# A small system, not just a logo

A compact starter example for the person making the next seasonal poster.

RIDGE & REED

## The brand in one sentence

Independent coffee, roasted with care and shared without fuss.

This fictional example pairs a quiet visual system with useful, direct copy.

## Keep these decisions consistent

01 Forest green leads; warm cream gives the design room.

02 The ridge-and-reed mark stays intact.

03 Information is clear before it is decorative.

04 Seasonal campaigns add variety through layout and subject.

Use the separate one-page supplier sheet for mark size and clear space.

This starter is a worked example, not a required page count for every brand.

# Color and type do different jobs

Keep the palette small and let hierarchy carry the message.

## Color roles



**Forest / #203F35**

Type, mark, key panels

**Cream / #F3EEE3**

Main background



**Harvest / #C7A66C**

Small seasonal accents

## Typography and hierarchy

# A slower kind of morning.

Display · DejaVu Sans Bold · short, sentence-case headlines

## Autumn tasting at the roastery

Subheading · DejaVu Sans Bold · one clear supporting line

Try two seasonal coffees with the people who roast them.
Bring a friend, ask questions and take your time.

Body · DejaVu Sans Regular · concrete details, generous line spacing

Poster hierarchy: headline first, event details second, brand signature last.

Use forest text on cream; do not rely on the accent color for small copy.

The example uses live text. Install DejaVu Sans or check font substitutions.

# Give the next maker direction

The system should help someone choose an image and write a new message.

## Image direction



Show the coffee and the ritual.

Natural side light; warm surfaces.

Leave room for a headline.

Avoid heavy filters and fake claims.

Use original or licensed photographs.

Original illustration of the intended image direction, not a supplied photo.

## Voice: warm, specific and unhurried

### Use

“Try two seasonal coffees with the people who roast them.”
“Saturday, 10:00–13:00. Drop in at the roastery.”

### Avoid

“The world’s most extraordinary coffee experience.”
Unsupported claims, vague superlatives and urgency for its own sake.

The seasonal poster on the next page applies the same type, colors and tone.
Its event is fictional. Replace details before using the editable template.

# The system becomes a real layout

The downloadable SVG keeps the poster text editable.




Headline: short and calm, not a generic quality claim.

Palette: cream background, forest type, one harvest accent.

Image: one original cup illustration, with room around it.

Signature: the supplied lockup, unchanged.

Download the SVG and replace the fictional details. Check fonts and text fit.
This digital example has no bleed, CMYK profile or printer approval.