

vida e caffè corporate identity



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leaf logo - primary logo



never used without 1mm white border

long leaf logo - secondary logo



never used without 1mm white border

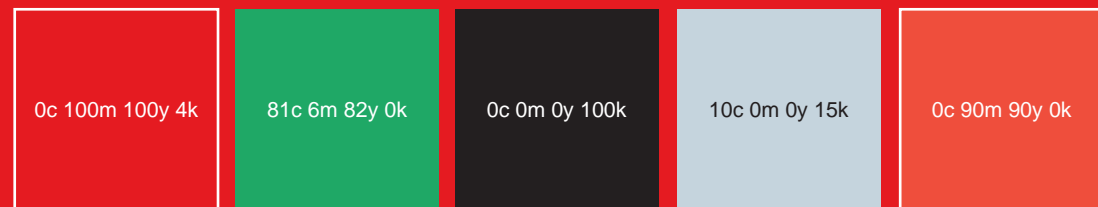
leaf logo/long leaf logo- logo usage on coloured backgrounds *(black logo only ever to be used on fax)*



pantone colours:



CMYK colour breakdown:



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crest logo - primary crest logo



crest logo-

logo usage on coloured backgrounds (*black crest only ever to be used on fax*)



— *red crest on red background must be made up of 90m 90y*

vida e café corporate identity

estrela blend logo



estrela logo-

logo usage on coloured backgrounds (*black estrela blend logo only ever to be used on fax*)



estrela organico logo



estrela logo-

logo usage on coloured backgrounds as per above for *estrela blend* (*black estrela organico logo only ever to be used on fax*)

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examples of leaf logo & crest usage-



leaf and crest logo usage -
whenever the leaf logo and crest are used together, the heights must be equal.



logo usage on coloured backgrounds (*black crest only ever to be used on fax*)

store maps



bedford square
the link
smith rd
bedford gardens
johannesburg

hq tel: 021 424 5730
bedfordsquare@caffe.co.za
www.vidaecaffe.co.za

- all white except when on white background then red or black depending.
- 1st line, name of store, always arial italic at 10 point
- always address, tel no, email then web address. if no tel no, use HQ tel no.
- street names always to be 9 point arial.
- leaf logo always to 2/3rds name of the store.
- name of store always arial & 1 point sizes bigger than address details. abb allowed.



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fonts & font usage-

copy headings arial l/c bold

body copy always lowercase(l/c) plain. no uppercase(u/c) for anything. for emphasis of company names use *l/c italic* or **l/c bold** depending on it's importance. 1st line of body copy has leading of 10 the rest of the body copy has leading of 2. all copy has kerning of 5.

body copy and titles to line up justified left to the **vida e caffè** logo. the **vida e caffè** logo is always to be at the top of the page/poster/flyer /banner etc.

heading and body copy point sizes can vary depending on quantity of copy required on the page / poster / etc so as to be most effective but never cluttered, keep it simple. heading however must always be larger point size than the body copy copy is white reversed out of red (either PANTONE 186 or c0 y100 y100 k4) or vice versa.

secondary headings form part of the body copy but are in **l/c bold**.

if there are any names of companies in the headings use *l/c italic bold*, extra info to be **l/c bold**.

company name - any extra info

...quotes and translations to be in arial l/c plain italic

images and photographs

graphic images and photographs will be provided unless otherwise authorised.

graphic images are simple and fun and can be used as stand alone or in conjunction with each other or copy (eg. posters, frequency cards, clothing, flyers, website etc). colour is as per copy (ie. white and red) but here black can be introduced.

photography is predominantly black / white unless a colour photo is specifically required. cropping should always be rectangular, interesting and aesthetically pleasing, no diagonals! images should always bleed off at least one side of the page / poster / flyer etc unless it is required to be part of an idea seperate to that of the page as a whole, ie. as part of a paragraph. never use too many photographs, remember simple is better, sometimes only one can be most effective.

n.b

all printed materials; posters, flyers, hand-outs, promotional items, branded goods, etc must be okayed by head office before being produced. this can be done either via email or physical form, nothing is to be produced without authorization! remember always ask if you are unsure a there are exceptions in certain cases.

