

OUR BRAND GUIDELINES



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01

INTRODUCTION

OUR STORY

Bikini Beans Coffee was born from the vision of Ben and Regina Lyles, two Seattle natives who knew their hometown as the unofficial capital of coffee culture. When they moved to Arizona, they quickly noticed that the local coffee scene felt repetitive and safe. Every shop seemed to follow a similar formula. For the Lyles, that presented an opportunity to do something different—something that stood out for its confidence and individuality.

They built the concept around a personal philosophy:

“Stand tall, be confident, put in the work, empower yourself, and never let anyone or anything hold you back.”

At the time, no other coffee shop in Arizona was brave enough to be bold in both flavor and attitude. The Lyles believed that true confidence comes from within. And the best way to express that was through a bold symbol: the bikini.

For some, wearing a bikini might feel vulnerable or invite judgment. For others, it's a declaration of confidence and freedom. Bikini Beans Coffee was created to flip the less-than-perception and to prove that empowerment isn't about what you wear, but how you own it.

Today, the brand stands as a “beacon of positivity” in a world that can be quick to criticize. Every location serves as a space where anyone can feel welcome, confident, and unjudged and authentically themselves. Bikini Beans exists to remind people that authenticity is powerful, and confidence doesn't need permission.

Each day, the team continues to challenge old perceptions, including the idea that a person can't wear a bikini to work and be taken seriously. The mission is to awaken that same confidence in everyone who walks through the door.

As the brand continues to grow across the United States and beyond, Bikini Beans Coffee proudly spreads the message of the ****Eeffoc Mantra****:

*“I don't give eeffoc about the judgments or opinions of others.
The only opinion that matters is my own.”*

With every cup served, Bikini Beans Coffee continues to inspire authenticity, celebrate individuality, and encourage people everywhere to live boldly—without judgment.



OUR MISSION

**“To be authentic, to feel
unstoppable, and to have
the confidence to take on
the world one experience
at a time.”**

OUR VISION

**To create a global movement of
confidence and authenticity,
one cup at a time.**

We envision Bikini Beans Coffee as a symbol of empowerment, self-assurance, and positive energy—uniting people through bold flavor, fearless attitude, and genuine connection in every community we serve.

CORE VALUES

Our core values define who we are and how we show up as individuals, as a team, and as a brand.

They guide every interaction, every design choice, and every decision we make.

These principles shape the energy and experience that make Bikini Beans Coffee more than a coffee shop; they make it a culture of confidence, empowerment, and authenticity.

Confidence

"We lead with self-assurance and pride"

Confidence is at the heart of everything we do — from the way we serve our coffee to the way we show up in the world. We encourage our team and our guests to embrace who they are, unapologetically.

Empowerment

"We lift ourselves and others through positive energy and action."

Bikini Beans Coffee exists to inspire people to see their own strength. Whether it's through a smile, a kind word, or an exceptional cup of coffee, we strive to empower confidence in everyone we meet.

Authenticity

"We are real, raw, and unfiltered."

We don't pretend to be something we're not. Our honesty and individuality are what make us stand out. We believe authenticity connects us more deeply with our customers and community.

Positivity

"We bring light and good vibes to every interaction."

From our upbeat atmosphere to our friendly service, we choose optimism. We believe a great attitude and a warm smile can change someone's entire day.

Inclusivity

"We welcome everyone to the table."

Judgment has no place here. We value diversity, individuality, and mutual respect. Our spaces are designed to make every person feel seen, heard, and valued.

Boldness

"We don't follow trends — we set them."

From our concept to our coffee, we dare to be different. We challenge norms and celebrate courage, proving that confidence and creativity are the true ingredients of success.

BRAND PROMISE

**We promise to serve more
than coffee. We serve
confidence.**

Every cup, every connection, and every experience at
Bikini Beans Coffee is crafted to inspire
authenticity, positivity, and the courage to be unapologetically yourself.

