



BRAND GUIDELINES

HOW TO USE

How to use this document

This brand identity is designed to be used both digitally and physically.

It ensures visual consistency across all communication channels.
Two official logos coexist: the doorman for the place, and the coffeeman for the café experience.

Always use approved logo versions
and respect clear space and minimum sizes.

The logo typeface is reserved exclusively for logo usage.

Use the primary and secondary typefaces for all communications.

Apply brand and secondary colors consistently, prioritizing readability.

Graphic elements and illustrations should support content, not dominate it.

For digital use, rely on the provided templates whenever possible.
When in doubt, always refer back to these guidelines.

INTRODUCTION

The Unusual identity is built as a flexible and coherent visual system.
It reflects both the place and the experiences lived inside it.
Designed for digital and physical use, it ensures consistency across all touchpoints.
The identity relies on simple rules, clear structure, and recognizable elements.
Its purpose is to support communication while leaving room for expression.

TABLE OF CONTENT

01. LOGO

Doorman

- 01. Logos
- 02. Clear space
- 03. Minimum size
- 04. Black and White
- 05. Logos in colors
- 06. Don't

02. COULEURS

- 01. Primary colors
- 02. Secondary colors

03. TYPOGRAPHIES

- 01. Primary type
- 02. Secondary type
- 04. How to use

Coffeeman

- 01. Logos
- 02. Clear space
- 03. Minimum size
- 04. Black and White
- 05. Logos in colors
- 06. Don't

04. GRAPHIC ELEMENTS

- 01. Mascots
- 02. Mascots and shapes
- 03. Photographic content
- 04. Photographic recommandation

05. TEMPLATE

- 01. As a reminder
- 02. Today at The Unusual
- 03. The Unusual moment
- 04. Life of the place
- 05. Drinks and rituals
- 06. Chocolate of the month
- 07. Experiences & people
- 08. Event annoucement
- 09. Information / Practical
- 10. Outros

01. LOGOS

Doorman logos

- 01. Logos
- 02. Clearspace
- 03. Minimum size
- 04. Black and white
- 05. Logo in colors
- 06. Don't

Coffeeman logos

- 01. Logos
- 02. Clearspace
- 03. Minimum size
- 04. Black and white
- 05. Logo in colors
- 06. Don't

01.01

Doorman logos

LOGOS

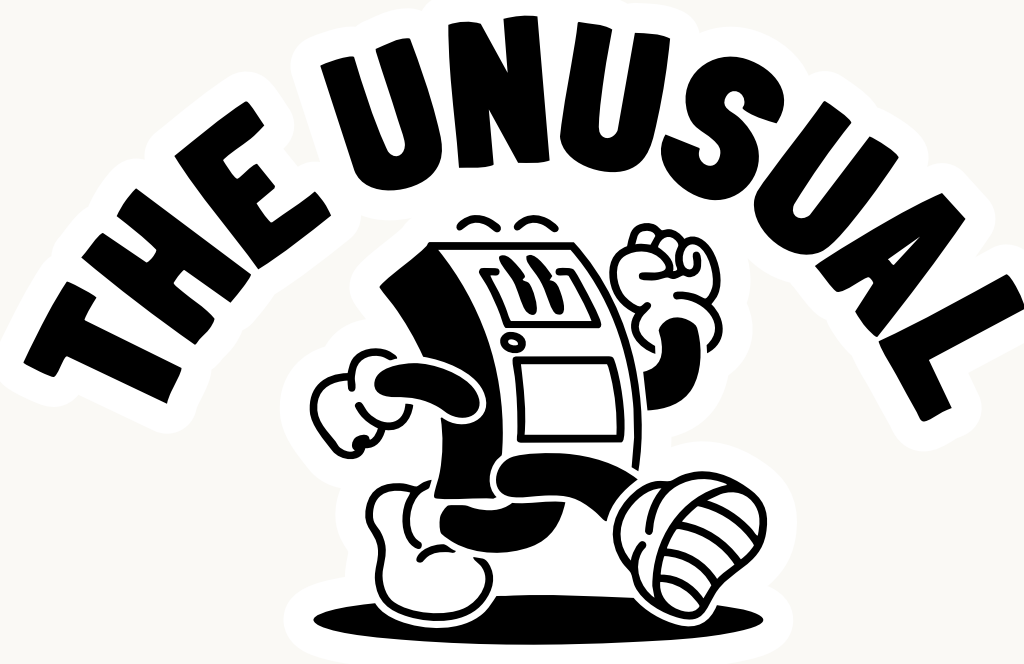
The Doorman is the original symbol of The Unusual.
It represents the place itself: a space of welcome, curiosity,
and encounters. As a visual doorway, it invites people to step inside
and explore. The Doorman embodies the identity of the venue
and sets the tone of the brand.



