the MANOR

Visual identity guidelines
Jacquelyn Chen

19 September 2019

FINCA JAZMIN

AGED, WASHED HONDURAN COFFEE
PRODUCED BY ALMIKA GARCIA

Intensely sweet, berry jam-like aromatics open
into an almost effervescent, sparkling cup profile.

250g

ETHICAL • FAIR • CONSCIOUS

YIRGACHEFFE

AGED, WASHED ETHIOPIAN COFFEE
PRODUCED BY WETYE JILO

Citrus-like flavor, with sweet osmanthus
floral aroma and a black tea molasses finish.

250g

ETHICAL • FAIR • CONSCIOUS

SIDAMO

AGED, WASHED ETHIOPIAN COFFEE
PRODUCED BY GALICHA AWACHO

Lively acidity, deep, spice and wine or
chocolate-like taste and floral aroma.

250g

ETHICAL • FAIR • CONSCIOUS

FINCA EL CIPREZ

AGED, WASHED PERUVIAN COFFEE
PRODUCED BY JOSE HERRERA

Lively and bright, brown-sugary sweetness,
citrusy notes and apricot-like fruity flavors.

250g

ETHICAL • FAIR • CONSCIOUS

FINCA JAZMIN

AGED, WASHED HONDURAN COFFEE
PRODUCED BY ALMIKA GARCIA

Intensely sweet, berry jam-like aromatics open
into an almost effervescent, sparkling cup profile.

250g

ETHICAL • FAIR • CONSCIOUS

YIRGACHEFFE

AGED, WASHED ETHIOPIAN COFFEE
PRODUCED BY WETYE JILO

Citrus-like flavor, with sweet osmanthus
floral aroma and a black tea molasses finish.

250g

ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE

the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS

SINGLE ORIGIN, LIGHT ROAST

MARACATURRA

AGED, WASHED NICARAGUAN COFFEE
PRODUCED BY DON ISIDRO

Rich and spicy flavor and light fruity acidity,
often floral, lively aroma with light winey notes.

250g

ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE

the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS

SINGLE ORIGIN, LIGHT ROAST

MONTE CRISOL

AGED, WASHED COSTA RICAN COFFEE
PRODUCED BY JULIO FERNANDEZ

Silky smooth body, and fruity brightness,
blueberry topnotes and a buttery finish.

250g

ETHICAL • FAIR • CONSCIOUS

YIRGACHEFFE

AGED, WASHED ETHIOPIAN COFFEE
PRODUCED BY WETYE JILO

Citrus-like flavor, with sweet osmanthus
floral aroma and a black tea molasses finish.

250g

ETHICAL • FAIR • CONSCIOUS

SIDAMO

AGED, WASHED ETHIOPIAN COFFEE
PRODUCED BY GALICHA AWACHO

Lively acidity, deep, spice and wine or
chocolate-like taste and floral aroma.

250g

ETHICAL • FAIR • CONSCIOUS

MARACATURRA

AGED, WASHED NICARAGUAN COFFEE
PRODUCED BY DON ISIDRO

Rich and spicy flavor and light fruity acidity,
often floral, lively aroma with light winey notes.

250g

ETHICAL • FAIR • CONSCIOUS

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AGED, WASHED COSTA RICAN COFFEE
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Silky smooth body, and fruity brightness,
blueberry topnotes and a buttery finish.

250g

ETHICAL • FAIR • CONSCIOUS

FINCA JAZMIN

AGED, WASHED HONDURAN COFFEE
PRODUCED BY ALMIKA GARCIA

Intensely sweet, berry jam-like aromatics open
into an almost effervescent, sparkling cup profile.

250g

ETHICAL • FAIR • CONSCIOUS

YIRGACHEFFE

AGED, WASHED ETHIOPIAN COFFEE
PRODUCED BY WETYE JILO

Citrus-like flavor, with sweet osmanthus
floral aroma and a black tea molasses finish.

250g

ETHICAL • FAIR • CONSCIOUS

SIDAMO

AGED, WASHED ETHIOPIAN COFFEE
PRODUCED BY GALICHA AWACHO

Lively acidity, deep, spice and wine or
chocolate-like taste and floral aroma.

250g

ETHICAL • FAIR • CONSCIOUS

FINCA EL CIPREZ

AGED, WASHED PERUVIAN COFFEE
PRODUCED BY JOSE HERRERA

Lively and bright, brown-sugary sweetness,
citrusy notes and apricot-like fruity flavors.