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BRAND PERSONALITY

BIKINI BEANS COFFEE

Designer: Victoria Pacek
Victoria @elementpixel.com

Prepared For: Ben & Regina Lyles
Bikini Beans Coffee

 **ELEMENT:PIXEL**
BRAND AGENCY

BRAND PERSONALITY OVERVIEW

Bikini Beans Coffee has a **confident** and **empowering personality** that encourages people to show up as their boldest selves. It's **authentic**, **driven**, and full of **energy**, **unafraid** to stand apart from the crowd. Every interaction reflects a **fearless optimism** and a belief in **individuality**, inspiring others to chase their **goals** and live **unapologetically**.

BRAND ARCHETYPE

Who is Bikini Beans Coffee as perceived by the world?

FORWARD

As The Hero, the brand is bold, confident, striving to elevate the coffee experience and challenge norms. The brand takes a stand, leading by example, and inspires customers to be part of something exceptional.

40%

**THE
HERO**

BACKED BY

As The Rebel, the brand challenges traditional coffee culture and the status quo. It's about shaking up expectations, standing out unapologetically, and celebrating individuality.

40%

THE REBEL

A TOUCH OF

As The Creator, the brand adds originality and artistry—through design, experience, and the unique way the brand reinterprets coffee culture. This ensures the brand doesn't feel aggressive for the sake of it but thoughtfully innovative.

20%

THE CREATOR

BRAND DO's

DO...

Do be bold and confident.

Use strong visuals, clear messaging, and purposeful color.
The brand should always feel self-assured, not tentative or neutral.

Show empowerment through attitude.

Focus on confidence, individuality, and positive energy. Every piece of communication should uplift or inspire.

Keep it real.

Use authentic language and genuine tone. Be conversational, approachable, and human—never forced or scripted.

Celebrate individuality.

Highlight the uniqueness of the brand, team, and community.
Bikini Beans Coffee stands for being unapologetically yourself.

Be modern and clean.

Maintain a refined visual style with balanced whitespace, thoughtful typography, and minimal clutter.

EXAMPLE

A drive-thru window display that reads “Confidence Served Daily” in large, clean typography over the vivid orange brand circle. The layout is simple, the message is powerful, and the color grabs attention.

A social post showing a barista’s handwritten quote about what confidence means to her, paired with the caption “Empowered energy inside.” It feels personal and uplifting.

A TikTok video showing a behind-the-scenes look at the team opening for the morning rush—laughter, music, good vibes.
No filters, no polish, just genuine energy.

A campaign spotlighting different baristas with their favorite drink and a short statement like “My power move: I start the day bold.” Each feature feels unique but consistent in tone and style.

A printed menu that uses crisp typography, clear hierarchy, and plenty of whitespace—easy to read, visually fresh, and unmistakably Bikini Beans.

BRAND DON'Ts

DON'T...

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WHAT OUR BRAND IS

A celebration of confidence,
individuality, and inclusivity,
where everyone belongs and
feels empowered to be
themselves.

A culture of good vibes and
fearless energy that inspires
people to live boldly,
together.

A bold movement creating its
own coffee culture. One
defined by empowerment,
not conformity.

A community built around
shared energy, authenticity,
and self-expression.

A place where confidence
connects us, conversation
fuels us, and individuality
drives us forward.

Bikini Beans Coffee is Nike — not Hollister.

It's about motivation, movement, and empowerment, not vanity or image.

Bikini Beans Coffee is Lululemon — not Starbucks.

It's a lifestyle brand built on confidence, community, and energy, not just a place to get coffee.

WHAT **OUR BRAND** ISN'T

We aren't part of the typical coffee culture—we're creating our own.

We aren't trying to impress anyone—we're confident in who we are.

We aren't exclusive or judgmental, everyone is welcome here.

We aren't about ego or attitude. Our confidence lifts others up.

We aren't just selling coffee—we're serving a feeling, an energy, and a movement.

Bikini Beans Coffee isn't Las Vegas, it's Apple Inc.

it's not flash for attention. Clean, modern, exclusive, yet approachable.

Bikini Beans Coffee isn't Hooters, it's Shake Shack.

Modern, approachable, upbeat, with a confident, energetic brand presence.