HORIZONTAL



WORDMARK



VERTICAL



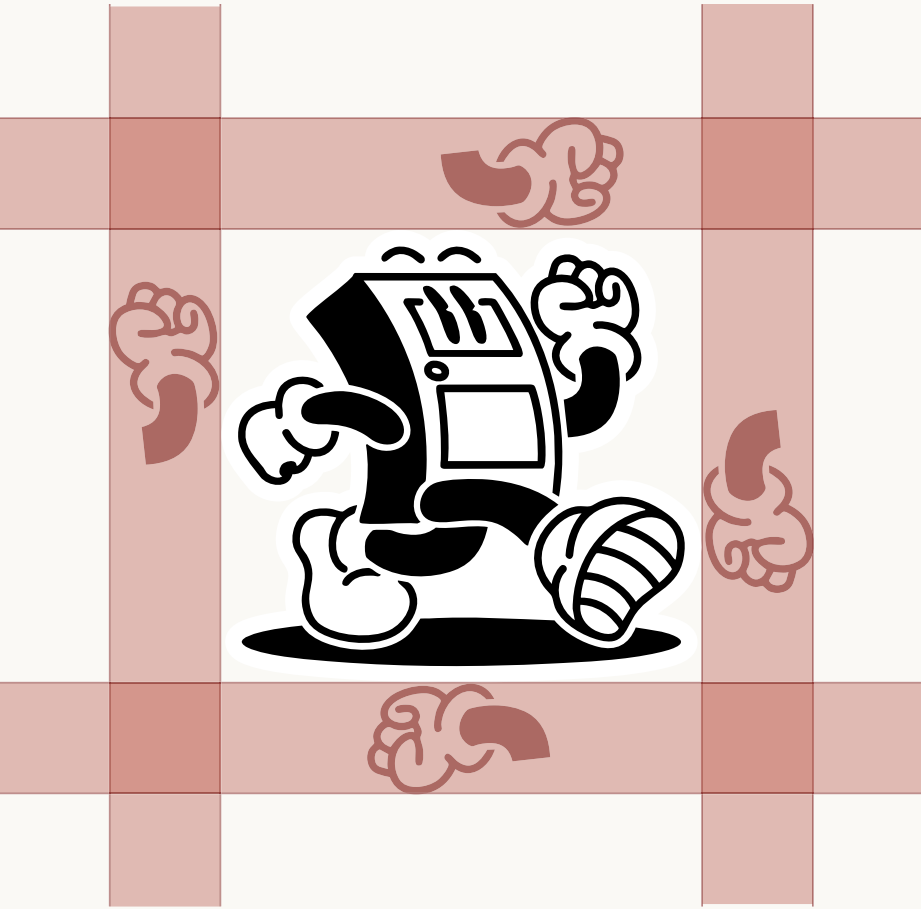
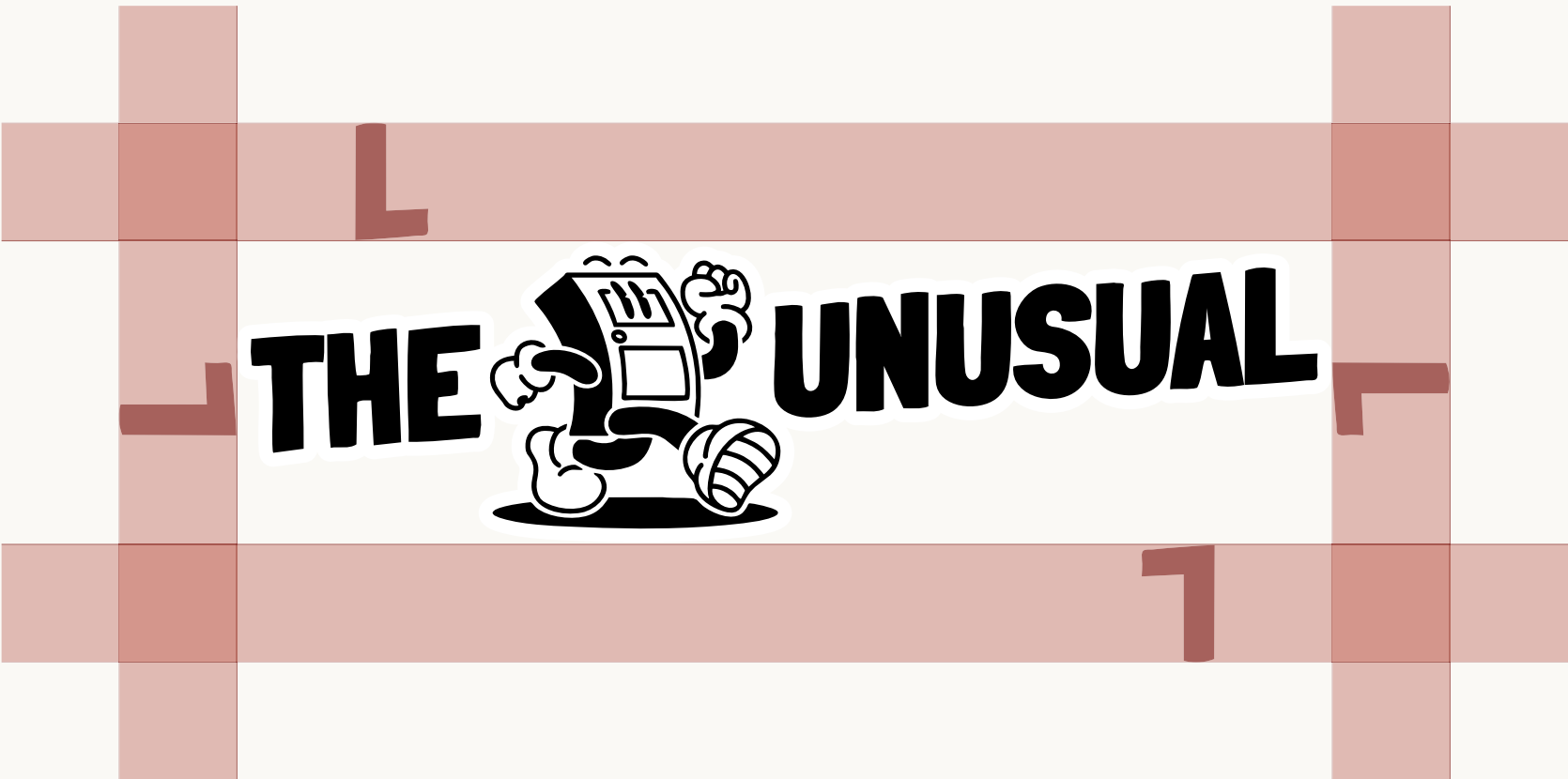