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jaõa estrela - mascot and mascot usage

jaõa estrela remains the vida e caffè mascot. a combination of steve mqueen meets the godfather.

he has a number of different outfits and can be adapted to fit almost any senario, see next page.

his 'suit look', fig 1, is most commonly used. depending on usage, his head and shoulders shot, fig 2, works just as well as full body.



fig 1



fig 2

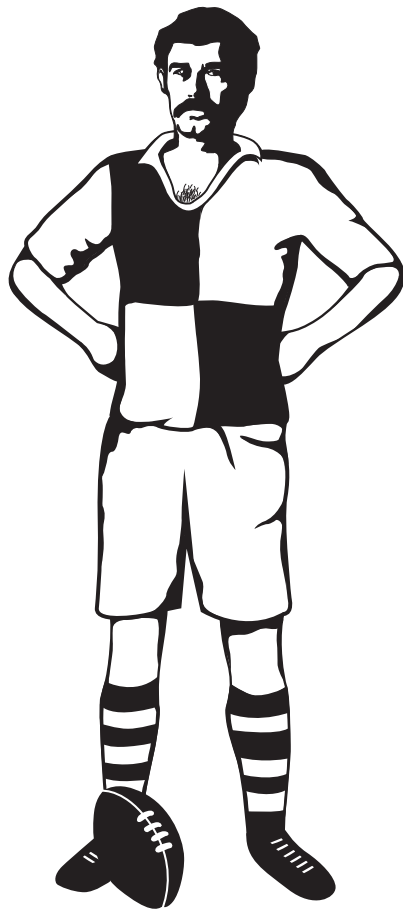
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jaõa estrela - mascot and mascot usage cont.

please see below for further uses of 'jaoa estrela' in his different costumes.



summer jaõa



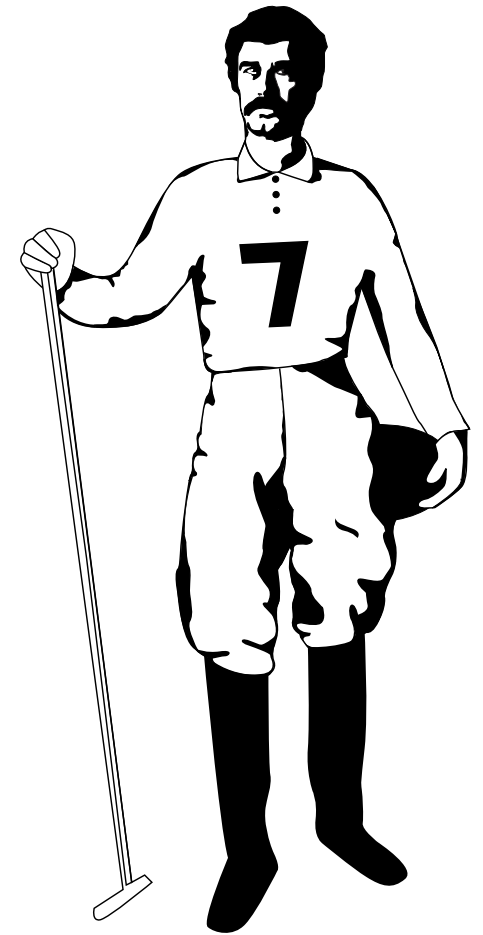
rugby jaõa



winter jaõa



polo jaõa



vida e caffè corporate identity

graphic images and photographs will be provided for, unless otherwise authorised.

all printed materials; posters, flyers, hand outs, promotional items, branded goods, etc must be approved by vida e caffè shareholders only, before produced. this can be done either via email or physical form, nothing is to be produced without authorization! remember, always ask if you are unsure as there are exceptions in certain cases.

*please email shaun@caffe.co.za for hi res images.
alternatively, contact me on 0829049558*

muito obrigado

