



IDENTITY STANDARDS MANUAL



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PHILOSOPHY AND BRAND IMAGE

MISSION

The mission of Dose is to provide the community with the finest coffee, baked goods, live music, and local art. Since 2009, Dose has provided Nashville with exceptional coffee, tea, and fresh baked goods. In addition to our specialty products, we serve a breakfast and lunch menu consisting of made-in-house sandwiches and salads. All of our baked goods are made from scratch and baked fresh every morning. Our bakery produces bagels, muffins, scones, and cookies, including a daily selection of gluten-free items.

VALUES

Dose is committed to providing both local and environmentally friendly products. Our coffee options rotate from roasters such as Counter Culture Coffee, Intelligentsia Coffee, Ritual Coffee Roasters, Verve Coffee Roasters, PT's Coffee Roasting Company, Ceremony Coffee Roasters, and Madcap Coffee Company. We only buy from companies who have similar vendors. We also serve local bagels from Bagel Face Bakery. In regards to environmentally friendly products, all of our coffee is organic and fair trade (For more information on Fair Trade please visit: transfairusa.org).

VISION

Dose is a coffeehouse/cafe chain based in Nashville, Tennessee with its own line of apparel and assorted gifts. Each cafe features free wi-fi service and will continuously provide gallery space for local artists, as well as store sponsored art shows. Dose's interior will be simple, clean, and classic. The interior will also nod to our love of the environment and feature fresh flowers as well as other natural elements. We will have low lighting and string lights to create a feeling of warmth and comfort. We will be the perfect spot to have a meeting, grab a quick bite to eat, or see a live show. Our menu will be simple and feature the items that have been the most popular thus far, while featuring a special each week.

BRAND IMAGE

Dose will be seen in the marketplace as a coffeehouse/cafe that serves the best coffee and has the freshest ingredients. Our coffee roasters will rotate from similar companies that share the same vision as we do. We will be known as a place where you can always expect something new from the art that we hang to the specials that we choose. We will also be known as the place that you can come to and feel comfortable and welcome in.

We will display art and be *the* destination for small live shows. Our intimate cafe will be a cozy spot to check out contemporary art while grabbing a drink and enjoying a show. It will be the spot to discover new music and up-and-coming artists varying anywhere from indie to rock.

Dose will be an intimate, unforgettable experience that will keep you coming back for more. Dose will be ever-changing while maintaining a sense of familiarity.

tone of voice

Dose strives to create a sense of community while keeping our environment cozy and creative. We want to be the place that you choose to hang out with your friends as well as the place that you choose to have your business meetings. We are serious about our food and drinks and keeping you comfortable. We are a down-to-earth group of people, and not your typical coffee snob. Dose should always make you feel like you are coming home.

IDENTITY

LOGO

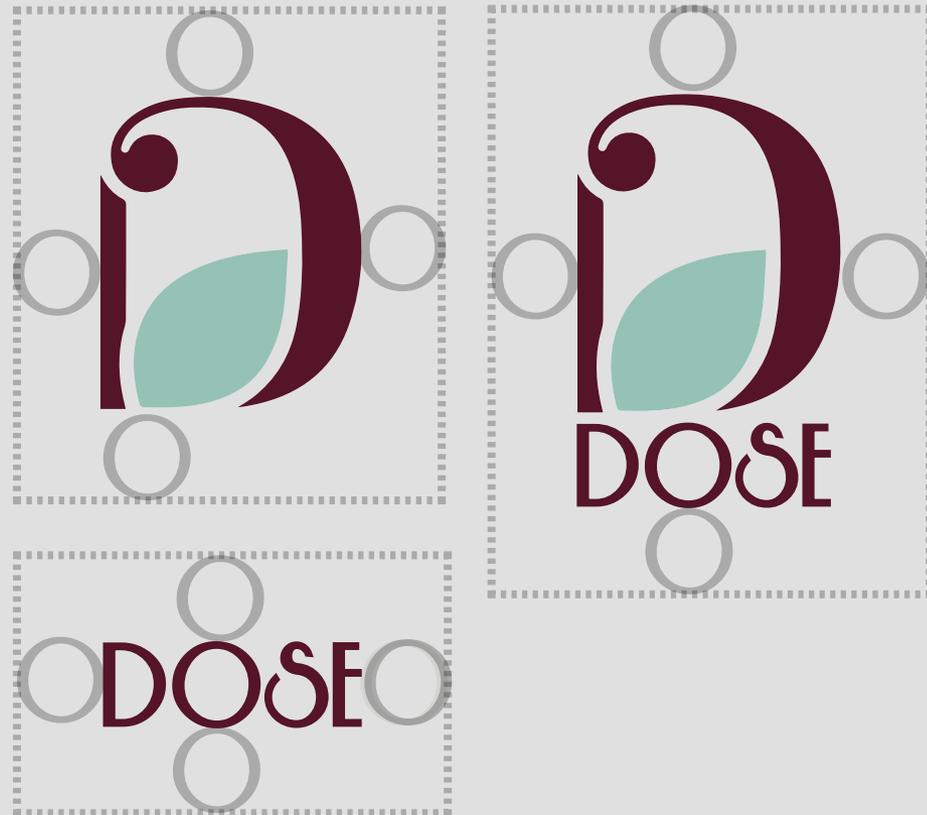
Dose's logo differs from your typical coffeehouse logo. It strays from the pack by including the cool mint green color (Pantone 2455 CP) in combination with a warm, rich cranberry color (Pantone 7421 XGC). Dose's logo stands for nature and music. It focuses on our environmental side and the fact that we feature live music. The "D" is a nod to a bass clef, while the abstracted coffee leaf is meant to be a calming feature. Dose's logo serves almost as a monogram that will be featured throughout the cafe. The mark is complimented by a logotype in the same cranberry color to give the logo a nice base which is in all uppercase Riesling.



