BRAND BOOK · VERSION 1.0

Piccola CAFE

BRAND BOOK

Great coffee, a friendly face, right in the neighbourhood.

Pouring CURA Coffee, roasted by Bellissimo
Cura, 433 Boundary Rd, Spring Hill, Brisbane

NOVEMBER 2026 · PREPARED FOR TES, OWNER



INSIDE

How Piccola looks, sounds and shows up.

One reference for the Piccola identity — the story and voice, the logo, colour and type, and how they carry onto the uniform, cards, stickers and stationery.

Everything for the opening at Cura — the site, cups, seating, signage, gifting and the print checklist — is in the **Launch Book**.

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How to read the orange tags. Anything marked DRAFT · PENDING APPROVAL or set in *orange italics* is a placeholder or an unapproved claim. Confirm it before anything goes to print.

01 · BRAND STORY & POSITIONING

Small kiosk. Big-hearted coffee.

Piccola means "small" in Italian. We're a little coffee kiosk at the Cura site on Boundary Rd, Spring Hill — the kind of place you swing past every morning and leave feeling a bit better than when you arrived.

We pour **CURA Coffee**, roasted by **Bellissimo Coffee**: *Clear Sight Espresso* for milk coffees and blacks, and *Bright Eyes Blend* for lighter, brighter cups. A simple menu, good bakes, names remembered.

Positioning

For the people who live, work and visit around Cura, Piccola is the neighbourhood kiosk that makes great coffee feel personal — quick, warm and genuinely local.

01
Neighbourhood
A small kiosk with a regulars' feel. We know your order.

02
Great coffee
CURA Coffee by Bellissimo, dialled in every morning.

03
A cup that helps
Linked to CURA Vision Foundation and its cataract surgery work in Vietnam.



CURA COFFEE · PICCOLA CUP

DRAFT · PENDING APPROVAL

"A cup that helps people see."

Piccola is linked to **CURA Vision Foundation**, which supports cataract surgery in Vietnam. Our giving initiative is Pass It Forward: a customer can choose to have the value of their free 10th cup donated to the foundation Cura chooses. The Launch Book explains how it works.

No donation percentages, matching or "X% goes to" promises are approved yet. Use only this wording until the foundation link is signed off.

02 · BRAND VOICE

Talk like a friend behind the counter.

Short sentences. Everyday words. A smile you can hear.

Warm
We sound pleased to see you — because we are.

Simple
Say it in the fewest, plainest words. No coffee jargon.

Friendly
Casual and local, never cheesy or pushy.

Honest
We only promise what's true and approved.

We say

- "Morning! The usual?"
- "Your 10th cup's on us. Keep it, or pass it forward."
- "Fresh banana bread, just out."
- "Order ahead — we'll call your name."
- "Now open at Cura. Come say hi."

We don't say

- × "Indulge in our artisanal, ethically curated espresso experience."
- × "PURCHASE 9 BEVERAGES TO QUALIFY FOR A COMPLIMENTARY ITEM."
- × "10% of every cup goes to charity!" (never use unapproved claims)
- × "Valued customer, your order is being processed."

HEADLINES
Sentence case, 2–6 words. One idea each.

AUSTRALIAN ENGLISH
Colour, neighbourhood, takeaway, flat white.

OUR NAME
"Piccola Cafe" on first mention, then "Piccola". Never "PICCOLA" in copy.

ON THE A-FRAME
Coffee's on. Come say hi.

ON INSTAGRAM
Banana bread's back. See you at the window.

ON THE CUP STICKER
Made for you, just now.

03 · LOGO

The wordmark & the p.

A rounded lowercase *piccola* with a rusty orange dot over the i, and spaced **CAFE** beneath. The swirl **p** is our icon for small spaces.

Always use the supplied artwork. Never retype, redraw or rearrange it. The orange dot stays orange on every version.

> **Production note.** The current master is a 600 px PNG (upscaled cleanly for this book). Get a vector master (SVG / PDF / AI) before signage, embroidery or large print.















03 · CLEAR SPACE, MINIMUM SIZE & MISUSE

Clear space



x = the height of the "p" bowl (about 40% of the logo height). Keep at least x clear on every side — no text, edges or other logos inside it.

Minimum size

piccola CAFE

Print: 30 mm wide minimum, so CAFE stays legible.

piccola CAFE

Screen: 120 px wide minimum.

Icon: 8 mm / 32 px minimum. Smaller than the logo minimum? Use the icon.

