

M&M

Mockups and Mocktails
Brand Guidelines

By: Grace Radke



Mockups and Mocktails Branding Guidelines

Purpose

The main idea behind Mockups and Mocktails is about creating a space for creatives to meet other people similar to them, being able to share ideas and reduce burnout. Mockups and Mocktails is a place for college graduates to make friends outside of work because there aren't as many personalized spaces in the professional world like there is in college to meet people. This is a space for creatives to enjoy exciting, one-of-a-kind drink concoctions while making a friend or going out for a business meeting. Mockups and Mocktails is the place for creatives in their 20s-30s to unwind after work and enjoy good conversation and good ideas.

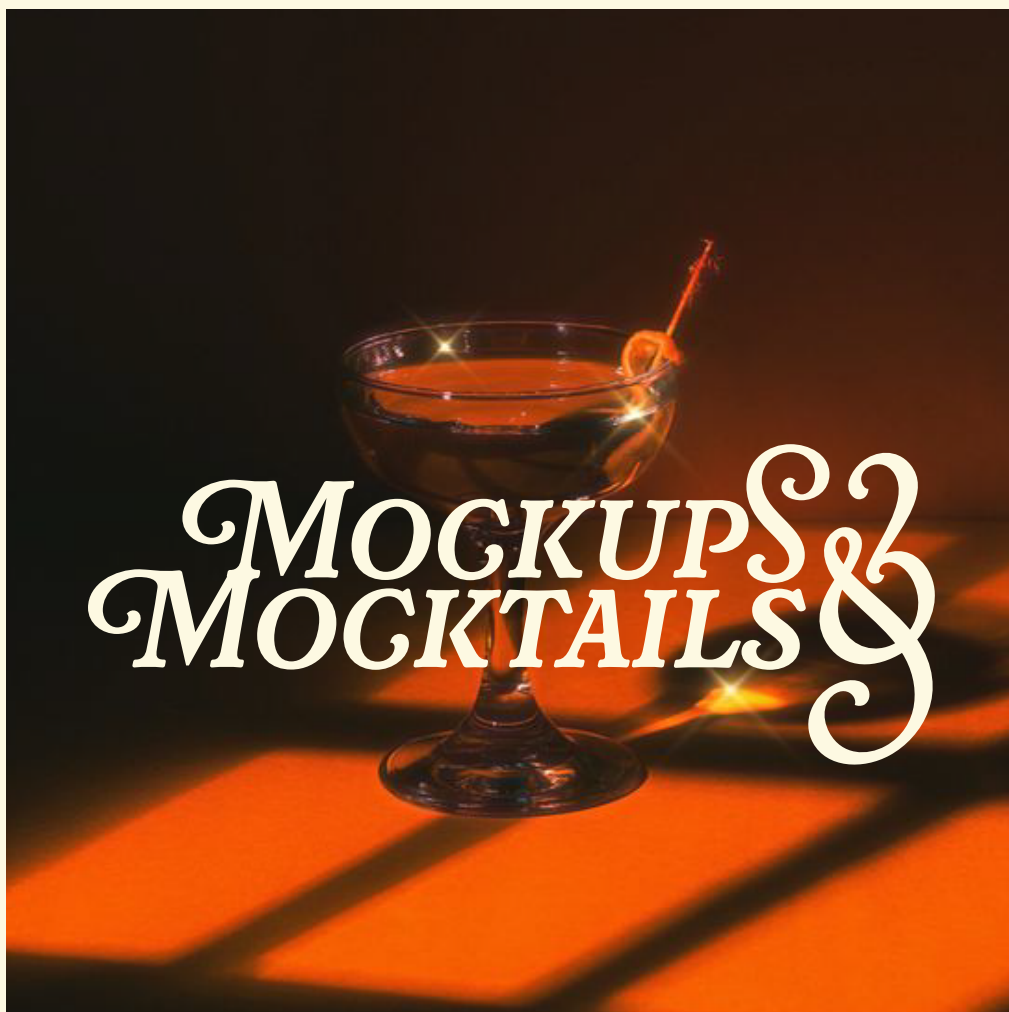
Persona

Imagine sitting down in a relaxed, well-decoratd space, waiting for friends with a delicious, alchohol-free drink in hand. Then imagine that these friends all share a creative passion and desire to talk through their latest passion project. This is the idea behind Mockups and Mocktails, creating a space where creatives can become friends in a relaxed environment. Through sharing ideas and engaging in conversation, the hope is to reduce burnout among creatives. This alchohol-free bar would be great for young adults in urban cities with active creative districts like Chicago, Kansas City, and New York, to name a few. This is a place for lovers of art and people that desire to find a place to unwind with like-minded people after the work day.

