

GOOD MUD BRANDING STYLE GUIDE

@GOODMUD.COM



Content

3. Logo Design + Rough Draft

4. Final Logo Design

5-7. Product Design

8-9. Color + Font

Logo Design + Rough Draft



Final Logo



GOOD MUD

The visual image was always set on a the coffee bean and the plant, with some research we came across some ancient mud tracks sm-bols and the little bean grew from the richness of that mud. The actual logo is a coffee bean shaped into a womans form, the good god-dess of coffee beans. It wan't hard to reach our final logo, it was always there weighting to grow.



Product Design

Product design is a spin on saving the enivironment, recycle is the thing and we should be doing all part. Good Mud is 100% on board.

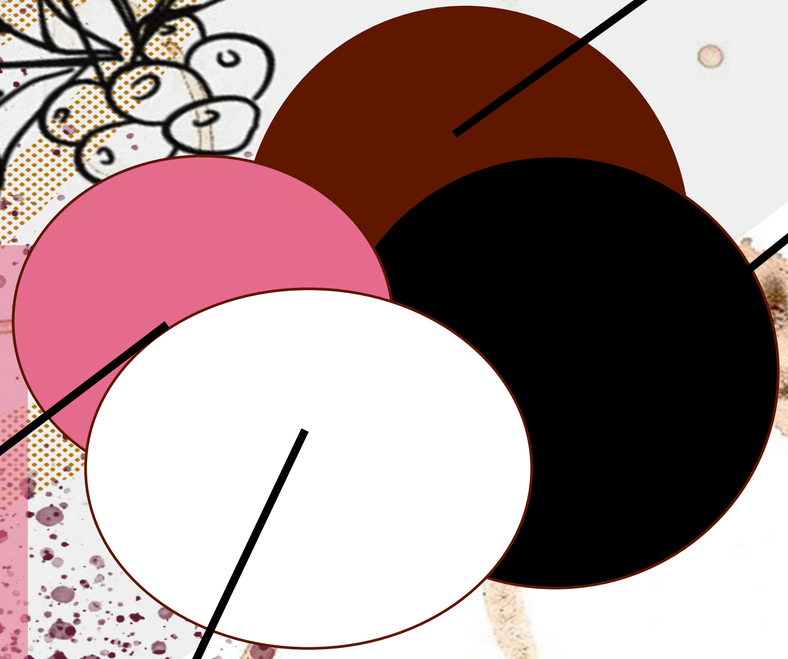

GOOD MUD
GOOD MUD
GOOD MUD
GOOD MUD
GOOD MUD


GOOD MUD

Color

RGB Swatch Name: R=95 G=23 B=0

RGB Swatch Name: R=0 G=0 B=0



RGB Swatch Name: R=229 G=107 B=140

RGB Swatch Name: R=0 G=0 B=0





Font

THIS OUR FONT; FILMOTYPE MAXWELL

This is also our Type; Beverly Drive

We jiust might sprinkle this in as well; Adorn Bouquet.




GOOD MUD
COFFEE TO WAKE YOUR PRETTY
ASS UP


GOOD MUD
COFFEE TO WAKE YOUR PRETTY
ASS UP


GOOD MUD


GOOD MUD

GOOD MUD A SWEET ASS COFFEE SHOP

;)

Great coffee is just one important aspect of a quality coffee shop. Going to your favorite café should be it's own unique experience. The baristas happily sharing their knowledge and recommendations. The ambience and atmosphere created by lighting, music, and design. The decadent desserts displayed beautifully behind the counter. Local art hangs on every wall. It has the perfect balance of friendliness, quality, and engagement that keeps you coming back!


GOOD MUD
GOOD MUD
100%
CAFEDO




GOOD MUD
COFFEE TO WAKE YOUR PRETTY ASS UP


GOOD MUD
COFFEE TO WAKE YOUR PRETTY ASS UP
QUALITY SCORE
94*
INTENSITY
FLAVOR
COSI
Are you busy later? Need corrections made on the design project. Can we try some other colors? Moreover, there are more projects lined up after/extra the next time.
PREMIUM DESIGN RESOURCES
GRAPHICPEAKS.COM




GOOD MUD


GOOD MUD
COFFEE TO WAKE
TO WAKE
YOUR PRETTY ASS
UP :)
GOOD MUD
Mlekovita


GOOD MUD


GOOD MUD
GOOD MUD
KRONOTROP



GOOD MUD


GOOD MUD
GOOD MUD
2 for 1
Irish Coffee
served with Good Mud Coffee
Bartender's Specials
Hot Boozy Coffee $12.00
El Cafecito $12.00
The Old Duck Blind $15.00
Jazzed Up $15.00