LOGO SPACING

Please leave as much space as possible around the logo for maximum impact. The minimum spacing required is the width of the uppercase “o” in Dose. As the images to the right demonstrate, the spacing creates a rectangle that is a “do not enter zone” for any type or prominent image.

The examples to the right illustrate the spacing guidelines that are to be applied to all acceptable logo applications. However, please note that the logo may be placed on top of a background image such as a photo, in which case the spacing guidelines will not apply to that image.



ACCEPTABLE LOGO APPLICATIONS

This page contains all acceptable versions of the Dose logo. These specific versions are to be used when circumstances dictate. Use the white when background is too dark for the colored version. Black should be used on light backgrounds in black and white situations.

Any application requiring the logo to be less than one inch in length will require the logotype only. Any application requiring the logo to be greater than one foot will require the consultation of the Corporate Brand Specialist*.

If there are any questions concerning the use of the Dose logo please contact the Corporate Brand Specialist*. Simply put, if it's not on this page, do not use it.

*see back page of this brochure for Corporate Brand Specialist contact information.



primary complete 2-color



complete black



complete reversed



primary logo only 2-color



logo only black



logo only reversed



primary logotype only 1 color



logotype only black



logotype only reversed



logo only blue



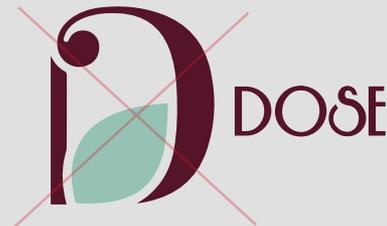
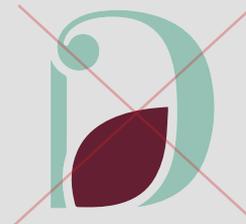
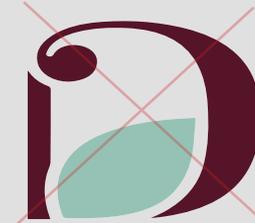
logo only red

UNACCEPTABLE LOGO APPLICATIONS

There are countless ways to misuse our logo, however, it's worth addressing some of the most common mistakes.

Never change the layout of the logo by placing the logotype beside or on top of the mark. Never use any color other than the approved corporate colors and versions (see previous page), and never reverse the color combinations. Never lowercase any character in the logotype. Never change the typeface of the logotype. Never disturb the proportional relationship between logo and logotype. Again, if there are any questions concerning the use of the Dose logo please contact the Corporate Brand Specialist*.

*see back page of this brochure for Corporate Brand Specialist contact information.



TYPOGRAPHY

The word “DOSE” in our logotype is in **Riesling**. This font is the only font to be used for our logotype - no exceptions. Our preferred font for most all applications is **Edmondsans Medium**. It is very clean sans-serif font and it compliments our logotype.

For a more versatile option that can be used on a variety of platforms we use **Century Gothic**. This is a sans-serif font that is very similar to Edmondsans but should come installed on most computers, which should eliminate any readability issues that could occur with outside parties.

