



BRAND GUIDELINES

BEAN BOX BRAND GUIDELINES

2026





ABOUT BEAN BOX:

Bean Box is a music-led café concept that combines specialty coffee with curated local sound. The aim of the project was to explore how a café environment could become more interactive by allowing customers to engage with the music being played through NFC technology.

The brand focuses on creating a warm and creative space where customers feel part of a community rather than just consumers. By promoting local artists and encouraging participation, Bean Box blends physical café culture with digital interaction.

OUR MISSION:

To create a welcoming café space where coffee and music come together to encourage creativity, community, and discovery.

OUR VALUES:

Community – Supporting local artists and creating shared experiences.

Creativity – Encouraging expression through music and design.

Warmth – Designing spaces that feel comfortable and inviting.

Discovery – Helping customers find new artists and sounds.

Authenticity – Maintaining an independent and non-corporate feel.



Bean Box is aimed primarily at students and young creatives aged 18–28 who regularly use cafés as social or study spaces.

The target audience values independent culture, music discovery, and environments that feel personal rather than corporate. Many use streaming platforms daily and enjoy sharing music with friends.

The interactive NFC feature appeals to this audience because it allows them to take part in shaping the atmosphere rather than passively listening.

**INDIE
WARMTH
CREATIVE
RYTHMIC
AUTHENTIC**

The tone of voice is friendly and relaxed without being childish.
It avoids overly corporate language and instead uses simple, conversational phrasing that reflects the café's community-driven focus.



