



BETTER

BEAN

Coffee Co.

STYLE GUIDE

OVERVIEW

In a world full of Dunkin' Donuts and Starbucks, Better Bean Coffee Co. stands out above the rest. We are a Mom-and-Pop style coffee shop, perfect for an early morning coffee or a warm sandwich for the end of the day. At Better Bean, we focus on giving you a homey experience and the energy you need to fuel your day. All our coffee beans are ground each morning and we provide a fresh selection of daily pastries, as well as our famous sandwiches and salads.

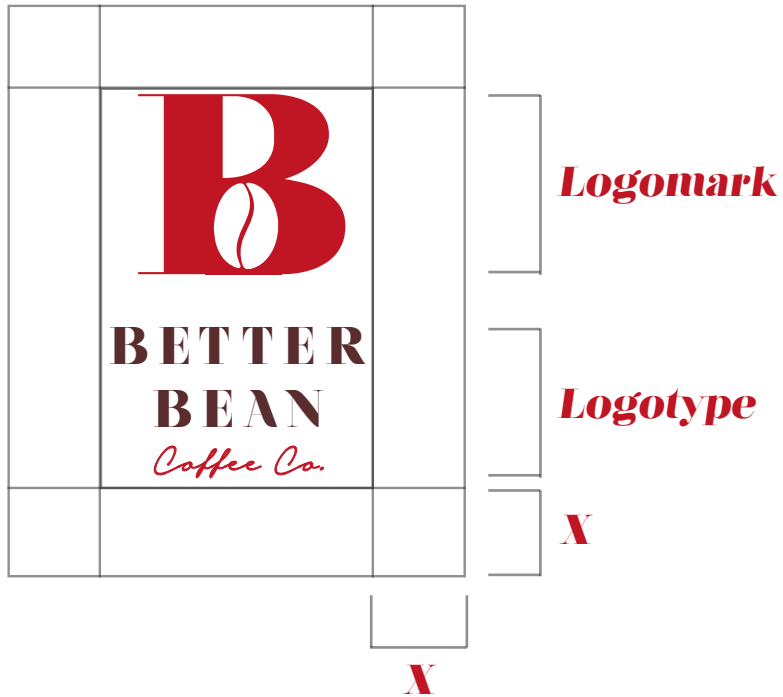
Located directly on the rotary in Bridgewater, Massachusetts, Better Bean Coffee Co. is minutes away from Bridgewater State University. We work often with the university to fill our art gallery with student work. Since October 2013, we have been under new ownership, and we are excited to carry on the tradition of offering the best coffee in town!

Where humanity is built on coffee & gasoline.

LOGO

LOGO ANATOMY

Sizes



The Better Bean logo represents a simplistic, yet elegant theme to the shop. The red implies the color of a coffee bean, and the brown is the color of beans after they are grounded. The font used for the large *B* and the words, *Better Bean*, is Nouvelle Vague. The font for the words, *Coffee Co.*, is Notera.

The full logo should never be less than 2 inches in height. The clear zone is marked by *X*, and this is the height of the bean in the logomark.

Logomark

The logomark of the red *B* is an alternative, simpler version of the full logo. It should only be used in cases for aesthetic reasons and not to represent the official logo.

The mark should never be less than 1 inch in height.



LOGO USAGE



**BETTER
BEAN**
Coffee Co.

Full Color



**BETTER
BEAN**
Coffee Co.

Black & White



**BETTER
BEAN**
Coffee Co.

Grayscale



Full Color



Black & White



Grayscale

LOGO DONT'S

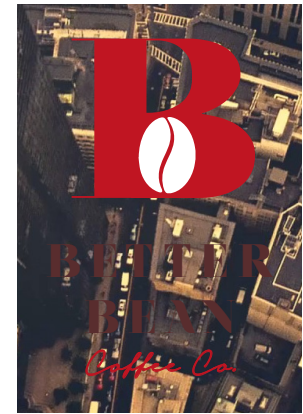
Do Not



Rotate



Skew



Place on a busy background



Go outside color palette



Outline

CREATIVE STANDARDS

TYPOGRAPHY

Notera

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwx yz

Nouvelle Vague

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwx yz

Times New Roman

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwx yz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwx yz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwx yz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwx yz

Use Notera only for titles or labels, only about a 1 to 3 words long and in brown. It can also be used in the dark red color, but only in certain circumstances that are approved by company. Use Nouvelle Vague skewed 8° and in dark red for short statements, only about 3 to 6 words long. Times New Roman at a font size of 15 or smaller and in brown or black should only be used for long amounts of text.

The standard for Notera and Nouvelle Vague is “Regular.” Times New Roman must only be used in “Regular.” Do not place Times New Roman in Italic, Bold, or Bold Italic.

