

VERSION 2.0
BRAND GUIDELINES
2025



With Love
Market & Cafe

Hello!

This guideline documents the beloved With Love Market & Cafe identity, covering everything from our core identity elements to detailed usage instructions. This guideline helps you align all brand applications and strengthen consistency within the “With Love” Brand.

Mission Statement

With Love Market & Café brings South LA convenient, healthy food through fresh produce, local farmer partnerships, and a welcoming space that nourishes the community.

Our Design Tenants

Community First

Our main priority is to ensure we are welcoming and approachable within our own community. In order to make everyone feel safe and supported, we ensure every aspect from our design, to our services and even our space reflect the people and community we serve.

Represented:

- 75% Local-hire Policy
- 30 Community Investors
- Volunteering and Non-profit Involvement

Accessible Nourishment

Our visual and written messaging emphasizes that everyone should have the right to healthy food and welcoming spaces

Represented Through:

- Inclusive imagery of diverse families and communities
- Design material that is easily interpreted and welcoming
- Free Grocery Handouts



Giving Back

Among our main priorities lies the importance of giving back to the community through presence, action and commitment.

Represented By:

- Senior Care Boxes
- Community Partnerships (Urban farmers, schools & organizations)



Our

Personas

Charlotte Smith

Charlotte is a recent college graduate who just moved back to Los Angeles from NYU. Jackie doesn't have a lot of money because she was a little irresponsible, just like any college student! She lives by herself in a small apartment in DTLA, and takes all the help she can get. Luckily for her she passed by this small cafe who was handing out free groceries one day. Relieved because she was worried about spending her last dollars on groceries, she grabs a bag and tries to head home. However, they invite her into the cafe and talk for a minute, not only did Charlotte find free groceries, she found a community that'll be there for her in tough times.

Customer Needs: Charlotte needs a community that will help her get back up on her feet. A community that will support her, not kick her when she's down. A space to breathe, lean on and de-stress. Charlotte needs a community, not a simple cafe, luckily for her, she found With Love Market & Cafe.



Demographics

Age: 22

Ethnicity: American

Gender: Female

Location: LA (Previously NY)

Income: None

Education: College Degree

Employment: None

Salvador Garcia

Salvador has spent his entire life in the South LA community. After retiring, and with his children all grown up, Salvador has felt lonely and has been experiencing some mental health decline.

Luckily, he stumbled upon a little cafe with a big heart, "With Love Market & Cafe". There Salvador found a community in which not only was he given attention and care but could also provide and give back.

Salvador now spends his time in community involvement helping better the world, one step at a time.

Customer Needs: Salvador needs a safe space where he can confide in and escape the loneliness of his house. He needs a space to share, a space to be of use to the community and to improve his mental health through community engagement.



Demographics

Age: 68

Ethnicity: American

Gender: Male

Location: South LA

Income: Savings

Education: Some college

Employment: Retired

+14187365051
@CANTINECOTIERE

CANTINECOTIERE.CA
22-19#

129 RUE DU MONT ST LOUIS,
LE BIC, QC GOL 1B0

cantine côtière

→ Gaudé black

→ Normal, wide and expanded

→ ©2023.

