Brand Guidelines

2026



Seaglass
Coffee &
Bakeshop

Contents

Vision

Brand Direction 03
Identity Overview 04

Logo

Logotype 09
Combination Mark 10
Logo Mark 12
Logo Mark + Font 14
Logo Seal 16
Do’s & Dont’s 18

Typography

Weight Styles 20
Hierarchy 21
Unbounded 22
Albert Sans 23

Color

Brand Palette 26
Tints & Shades 27
Logo Colors 28
Alternate Logo Colors 29
Logo Mark Colors 30
Logo Mark + Font Colors 31
Logo Seal Colors 32
Do’s & Don’t of Color 33

Numa Collab

Co-Branded Logo 35
Color Options 36

Imagery

Seaglass Seagull 39
Color Options 40
Alternate Illustrations 41
Textures & Patterns 42
Environment Photography 43
Human Photography 44
Sample Assets 45

Vision

Brand Theme

PNW, Local, Beach, Welcoming, Vintage, Authentic

Brand Direction

Seaglass is everything that a local, seasonal, & community based coffee and bakeshop should be. It’s built from the ground up to serve and connect whether it’s brewing the best coffee, baking delicious pastries, or hosting local events. The identity is rooted in community, conveying a welcoming and unpretentious atmosphere.

The brand draws inspiration from nature and the beaches of the Pacific Northwest, and evokes the feeling of outdoors while maintaining a clean, handcrafted feel. The visuals are inspired by the beach, cut glass, watercolor textures, and ink script without being kitsch or gaudy.

Target Audience

The locals: the daily commuters, the neighbors, the regulars
The tourists: the beach bums, the day trippers, the adventuring families.

Vision

Visual Identity Overview

01. Logo

Seaglass

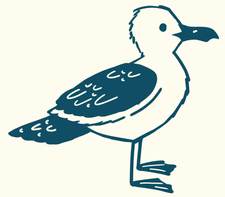
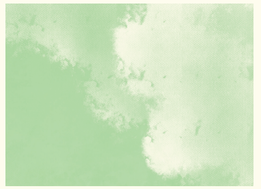
02. Typography

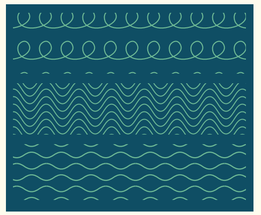
Unbounded
Bold
Regular
Light

Albert Sans
Bold
Regular

03. Colors

04. Imagery




SEAGLASS
COFFEE & BAKESHOP

Seaglass

Coffee &
Bakeshop





Seaglass | numa



LOGO

Segla

Logo

Logotype

Defined by its free flowing cursive, but clean and minimal design.

The logotype should be used for the Brand as a whole, whenever it is separated from the Bakeshop.



Logo

Combination Mark

The Logo with the tagline “Coffee & Bakeshop” should always be used when branding the Bakeshop or any materials or merch associated with the physical location.



Logo

Combination Mark Construction

The spacing around the logo itself is defined by the “x-height” of the standard letters [e & a]. ¼ x-height is used for the lockup of the tagline “Coffee & Bakeshop” under the logotype.



Logo

Logo Mark

The standalone “S” logo mark for Seaglass should be used when the standard logo would be too small to be readable or for stamps, seals, merch designs, etc.



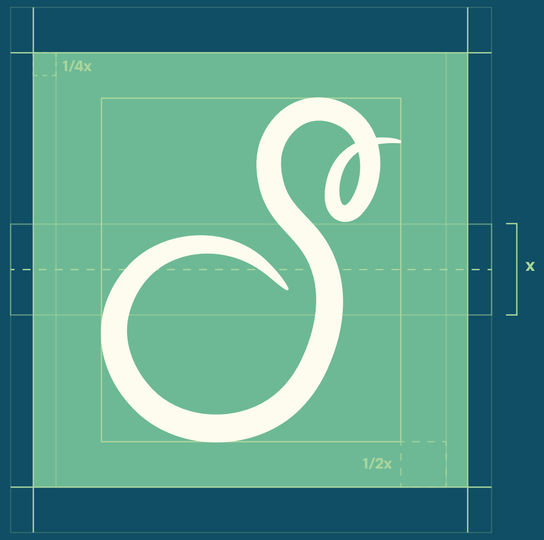
Logo

Logo Mark Construction

The Mark is taken directly from the standard Seaglass logo. The bottom tail is stopped short from crossing the stem of S, to prevent a t-shape from forming and drawing the eye away from the mark.







Logo

Logo Mark + Font

The Logo Mark paired with the Unbounded Font brings another option for logo use. This allows a bit more flexibility for size and readability.

Vertical Mark



Horizontal Mark



Logo

Logo Mark + Type Construction

The x-height of the Seaglass font matches the x-height of the S Mark. Use an x-height space from the S Mark to the Name, and use a ½ x-height to space the Tagline.

Vertical Mark



Horizontal Mark



Logo

Logo Seal

The Logo Seal is built around the Logo Mark, using an edited form of the Unbounded Font. It should only be used with the same rules as the Combination Mark (only when referring to the physical location)



Logo

Logo Seal Construction

Two concentric circles are drawn x-height away from the bounding box of the S Logo mark. Both sets of text are centered between the two circles and scaled and spaced to fill the space.



Logo

Do’s & Dont’s

The Logotype, Logo Mark, and Combination Mark must not be altered or distorted in any way.

The effectiveness and cohesion of the brand relies on consistent usage outlined in this brand guide.

