STYLE
GUIDE

WHYRALITY

Welcome!

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Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

We aren't interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships.

We also care about growing our business. But, for us, it's not all about revenue and sales. Anyone can hawk a decent cup of joe. We are passionate about being a centering force in people's lives. We hope to become a healthy ritual.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are a new store manager, an outside designer, or one of our amazing vendors, thank you for helping us achieve our goals and pursue our mission.

Sincerely, welcome to the family

The Use of Brand Materials

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We are reasonable people—and open to most things—but when it comes to our brand, our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorized Whyrality representative (usually your point of contact) with questions. We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

Contents

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Introductions

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About Us

Within this section, you will learn who we are, what we stand for, and where we came from. We are the sum of the things we've done, the people we cherish, and the places we've been. After this section, we hope you'll come to know us a little bit more than [what we do]

Our Personality

It helps to reference a feeling, a character people are familiar with, or perhaps an actor who has a particular voice: Morgan Freeman versus Will Ferrel, for example.

Think of that one special friend that you have: they've been there and done that, but they're always here when you need them. Whether you need a shoulder to cry on or a joyful partner in crime, you feel comforted merely picking up the phone and reading their message.

You could go months without speaking, and yet when you reconnect, it feels like no time has passed. With this friend, you feel at home in your own skin. And together, you are unstoppable. That's us. Or at least, that's who we try to be

Primary Logo:
Variatons

[01]

[02]

Care. Creativity. Consistency. Growth. Our logo signifies these brand values.

The brand logo both identifies the Pebble Coffee brand as a whole. Use this logo to represent individual locations, products, merchandise, and wholesale operations. This logo is a carefully created piece of locked artwork that should not be altered in any way

Breathing
Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better. At a minimum, there should be **clear space equal to the height of the dotten icons on all four sides of the logo.**

Secondary Logo
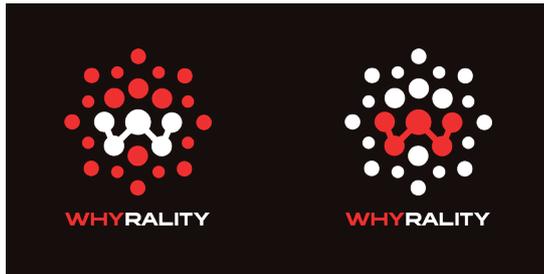
[01]   [02]   [03]   [04]

A Scalable Identity System: Trying to fit the same mark simultaneously on a billboard and on the bottom of an espresso cup is a challenge.

Our identity system is designed for flexibility, consistency, and brand recognition. We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity

Colour Palette

Colour usage recommendation:

40%   40%   20%

BLACK
RGB   00, 00, 00
CMYK   0, 0, 0, 90
HEX   #000000

IMPERIAL RED
RGB   238, 35, 47
CMYK   0, 85, 80, 7
HEX   #EE232F

WHITE
RGB   255, 255, 255
CMYK   0, 0, 0, 0
HEX   #FFFFFF

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

Social Media Badges

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[01]

[02]

[03]

[04]

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides. We have developed four approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes. While the layout of these avatars should not be altered in any way. Approved secondary brand colors may used to address special events, holidays, and seasonal changes

Brand Typeface

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Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest. This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

MORTEND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%&*!?

POPPINS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&*!?

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&*!?

POPPINS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&*!?

**Typeface
Sample**

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HEADING AND TITLE SHOULD STAND OUT!

Recusdae asima nobiti ventinc idusam sinti ommolor sus, quam, to beri beate vellignis exceaturion rem que prae pero excea volesti oremque odis esed etpa.

Nam dest rerem rectur, quo optati aut quam eum verum quas eatiam, quat parum vel int. Uptasperiam, arcimus sapelibus, consect otatisi. Sequist fugit.