Don't



STRETCH OR SQUASH



RECOLOUR OR DROP THE DOT



ROTATE OR TILT



PLACE ON BUSY PHOTOS



ADD SHADOWS OR EFFECTS



USE LOW CONTRAST

04 · COLOUR PALETTE

Teal, cream & a dot of rust.

Every value here was sampled from the artwork files, not guessed. Teal leads, cream breathes, and rusty orange is the full stop — used sparingly, like the dot on the i.

PROPORTION



Cream 45 · Teal 30 · Kraft 12 · Black 9 · Orange 4

CMYK values are suggested starting points for coated stock. Always approve a printed proof, and match fabric to a physical swatch.

Deep Teal

Primary · aprons, signage, cups

HEX	#105250
RGB	16 · 82 · 80
CMYK	90 · 40 · 55 · 40

Sampled: circle in pmark-chk.png

Piccola Cream

Primary · logo, type on teal

HEX	#ECE6D8
RGB	236 · 230 · 216
CMYK	6 · 7 · 14 · 0

Sampled: logo wordmark

Rusty Orange

Accent · the dot, apron tie

HEX	#C44C21
RGB	196 · 76 · 33
CMYK	15 · 80 · 100 · 5

Sampled: dot over the i

Uniform Black

Tees, pants

HEX	#161616
RGB	22 · 22 · 22
CMYK	60 · 50 · 50 · 100

Rich black for print

Kraft / Timber

Secondary · bags, counter

HEX	#D3BB9D
RGB	211 · 187 · 157
CMYK	15 · 25 · 40 · 0

Sampled: timber edge, pmark-chk.png

Espresso

Text & logo on kraft / cream

HEX	#3B2A20
RGB	59 · 42 · 32
CMYK	50 · 70 · 75 · 70

From the QR table card ink

05 · TYPOGRAPHY

Rounded like the logo. Easy like Lato.

Aa

Quicksand

Headings, signage, menu boards. Weights 500 · 600 · 700.

Aa

Lato

Body copy, captions, fine print. Weights 300 · 400 · 700.

We set "piccola CAFE" in Quicksand, Nunito and Comfortaa beside the logo. Quicksand's round terminals, open shapes and even stroke sit closest to the wordmark and stay readable at a distance. Both fonts are free Google Fonts — no licence cost for print, web or signage.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 & $ · — " " ! ?

DISPLAY Quicksand 700 · 40 pt · −1%	Now open at Cura
HEADING Quicksand 700 · 22/26 pt	Good coffee, close by
SUBHEADING Quicksand 600 · 13/17 pt	Pouring CURA Coffee, roasted by Bellissimo
BODY Lato 400 · 9.5/14 pt	We're a small kiosk at Cura on Boundary Rd. Swing by for a flat white, a slice of banana bread and a friendly hello on your way through.
LABEL CAPS Quicksand 700 · 7 pt · +300	TAKEAWAY · DINE IN · ORDER AHEAD
MENU BOARD Quicksand 600 / 700 price	Flat white — *price TBC* Clear Sight Espresso · description line in Lato

05 · SIGNAGE FONT RULES

Readable from across the courtyard.

SIGN	TYPEFACE	MIN. CAP HEIGHT
Fascia (logo)	Logo artwork	Logo ≥ 900 mm wide
Fascia support line	Quicksand 700 caps	60 mm
A-frame headline	Quicksand 700	50 mm
Menu board items	Quicksand 600	30 mm
Menu board prices	Quicksand 700	30 mm
Menu descriptions	Lato 400	14 mm
Window / hours decal	Quicksand 600	20 mm
Table card / counter	Lato 400	9 pt (≈ 2.3 mm)



Viewing distance → minimum cap height (relative, not to scale). Rule of thumb: 25 mm of cap height for every 3 m of viewing distance. Keep strong contrast — cream on teal, or teal / espresso on cream.

Spaced caps, the “CAFE” way



- **Caps labels** (signs, cups, labels): Quicksand 700, tracking **+300 (0.3 em)**; range +250 to +350.
- **Never below +150.** Tight caps fight the open, airy logo.
- The logo’s own “CAFE” is spaced at about **0.7 em**. Don’t recreate it with type — use the artwork.
- Headlines stay in sentence case, tracking 0 to −1%. No all-caps headlines.
- Left-align menus and body; centre only short sign lines (1–3 lines).
- Max two weights per sign, and at most one rust accent.

06 · PHOTOGRAPHY STYLE

Warm light, real hands, simple plates.