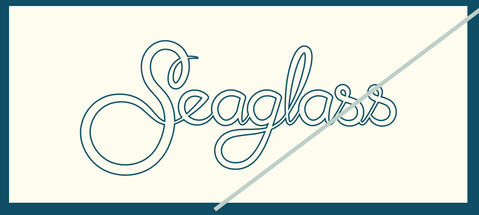
DON’T
Never stretch any logo to fit, instead utilize white space or use an alt logo



DON’T
The Combination Mark becomes unreadable at small sizes



DON’T
The Logo should never be outlined, use an alternate color option if needed



DON’T
Never use the Logomark in the same space as the Logotype



DON’T
Never scale the logo to all edges, leave x-height whitespace



DON’T
The Sea Blue Logotype should never be used with dropshadows



DON’T
Never use a font for the Bakeshop, always use the Combination Mark



DON’T
Never use a font for signage, use the Logo Mark or Combination Mark



DON’T
The Logo should never be rotated or flipped



TYPOGRAPHY

Unbounded Extra Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt U
0 1 2 3 4 5 6 7 8 9

Unbounded Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
0 1 2 3 4 5 6 7 8 9

Unbounded Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu V
0 1 2 3 4 5 6 7 8 9

Unbounded Light

Typography

Weight Styles

Title Copy
Used for larger signage or full size titles.

Header
Standard headline style, used to label sections copy.

Subheader
Used when defining smaller sections within copy.

Copy Text & Details
Used for standard paragraphs and longer copy.

Title	SEAGLASS TITLE	Unbounded Weight: Black Case: All Caps
Header	Seaglass Standard Header	Unbounded Weight: SemiBold Case: Title Case
Subheader	**Subheader For Body Text**	Albert Sans Weight: ExtraBold Case: Title Case
Copy Text	Normal body text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation	Albert Sans Weight: Regular Case: Sentence Case
Details	*Detail text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation*	Albert Sans Weight: Light Italic Case: Sentence Case

Typography

Hierarchy

To best define the hierarchy between the font styles, most use the x-height of the previous weight to determine the size. Title copy is the one exception because it is an all-caps style, so half-height should be used to calculate Header in comparison to Title.

half-height
Half the calculated height of a font, or the centerline of a title.

x-height
Height of a standard letter with no ascender.

Title — SEAGLASS

Header — Coffee & Bakeshop

Body Copy — A local, seasonal, & community based space in Alki Beach. Serving the best coffee, delicious home baked pasteries, and hosting local events & parties



Typography

Unbounded

A unique and modern font with memorable shapes within letterforms. This is a fairly flexible font with a wide range of weights.

Use
Unbounded is the font used for the Tagline of the Seaglass Combination Mark, the Name and Tagline for the Logo Seal, and for Title and Header styles.

Unbounded Extra Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Unbounded Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Unbounded Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Unbounded Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Unbounded Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Typography

Albert Sans

A clean and modern sans-serif that's easily readable at all sizes, with an entire set of bold and italic weights.

Use
Albert Sans is used for all Subheaders, Body copy, and Detail copy

Albert Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Albert Sans Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Albert Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Albert Sans Medium Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Albert Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Albert Sans Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Albert Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Albert Sans Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

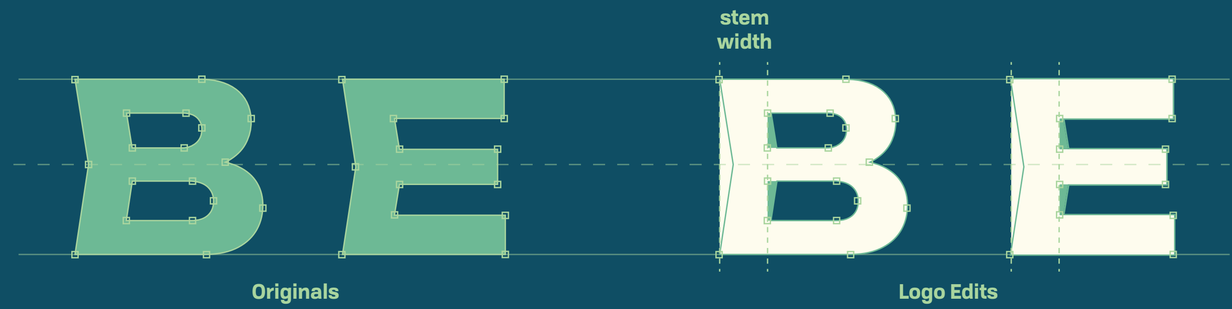
Typography

Unbounded Edits

Although Unbounded has a memorable look, the uppercase B and E letterforms create extra detail and distract from the Seaglass logo as a whole. These letters are edited to better blend in, by removing the extra anchor points on the center of the stem. This simple change brings them in a straight line to better match the rest of the font.

When to Edit
This edit only needs to be done for the Logo itself, not for Titles or Headline copy.

Letterform Edits



Alphabet Sample

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Logo Edits

Coffee &
Bakeshop



COLOR

Color

Brand Palette

Inspired by Alki Beach and the Pacific Northwest, this cool pastel palette has high contrast and multiple uses.

