



BRAND GUIDELINES

PRIMARY LOGO LOCKUP

Crisp, clean, and inviting - Shukar and Coffee is a place where deen and caffeine get served together and the logo reflects that.

A clean minimal font paired with a warm icon welcoming all.





SECONDARY LOGO LOCKUP

Swift and simple - this secondary logo can be used on merchandise, social assets and other horizontal pieces as needed.

The logo features the word "Shukar" in a large, elegant, black cursive script. A thick, solid black horizontal line starts from the bottom of the letter 'k' and extends to the right, ending under the word "AND COFFEE".

Shukar
AND COFFEE

MEMPHIS, TN | EST. 2021

Shukar
AND COFFEE

MEMPHIS, TN | EST. 2021

Shukar
AND COFFEE

MEMPHIS, TN | EST. 2021

Shukar
AND COFFEE

MEMPHIS, TN | EST. 2021

Shukar
AND COFFEE

MEMPHIS, TN | EST. 2021

ALTERNATIVE LOGO LOCKUP AND ICONS

Primary logo can be used
in a circle badge for better
visibility and usage.





PRIMARY COLORS

Takwah Blue.
Pious Pink.
Grateful Green.
Sabr Silver.

The perfect mix of colors for print
media, website branding and
social/email banners.

TAKWAH TEAL

HEX #4B7877
RGB 75 120 119
CMYK 73 38 50 12

PIOUS PINK

HEX #984B57
RGB 152 75 87
CMYK 33 78 54 17

GRATEFUL GREEN

HEX #C7AE5F
RGB 199 174 95
CMYK 24 27 75 0

SABR SILVER

HEX #CCC6BE
RGB 204 198 190
CMYK 20 18 22 0

ACCENT COLORS

These are complementary colors options for typography and illustrations. Different shades and tints of these colors may also be applied if needed.

SOFT TEAL

HEX #78A8A6
RGB 120 168 166
CMYK 56 21 35 0

SOFT PINK

HEX #B66877
RGB 182 104 119
CMYK 27 69 40 3

SOFT GREEN

HEX #D8BF82
RGB 216 191 130
CMYK 16 22 56 0

SOFT SILVER

HEX #E2DAD3
RGB 226 218 211
CMYK 10 11 14 0

TYPOGRAPHY

Main Font Family

Proxima Nova is the main typeface because it is clean and timeless. It is easy to read and works well for both social and print materials.

Legible by all.

SHUKAR
AND
COFFEE

Use a maximum of 3 type sizes.
Each type size should be set in relation to one another. Let the biggest type size (x) dictate the size of the rest.

Examples:

Header (x)

Sub-Header 1/2 (x)

Body Copy (Sub - 3)

Header (x)

Body Copy 1/2 (x)

WELCOME
to Shukar and Coffee

Where dean and caffeine are served together.