Brand Voice



Brand Mockups

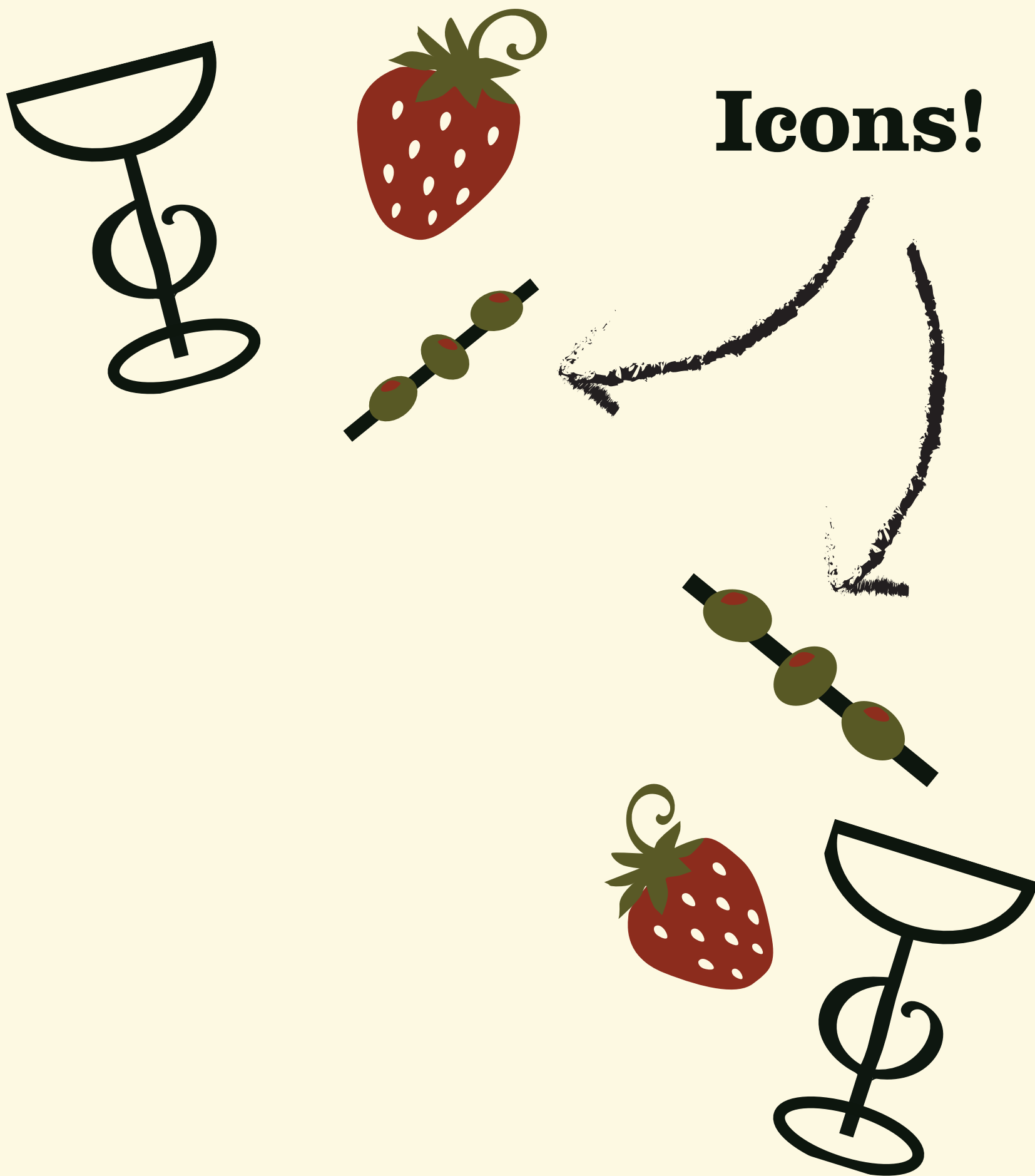


Who We Are:

- Sophisticated
- Creative
- Young
- Collaborative
- Entrepreneurial
- Vintage
- Funky
- Aspirational

Who We Are Not:

- Overtly eccentric
- Loud (We're more about quiet conversation)
- Old (We're lovers of vintage, but we're here to reinvent)
- Competitive
- Trendy (We set trends, not follow them)



Icons!

Primary Logo Mark

M&M

Secondary Logo

M&M
Mockups
& Mocktails

WordMark

**MOCKUPS
MOCKTAILS &**

Brand Colors

**Snickerdoodle
Cookie Creme**

RGB: 254/247/225
CMYK: 38/1.4/12.7/0
HEX: fef7e1

**Rosemary Mint
Green**

RGB: 16/25/17
CMYK: 75/60/72/81
HEX: 0f1911

**3 Olives Please
Green**

RGB: 89/89/38
CMYK: 58/47/99/34
HEX: 595926

**Cranberry Spice
Red**

RGB: 140/45/29
CMYK: 28/91/99/30
HEX: 8c2d1d

**Lemon Basil
Yellow**

RGB: 240/169/48
CMYK: 4/37/92/0
HEX: f1a832

**Mango Pineapple
Orange**

RGB: 212/141/40
CMYK: 38/1.4/12.7/0
HEX: d48328

Typography

Primary Typeface:

