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BRAND GUIDELINES

CHOCO LATTE
Cafe

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INTRODUCTION

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INTRODUCTION

ABOUT

CHOCO LATTE Cafe

Your Favorite Cafe

Welcome to Choco Latte, a haven where the aroma of fresh bakery smells welcomes you from dawn to dusk. Beyond being just a cafe, Choco Latte is a narrative, unfolding with each cup and every shared moment. Our journey started in the heart of Toronto, with a mission to redefine the coffee experience. From morning coffee rituals that awaken your senses to night snack delights that sweeten your dreams, Choco Latte is your place to go. Indoor or outdoor, our space offers vibrant vibes where every sip becomes a tale, and every visit promises a unique chapter in your story. We're not just a cafe; we're an experience — an opportunity for self-reflection or vibrant conversations. Cold or hot, sweet or salt, we've got you covered, ensuring that Choco Latte is more than a place; it's a lifestyle, a celebration, and a timeless retreat where ordinary moments transform into extraordinary memories. Thank you for being part of our story at Choco Latte; we can't wait to share many more cups and moments with you.

INTRODUCTION

OUR VALUES

MISSION

"At Choco Latte, our mission is to be the heartbeat of Toronto's vibrant community, redefining the coffee experience from sunrise to midnight. From the morning coffee that awakens your senses to your night snack that sweetens your dreams, Choco Latte is more than just a cafe; it's where every sip, every moment becomes a flavorful story. Our commitment to providing a diverse and innovative menu extends from the enchanting aroma of fresh bakery smells to the dance of fresh beans' steam in our cups. Choco Latte is your place to go, where whether you crave cold or hot, sweet or salt, we've got you covered.

Guided by the mantra 'Choco Latte, not just a cafe,' we aim to be your sanctuary for a moment to yourself or a haven for gathering. Choco Latte is where indoor or outdoor, you live the vibes, crafting stories and connections over a cup that transcends the ordinary. It's the place where time slows down for your self-reflection or speeds up for vibrant conversations. Our mission is to make Choco Latte not just a cafe but your daily retreat, a space where the everyday transforms into extraordinary, and every visit is a journey within yourself and with others."

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VISION

"Our vision at Choco Latte is to be the epitome of modern cafe culture, where the latte experience becomes a journey from the early morning coffee rituals to the late-night snack adventures. From the fresh bakery smells that beckon you in to the moment when the fresh beans steam, our vision is to envelop our customers in an immersive experience that transcends the boundaries of a typical cafe. Choco Latte is the embodiment of 'your place to go,' offering an array of options, whether cold or hot, sweet or salt — an inclusive haven for all palates.

In the world of Choco Latte, 'not just a cafe' means it's a time for yourself or for gathering, a place where indoor or outdoor, you don't just sip coffee; you live the vibes. Our vision is to create a dynamic and welcoming atmosphere, where every cup tells a unique story and every interaction adds a new chapter. Choco Latte aspires to be more than a cafe; it aims to be a lifestyle, a celebration, and a timeless space where every visit promises an escape into the extraordinary."

INTRODUCTION

OUR VALUES

Our Values Directly reflect the messsages we want to communicate in our written and visual content.

Sharing

Save time

Quality of taste

LOGO

Our Logo
Logo Variations
Clear Space
Minimum Size
Logo Usage
Logo Incorrect Usage
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Logo on photographs
Logo With Partners

OUR LOGO

Choco latte is a minimal typography logo , to be easily scalable, and the desire for brands to appear more modern and sophisticated.

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Logo

CHOCO LATTE
Cafe

LOGO

LOGO VARIATIONS

Vertical Logo



Horizontal Logo



LOGO

CLEAR SPACE



The logo must be bordered by a protection zone (clear space) for an overall prominent position, clear legibility and coherence with the rest of the design elements.



LOGO

MINIMUM SIZE

Minimum Vertical Logo Size

Full logo
Minimum size : 5.0*2.7 cm (Print)
: 144.3*76.3 px (Digital)



Digital



Print

Minimum Horizontal Logo Size

Full logo
Minimum size : 5.6*2.0 cm (Print)
: 174*74.7 px (Digital)



Digital



Print

LOGO

LOGO USAGE

Choco Latte Logo comes in several
Versions as shown, each useful for working with collaterals in different ways or different situations.

V1 Master Logo
This version is the firm's primary logo and should be used across all of Choco latte's collaterals.

V2 Vertical Logo
This is the secondary logo and should be used only on certain occasions.

V3 Gray scale Logo
The gray scale version is for black and white printed media such as newspapers and for fax sheets.

V4 Single Color Logo
To be used in a single color for the logo.