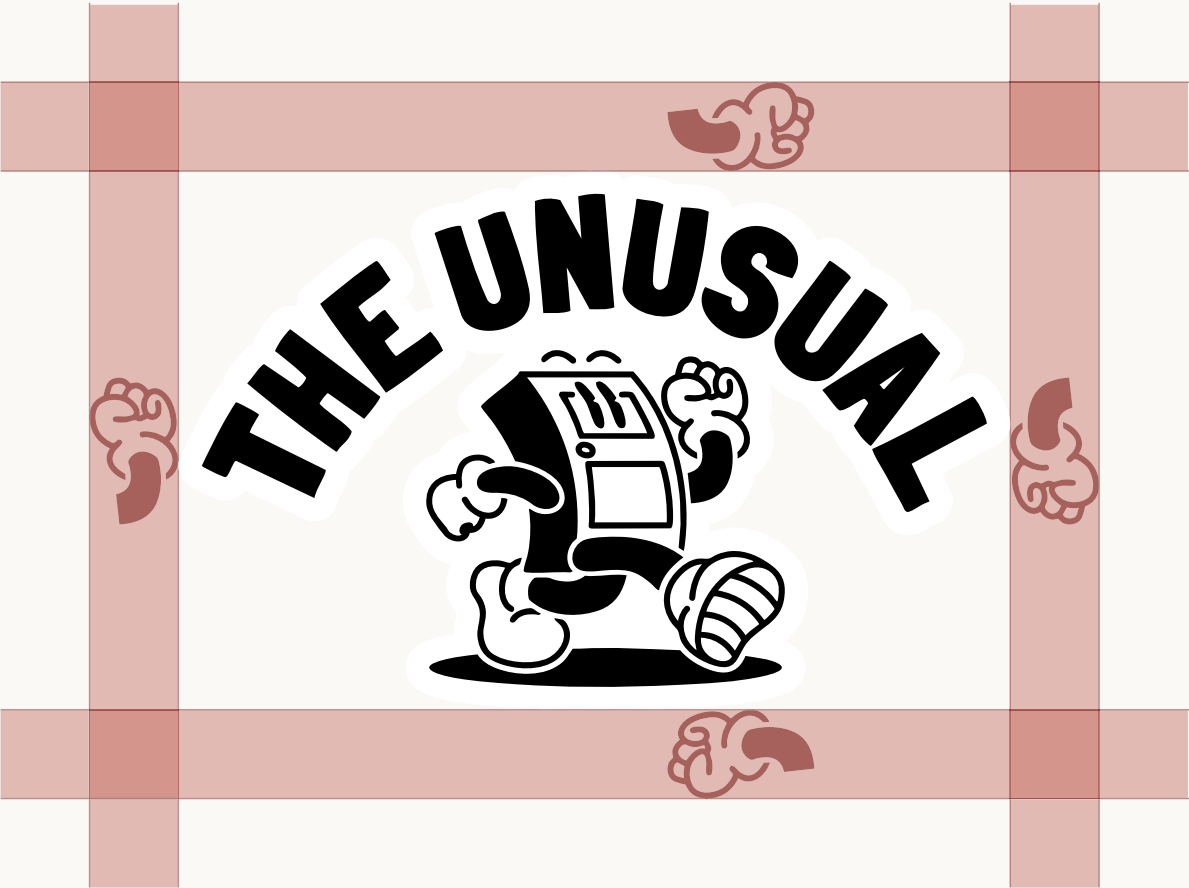
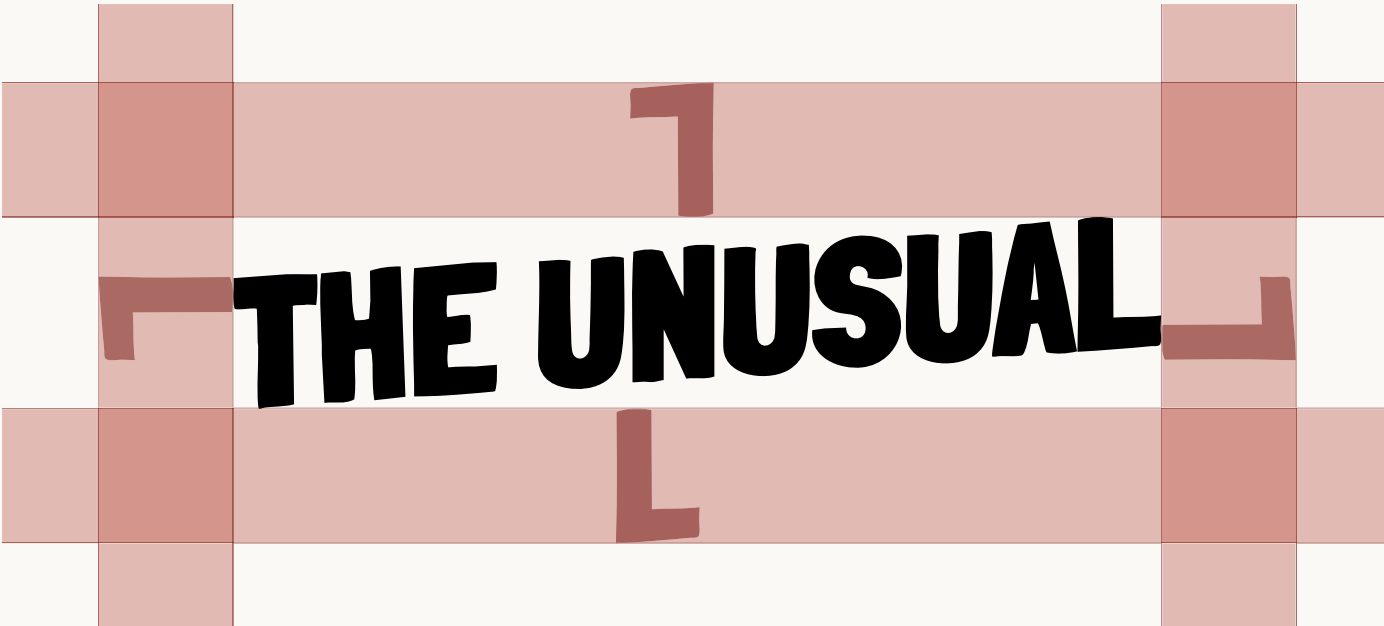
ICON