For a formal approach, **Riesling** is the preferred typeface.

Riesling
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Edmondsans Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Edmondsans Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Edmondsans Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Century Gothic Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Century Gothic Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Century Gothic Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Century Gothic Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Adobe Caslon Pro Regular
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Adobe Caslon Pro Semibold
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

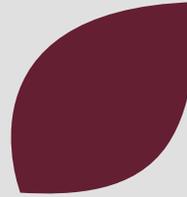
Adobe Caslon Pro Bold
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

COLOR

Our core corporate colors are Pantone 7421 XGC and 2455 CP. If any additional colors are necessary please move to the secondary color palette. No other colors are to be used in any Dose related material unless approved by the Corporate Brand Specialist*. If there are any questions concerning the use of colors as they relate to Dose please contact the Corporate Brand Specialist*.

*see back page of this brochure for Corporate Brand Specialist contact information.

PRIMARY COLOR PALETTE



Pantone 7421 XGC
CMYK: 0, 75, 25, 73
RGB: 100, 31, 50

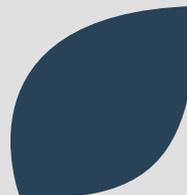


Pantone 2455 CP
CMYK: 34,0,24,13
RGB: 149, 194, 181

SECONDARY COLOR PALETTE



Pantone 10101 C
CMYK: 22.46, 17.16, 17.24, 0
RGB: 196, 198, 199



Pantone 2168 C
CMYK: 87.69, 67.02, 45.58, 33.98
RGB: 40, 67, 87

TEXTURAL ELEMENTS AND USAGE

Dose strives to make you feel like you are in a clean environment while also maintaining a homey, comfortable vibe. With that being said, our walls will be solid white with the exception of an exposed brick wall behind the cash register. We will have reclaimed wood flooring and brass accents throughout the store. Our bathrooms will be solid white tile from the floors to the walls. For a personal touch, we will always have a fresh bouquet placed on each table.



COFFEE		80Z
SINGLE ORIGIN	FILTER	190
ESPRESSO		165
MACCHIATO		180
HOUSE COFFEE		190
LATTE		225
FLAT WHITE		245
CAPPUCCINO		225
MOCHA		255
CAFFE AU LAIT		205
HOT CHOCOLATE		230
WHITE CHOCOLATE		245
CHAI LATTE		2