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BRAND VERBAL EXPRESSION

BIKINI BEANS COFFEE

Designer: Victoria Pacek
Victoria @elementpixel.com

Prepared For: Ben & Regina Lyles
Bikini Beans Coffee

 **ELEMENT:PIXEL**
BRAND AGENCY

VOICE CHARACTERISTICS

<u>Characteristic</u>	<u>What It Means</u>	<u>Do's</u>	<u>Don'ts</u>
Confident	<i>Speaks with clarity and certainty</i>	<i>Use direct, bold statements; assert benefits</i>	<i>Avoid hedging or vague language like "maybe" or "sort of"</i>
Empowering	<i>Inspires action and self-belief</i>	<i>Motivate and uplift; highlight possibility</i>	<i>Don't shame, guilt, or tell people what they *can't* do</i>
Authentic	<i>Conversational and relatable</i>	<i>Keep language natural and human; use humor appropriately</i>	<i>Avoid corporate jargon or overly polished phrasing</i>
Bold & Energetic	<i>Vibrant, punchy, and attention-grabbing</i>	<i>Use short, strong phrases; consider creative emphasis</i>	<i>Don't be timid or overly neutral; avoid monotone messaging</i>
Inclusive Community Oriented	<i>Welcoming and unifying</i>	<i>Speak to everyone; celebrate individuality and belonging</i>	<i>Don't alienate or exclude; avoid elitist or judgmental tones</i>

TONE OF VOICE

Bikini Beans Coffee speaks with confidence, energy, and authenticity. Our tone is bold and uplifting, inspiring people to be their best selves while making them feel welcome and included. We are modern, approachable, and unapologetically expressive. Every word we use should reflect our personality and our community of confident, motivated, and energized people.

tone of voice examples

Confident

We communicate with certainty and clarity. Our voice inspires trust and motivates action.

Example: "Sip Bold. Live Bold."

Empowering

We lift people up and encourage them to embrace their individuality.

Example: "Brewed to inspire."

Authentic

We are genuine, relatable, and human. We avoid jargon and over-polished language.

Example: "Good vibes served daily."

Bold and Energetic

We are vibrant, lively, and attention-grabbing. Our voice reflects our personality and energy.

Example: "Empowered Energy Inside."

Inclusive and Community-Oriented

We speak to everyone and create a sense of belonging.

Example: "Where coffee meets confidence."

TONE SHIFTS

Context/Channel

***Social Media &
Casual Promotions***

***Campaigns &
Motivational Content***

***Menus, FAQs, &
Customer Service***

***Events, Partnerships,
Community Content***

Tone Adjustment

*Playful, energetic, witty
while staying confident*

*Aspirational, inspiring,
empowerment-focused*

*Clear, approachable,
helpful*

*Inclusive, welcoming,
community-oriented*

Example Phrase

*"Sip Bold. Live Bold. You
got this."*

*"Brewed to inspire every
bold move you make
today."*

*"Our new cold brew is
brewed daily and served
ice cold for maximum
energy."*

*"Where coffee meets
confidence and good
vibes are for everyone."*

VOCABULARY GUIDE

WORDS WE USE...

Confidence – *Central to our personality; emphasizes empowerment and self-belief.*

Empower / Empowered – *inspires action and individuality.*

Bold – *strong, vibrant, and unapologetic.*

Vibes / Good Vibes – *approachable, upbeat, and friendly energy.*

Brew / Brewed – *highlights the coffee craft while tying into motivational messaging.*

Community – *emphasizes inclusion, connection, and culture.*

Live Bold / Sip Bold – *signature phrases for campaigns or signage.*

TERMS WE AVOID...

Ordinary / Basic – *undermines our bold, confident positioning.*

Sexy / Hot (referring to people) – *our bikinis symbolize confidence, not allure.*

Cheap / Discount – *focus is on energy, empowerment, and quality, not bargain messaging.*

Generic / Average – *we are distinctive and unapologetically original.*

Coffee-Only – *our brand is about culture, confidence, and community, not just drinks.*

04

BRAND MESSAGING

OUR TAGLINE

“Brewed For The Bold.”