01.02

Doorman logos

CLEAR SPACE

To preserve clarity and impact, the Doorman logo must always be surrounded by a defined clearspace. This space ensures visibility and prevents visual interference. No text, images, or graphic elements should enter this area. The clearspace must be respected across all digital and physical applications.

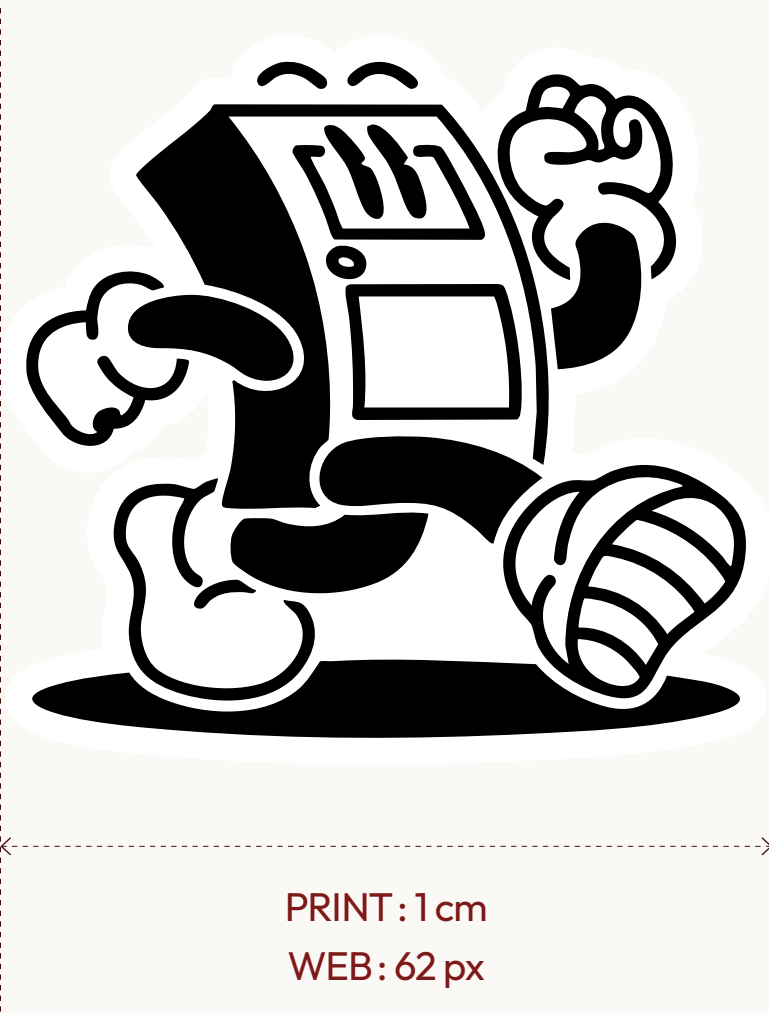
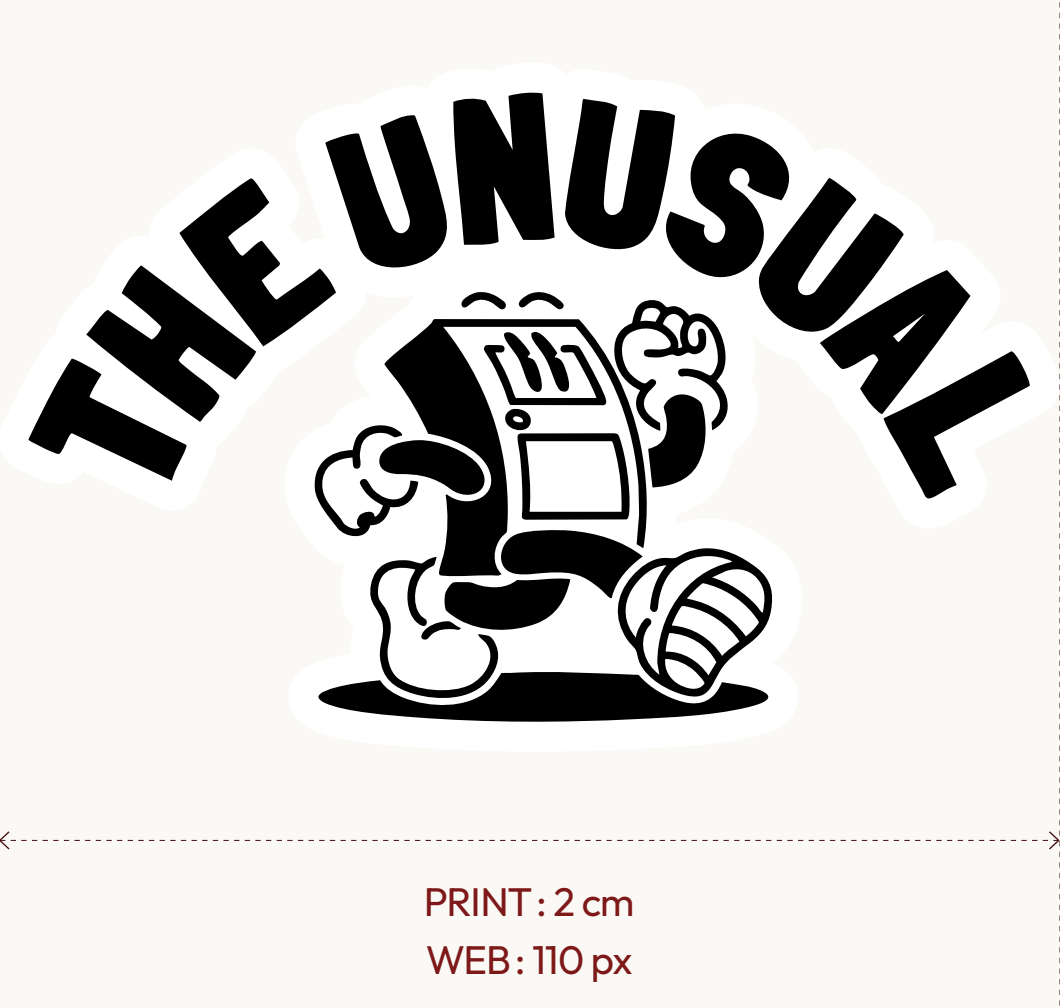