PLEASE ASK FOR MEDIUM DARK ROAST OR DECAF



STATIONERY SYSTEM

BUSINESS CARDS

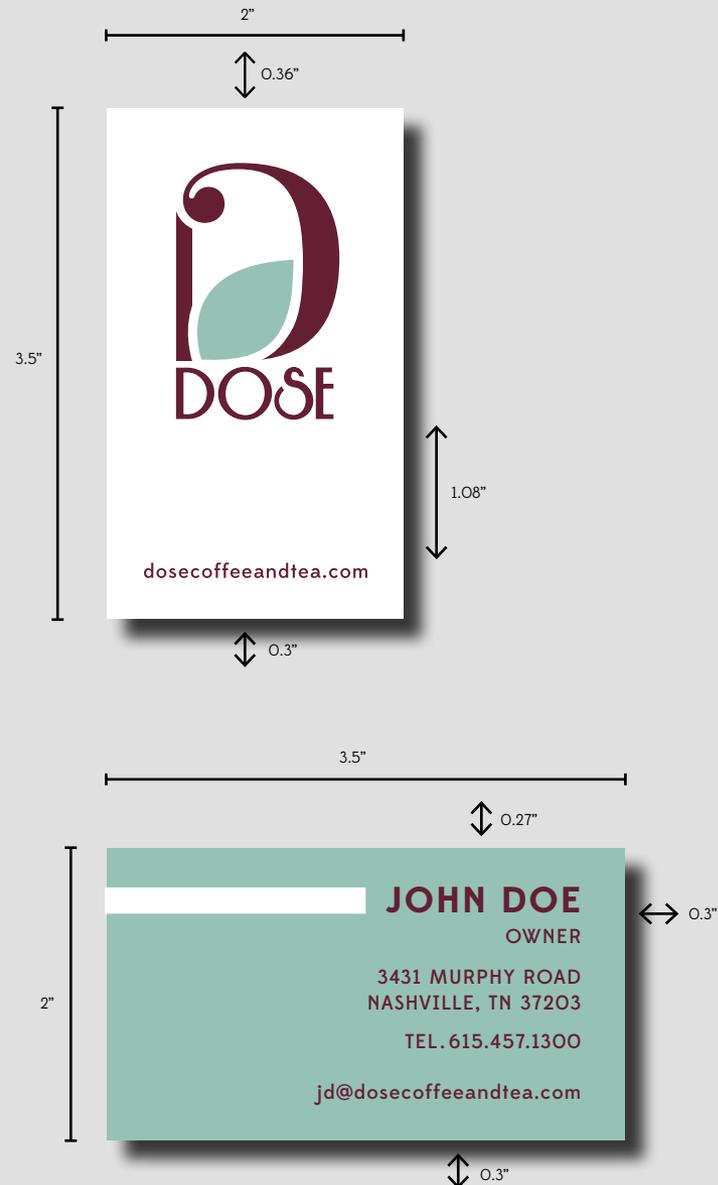


INDIVIDUAL BUSINESS CARD LAYOUT

Our 3.5" x 2.0" business cards are printed on Hammermill Color Copy Digital 80 lb. cover. On the front of both the individual and general business card, we have a portrait layout with our logo centered at the top with our website in 10pt Edmondsans regular at the bottom. On the back of the individual business card, we switch over to a landscape layout with the name of the employee in 18pt Edmondsans bold, their title in 10pt Edmondsans medium, contact information in 10pt Edmondsans medium, and our address in 10pt Edmondsans medium.

With the combination of a portrait/landscape layout, the card is designed to accommodate extended employee names, extended physical addresses, and extended emails.

NTS



GENERAL BUSINESS CARD LAYOUT

Our 3.5" x 2.0" business cards are printed on Hammermill Color Copy Digital 80 lb. cover. On the front of both the individual and general business card, we have a portrait layout with our logo centered at the top with our website in Edmondsans regular at the bottom. On the back of the general business card, we switch over to a landscape layout with the name of our business in 18pt Edmondsans bold and our contact information in 10pt Edmondsans medium.

With the combination of a portrait/landscape layout, the card is designed to accommodate extended employee names, extended physical addresses, and extended emails.

NTS



STATIONERY



LETTERHEAD LAYOUT

Our 8.5" x 11" letterhead is printed on Hammermill Color Copy Digital 80 lb. text. The logo and logotype are in the center of the top of the stationery while the business name, address, phone number, and website are centered at the bottom. The business name is in 13pt Edmondsans bold and the contact information is in Edmondsans medium. The stationery has a 13pt border that is the same cranberry color (Pantone 7421 XGC) as the logo. The back of the stationery will be the blue (Pantone 2455 CP) from our primary color palette.

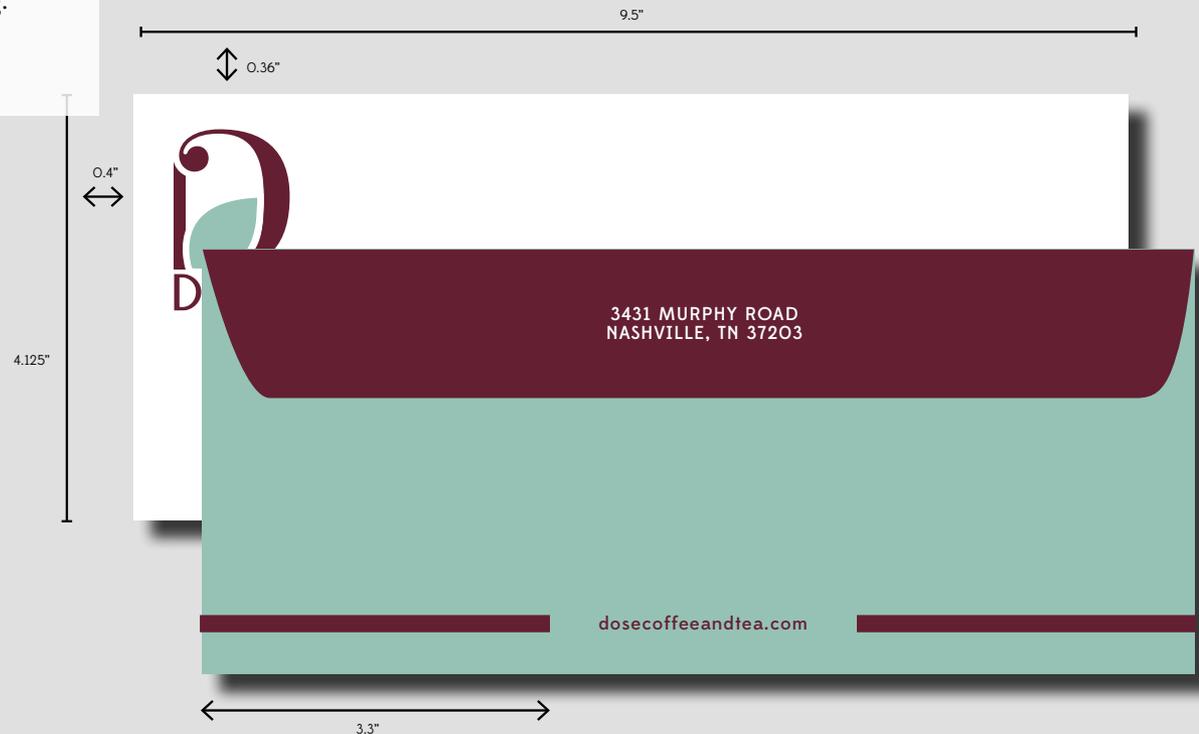
Margins should be 0.34" on all sides. These margins should be constantly maintained while using our stationery.