RAFAELLA REGULAR

*A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O P P
Q Q R R S S T T U U V V W W X X Y Y Z Z*

1 2 3 4 5 6 7 8 9 0 ! % & @ \$

RAFAELLA REGULAR

RAFAELLA BOLD

Secondary Typeface:

Claredon

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r
S s T t U u V v W w X x Y y Z z

1 2 3 4 5 6 7 8 9 0 ! % & @ \$

Claredon Light

Claredon Light Oblique

Claredon Regular

Claredon Regular Oblique

Claredon Medium

Claredon Medium Oblique

Claredon Bold

Claredon Bold Oblique

Claredon Extra Bold

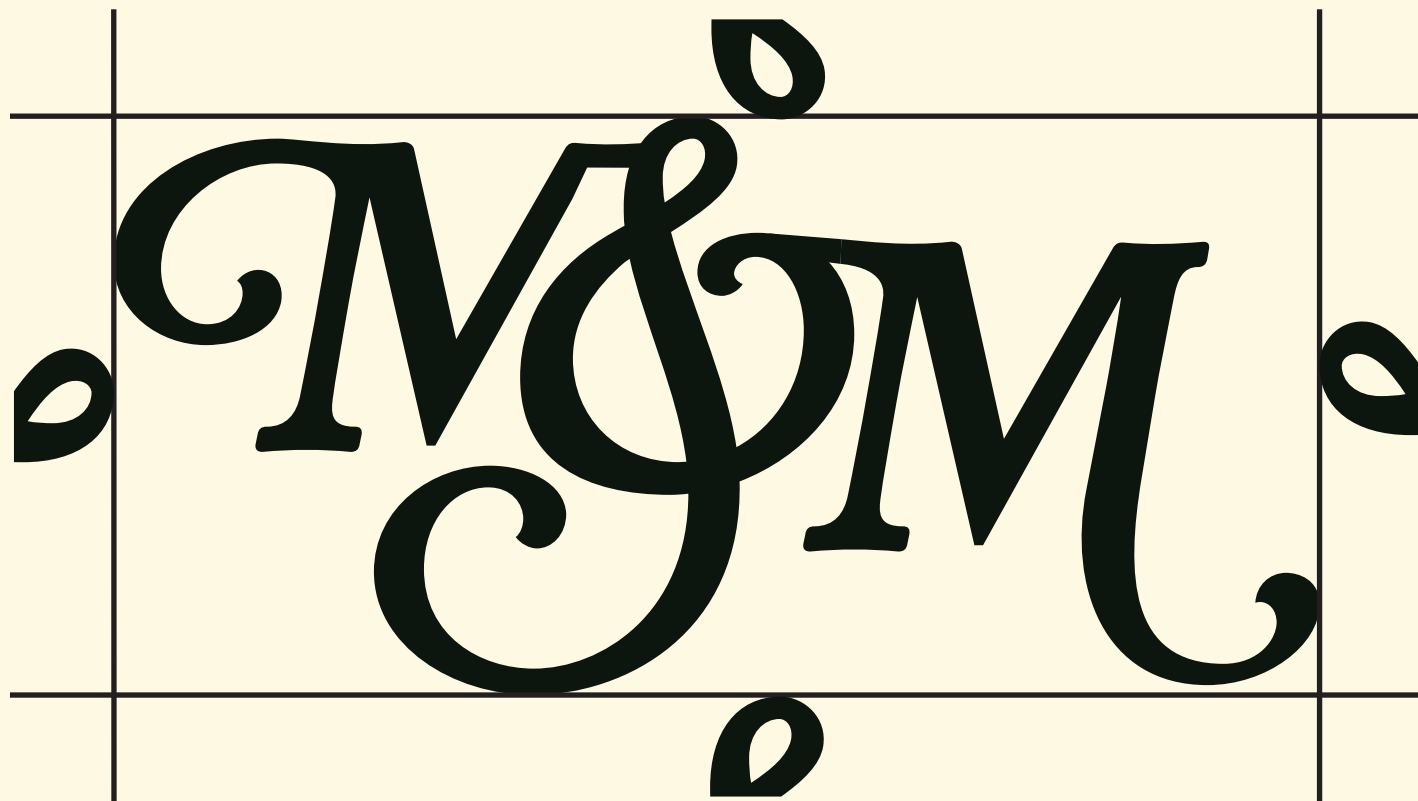
Claredon Extra Bold Oblique

A A

A a

Logo Do's and Do Not's

Do - Practice Logo Free Space



Use the top of the ampersand sign to determine free space around the surrounding logo.

Do Not:



Do Not: Add a drop shadow



Do Not: Use Two Secondary Colors without a primary color.



Do Not: Change opacity levels for any colors



Do Not: Stretch or warp the logo



Do Not: Flip logo horizontal or vertical



Do Not: Add or delete elements

M&M

**Mockups
& Mocktails**