Why?

“Brewed for the Bold” captures the essence of Bikini Beans Coffee in four confident words. It speaks to both the product and the people—those who lead with individuality, energy, and unapologetic self-assurance. The phrase connects directly to the coffee experience (“brewed”) while reflecting the deeper purpose behind the brand: to inspire confidence and community through authenticity and empowerment.

This tagline reminds every customer that Bikini Beans Coffee isn’t just a caffeine fix; it’s a celebration of bold living. Whether they’re chasing goals, breaking norms, or simply owning who they are, this brand fuels that energy—one cup, one choice, one bold move at a time.

TAGLINE USAGE

Usage Purpose:

The tagline serves as a unifying statement that encapsulates the Bikini Beans Coffee brand personality and mission. It should appear wherever the brand seeks to make an emotional connection, whether through marketing, advertising, or storytelling.

When to Use:

- On branded materials where confidence and empowerment are emphasized (e.g., campaigns, signage, packaging).
- In conjunction with the logo on marketing collateral, provided there's adequate space and visual balance.
- Across digital channels such as social media, website banners, or promotional content to reinforce the brand's bold, empowering tone.

Tone to Maintain:

Always present the tagline with the same bold, confident, and empowering energy as the brand itself. It should feel uplifting, modern, and inclusive, never arrogant or aggressive.

ELEVATOR PITCH

Bikini Beans Coffee

*Bikini Beans Coffee isn't your typical coffee shop. We're a **bold, empowering** brand built on **confidence, individuality,** and **community**. Every cup we brew is a reminder to live **unapologetically** and celebrate **who you are**. Our baristas wear bikinis not for attention, **but as a symbol of confidence** and strength. Because we believe that **confidence looks different on everyone**. At Bikini Beans Coffee, we're not just serving drinks; we're serving self-assurance, connection, and good vibes—every single*

06

VISUAL IDENTITY

VISUAL IDENTITY OVERVIEW

The Bikini Beans Coffee visual identity reflects the energy, confidence, and individuality that define the brand. Every element—from color and typography to photography and layout—works together to create a look that feels bold, modern, and unapologetically authentic.

Our signature orange embodies vitality and empowerment, while supporting colors add balance, warmth, and depth. Clean design, confident spacing, and intentional contrast communicate strength and clarity. The logo serves as a recognizable symbol of unity and community, representing a culture that celebrates confidence in every form.

This visual system ensures consistency across all brand touchpoints, allowing Bikini Beans Coffee to stand out with a cohesive, empowering presence that feels as inspiring as the people it serves.

07

LOGO SYSTEM

BIKINI BEANS COFFEE
TEMPLATES

Designer: Victoria Pacek
Victoria @elementpixel.com

Prepared For: Ben & Regina Lyles
Bikini Beans Coffee

 **ELEMENT:PIXEL**
BRAND AGENCY

LOGO SYSTEM



The Bikini Beans Coffee logo is comprised of a proportionally equal circle in the signature “Bikini Beans Coffee” orange color (Pantone 151C)

• • •

A white outline circle just inside the perimeter of the background orange circle

• • •

The name “Bikini Beans” around the top and the word “Coffee” around the bottom, curved to match the degree of the circle, in the font Bebas Neue