PRIMARY LOGO



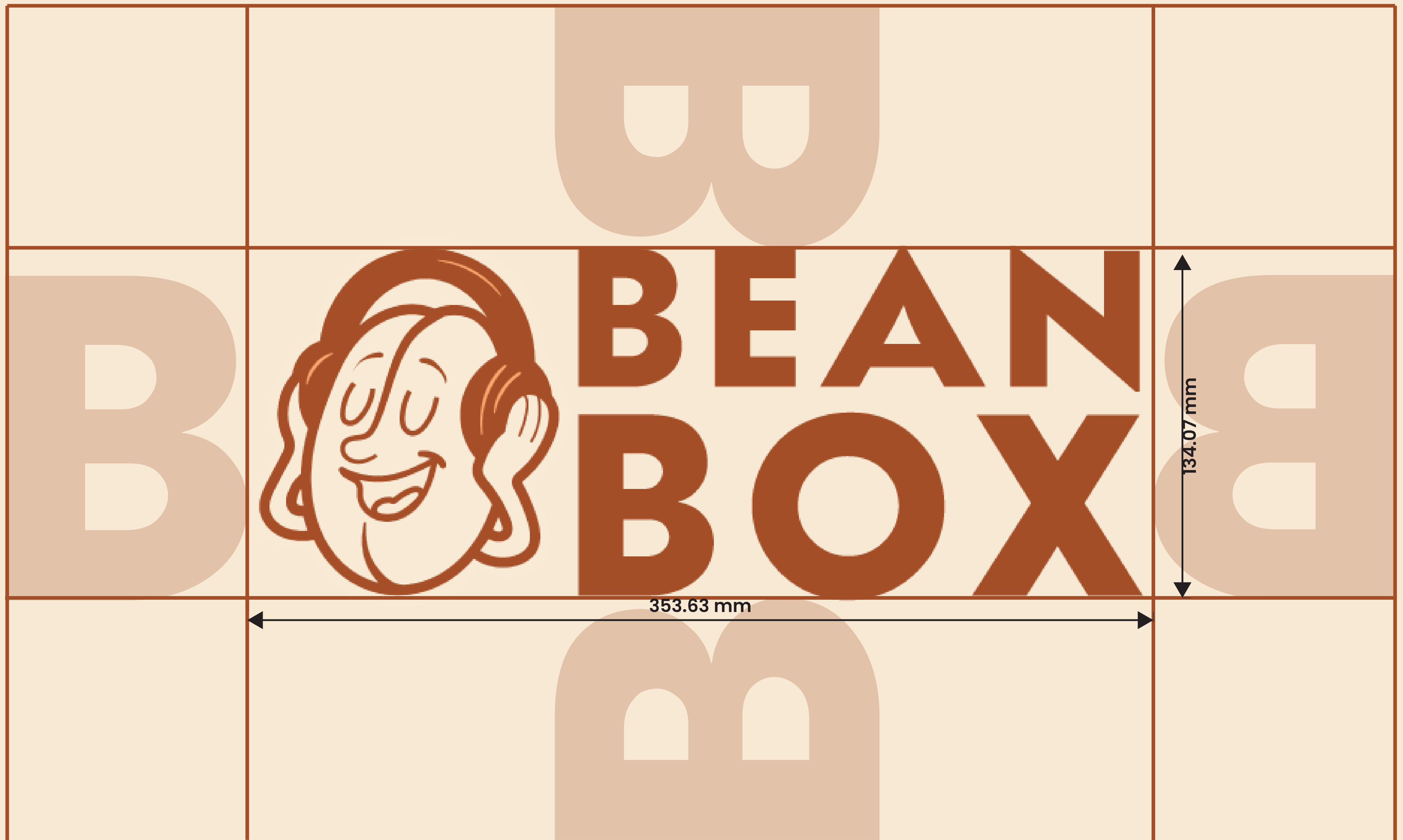
THE TOKEN LOGO



TYPOGRAPHY LOGO

Clear space equal to the height of the letter “B” must surround the logo to ensure visibility and impact.

The logo should not be reproduced smaller than 25mm in print or 120px digitally to maintain legibility.





