

ARTV 2033 - Fall 2025

Professor Hannah Sims

eden & co.

branding guide

Created by:

Kaydence VanEtten

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01

Introduction

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Phone: (863) 555 4187

About Our Company

1.1

Eden & Co. is a Christian-based book coffeehouse that offers a cozy, yet modern vibe. It is a place where people can gather not only for a cup of coffee, but also for fellowship with one another through meetings, study groups, Bible studies, and more. Our coffeehouse features a curated menu of handcrafted coffees, teas, lattes, and more along with a thoughtfully selected collection of books available for guests to enjoy. The desire of this cafe is to be filled with the joy and presence of the Lord through the actions of our employees and customers. Our target audience includes students, young adults, and business professionals who seek a welcoming and calm environment to study, work, or connect with others.

"Garden-Born Coffee": The meaning behind our tagline is a play on the story of Adam and Eve found in Genesis 3. Since coffee beans come from a fruit grown on a tree, we drew inspiration of the forbidden fruit as a symbolic connection. Through this tagline, we wanted to give a sense of biblical reflection while maintaining a non-intimidating atmosphere for believers and non-believers alike.

Mission & Vision

Our Mission: To provide a safe and welcoming space where customers can find fellowship through meetings, study groups, Bible studies, and community.

Our Vision: To be known as a coffeehouse that does more than serve coffee - our community's favorite place for fellowship, studying, and connection.

Values

1.3

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1. Christ-Centered Community

We strive to create a community that is centered around Christ by glorifying Him through fellowship, prayer, Bible studies, and relationships rooted in love.



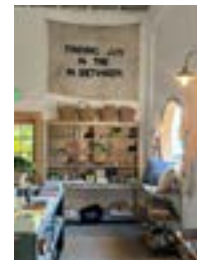
2. Service-First Mindset

Our employees serve as the hands and feet of Jesus by placing the needs of customers before their own. We practice humility and generosity in all that we do.



3. Craft Excellence

We are committed to serving high-quality coffee and exceptional service while elevating a warm, cozy experience for every customer.



4. Rest & Restore

Eden & Co. is a place of peace where customers can find spiritual and physical rest and restoration within a welcoming environment.



5. Authentic Connection

Our hope is that every customer experiences genuine and meaningful connection each time they visit Eden & Co.

02

Brand Logo

Primary Logo

Secondary Logo

Logo Breakdown

Social Usage

Primary Logo



The vision for Eden & Co.'s logo is rooted in simplicity and minimalism, with inspiration drawn from Genesis 3. The black-and-white design allows for a clean application across branded collateral, including our exterior signage and paper cups.

Secondary Logo



In addition to our primary black-and-white logo, we created a secondary logo that offers a pop of color. We chose two colors from our primary color palette: "Coffee Bean" (#ADB289) and "Green Tea" (#8C916D). These colors keep the brand's simplicity and minimalism while elevating the design. This logo is primarily found on our plastic cups.

Logo Breakdown

2.2

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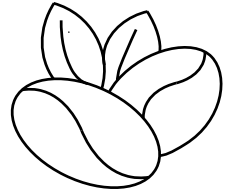
Logotype:



We chose to include a logotype as an additional branding element for Eden & Co. This logotype will be featured on our business cards, mugs, cup sleeves, stickers, totebags, bookmarks, and crewnecks. It offers a simple way to recognize our brand.

Icon:

Including an icon to distinguish our brand from other coffeehouses was an intentional choice. This simple icon of two coffee beans and leaves alludes back to the Garden of Eden and represents our overall aesthetic. The icon will also be available in the same color scheme as our secondary logo.



Stamp Logo



The stamp logo for eden & co. is derived from the primary logo, its differences being the color interactions. Depending on the product the logo is placed on will determine the color iteration. Plastic cups, stickers, and tote bags will include the colors "Library" (#5F4B3C) and "Green tea" (#8C916D), while paper cups will keep the original black-and-white color scheme.