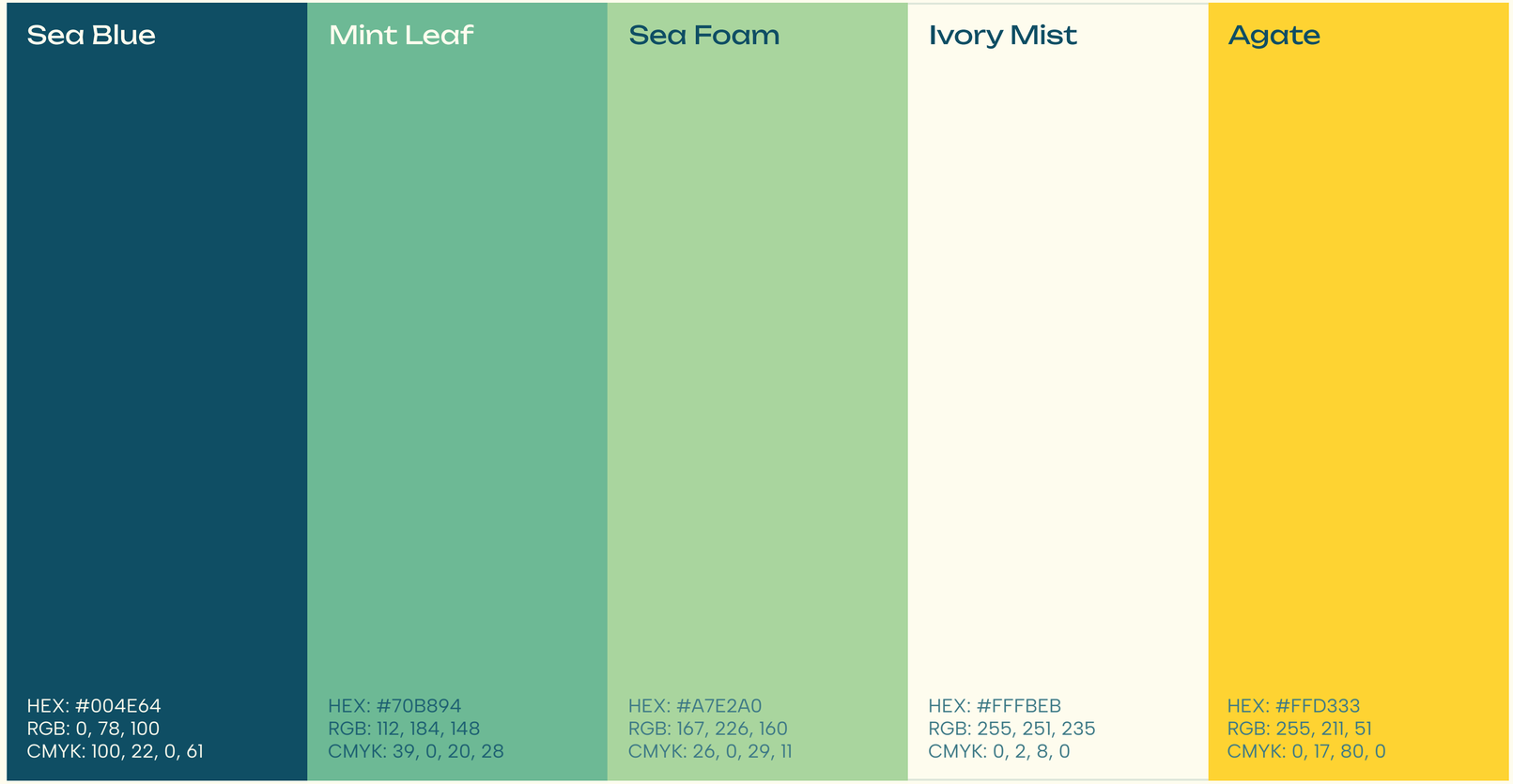
Sea Blue
The standard Seaglass logo color