NTS



ENVELOPE LAYOUT

We use a #10 size envelope (9.5" x 4.125"). Printed on Hammermill Color Copy Digital 80 lb. text. The front features the logo in the top left corner. The return address is dead center on the back in the center of the flap. The information is in 13pt Edmondsans medium. The back of the envelope is the color of the leaf in the logo (Pantone 2455 CP) and the flap is the cranberry color (Pantone 7421 XGC) of the logo. At the bottom of the envelope the website is dead center in between two cranberry bars that are both 3.3" long.



DISHWARE

PLATES & GLASSES

All of our plates are solid white for a crisp, clean look. We have two round 8.5" plates; one plate is flat and the other is 0.5" deeper in the middle. Our rectangular third plate is 5" x 7" and will be used for sandwiches and chips.

For anything other than coffee and tea, we will use an 8oz solid white glass.



COFFEE MUG

All of our mugs feature our full color logo on the front. The size of the logo is 0.9" x 1.3". Any tea or coffee consumed in our restaurant will be served in this cup.



EMPLOYEE WEAR

EMPLOYEE T-SHIRT

All of our employees will wear a short-sleeved white t-shirt with our full color logo on the left side of the chest. The logo is 1.75" x 2.4". This t-shirt must be worn with dark blue or black denim jeans only.



ADDITIONAL APPLICATIONS

MENU

Our beverage and food menu is both 4.25" x 11" making it cost-effective and easy to print in-house and cut. The menus will be on bright white Hammermill 100lb cover. Our beverage menu is one sided while our food menu is two sided featuring the lunch on the front and the breakfast on the back. The fonts used are Century Gothic and Edmondsans. The size of the logo is 0.9" x 1.3". The menus will be kept at the front counter and are available for the customers to take.



specialty coffee, tea, & bakery

BEVERAGES

the classics	espresso	2.29
	macchiato	2.50
	cortado	2.75
	cappucino	3
	fiat white	3
	americano	2.52
	latte	
	8 oz	3.25
	12 oz	3.75
	16 oz	4.25
specialties	moka	
	12 oz	4.25
	16 oz	4.75
	firepot chai	
	12 oz	3.5
	16 oz	4
	milk tea	
	12 oz	3.5
	16 oz	4
	hot chocolate	
12 oz	3	
16 oz	3.5	
sidecar	3.5	
single macchiato & espresso		
espresso & fruit	3.5	
dried fruit paired with our featured espresso		
two ways	4	
featured espresso with the same coffee as a 4 oz japanese iced coffee		
con panna	3.5	
espresso over whipped cream		
cafe miel	3.5	
espresso over local honey with saigon cinnamon		
shakerato		
traditional with simple syrup & espresso latte	2.5	
shakerato with choice of syrup	4.25	

SYRUPS & SAUCES
vanilla bean, fresh ginger, sugar free vanilla, simple syrup, local honey, omahane chocolate sauce
46¢

MILK & NON-DAIRY
[all milk is local]
two percent milk, skim milk, whole tennessee real milk™, soy milk, almond milk
69¢