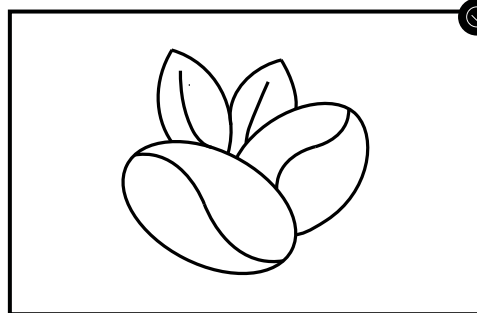
Variations



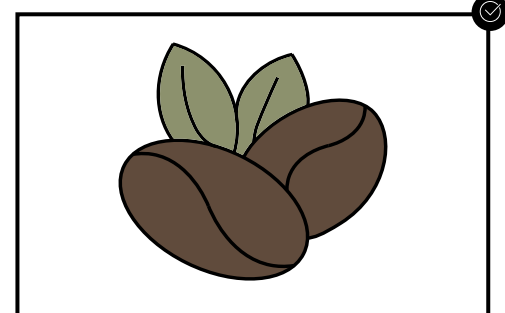
Primary Logo - Black & White



Secondary Logo - Color Scheme One



Primary Icon - Black & White



Secondary Icon - Color Scheme One

Variations: Logotype



Primary Logotype - Black



Secondary Logo - Color Scheme One



Secondary Logotype - Color Scheme Two



Secondary Logotype - Color Scheme Three

2.5

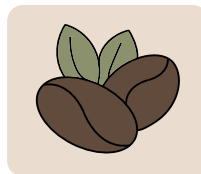
Social Icon

We chose to keep the social icon simple, yet distinct. Instead of using our primary logo, we opted for an icon only usage to ensure clear recognition across social platforms.

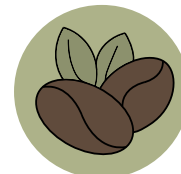
The secondary icon will be used when our company is aiming for a seasonal look.