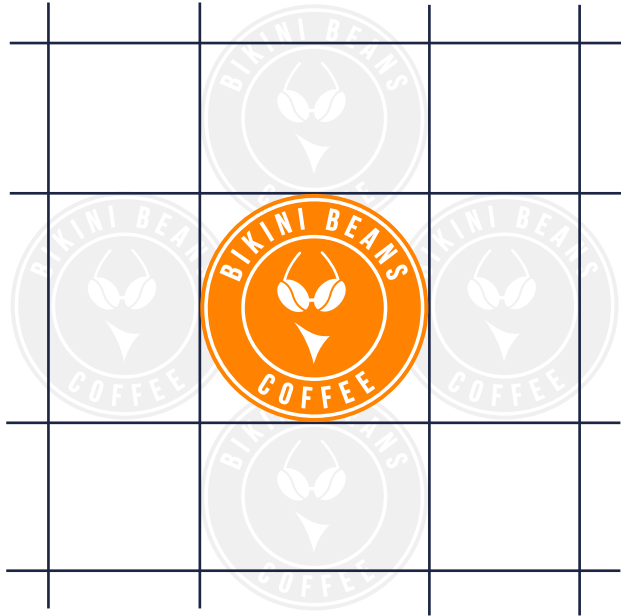
• • •

with a white outline just inside the text curve

• • •

with a signature stylized full bikini where the top of the bikini resembles coffee beans, all in the very center of the circle, in white.

LOGO USAGE



CLEARSPACE

To protect the integrity and legibility of the Bikini Beans Coffee logo, a minimum clear space must always surround it. This area ensures the logo remains visually distinct and free from competing elements such as text, images, or graphics. The required clear space is equal to the height of the inner white line within the orange circle. No other visual elements should enter this space to maintain the logo's impact and recognizability across all applications.



1 Inch
(Actual Size)

MINIMUM SIZE

To ensure the Bikini Beans Coffee logo remains clear and legible in all applications, it should never appear smaller than 1 inch (25.4 mm) in diameter in print or 100 pixels in digital formats. Using the logo below this size can compromise detail and readability, especially of the inner lines and typography. When scaling the logo, always maintain its original proportions to preserve visual consistency and brand integrity.

LOGO MISSUSE

Consistent and correct use of the Bikini Beans Coffee logo protects the integrity of the brand. To maintain a strong and recognizable identity, never alter or manipulate the logo in any way. The following examples illustrate improper use that must be avoided:



Do not stretch, compress, or distort the logo's proportions.



Do not change the logo's colors or apply unapproved color variations.



Do not add shadows, outlines, gradients, or other visual effects.

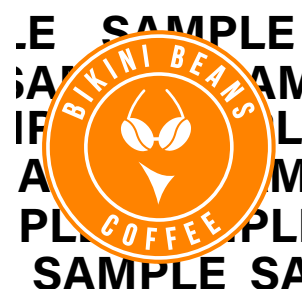


Do not rotate or tilt the logo.

These rules ensure that the Bikini Beans Coffee logo remains consistent, professional, and instantly recognizable across all brand applications.



Do not place the logo on backgrounds that reduce contrast or legibility.



Do not place text, patterns, or images within the logo's clear space.



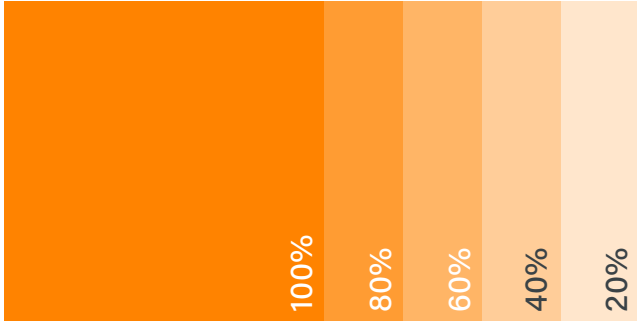
Do not recreate or redraw the logo using other fonts or graphic elements.

Always use only approved logo files provided in the brand assets. This ensures color accuracy, proportion, and overall integrity are maintained across all applications.

