

BIRDS OF PARADISE



SAN DIEGO

200





RootWorks is a coffeehouse & workspace located just outside of the Seattle Center in Seattle, Washington. This rustic, minimalist coffeehouse & workspace is the ideal place for the entrepreneur, the inventive, the small start-up business owner, the freelancer, the creative. This place is drawing crowds who simply want to spend a few quiet hours sipping a wide range of RootWorks coffeehouse specialties and solving problems, while other goers are freelancers and small start-ups just looking for a workspace to meet with clients and be in a supportive community building connections and continually being inspired. RootWorks fuels their clients' souls by preparing a wide range of seasonal coffees, teas, lattes, macchiatos, frappuccinos, smoothies and pairing those decadent brews with handmade deli sandwiches, salads, pastries and desserts, fruits and vegetables made with farm to table ingredients that fuels our clients' minds. Every RootWorks customer will feel inspired and embraced by the community every single time they walk through our doors.

LOGO GUIDELINES

Brandmark
Leaves & Travel Mug

Wordmark
"ROOTWORKS"

Subtext
"Coffeehouse & Workspace"

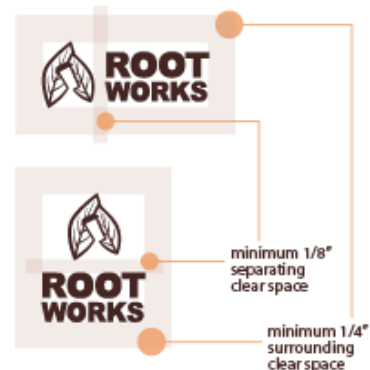


TYPOGRAPHY GUIDELINES

Wordmark uses *Arial Black*.
Subtext uses *Arial Regular*.
Headings Text uses *Arial Bold*.
Body Text uses *Arial Regular*.

LOGO ORIENTATION & SPACING

Vertical orientation is primary.
Horizontal orientation is secondary.



COLOR PALETTE

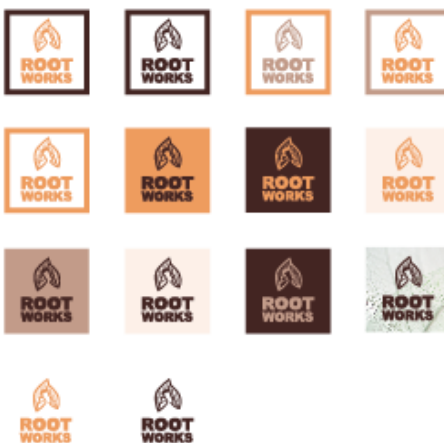
PRIMARY PALETTE

	50%	67	#432421
	75%	36	Opac: 100%
	70%	33	
	65%		
	5%	236	#EC9B5E
	45%	155	Opac: 100%
	70%	94	
	0%		

SECONDARY PALETTE

	25%	194	#C29B88
	40%	155	Opac: 100%
	45%	136	
	0%		
	5%	236	#EC9B5E
	45%	155	Opac: 15%
	70%	94	
	0%		

ACCEPTABLE VARIATIONS



UNACCEPTABLE VARIATIONS





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110 Republican Street
Seattle, WA 98109



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WORKS**



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TYPOGRAPHY GUIDELINES

Wordmark uses *Arail Black*.
Subtext uses *Arail Regular*.
Headings Text uses *Arail Bold*.
Body Text uses *Arail Regular*.

LOGO ORIENTATION & SPACING

Vertical orientation is primary.
Horizontal orientation is secondary.



COLOR PALETTE

PRIMARY PALETTE

10%	67	#434231
70%	36	Opac 100%
70%	33	
65%		

SECONDARY PALETTE

25%	194	#C29888
40%	155	Opac 100%
40%	136	
0%		

3%	236	#E0B89E
45%	155	Opac 100%
70%	94	
0%		

3%	236	#E0B89E
45%	155	Opac 15%
70%	94	
0%		

ACCEPTABLE VARIATIONS



UNACCEPTABLE VARIATIONS



**ROOT
WORKS**





BRAND GUIDELINES



INFORMATION

Aunt Rosie's Mexican Cafe is a local Mexican restaurant located in San Antonio, TX. The target audience of the restaurant includes anyone who enjoys Mexican food that has a home cooked feel. The food and atmosphere of Aunt Rosie's is fun and lively so the logo reflects this in its bright colors and fun hand styled lettering. The shapes on the left side of the logo come together to form a taco which also helps to represent the food served at the restaurant.

TYPEFACE

The "Rosie's" is hand lettering, but the primary display typeface is Gill Sans MT. Gill Sans MT Bold is what is used for the "aunt" and "mexican cafe" type in the logo itself, but the font weight of Gill Sans MT is not limited to bold.

aunt
mexican cafe

Gill Sans MT

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 1 2 3 4 5 6 7 8 9 0
! ? @ # \$ % ^ & * () _ + = - \ | [] { } " ' : ; . , < >

STATIONERY



LOGO CLEAR SPACE



*Green lines indicate clear space

COLOR PALETTE

RGB 239/65/54
CMYK 0/90/85/0
PANTONE 179 C
HEX #EF4136

RGB 43/182/115
CMYK 75/0/75/0
PANTONE 7723 C
HEX #2B8673

RGB 249/188/69
CMYK 2/22/84/0
PANTONE 1225 C
HEX #F9C645



ACCEPTABLE



UNACCEPTABLE





BEGIN YOUR JOURNEY OF SELF DISCOVERY WITH THE ENNEAGRAM



2 THE HELPER

Twos are empathetic, sincere, and warm-hearted. They are friendly, generous, and self-sacrificing, but can also be sentimental, flattering, and people-pleasing. They are well-meaning and driven to be close to others, but can slip into doing things for others in order to be needed. They typically have problems with possessiveness and with acknowledging their own needs.

