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Introduction

The brand guide will help you understand how to express the brand towards our target audience. Follow the brand guide to develop a consistant brand message in all of your projects.

Target Audience

- Young Adults
- Working Class Members
- Emergency Workers



Typography

In this brand guide, you will go over the font family, sizes, and styles to be used consistantly throughout all of your brand materials.

Summary

- Headers
- Subheaders
- Text



Typography

Neucha

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG the quick brown fox jumps over the lazy dog

✓ Brand Name

Subheading 2 - 6

Paragraphs

Nunito

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG the quick brown fox jumps over the lazy dog

Brand Name

✓ Subheading 2 - 6

Paragraphs

Metrophobic Regular THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG the quick brown fox jumps over the lazy dog

Brand Name

Subheading 2 - 6

Paragraphs



Color

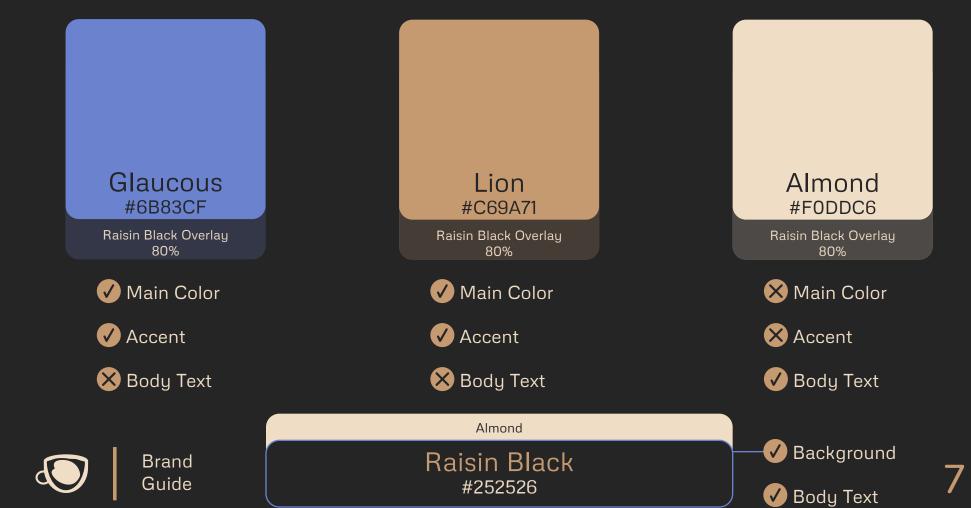
An essential element of all brands, color can convey meaning, emphasis, emotion, and separate brands from one another.

Summary

- Main Colors
- Accent Use
- Text Color



Color



Logo

This section will go over the use, placement, and various alternative visuals for the logo to ensure consistant use.

Summary

- Usage
- Placement
- Alternative Looks



Logo





Horizontal

Over a dark background, the 'Mini Bean' name can be kept to Almond, but over a light background, it can be changed to Raisin Black.

Overall gutters around all logo usage should be an addition of 12.5% to ensure consistant spacing.

Icon





Icon Color







Brand Guide

Conclusion

Mini Bean is a fictional company made by Joseph Vo and is not in operation. This brand guide was made as a school project.



