



Java Momma

Independent Barista

BRANDING GUIDELINES
the do's and don'ts of Java Momma

Personal Branding

At Java Momma, we encourage our Baristas to brand themselves! This guide is designed to help you understand the dos and don'ts of personal branding for your Java Momma business.

The purpose of personal branding is to help you stand out amongst the crowd, to connect with your ideal client, and to attract new prospects to you.

Please note, it is not required to brand yourself. But should you choose to take that step, there are limitations to how you can use the Java Momma name and logos. These limitations are designed to minimize customer confusion between the corporate office and an Independent Barista.



*Congrats on starting your
Java Momma Business!
Here is a simple guide to help
you understand our brand!*

JM

PERSONAL BRANDING
stand out amongst the crowd

NAMING what is ok and what is not

What can I name my business?

Independent Baristas are free to choose any name they like for their business as long as it is not a derivative of Java Momma and does not, in any way, give the impression that they are Corporate Java Momma.

If you wish to include the Java Momma corporate name with your branding, you must use a separator between your business name and the corporate name, and your graphics must include the “Java Momma Independent Barista” logo to reinforce that separation.

Examples of names you may not use in your business name (to include your visual branding, email addresses, URLs, and usernames):

- Java Daddy
- Java Mama
- Java Cousin
- Java Granny
- Momma Java

Don't!

Have fun with your name and make it personal to you. Some ideas you can use are:

- Cup of Joe
- Jane's Coffee Shop
- Yellow Polka Dot Mug
- The Family Bean

If you choose not to create a unique name for you and your business, that's ok! You are welcome to use Java Momma in your business name as long as you follow these guidelines:

- Java Momma with Kelly Thomas

When using Java Momma at the beginning, please make sure to use WITH.

- Jane Smith fueled by Java Momma

When using any variation of (fueled, caffeinated, etc) BY, make sure Java Momma is after by.

Do!

SOCIAL MEDIA

naming do's and don'ts

Facebook

Business Pages

We encourage you to have a Facebook Business Page. You may use any of the examples in the “Do” section on the previous page.

If you choose to include Java Momma on your page other than in your name, please make sure to use “Java Momma Independent Barista.”

You may not use “Java Momma” in your Facebook url, regardless if you use it in your page name.

Customer/VIP groups

You may not use Java Momma in the name of your customer group. Here are some examples of other baristas’ customer groups:

- The Brewed Mama’s Tribe
- Jane Smith’s Coffee Addicts
- Percolating Coffee Crew
- Sips of Wanderlust VIP

Team Groups

It is ok to use Java Momma in your team name or be creative and use your own! Here are some of our baristas’ team names to help you get ideas:

- Java Momma Dreamers
- Espresso Patronum
- Arroasted Development
- Team Dream Bean

Instagram

If you use “Java Momma” in your Name, Username, or Bio, you must include Barista or Independent Barista.

OK!

Kelly Thomas
Java Momma Independent Barista

Not OK!

Jane Smith
Java Momma Coffee Co

*Please remember that Java Momma reserves the right to request you make changes if you are not adhering to P&P.

BRANDING GUIDELINES

For the Independent Barista

LOGO DO:



This logo is to be used on a transparent background in any of the colors + white listed below

LOGO DON'T:



squish unproportionally



use gradients



too small that it is illegible
or too big it is pixelated.



break apart and use elements
separate from one another

FONTS:

Black Jack Regular

Adobe Caslon Pro Font

Century Gothic

If you would like to be consistent with the Java Momma brand, these are our approved fonts

COLORS:

(+white)

NEUTRAL BLACK C



#1B0D0C

MOCHA



#441D0E

CARAMEL



#AA5926

LATTE



#DC9B55

CAPPUCCINO



#D8B980

NOTE: You are not required to use this logo.
These guidelines are only if you are using the Java Momma Indipendent Barista logo.

BARISTA LOGO
the do's and don'ts

Corporate Use Only

The Java Momma logo (without the Independent Barista tagline), the Java Momma Avatar, the tea leaf/coffee bean logo, and any other Company logos are not for use by Baristas.

ALL AVATARS



JM BRANDING



LEAF AND BEANS



MAIN LOGO



JAVA MOMMA LOGO
the logo elements

Where to find all the **goodies** LINKS

Back Office

Your back office contains all the variations of the Independent Barista logo.

- team.javamomma.com

Facebook Graphics Group

We are so awesome here at Java Momma, we even provide a group to teach you all the amazing ways to brand yourself as well as offer some amazing, pre-done templates that are ready for use! How cool is that? Check it out here:

- facebook.com/groups/jmofficialgraphics/

Helpful Websites

When creating your business, we have a few favorite apps and websites to get you started.

- Canva.com
- PicMonkey.com
- PicsArt (app)
- Wordswag (app)