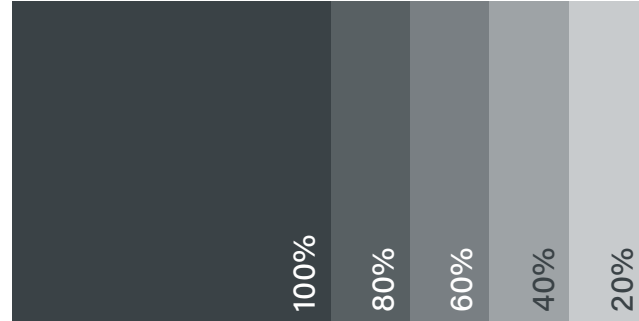
08

COLOR

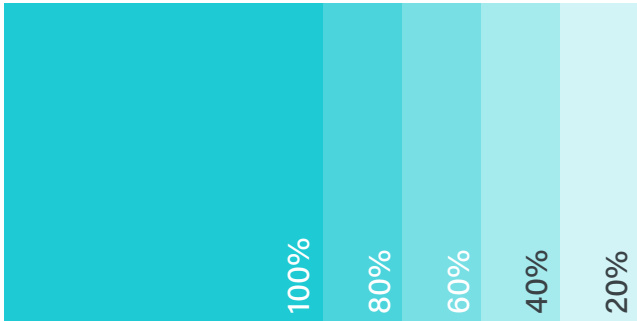
COLOR PALATTE



Bikini Beans Orange C: 0 M: 59.75 Y: 100, K: 0
Pantone 151C R: 245 G:131 B: 52
HEX: R: F5 G: 83 B: 20



Charcoal Black C: 40 M: 25 Y: 25, K: 75
R: 35 G:31 B: 32
HEX: R: 3A G: 42 B: 46



Bikini Beans Blue C: 66.03 M: 0 Y: 21.42, K: 0
Pantone 319C R: 58 G:193 B: 205
HEX: R: 3A G:C1 B: CD



The primary brand color is **Bikini Beans Orange**. It is the only orange shade approved for branded applications, i.e. product packaging, marketing materials, or merchandise.