Mint Leaf
Main accent color to be used against Ivory

Sea Foam
Secondary Accent for the combination mark against Sea Blue

Ivory Mist
The standard Seaglass white color to contrast Sea Blue

Agate
Tertiary Accent color only to be used against Sea Blue or White

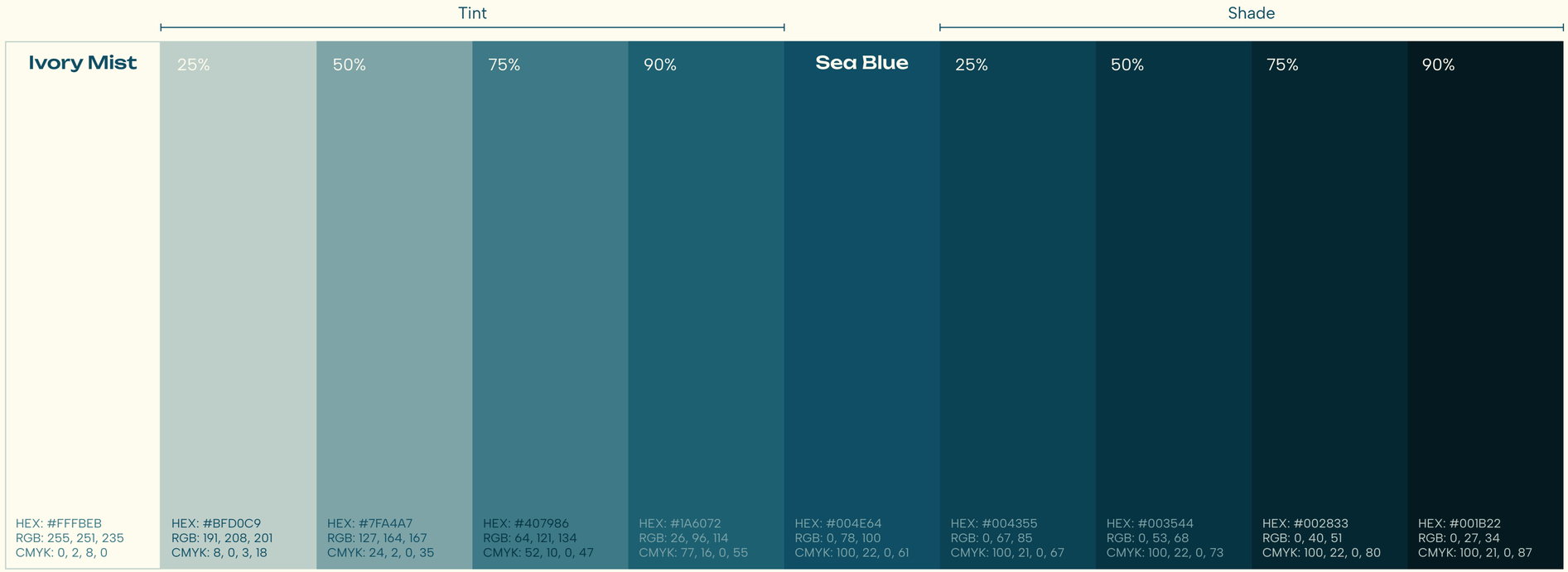


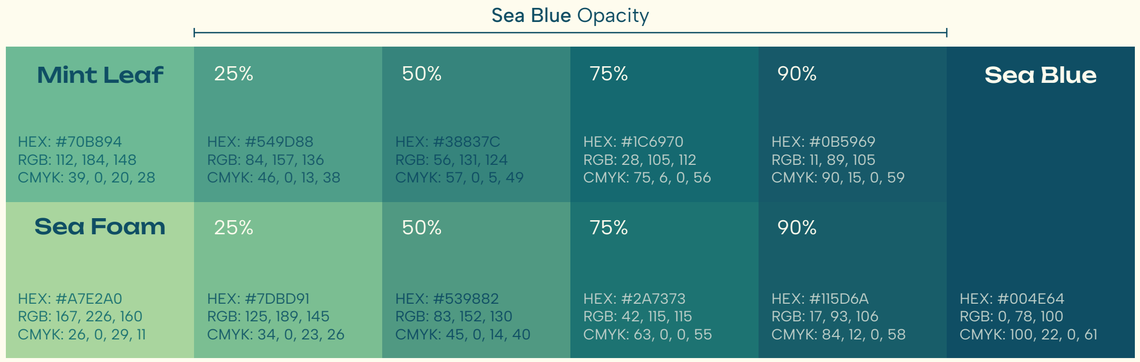
Color

Tints & Shades

To better fit the palette, a gradient tint between Sea Blue and Ivory Mist was created in 25% opacity changes. For a darker Sea Blue, standard shade increments are used.

Opacity versus HEX
Whenever overlaying assets such backgrounds or illustrations Opacity should be used for Sea Blue, especially on Mint Leaf of Sea Foam





Color

Standard Logo Colors

The standard logo uses Sea Blue for the Logotype and Mint Leaf for the Tagline. When inverted, Ivory Mist is used for the Logotype and Mint Leaf for the Tagline

Standard Colors



Monochrome



Color

Alternate Logo Colors

Mint Leaf Alt
Mint Leaf is used for Logotype & Sea Foam for the Tagline.

Agate Alt
Agate should only be used as the Tagline when against the Sea Blue background. If using Agate as the background, the Logotype is Sea Blue and the tagline needs to be standard White (not Ivory Mist)

Dark Shade Alt
Darker shades of Sea Blue can be used when in need of greater contrast. Only use Ivory Mist for the Logotype, and either Agate or Sea Foam for the tagline.

Mint Leaf Alt



Agate Alt



Dark Shade Alt



Color

Logo Mark Colors

The Logo Mark has a bit more flexibility with color options because it doesn't need to balance readability or scale for the tagline.

Ivory Background
Sea Blue, Mint Leaf, and any darker shade of Sea Blue works

Sea Blue Background
Only use Ivory Mist, Sea Foam, and Agate against a Sea Blue background

Agate Background
Only use Sea Blue or a darker shade of Sea Blue

Mint Leaf Background
Only use Ivory Mist or 90% Shade of Sea Blue

Dark Background
Ivory Mist, Sea Foam, and Agate can be used against darker shades of Sea Blue



Ivory Bg



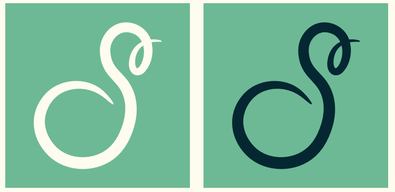
Sea Blue Bg



Agate Bg



Mint Leaf Bg



70% Dark Bg



Color

Logo Mark +Font Colors

The Logo Mark + Font follows the same rules as the Combination Mark but provides a bit more flexibility with the Vertical, Horizontal, and Solo Font options

Vertical







Horizontal







Solo Font







Color

Logo Seal Colors

The Logo Seal has a few options for Logo and background colors. When using Agate as the background, only use standard White for the Lettering.

Ivory Bg



Sea Blue Bg



Mint Leaf Bg



Agate Bg



Sea Blue + Agate



Color

Do’s & Dont’s of Color

Don’t use Sea Foam or Agate against Ivory Mist. This creates too low of contrast and becomes unreadable. Also don’t use Agate against Mint Tea of Sea Foam as these colors clash.

Don’t use the HEX code for the Sea Blue tint against Mint Tea of Sea Foam, use the Opacity % percentages

Don’t use more than one accent color in copy. Pick on accent color for Headlines (not required) and keep Subheaders and Body copy Sea Blue against Ivory, or Ivory against Sea Blue.