250g

ETHICAL • FAIR • CONSCIOUS

FINCA JAZMIN

AGED, WASHED HONDURAN COFFEE
PRODUCED BY ALMIKA GARCIA

Intensely sweet, berry jam-like aromatics open
into an almost effervescent, sparkling cup profile.

250g

ETHICAL • FAIR • CONSCIOUS

YIRGACHEFFE

AGED, WASHED ETHIOPIAN COFFEE
PRODUCED BY WETYE JILO

Citrus-like flavor, with sweet osmanthus
floral aroma and a black tea molasses finish.

250g

ETHICAL • FAIR • CONSCIOUS

MARACATURRA

MONTE CRISOL

MANHELDING

SIDAMO

MARACATURRA

MONTE CRISOL

ORGANIC DRIED WHOLE FRUIT
RASPBERRIES
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

ORGANIC DRIED WHOLE FRUIT
CANTALOUPE
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

ORGANIC DRIED WHOLE FRUIT
MULBERRIES
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

ORGANIC DRIED WHOLE FRUIT
BLUEBERRIES
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

NATURALLY FERMENTED SODA
LEMON & GINGER
Organic, vegan and without artificial flavouring
250ml
ETHICAL • FAIR • CONSCIOUS

ORGANIC DRIED WHOLE FRUIT
JAPANESE PEACH
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
STRAWBERRIES
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
JAPANESE PEACH
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
VALENCIA ORANGE
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
HANDCRAFTED CANDLE
OSAFUME ORCHID
Made with soy
Vegan and cruelty free
No artificial scents
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
HANDCRAFTED CANDLE
BERGAMOT
Made with soy
Vegan and cruelty free
No artificial scents
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
RASPBERRIES
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
HANDCRAFTED CANDLE
OSAFUME ORCHID
Made with soy
Vegan and cruelty free
No artificial scents
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
HANDCRAFTED CANDLE
BERGAMOT
Made with soy
Vegan and cruelty free
No artificial scents
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
RASPBERRIES
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
JAPANESE PEACH
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
HANDCRAFTED CANDLE
FRESH PINE
Made with soy
Vegan and cruelty free
No artificial scents
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
STRAWBERRIES
Healthier snacking with freeze dried, delicious fruit
30g
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
NATURALLY FERMENTED SODA
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
ETHICAL • FAIR • CONSCIOUS

FORT CANNING PARK • SINGAPORE
the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS
ORGANIC DRIED WHOLE FRUIT
ETHICAL • FAIR • CONSCIOUS

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MANIFESTO

The Manor is all about wholesome consumerism.

MANIFESTO

We need to be more mindful of not only the food we eat – that´s only one end of the chain. The end product. The results. The fruit of many labours. If we could simply just begin thinking about the other end, we would uncover the story of how our food and products came to be and the key roles played by individuals to make them happen.

MANIFESTO

Hence at The Manor, we want to place a focus on our producers, growers and farmers just as much as we care about our patrons. Consumerism doesn’t have to be imbalanced or come at the expense of those who make the food and products that we know and love.

MANIFESTO

That´s why at The Manor, wholesome consumerism is our focus.

We´re not waiting for it to happen.
We´re making it happen.

BRAND

Brand voice

The Manor's brand voice is classified into categories to help define it best for any application. It is important to be aligned with the brand's values when acting or writing as a brand representative. Use the guidelines for a direction in writing content.

