



GROUNDSWELL



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Revised July 2021





Groundswell Mark

Mark:

Literally, the mark represents the offerings that Groundswell provides to the neighborhood. The form was given humanist curves and qualities as well as complex visual pathways to further convey the interconnected nature of neighborhood and community relationships.

Proportions:

The minimum space the logo should be given is five times the width of the type's stem.

Alternate:

The Logos can be separated from the Groundswell type in either a square or horizontal format. Additionally separating the icons for various applications is also acceptable.

Minimum Size:

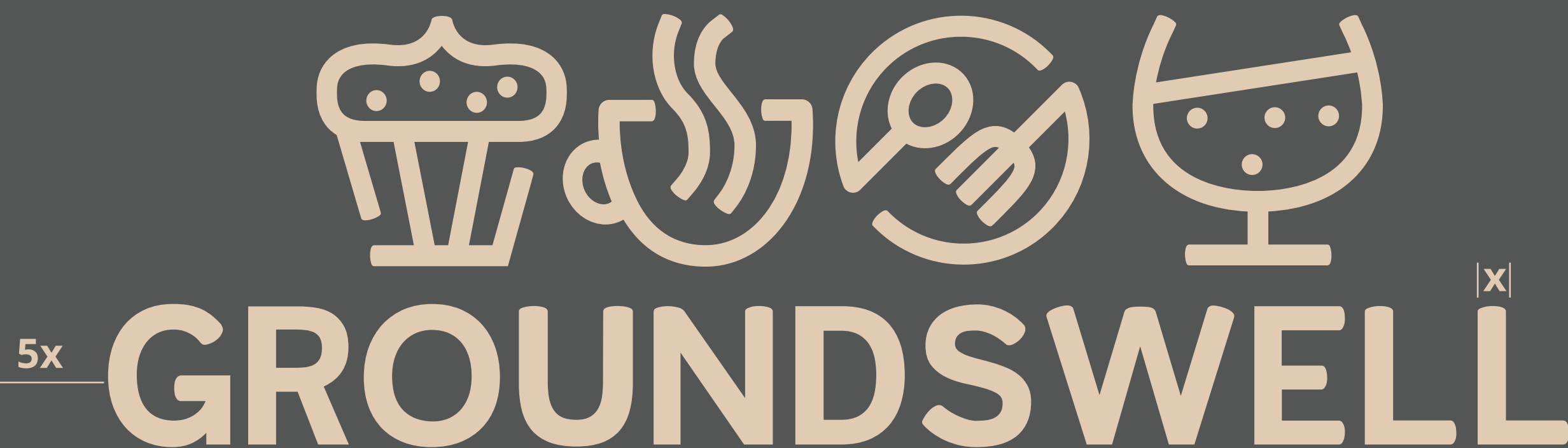
The logo should not be printed at a smaller size than 1 inch where possible.



1 Inch



GROUNDSWELL





Color Exploration

Primary Colors:

Hot Copper, Charcoal, and White make up the primary colors for Groundswell's brand and should be used in most applications with Hot Copper being the main highlight color. Use of the 60/30/10 rule in color scheme layout applies.

Ex. 60% White, 30% charcoal, 10% Hot copper.

Secondary Colors:

Sand and Hot Copper may also be used as secondary colors. The secondary colors should be used in specific applications. Copper should not be used as the most dominant color in an application. White can be used as type or as a background.

Hot Copper

C:4 M:61 Y:87 K:10
Hex #D57434

Charcoal

C:64 M:56 Y:55 K:31
Hex #555556

Sand

C:0 M:10 Y:22 K:12
Hex #E3CDB3

White

C:0 M:0 Y:0 K:0
Hex #FFFFFF



Color Applications

Hot Copper Background:

White and Charcoal work nice for graphic applications. White should be the only color used for type on a Hot Copper Background.

Sand Background:

Charcoal should be the only color on Sand for graphic applications.