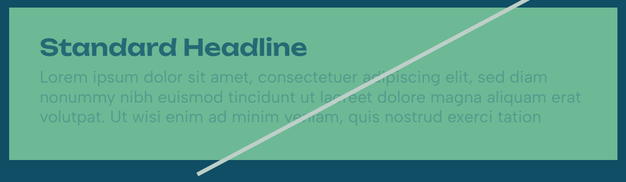
DON’T
Use low contrast color combinations



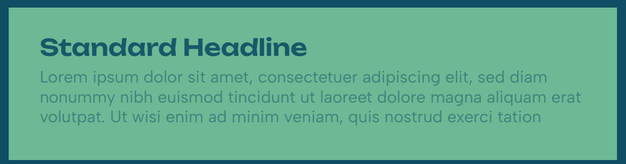
DO
Pair **Mint Leaf + Ivory, Sea Blue + Agate**



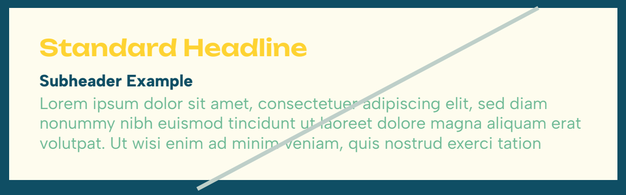
DON’T
Use the HEX **Sea Blue** tints over other colors



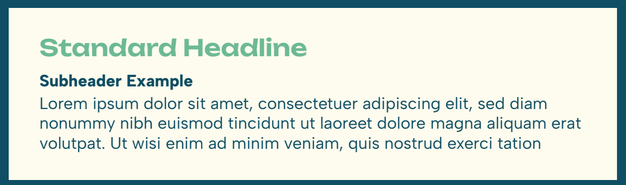
DO
Use **Sea Blue** Opacity percentages



DON’T
Use multiple colors for Headlines and Body copy



DO
Use one highlight color for Headlines or Titles



NUMA COLLAB

numa

Numa Collab

Co-Branded Logo

Although Seaglass and Numa are vastly different logos, the style and colors of Seaglass were designed to be visually separate while still able to be aligned. Utilizing a line/pipe with an accent color helps to easily and simply separate the two while showing the connection and collaboration.



Numa Collab

Color Options

The standard Co-Brand features both logos in Sea Blue on Ivory Mist with a Mint Tea line

Sea Blue Background
Ivory Mist Logos with a Mint Leaf Line should be used against the Sea Blue background

Mint Leaf Background
Ivory Mist Logos with a Sea Foam Line against the Mint Leaf background

Agate Option
Ivory Mist Logos with a Agate Line is another option against the Sea Blue background

Sea Blue BG
+ Mint Leaf Line



Mint Leaf BG
+ Sea Foam Line





Sea Blue BG
+ Agate Line





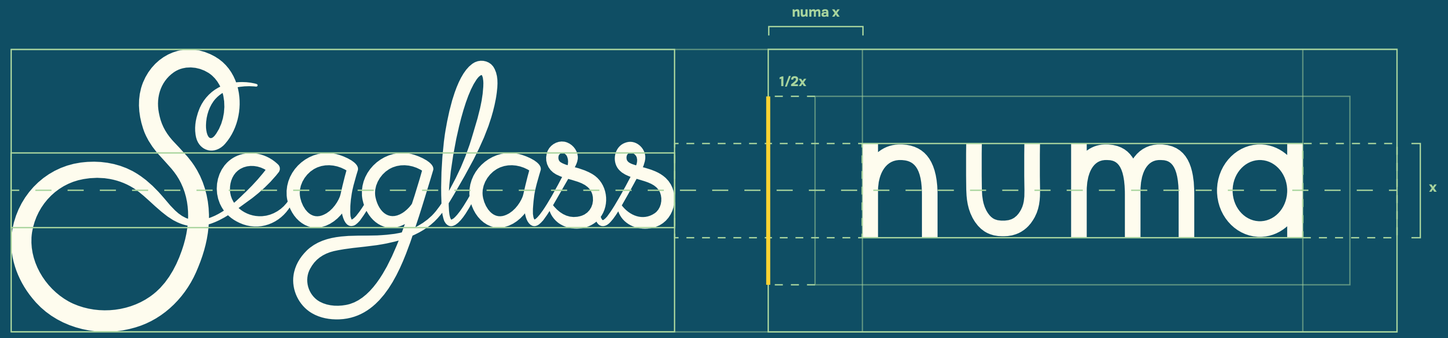
Numa Collab

Co-Brand Construction

Finding a balance between two vastly different logos is a challenge, but utilizing scale and x-height between both logos brings a better balance. Because the type of the Numa Logo is a thicker and heavier font, it needs to be scaled smaller than Seaglass.

The x-height of the Numa Logo was used to create the negative space between both logos and the Line, as well as determine the scale of the logo itself. 3x-height of the Numa logo aligns with the height of the Seaglass logo.