PERSONALITY

- Warm
- Helpful
- Prudent
- Introspective
- Straightforward
- Attentive

LANGUAGE

- Clear
- Concise
- Considerate
- Personable

TONE OF VOICE

- Confident, not cocky
- Sincere, not patronising
- Authentic, not pretentious

COPYWRITING NOTES

-

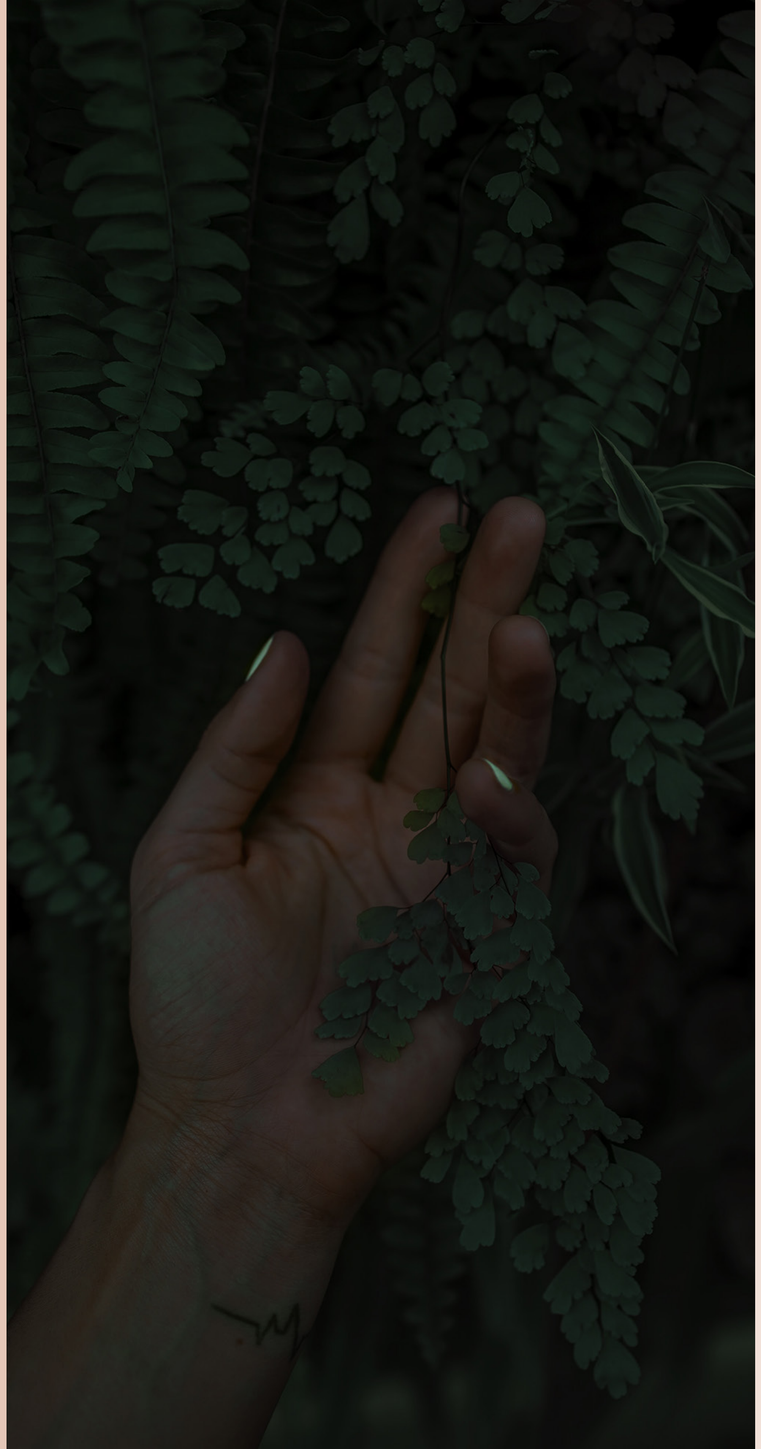
Writers need to be attentive when writing for the brand. Always cross check for spelling and grammatical errors and avoid misusing obscure terms.

COLOUR

Approved colours

This is the primary palette as demonstrated in visual branding. Use only these colours for the logos in the appropriate colour spaces, unless black or white graphics are necessary.

Use these as much as possible in branding collateral and packaging across the board.



Lush Green

CMYK	RGB	PANTONE
C 83	R 30	5467 C
M 54	G 50	
Y 62	B 50	
K 67		

Warm Tan

CMYK	RGB	PANTONE
C 14	R 220	7513 C
M 32	G 180	
Y 36	B 160	
K 3		

COLOUR

Colour tints

Colour tints can be used as well. For lighter tints, use the primary colours and lighten accordingly. If a darker tint is needed, the values can be found on this page.

Lush Green

Darker tint

CMYK
C 85
M 65
Y 60
K 80

RGB
R 30
G 50
B 50

Primary colour

CMYK
C 85
M 55
Y 60
K 60

RGB
R 30
G 50
B 50

Lighter tints in increments of 10%

Warm Tan

Darker tint

CMYK
C 24
M 40
Y 45
K 0

RGB
R 200
G 160
B 140

Primary colour

CMYK
C 15
M 30
Y 35
K 0

RGB
R 220
G 180
B 160

Lighter tints in increments of 10%

COLOUR

Secondary colours

The secondary palette can be used for brand collateral or colour coding purposes, especially in The Sundry Lounge product collections.

