

LITTLE OWL COFFEE

Good coffee before the day gets going.



THE BRAND IN USE

Good coffee before the day gets going.

Little Owl Coffee

Coffee Shop · Bristol, United Kingdom

LITTLE OWL COFFEE

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Use this book to keep every Little Owl morning feeling familiar, from the first cup to the last detail.

CHAPTER 01

The Brand on One Page





COLOURS

Badge Orange
#E94A0B
CMYK 0 68 95 9

Clean White
#FFFFFF
CMYK 0 0 0 0

Orange Tint
#FCE8DF
CMYK 0 8 12 1

Deep Orange
#A83208
CMYK 0 70 95 34

DISPLAY — MONTSERRAT

Little Owl Coffee

Headings, signs and anything read from a distance.

BODY — INTER

Warm, capable and morning-ready.

Paragraphs, prices, forms and small print.

TAGLINE

Good coffee before the day gets going.

HOW WE SOUND

- Welcoming
- Clear
- Craft-aware
- Morning-practical

Hand this page to a printer, sign maker or web designer: it carries the logo, the colour codes, the fonts and the line that goes with them.

02 — BRAND STORY

A good Bristol morning starts with a warm cup and a familiar face.

We roast beans in small batches, pull espresso carefully and have fresh pastries ready early. Whether you’re heading to work or easing into the day, there’s a good cup waiting at the counter.

WARM FRIENDLY CRAFTED

CHAPTER 03

Positioning

This chapter sets out Little Owl's place in Bristol: the early stop for carefully made coffee and a friendly face.

WHO WE SERVE

Bristol locals and commuters stopping in before work for a properly made coffee, a fresh pastry and a familiar, friendly start to the day.

- Early-shift workers
- Daily commuters
- Nearby residents
- Office and studio workers
- Values a dependable morning routine
- Notices care in a well-made coffee
- Prefers friendly local service

WHY THEY CHOOSE US

01 First-Cup Habit

An early opening makes a carefully prepared coffee and fresh pastry part of the commute, not a detour after it.

02 Roasted in Small Runs

Small-batch roasted beans make the coffee's quality a hands-on choice rather than a standardised supply.

03 A Familiar Face

A warm, consistent welcome gives regulars a neighbourhood stop they can count on each morning.

04 Cup in Hand

Espresso, filter coffee and fresh pastries are ready for the practical rhythm of a working morning.

THE LANDSCAPE

Little Owl Coffee competes on craftsmanship and quality of make in Food & Beverage.

- **Chain coffee franchises**: Familiar but less personal
- **Grab-and-go convenience counters**: Speed without careful coffee
- **Independent brunch cafés**: Often open later

OUR PROMISE

Good coffee before the day gets going.

CHAPTER 04

Voice & Tone

Here’s how to sound like the person behind the counter: warm, clear and ready with what’s brewing.

HOW WE SOUND

Warm, capable and morning-ready. Speak like the person behind the counter: clear about what is brewing, generous without fuss, and specific about the coffee or pastry in front of the customer.

Welcoming

Greet regulars and first-timers with the same easy warmth you would use across the counter.

Clear

Name the coffee, roast or pastry plainly so a customer can choose quickly on the way to work.

Craft-aware

Share real details about small-batch beans and preparation without turning them into a lecture.

Morning-practical

Keep useful information direct: what is ready, when the shop opens and how to get it.

IN PRACTICE

MOMENT	SAY THIS	NOT THIS
A CUSTOMER ARRIVES AS THE SHOP OPENS	✓ "Morning. The espresso is on, and the pastries are fresh."	~~"Rise and shine—your perfect day starts here!"~~
A COMMUTER ASKS WHAT BEANS ARE BEING SERVED	✓ "Today’s espresso is from our latest small roast. Want it as a flat white or straight?"	~~"Discover an extraordinary coffee experience."~~
THE FILTER BATCH HAS JUST RUN OUT	✓ "We’ve poured the last of this batch. The next filter will be ready in about five minutes."	~~"Your order is temporarily unavailable. We apologise for any inconvenience."~~
A REGULAR PLACES THEIR USUAL TAKEAWAY ORDER	✓ "Your usual flat white? I’ll get it started."	~~"Welcome back to your favourite coffee destination."~~

CHAPTER 05

Colour

Badge Orange brings the owl and its takeaway cup to life; white and soft orange keep the badge bright, while Deep Orange adds weight.