COLOR SWATCHES

Primary



PANTONE 49-8 C

C: 0 R: 192
M: 99 G: 24
Y: 91 B: 35
K: 22



PANTONE 44-7 C

C: 44 R: 89
M: 77 G: 46
Y: 66 B: 57
K: 52

Secondary



PANTONE 17-2 C

C: 14 R: 221
M: 24 G: 189
Y: 54 B: 133
K: 0



PANTONE 12-5 C

C: 51 R: 136
M: 22 G: 165
Y: 59 B: 126
K: 2



PANTONE 67-9 C

C: 49 R: 134
M: 20 G: 174
Y: 26 B: 180
K: 0



PANTONE 22-1 C

C: 34 R: 115
M: 81 G: 50
Y: 96 B: 26
K: 42



PANTONE 10-4 C

C: 4 R: 242
M: 5 G: 235
Y: 13 B: 220
K: 0

GRIDS

GRID

X



**BETTER
BEAN**
Coffee Co.

To Whom It May Concern,

Cus as et dolupid eius que posto blat volenissi rest pliquate
nonsendae cusdae. Escipsam deriberit volecto rerehendam, abor
samus eicto magnim rerae doluptint quam acest unt quam quae

et aut labo. Biscimus, nullande dende venimil idunt aliqui atis aut
amenim faccus, que et moluptat.

Lates sitem que quos molendebit expe voloration reicatq uatio. Ut
voluptium faccupstasim et, et odi inctur magnimus, alis inulp.

Cus as et dolupid eius que posto blat volenissi rest pliquate.

Sincerely,
Name

**23 CENTRAL SQUARE
BRIDGEWATER, MA**

BETTERBEANCOFFEE

508-279-9952

BBBRIDGEWATER1@GMAIL.COM


Logo Header

Letter Body

Info Border

TEXT GRID

X

			
	<p>To Whom It May Concern,</p> <p>Cus as et dolupid eius que postoblat volenissi rest pliquate nonsendae cusdae. Escipsam deriberit volecto rerehendam, abor samus eicto magnim rerae.</p> <p>Doluptint quam adest unt quam quae et aut labo. Biscimus, nullande dende venimil idunt aliqui atis aut amenim faccus, que et moluptat.</p> <p>Lates sitem que quos</p>	<p>molendebit expe voloration reicatq uatio. Ut voluptium faccupstasim et, et odi inctur magnimus, alis inulp.</p> <p>Cus as et dolupid eius que postoblat volenissi rest pliquate. Ut voluptium faccupstasim et, et odi inctur magnimus, alis inulp.</p> <p>Escipsam deriberit volecto.</p> <p style="text-align: right;">Sincerely, Name</p>	
		<p>23 CENTRAL SQUARE BRIDGEWATER, MA</p> <p><small>BETTERBEANCOFFEE 508-279-9952 BBBRIDGEWATER1@GMAIL.COM</small></p>	