V1 Master Logo



V2 Vertical Logo



V3 Grayscale Version





V4 Single Colored Version





LOGO

LOGO INCORRECT USAGE

1-Don’t change the placement of the typography.

2- Don’t introduce new colors.

3- Don’t stretch or distort the logo.

4- Don’t Do any effect on the logo.

5- Don’t rotate the logo.

6- Don’t reflect the logo on vertical or horizontal axis.

7- Don't introduce any strokes to the logo.

8- Don't dismember or remove any letter of the logo.

9- Don’t t place the logo on other text.

1.



2.



3.



4.



5.



6.



7.



8.



9.



LOGO

LOGO ON BACKGROUNDS



Choco Latte brand colors are divided into two parts, primary colors and secondary colors.









LOGO

LOGO ON PHOTOGRAPHS

Always place the fill color logo directly on photographs and color backgrounds when possible. choose photographs and color backgrounds that have sufficient contrast to the logo colors to preserve the logo's integrity.
When it is not possible to place the logo directly on the photograph or color backtground a color band in a white color is acceptable to place the logo on, **as shown in the following examples**









LOGO

LOGO WITH PARTNERS

When Choco Latte logo is shown alongside the logos of partner organizations, all logos should appear to be approximately the same size

Horizontal



Vertical



COLORS

Primary Colors
Secondary Colors



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PRIMARY COLORS

Colors are as important to our brand, as the logos themselves just as punctuation and volume set the tone for our written and verbal style.
color helps set the ton for our visual style

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COLORS

Panton color 711 C
C 10 M 98 Y 93 K 1
R 215 G 40 B 46
Hex #d7282e

Panton color BLACK
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
Hex #000000

Panton color 726 C
C 1 M 11 Y 15 K 0
R 252 G 227 B 210
Hex #fce3d2

SECONDARY COLORS

We've also developed a secondary color palette to complement our primary colors. These colors help play up our progressive, yet classic vibe but also help differentiate our products.

COLORS

Panton color 289 C
C 48 M 6 Y 100 K 0
R 147 G 189 B 30
Hex #93bd1e

Panton color 728 C
C 89 M 28 Y 94 K 16
R 0 G 121 B 67
Hex #007943

Panton color 361 C
C 77 M 8 Y 100 K 1
R 58 G 167 B 55
Hex #3aa737

TYPOGRAPHY

Primary Typeface
Secondary Typeface



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TYPOGRAPHY

Plus jakarta Sans Primary typeface



Plus Jakarta Sans (Extra Bold)
abcdefghijklmnopqrstuvwxyz
1234567890

Plus Jakarta Sans (Semi Bold)
abcdefghijklmnopqrstuvwxyz
1234567890

Plus Jakarta Sans (Regular)
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

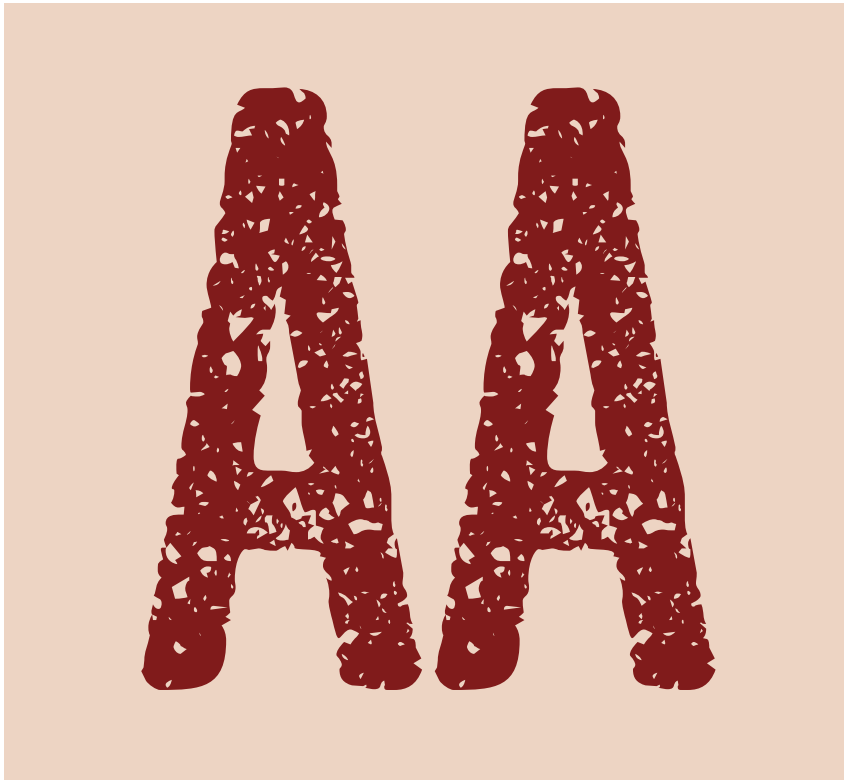
Morning Gold Secondary Typeface

Morning Gold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz **1234567890**