Basic Fear:
Of being unwanted, unworthy of being loved

Basic Desire:
To feel loved

Growth 4:
the individualist

Stress 8:
the challenger

2w1
"The Servant"

2w3
"The Host/Hostess"



3 THE ACHIEVER

Threes are self-assured, attractive, and charming. Ambitious, competent, and energetic, they can also be status-conscious and highly driven for advancement. They are diplomatic and poised, but can also be overly concerned with their image and what others think of them. They typically have problems with workaholicism and competitiveness.

Basic Fear:
Of being worthless

Basic Desire:
To feel valuable and worthwhile

Growth 6:
the loyalist

Stress 9:
the peacemaker

3w2
"The Charmer"

3w4
"The Professional"



4 THE INDIVIDUALIST

Fours are self-aware, sensitive, and reserved. They are emotionally honest, creative, and personal, but can also be moody and self-conscious. Withholding themselves from others due to feeling vulnerable and defective, they can also feel disdainful and exempt from ordinary ways of living. They typically have problems with melancholy, self-indulgence, and self-pity.

Basic Fear:
That they have no identity

Basic Desire:
To find themselves and their significance

Growth 1:
the Reformer

Stress 2:
the Helper

4w3
"The Aristocrat"

4w5
"The Bohemian"



5 THE INVESTIGATOR

Fives are alert, insightful, and curious. They are able to concentrate and focus on developing complex ideas and skills. Independent, innovative, and inventive, they can also become preoccupied with their thoughts and imaginary constructs. They become detached, yet high-strung and intense. They typically have problems with eccentricity, nihilism, and isolation.

Basic Fear:
Of being useless, helpless, or incapable

Basic Desire:
To be capable and competent

Growth 7:
the enthusiast

Stress 8:
the challenger

5w4
"The Iconoclast"

5w6
"The Problem Solver"



6 THE LOYALIST

The committed, security-oriented type. Sixes are reliable, hard-working, responsible, and trustworthy. Excellent "troubleshooters," they foresee problems and foster cooperation, but can also become defensive, evasive, and anxious—running on stress while complaining about it. They can be cautious and indecisive, but also reactive, defiant and rebellious. They typically have problems with self-doubt and suspicion.

Basic Fear:
Of being without support and guidance

Basic Desire:
To have security and support

Growth 9:
the peacemaker

Stress 3:
the achiever

6w5
"The Defender"

6w7
"The Buddy"



7 THE ENTHUSIAST

Sevens are extroverted, optimistic, versatile, and spontaneous. Playful, high-spirited, and practical, they can also misapply their many talents, becoming over-extended, scattered, and undisciplined. They constantly seek new and exciting experiences, but can become distracted and exhausted by staying on the go. They typically have problems with impatience and impulsiveness.

Basic Fear:
Of being deprived and in pain

Basic Desire:
To be satisfied and content

Growth 5:
the investigator

Stress 1:
the reformer

7w6
"The Entertainer"

7w8
"The Realist"



8 THE CHALLENGER

Eights are self-confident, strong, and assertive. Protective, resourceful, straight-taking, and decisive, but can also be ego-centric and domineering. Eights feel they must control their environment, especially people, sometimes becoming confrontational and intimidating. Eights typically have problems with their tempers and with allowing themselves to be vulnerable.

Basic Fear:
Of being harmed or controlled by others

Basic Desire:
To protect themselves

Growth 2:
the helper

Stress 5:
the investigator

8w7
"The Maverick"

8w9
"The Bear"



9 THE PEACEMAKER

Nines are accepting, trusting, and stable. They are usually creative, optimistic, and supportive, but can also be too willing to go along with others to keep the peace. They want everything to go smoothly and be without conflict, but they can also tend to be complacent, simplifying problems and minimizing anything upsetting. They typically have problems with inertia and stubbornness.

Basic Fear:
Of loss and separation

Basic Desire:
To have inner stability "peace of mind"

Growth 3:
the achiever

Stress 6:
the loyalist

9w8
"The Referee"

9w1
"The Dreamer"



1 THE REFORMER

Ones are conscientious and ethical, with a strong sense of right and wrong. They are teachers, crusaders, and advocates for change: always striving to improve things, but afraid of making a mistake. Well-organized, orderly, and fastidious, they try to maintain high standards, but can slip into being critical and perfectionistic. They typically have problems with resentment and impatience.

Basic Fear:
Of being corrupt/evil, defective

Basic Desire:
To be good, and to have integrity

Growth 7:
the enthusiast

Stress 4:
the individualist

1w9
"The Idealist"

1w2
"The Advocate"