SQUISHED



ROTATED



RECOLOURED



DROP SHADOW ADDED



#FAECD7

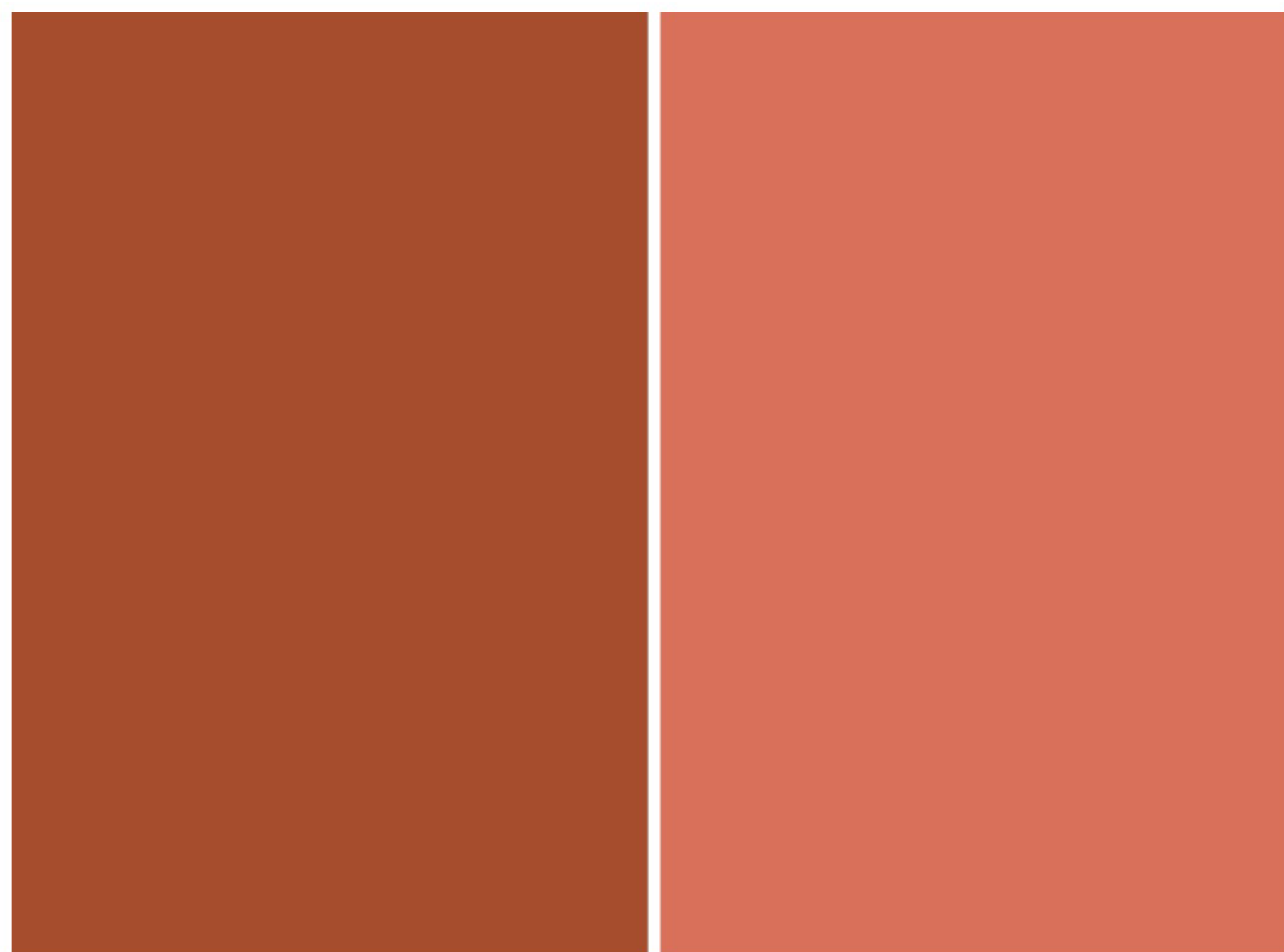
RGB 250, 236, 215

#BF8A6B

RGB 191, 138, 107

#D9B19A

RGB 217, 177, 154



#A64D2D

RGB 166, 77, 45

#D97059

RGB 217, 112, 89

The colour palette reflects warmth and café culture while maintaining a clean and modern feel.

Primary Brown is used for headings and key brand elements.

Cream is used as the primary background to maintain warmth and readability.

Accent tones are used sparingly to highlight interactive elements.



Colour hierarchy guides attention across layouts. The primary brown establishes brand identity, while cream provides balance and clarity. Accent colours should be used intentionally rather than decoratively.

HEADING 1

RUBBER NIPPLE FACTORY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,.()

HEADING 2

POPPINS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,.()