01.03

Doorman logos

MINIMUM SIZE

To ensure readability and recognition, the Doorman logo must never be used below its minimum size. Using the logo smaller than the defined minimum compromises clarity and detail. Always respect the minimum size guidelines across all digital and physical applications.





HORIZONTAL

VERTICAL

COMPACT

ICON









01.06

Doorman logos

DON'T

The Doorman logo is designed as a balanced and recognizable symbol.

Altering its shape, colors, or proportions weakens its visual impact. Decorative effects or uncontrolled variations reduce consistency. Inconsistent use makes the identity harder to recognize over time. Respecting the original design helps preserve clarity, coherence, and brand recognition across all uses.



01. Don't distort or wrap the logo.



02. Don't use unauthorized colors.



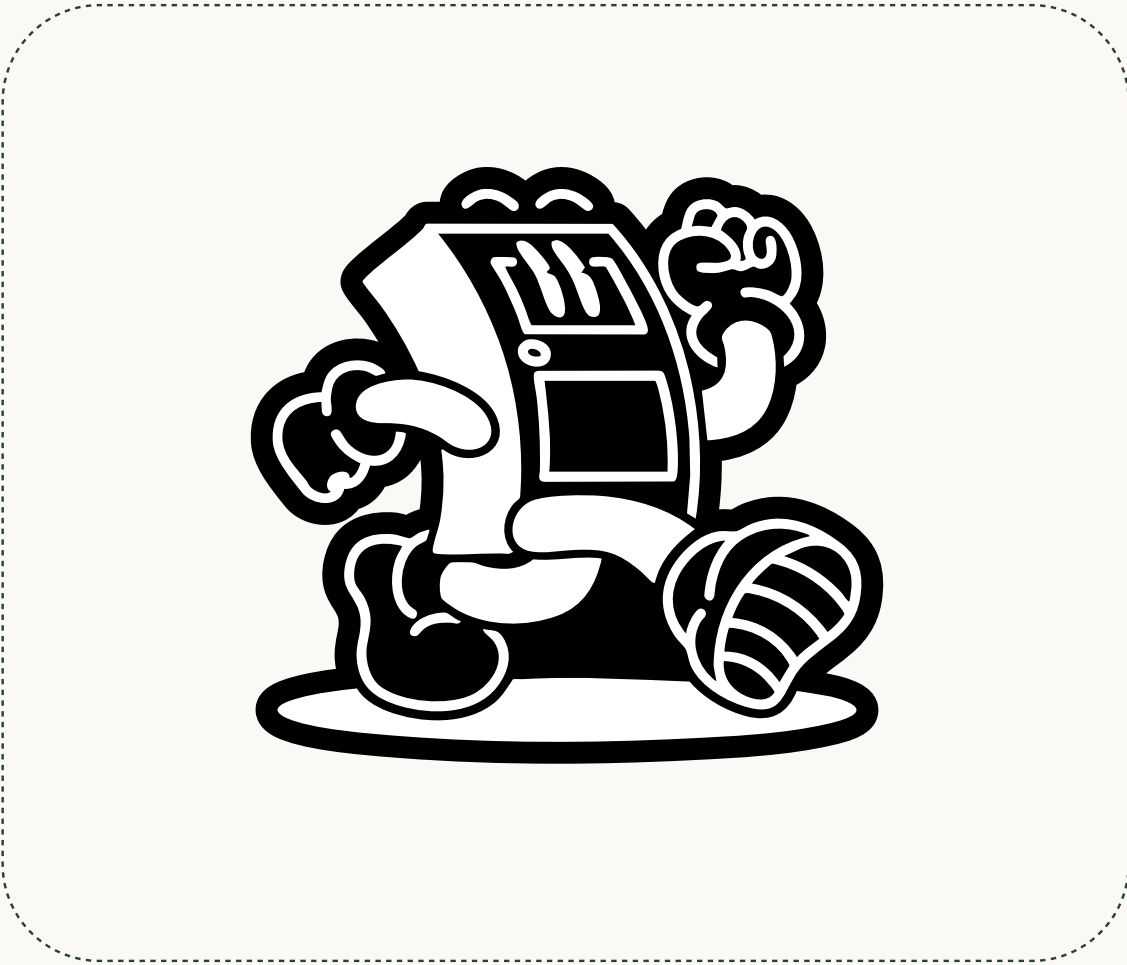
03. Don't change the typeface of the Logo.



04. Don't re-organize the type of the logo.



05. Don't apply shadow blur on the logo.
Only a thin dark shadow is allowed.



06. Don't reverse the colors of the logo.



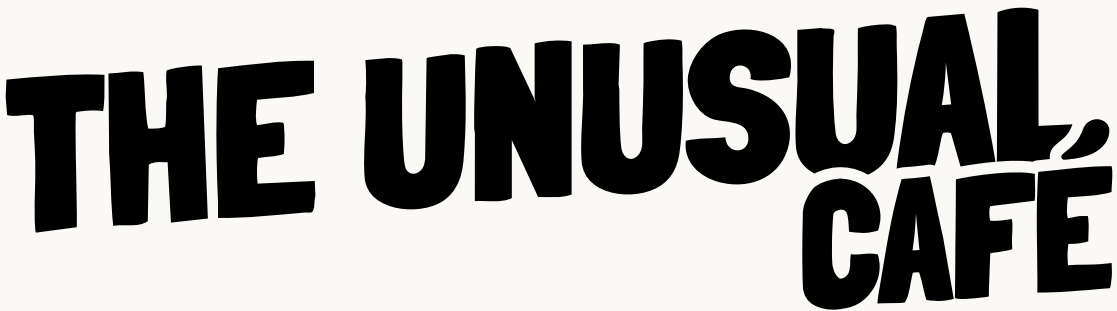
01.01
Coffeeman logos

LOGOS

The Coffeeman represents the café and food experience of The Unusual. It embodies daily rituals, shared moments, and the pleasure of drinks and food. Built from the same visual language as the Doorman, it ensures continuity within the identity. The Coffeeman brings warmth and expression to the brand’s everyday life.