[f](#) [i](#) [t](#)
@dosecoffeeandtea
dosecoffeeandtea.com

3431 murphy road
nashville, tn
tel: 615.457.1300

ADDITIONAL APPLICATIONS



specialty coffee, tea, & bakery

FOOD

lunch	classic deli choice of ham/turkey, tomato, red onion, arugula, provolone, house mustard & mayo on whole wheat bread	8.5
	half sandwich with house salad	6.5
	turkey & brie	9
	sliced oven roasted turkey, melted double cream brie, caramelized onions on brioche with remoulade sauce & fresh green onions	1.5
	veggie	7
	omelette style egg with sauteed jalapeno slices, blue cheese, red onion, arugula, & olive oil on a hoagie	8
	half sandwich with house salad	6
	turkey & pesto	
	oven roasted turkey, swiss, arugula, house-made pesto mayo on sourdough	8.5
	half sandwich with house salad	6.5
salads	add hummus to sandwich	.75
	blue cheese & granola salad	5
	bed of arugula with sliced green apples, house made granola, golden raisins, and blue cheese served with a house made local honey vinaigrette	4.5
	quinoa salad	6
	golden raisins, green apple, celery, toasted almonds, and parsley served with a house made local honey vinaigrette	5
	side of hummus	2
	2oz portion of our house made hummus served with either a bagel or corn chips	2.5
		2.5
		.75
		5.5

NOTICE
all items are made to order and may take 5-15 minutes, please ask cashier if time is a consideration, thank you!

ALTERNATIVE OPTION
sandwiches can also be made as a small omelette with salad & all sandwiches are served with chips

[f](#) [i](#) [t](#)
@dosecoffeeandtea
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3431 murphy road
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dosecoffeeandtea.com

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nashville, tn
tel: 615.457.1300

WEBSITE

Our website will be the most comprehensive resource for everything Dose. Whether you need the latest music line up and schedule or detailed nutritional information on all of our food and beverage offerings, our web site has it. Our logo stays at 1.7" x 2.6" on each page. Our home page will have the option to sign up for our email list while our gallery page will have our latest Instagram posts with captions.

*see next two pages for larger versions of both the home page and gallery





HOME

GALLERY

MENU

EVENTS

CONTACT

ABOUT US

Since 2009, Dose has provided provided Nashville with exceptional coffee, tea, and fresh baked goods. In addition to our specialty products, we serve a breakfast and lunch menu consisting of made-in-house sandwiches and salads.

Our coffee menu is comprised of regular selections from Counter Culture Coffee as well as a By-the-Cup menu featuring coffee roasters from around the US. Past "Featured Roasters" include Intelligentsia Coffee, Ritual Coffee Roasters, Verve Coffee Roasters, PT's Coffee Roasting Company, Ceremony Coffee Roasters, and Madcap Coffee Company, among others. Check our home page and social media feeds for current selections. For at-home brewing, we have a selection of brewers, scales, filters, and freshly roasted beans. We also proudly serve a rotating selection of teas from Rishi Tea.

All of our baked goods are made from scratch and baked fresh every morning. Our bakery produces muffins, scones, and cookies, including a daily selection of gluten-free items. We also serves local bagels from Bagel Face Bakery.

Along with serving our community the freshest coffee and food, we are also a small venue for local artists to play shows or exhibit their art.

© DOSE COFFEE AND TEA. 2015.

JOIN OUR EMAIL LIST TODAY

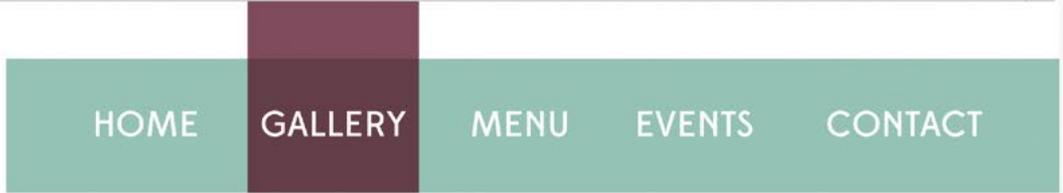
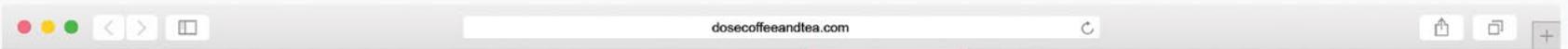
to be the first to know about events and promotions