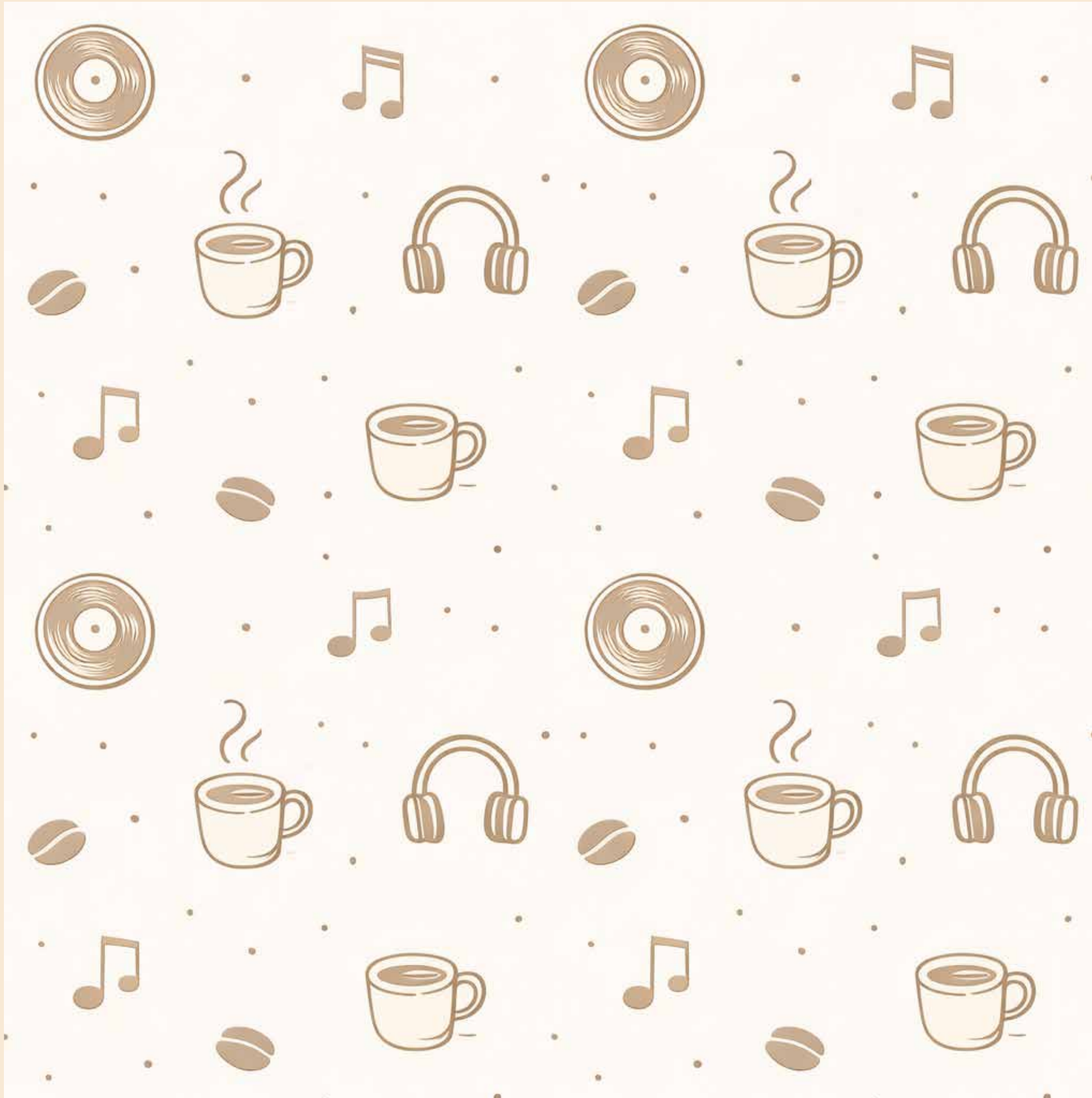
BODY TEXT

POPPINS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,.()

Typography ensures consistency across print and digital applications. The primary typeface is used for headings to create structure and clarity, while the secondary typeface supports readability in body text.

Hierarchy is maintained through size, weight, and spacing rather than decorative effects.



The Bean Box pattern uses minimal line icons that represent both coffee and music. The pattern is designed to feel rhythmic and structured rather than decorative.

To maintain a premium aesthetic, it should be applied at reduced opacity and with consistent spacing. The full logo should not appear within the pattern.

"WHERE COFFEE MEETS SOUND"

"FRESH BREWS. FRESH BEATS"

"TAP IN. DISCOVER THE NEXT TRACK"

"GOOD COFFEE. BETTER MUSIC"

"FUEL YOUR DAY. FIND YOUR SOUND"

Bean Box communicates in a relaxed and welcoming tone.
It avoids corporate or overly promotional language.

For example, instead of "Buy Now,"
the brand might use phrasing such as "Press play. Stay awhile."

The tone should feel friendly, simple, and community-focused.



This application demonstrates how typography hierarchy and colour balance work together to create a structured but characterful layout.



This design shows how the rhythmic pattern system can be applied subtly to packaging while keeping the logo clear and bold on the sleeve.



The merchandise design explores how the mascot can be used more prominently while still maintaining a clean and balanced composition.



This highlights the interactive aspect of the brand and reinforces the idea of customer participation.



The app mockups demonstrate how the visual identity extends into digital space while maintaining clarity and usability.



This application reflects the community-driven focus of Bean Box by showcasing featured musicians in a consistent and structured layout.



WHERE COFFEE MEETS MUSIC