The sample subtitle should explain everything else you want to tell your audience. The Quick brown fox jumps over the lazy dog

Iconography and Illustration

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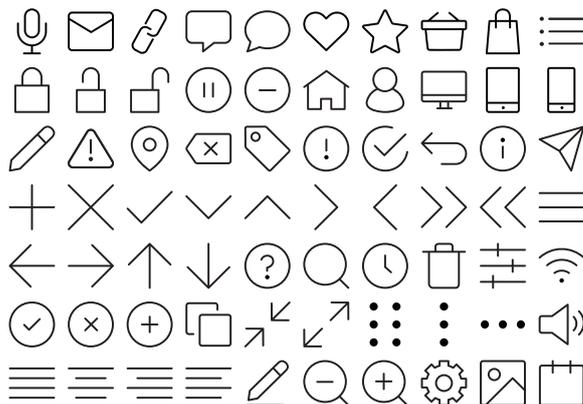
Iconography is integral part of our merchandising, packaging, website, and wayfinding.

When it comes to iconography and illustration style, we like thin outlines and geometric shapes. If you need to construct new icons and shapes, keep the overall shape simple. Reduce the subject matter down to its essence, ending at a easily recognizable outline

Common Errors

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Logo

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

Do not add graphic effects to the logo, including drop shadows.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.

Do not encroach on the required clear space surrounding the logo

Colors

Do not use true black and true white in combination. This produces too much contrast for our brand

Do not change or adjust our colors in any way. Consistency in color is vital to brand recognition

Do not use off-brand colors, especially in combination with approved brand colors

Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution. We recommend maintaining a minimum contrast ratio of 4.5:1. When in doubt, be sure to check the contrast ratio using online tools like contrast-ratio.com.

Common Errors

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Typography

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Do not use centered or completely justified alignment for multi-line text. There are no exceptions.

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

Do not use typography on any angle other than 0º or 90º. Our typography should always read up if 90º

Imagery
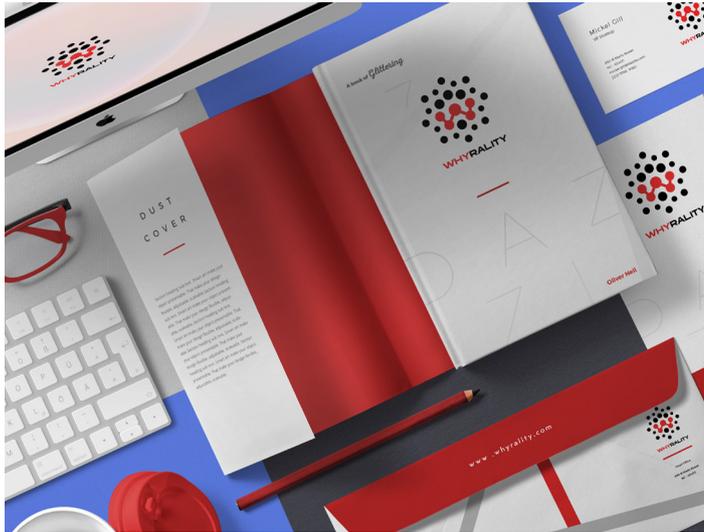
A great photograph can change the entire trajectory of our business. In other words, photography is vital to the success of our brand and should be treated as an essential part of our brand executions.

Fresh, But Subtle

Brand photographs should feel clean, fresh, and dynamic. But we should strive to use a humble, natural, and subtle tone. The content of each photgraph should convey our brand values, reflect our customers in the best light, express each agent's unique qualities, and above all, inspire getting help from our agents

Though we've come to the end of this guide, this is only the beginning of our journey. In this section, you will find details on our approval process, several points of contact within the brand department, and a warm thank you note.
Why? Because we truly care

Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from Whyrality

File Types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

A HUGE THANK YOU!

You are the best. From everyone at Whyrality, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.

Building a brand is like raising a child: Without you, we would not exist.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team.

WHYRALITY

Address

Contact