#E94A0B

Badge Orange

RGB 233, 74, 11 · CMYK 0 68 95 9

The bright, confident orange carries the energy of an early start and makes the owl badge feel welcoming rather than formal.

#FFFFFF

Clean White

RGB 255, 255, 255 · CMYK 0 0 0 0

White gives the mark room to breathe, like a clear counter before the morning rush begins.

#FCE8DF

Orange Tint

RGB 252, 232, 223 · CMYK 0 8 12 1

A pale tint of the logo orange keeps supporting information gentle and approachable without introducing a new colour.

#A83208

Deep Orange

RGB 168, 50, 8 · CMYK 0 70 95 34

The deeper shade gives the palette a grounded counterpoint, like the steady craft behind a quickly served morning cup.

Led by the logo. The brand colour is the logo's own, so everything made with this palette matches the original artwork.



- **60%** Badge Orange
- **25%** Clean White
- **10%** Orange Tint
- **5%** Deep Orange

Dark neutral: Text Charcoal #3F3F46. The dark neutral for body text and small print, as set in this book. Brand colours carry headings, labels and accents.

Use HEX/RGB for digital, CMYK for print. CMYK values are approximations — request press proofs and Pantone matches for production runs.

CHAPTER 06

Typography

Montserrat gives the curved badge lettering a confident voice; Inter keeps coffee, pastry and opening-time details easy to read.

DISPLAY — MONTSERRAT

Aa

Little Owl Coffee

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Little Owl Coffee
REGULAR 400

Little Owl Coffee
SEMIBOLD 600

Little Owl Coffee
BOLD 700

BODY — INTER

Little Owl Coffee is a friendly neighbourhood stop for Bristol mornings: small-batch roasted beans, carefully made espresso and filter, and fresh pastries ready early. The owl badge holding a takeaway cup says what the shop is here for—good coffee to carry into the day, served by a familiar face.

HOW TO PAIR THEM

Set short headlines and menu section names in Montserrat Bold or ExtraBold: its uppercase, sturdy geometric sans forms sit naturally beside the logo's bold curved lettering. Use Inter for prices, descriptions and practical details, keeping body copy quieter and easy to scan.

Headline level one

Supporting subhead

Body text at reading size with relaxed leading.

Letter case. Short names and titles in title case. Headlines, taglines and body text in sentence case. Small labels in capitals with wide letter spacing.

CHAPTER · 1 OF 2

07 The Logo

The orange owl holds a takeaway cup inside a round badge, with LITTLE OWL COFFEE following its upper curve.







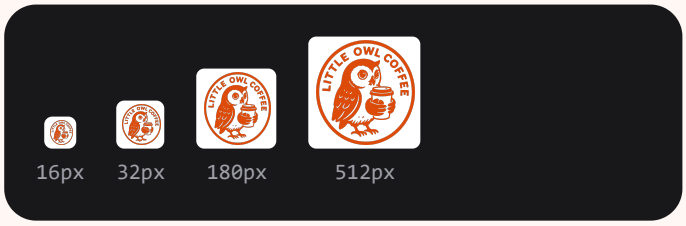
Colour integrity — on paper the logo keeps its own colours. On the brand colour, a dark surface or a photo, use the white version from the logo pack. Proportions and details stay exactly as supplied; the logo is never filtered or redrawn.