Logo Header

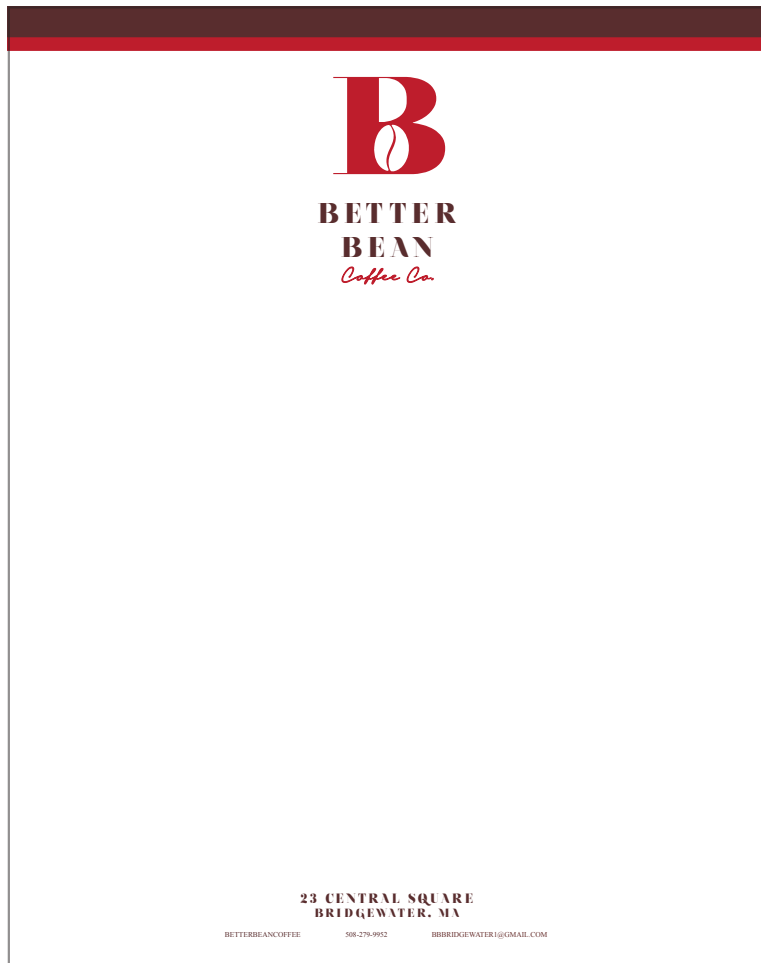
Letter Body

Info Border

SAMPLES

STATIONERY

Letterhead



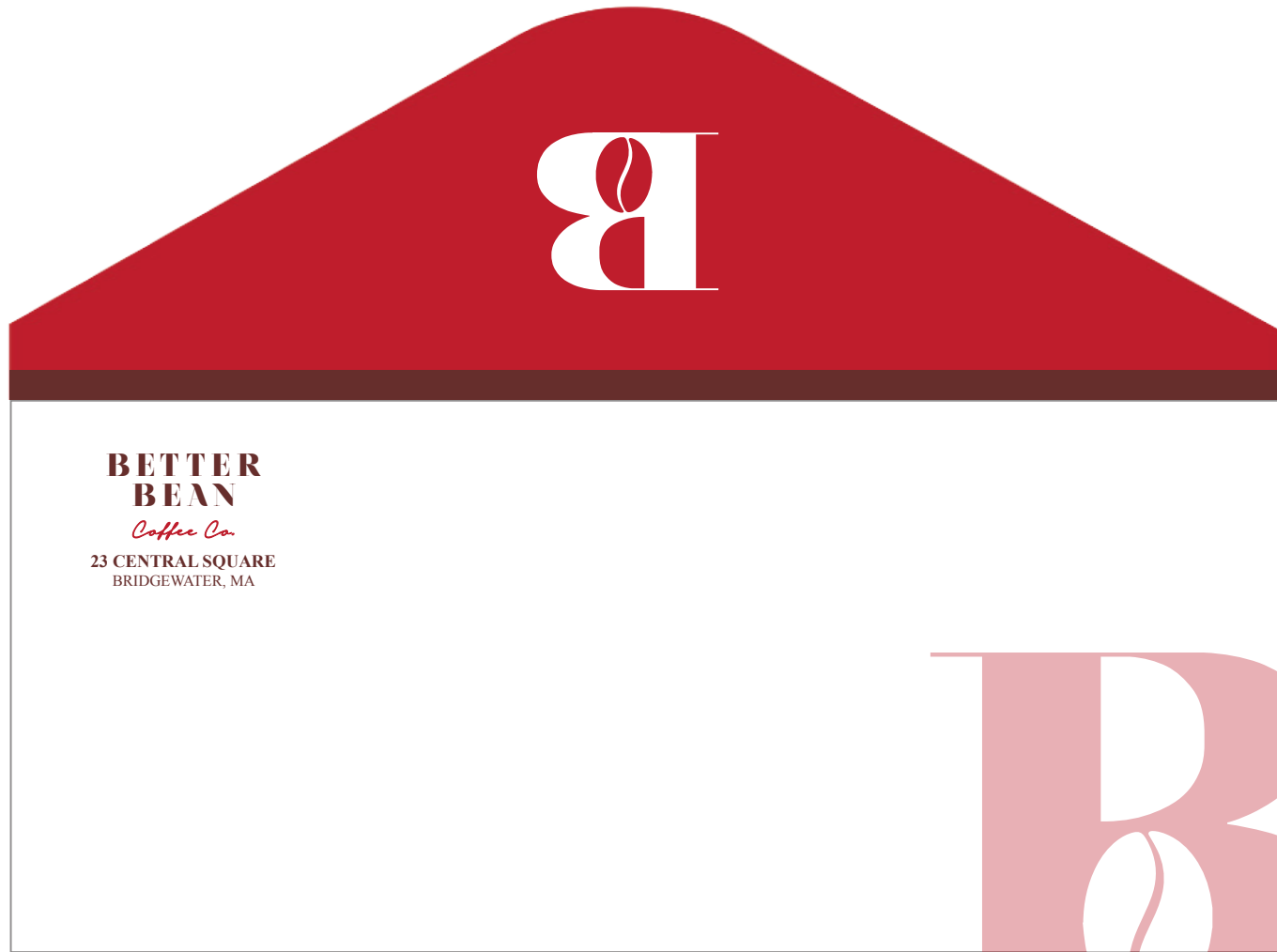
Front



Back

STATIONERY CONT.

Envelope



STATIONERY CONT.

