

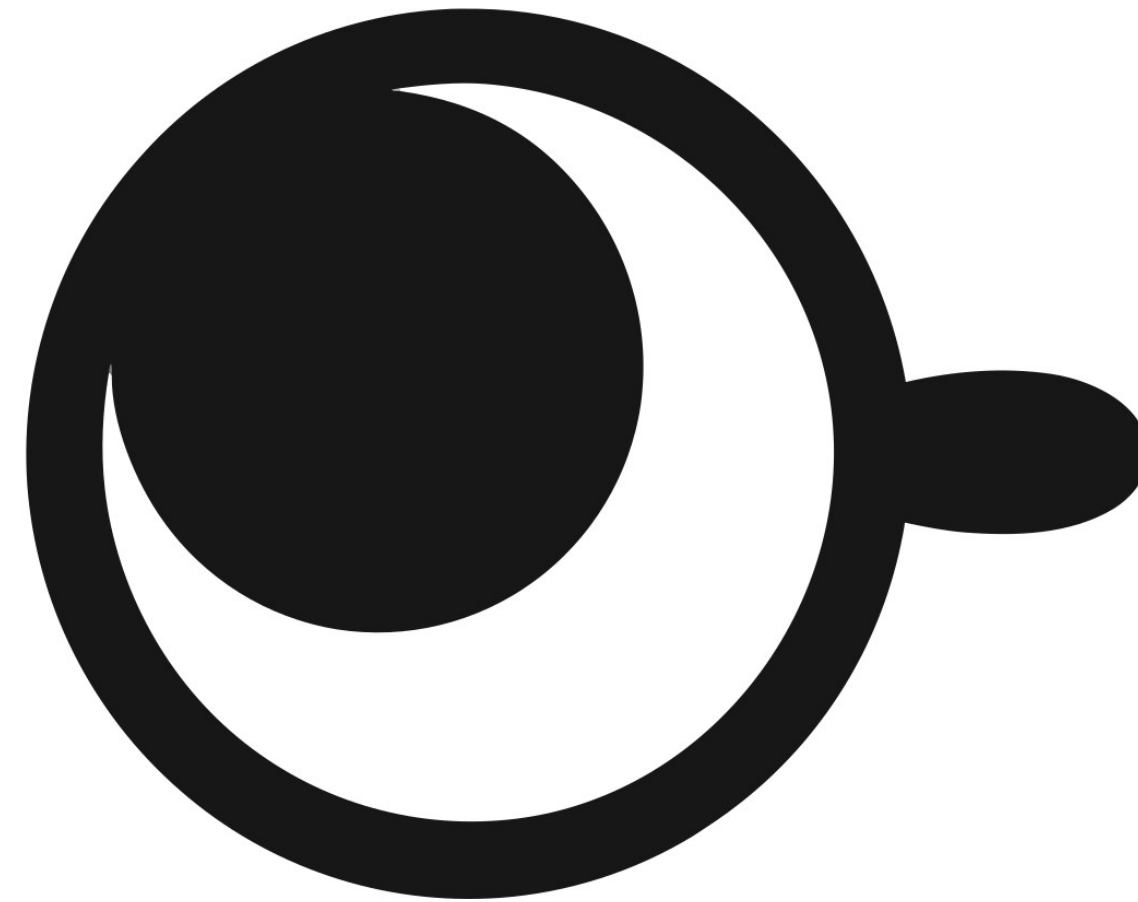
Brand Guidelines

Ground & Gauge

Branding concept

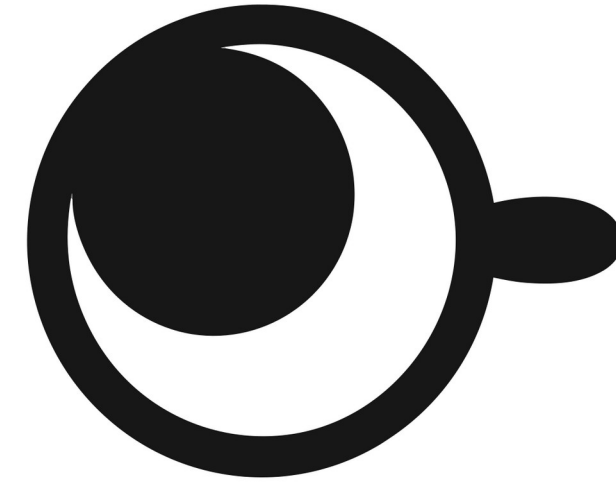
Coffee equipment and brewing setups explored through measured recipes, practical fit and everyday workflow. A clean photographic coffee journal with a demitasse identity, realistic drink proportions and precise, approachable tools.

Logo



Logo

Primary



Primary Palette

Paper and Ink form the quiet foundation. Muted supports secondary information, Rule separates ideas, and Copper adds warmth to selected interface details.

Paper
R248 G247 B243
#F8F7F3

Ink
R23 G23 B23
#171717

Muted
R119 G115 B105
#777369

Rule
R220 G216 B207
#DCD8CF

Copper
R138 G67 B46
#8A432E

Typography

DM Sans
Manrope