



# YOUNG HUSTLER COFFEE Brand Guide

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# INTRODUCTION

*Young Hustler Coffee, based in Richmond, Texas, embodies the spirit of youth and entrepreneurial energy, offering premium organic coffee sourced from sustainable farms. This brand guide outlines the key elements that define Young Hustler Coffee's identity.*



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[younghustlercoffee.com](http://younghustlercoffee.com)



# BRAND ESSENCE

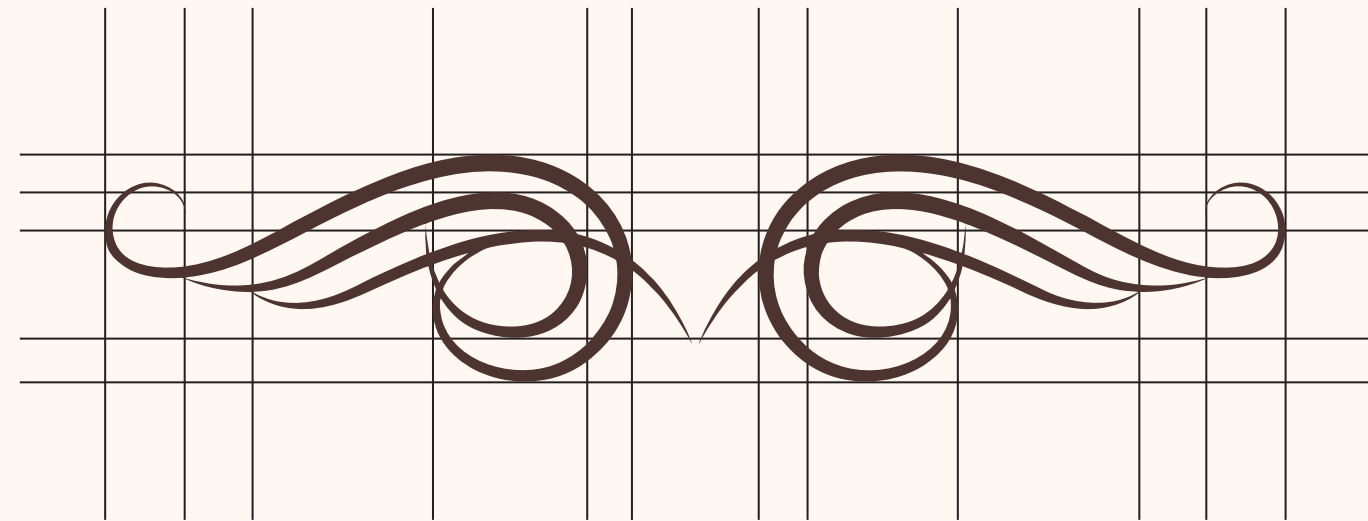
## Mission Statement

Fueling the dreams of the young and restless with the finest organic coffee and motivational messages from successful entrepreneurs."

## Core Values

01. Quality: Premium, sustainably sourced coffee.
02. Inspiration: Motivational messages to inspire young entrepreneurs.
03. Community: Supporting local businesses and fostering a vibrant community.





# LOGO

## About Logo

The logo of Young Hustler Coffee features owl eyes, symbolizing the sharp vision and relentless energy of young, enthusiastic entrepreneurs. This design element underscores the brand's commitment to supporting and inspiring the hustle and drive of its community.

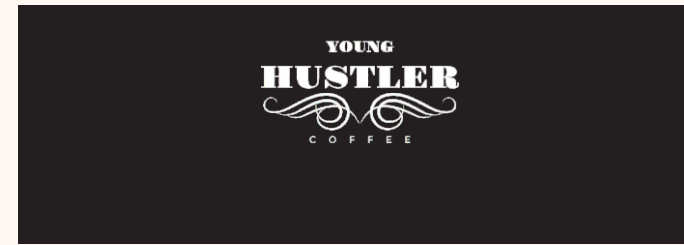




## Logo Use

The color version of the Logo features a combination of Brown, Charcoal Black and White. The Brown represents success, confidence, luxury, passion, strength, and power. The Charcoal Black adds sophistication, and the white symbolizes creative freedom.