LOCKUPS





APP ICONS & FAVICONS



Minimum print
25mm

Minimum digital
120px

Below 120px
Only as a favicon or app icon, from the Web Assets files

Clear space
The width of the letter O in the wordmark, all sides

Logo Rules

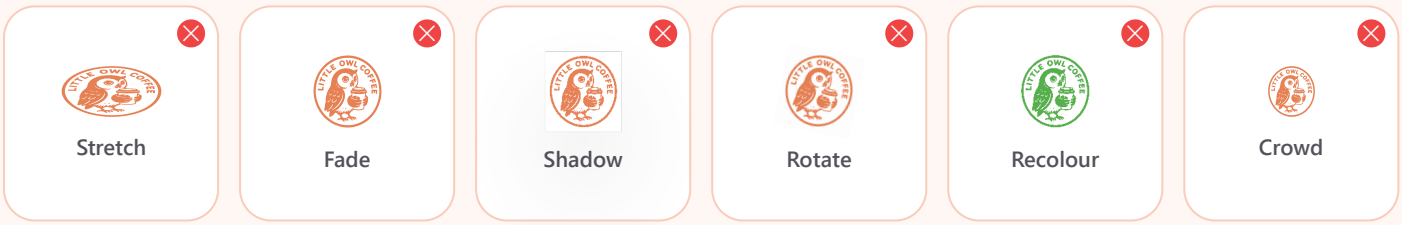
CLEAR SPACE



X = the width of the letter O in the wordmark. Keep at least 1X of clear space on all sides; nothing enters this zone. Double it to 2X on busy or photographic backgrounds.

Keep clear space around the complete circular badge equal to the width of the letter O in the wordmark. Do not reduce it below 25 mm in print or 120 px on screen, so the curved lettering and owl details remain legible. Use the orange mark on white wherever possible; preserve the original artwork and its colours.

NEVER DO THIS



ALWAYS

- ✓ Give the circular badge clear space and keep it at a size where the owl and curved lettering read cleanly.
- ✓ Use the orange and white palette for menus, packaging and shop communications.
- ✓ Write menu details in plain language, including what is brewing and what pastries are available.

NEVER

- ✗ Stretch, recolour, redraw or separate parts of the master logo.
- ✗ Tile the owl badge or use the logo as a background texture.
- ✗ Add extra illustration, colours or decorative shapes that compete with the badge.

CHAPTER · 1 OF 2

08

Visual Direction



PHOTOGRAPHY REFERENCE

Shot in the brand's world. Match this light and mood in every photo of Little Owl Coffee.

PHOTOGRAPHY

- ✓ Catch espresso pouring into takeaway cups, with crema and steam visible.
- ✓ Show filter coffee being made and served at the counter, not staged in a studio.
- ✓ Photograph the day's fresh pastries close enough to see their flaky edges and golden tops.
- ✓ Include the hands and familiar faces behind the counter during the early Bristol rush.

ILLUSTRATION

- ✓ Use rounded, confident strokes that echo the owl's feather shapes and cup outline.
- ✓ Borrow the badge's circle or curved edge for restrained labels, frames and image crops.
- ✓ Keep drawings focused on coffee, takeaway cups and fresh pastries from the shop.
- ✓ Use Badge Orange, Clean White, Orange Tint and Deep Orange; never redraw or pattern the owl logo.

AVOID

- ✗ Generic latte-art hearts in white ceramic cups
- ✗ Stock photos of smiling commuters holding unbranded cups
- ✗ Coffee cherries, burlap sacks and anonymous plantation scenes
- ✗ Empty café interiors with no coffee or people
- ✗ Pastries arranged as an elaborate brunch spread
- ✗ Made-up Bristol landmarks, skylines, maps or flags

CREMA | FLAKY | BRIGHT | NEIGHBOURLY

CHAPTER · 2 OF 2

08

Coffee Photography Direction

Show coffee, takeaway cups, and the Bristol café experience with warm, natural product photography. Use restrained circular crops or curved frames as a quiet reference to the badge, and keep the owl logo intact as a standalone mark rather than a pattern.

