

ab.coffee

Visual Guideline

LOGO



ab.coffee

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Logo Story

“**abCoffee**” defined what we served. **ab.coffee** defines who we are. The dot separates our core identity (“**ab**”) from what we offer (“**coffee**”) giving us room to expand in the future. Whether that’s into products, experiences, or collaborations, we’re no longer limited by a single label. **It represents our step into a more modern, digital-first identity.**

The dot makes our name visually stronger, more balanced, and easier to remember, whether on a cup, a storefront, or a screen. It's a small change with a big signal: we're here for the long run, and we're evolving with intention.

The image shows the new logo 'ab.coffee' in a light blue, sans-serif font. The 'ab' is bold and lowercase, followed by a dot, and then 'coffee' in a regular weight, all lowercase. The logo is centered horizontally on a dark background.

Safe Area

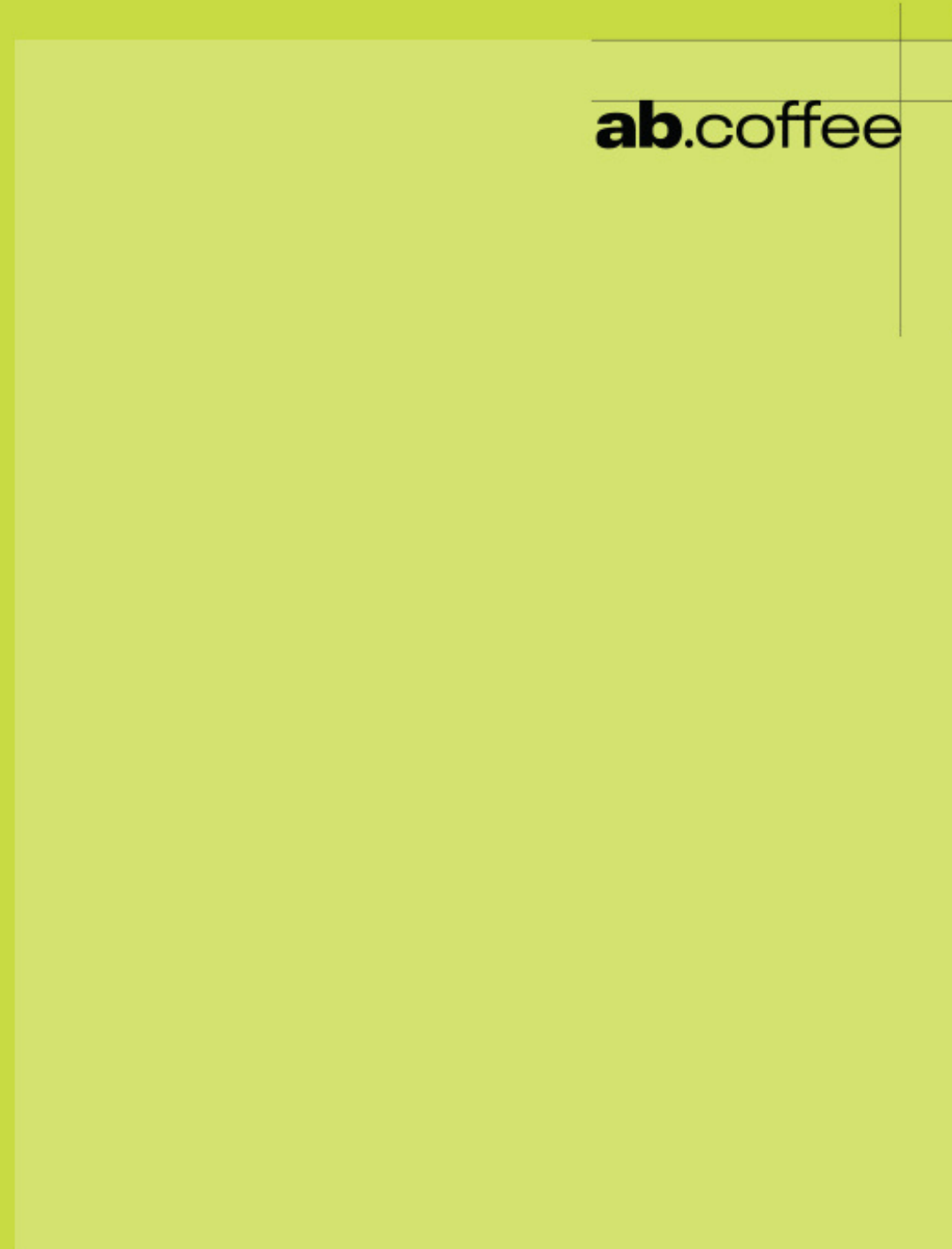
Make sure the logo has enough space to breathe when you use it in a design or position it close to other visual components. Here's when margins and clear space are important. The space that exists between a logo and any other graphic element in a composition is known as the logo's clearspace.