Horizontal



Vertical



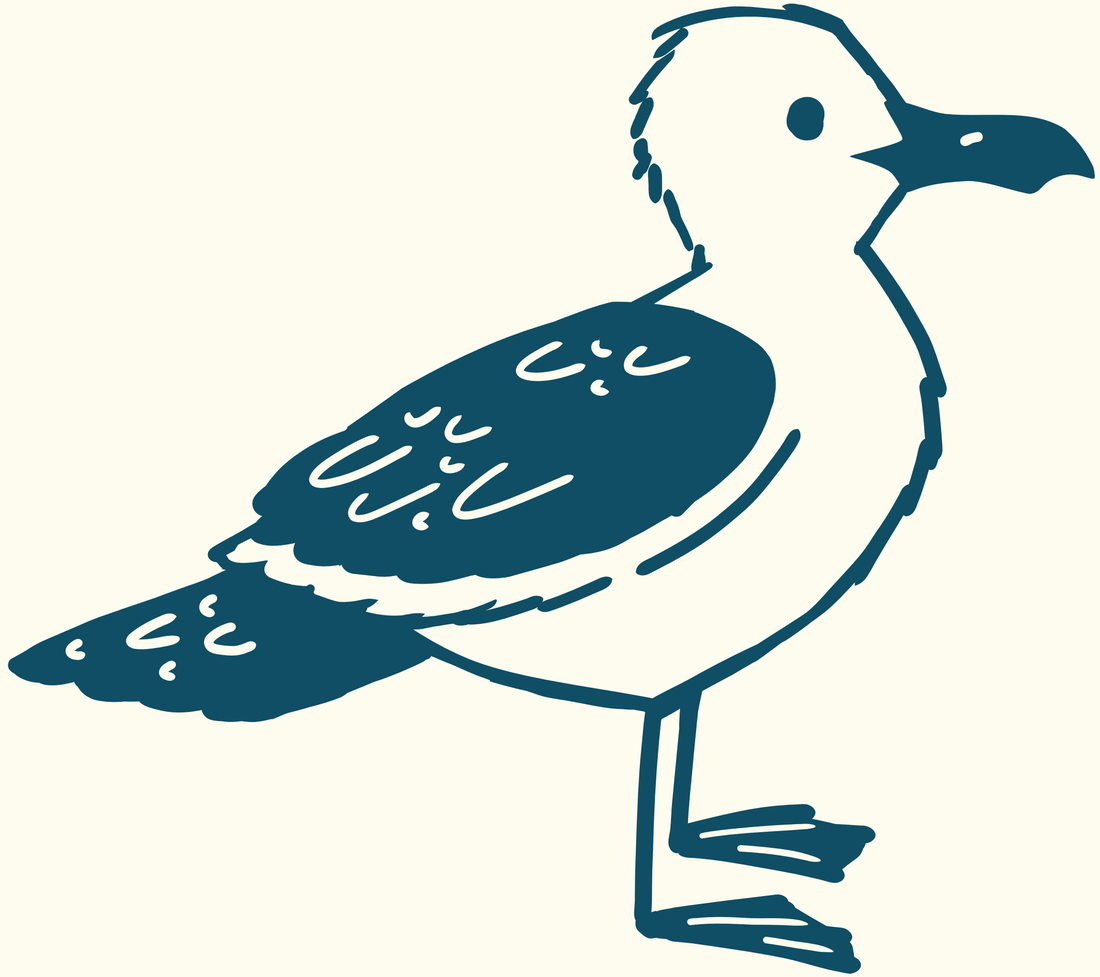
IMAGERY



Imagery

Seaglass Seagull

The Seaglass Seagull is an unofficial mascot of Seaglass. It’s flexible enough to be featured prominently on printed materials and merch, but can also blend into backgrounds to create texture.



Imagery

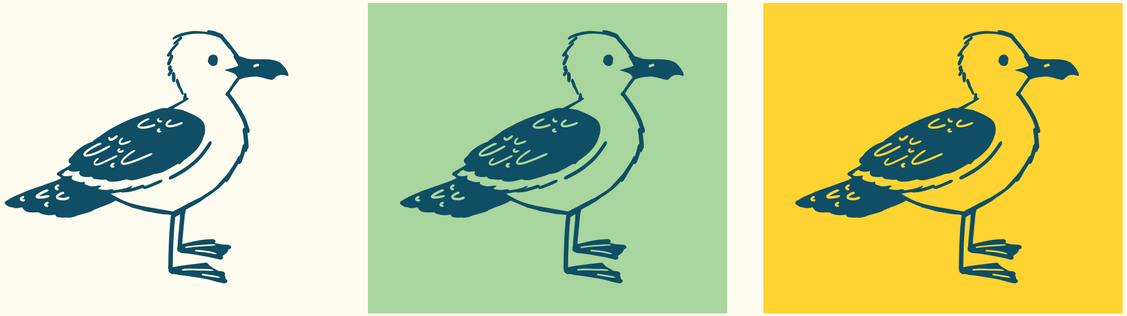
Color Options

Sea Blue
The full opacity Sea Blue Seagull should be used against Sea Foam and Agate backgrounds

Inverted
The Inverted Seagull should be used against dark backgrounds such as Sea Blue. This can be used in Ivory Mist, Sea Foam, and Agate.

Opacity Overlay
When using the Seagull as a background asset, use +25% opacity Sea Blue against the background color. If the background is 25% Sea Blue, use 50% Sea Blue. If the background is Sea Blue, use 25% Sea Blue Shade.