- **Natural daylight**, soft and warm. No harsh flash.
- **Our surfaces**: speckled terrazzo, warm timber, kraft plates.
- **One hero per frame** — a cup, a croissant, a bowl — with room around it.
- **Real people**: hands mid-pour, genuine smiles.
- **Shallow depth** of field; background softly blurred.
- **Branded items** show the current logo only.

Avoid

Cold blue light, cluttered tables, heavy filters, stock-photo poses, and the old serif "piccola cafe" wordmark.



HERO · POUR SHOT


BAKES


BAKES


LUNCH


TAKEAWAY

07 · UNIFORM · FINAL DIRECTION

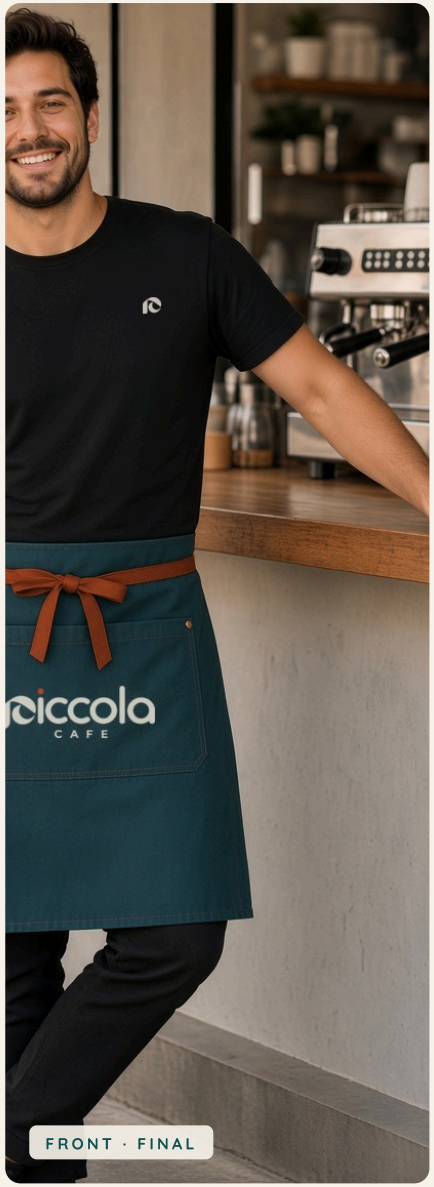
Black tee, teal apron, rust tie.

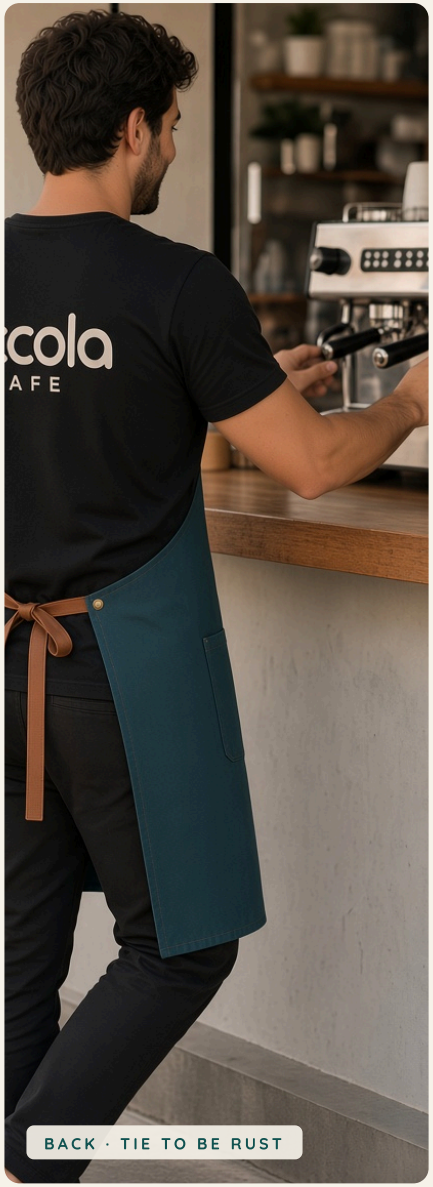
Simple and hard-wearing. A plain black tee with the small **p** on the left chest and the full logo large across the upper back. A deep teal canvas half apron with a rusty orange waist tie and the full logo on the front pocket. Black pants.

> **Note:** the back-view mockup still shows a tan tie. The final tie is **Rusty Orange #C44C21**, as in the front view; that image will be recoloured.

Alternative

A full bib apron in deep teal or cream with the logo across the chest — handy for food prep or cooler months.