x is the measurement of the separation between the wordmark and the symbol.



Logo Placement

When it comes to logo placement, we have a few options listed on this page. Whenever it's possible, place the logo at the top right of the layout and use horizontal lockup. But sometimes you might need to use the logo where height is greater than width. In that scenario, you will have to use vertical lockup and place it in the middle of the canvas.



Logo Usage

Do's



ab.coffee logo with the wordmark is our primary logo and it should be used with clear background of green, white and black and non-duotoned photography.

Dont's



Don't place the logo on a background of the same or similar color.



Don't use the logo over busy or cluttered backgrounds.



Don't use unofficial or distorted versions of the logo.



Maintain its original form for consistency.



Don't use the logo over busy or cluttered backgrounds.

Logo Typography

Brand Name : **abcoffee**

Letter Case: **All lowercase**

- ab (meaning now or in the moment)
- coffee (representing the core offering, casual and accessible)

Never capitalize any part of the name (not even at sentence start in branding).
The lowercase styling throughout reflects approachability, calmness, and simplicity, a brand that's confident without shouting.



[Click for pronunciation](#)

Logo Typography

The name is spelled as **“abcoffee”**

- The first two letters are in small case, **“ab”**
- **“C”** is a small Letter
- **“offee”** are in small case again
- ab means **“now”**– in the moment



[Click for pronunciation](#)

TYPOGRAPHY



Primary Typeface

Nohemi

NOHEMI™ is a sans serif typeface, making it a universal typeface. Its neutral design and subtle character suit diverse projects, from branding and advertising to editorial and Product design. We aim to use it as a highlighting font to emphasis on the main texts.

Thin

Extra Light

Light

Regular

Medium

Semi Bold

Bold

Extra Bold

Black

Secondary & Accent Typeface

Secondary Font

Karla

KARLA is an outstanding grotesque sans serif typeface family, which gives modern & unique appearance that sets it apart from geometric Fonts. We aim to use it as a body copy.

Accent Font

Ghouline

GHOULINE is an outstanding grotesque sans serif typeface family, which gives modern & unique appearance that sets it apart from geometric Fonts. We aim to to club it with both our fonts Nohemi and Karla.

Brand Font in Presentations

Main Heading

Main Headline
Nohemi Medium
Line Spacing 1
Character Spacing 0

This is Subheader

Sub Header
Nohemi Regular
Line Spacing 1
Character Spacing 0

Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem Ipsum
Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem Ipsum
Lorem Ipsum Lorem Ipsum Lorem Ipsum

Body Text
Karla Regular
Line Spacing 1
Character Spacing 0

ILLUSTRATION STYLE

Illustration Style

This is a unique handdrawn illustration style also known as Flat Illustrations, which consists of simple geometric shapes filled with flat color, it gives the image, character without overpowering it with too much detail.