TYPOGRAPHY

ASFALTO SECONDARY TYPEFACE



ASFALTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ASFALTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BRANDING ELEMENTS

Pattern
Design elements



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BRANDING ELEMENTS

PATTERNS

we love to use illustrations from the soul of the brand they're perfect for explaning complex ideas, theme or process, for the most part we like our icons and patterns to be flat and colorful always ensuring that our designs match our audience.

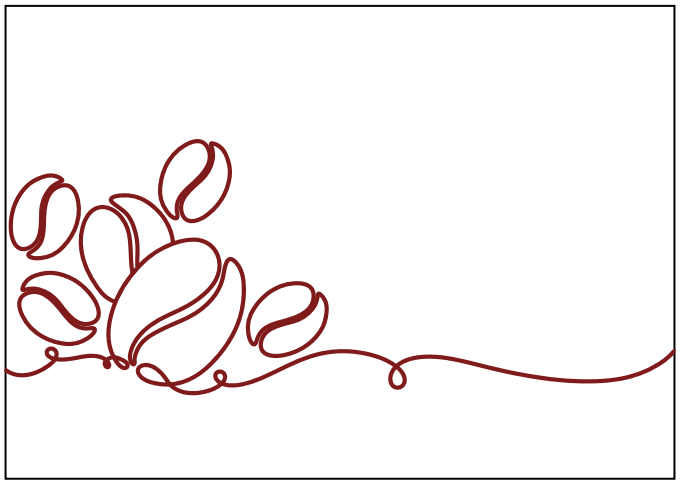




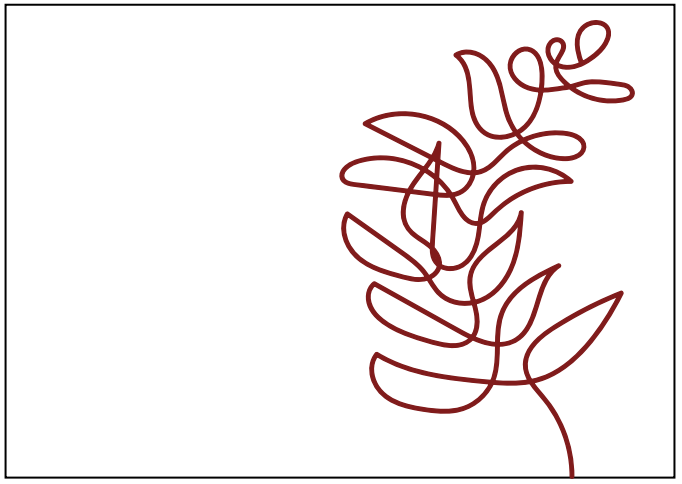
BRANDING ELEMENTS

DESIGN ELEMENTS

Some of branding elements & Lines that you can use in your designs.









BRANDING ELEMENTS

DESIGN ELEMENTS

This is some ideas for using Branding elements in your designs.