07 · GARMENT SPECS & PRINT POSITIONS



Tee · front

"p" icon on the **wearer's left chest**, **45–55 mm wide** (50 mm target). Top ≈ 180–200 mm below the shoulder point; centre ≈ 90–100 mm from centre front. Cream #ECE6D8.



Tee · back

Full logo across the upper back, **250–280 mm wide** (265 mm target). Top ≈ 80–100 mm below the collar seam. Cream with the orange dot.



Half apron

Logo centred on the front pocket, **150–170 mm wide**. Deep Teal canvas, Rusty Orange waist tie.

ITEM	SPEC
T-shirt	Plain black crew neck, 100% cotton, 180–220 gsm. Unisex and fitted cuts.
Tee prints	Front icon: embroidery or screen print, cream. Back logo: screen print or DTF, cream + orange dot.
Pants	Black chino or work pant, plain, no visible branding.
Colour match	Check fabric and thread swatches against the HEX / CMYK values before bulk.

ITEM	SPEC
Half apron	Deep Teal (#105250) cotton canvas, 10–12 oz. Approx. 700 × 450 mm, one wide front pocket.
Waist tie	Rusty Orange (#C44C21) 25 mm cotton webbing, approx. 900 mm each side.
Apron logo	Embroidery (cream thread + orange dot) or screen print, 150–170 mm wide.
Bib apron (alt.)	Teal or cream canvas, adjustable neck strap, logo 180–200 mm wide across the chest.

DIAGRAMS NOT TO SCALE · CONFIRM POSITIONS ON A SAMPLE GARMENT

08 · BUSINESS CARD

Small card, warm hello.



FRONT · 90 × 55 MM · SHOWN AT 100%

Tes
OWNER

[Mobile — placeholder]
[Email — placeholder]
[Website / Instagram — placeholder]

433 Boundary Rd, Spring Hill QLD

BACK · DETAILS



Placeholder lines are set in orange italics so they can't slip through to print. Replace them with real details, then set them in Lato 400, espresso.

Card spec

Size	90 × 55 mm (Australian standard)
Stock	400 gsm uncoated, or 600 gsm duplex (teal + cream)
Front	Full-bleed Deep Teal, cream logo 52 mm wide. Optional matte foil on the logo.
Back	Cream #FBF8F1. Name Quicksand 700 13 pt; role caps +300; details Lato 6.5–7 pt.
Margins	5 mm safe zone, 3 mm bleed
Files	PDF/X-4, CMYK, fonts outlined, 2 pages
Qty	250 to start

To confirm: phone, email, website and social handle. None are invented here.

09 · ROUND STICKERS

Little seals, big smile.



Teal p

Cream icon on teal. The everyday seal.



Cream p

Teal icon on cream. Best on teal or kraft.



Kraft p

Espresso icon on kraft. Quiet and warm.



Full logo

Cream logo with the orange dot. 50 mm and up only.



Ring

"piccola cafe · Spring Hill" around the p.



Giving DRAFT

"10% to CURA Vision". Hold until the wording is approved.



Pass it forward

For loyalty cards, gift bags and the counter.



Thank-you dot

Small Rusty Orange seal, 20–25 mm. Accent use only.

Sticker spec SUGGESTED

30 mm	Cup lid seals, envelope and bag-top seals. Icon stickers only.
40 mm	The roll sticker for bag seals (see Cups in the Launch Book).
50 mm	Bags, boxes and gift carriers. Full logo, ring and giving designs.
20–25 mm	Thank-you dot on note cards and gift sleeves.
Stock	Matte paper for seals (on rolls, kiss-cut). Matte white vinyl for fan and laptop stickers (die-cut singles).
Colour	Brand colours only. Orange stays an accent, apart from the small thank-you dot.
Files	Vector PDF with die-cut path, 2 mm bleed.

Where they go

- Cup lid seal on takeaway and delivery orders
- Bag closure on kraft bags and bean bags
- Gift box, sleeve and carrier seal
- Laptop and bottle stickers for staff and fans

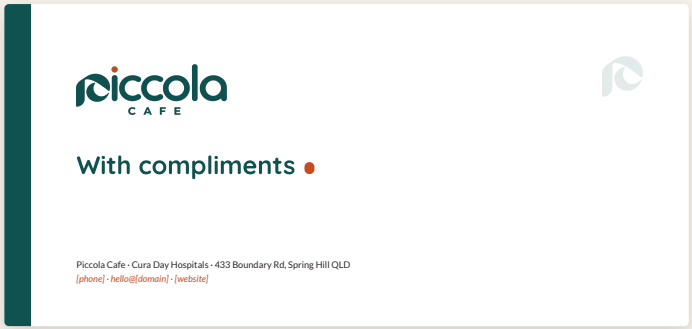
To confirm: sizes, stock and quantities with the printer. The giving sticker waits for approved wording.