Charcoal Background:

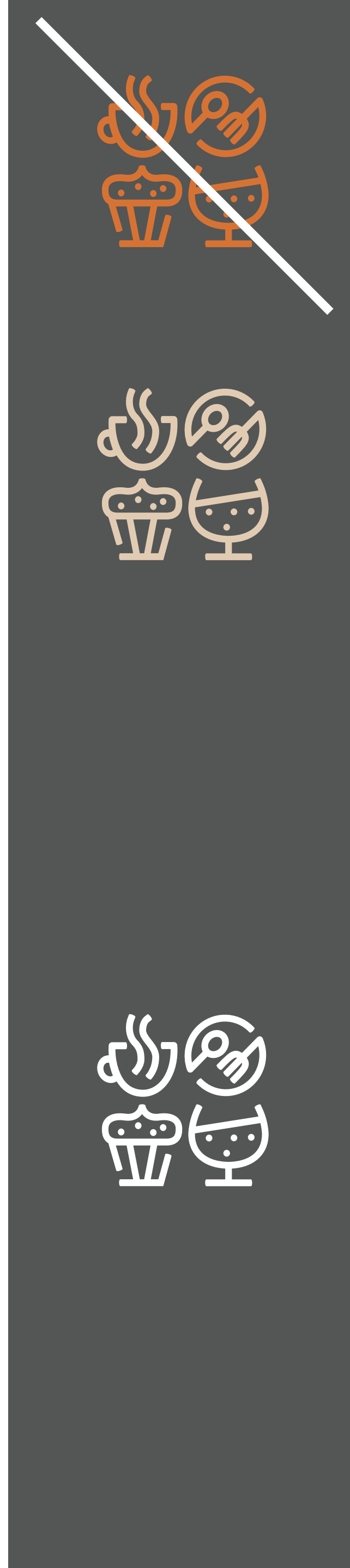
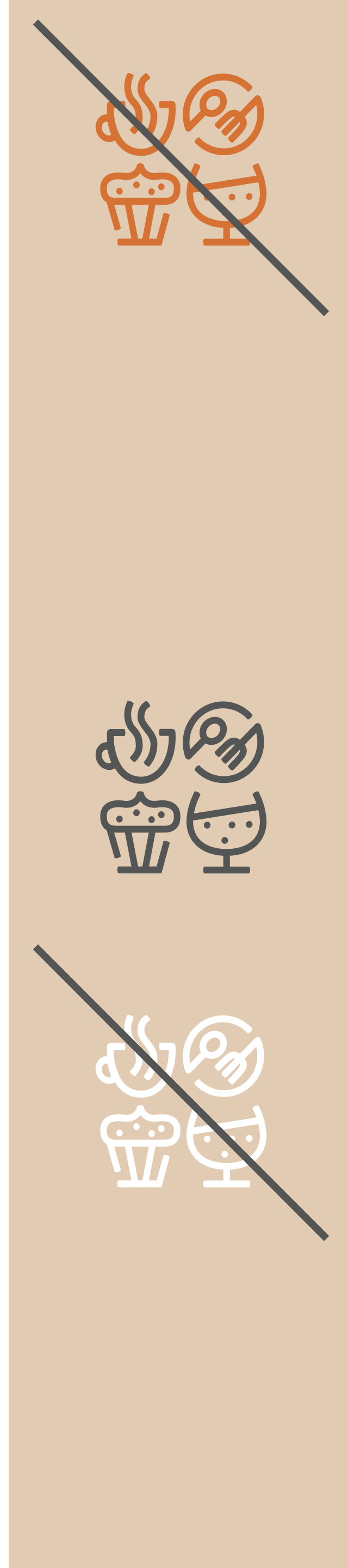
Sand and White can be used in graphic applications. Sand and White should be used for all type applications on a Charcoal Background.

Copper Background:

White can be used on a Copper background for graphic applications.

White Background:

On White Hot Copper and Charcoal work nice for graphic applications. Hot Copper can be used for headers on White. Charcoal should be used for body copy applications.