Deep Navy

CMYK	
C	100
M	95
Y	35
K	70

RGB	
R	20
G	15
B	50

Rich Burgundy

CMYK	
C	55
M	95
Y	45
K	75

RGB	
R	60
G	10
B	35

Berry Red

CMYK	
C	35
M	100
Y	70
K	40

RGB	
R	125
G	5
B	35

Burnished Brass

CMYK	
C	35
M	68
Y	100
K	40

RGB	
R	125
G	70
B	5

LOGO

Wordmarks

The wordmark, or logo, is the graphic that represents the brand. It should be used accordingly where applicable.

It is important to use the wordmark as it is provided. Do not alter it in anyway.

the

MANOR

NOURISHMENT & WELLBEING

LOGO

Wordmarks

The wordmark, or logo, is the graphic that represents the brand. Within The Manor, there are three sub-brands with their respective wordmarks. They should be used accordingly where applicable.

It is important to use these wordmarks as they are provided. Do not alter them in anyway.

the MANOR
NOURISHMENT & WELLBEING

The manor is the main brand which the other sub-brands fall under.

the TEA ROOM
VEGAN DINING

This is the brand for the tea appreciation and vegan dining establishment

the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS

This is the brand for the grocery store and crafts showcase

the ATTIC
EVENTS & EXPERIENCES

This is the brand for the events space at the top floor

LOGO

Wordmarks

Without taglines

The wordmarks can alternatively be used without its respective taglines, especially for use in certain printing methods where fine lines and graphics will not be properly produced.

(E.g. silkscreen printing might not show the tagline properly if it's at a small size).

the MANOR

the TEA ROOM

the SUNDRY LOUNGE

the ATTIC

LOGO

Wordmarks

Colour

Use logos in the primary palette as much as possible, before considering black or white variations. You may also use the secondary palette colours if necessary.

the MANOR

the MANOR

the MANOR

the MANOR

LOGO

Clearspace

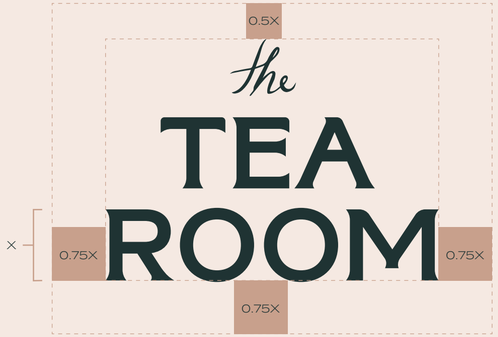
A minimum clearspace is placed all around the logos and is necessary to maintain the integrity of the logo.

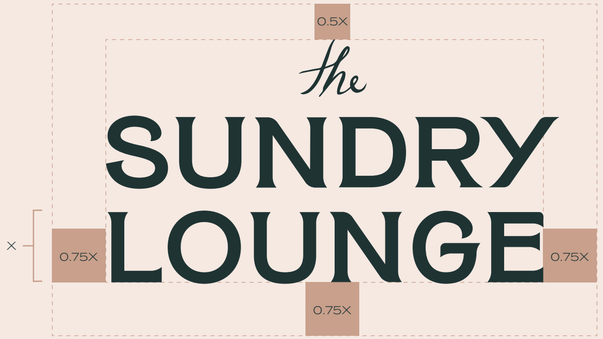
X stands for the height of the first letter of the logo, and the clearspace is a value of X. The clearspace on the top is slightly less than the bottom and sides to compensate for how much space there already is at the top.

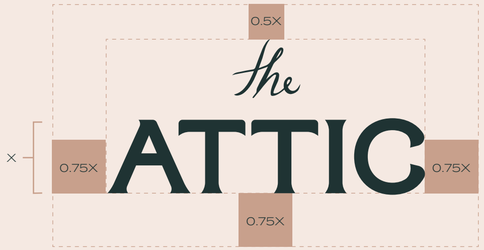
LOGO

Clearspace

A clearspace is placed all around the logos and is necessary to maintain the integrity of the logo. X stands for the height of the first letter of the logo, and the clearspace is half of X.







LOGO

Minimum sizes

The wordmarks should not go below the minimum size for best clarity and integrity.