Labels



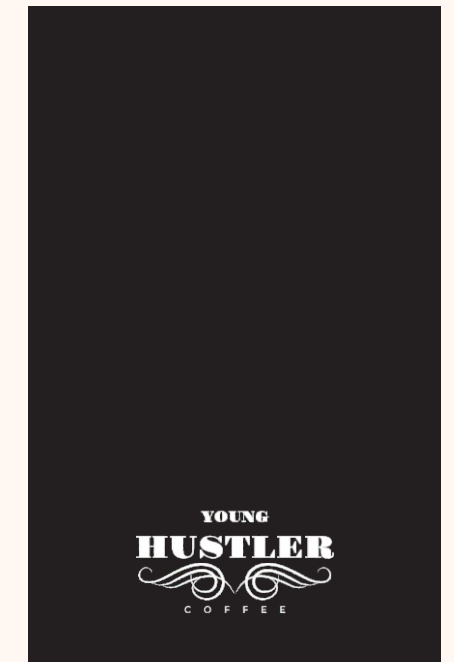
Social Media Logo



A4 Document



Hang Tags



Business Card



**Aa**

**Gravitas One**

**Aa**

Montserrat

## **TYPOGRAPHY**

01. **Primary Font:** Gravitas One (for headers and titles)
02. **Secondary Font:** Montserrat (for body text and



## HEADLINES AND SUBHEADLINES

Use the sample hierarchy and font weights to the right any time you are writing or designing copy.

These include corporate communications and signs.

Use this for titles and headline only.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()-+<>?**







## BODY

Use the sample hierarchy and font weights to the right any time you are writing or designing copy.

These include corporate communications and signs.

Use this for body copy only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()-+<>?

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()-+<>?**



## Tone of Voice

**Brand Voice:**

**Energetic:** Reflecting the hustle and ambition of young entrepreneurs.

**Encouraging:** Providing motivation and positivity.

**Authentic:** Honest and transparent communication about product sourcing and business practices.

## Customer Experience

**Store Environment:**

Modern, welcoming decor with a touch of rustic elements. Comfortable seating areas for socializing and working. Inspirational quotes and entrepreneurial success stories displayed prominently.

**Service Style:**

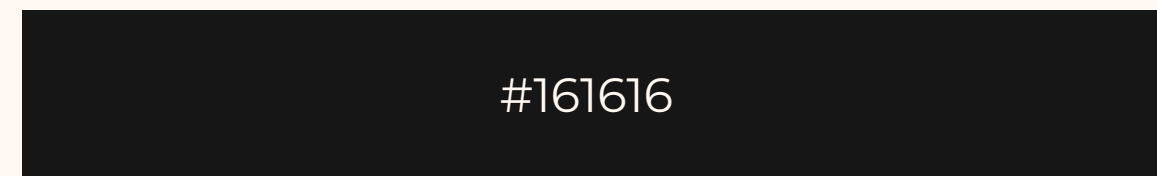
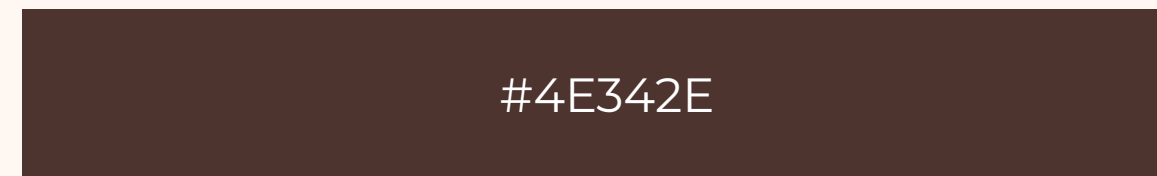
Friendly and knowledgeable staff. Personalized recommendations based on customer preferences. Efficient service with attention to detail.





## COLOR PALETTE

- 01. **Primary Colors:** Dark Brown (#4E342E)
- 02. **Secondary Colors:** White (#212121), Charcoal black (#161616)





## Contact us

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