Typographic Choices

Typographic Options:

Utilizing Groundswell's preferred typeface from their website Roboto and Open Sans were selected for application

Roboto and Open Sans:

Roboto and Open Sans are free typefaces provided by Google Fonts. Roboto Light or Open Sans Regular can be used in body copy applications. Roboto Medium can be used for section headers when using Roboto Light. When using Open Sans Regular for body copy, use Open Sans Bold for section headers. For title headers use Open Sans Bold.

Roboto Light

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Regular

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ



Typographic Choices

Titles:

20pt Open Sans Bold. Titles may be Charcoal or Hot Copper on White. Titles may be Charcoal or or White on Hot Copper, or Sand. Titles may be White or Sand on Charcoal.

Section Titles:

Should be 10pt Open Sans Bold. This can be in title case or all caps depending on the application. Should be consistent throughout the document. Hot copper on White, Charcoal on White, White on Charcoal, Sand on Charcoal.

Body Copy:

Should be 10pt Roboto Light or Open Sans Regular. Should be consistent throughout the application. Should always be Charcoal or White.

Title at 20pt Open Sans Bold

SECTION TITLE AT 13PT OPEN SANS BOLD CAPS

Should be 10pt Roboto Light. 14pt section header leading. 13pt leading across the board. Nullam tincidunt dui in leo vehicula, vel commodo risus efficitur. Quisque mollis augue odio, in pellentesque nisl mattis ac. Nullam vel sapien sit amet velit eleifend pulvinar. Ut feugiat ante vitae tellus laoreet vehicula. Nam gravida volutpat suscipit. Vestibulum sodales finibus lacus. Phasellus pellentesque mi in pellentesque cursus. Aenean id lectus at risus dictum congue. Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec tempor tristique lectus, at elementum ex pharetra ac. Cras augue arcu, cursus sed lacus convallis, interdum ornare nisl. Nullam sapien tellus, bibendum vel dui quis, tempus mollis ex.

Sincerely,
Megan G
Owner

Date: 6/1/2021
Subject: Bakery

Title at 20pt Open Sans Bold

SECTION TITLE AT 10PT OPEN SANS BOLD CAPS

Should be 10pt Roboto Light. 14pt section header leading. 13pt leading across the board. Nullam tincidunt dui in leo vehicula, vel commodo risus efficitur. Quisque mollis augue odio, in pellentesque nisl mattis ac. Nullam vel sapien sit amet velit eleifend pulvinar. Ut feugiat ante vitae tellus laoreet vehicula. Nam gravida volutpat suscipit. Vestibulum sodales finibus lacus. Phasellus pellentesque mi in pellentesque cursus. Aenean id lectus at risus dictum congue. Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec tempor tristique lectus, at elementum ex pharetra ac. Cras augue arcu, cursus sed lacus convallis, interdum ornare nisl. Nullam sapien tellus, bibendum vel dui quis, tempus mollis ex.

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Personas

Paint a Picture:

Groundswell has a wide variety of customers. A mixture of destination consumers, and local fanatics. When putting together two personas we looked at consistent data and provided two over-arching personas that encapsulates the majority of customers

When we consider our customers it can be helpful to consider how these two types of individuals interact with a particular problem or situation.

Example: *When considering to continue curbside pickup in post pandemic life, it was helpful to think about Personas.*

Emery who enjoys communicating with people in the neighborhood and talking with the Baristas.

Lauren may come in to dialog with individuals, but often times values the convenience and efficiency of curbside pickup when traveling with a toddler or being on a tight timeline.



Lauren

“If I am going to spend money for somebody to make coffee for us, rather than make it myself, it has to be a great product”

Age: 29

Education: Masters Degree

Hometown: Des Moines, Iowa

Family: Spouse and Toddler

Occupation: Copywriter

Goals:

- Support local businesses.
- Utilize my education to help make positive change.

Frustrations:

- Logistics of raising a toddler while maintaining a high performing professional career

Thoughts

- Groundswell provides really good bakery, delicious coffee AND they support causes that are important to us.
- Goes to Groundswell for a client meeting, to get some work done, catching up with a friend or for a family outing.
- There are only a few small business coffee shop options in our neighborhood and this one is our favorite.

