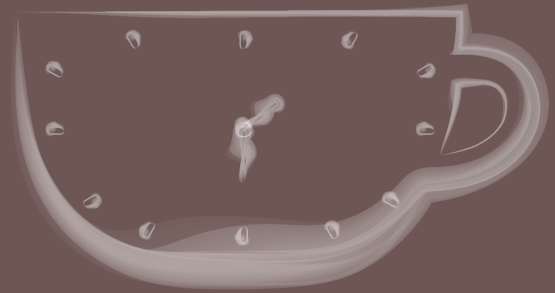




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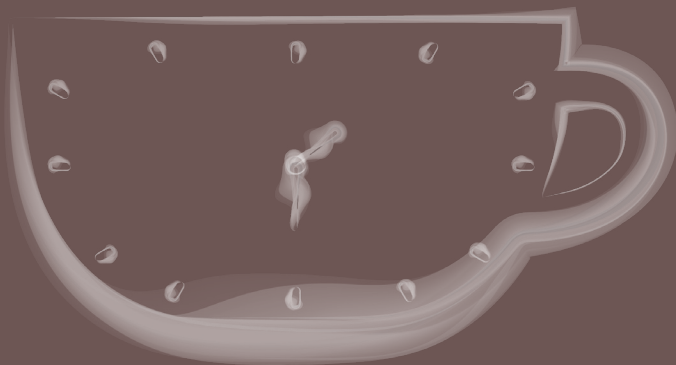
Timeless
Grind



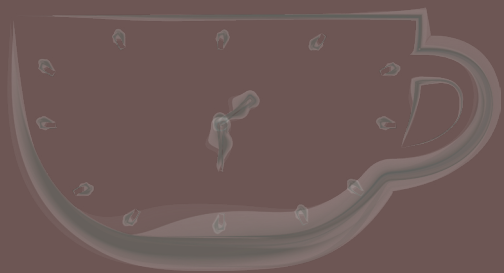
Timeless
Grind 

Timeless
Grind 

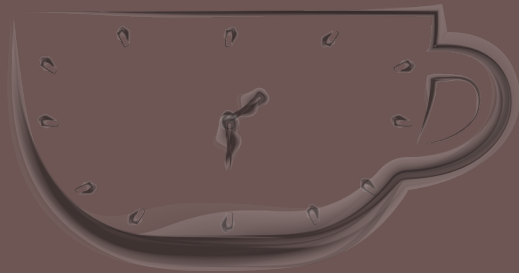
Ss



Ss



Ss



Timeless
Grind 



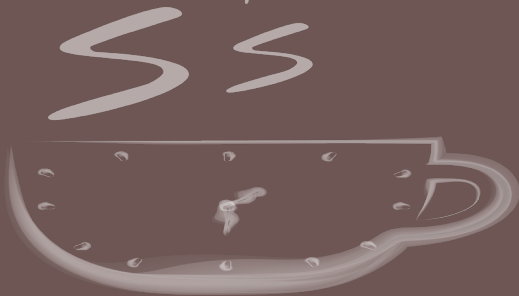
Sizing

Both full and icon logo should never appear smaller than 1 inch to avoid pixelation.

Timeless
Grind 

Proportions

Keep logotype at original proportion. Do not stretch the width or height of logo alone



Timeless
Grind 

Coloring

Keep coloring consistent with original color scheme. Logo must remain one consistent color.

Color Palette

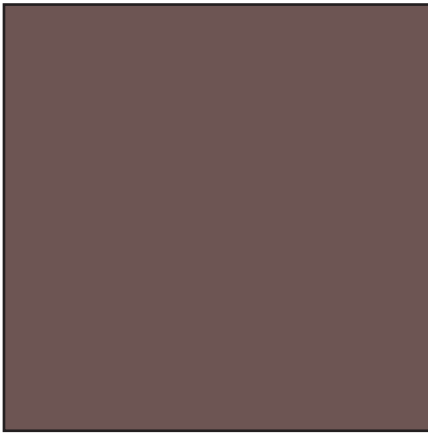
Color description

In order to promote the ideals of the brand as rest and relaxation, the color scheme for this brand used white and black with a mix of other dim colors.

The light brown is the primary color used throughout and is used to symbolize coffee beans. The cloudy green is a great compliment used with the brown.