Gaudé

Rigalé

OLY RIGALE - PLAYFUL & BOLD SANS SERIF FONT

MULTILINGUAL SUPPORT

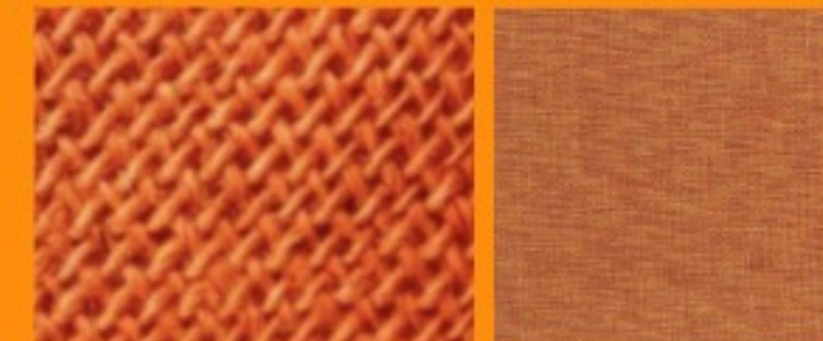
ISSUE DATE / MAY 2023

SILVERSTATYPE.COM

CREATED BY SILVERSTATYPE FOUNDRY



Vanilla Cream
Creamy
Freshy
& Milky
Since
1997



Logo

Symbol

Color Combinations

Tagline

The Logo

With Love Market & Cafe's logo is represented by our icon and our wordmark. The logo should not undergo any modifications such as being redrawn, distorted or have any effects added.

The logo should always try to exist with the icon and our wordmark together as is presented. The logo should not switch sides or have different alignment than the wordmark.

What is our symbol/icon?

Our logo emphasizes our love to the community and food access with a combination of a literal heart and fruit/vegetable topper above represented in a fluid way to communicate our joy and passion.



Topper



Heart



Proper Logomark Structure



To ensure proper breathing space within the logomark, create a lowercase letter "o" in the "Bogart" font, size 25.

Incorrect Logo Use

While we love to do our part in a bustling colorful community, its quite the opposite for our logomark.

1. Don't switch fonts
2. Do not switch the logomark colors
 - A. one solid color should be present at a time. Additionally do not warp, redraw, or modify the structure of the logomark.
3. Do not switch/modify the perspective
4. Do not modify, redraw, or reposition
 - A. switch the position of the icon in the logomark or add any effects.

1.



2.



3.



4.



Color Palette

The size of each color block represents how prominent it's presence should be throughout the brand in order to keep the color hierarchy. The color of the text also indicates the preferred color of body copy when used on the given background.

Deep Saffron

#HEX: ff8f0e

RGB: 255, 143, 14

CMYK: 0, 44, 95, 0

Olive Wood

#HEX: 755a3b

RGB: 117, 90, 59

CMYK: 0, 23, 50, 54

Sage Green

#HEX: 7fac52

RGB: 127, 172, 82

CMYK: 26, 0, 52, 33

Sky Reflection

#HEX: 87bcde

RGB: 135, 188, 222

CMYK: 39, 15, 0, 13

Background Color

Foreground Color

	Deep Saffron	Olive Wood	Sage Green	Sky Reflection	White
Deep Saffron					
Olive Wood					
Sage Green					
Sky Reflection					
White					

**Suggested
Color
Pairings**

Tagline

“Bringing South LA Together – With Love.”

Typography

BOGGART

Primary Typeface: Bogart

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Secondary Typeface: Avenir - Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Body Text Typeface: Avenir - Book

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

[Download Fonts](#)

Branding In Use: Advertising

www.withlovela.com

Abigail Salazar

123-456-7890

Community Outreach



With Love

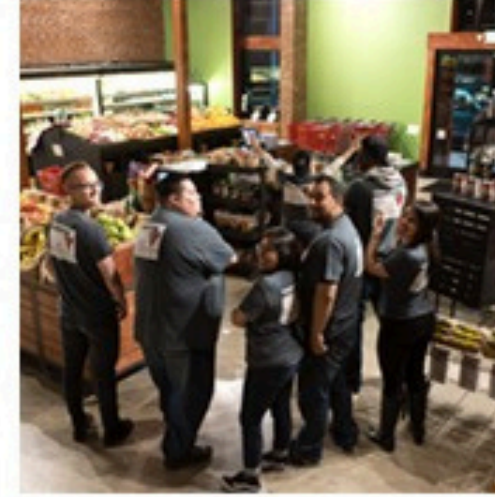
Market & Cafe

Branding In Use: Website

Bringing Healthy Food Access to South LA



About Us



With Love Market & Cafe is a community-led and owned initiative founded in 2014 and operating its market and cafe since 2016. With a mission to bring healthy food access to our neighborhood in

Menu



**Pizza
Con Amor**



**New
Additions**



**Our
Favorites**

Salads



Bakery



Breakfast



ACADEM...

BRO M...

Gift Di...