Emery

“You will see me out there every damn day”

Age: 32

Education: BA at Hamline

Hometown: Saint Paul, MN

Family: Co-Workers

Occupation: Community Organizer

Goals:

Support neighborhood organizations and provide assistance to community causes

Frustrations:

Keeping up with digital communication

Thoughts

- It is really inspiring when even after a year of hiding in our houses you can go to a neighborhood business and they acknowledge you and recognize you.
- The value of community often doesn't show up on the bottom line.



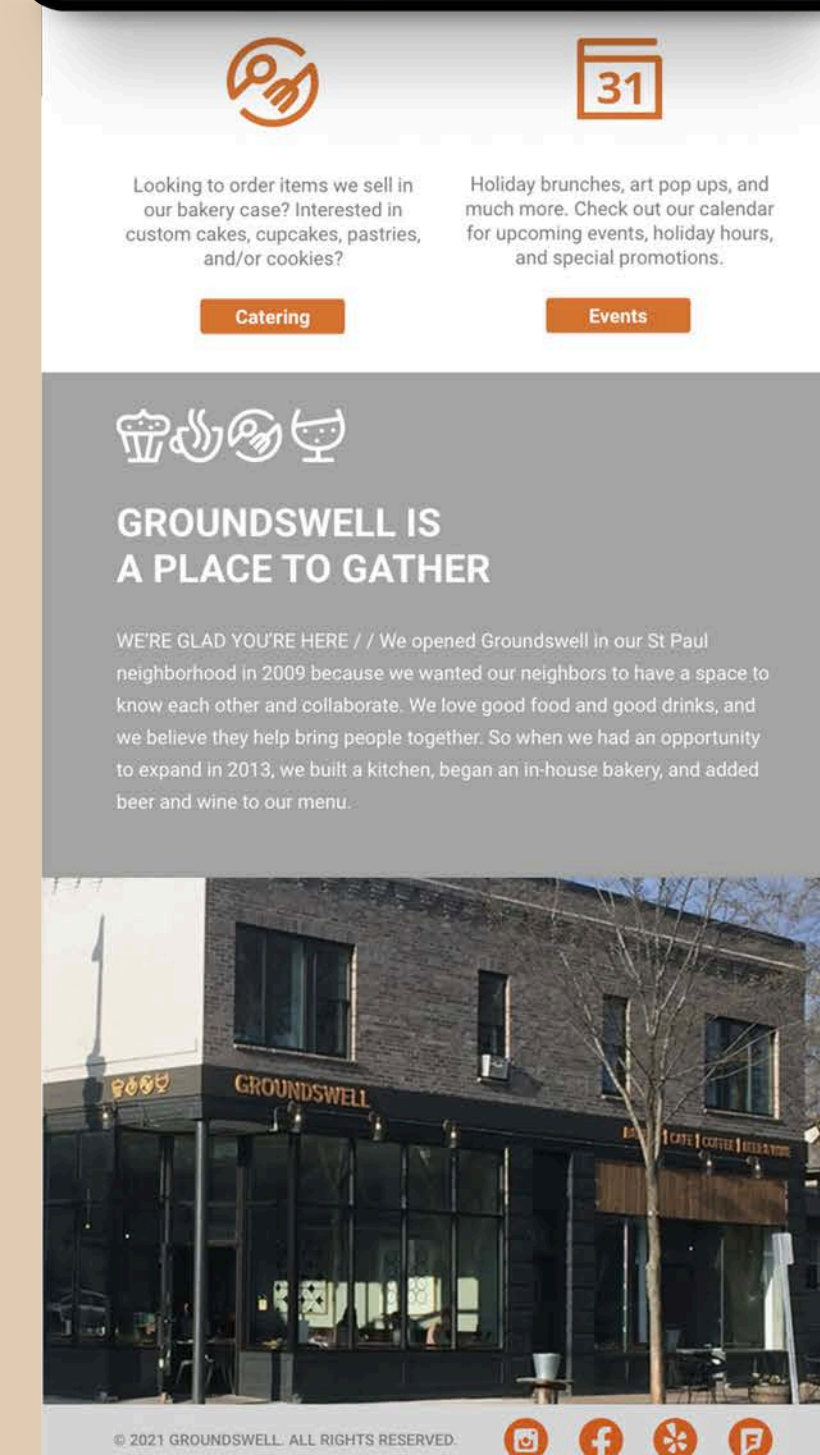
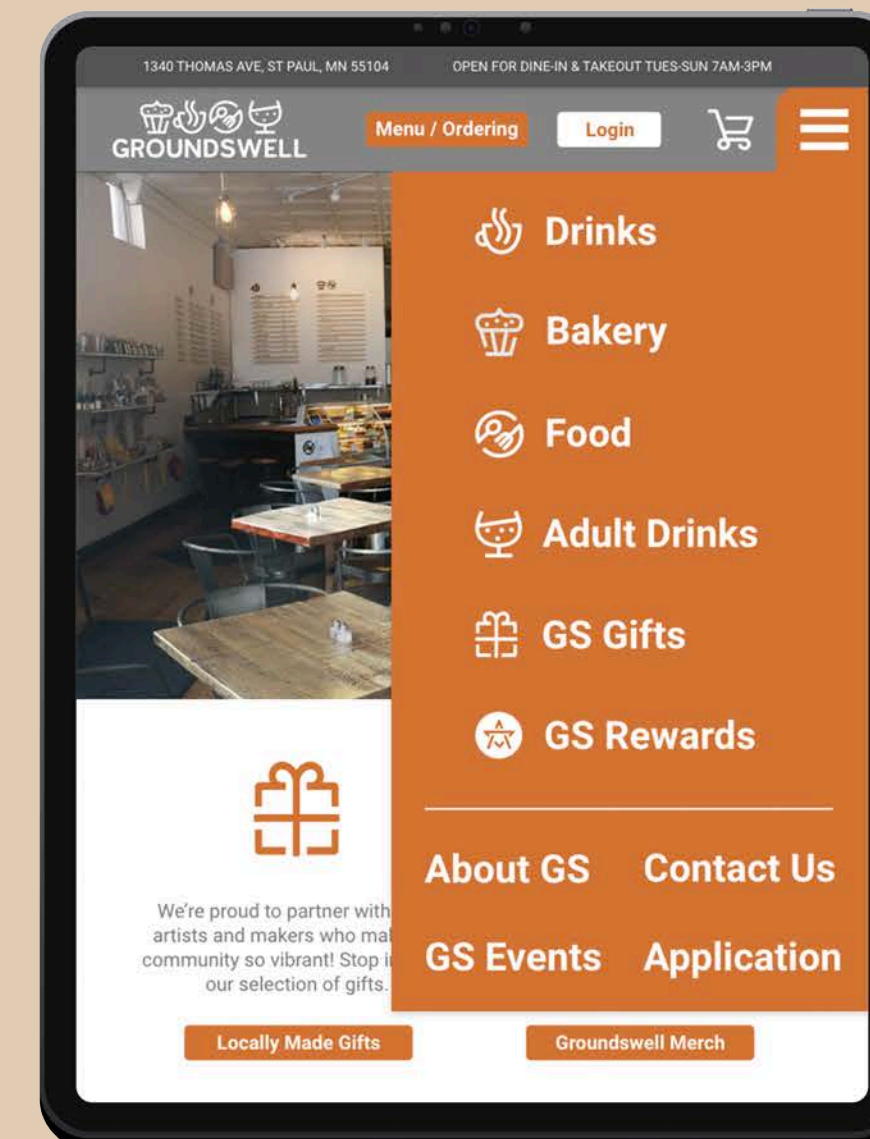
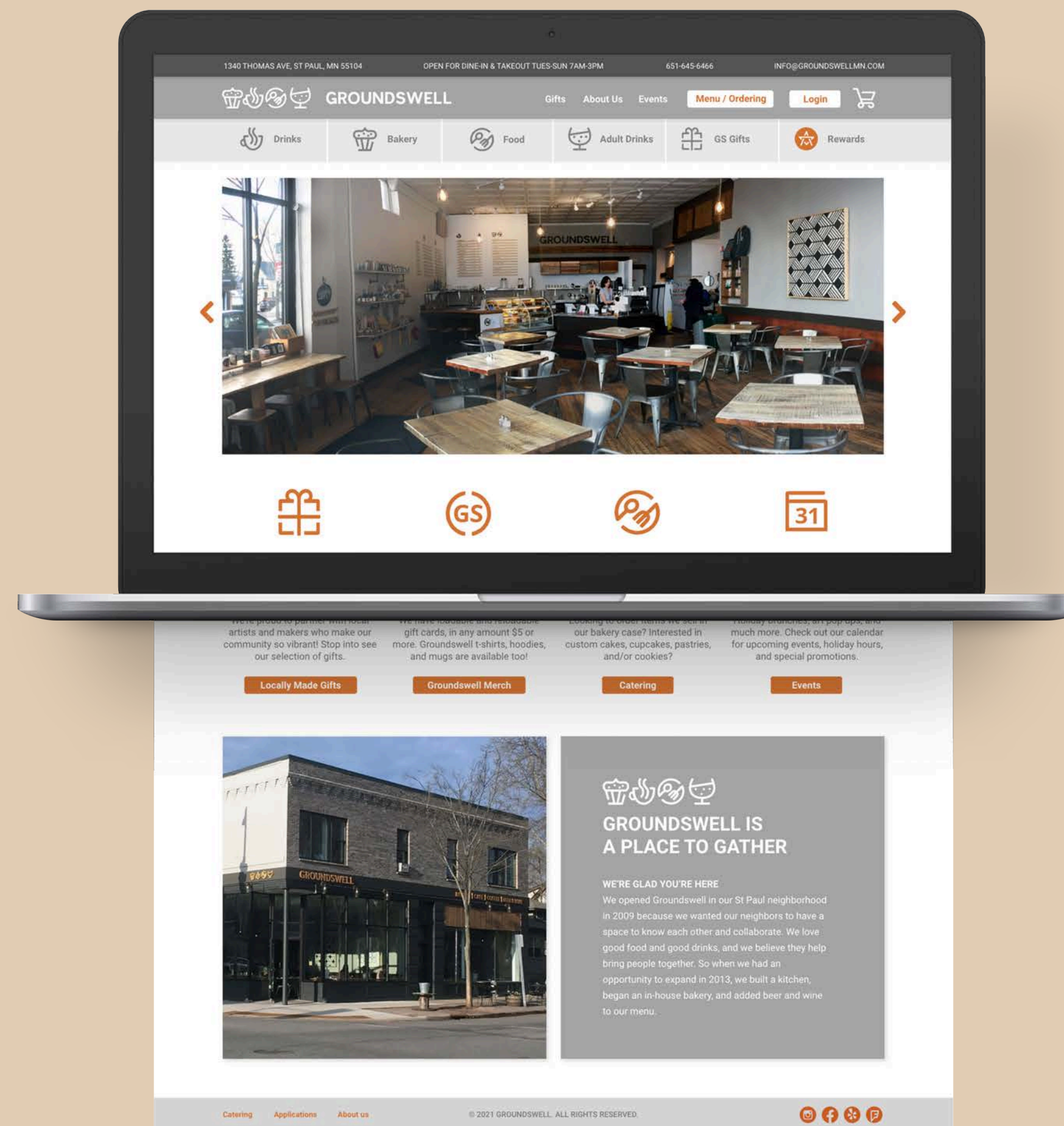
Website

UX/UI Study:

In June of 2021 a UX/UI Study was done including the development of Personas, Problem Statements, User Testing, Customer Interviews, and ultimately a fully responsive refresh of the Groundswell Website and an accompanying Mobile app.

Icons:

Groundswell's logo is comprised of the selection of food and drink services they provide. When designing this Website and Mobile app new icons were created in the same style as the logo.





Mobile App

UX/UI Study:

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Icons:

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