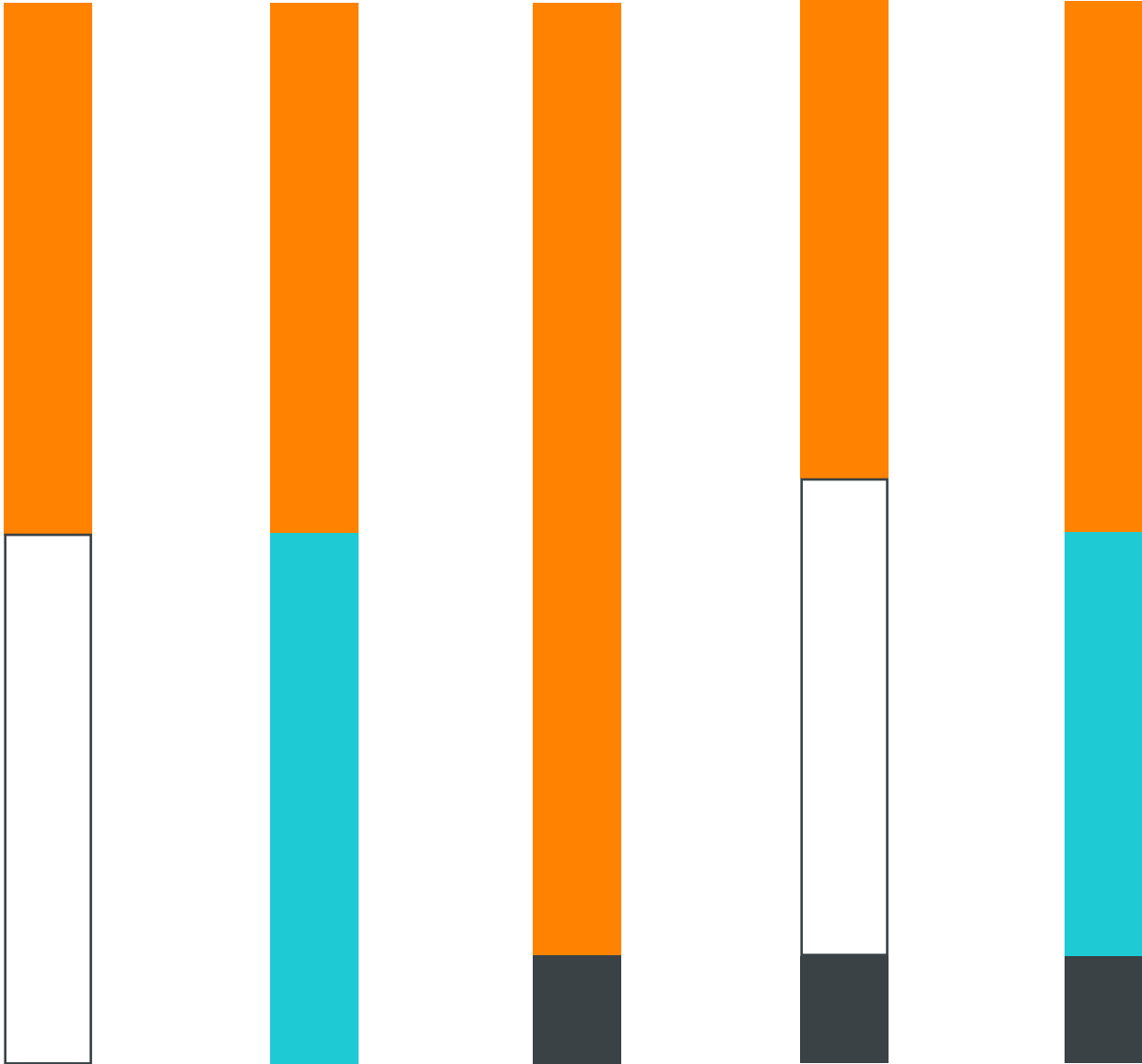


Bikini Beans Blue is a secondary color *only used when* complimenting the primary color Bikini Beans Orange as a contrast, but is **never to be used alone to represent the brand**. When using Bikini Beans Blue, **no more than 50%** of the total design can use Bikini Beans Blue.



Charcoal Black is to be used only when dark or high-contrast text is needed. Black (true black or rich black) is generally not an acceptable color to use with the Bikini Beans Orange, unless approved, based on application use.

COLOR PAIRING



Readable Text
Readable Text **Do Not Pair**

Readable Text
Readable Text **Do Not Pair**

Readable Text
Readable Text **Do Not Pair**

Readable Text
Readable Text

09

TYPOGRAPHY

PRIMARY TYPEFACE

ABC

abc

Montserrat

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + =

Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + =**

Our company typeface for all web and print is the Montserrat family of type. Headlines should use Montserrat Bold and body copy should use Montserrat medium. It is also acceptable to use italics or bold italics to emphasize sections of text such as a subheader or quote

