

cocktails + coffee + cake

STYLE GUIDE

imagined + designed by Natalie Puckett

2021

WHO WE ARE

cocktails + coffee + cake is a boutique café offering the best of the best in beverages (both alcoholic and non) + homemade pasteries. We don't take ourselves too seriously + we love to have a good time. Here you'll discover high-quality ingredients, stellar service, + an energetic environment that stimulates conversations + joyful memories.

Life is too short, so take a sip and don't settle for stale cake.

"A party without cake is really just a meeting."

-Julia Child



AUDIENCES

`cocktails + coffee + cake` has two crucial audiences, but encourages + welcomes (with open arms) anyone who finds their way to our door.

PRIMARY

our targeted demographic includes those who are exotic, friendly, seek unique experiences, favor quality over convenience, young adults or young at heart (ideally late twenties–early forties), has an expendable income, + geographically located near the San Francisco region (or those traveling to the area).

SECONDARY

aside from those who enjoy a fancy drink and have a sweet tooth, another valuable audience is individuals who value supporting local small organizations. `cocktails + coffee + cake` lifts up local vendors by purchasing as many ingredients + supplies as possible from others local Bay Area businesses, such as farmers, chefs, florists, woodworkers, painters, designers, + many more.

TYPOGRAPHY

courier new regular
wordmark + body text / all lowercase

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

BEBAS NEUE
HEADERS / ALL CAPS

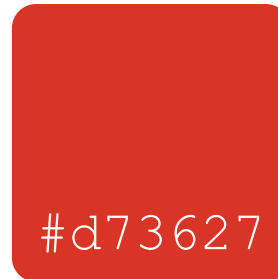
AA BB CC DD EE FF GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

from the beginning, I knew a serif + sans serif combo would be a good design choice for my typefaces. after exploring many options, I landed on **courier new regular** for its legibility, simplicity, + classic typewriter feel for the wordmark + body text. for all headers, I chose **bebas neue** to showcase the bold, adventurous side of my business + to grab the attention of my audience. accessibility + clear representation of my brand are most important to me when choosing a typeface(s).

COLOR PALETTE

the colors I chose are from a direct complimentary palette, consisting of orange + blue hues. the soft peach + light blue represent the sweetness of the cakes and pastries, while the rich red/orange + teal blue offer a bold + playful perspective of the drinks offered.

the neutral white + deep teal offer an escape from the bright primary color palette. I see these being used as text + background colors, along with the medium teal.



TONE + VOICE

short + sweet + to the point, cheeky, bold, playful, confident, lavish but approachable. we are having the time of our life + we want you to join us (essentially instilling FOMO [fear of missing out] into the hearts of our audience).

always lowercase body text (aside for pronouns).
integrate the + symbol in place of the word 'and'.

SOCIAL MEDIA

cocktails + coffee + cake
will utilize the following:

- Instagram for brand awareness
images + promotions/giveaways
- Facebook for menu changes,
events, contact info
- TikTok for videos + recipes
- Website for brand awareness,
location, hours, contact info



PHOTOGRAPHY MOOD BOARD

this is the aesthetic I envision for my invented business. photos for social media will include the café interior + exterior, details of food + beverages, customers candidly enjoying their visit, brand ambassadors, etc.



SEE YA SOON!