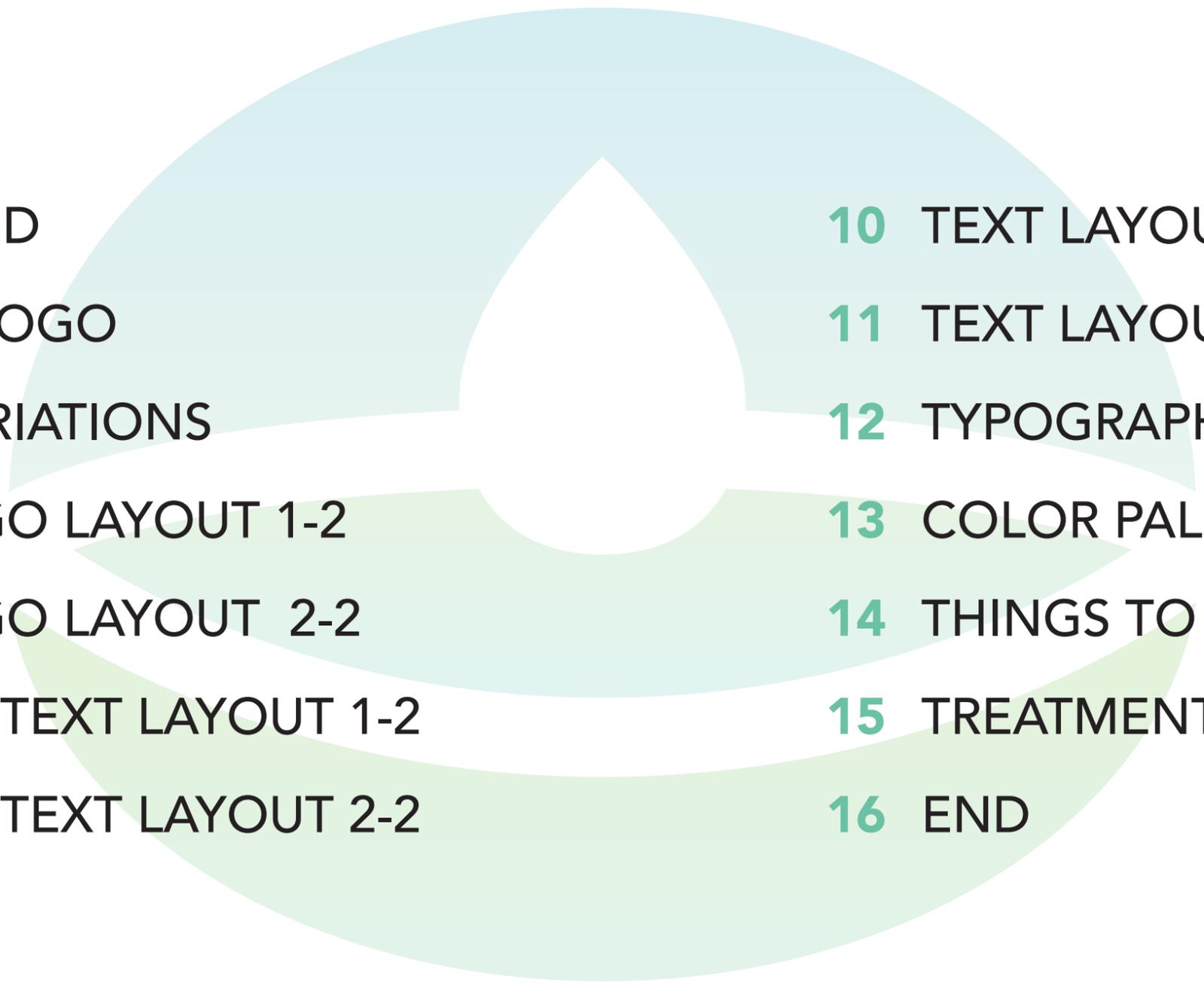




BRAND GUIDELINE

BRAND GUIDELINES

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BRAND GUIDELINES

THE BRAND



The Quiet Cup

TOGETHER/GROWTH/WATER/CUP/CALM/LIBERATING/PEACEFUL

A full cup represents the mind, that is full of complex emotions. To have peace within yourself is to have a cup full of calm water. This takes inner growth and is represented by green hues and the leaf like shapes. Walking the path to wellness alone can be difficult, however, it can be easier with support along the way. Therefore, in the center of all of this, a person is reaching around to support the cup through a strong hug, perhaps to comfort their personal journey.

Take the wise path to calm and peaceful healing.