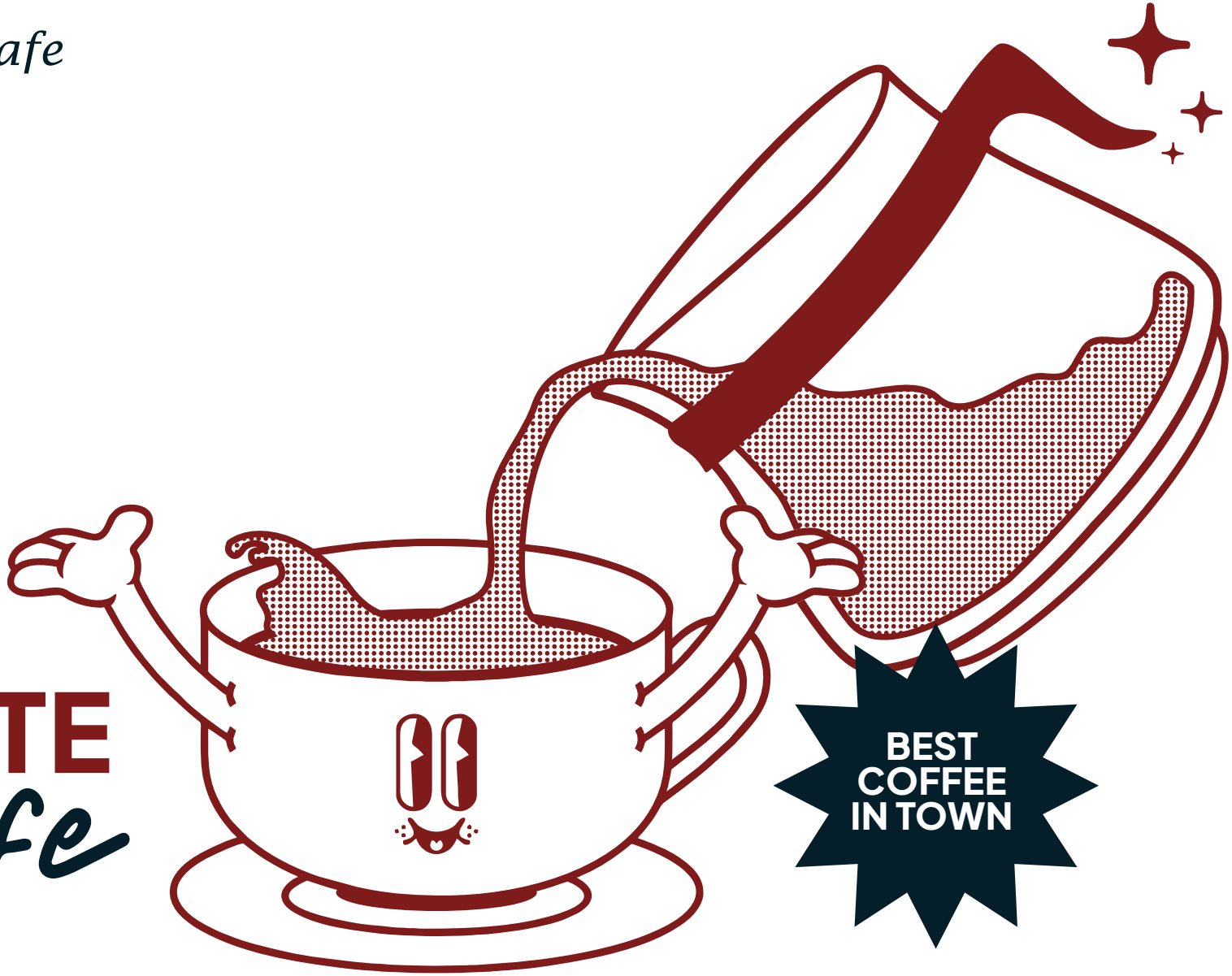






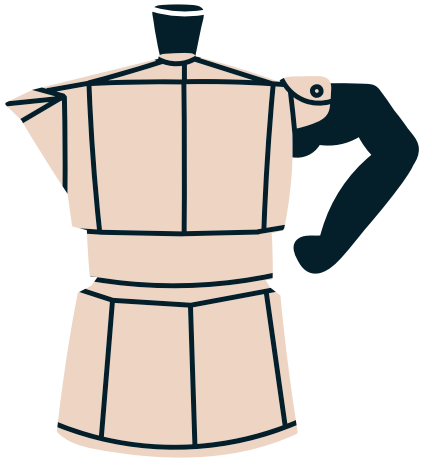
CHOCO LATTE Cafe

YOUR FAVORITE Cafe



IT'S YOUR COFFEE TIME





CHOCO LATTE
Cafe

100% ROASTED COFFEE

REGION

REGIOONS OF LOREM, IPSUM DOLOR

PROCESS

PROCESS OF LOREM, IPSUM DOLOR, AMET

LIGHT

MEDIUM

DARK

DATE

JUNE 16

NET WEIGHT

12 OZ

YOUR FAVORITE COFEE





CHOCO LATTE Cafe


CHOCOLATTE
CHOCOLATTE
CHOCOLATTE
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Cafe

BUSINESS COLLATERALS

Uniform
Shawarma Box
Delivery Bag
Carton Bag
Cups Mockup
Placemat
Sandwich Pack
Stickers



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Cafe


CHOCO
LATTE
Cafe


CHOCO
LATTE Cafe
CHOCO LATTE
Cafe
CHOCO
LATTE Cafe


CHOCO LATTE
Cafe
YOUR
FAVORITE
Cafe


BROWN SUGAR
CHOCO LATTE Cafe
SUGAR
CHOCO LATTE Cafe
DIET
CHOCO LATTE Cafe


CHOCOLATTE
Cafe
CHOCOLATTE
CHOCOLATTE
CHOCOLATTE
Cafe


CHOCO LATTE
Cafe


IT'S
YOUR
COFFEE
TIME

SOCIAL MEDIA

Instagram posts
Instagram Stories
Instagram Appearance



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SOCIAL MEDIA

INSTAGRAM POSTS

These are some directions in designing social media posts for Instagram, Facebook, etc. More than one different design has been worked on so that you can get inspiration from the design soul in the brand