STICKER ARTWORK DRAWN WITH CODE FROM THE REAL LOGO · SIZES SUGGESTED · NOT TO SCALE

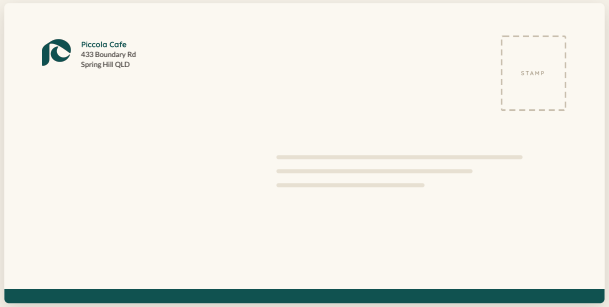
10 · STATIONERY · LETTERHEAD, SLIP & ENVELOPE



A4 LETTERHEAD · 210 × 297 MM



COMPLIMENT SLIP · DL 210 × 99 MM



DL ENVELOPE · 110 × 220 MM · FRONT



KRAFT OPTION · BACK, SEALED WITH A 30 MM STICKER

Paper that feels like us.

Simple, warm and mostly white space. The teal logo sits top left, details stay small, and a thin teal band ties every piece together.

Logo placement

- Letterhead: teal logo top left, 50–55 mm wide, 20 mm margins.
- Slip: teal logo top left, 45 mm wide, with a teal edge strip.
- Envelope: “p” icon and return address top left; stamp area clear.
- Keep the clear space and 30 mm minimum from the Logo rules page.



Business card: see page 13. The set uses the same layout, type and teal.

Placeholders: phone, email domain and website are not set yet. Replace them before anything is printed.

STATIONERY DRAWN WITH CODE FROM THE REAL LOGO · SHOWN AT ABOUT 36–43%

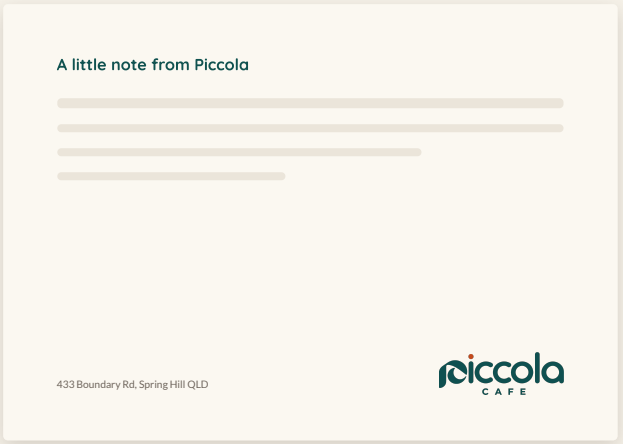
10 · STATIONERY · ORDER PAD, NOTE CARDS & SPEC



ORDER PAD · A5 · 50-SHEET TEAR-OFF



NOTE CARD · A6 148 × 105 MM · FRONT



NOTE CARD · BACK, FOR A HANDWRITTEN NOTE

The everyday bits, done nicely.

Stationery spec SUGGESTED

Letterhead	A4, 120 gsm uncoated white or natural. Teal logo + orange dot, teal footer band. Also an editable template for printing in-house.
Slip	DL 210 × 99 mm, same 120 gsm stock as the letterhead.
Envelope	DL 110 × 220 mm, 100–120 gsm white or kraft. Return address printed, or sealed with the 30 mm sticker.
Order pad	A5, 80–100 gsm bond, 50 sheets glued at the top. Teal only.
Note card	A6, 350 gsm uncoated. Teal front, cream back. Pairs with a C6 envelope.
Colours	Teal #105250 for logos and bands, orange for the dot only, text in Espresso #3B2A20.
Logo	Top left on flat pieces, centred on cards. Never under 30 mm wide; use the “p” if smaller.
Files	PDF/X-4, CMYK, 3 mm bleed, fonts outlined.

To confirm: contact details, quantities and paper samples. The business card is on page 13.

STATIONERY DRAWN WITH CODE FROM THE REAL LOGO · SHOWN AT ABOUT 50–55%

Piccola CAFE

Cura, 433 Boundary Rd, Spring Hill, Brisbane

Pouring CURA Coffee, roasted by Bellissimo

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