CHEERS TO FREEDOM

BRAND GUIDELINES
MASTER LOGO



^
Icon Logo
(MAIN)



The
Quiet Cup

^
Text Design
(RECOMMENDED)



The Quiet Cup

^
Vertical Text Design
(NOT RECOMMENDED)

BRAND GUIDELINES

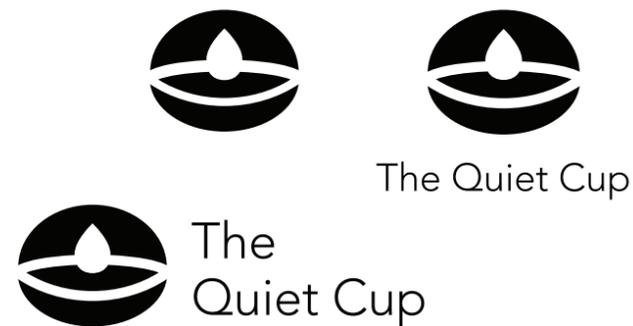
LOGO VARIATIONS



^
Master



^
Solid Color



^
Solid Black



^
Ancient Sepia



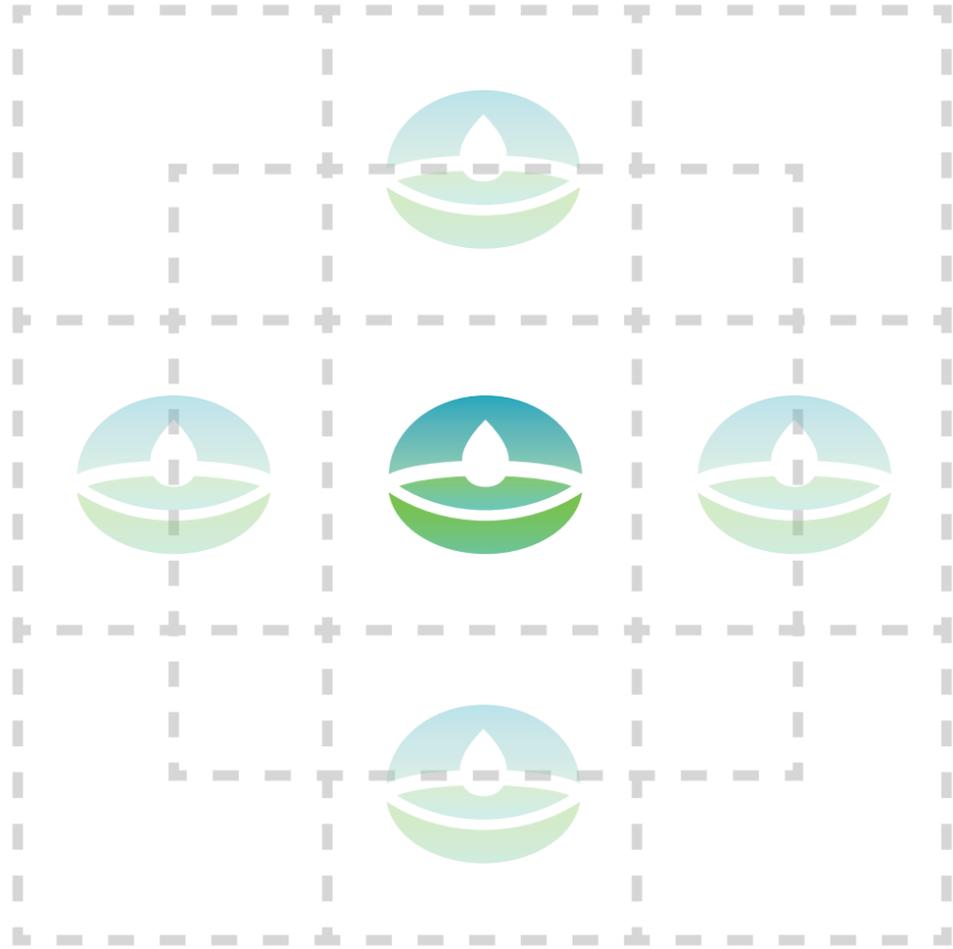
^
Solid White

^
Sticker Outline

Recommended version when using a black background.

BRAND GUIDELINES

ICON LOGO LAYOUT 1-2



^
Exclusion Zones

Allow a minimum spacing of a duplicate logo when possible.



^
Minimum Width

The logo maximum width is 350px or 90mm important, in some situations you can go even larger.



^
Minimum Width

The logo minimum width is 60px or 16mm

BRAND GUIDELINES

ICON LOGO LAYOUT 2-2



^

Clear Space (30px or 10mm)

All forms of the logo must have at least the designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

This design is not a perfect square, so be careful as to not treat it as such.

It's recommending to use exclusion zones when at all possible.

Clear spacing is very important, it applies to every medium including social media profile icons, mugs and merch.

v



BRAND GUIDELINES

VERTICAL TEXT LAYOUT 1-2



^
Exclusion Zones

Allow a minimum spacing of 1/2 a duplicate logo when possible.



The Quiet Cup

^
Minimum Width

The logo minimum width is 180px or 64mm important, in rare situations you can go even smaller however; its recommended you use Icon Logo in micro print.



The Quiet Cup

^
Maximum Width

The logo maximum width is 400px or 100mm important, too large and design does not flow.