- Use the Orange Tint #FCE8DF only as a restrained photo-grid background or framing surface; keep the photographed coffee and products natural in color.
- Use Badge Orange #E94A0B for small graphic accents or labels, not as a tint over photographs that obscures product color.
- Set photo titles in the headingSm 20px Montserrat 600 token and supporting descriptions in the bodyMd 16px Inter 400 token.
- Use Deep Orange #A83208 for text placed on Clean White #FFFFFF or Orange Tint #FCE8DF; do not use Badge Orange #E94A0B for normal-size text on white.
- Use circular crops sparingly for featured product or café images; keep the owl-and-cup badge intact, uncropped, and out of repeating image grids.

PHOTOGRAPHY DIRECTION



09

CHAPTER · 1 OF 3

Ready to Use

Laid out from the logo, the brand colour and the brand fonts. Each one is in your download at the size it needs.

BUSINESS CARD — 85 × 55 MM — CLASSIC





MORE STYLES, EACH WITH YOUR OWN MARK





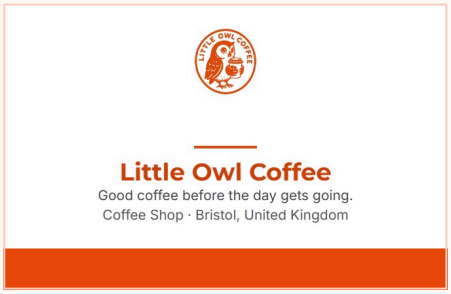
Pattern
Your mark repeated quietly behind the logo, with a patterned band on the back.





Bold
Your mark large and cropped at the edge, brand colour on both sides.





Light
The logo on white with a band of brand colour, details centred on the back.

In your download. Every card style as a front and a back at 85 × 55 mm with 3 mm bleed, each as pictures and as a print PDF. One page in the folder lets each person on the team add their own name and details, then choose a card style and a brand colour.

CHAPTER · 2 OF 3

09

Signature & Social

EMAIL SIGNATURE — FOUR LAYOUTS

Little Owl Coffee
Good coffee before the day gets going.
Coffee Shop · Bristol, United Kingdom

Classic. Logo beside your details, with a line in the brand colour.

Little Owl Coffee
Good coffee before the day gets going.
Coffee Shop · Bristol, United Kingdom

Stacked. Logo on top, your details beneath.

Little Owl Coffee
Good coffee before the day gets going.
Coffee Shop · Bristol, United Kingdom

Text only. No picture, so it shows in every mail program.

Little Owl Coffee
Good coffee before the day gets going. | Coffee Shop · Bristol, United Kingdom

Compact. Two short lines, for replies and phones.

PROFILE PICTURES



COVER — FACEBOOK, LINKEDIN, X AND YOUTUBE



In your download. Four email signatures to paste into Gmail or Outlook, 1080 px profile pictures fitted to the round and the square crop, and covers sized for Facebook (1640 × 624), LinkedIn (1584 × 396), X (1500 × 500) and YouTube (2560 × 1440). The page in the folder writes each signature with a person's own name and details.

Icons & Print

FAVICON & APP ICON SIZES



16 px

Browser tab

Favicon shown beside the page title



32 px

Bookmark & taskbar

Bookmarks bar, pinned tabs, desktop shortcuts



180 px

Apple touch icon

iOS / iPadOS home screen when saved to device



512 px

PWA & app stores

Progressive web app installs and store listings

180 px and 512 px icons are shown at reduced scale — each file exports at its exact pixel dimensions.



Shipped with this kit. Ready-to-use favicon PNGs are included in the Web Assets folder of the brand kit download.

True at every size. Every icon uses the logo artwork exactly as designed — never simplified or redrawn at small sizes. Icons are the one use below the 120px minimum: they carry the whole logo, cut as an icon file. On a dark surface, use the white version from the logo pack.