HORIZONTAL



WORDMARK



VERTICAL

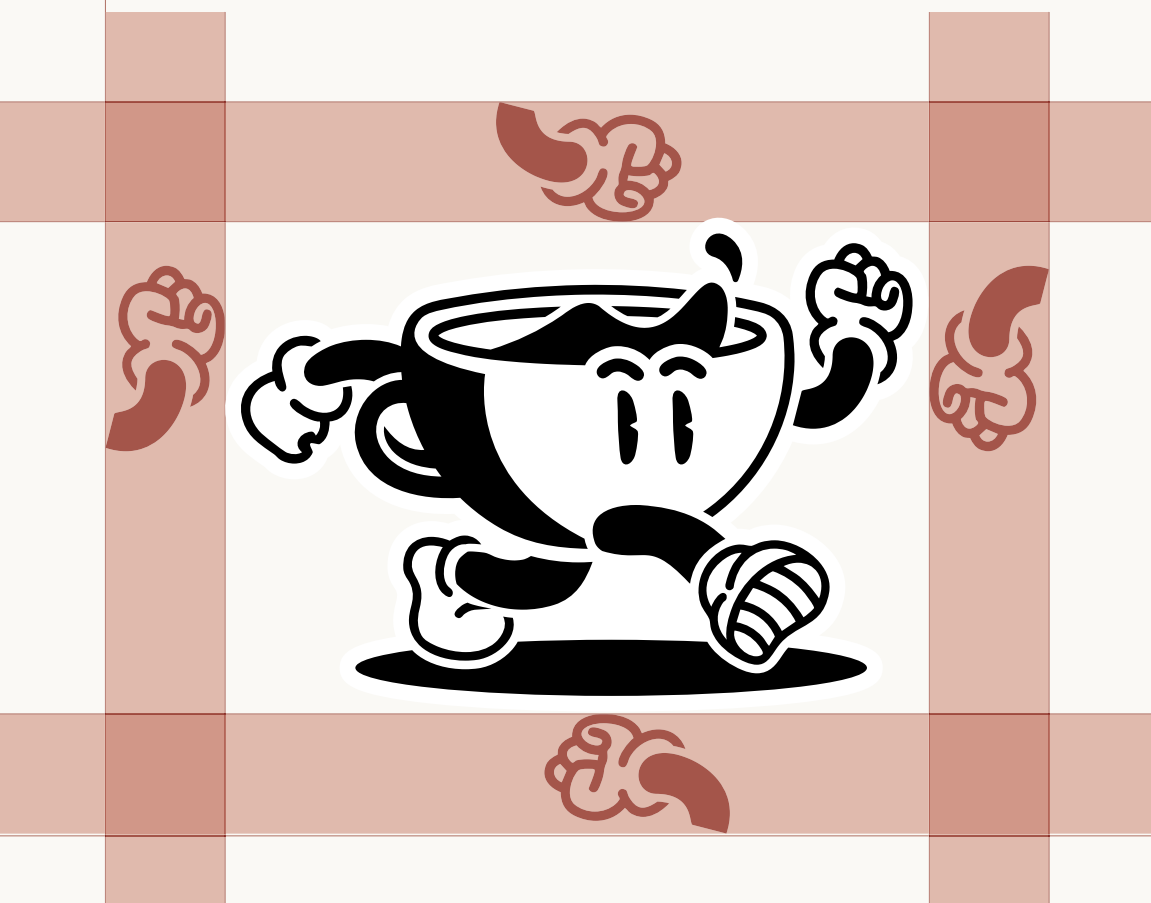
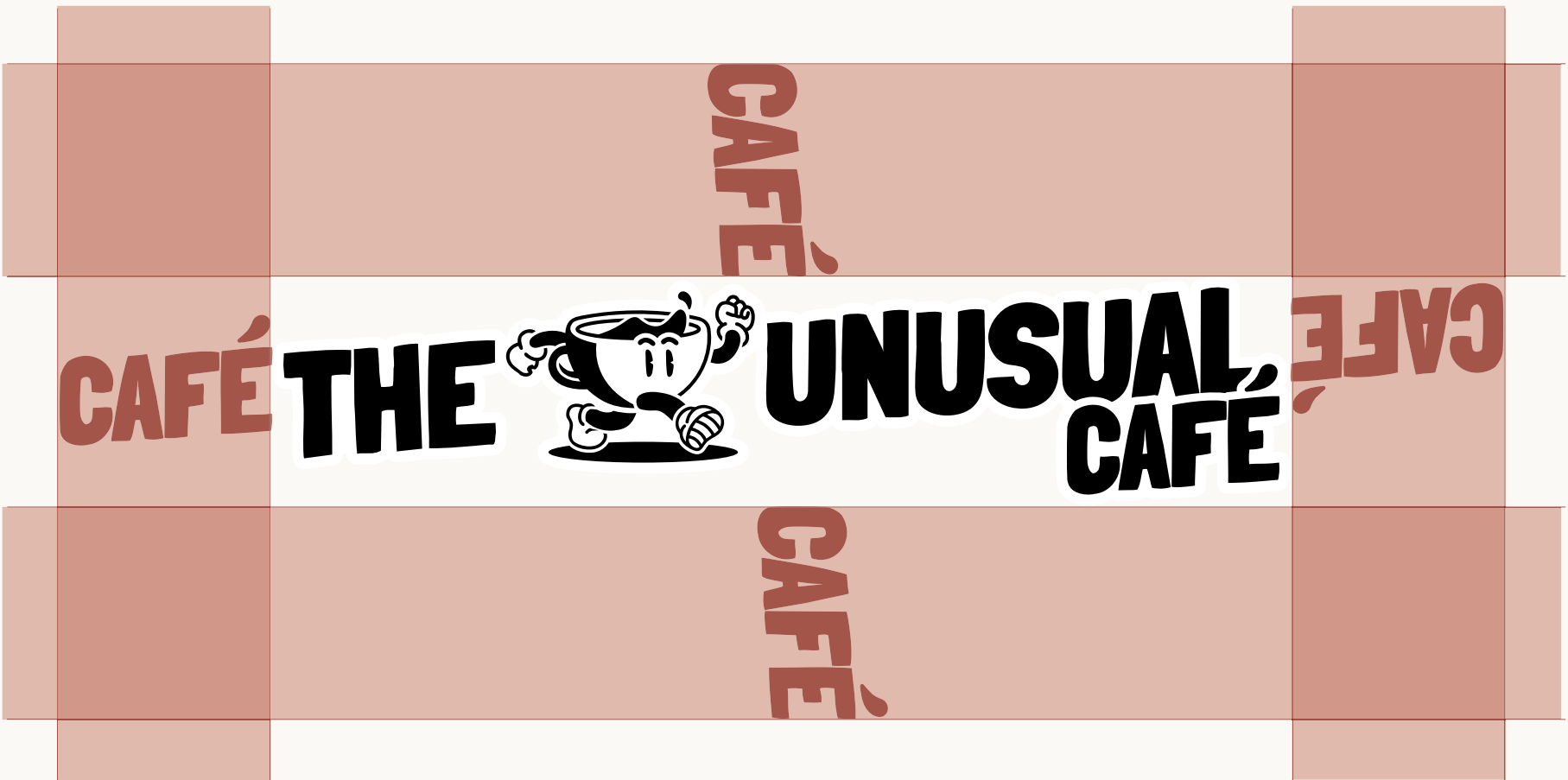
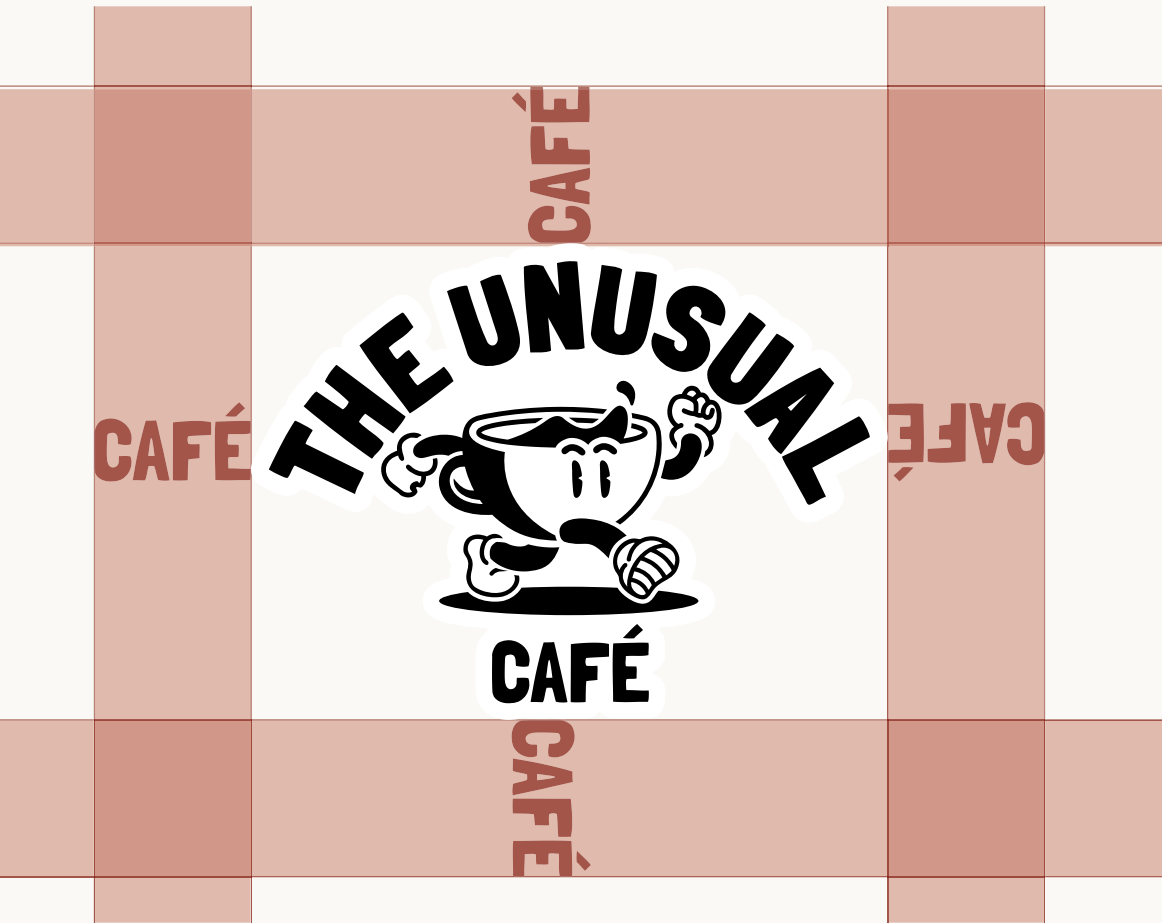


ICON

01.02
Coffeeman logos

CLEAR
SPACE

Clear space preserves the visibility and balance of the Coffeeman logo. This area ensures the logo remains readable and recognizable. No text, images, or graphic elements should interfere with this space. Clear space must be respected in all digital and physical applications.



