CAFE MOMENTUM

LOGO INTRODUCTION

The logo for Café Momentum embodies the mission and energy of the organization. The tall letters of Momentum inspire strength and confidence and the condensed letterforms are agile and active. The textural quality on the font brings a hand made, human feel to the design. Additionally:

- The word "cafe" is set vertically to put more visual focus on "momentum".

- The accented é in café is intentionally removed in the logo, but should always appear in copy and messaging.

CAFE MOMENTUM

NATIONAL LOGO

The logo can be paired with the Café Momentum tagline or URL. These graphics are provided as EPS and PNG files and should not be edited.

- See page 11 for guidance around proper use and application of the National Logo

Logo with tagline: stacked

Logo with tagline: wide

Logo with URL: wide

CITY LOGO

The logo can be paired with the Café Momentum city locations. These graphics are provided as EPS and PNG files and should not be edited.

- For location styling, the name of the city is set in Aurochs Heavy and centered under the logo with a horizontal rule
- See pages 11-12 for guidance around proper use and application of the city logo

CAFE MOMENTUM
DALLAS

CAFE MOMENTUM
PITTSBURGH

CAFE MOMENTUM
ATLANTA

CAFE MOMENTUM
DENVER

SECONDARY LOGO: INITIALISM

The CM initialism should be placed as a secondary element in materials where the main logo is already used, or, as a signifier on social media content. For example:

- on the back of a postcard design if the front of the design uses the main logo

- in a long form document, such as a press release or presentation template, the initialism can be paired with the page number in the footer

- use as the profile picture for social accounts

- used in place of the main logo in a graphic shared as a social media post

See Visual Environment section for more examples.

CM initialism

CM initialism with tagline

TAGLINE

When the tagline appears with the logo, the provided lockups should be used to maintain a consistent brand visual. The tagline can also be used as a separate graphic element. In most cases, refrain from typing out the tagline within a block of text.

- *National use only.

CAFÉ MOMENTUM | EAT. DRINK. CHANGE LIVES. *

CAFÉ MOMENTUM *
EAT. DRINK. CHANGE LIVES.

CM | EAT. DRINK. CHANGE LIVES.

Used with logos

EAT. DRINK. CHANGE LIVES.

EAT. DRINK. CHANGE LIVES.

Isolated elements

Café Momentum's mission is to transform young lives by equipping justice-involved youth with life skills, education and employment opportunities to help them achieve their full potential. ~~Eat. Drink. Change Lives.~~

Good food is better than the sum of its ingredients, and the same is true of our communities. ~~Eat. Drink. Change Lives.~~

The tagline should only be locked up with the logo or used an isolated element. Refrain from typing out within a block of text.

USING THE CITY LOGO
with ICON, TAGLINE, URL

The National logo should be for national use only. When creating city-specific materials, always (and only) use your city's logo on collateral. The icon and tagline graphics, along with the URL set in Roboto Mono, can be used in conjuction.

Always (and only) use your city's logo on collateral

CAFE MOMENTUM
DALLAS

Icon and/or tagline files can be used with your creative

CM

EAT. DRINK. CHANGE LIVES.

CM | EAT. DRINK. CHANGE LIVES.

URLs should be written out in text with recommended Roboto Mono font

CAFEMOMENTUM.ORG/DALLAS

LOGO SIZING AND CLEAR SPACE ALLOWANCE

The logo will need clear space on all four sides. The minimum approximate clear space is measured by using the size of two Cs from the logo as seen here.

Note the minimum height for the logos:

Approximately 1" width for the Primary logo

Approximately .375" width for the initialism

Minimum width: ~ 1"
(or about 72px)

Minimum width: ~ .375"
(or about 27px)

LOGO MISUSE

To ensure our brand is consistent and professional across all assets, here are some examples of what to avoid.

Do not stretch
OR distort

Do not change scale
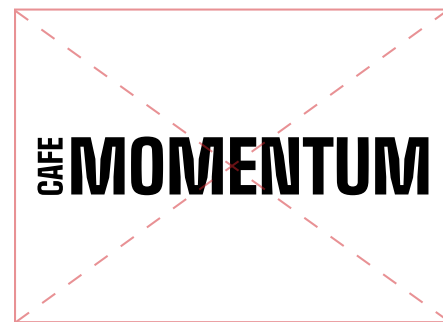of logo components

Do not change
placement of CAFE

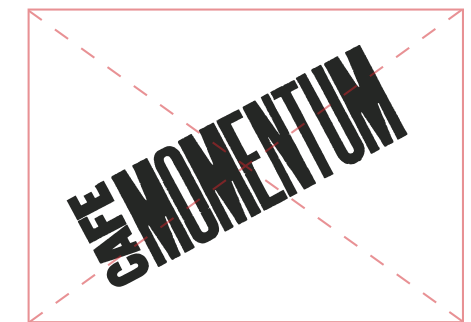Do not ADD
SHADOWS

Do not change
Opacity

Do not use colors
outside the brand, or mix
two colors from the brand

Do not CHANGE
TYPOGRAPHY or use other
brand fonts

Do not place on busy
backgrounds

Do not ROTATE
OR FLIP

ADDITIONAL LOGO VERSIONS

By request, you can receive logo files with less texture for specific applications where the textured detail will be difficult to replicate. This includes things like embroidery, metal signage, etc. If you need assistance on selecting the correct logo, please reach out to the national marketing team.

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CM

COLOR

COLOR PALETTE

The brand colors are a set of unique tones that embrace the bold, vibrant and dynamic atmosphere of the Café Momentum restaurant and culture.

- Each color can be used with 100% saturation, scaled back to 80%, 30%, 10%, or darkened 25% for more color contrast in the palette. Use these color codes for reference when designing new materials.

- The neutral tan color should be used instead of white as a background in most situations.

- 100% black and white can be used in design, but rely more on using Charcoal or Background neutral.

FLAME
HEX | F65C2C
RGB | 246 92 44
CMYK | 0 74 96 0
PANTONE | BRIGHT ORANGE C

MUSTARD
HEX | E1B047
RGB | 225 176 71
CMYK | 12 18 96 0
PANTONE | 2006 C

CHARCOAL
HEX | 313131
RGB | 49 49 49
CMYK | 70 63 65 70
PANTONE | NEUTRAL BLACK C

RADISH
HEX | EB2B33
RGB | 235 43 51
CMYK | 0 95 78 2
PANTONE | 1788 C

PLUM
HEX | 37183E
RGB | 55 24 62
CMYK | 80 100 30 33
PANTONE | 2627 C

KALE
HEX | 334D48
RGB | 51 77 72
CMYK | 76 50 62 32
PANTONE | 7736 C

BACKGROUND NEUTRAL

100% BLACK

WHITE

CAFE MOMENTUM

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