



Brand Guidelines

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About Us

Pour Bear Coffee is a coffeehouse and vintage furniture shop in Lakeland, FL. At Pour Bear Coffee, we know that quality products and supporting our community are worth the investment. So, we serve exceptional coffee, tea, and snacks such as locally sourced beverages and baked goods from shops like Bandidas, Meraki Bakehouse, and Heartland Snack Co. and source our coffee from roasters like Dancing Goats Coffee that are committed to freshness, ethical sourcing, and sustainable production. We also sell ground and whole bean coffee, vintage furniture, and Pour Bear merchandise.



MISSION STATEMENT

Pour Bear Coffee provides a nostalgic space for its local community to gather and enjoy thoughtfully crafted beverages and baked goods.

02 Logo

Overview

Pour Bear Coffee

02 Logo Basics



Full Logo

This is our primary logo and should be used in most instances.



Secondary Logo



Stacked Logo



Horizontal Logo

ALWAYS USE THE LOGO FILES PROVIDED IN THE LOGO PACK. DO NOT RE-CREATE. IF YOU NEED A FILE THAT IS NOT PROVIDED, REACH OUT TO CARROLLDESIGN.CO.

Primary Logo

Our logo is our most recognizable asset. That's why we love it, are protective of it, and ask you to follow the rules when you use it.

Our primary logo is our preferred option. It should be used when there is no other brand presence in communications.

Primary logo usage

Use the full color logo when possible.

Single color primary logo usage

Use the single color logo only when printing does not allow for full color.

Pour Bear Coffee

02 Logo Basics



Secondary Logo

The secondary logo should only be used if our primary logo will not work for specific applications due to size, color, format, or design restrictions.

Secondary logo usage

For most instances, use the full color secondary logo.
For darker backgrounds or to overlay on photos, use the white or full color with white options.
Use the single color brown and green options for lighter backgrounds where the full color option is not appropriate.

Pour Bear Coffee

02 Logo Basics



Stacked Logo

Pour Bear Coffee

02 Logo Basics

For applications where the Pour Bear Coffee primary or secondary logos are illegible, the stacked logo can be used.



Horizontal Logo

Pour Bear Coffee

02 Logo Basics

For applications where the Pour Bear Coffee primary, secondary, or stacked logos are illegible, the horizontal logo can be used.



03 Colors

Our Color Palette

Primary Colors

Our core palette is distinctly recognizable as Pour Bear Coffee and should be used in all brand-led communications.

Color Use Key

- Pantone:** Spot color and reference color. Use for professional printing (ex: screen printing, embroidery, etc.)
- CMYK:** 4 color process printing (Do not use for graphics that will be displayed digitally. This may cause color inaccuracy.)
- RGB:** For digital use
- Hex:** For web and general use

PANTONE 576 C
CMYK: 60, 21, 85, 5
RGB: 119, 155, 73
HEX: #779B49

PANTONE 4017 C
CMYK: 14, 25, 84, 3
RGB: 222, 184, 59
HEX: #DFB83B

PANTONE 7589 C
CMYK: 46, 55, 63, 55
RGB: 92, 71, 56
HEX: #5C4738

PANTONE 7558 C
CMYK: 31, 46, 92, 27
RGB: 150, 113, 38
HEX: #967126

CMYK: 3, 5, 9, 0
RGB: 250, 243, 235
HEX: #FAF3EB

Secondary Colors

The secondary color palette is used to expand the primary palette when extra pops of color are needed. Use these sparingly, and only as a compliment to the primary palette.

