

Brand Identity & Guidelines

for Selah Coffee

.01

Main Logo

The main logo is made up a unique, hand-drawn “Selah” text element and an accompanying sans-serif font.

This main logo can, alternatively, live inside a broken up circle.



Main Logo

M O M E N T S O F P E A C E

This main logo is also accompanied by the tagline,
“Moments of Peace,” which aims to express the concept
of Selah and the moments of peace where we are able
to hear God speak to us.

Main Logo

Together, the main logo and tagline can look like this:



MOMENTS OF PEACE



MOMENTS OF PEACE

.02

Logo Icon

This brand identity also has its own unique icon, the “Selah Branch.”

This works alongside the main logo to express the character and identity of Selah Coffee.

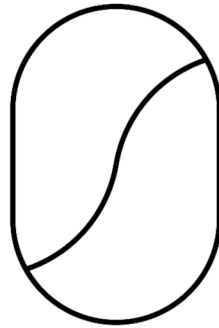
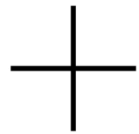


Logo Icon

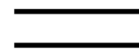
The icon is constructed by combining a branch (representing peace) with a minimalistic coffee bean.



P E A C E



C O F F E E



S E L A H C O F F E E

Logo Icon

Together, the icon and main logo produce a strong brand identity.



Logo Icon

Lastly, the icon is also able to live by itself without the circle, or it can live inside a “bean” shape instead.



Additional logo options



SELAH COFFEE
MOMENTS OF PEACE

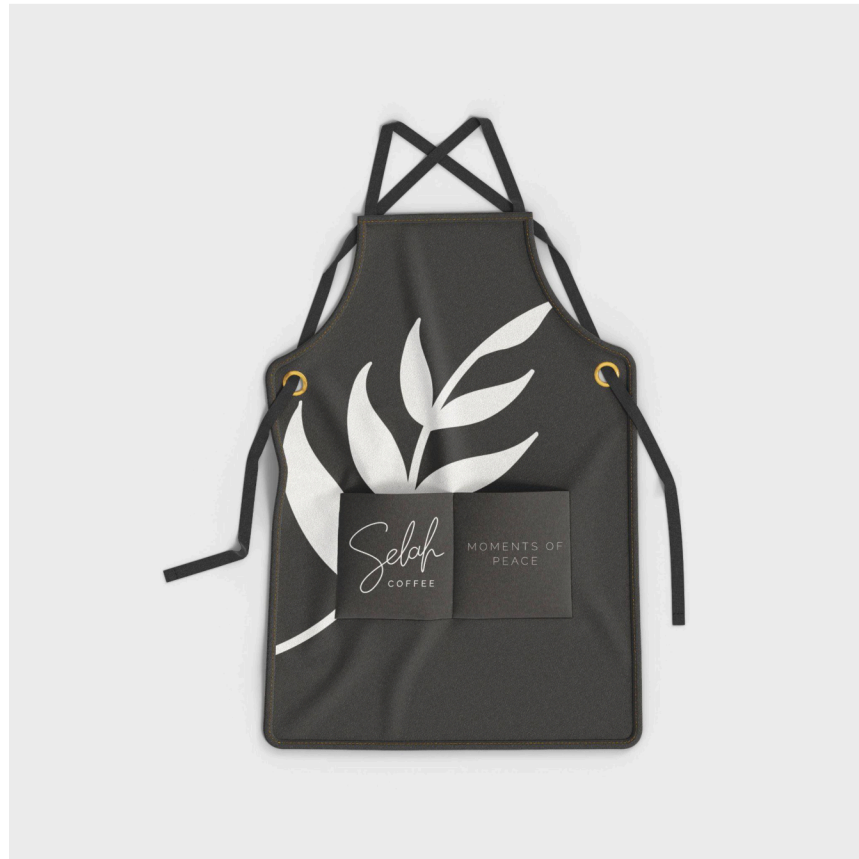


MOMENTS OF PEACE

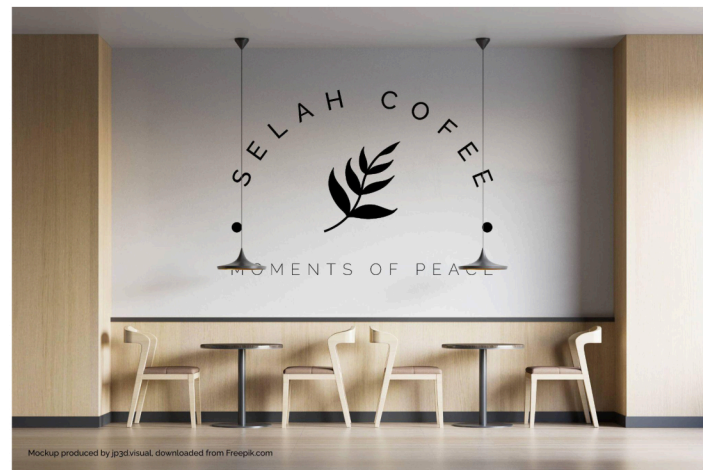


MOMENTS OF PEACE

Brand Application



Mockup produced by jp3dvisual, downloaded from Freepik.com





COFFEE	
ESPRESSO	25
MACHO MATTO	28
AMERICANO	28
CAPPUCCINO	32
FLAT WHITE	34
CAFFE LATTE	34
MOCHA LATTE	40
CARAMEL LATTE	40
TEA	
HOT TEA	2.4
MATCHA BLEND	3.2
LEMON TEA	2.8
ICE THAI TEA	3.0

MENU	
FROM THE KITCHEN	
FRESH SALAD	30
CROISSANT	20
GLAZED DONUT	20
CHILI TORU	36
VEGGIE WRAP	32
BFAST BOWL	41
GRILLED CHEESE	34
FRUIT SALAD	36

.03

Fonts, Colours & Photography

Woven throughout the brand identity are elements which further convey the brand language, particularly the fonts, colours, and photography used within the logo and any other brand element.

Selected Font

Apart from the hand-drawn typography that makes up the main Selah logo, the sans-serif font Raleway was chosen to be the brand's main font for text within the logo and in other brand elements

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Font Styles

Regular / *Italic* / **Bold**

Font Weights

Thin / Extra Light / Light / Normal /
Medium / **Semi-Bold** / **Bold** /
Extra Bold / **Black**

Colour Palette

These are the five initial colours, which have the option of being expanded on.

Light Grey

#D3D5D5

Blast Off Bronze

#90634E

Xanadu

#6E8775

Pale Silver

#CBC4BB

Charcoal

#243B4A



Logo Variation Color

When we apply the main logo to these colours, we are able to see variations and possibilities of how to express the brand identity in a clear and compelling way.

Photography

These are examples of the kinds of photos that one might use throughout the brand's applications, such as on a website or on social media pages..