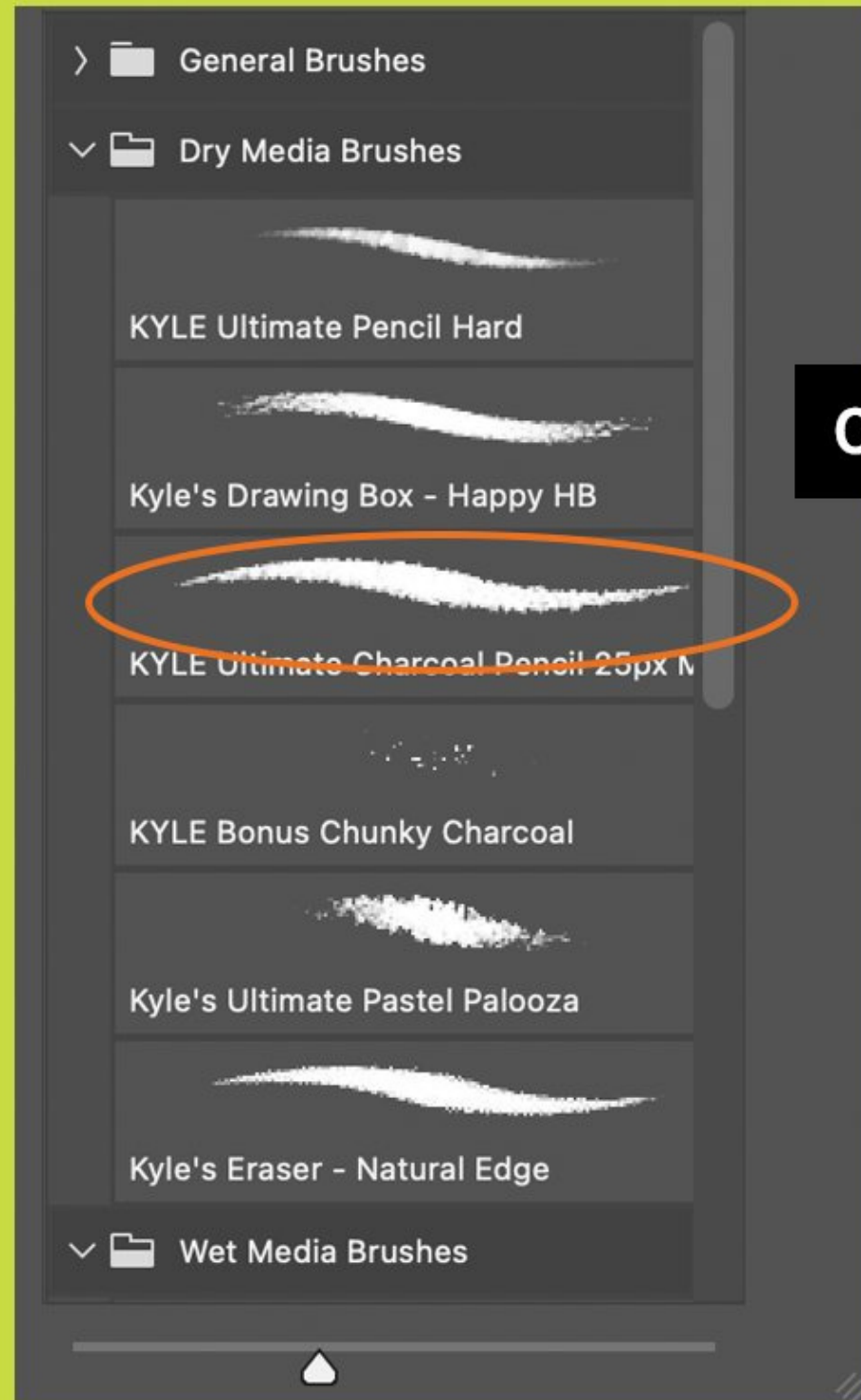
One of the standout features of these branded illustrations is it's unique and exaggerated three-dimensional style with smaller faces and elongated bodies to show real time movement.

Few hand drawn speed lines are added to give a sense of motion to the illustrations.