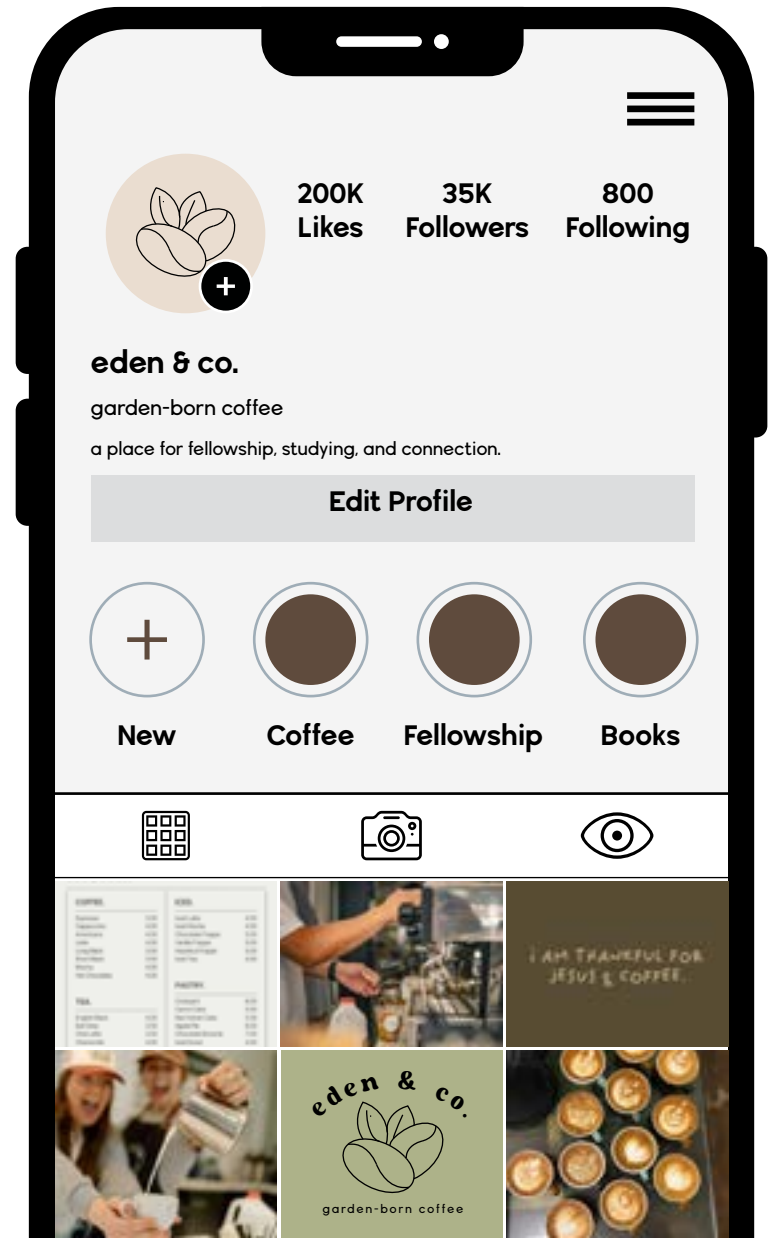
Square Icon



Square Icon 2



Round Icon



03

Brand Color

Primary Brand Colors

Extended Color Palette

Primary Brand Colors

Our primary color palette is focused on warm neutrals and earthy tones. These colors were intentionally chosen to promote a cozy environment while maintaining a minimal and simple aesthetic. Because Eden & Co. strives to provide a space for studying, fellowship, and meetings, we avoid all bright and off-putting colors. This palette helps accomplish the overall aesthetic of the company.

01

almond

RGB: 234.221.208
CMYK: 07.11.16.00
HEX: #eaddd0

02

latte

RGB: 199.175.149
CMYK: 23.29.42.00
HEX: #c7af95

03

coffee bean

RGB: 150.113.078
CMYK: 36.52.73.16
HEX: #96714e

04

matcha

RGB: 173.178.137
CMYK: 35.22.53.00
HEX: #adb289

05

green tea

RGB: 140.145.109
CMYK: 47.33.64.06
HEX: #8c916d

Extended/ Secondary Color Palette

Our extended palette provides two neutrals, "Parchment" and "Ink"; two extended browns, "Chapter" and "Library"; and one accent blue, "Bookmark". When combined with the primary color palette, these shades flow together to elevate the warm and cozy aesthetic that Eden & Co. strives to accomplish.

06

chapter

RGB: 214.199.178
CMYK: 00.07.17.16
HEX: #d6c7b2

07

library

RGB: 095.075.060
CMYK: 00.21.37.63
HEX: #5f4b3c

08

bookmark

RGB: 159.173.182
CMYK: 13.05.00.29
HEX: #9fadb6

09

parchment

RGB: 238.238.238
CMYK: 00.00.00.07
HEX: #eeeeee

10

ink

RGB: 000.000.000
CMYK: 00.00.00.00
HEX: #000000

Primary Typeface

Aa Bb Cc 1234
Baristo

This font is used for the name of the company “Eden & Co.” within the logo. This typeface gave a modern, minimalistic, and earthy aesthetic - qualities that align with our overall aesthetic.

Secondary Typeface

Aa Bb Cc 1234

Wavehaus 95 SemiBold

66 Book

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r
s t u v w x y z

1 2 3 4 5 6 7 8 9 0 # % ^ *

128 Bold

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s
t u v w x y z

1 2 3 4 5 6 7 8 9 0 # % ^ *

158 ExtraBold

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s
t u v w x y z

1 2 3 4 5 6 7 8 9 0 # % ^ *

This font was used for the name of the tagline, "Garden-Born Coffee".
We selected a simple, modern, and minimalistic font that paired
nicely with our primary typeface, which provides a busier design.