Print
20mm height

the MANOR
NOURISHMENT & WELLBEING

the ATTIC
EVENTS & EXPERIENCES

Digital
38px height

Print
30mm height

the TEA ROOM
VEGAN DINING

the SUNDRY LOUNGE
RESPONSIBLE PROVISIONS

Digital
60px height

LOGO

Minimum sizes

The wordmarks should not go below the minimum size for best clarity and integrity.

Print
6mm height

the MANOR

the ATTIC

Digital
18px height

Print
10mm height

the TEA ROOM

the SUNDRY LOUNGE

Digital
30px height

LOGO

Do´s and Don´ts

Do not alter the logos in any way, and do only use them as they are provided to you. The examples used are The Manor logos, but the guidelines apply to all brand assets.

Do not distort any of the logos.

Do not use colours outside of what's approved for the brand.

Do not change any aspect of the brand assets.

Do not create an outline out of the logos.

Do not place it on a busy background that makes it hard to see.

Do not create an outline around the logos.

TYPOGRAPHY

Approved typefaces

These are the fonts to use for all brand collateral belonging to The Manor. It is recommended that if for any reason these fonts cannot be used, the closest substitutes should be used at the user's discretion.

Minerva Modern Regular, tracking +25

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*_+

Benton Sans, tracking +25

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*_+

Benton Sans Light
Benton Sans Book
Benton Sans Medium
Benton Sans Compressed Book
Benton Sans Compressed Medium
Benton Sans Wide Light
Benton Sans Wide Book
Benton Sans Wide Regular

Notes Minerva Modern is a font available on the Adobe Typekit. If for some reason one is unable to obtain it for use, the alternate is Optima Regular, tracking +25.

If Benton Sans is not possible to obtain to use, the Roboto font family is an acceptable alternative, available free on Google Fonts. Use Roboto Light for body copy.

TYPOGRAPHY

Typeface usage

Demonstrated here is the use of the brand's typefaces. It is ideal for both Minerva Modern and Benton Sans to be used together in any single piece of brand collateral or material.

BENTON SANS COMPRESSED LIGHT

Your everyday header goes here

This is your body copy in Benton Sans Book. Benton Sans is available in the Adobe Typekit.

Erro ea dolupta experio nsequi desto bea velluptat. Ligendam eatquid ut et ipsa dolende sequodi scimaiorem harunt enimodi culpa con nostia natiaestem. Et aut mi, omnim inum, sam ratque es vel minis que sapiend itibus con repratur re aspis nonseritiam, solorep tatendellor autem qui de ea sunture.

TYPOGRAPHY

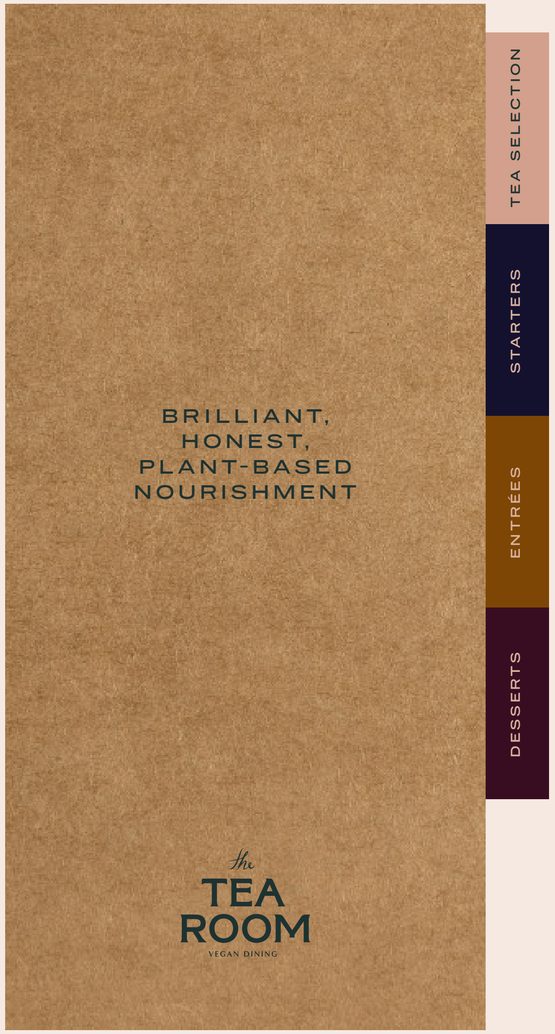
Business card

An example of typeface usage in a likely scenario. In this case, the business card demonstrates the use of both typefaces.