Proxima Nova
black, extra bold & bold

SHUKAR AND COFFEE

Proxima Nova
semi bold, regular & light

SHUKAR AND COFFEE

HEADLINES AND SUB-HEADS FOR PRINT/SOCIAL

BODY COPY AND SUB-COPY FOR PRINT/SOCIAL

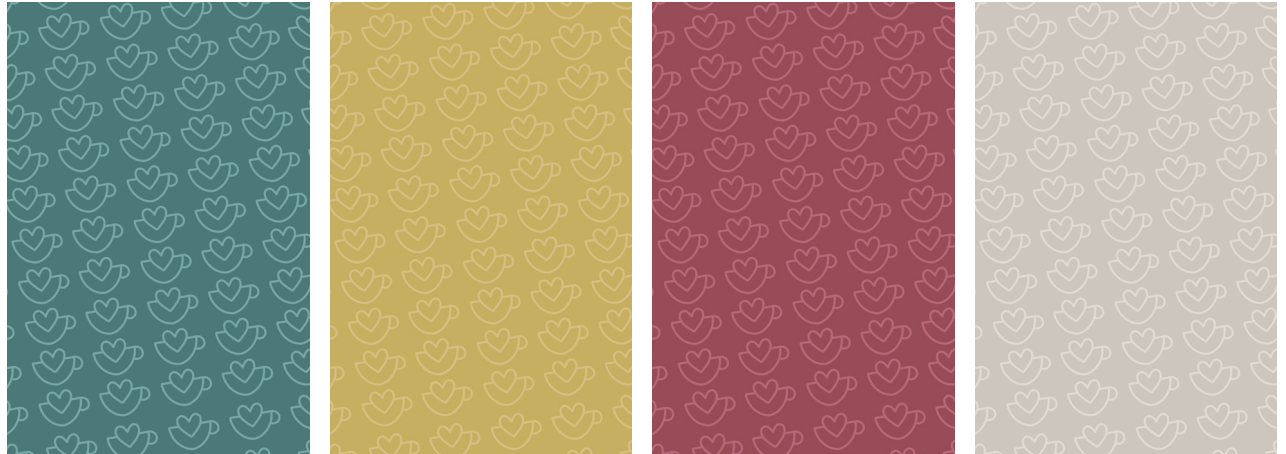
SHUKAR
AND COFFEE ————— 24 pt Black

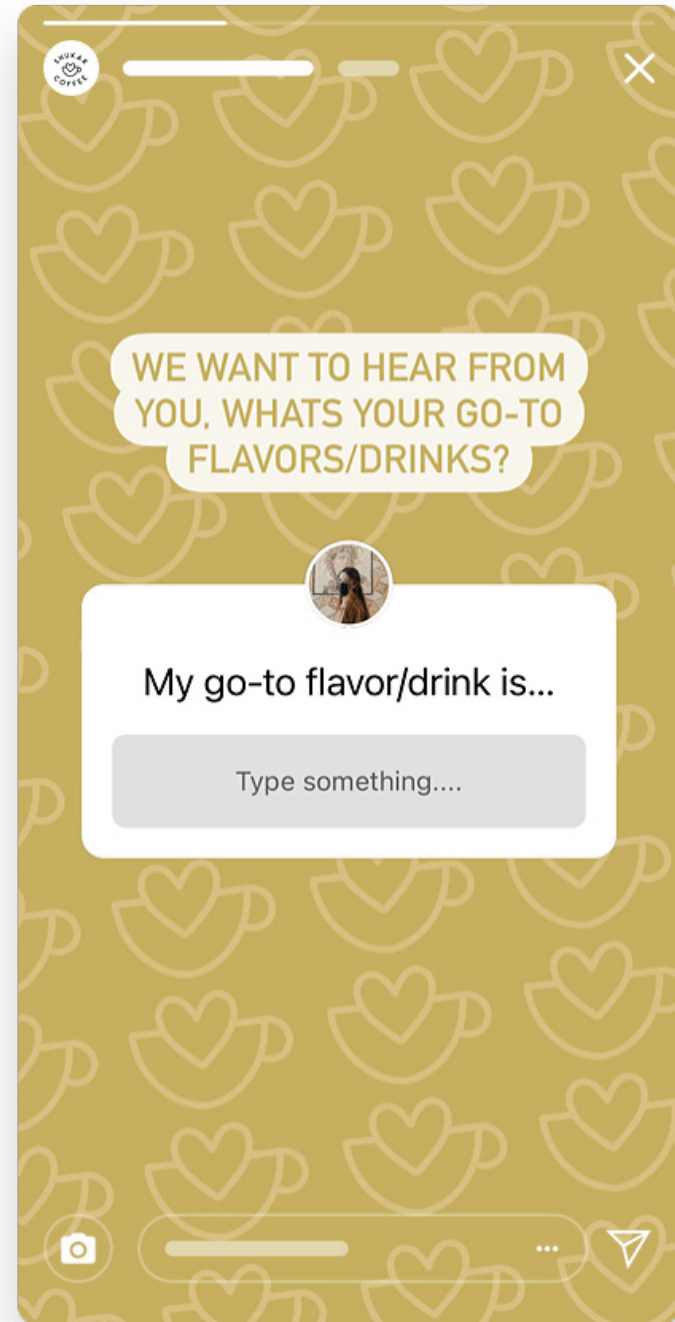
Where dean and caffeine
are served together ————— 12 pt Bold

Come in for a warm brew, but stay
for the warm brotherhood ————— 9 pt Regular

BACKGROUNDS

Backgrounds can be used for different purposes including packaging, parchment paper, and social backdrops.





MERCHANDISE

Usable every day items for the Muslim-American teen. While phone cases and pop sockets may seem like the go-to, they are disposable and not evergreen merchandise.

Tote bags, mugs, and shirts can be used and worn every day and cross multiple demographics.

Keep it simple.