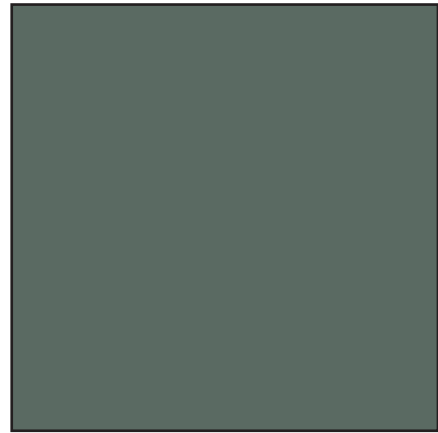
Color Palette

Color swatches



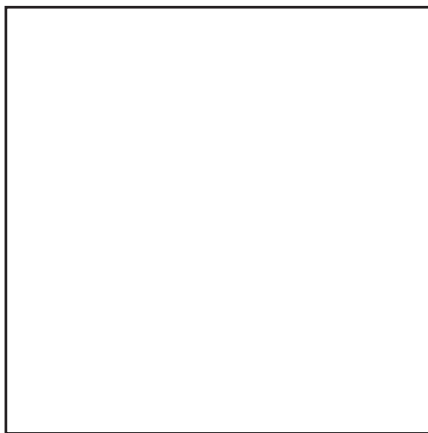
R: 110 G: 86 B: 84

Pantone 7631U



R: 91 G: 106 B: 99

Pantone 7736U



R: 255 G: 255 B: 255

White



R: 0 G: 0 B: 0

Black

Typefaces

Typefaces used

Bad Script

Nothing You Could Do

Robot

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Mockups

Window treatment

Timeless
Grind



Mockups

Signage



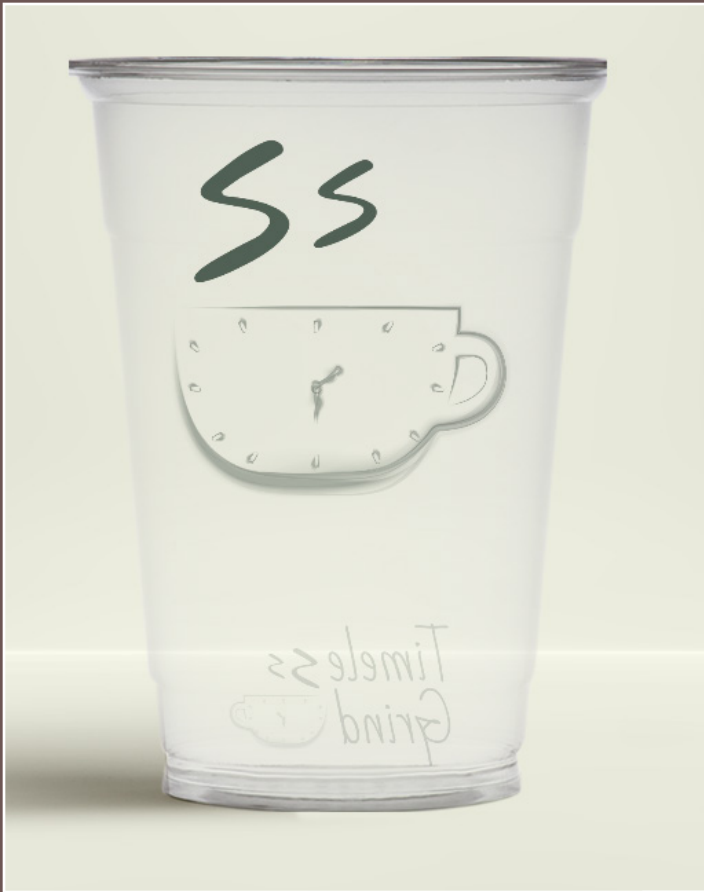
Mockups

Hot cup & sleeve



Mockups

Cold cup



Mockups

Pastry bag



14

Mockups

Pastry box



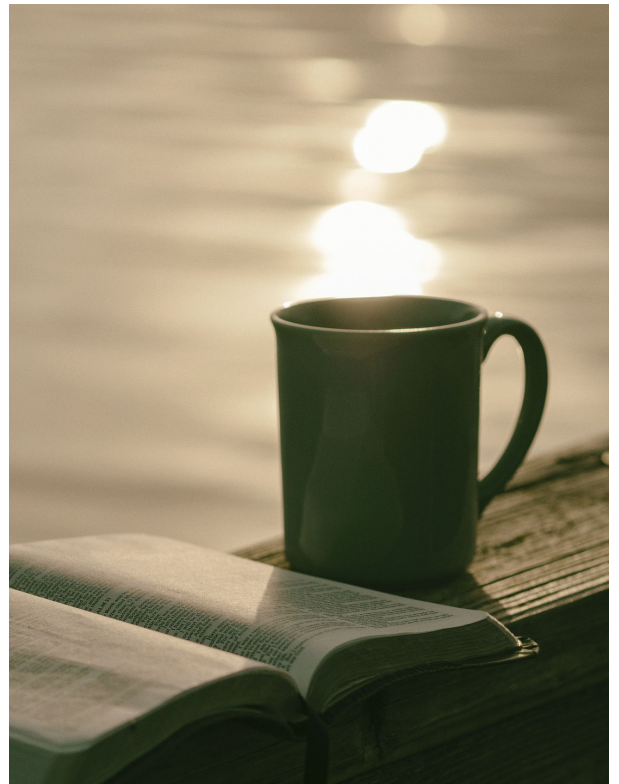
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Mockups

T shirt







Coupon #001

Redeemable for 1 small cup of coffee

Timeless Grind 

*Limit 1 per customer

Coupon #002

Redeemable for 1 small cup of coffee

Timeless Grind 

*Limit 1 per customer

Hours of Operation
Mon - Thurs: 5am - 9pm
Fri - Sat: 6am - 10pm
Sun: 6am - 8pm

STAMP

To:

GRAND OPENING!



Timeless Grind 



Enjoy your first 2 cups on us!

Located at
595 Pleasant Street
Norwood, MA 02062

*Coupons on back

Postcard

Front description



The front of the postcard features the logo in middle next to a ribbon being cut to signify the grand opening. The grand opening title (Roboto, 45pt) is prominent at the top alongside a calendar with the opening date (Roboto, 25pt). The larger text (Roboto, 18pt) is used to show the location and statement. The smaller text (Roboto, 15pt) is used for the coupon reminder.

Coupon #001

Reedemable for 1 small cup of coffee

*Limit 1 per customer

Timeless Grind 

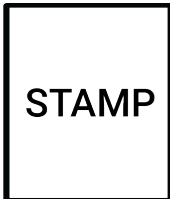
Coupon #002

Reedemable for 1 small cup of coffee

*Limit 1 per customer

Timeless Grind 

Hours of Operation
Mon - Thurs: 5am - 9pm
Fri - Sat: 6am - 10pm
Sun: 6am - 8pm



To:

On the back of the postcard it is split into two halves, one featuring the two coupons and the other has the store's hours. The hours of operation are in the larger text (Roboto, 18pt). The coupon information is in the smaller text (Roboto, 15pt) with the restrictions even smaller (Roboto, 10pt)