TYPOGRAPHY

Example: menu

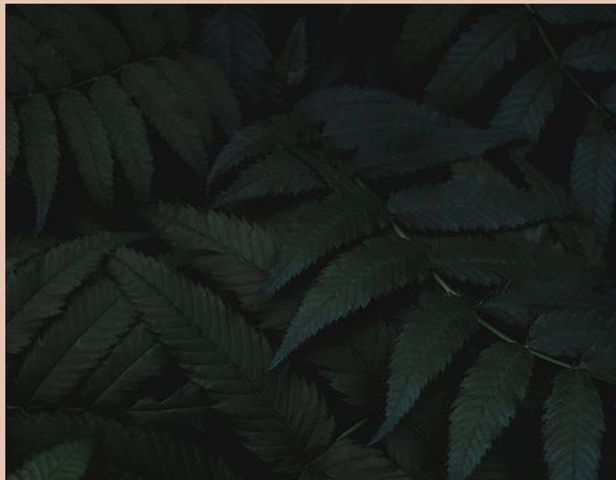
Another example of typeface usage in a likely scenario. In this case, a menu demonstrates how the typefaces can be used to categorise sections.



IMAGERY

Visual messaging

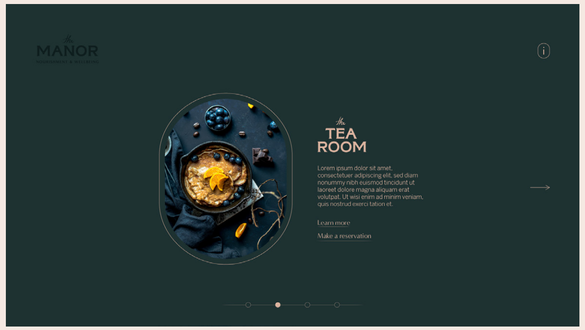
Here are some examples of the images that are suitable to represent the brand. Images should be authentic, moody, pensive and focused.

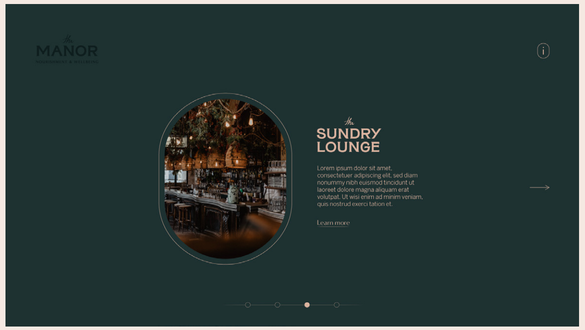


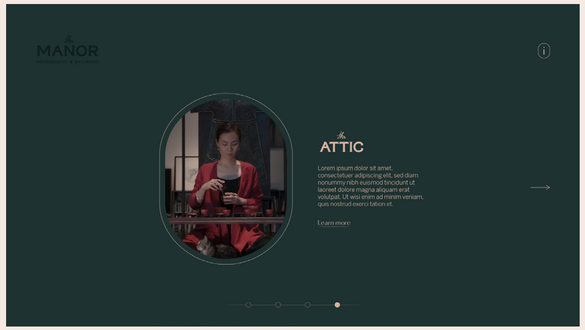
BRAND

Website

Website design should be clean, minimal and uses images as described in the visual messaging section.







BRAND APPLICATIONS

Staff attire

Staff members do not need a uniform, but are to wear a white collared shirt of their own style and preference, and neutral coloured bottoms and shoes. They will then be given company aprons to protect their clothing.

BRAND APPLICATIONS

Packaging

Product packaging should be designed with sustainability in mind. Here, our shopping tote is made of natural fibres, and our coffee bean packaging is made of biodegradable and compostable materials.

BRAND APPLICATIONS

Packaging

More examples of packaging that is friendly for our environment. The tea is sealed in foil packages for better shelf life and freshness, and packed in recycable boxes.

BRAND APPLICATIONS

Packaging

Here are some examples of packaging that do not contain the label lock up, to show that the brand is still recognisable without it.

BRAND APPLICATIONS

Packaging

Here are more examples of packaging that do not contain the label lock up, to show that the brand is still recognisable without it.

THANK YOU

Photos are from Unsplash.com