



Mini Bean Brand Guide



Mini Bean
Created by Joseph Vo

josephvo.com/websites/minibean
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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 consistent 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 consistently 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

Glaucous
#6B83CF

Raisin Black Overlay
80%

- ✓ Main Color
- ✓ Accent
- ✗ Body Text

Lion
#C69A71

Raisin Black Overlay
80%

- ✓ Main Color
- ✓ Accent
- ✗ Body Text

Almond
#F0DDC6

Raisin Black Overlay
80%

- ✗ Main Color
- ✗ Accent
- ✓ Body Text



Brand
Guide

Almond

Raisin Black
#252526

- ✓ Background
- ✓ Body Text

Logo

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

Icon



Icon Color



Light Background



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.



