

greenhouse collective

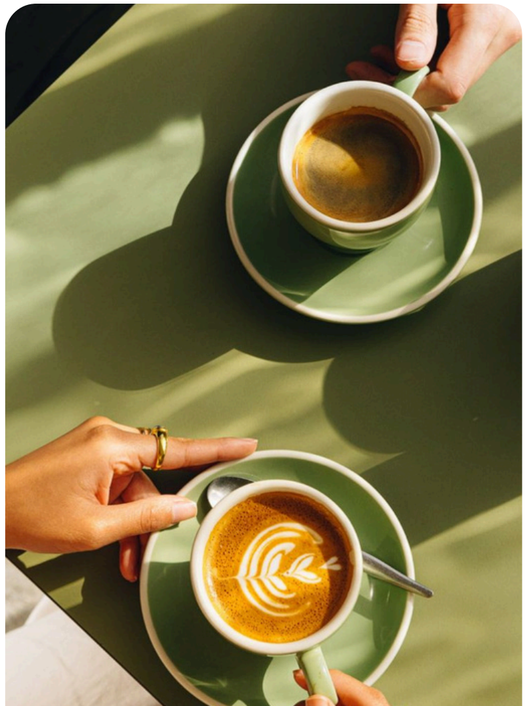
Canon UIP Inkjet Project Group 1:

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Brand Introduction

Greenhouse Collective is a café designed to bring people closer to nature, creativity, and community. By combining ethically sourced coffee with a calm, plant-filled environment, we create a space where students, creatives, and remote workers can focus, recharge, and connect.

Brand Logos

The logo features a minimal plant icon with the top leaf replaced by a coffee bean, symbolizing the connection between nature and coffee. Its clean, minimal design reflects the calm, thoughtful aesthetic of Greenhouse Collective.







Typography

Aa — Header & Logo - Roca Regular

Aa — Subheader - Gill Sans Semibold

Aa — Body Copy - Montserrat

Brand Colors

Greenhouse Moss

Pantone 5767C
CMYK: 31, 11, 76, 35
RGB: 129, 139, 70
Lab: 56, -13, 35
HEX: #818B46

