



# mod

B E A N S

BRAND GUIDELINES

Brew joy,  
one bean  
at a time.





BRAND GUIDELINES

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# 01. The Overview.

A branding guide is your personal rule book for your brand. It keeps everything consistent, like your logo, colors, fonts, imagery, and communication style. When your brand is consistent, people recognize and trust it more easily.

The guide streamlines the creative process, making it easier for your team and third parties to create content that reflects your brand's vision. It works across different platforms like websites, social media, print, and merchandise, maintaining a unified identity. Onboarding new team members and collaborating with others become smoother with the branding guide.

They can quickly understand your brand's guidelines and contribute effectively.

Additionally, the branding guide protects your brand from misuse or confusion. By following it, you safeguard your brand's reputation.

In conclusion, a well-crafted branding guide is essential for a strong brand identity. Stick to its guidelines to maintain consistency, build recognition, and protect your brand's uniqueness. Embrace your branding guide, and watch your brand flourish!



# 02. The Logo.

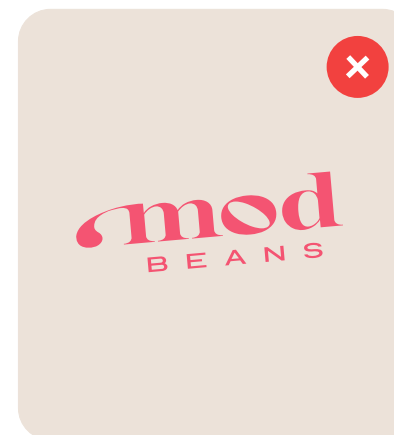
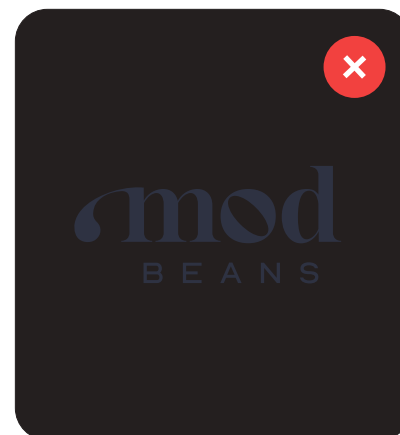
## Wordmark



## Variations



## Dark & Light



03.

Typo-  
graphy.



**DM Serif Text.**

This font is used for  
headings, titles, etc.

**Regular**

*Italic*



# Inter.

This font is used for body text, paragraphs, and wherever there is a large amount of text to be read.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789(&?!/,:;-\_+;%@"\*)

The quick brown fox jumps  
over the lazy dog.

# 04. Colors.

## Espresso Cream

Hex: #E3DDD2  
C: 10  
M: 10  
Y: 15  
K: 0

## Blue Roast

Hex: #99BCCB  
C: 40  
M: 15  
Y: 15  
K: 0

## Brewed Midnight

Hex: #2C3342  
C: 80  
M: 70  
Y: 50  
K: 50

## Foamy Bliss

Hex: #EFF9FE  
C: 2  
M: 0  
Y: 3  
K: 0

# 05. Brand- script.



# Character

At Mod Beans, we understand that coffee is more than just a beverage—it’s an essential part of your daily routine and the foundation of a great day. You want to wake up and brew a cup that brings satisfaction, knowing you’ve created something exceptional. To achieve that, you need beans that are freshly roasted and full of flavor, along with the expertise to brew like a professional.

# The Plan

Here’s how the Mod Beans 5-step plan works to simplify your coffee experience and provide you with the best beans possible:

## CHOOSE YOUR FLAVOR

Select from five delicious flavor profiles or opt for our Mystery Box for a surprise with each delivery. You can change your flavor choice anytime, giving you the flexibility to explore new tastes.

## CHOOSE YOUR SIZE

Whether you’re a casual drinker or a true coffee enthusiast, choose the size that fits your needs: ½ lb, 1 lb, 2 lbs, or 5 lbs. And if your consumption varies, you can adjust your size at any time.

## CHOOSE YOUR FREQUENCY

Select a delivery schedule that works for you: weekly, bi-weekly, or monthly. You can modify your frequency whenever your needs change.

## FRESH ROASTING & FAST DELIVERY

Your coffee is roasted and packaged just before it ships to ensure maximum freshness when it arrives at your door. No stale beans—just premium coffee, ready for you to enjoy.

## ENJOY THE PERFECT CUP

Brew and savor your coffee, whether it’s your morning ritual or a special moment shared with others. With Mod Beans, you’ll experience consistent, flavorful coffee every time.

Not ready to commit to a subscription? No problem! You can still purchase a one-time package of our freshly roasted coffee and experience the quality for yourself. We’re confident you’ll love it so much, you’ll return for more.

# The Problem

Brewing great coffee at home isn’t always as simple as it seems. You may lack the right tools, knowledge, or consistency to achieve the perfect cup every time. It’s frustrating when your efforts don’t match your expectations, leaving you dissatisfied with the results. Choosing the right beans from the overwhelming number of options can also be a challenge. Ultimately, you deserve high-quality coffee without having to pay café prices.

# The Guide

At Mod Beans, we’re committed to providing the best coffee, roasted just right. Over time, we’ve learned that many beans are simply not roasted with the care they deserve. We wanted to change that by making high-quality coffee accessible to everyone—not just coffee connoisseurs. We’ve created a set of resources to help you hone your brewing skills, ensuring you can consistently create delicious coffee at home. Our subscription service is designed to deliver fresh, flavourful beans that are customized to your preferences, whether it’s flavor, size, or frequency.

# 04. Brand- script (cont.)

## Agreement

It may sound too good to be true, but it's really that simple. We back every subscription order with a 100% money-back guarantee. If for any reason you're not completely satisfied with your first order, we'll refund your purchase and even cover the return shipping with a free return label. No hassle, no risk—just high-quality coffee delivered to your door.

## Call to Action

**Primary:** Start your subscription today!

**Secondary:** Or order a sampler pack with all our flavors. Or download our free coffee brewing guide to help you become a skilled host or personal coffee connoisseur.

## Transitional Paragraph (Happy Ending)

Say goodbye to the disappointment of mediocre coffee and hello to fresh, premium beans delivered right to your door. With Mod Beans, you'll not only get great coffee, but also the knowledge to brew it consistently, with confidence. Whether you're hosting friends or simply enjoying your morning ritual, you'll always have the perfect cup—without the stress.

## Key Benefits

- Consistent, high-quality flavor
- Grow in your coffee-making skills and confidence
- Hassle-free subscription that takes one thing off your to-do list
- Access to expert tips and advice for brewing amazing coffee
- Host like a pro without any worry or hassle

Made by

*Shad* **BOOST**