05

Collateral

Business Card

Primary Product

Secondary Product

Exterior Signage

Business Card



eden & co.
garden-born coffee

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Primary Product



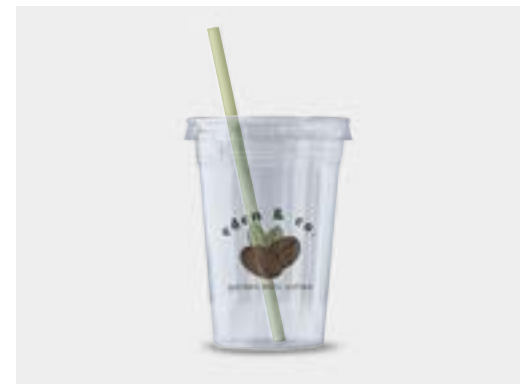
Primary Product - Paper Cup



Primary Product - Cup Sleeve



Primary Product - Mug



Primary Product - Plastic Cup

Secondary Product



Eden & Co. Crewneck



Eden & Co. Totebag



Eden & Co. Stickers



Eden & Co. Bookmarks

Exterior Signage



07

Imagery

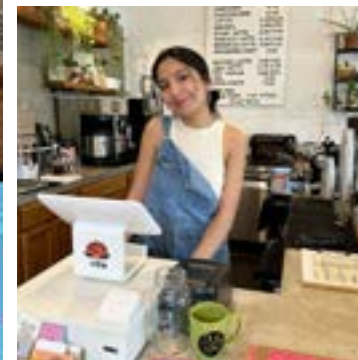
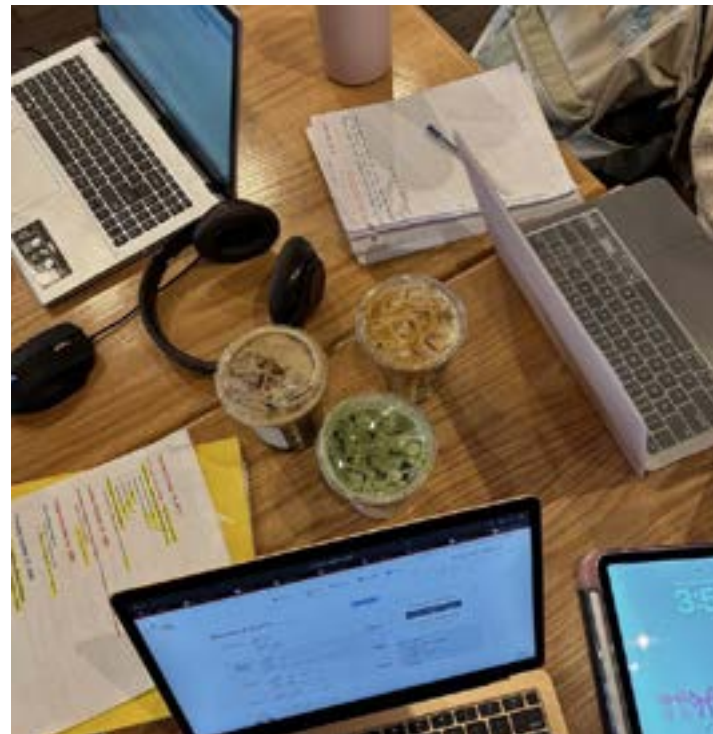
Image Direction

Mood Board

7.1

Image Direction

The image direction for Eden & Co. is shown by the images on the right. We strive to create a light, open, and airy environment while maintaining a cozy atmosphere. Neutral and earthy tones are emphasized to avoid overstimulation, particularly for customers enjoying a meeting, study group, or quiet time. We want our coffeehouse to be a place for fellowship, studying, and personal growth. Our staff is welcoming and kind, never shy to offer a smile or ask our customers how they are doing. We intentionally avoid overstimulating elements such as bright colors, crowded spaces, and disorganized decorations.



7.2

Mood Board

The mood board for Eden & Co. represents the overall aesthetic of the company. We want to create an environment that highlights neutral tones, wood textures, greenery, and clean, simple fonts. Eden & Co. is all about simplicity, so we choose a font pairing that reflects a coffeehouse aesthetic without creating a visual distraction.