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SOCIAL MEDIA

INSTAGRAM POSTS

These are some directions in designing social media posts for Instagram, Facebook, etc. More than one different design has been worked on so that you can get inspiration from the design soul in the brand













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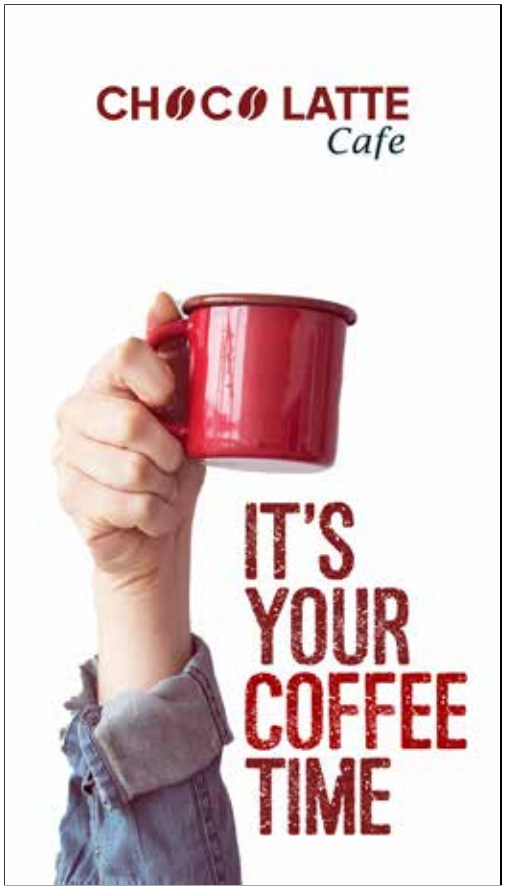
SOCIAL MEDIA

INSTAGRAM STORIES

These are some directions in designing social media stories for Instagram.
More than one different design has been worked on so that you can get inspiration from the design soul in the brand





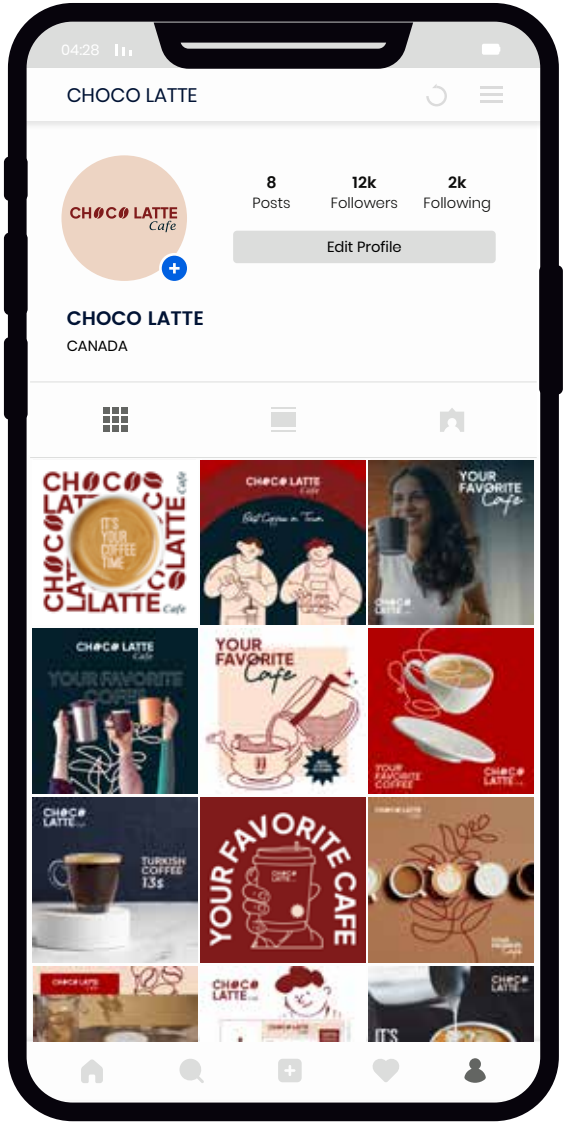


SOCIAL MEDIA

INSTAGRAM APPEARANCE

These are some directions in designing social media posts for Instagram.
More than one different design has been worked on so that you can get inspiration from the design soul in the brand





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THANK YOU

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