PANTONE 173 C
CMYK: 12, 83, 96, 2
RGB: 208, 68, 31
HEX: #D3451E

PANTONE 236 C
CMYK: 8, 43, 0, 0
RGB: 243, 169, 221
HEX: #F3A9DD

PANTONE 2071 C
CMYK: 25, 35, 0, 0
RGB: 199, 178, 222
HEX: #C7B2DE

CMYK: 13, 19, 1, 0
RGB: 224, 211, 232
HEX: #E0D3E8

PANTONE 3599 C
CMYK: 15, 22, 52, 2
RGB: 221, 194, 136
HEX: #DDC288

PANTONE 650 C
CMYK: 23, 11, 7, 0
RGB: 204, 216, 229
HEX: #CED8E5

PANTONE 150 C
CMYK: 0, 38, 68, 0
RGB: 255, 178, 89
HEX: #FFB259

Type Color

PANTONE BLACK 2 C
CMYK: 63 57, 58, 64
RGB: 61, 57, 53
HEX: #3D3935

Color Hierarchy

It is important to follow the rules of these proportions when creating any branded materials in order to maintain brand consistency.

Cream plays a very important role in all brand communications and is an alternative to white.

Color overuse

Use primary colors first and in larger areas. Secondary colors in the palette should be used sparingly and in small amounts, choosing only one or two per page to compliment primary colors.



04 Photo & Video Style

Photography Guidelines

Bold colors, retro props and outfits, dramatic lighting, and texture—these things are integral to the visual aesthetic of our images. Film imitating filters, high contrast, and high flash, are encouraged to give photos a retro feel.

Composition

The composition “busy” but not “messy,” and guides the viewer’s gaze throughout the photo. Staging always feels natural and the positioning of the model/product is authentic.

Styling & Props

Styling is fun, casual, and 60’s, 70’s retro inspired. Models should look candid and relaxed rather than staged with outfits put together carefully, expressing perfection and a strong dedication to detail. Props consists of vintage furniture, record players, rotary phones, and other items that take us back in time.

Colors

We set ourselves apart by using vibrant colors and saturated hues instead of neutral and overly white tones. Colors are coordinated carefully and thoughtfully, and exhibit harmony. Solid colors are used in furniture and backdrops, while patterns are reserved for model’s clothing and main subject.



05 typography

Our Typefaces

Pour Bear Coffee

05 Colors & Typography

Jeames regular
is used for main headers
only once or twice on a
page or graphic.

Decorative Typeface: Jeames

Link to download and license: [Creativemarket.com/
kylewaynebenson/116753-Jeames](https://creativemarket.com/kylewaynebenson/116753-Jeames)

Our header and primary typeface is **Bilo**.
The Bilo typeface should be used widely
throughout Pour Bear materials as a header,
subheader, or body copy. Headers should be
Bilo-Black. All other font variations of the
Bilo typeface may also be used.

Primary Typeface: Bilo

Link to download and license: boldmonday.com/typeface/bilo/
(also available through fonts.adobe.com)

Our secondary typeface is **Neuton**, used for body
copy, callout text, and subheaders. The Neuton
typeface should be used below a main header and
sized smaller than 20 pt.

Secondary Typeface: Neuton

Link to download and license: fonts.google.com/specimen/Neuton

Our paragraph typeface is **Sora**, used for body
copy. The Sora typeface should be used for large
areas of copy and sized 12 pt or smaller.

Paragraph Typeface: Sora

Link to download and license: fonts.google.com/specimen/Sora

Our decorative typeface is
BioRhyme, used for larger
text, headers, quotes, etc.
typically above 14pt.

Decorative Typeface: BioRhyme

Link to download and license: fonts.google.com/specimen/BioRhyme

Primary Typeface

Bilo Typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

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

Aa

Light

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

Medium

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

Bold

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

Typographic Hierarchy

It is important to organize typography in a hierarchical system according to the relative importance in all communications.

Example One

Headline Jeames | 43pt

Subhead Bilo Black | 20 pt

Example Two

Headline Bilo Black | 33pt

Subhead BioRhyme Regular | 18pt

First Header

This is an example of a subheader

This is the second header on a page

This is an example of a subheader

Call-to-action

There are 2 ways to create and identify call-to-actions for brand communications. Use **Neuton Bold** for actions and buttons.

Shop now >

Shop now >

Inactive / Active Action

Shop now

Shop now

Inactive / Active Button