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Logo Variations

To ensure versatility across various applications, the Brew Haven logo has been developed in multiple formats. The primary logo is the main version used for most branding purposes. The secondary logo offers an alternative layout for horizontal or space-limited uses. The logo mark is a simplified icon version, ideal for small-scale use like social media avatars or merchandise. Additionally, monochrome and black & white versions are included to maintain clarity and consistency across different backgrounds, print methods, and color limitations.

01

1.1 Primary Logo



1.2 Secondary Logo



1.3 Logo Mark



1.4 Monochrome / b&w versions



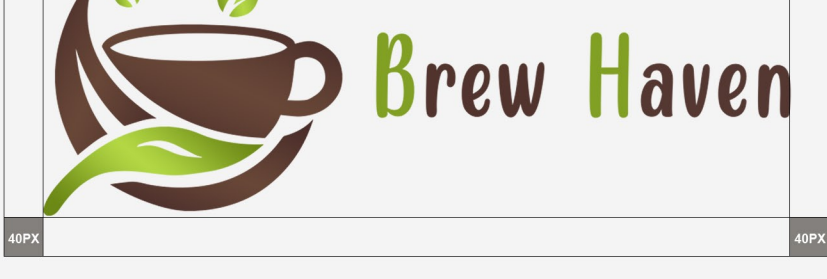
Do's & Don't

To preserve the integrity and consistency of the Brew Haven coffee shop, the logo must be used thoughtfully and correctly. Do maintain proper clear space around the logo and use approved color versions depending on the background. Do resize proportionally to keep the design balanced and legible.

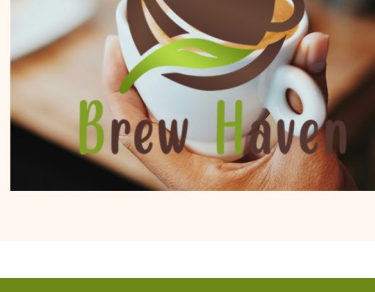
On the other hand, don't stretch, distort, rotate, or change the logo's colors. Don't place the logo on cluttered or low-contrast backgrounds, and avoid adding shadows, outlines, or other effects that alter its original form. These guidelines ensure the logo remains professional, recognizable, and on-brand across all touchpoints

02

2.1 Clear Space



2.2 Incorrect Logo Usage



Color Palette

The Brew Haven color palette is designed to reflect the brand's cozy, modern, and eco-conscious identity. The primary colors include warm coffee browns and soft green, evoking comfort and simplicity. Accent colors like milk white or ash gray add a touch of personality while maintaining a calm and inviting feel. These colors should be used consistently across all brand materials to create a unified visual experience and strengthen brand recognition.

03

3.1 Primary Colors

HEX: 4b2e2b

RGB: 75 46 43

HEX: 6c8916

RGB: 108 137 22

3.2 Secondary Colors

HEX: 191919

RGB: 25 25 25

HEX: b2b2b2

RGB: 178 178 178

HEX: f5f5f5

RGB: 245 245 245

HEX: fff8f0

RGB: 255 248 240