BRAND GUIDELINES

VERTICAL TEXT LAYOUT 2-2



^

Clear Space (30px or 10mm)

All forms of the logo must have at least the designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

This design is not a perfect square, so be careful as to not treat it as such.

It's recommending to use exclusion zones when at all possible.

Clear spacing is very important, it applies to every medium including reviews, and paperwork.

v



BRAND GUIDELINES
TEXT LAYOUT 1-2



The
Quiet Cup



^
Exclusion Zones

Allow a minimum spacing
of 1/2 a duplicate logo when possible.

^
Maximum Width

The logo maximum width is
660px or 175mm important,
too large and design does not flow.



^
Minimum Width

The logo minimum width is 180px or
64mm important, in rare situations
you can go even smaller however;
its recommended you use Icon Logo in micro print.

BRAND GUIDELINES

TEXT LAYOUT 2-2



^

Clear Space (30px or 10mm)

All forms of the logo must have at least the designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

It's recommending to use exclusion zones when at all possible.

An example of clear space on a business card.

v



BRAND GUIDELINES
TYPOGRAPHY 1-2

Avenir

Character Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()_+="?:><

Cup

^

Brand Font

This font should be used everywhere it can be, its essential to the brand.

Consider using **thick heavy font** in combination with the color gradient on headlines or major titles.

BRAND GUIDELINES

COLOR PALETTE

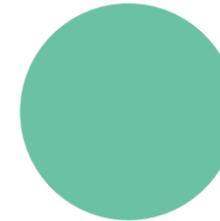
Rainy Sky Gradient

HEX #98d2b1	HEX #2ca8bd
RGB 152, 210, 177	RGB 44, 168, 189
CMYK 28, 0, 16, 18	CMYK 77, 11, 0, 26



Leaf Gradient

HEX #85c776	HEX #5dc8dc
RGB 133, 199, 118	RGB 93, 200, 220
CMYK 33, 0, 41, 22	CMYK 58, 9, 0, 14



HEX #6fbfa2
RGB 111, 191, 162
CMYK 42, 0, 15, 25

< Solid Color

To be used in situations where gradients are not applicable, paragraph fonts, accent color elements etc.



The Quiet Cup

Brand Palette

There are 2 gradients, the primary and more vivid Leaf Gradient and also the accent Rainy Sky Gradient, use these gradients logically and where applicable, packaging, websites, cards, etc.



BRAND GUIDELINES

THINGS TO AVOID

The logo must be used as is and not be altered.
This means that you must not:

- 1 Change the logo's orientation or rotation.
- 2 Disproportionately scale or resize the logo.
- 3 Change the logo's gradient colors to those that are not in the guideline.
- 4 Display the logo in a configuration not previously specified.
- 5 Attempt to recreate the logo.
- 6 Make alterations to the logo's text.
- 7 Add special effects to the logo, (this includes shadows).
- 8 Add an outline to the logo or display the logo as an outline.
- 9 Use the logo on top of busy or dark photography.
- 10 Display other elements within the logo's designated clear space.
- 11 Crop the logo in any way.
- 12 Use a low resolution/highly compressed format.
- 13 Using the main master icon on a black or grey background.



BRAND GUIDELINES

TREATMENT AND NOTES

There are three versions of the logo, Icon Logo, this is your main logo and is the most flexible. it should be used the most, so consider apply the design in tasteful and creative ways.

Text Design, this is your central branding, the heart of the company, apply it in areas that need more context that just an Icon can't provide.

Vertical Text Design, only use this version when absolutely necessary, think of legal print or areas where the normal Text Design is too long and does not have the space to fit, in those situations you should use this version.

Respect the color scheme, the designs are simple but the complexity and depth comes from the many colorful gradients so only pair the logo in environments that flow with its existing color, so never put the logos on a red background for example as that would compete with its design.

Understand the shape, remember that this design is not square or even a circle but more of a blob or an egg shape so when surrounding the design with other elements make sure the clear space is even all the way around the circumference of the design.

Due to the sharp details and gradients of the design, it's very important to allow enough space, do not squish the logo with other elements. Less is more, when designing a website or company card, try to not to clutter the logo, once again, this design works best when it's given the space it needs.

When designing a website or company card, mainly use the typography of Avenir, or use a contrasting simple thin font that pairs well. When formatting a header or headline, consider using thick font with Rainy Sky Gradient.

Keep it colorful, this is not a black and white design so only a black version when absolutely necessary (non-color printer or legal). Consider surrounding the design with the same gradients and color tones, you may want to keep some things black for example paragraph font for readability, but apart from that feel free to experiment with using the gradients outside of the logos.

Try not to animate the logo, it works best when static on a page but if you want I recommend using an animated gradient alongside the logo or a splash screen.

White elements pair best, do not use the designs on a black background as it takes away from the negative space between the shapes and also makes the gradients darker, the goal is to be uplifting, calm, and approachable not depressing and dark.

BRAND GUIDELINES

END



Congrats, you made it!

Any questions can be sent to devon@devsurf.ca free of charge.
Enjoy your new brand identity for years to come.