



Brand Guide 2025



Espresa Gradient

Aurora: Bringing Depth and Energy to Our Brand

A smooth gradient transition from Purple to Teal Blue (left to right) that creates a vibrant and dynamic feel.

Usage Guidelines:

Ideal for overlays on images or as a subtle background

Transparency should range between 27–64% for balance

Always use the white logo and white font when pairing with the Aurora gradient

Gradient Code

```
transform: rotate(90deg);  
background-image: linear-gradient(180deg, #95026E 1%,  
#5A42FF 27%, #6699DB 75%, #6DD5C3 98%);
```

By integrating the Aurora gradient thoughtfully, we maintain a modern, professional, and engaging brand aesthetic.



Color Palette

Creating a consistent and vibrant brand experience

Primary: Blue Palette

Our core colors represent trust, innovation, and positivity

Hex Code
#00A2FF

Hex Code
#1080D1

Hex Code
#10AD9B

Accent: Contrast Palette

These colors add vibrancy and contrast, making key elements stand out.

Hex Code
#923A4E

Hex Code
#6145F1

Neutrals: Gray Palette

Supporting shades that add balance and depth to designs.

Hex Code
#222222

Hex Code
#BBBBBB

Hex Code
#86C7ED

Gradients

Gradients add depth and dimension, making visuals more dynamic. Use them to enhance backgrounds, overlays, and UI elements.

```
transform: rotate(90deg);  
background-image: linear-gradient(180deg, #95026E 1%,  
#5A42FF 27%, #6699DB 75%, #6DD5C3 98%);
```

```
transform: rotate(90deg);  
background-image: linear-gradient(180deg, #F29D35 1%,  
#BF0000 99%);
```

```
transform: rotate(90deg);  
background-image: linear-gradient(180deg, #36104A 0%,  
#FF6D54 100%);
```

```
transform: rotate(90deg);  
background-image: linear-gradient(180deg, #5A42FF 1%,  
#D23039 98%);
```

Authentic Imagery

Capturing Happiness & Connection

Our imagery reflects real people in real moments—engaging, vibrant, and full of life. We focus on genuine interactions, movement, and positivity to create a welcoming and inspiring environment.

1. Image

Choose photos that feel natural, warm, and relatable. Subjects should be looking toward the camera or engaged in meaningful interactions.



2. Add Gradient Overlay Opacity 25-55%

A subtle gradient overlay enhances the image while keeping the focus on people. It adds depth and brand consistency without overpowering the moment.



3. Optional - Add Espresa Watermark - Opacity 10-20%

For a branded touch, apply the Espresa watermark with low opacity. This keeps the image professional while maintaining its authenticity.



Typography



Clear, modern, and approachable communication

Our typography is designed to be bold, confident, and easy to read.

By using a combination of structured headings and clean body text, we maintain a professional yet welcoming tone.

Primary Font: Red Hat Display Bold

Red Hat Display is used for bold, attention-grabbing headings and sub-headings. It conveys confidence and energy.

- Headings: Red Hat Display Bold, 44px
- Sub-Headings: Red Hat Display Bold, 28–34px
- Body Copy: Red Hat Display Bold or Regular, 16–28px
- Alternative: Avenir Next Demi Bold, 16–28px
- #222222, #00A2FF, #923A4E or #FFFFFF (white)

Alternative Font: Avenir Next Demi Bold or Bold

Alternative Font: Avenir Next

For a softer, more refined look, Avenir Next can be used as an alternative in body text and sub-headings.

- Headings: Avenir Next Bold, 44px
- Sub-Headings: Avenir Next Demi Bold, 28–34px
- Body Copy: Avenir Next Medium or Regular, 16–28px
- Accent Use: Avenir Next Demi Bold, 16–28px

Bullet Points

- Always rounded for a smooth, friendly appearance.

Line Kerning (Spacing)

- 1.2 space is preferred, range 1.1–1.35 acceptable

By maintaining consistency in our typography, we create a brand voice that feels strong, yet warm and inviting—just like the workplaces we support.

Logo Usage

Consistency builds recognition

Our logo represents our brand identity. To maintain a strong and cohesive look, follow these guidelines for proper usage.

Acceptable Logo Variations:

Primary Logos:

- Red & Charcoal (Full-color) – Preferred
- Charcoal (Single-color) – For minimal designs
- White – For dark backgrounds



Favicon & Alternate Stacks:

- Favicon “E” – Used in small spaces or overlays
- Horizontal Stack – Logo above or beside the tagline



Tagline Usage:

- Front Cover: Always include tagline
- Internal Pages: No tagline is required
- Overlays & Imagery: Use the circular "E" icon for a subtle branded touch



Tagline example

Tagline spans full length of “Espresso”



No Tagline example

Do Not:

- Alter the logo colors
- Stretch, distort, or rotate the logo
- Place the logo on cluttered or low-contrast backgrounds

By using our logo consistently, we reinforce brand trust, clarity, and professionalism.