Sea Blue



Inverted



Opacity Overlay

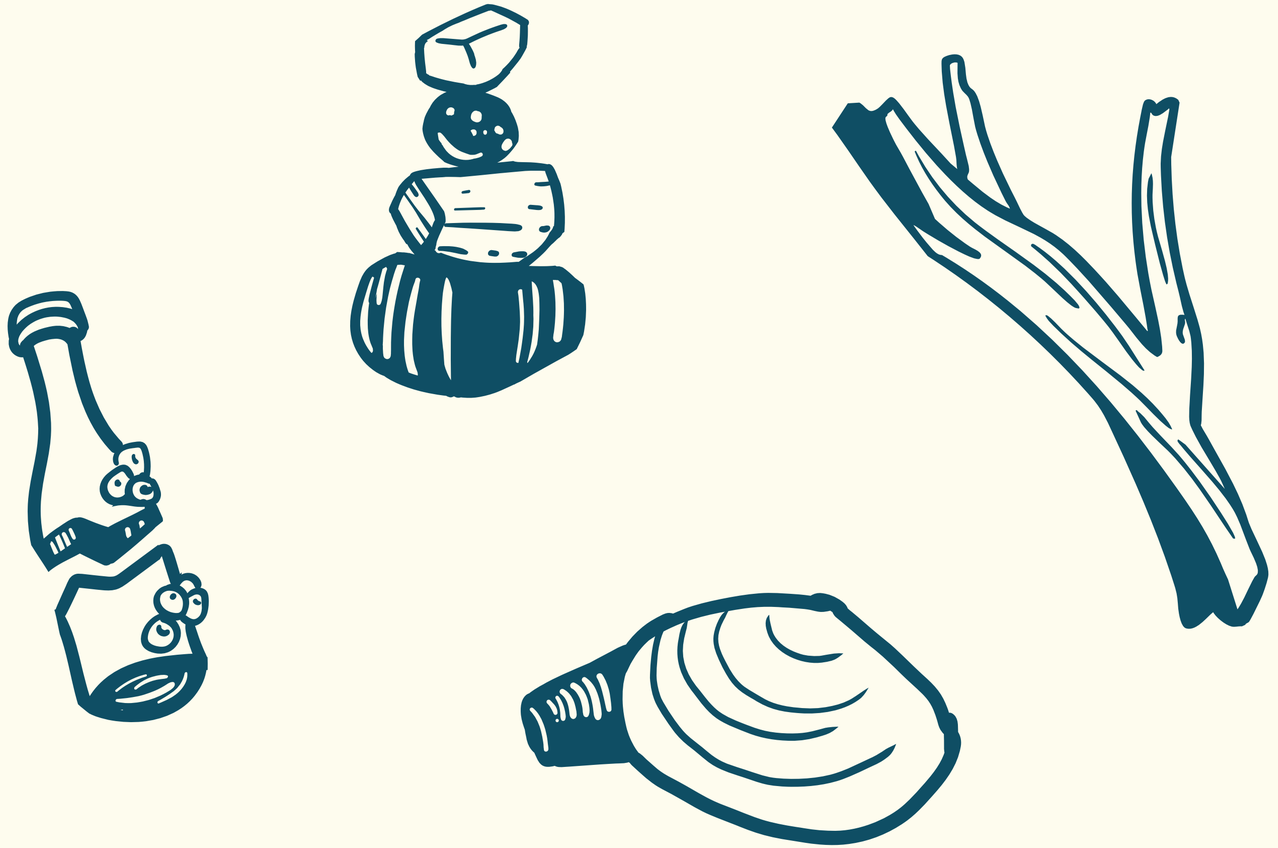


Imagery

Alternate Illustrations

Multiple additional illustrations were created as decorative secondary imagery. These are grounded in the PNW beach theme in a loose free-hand inking style.

Creating New Illustrations
Each illustration is drawn as line art, with high contrast, and simplified detail. There should be at least one solid color section that can be broken up with lined detail.

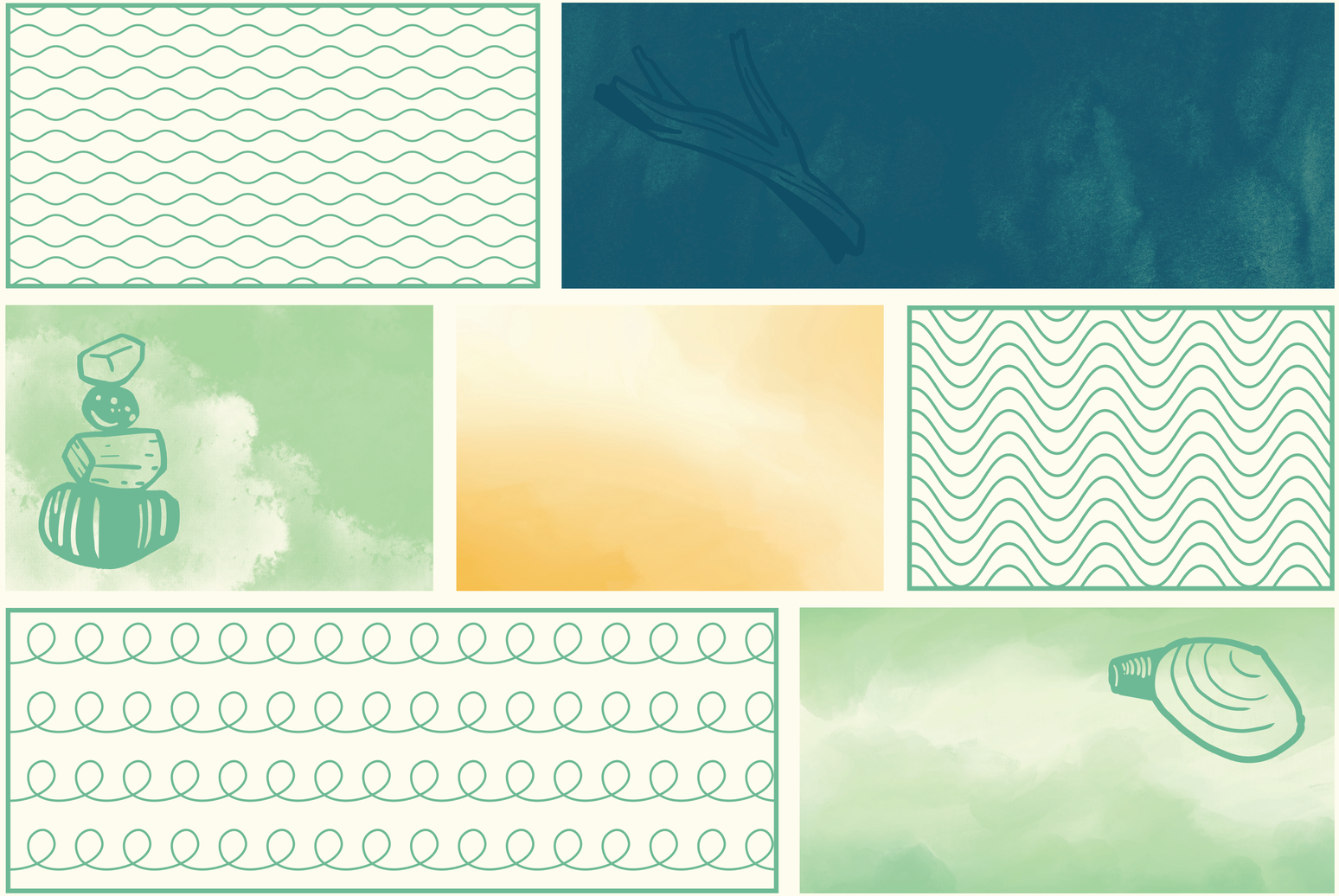


Imagery

Textures & Patterns

Textures
The textures are inspired by watercoloring, the waves and the sky. All fluid & light and used to create more depth and visual interest in backgrounds. The textures can be built using the brand color palette or using a gradient map on stock texture images.

