



# Brand Guidelines

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## Treehouse Café is more than just coffee.

It's the smiles you share with friends.

It's the comfort of a heavy blanket.

It's the laughs you can't keep in.

It's the joy you deserve each day.

Each cup has its own magic.

We're here to help you find yours.



## Our Goal

To create consistency around product and brand representation through strategic sales partners. This document will serve as an inspirational tool for valued partners to effectively plan and execute their individual Treehouse Café product merchandising and brand communications.



# Strategic Brand Guidelines

Treehouse Café is bringing the gift of service back to the specialty coffee world. Every customer is a VIP. We honor them with a deep appreciation, recognizing them for who they genuinely are – not just as a customer of ours. We are doing coffee the way few have tried to – there are no game faces here. This is high-end espresso, served exceptionally well, in a warm and welcoming environment.

The first order of business in brand stewardship is realizing that it's not about business at all... We must recognize that this brand isn't about logos, colours or fonts. These items don't define us. We've crafted them to represent us, but our brand is actually the property of the public and their perception.

A brand is built brick by brick, day by day, cup by cup by the people who experience our coffee. It's about people, it always has been. It's about creating a place for relationships to grow

– for conversations to happen. As we move forward, let's recognize that this brand is alive, it's fragile and still growing. The logo gives a face to the real body – the people of Treehouse Café. Treat the logo how you would treat those people – with care, respect and intentionality. This set of guidelines is designed to help you understand the details of curating a consistent visual identity. We are all in this together, partnering to build a better community through coffee.

Welcome to Treehouse Café.  
It is our **honour** to partner with you.



# Brand Usages for Print & Web

An icon is a quick, intentional, visual mark that helps deliver an immediate brand signature to the viewer. Sometimes icons are used as symbolic marks that can represent the company and their services. Other times the icon is just a mark that identifies the owner. Other times it represents the values that the company stands by.

This is the heart and soul of our identity. When in doubt, always use this icon. This is our go-to logo. This icon must be uniform throughout all of its applications. Alterations to the icon are prohibited.



The graphic integrity of the icon and identity elements should be governed by the consistent use of established standards and observed in all communications with our vendors, affiliates, and the general public.



**Full Colour Version**

The preferred usage of the logo is in full colour and should always be considered as the first design option



**Black Version**

For use in situations where the full colour version is not possible and on pure light or white backgrounds



**White Version**

For use in situations where the full colour version is not possible and on pure dark backgrounds

# Clear Space & Mark Integrity



When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.



**Minimum Dimensions**  
Width x Height  
1.6" x 1.6234"



**Do not** alter color from accepted standards



**Do not** overprint the logo on complex photographs



**Do not** rotate the logo to any degree



**Do not** screen the logo



**Do not** fill shapes with patterns or effects



**Do not** skew or scale the width or height



**Do not** violate the signature clear zone



**Do not** add or change typeface of the logo type





# Colour Systems for Print & Web



# Typography

Fun, joyful, and loud Winter Christmas is the first font that makes up Treehouse Café's identity. Winter Christmas should be used sparingly, only for main headings and accented terms. Never use Winter Christmas for body text.

Winter Christmas

AaBbCcDdEeFfGgHhIiJjKk1234567890

Simple, approachable, soft Avenir Next is the second font used in Treehouse Café branding. It is used for all body text and sub-headings. Most body copy should use Avenir Next Regular. Accented terms can make use of Avenir Next Bold and Avenir Next Italic. All subheadings should use Avenir Next Bold.

Avenir Next

Regular, Bold, and Italic

AaBbCcDdEeFfGgHhIiJjKk1234567890

**AaBbCcDdEeFfGgHhIiJjKk1234567890**

*AaBbCcDdEeFfGgHhIiJjKk1234567890*

## Main Heading

### Subheading

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Most text should be dark grey/black. In addition to being used on white backgrounds, dark grey/black text is to be used on the following Treehouse Café colours.



## Main Heading

### Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

White text is permitted on darker backgrounds only. The following colours are the only Treehouse Café colours deemed dark enough to incorporate white text.





# Packaging

At Treehouse Café, we know that no two days are ever quite the same... And believe that your coffee should reflect that! With so many fun packaging options, you can pick the coffee that best fits your mood and make each day into the special occasion it deserves to be.





