table ingredients, connection through timeless literature, and connection over a coffee chat.

# Brand Voice Chart

Attribute	Description	Dos	Don'ts
Needs-Driven	We seek offer customers excellent service and quality goods while also engaging in community service.	<ul style="list-style-type: none"><li>• Be Knowledgeble</li><li>• Be Engaged</li><li>• Source Locally</li></ul>	<ul style="list-style-type: none"><li>• Be arrogant</li><li>• Rudeness and impolite</li><li>• Compromise quality</li></ul>
Communal	We strive to create a space that customers can be by themselves or bring others to socialize to build a community.	<ul style="list-style-type: none"><li>• Be Inviting</li><li>• Be Positive</li><li>• Highlight Events</li></ul>	<ul style="list-style-type: none"><li>• Ignoring feedback</li><li>• Prioritizing sales</li></ul>
Comforting	We aim to produce an environment that allows all coffee and book lovers to feel like they are in their own nook at home.	<ul style="list-style-type: none"><li>• Create Space</li><li>• Be Clean and Tidy</li><li>• Comfortable seating</li></ul>	<ul style="list-style-type: none"><li>• Feel rushed</li><li>• Cluttered or messy</li></ul>

# Brand Terminology

Tagline

*"Serving Brews and Books"*

## Grammar

Conversational  
Scholarly  
Trendy & Hip

## Abbreviations

Foxtrot

## Acronyms

F.X.T

Audience

# Brand Personas

Foxtrot Cafe caters to two main target audiences: avid community members and lovers of unique coffee shop experiences.

# Persona One: The Cafe Explorer

*Lily, 28*



## About Lily

Lily is a student at the University of Georgia who is working towards her PhD. On days when she has to do work on her thesis, she loves to explore new cafes to find cool workspaces.

She loves the cozy atmosphere of Foxtrot. Also, she thinks the ability to pick up a new book she wants to read while having her afternoon latte is really convenient.

## *Demographics*

Lives in Athens  
Has a Bachelor's Degree  
Female

## *Goals & Attitudes*

Feel inspired  
Read a new book each month  
Adventurous  
Remain studious and curious

# Persona One: The Community Spiriter

Helen, 56



## About Helen

Helen is a mom of two University of Georgia graduates and has called Athens home since her and her husband got married. She does freelance book consulting and writes her own children's books. She finds cafes and coffee shops the ideal place to connect to the community.

She enjoys Foxtrot because it gives her a space to connect with girlfriends or clients while enjoying coffee and goods from local purveyor.

## *Demographics*

Lives in Athens

Has a Bachelors in Consumer Economics

Female

## *Goals & Attitudes*

Advocator for local causes

Role model for sons

Active lifestyle

Learner and optimistic

Live a full life

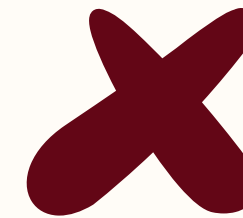
Identity

# Brand Restrictions

To maintain consistency within Foxtrot Cafe's branding, certain restrictions on usage and manipulation of brand elements have been implemented.

Foxtrot Cafe has carefully built its brand image and identity.

# Logo Rules



- Use primary brand colors
- Use duo-tone version or solid color version of the logo

- Use secondary brand colors
- Rotate, skew, or distort logo

# Color Palette Rules

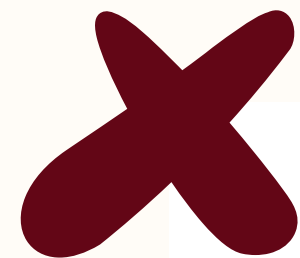
## Do:

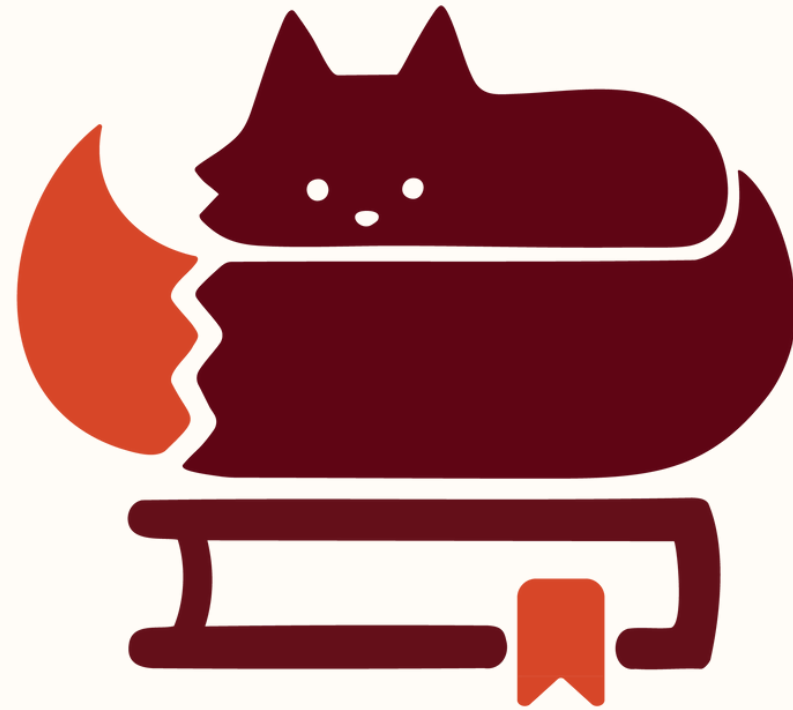
- Use contrasting colors such as Flat White against Foxtail Orange and Coffee Crimson, and Mystery Midnight against Poetic Purple and Foxtail Orange



## Don't:

- Use low-contrast colors such as Coffee Crimson against Mystery Midnight or Foxtail Orange against Poetic Purple
- Use Poetic Purple as a background color or for display or body text





# Foxtrot Cafe