Sociley

Brand
Standard
Manual

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Our Goal

To create consistency around product and brand representation through strategic sales partners. This document will serve as an inspirational tool for partners to effectively plan and execute their Sociley product merchandising and brand communications.

Strategic Brand Guidelines

Sociley is bringing the gift of service back to the specialty coffee world. Every customer is a VIP. We honor them with a deep appreciation, recognizing them for who they genuinely are – not just as a customer of ours. We are doing coffee the way few have tried to – there are no game faces here. This is high–end espresso, served exceptionally well, in a warm and welcoming environment.

Welcome to

Sociley

It is our honor to partner with you.

The first order of business in brand stewardship is realizing that it's not about business at all…

We must recognize that this brand isn't about logos, colors or fonts. These items don't define us. We've crafted them to represent us, but our brand is actually the property of the public and their perception.

A brand is built brick by brick, day by day, cup by cup by the people who experience our coffee.

It's about people, it always has been. It's about creating a place for relationships to grow – for conversations to happen.

As we move forward, let's recognize that this brand is alive, it's fragile and still growing. The logo gives a face to the real body – the people of Sociley. Treat the logo how you would treat those people – with care, respect and intentionality.

This set of guidelines are designed to help you understand the details of curating a consistent visual identity. We are all in this together. Honor these guidelines by partnering with us to build a better community through coffee.

Brand Usages For Print And Web

An Icon is a quick, intentional, visual mark that helps deliver an immediate brand signature to the viewer. Sometimes icons are used as symbolic marks that can represent the company and their services. Other times the icon is just a simple mark that identifies the owner. Other times it represents the values that the company stands by.

This is the heart and soul of our identity.

When in doubt, always use this icon. This is our go-to logo. This icon must be uniform throughout all of its applications. The graphic integrity of the icon and identity elements should be governed by the consistent use of established standards and observed in all communications with our vendors, affiliates, and the general public. Alterations to the icon are prohibited.

Logo system

This system includes a series of graphic elements used at various times to create a comprehensive, cohesive and recognizable identity that represents Sociley publicly.

Primary Logo

Brandmark

Originating our name from a quaint Korean Village 소실리 [So-cil-ly] and the word "Social"; represents the foundation of our brand. We cater to our customers by providing a peaceful, tranquil environment, symbolized by our comforting logo design. The use of our rejuvenating mint green and stimulating orange hues in our logo, integrated along with soft curved lines expresses the revitalizing energy and focus our brand delivers with each fresh cup of coffee.

Come and enjoy a relaxing cup of coffee at

Sociley

Preferred Usage

The prefferd use of the signature is in full colour. If this is not possible then use our grey monochromatic scheme. On a white or light background, our black is acceptable, whereas vice versa white on a dark background. This application of the logo should always be considered as the first design option.

Size

There is no preset maximum size for the logo. Minimum sizes are as shown here.

Digital: 100px width
Print: 1 inch width

Digital: 62.5px width
Print: 0.625 inch width

Full Colour

Gray Colour

Black for light background

White for dark background

Clear Space

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.

A margin of clear space equivalent to the height of the 'o' is drawn around the logo to create the invisible boundary of the area of isolation.

Incorrect Usage

Because Sociley logo is the brand's primary visual representation, its integrity should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form.

Changing any graphic element of the Sociley will weaken its impact and detract from the consistent image we seek to project. The illustrations to the right describe some,

but not all, of the more common misunderstandings and inappropriate uses of the Signature.

Please use only approved electronic art when reproducing the Sociley logo.

Do not alter colour from accepted standards.

Do not fill shapes with patterns or add special effects.

Do not alter size or proportions of the logo in relation to the logotype.

Do not skew or scale the width or height.

Do not overprint the logo on complex photographs or textures.

Do not rotate the logo within itself to any degree.

Do not add or change typeface of logo type.

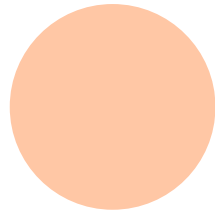Do not violate the signature clear zone.

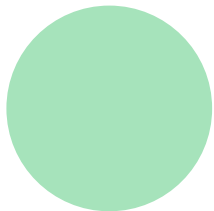Do not place the logo within a line of text.

Primary Colour

Our primary colors, Sociley Mint and Salmon, are intended to be the main signifying color for the brand. In terms of brightness, the logo will be expressed by two brightness levels which are medium and light tone.
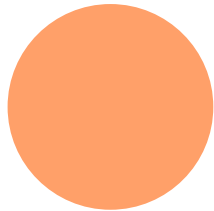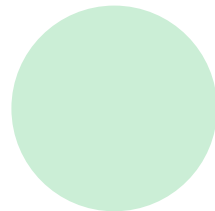
Pantone 1565C
CMYK 0 45 61 0
RGB 255 161 104
#ffa168

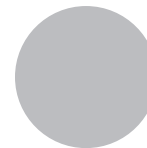Pantone 1565C 59%
CMYK 0 23 33 0
RGB 255 199 164
#ffc7a4

Secondary Colour

Our secondary colors are three grey shades, as shown below. It is also to be used as the grey monochromatic version of the Sociley logo.

Pantone 351C
CMYK 36 0 35 0
RGB 160 226 186
#a0e2ba

Pantone 351C 60%
CMYK 21 0 21 0
RGB 199 238 213
#c7eed5

Pantone Cool Gray4C
CMYK 0 0 0 30
RGB 188 190 192
#bcbec0
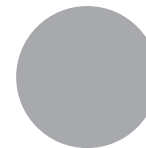
Pantone Cool Gray6C
CMYK 0 0 0 40
RGB 169 167 172
#a7a9ac

Pantone 4292C
CMYK 0 0 0 70
RGB 209 110 113
#6d6e71

Gotham Bold

ABCDEFGHIJKLMNLOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@#$%^&*()=+-_

WhitneyCondensed Light (Tracking 10)

ABCDEFGHIJKLMNLOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@#$%^&*()=+-_

LOREM IPSUM IS SIMPLY DUMMY

Lorem Ipsum Is Not Simply

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Application

Sociley

Matcha Powder | Matcha is finely ground powder of specially grown and processed green tea leaves.

Sociley

FRESH ORGANIC GROUND COFFEE
BRING THE TASTE OF SOCILEY HOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus tincidunt ante quis tortor condimentum porta at vitae arcu. Etiam at libero risus. Vivamus arcu neque, ad-io ius vitae fringilla vel, elementum eu massa. Nulla ultricies finibus diam, lacinia malesuada nibh sagittis id. Morbi a scelerisque felis. Suspendisse potenti. Curabitur eu nisi, lobortis quis molestie et, tempor eget risus. Nam dapibus nunc sed convallis porttitor. Etiam vitae augue dapibus, viverra dui quis, porta libero. Ut arcu mauris, consectetur ac massa at, rpetas pharetra ligula. Nulla felis velit, malesuada a massa at, condimentum ultrices enim. Etiam at venenatis dui, ac sollicitudin arcu. Vivamus nec efficitur risus.

Programs Used For This Project:

Sociley