INK SPECIFICATIONS

	Badge Orange `#E94A0B`	CMYK 0 68 95 9	≈ PMS 172 C
	Clean White `#FFFFFF`	CMYK 0 0 0 0	≈ PMS White
	Orange Tint `#FCE8DF`	CMYK 0 8 12 1	≈ PMS Cool Gray 1 C
	Deep Orange `#A83208`	CMYK 0 70 95 34	≈ PMS 485 C

Pantone references are approximate screen-space matches. Always confirm production runs against physical PMS swatch books and press proofs before printing.

PRODUCTION SPECIFICATIONS

BLEED	3 mm on all sides of every print item	**SAFE ZONE**	5 mm interior margin — keep type and the logo inside it
BUSINESS CARD	85 × 55 mm trim (EU) / 3.5 × 2 in (US)	**LETTERHEAD**	A4 210 × 297 mm / US Letter 8.5 × 11 in
MINIMUM LOGO SIZE	25mm in print	**LOGO REPRODUCTION**	Exactly as supplied — never stretched, filtered or redrawn

10

CHAPTER · 1 OF 2

Your Touchpoints

The places customers meet Little Owl Coffee, and what each one carries.

01

Takeaway cup and sleeve with the full circular owl badge clearly visible

02

Small-batch bean bag with roast details and a simple batch label

03

Early-opening storefront sign using the orange badge on a white ground

04

Counter menu board listing espresso, filter coffee and the day’s pastries

THE THREAD — THE ROUND BADGE AND CURVED TYPE

Echo the badge’s circle or curved edge in restrained frames, labels and image crops; keep the owl logo intact and use it as a mark, never as a repeat pattern.

LEAVE OUT

- Stretching or redrawing the circular owl badge
- Adding decorative feathers, owls or coffee icons that compete with the mark

In the World


LITTLE OWL COFFEE
LITTLE OWL COFFEE
GOOD COFFEE BRIGHTER DAYS.


BETTER COFFEE BRIGHTER NEIGHBOURS
GOOD COFFEE BRIGHTER DAYS
LITTLE OWL COFFEE
SMALL BATCH COFFEE
ROASTED LOCALLY FOR GOOD COMPANY


LITTLE OWL COFFEE
Better Days Brighter Brews
LITTLE OWL COFFEE
GOOD COFFEE GOES FURTHER
BUY 6, GET 1 FREE

CHAPTER 11

Social

Instagram

Post the day's filter coffee, fresh pastries and opening-time updates in clean, bright images; keep captions conversational and useful to people deciding where to stop on their commute.

Google Business Profile

Keep opening hours, location details and current service information accurate, especially for early starts and holiday changes; reply to reviews warmly and specifically.

In-store menus

Make coffee choices, sizes and prices quick to scan from the queue, with a short note when the beans or filter change.



POST 01



POST 02

CHAPTER 12

Kit Contents

WHAT IS IN THIS KIT

01	**Primary logo** Original colours, proportions and detail, exactly as designed	
02	**Logo pack** See-through PNGs in colour, black and white	
03	**Ready-to-use files** Business card, email signature, profile picture and social covers at the right sizes	
04	**Colour palette** HEX, RGB and CMYK for every colour	4
05	**Typography** Montserrat for display, Inter for text	
06	**Brand applications** Identity applied to physical touchpoints	3
07	**Stationery** Print collateral	1
08	**Social assets** Platform-ready crops and treatments	2

HANDING THIS OVER

Give whoever builds your site or collateral this document together with the logo files. The colour chapter carries print-ready CMYK, the typography chapter names both typefaces, and the logo rules define clear space and minimum sizes: enough to work from without coming back for decisions.



LITTLE OWL COFFEE

Good coffee before the day gets going.

OFFICIAL BRAND BOOK

November 18, 2026 · Food & Beverage

Created with Vectura AI