name

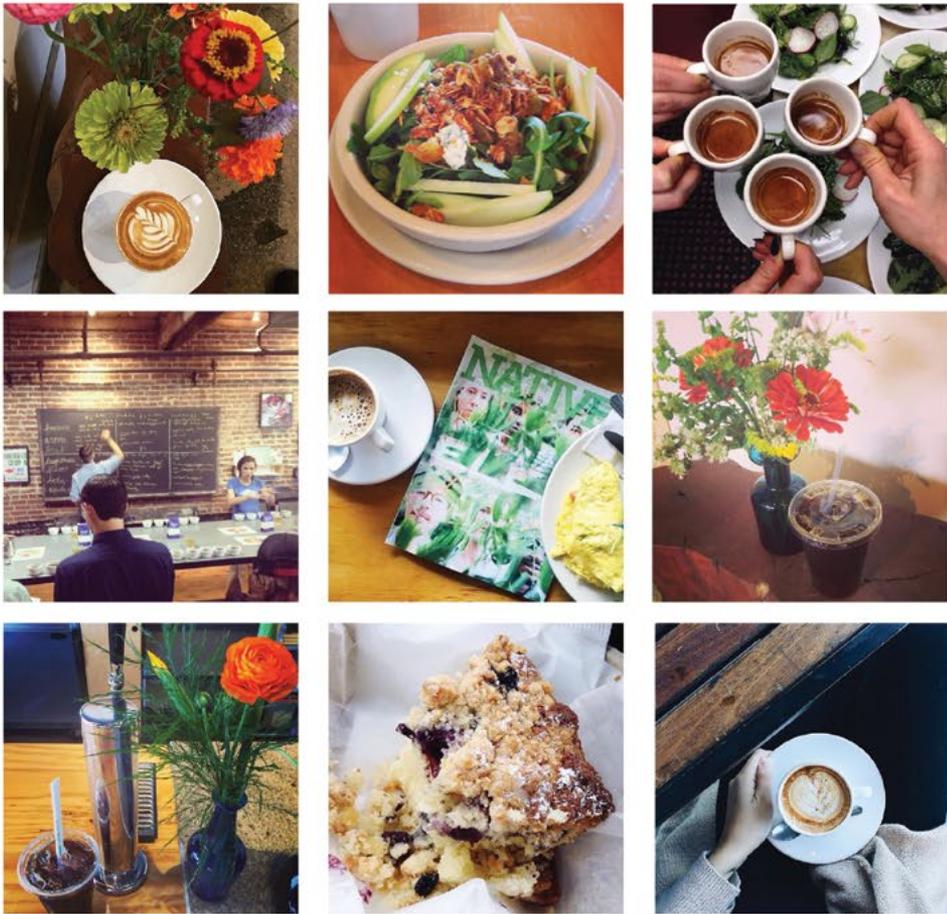
email

cell phone

SUBMIT



PEOPLE OFTEN ASK WHAT THE BEST THING AT DOSE IS, TRUTH BE TOLD, WE ARE PARTIAL TO THE WHOLE MENU. BUT IF WE HAD TO PICK, WE LOVE MAKING AND SERVING OUR CAPPUCCINO.



POSTCARD MAILER

Our promotional mailer will be 3.5" x 5" which is the standard postcard mailer size. Our logo will be 0.75" x 1.19". It will give our history and describe our mission. It will state that you can redeem this postcard for a free coffee on us. The postcard will include a photo of our coffee mug, website, and social media handles. The back of the postcard will be our solid Pantone 2455 CP with all of the mailing information.



PACKAGING AND PAPER GOODS

MERCHANDISE BAGS

Our merchandise bags will be solid white and feature our full color logo and 1.3" x 2.1". Our website, dosecoffeeandtea.com, will be one inch from the bottom in 10pt Edmondsans Regular. These bags will be used if anything is purchased from our store such as t-shirts, thermal mugs, or food to-go.

Our bags will come in three sizes: 8 x 4.75 x 10.25", 10 x 5 x 13", and 13 x 6 x 16".



COFFEE BAGS & STORAGE TIN

Our coffee bags will be a natural paper bag color. The size of the logo is 0.9" x 1.3". These bags will be the ones that we use to serve from and they will also be for sale in our store. The tin is what we will use in store to store things like sugar, salt, and other spices and will feature a sticker on top that describes the contents. The tin will not be for sale.