Evergreen

Pantone 5605C
CMYK: 82, 36, 83, 90
RGB: 0, 25, 0
Lab: 6, -13, 9
HEX: #001900

Latte Foam

Pantone 9225C
CMYK: 6, 7, 13, 0
RGB: 237, 230, 217
Lab: 92, 0, 7
HEX: #EDE6D9

Roasted Clay

Pantone 7522C
CMYK: 24, 73, 78, 12
RGB: 176, 90, 66
Lab: 49, 33, 30
HEX: #B05A42

Greenhouse Collective Website



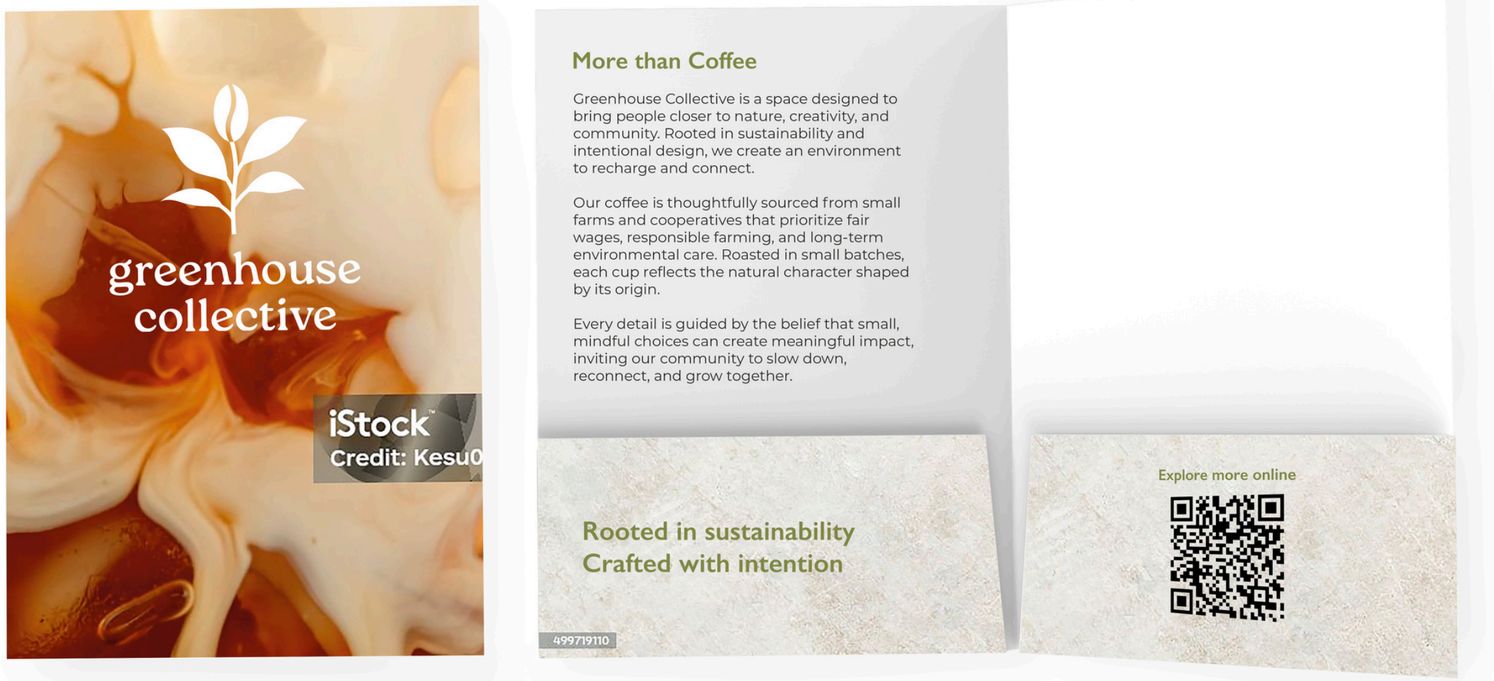
Scan to view full website

https://aekull.wixsite.com/ghcollective

Pocket Folder

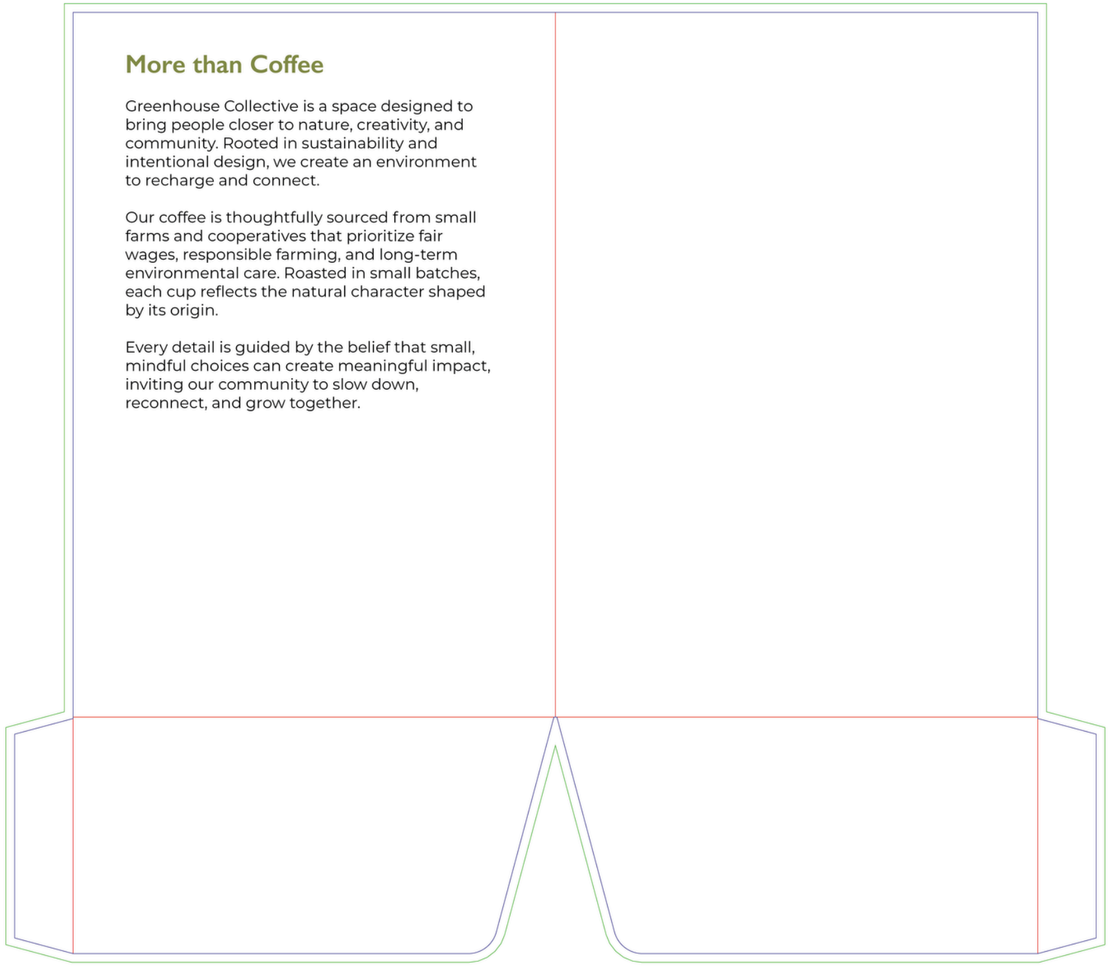
This functional pocket folder holds GHC’s printed marketing collateral and provides a an introduction to the brand and mission.

Substrate: Coated cover stock
Dimensions: 6.5" x 9.5" per side, ~13" x 15" flat sheet



Pocket Folder





Coffee Journey Fold Out Map



Fold out visual journey of our coffee from farm to cup, showcasing the care, craft, and ethical practices behind every step.

Substrate: Coated Text Paper
Dimensions: 24.75" x 4" (3-up, 14" x 26" substrate)

Variable Data Postcard





These personalized mailers boost engagement and strengthen brand connection. A QR code unlocks an online discount, encouraging repeat visits.

Substrate: Coated Cover Stock
Dimensions: 6" x 4"

Variable Data Postcard









Coffee Cup Sleeve 16 oz



The coffee cup sleeve enhances the customer experience while reinforcing the Greenhouse Collective brand. As a functional item for every to-go drink, it shares the brand’s message and extends the experience beyond the cafe.

Substrate: Uncoated Paperboard
Dimensions: 11" x 4"

Menu

Our menu brings together carefully brewed coffee, refreshing teas, and house-inspired specialty drinks designed to feel both comforting and unique. From classic espresso beverages to botanical flavors like lavender, matcha, and honey citrus, every drink is crafted to create a calm, welcoming experience.

Substrate: Light Uncoated Cover Stock
Dimensions: 8.5" x 11"



Loyalty Cards

The loyalty card encourages repeat visits and strengthens customer relationships with Greenhouse Collective. Guests earn a stamp with each purchase, working toward a free drink.

Substrate: Uncoated Tag Stock
Dimensions: 3.5" x 2"





Season Drink Table Tent

Our table tents display limited-time seasonal drinks. The purpose of marketing a seasonal drink is to offer a limited-time item with high customer demand. Having this new limited-time drink each month will also create brand loyalty and increase repeat visits each month.

Substrate: Heavy Coated Cover Stock
Dimensions: 5" X 7.5"



Stickers!



These stickers increase organic brand visibility beyond the café, allowing customers to place them on laptops, water bottles, or notebooks.

Substrate: Matte Sticker Paper
Dimensions: 5" x 7"

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Thank you!