Illustration – Our Line



Charcoal pencil 25px

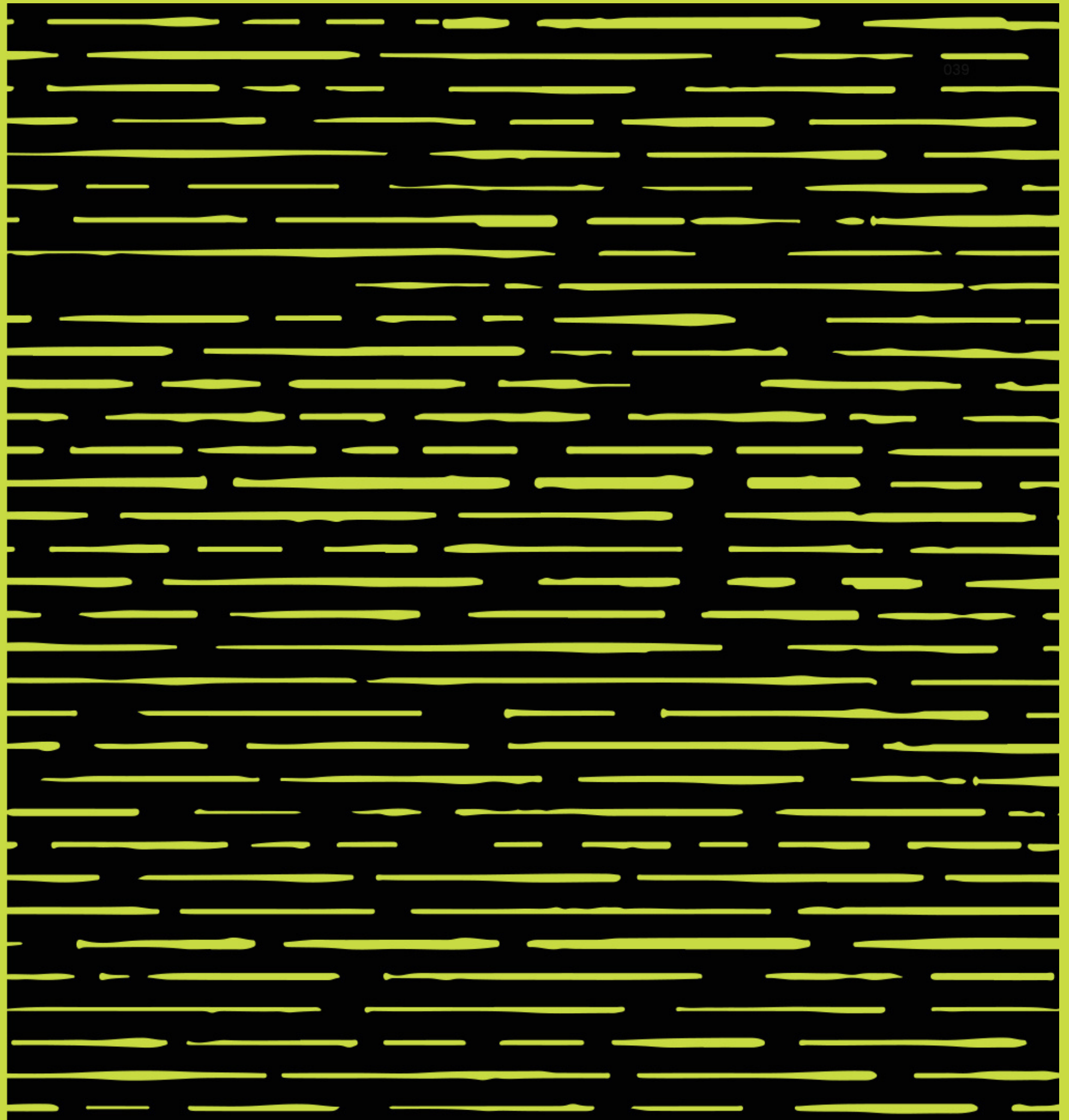


All our illustrations are made using the brush style “Charcoal Pencil brush” on illustrator. We use the line in various thickness to create dynamism and nuance in the illustration and reinforce its analog quality.

Pattern

The pattern consists of hand drawn speed lines that indicate forward movement, as if things are happening fast, that directly aligns with the brand's message of chasing dreams now.

This pattern can be used for digital as well as packaging collaterals.



COLOR PALETTE

Primary Color Palette

Lime Green symbolises new beginnings, growth, innovation, progress, and environmental consciousness.

We use green to convey message of freshness, harmony, sustainability, and forward - thinking

Black symbolises power and authority, black is used to convey elegance, mystery, and sophistication. **We use black often want to create a sense of strength and style.**

Black
#000000

Lime Green
#C9DB42

Cream
#FDF7E7

Secondary Color Palette

Blue Colour is known for its calming and soothing effect, blue is often used to convey trust, reliability and professionalism.

We use blue to create a sense of security and customer trust building

Orange Colour symbolises enthusiasm, creativity, and friendliness. **We use orange to appear as energetic, playful, and approachable**

Blue
#0232A0

Orange
#EC7222

IMAGERY

STYLE





**WE ARE BUILDING INDIA'S
NEIGHBOURHOOD COFFEE PLACE**