SECONDARY TYPEFACE

ABC

abc

CaramelandVanilla

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

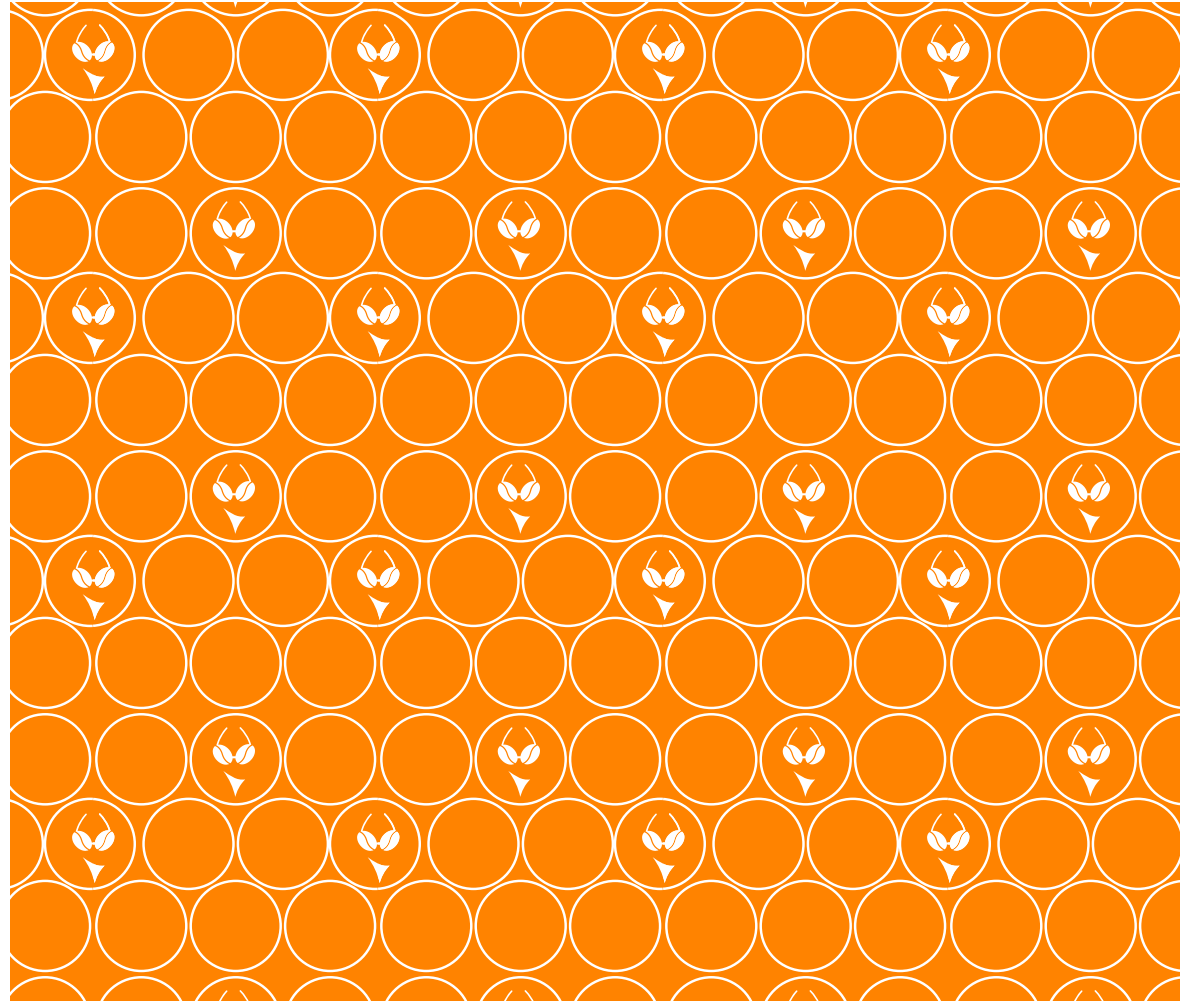
1234567890 !@#\$%^&*()+=

Our Secondadry typefeace is CaramelandVanilla. This typefce should be used to add flair and interest to marketing materials, company website, and rarely in other applications. CaramelandVanilla should be used for headings only, and not used for body copy due to the limited readability of the typeface, especially in applications where the size or space may be limited.

10

IMAGERY STYLE

BRAND PATTERN



PHOTOGRAPHY

Photography plays a key role in communicating the Bikini Beans Coffee brand. Images should capture the confidence, warmth, and individuality that define our culture.



Barista photography should feel authentic, happy, and empowering — never sexualized. A natural smile or a hint of playful confidence is encouraged, but photos must never objectify or misrepresent our team. Every image should reflect strength, positivity, and self-assured energy.



Drink photography should be bright, clean, and inviting, showcasing the product as it appears in real life. Colors should remain true to the beverage to maintain customer trust and visual consistency. Always ensure the Bikini Beans logo faces forward and is fully visible in every shot. Partial or obscured logos are not permitted.

Overall, photography should celebrate confidence, community, and craft — staying true to the brand's bold yet refined aesthetic.

11

ENVIRONMENTAL BRAND

STORE DESIGN GUIDELINES



Environmental Brand

Store Design Guidelines
Uniform Standards
Packaging
Merchandising
Signage



BIKINI BEANS COFFEE

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Victoria @elementpixel.com

Prepared For: Ben & Regina Lyles
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Px ELEMENT:PIXEL
BRAND AGENCY

UNIFORM STANDARDS

PACKAGING

MERCHANDISING

SIGNAGE

11

PRODUCT STANDARDS

MENU CONSISTENCY

Product Standards

Menu Consistency
Seasonal & Limited Offerings
Quality Standards
Presentation Standards

QUALITY STANDARDS