BRAND GUIDELINES

Roasted with care, drawn with purpose.

This document defines how the Oakfield Coffee Roasters identity looks, sounds and behaves. It exists so that every bag, sign, menu and message feels like it came from the same small roastery — consistent, warm and unmistakably ours.

01

Logo usage, lockups, clear space and the minimum sizes we protect.

02

The colour palette, with hex values and guidance on weighting.

03

Typography and the tone of voice that carries our words.

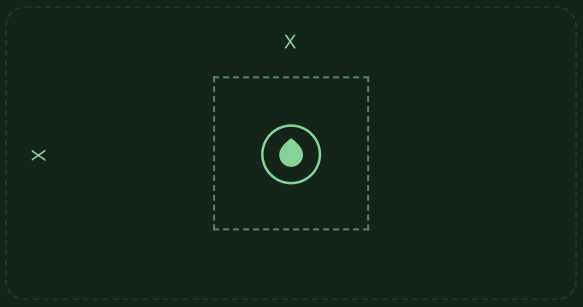
01 Logo & usage

Always reproduce the mark from master artwork. Never redraw it by hand.

Oakfield
COFFEE ROASTERS

Oakfield

Clear space



Keep a margin of **x** — the width of the acorn cap — on all four sides. Nothing enters this zone: no type, no rules, no photography edges.

Do & don't

- **Do** use the horizontal lockup as the default.
- **Do** keep the mark at 12 mm wide or larger in print.
- **Do** place it on Deep Field or Parchment only.
- **Don't** stretch, rotate, outline or add shadows.
- **Don't** recolour the acorn outside the palette.
- **Don't** retype the wordmark in another typeface.

02 Colour palette

Four colours carry the whole brand. Tints are permitted; new hues are not.

Deep Field
#0F1A14

Primary background for packaging, signage and digital.

Roast House
#15241B

Panels, cards and secondary surfaces on Deep Field.

Oak Leaf
#86D39A

Accent only. Highlights, marks, calls to action.

Parchment
#E9F3EC

Body text on dark grounds; light packaging stock.

Chaff Grey
#9BB2A3

Supporting copy, captions, dividers, disabled states. Never for headlines.

03 Typography

Two families. Fraunces for voice, Inter for information.

FRAUNCES
DISPLAY & HEADLINES
700 · TIGHT TRACKING

Single origin, roasted weekly.

FRAUNCES
SUBHEADS
500 · SENTENCE CASE

Notes of cocoa, plum and toasted almond

Use Fraunces for anything that should feel spoken aloud — bag fronts, section titles, tasting notes.

INTER
BODY COPY
400 · 9.5 PT / 1.6

Inter carries the practical detail: weights, roast dates, brewing ratios, allergens and legal lines. Keep paragraphs short — **two to three sentences** — and let the whitespace do the rest.

INTER
LABELS & CAPS
600 · 0.2 EM TRACKING

ROASTED IN SMALL BATCHES · EST. 2014

Reserve all-caps Inter for short labels only. Never set a full sentence in caps.

Hierarchy

One headline per surface. Subheads introduce groups; body copy explains. If everything shouts, nothing lands.

Line length

Aim for 45–75 characters per line in print. Wider than that and the reader loses their place.

Fallbacks

Georgia for Fraunces, system UI sans for Inter. Never substitute a display serif of your own choosing.

04 Tone of voice

Warm, plain and specific. We sound like a roaster talking to a neighbour.

DO

Write like this

- **Be concrete.** Name the farm, the roast date, the flavour.
- **Stay plain.** Short words, active verbs, no jargon.
- **Invite, don't instruct.** "Try it as a filter" beats "must be brewed".

DON'T

Avoid this

- **No hype words.** Artisanal, curated, world-class, game-changing.
- **No empty poetry.** If it doesn't inform, it goes.
- **No lecturing.** Never imply the reader is brewing it wrong.