NAPKINS & UTENSILS

For our napkin we will be using a paper napkin that is the same cranberry color (Pantone 7421 XGC) as our logo. It features our website on the side in 10pt Edmondsans regular. Unfolded, they measure 15" x 17" and offer a 2 ply construction. This allows them to be a high quality, durable napkin, while still being disposable.

The durability of these paper napkins can even be creatively folded into attractive dinner setting designs or rolled to fit a napkin ring.

Featured to the right are also our utensils - coffee stirrer, fork, and knife. These items will be Eco-friendly and biodegradable.

Our sugar packet features the same blue as our logo (Pantone 2455 CP) and our website. "SUGAR" bleeds off the side in 30pt Edmondsans regular.



PAPER CUPS

Our paper cups will be a clean solid white featuring our full color logo at the bottom. Our cups will come in three sizes: 8oz, 12oz, and 16oz. Our coasters will also be solid white and feature the leaf from our logo in its original color (Pantone 2455 CP). The size of the logo is 0.9" x 1.3". Our cup sleeve will be our solid blue (Pantone 2455 CP).



MERCHANDISE

T-SHIRTS

We offer four color choices from our primary and secondary color palette. All four are a crew neck short-sleeved t-shirt. The grey shirt features our full color logo while the light blue and cranberry color from our palette feature our logo in all white. The size of the logo is 3.4" x 4.8". Our website will be on the back of the shirt just under the neck. All three colors are available at each Dose location.

100% organic cotton
S-M-L-XL-XXL-XXXL
unisex



LONG SLEEVED T-SHIRTS

We offer three color choices from our primary and secondary color palette. All three are a crew neck long sleeved t-shirt. The white shirt features our full color logo while the light blue (Pantone 2455 CP) and grey (Pantone 10101 C) color from our palette feature our logo in the solid cranberry color (Pantone 7421 XGC). The size of the logo is 2.2" x 3.1".

100% organic cotton
S-M-L-XL-XXL-XXXL
unisex



HOODIES

We offer three color choices from our primary and secondary color palette. All three are a distressed zip-up hoodie. The grey hoodie features our full color logo while the light blue and cranberry color from our palette feature our logo in all white. The size of the logo is 2.2" x 3.1". Our website is on the left side of the bottom of the hoodie's front pocket in 13pt Edmondsons medium. All three colors are available at each Dose location.

100% organic cotton
S-M-L-XL-XXL-XXXL
unisex



BASEBALL CAP

Our baseball cap comes in a standard, clean white. They feature the full color logo on the front and our website centered on the back. The size of the logo is 0.9" x 1.3".

100% organic cotton
one-size-fits-all stretch
unisex



ENAMEL MUG & WATER BOTTLE

For sale in our shops we will also have an enamel mug made of metal and a reusable glass water bottle. The mug is our palette's blue color (Pantone 2455 CP) with our full logo in white. The size of the bottle logo is 0.9" x 1.3". The reusable water bottle is made of recycled glass with our full logo in white and includes a plastic cork that will seal the bottle off. The size of the mug logo is 0.9" x 1.3".



ENVIRONMENTAL GRAPHICS

SIGNAGE

Hanging above our coffeehouse will hang an iron sign that will contain our full color logo with a decorative piece above it that says “coffeehouse.” Below our logo it will say “coffee and tea.” The dimensions for this piece will be 50” x 20”. Our sign will be back-lit and will be easily visible at nighttime. The size of the logo is 14” x 22”.



STORE FRONT

For our store front, we have three window panels. The middle panel will house our full color logo with “coffee and tea” beneath it. The panel closest to our door will have our website in the cranberry color from our palette and the panel to the right of our logo will have our address in the same color. The size of the logo is 30” x 20”. The website is in 50pt Edmondsans regular, “coffee and tea,” is in 50pt Edmondsans bold, and the address is in 50pt Edmondsans medium.



dosecoffeeandtea.com

coffee and tea

3431 murphy road
nashville, tn

VEHICLE GRAPHICS

For events outside of Dose we will have a food truck that will be a black retro style van. One side of the van will have the window for ordering food while the other side will be the grey from our palette (Pantone 10101 C), our logo, and website. The size of the logo is 14" x 22" and the website is in 50pt Edmondsans medium.



CREDITS

All websites that were used in the making of this brochure are listed below.

MOCKUPS

theapparelguy.deviantart.com
qeaql.com
forgraphictm.com
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Antonio Padilla

PHOTOGRAPHY

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indulgy.com
stadshem.se

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