Patterns
The patterns are inspired by the flowing and rounded cursive Seaglass logotype, as well as the waves of the beach. These can be used in large pattern sections, as underlines for Titles, or as a flourish of detail.

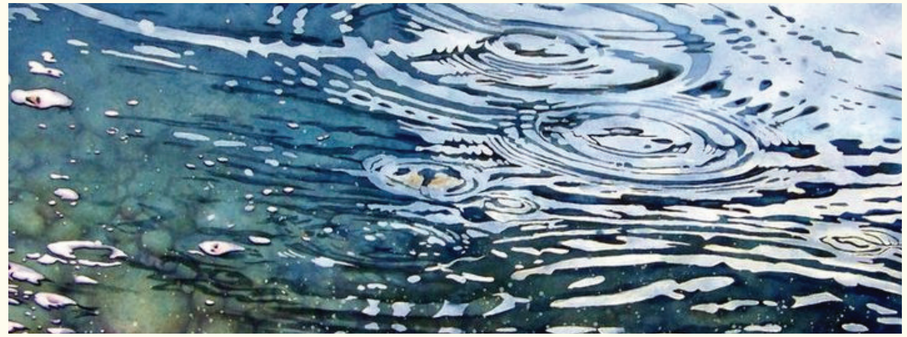
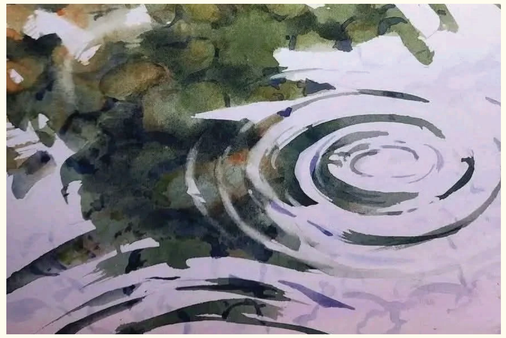
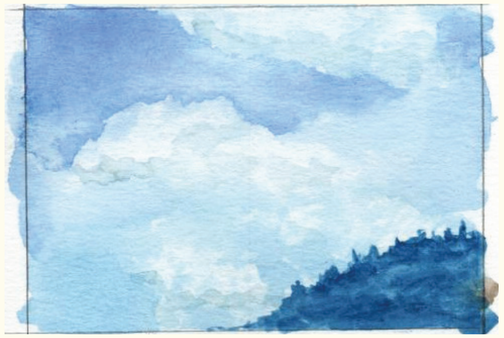
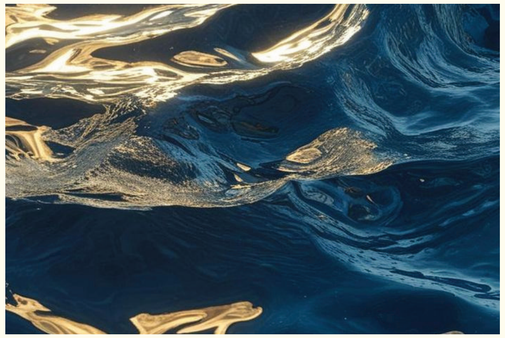
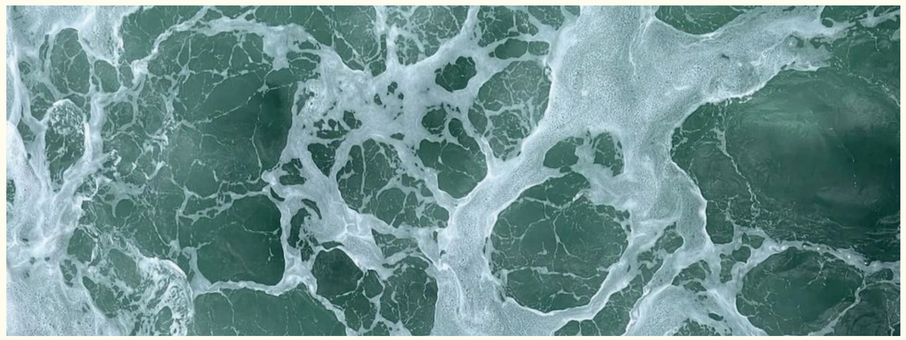


Imagery

Environtmental Photography

Environmental photography heavily relies on flat macro scenes: close up images of Seaglass, water, pebbles underwater, etc. The images sit between abstract and detailed.

Painted Watercolor scenes can also feature in materials – limited to close-up or top down renderings, or sky scenes with limited landscapes.


Imagery

Human Focused Photography

Seaglass as a brand is defined by the locals, the people of the PNW, the farmers, the craftspeople, the artists, the chefs. But it's not defined by one single person.

Most photography of the space, location, or local supporting businesses should include people – not as the main subject, but as a supporting cast.

They should be interacting with, serving, browsing, or surrounding Seaglass products and inventory. The camera should act as a candid participant rather than a setup photo shoot.















Imagery

Sample Assets

Utilize the full Seaglass Logo whenever possible, but pairing the oversized Logo Mark with the Seagull is a strong visual. The Logo Seal can be easily used as a stamp for takeaway boxes or on coasters. Use the wave patterns sparingly when possible as extra texture.

When oversizing the Logo Mark or Seagull, make sure the edges of at least 3 sides of the container are covered by the content.