Business Card



Front



Back

****Also functions as the business' coaster***

PRODUCT SAMPLE

Employee Apron & Coffee Sleeve



Aprons are custom-made and names of employees are embroidered on, prior to their start of employee.

Coffee sleeves are for customers on the go.

PRODUCT SAMPLE CONT.

In-shop Mug



Ceramic mug used for customers enjoying coffee in the shop.

PRODUCT SAMPLE CONT.

Paper Bag



Paper bags are given to customers with food they are taking on the go.

ONLINE SAMPLE

Website

Home About Drinks Sandwiches Salads Gallery




BETTER BEAN
Coffee Co.

Where humanity is built on coffee & gasoline.



SANDWICHES

[BACK TO TOP](#)

CLASSIC HAM & SWISS
Ham, swiss, mayo, dijon mustard, romaine & tomato

WHAT A HAM
Ham, green apple, aged cheddar, dijon mustard, romaine & tomato

THE SORTHENDER
Ham, swiss, mayo, dijon mustard, romaine & tomato

HAM MEETS SALAMI
Ham, salami, provolone, red onion, pickles, romaine & herb vinaigrette

THE VERMONT
Smoked turkey, green apple, aged cheddar, romaine & honey mustard

THE CALIFORNIAN
Smoked turkey, swiss, avocado, mayo, romaine, tomato, & herb vinaigrette

THE TONI BOMB
Roasted turkey, ham, cheddar, dijon mustard, tomato & romaine

MIGRA TUNA
Tuna, feta, olives, red onion, cucumber, tomato, & romaine

CLASSIC TUNA
Tuna, provolone, pickles, & romaine

THE TUNA GARDEN
Tuna, provolone, cucumber, red onion, tomato, & romaine

THE MEDITERRANEAN
Roast beef, tarragon vinaigrette, feta, red onion, roasted red peppers, & romaine

CHEESY VEGETARIAN
Provolone cheese, avocado, cucumber, & Italian vinaigrette

VEGETE CLASSIC
Hummus, swiss, red onion, carrots, tomato, cucumber, & romaine

GARDEN GROVE
Hummus, cucumber, tomato, carrots, green apple, honey mustard, & cheddar

THE MIGHTY GREEK
Hummus, roasted red peppers, cucumber, romaine, olives, & feta cheese

ABOUT

[BACK TO TOP](#)

WHO WE ARE
Located directly on the rotary in Bridgewater, Massachusetts, Better Bean Coffee Co. is minutes away from Bridgewater State University. Under new ownership and management as of October 2013, we are excited to carry on the tradition of offering the best coffee in town!

CONTACT US
23 Central Square,
Bridgewater, MA
(508) 279-9952
bbbridgewater1@gmail.com



DRINKS

[BACK TO TOP](#)

ESPRESSO
Cafe Latte
Cappuccino
Mocha Latte
White Mocha Latte
Vanilla Latte
Caramel Mocha
Mint Mocha
Cafe Au Lait
Cafe Americano

BREWED COFFEE
Better Bean House Blend
Better Bean Decaf
Better Bean Dark Roast

FAVORITES
Hot Chocolate
White Hot Chocolate
Vanilla Steamer
Spiced Apple Cider

TEA
Assorted Black, Herbal & Green Tea

CHAI TEA
Spiced, Vanilla, Raspberry, Green Tea, & Chocolate

ICED DRINKS
Iced Latte
Iced Coffee
Decaf Iced Coffee
Iced Tea

BLENDED DRINKS
Coffee Java Frappe
Caramel Java Frappe
Mocha Java Frappe
White Mocha Java Frappe
Smoothies (Wildberry, Mango, Strawberry)
Frozen White Hot Chocolate
Frozen Hot Chocolate
Frozen Chai



SALADS

[BACK TO TOP](#)



CLASSIC SALAD
Romaine, cucumber, carrot, tomato, green pepper, & red onion

GREEK SALAD
Romaine, cucumber, carrot, tomato, green pepper, red onion, feta, & black olives

CHEF SALAD
Romaine, cucumber, carrot, tomato, green pepper, red onion, swiss cheese, ham, & roasted turkey

TUNA SALAD
Romaine, cucumber, carrot, tomato, green pepper, red onion, & tuna

ANTIPASTO SALAD
Romaine, cucumber, carrot, tomato, green pepper, red onion, mortadella, salami, & provolone

DRESSINGS
Honey mustard, ranch, blue cheese, fat free balsamic, fat free raspberry, greek, & italian

GALLERY

[BACK TO TOP](#)

STUDENT ART
At Better Bean, we like to surround our walls with art from Bridgewater State University students. Because our shop is centered in the heart of BSU, it is vital to us that we include the hardwork of the students. We hold monthly galleries, showcasing all student work from a wide range of mediums. If you're a student and you want to submit your own artwork, contact us today!