01.03
Coffeeman logos

MINIMUM
SIZE

The Coffeeman logo requires a minimum size to remain clear and identifiable. Using it below this threshold reduces legibility and visual impact. Respecting the minimum size ensures consistent recognition across all uses.





HORIZONTAL

VERTICAL

WORDMARK

ICON









01.06
Coffeeman logos
DON'T

The Coffeeman logo is designed as a warm and expressive symbol. Altering its form or colors disrupts its visual balance. Inconsistent variations weaken recognition and reduce coherence. Maintaining the original design ensures continuity with the Doorman and preserves the identity as a whole.



01. Don't distort or wrap the logo.



02. Don't use unauthorized colors.



03. Don't change the typeface of the Logo.



04. Don't re-organize the type of the logo.



05. Don't apply shadow blur on the logo.
Only a thin dark shadow is allowed.



06. Don't reverse the colors of the logo.







02.

COLORS

- 01. Primary colors
- 02. Secondary colors

02.01

Colors

PRIMARY
COLORS

The primary colors define the core visual identity of The Unusual. They create recognition, consistency, and a strong visual foundation. Used across both digital and physical applications, they ensure coherence. These colors set the overall tone of the brand and anchor all other visual elements.

GOLDEN ROAST

CMJN : 10, 45, 80, 0
RGB : 227, 156, 61
HEX : #E39C3D

SAGE BREW

CMJN : 55, 20, 65, 5
RGB : 135, 170, 119
HEX : #87AA77

DEEP CACAO

CMJN : 30, 100, 90, 45
RGB : 126, 25, 25
HEX : #7E1919

OLIVE MILK

CMJN : 35, 15, 50, 0
RGB : 182, 193, 146
HEX : #B6C192

CLAY CUP

CMJN : 20, 60, 55, 5
RGB : 196, 117, 101
HEX : #C47565

DARK ROAST GREEN

CMJN : 80, 50, 70, 60
RGB : 39, 65, 54
HEX : #274136

PORCELAIN WHITE

CMJN : 2, 2, 5, 0
RGB : 238, 249, 245
HEX : #FAF9F5

LATTE STONE

CMJN : 25, 40, 45, 15
RGB : 179, 144, 125
HEX : #B3907D

02.02

Colors

SECONDARY COLORS

Secondary colors support and enrich the primary palette. They allow flexibility while preserving visual consistency. Used thoughtfully, they help structure content and highlight information. These colors adapt the identity to different contexts without altering its core.

CMJN : 10, 35, 65, 0
RGB : 231, 176, 104
HEX : #E39C3D

CMJN : 10, 50, 90, 0
RGB : 226, 143, 42
HEX : #E28F2A

CMJN : 10, 45, 80, 0
RGB : 227, 156, 61
HEX : #E39C3D

CMJN : 45, 10, 55, 0
RGB : 158, 191, 139
HEX : #9EBF8B

CMJN : 60, 30, 65, 15
RGB : 109, 135, 99
HEX : #6D8763

CMJN : 55, 20, 65, 5
RGB : 135, 170, 119
HEX : #87AA77

CMJN : 30, 90, 70, 30
RGB : 143, 44, 51
HEX : #8F2C33

CMJN : 35, 100, 80, 55
RGB : 101, 19, 25
HEX : #651319

CMJN : 30, 100, 90, 45
RGB : 126, 25, 25
HEX : #7E1919

CMJN : 25, 10, 40, 0
RGB : 205, 211, 170
HEX : #CDD3AA

CMJN : 45, 25, 55, 10
RGB : 148, 158, 122
HEX : #949E7A

CMJN : 35, 15, 50, 0
RGB : 182, 193, 146
HEX : #B6C192

CMJN : 15, 55, 50, 0
RGB : 216, 136, 119
HEX : #D88877

CMJN : 25, 65, 60, 15
RGB : 176, 100, 86
HEX : #B06456

CMJN : 20, 60, 55, 5
RGB : 196, 117, 101
HEX : #C47565

CMJN : 75, 40, 65, 40
RGB : 58, 91, 75
HEX : #3A5B4B

CMJN : 80, 50, 70, 65
RGB : 34, 56, 45
HEX : #22382D

CMJN : 80, 50, 70, 60
RGB : 39, 65, 54
HEX : #274136

CMJN : 2, 2, 2, 0
RGB : 251, 250, 250
HEX : #FBFAFA

CMJN : 5, 5, 5, 0
RGB : 244, 242, 242
HEX : #F4F2F2

CMJN : 1, 1, 1, 0
RGB : 238, 249, 245
HEX : #FAF9F5

CMJN : 25, 35, 40, 10
RGB : 187, 159, 141
HEX : #BB9F8D

CMJN : 25, 40, 45, 30
RGB : 156, 127, 110
HEX : #9C7F6E

CMJN : 25, 40, 45, 15
RGB : 179, 144, 125
HEX : #B3907D



03.

TYPOGRAPHY

- 01. Primary type
- 02. Secondary type
- 03. How to use

LONDRINA SOLID

BLACK

ALWAYS IN CAPSLOCK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789

&@'"()€ÈÉÇÀ–?!

OUTFIT

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
&@'"()€ÈÉÇÀ-?!

OUTFIT

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
&@'"()€ÈÉÇÀ-?!

03.03

Typography

HOW TO USE

Typography plays a key role in the visual identity of The Unusual. It helps structure information and guide reading. The combination of typefaces creates balance, hierarchy, and clarity. Consistent use of typography reinforces recognition and coherence across all formats.

Titre : Londrina Solid – Bold

THE UNUSUAL

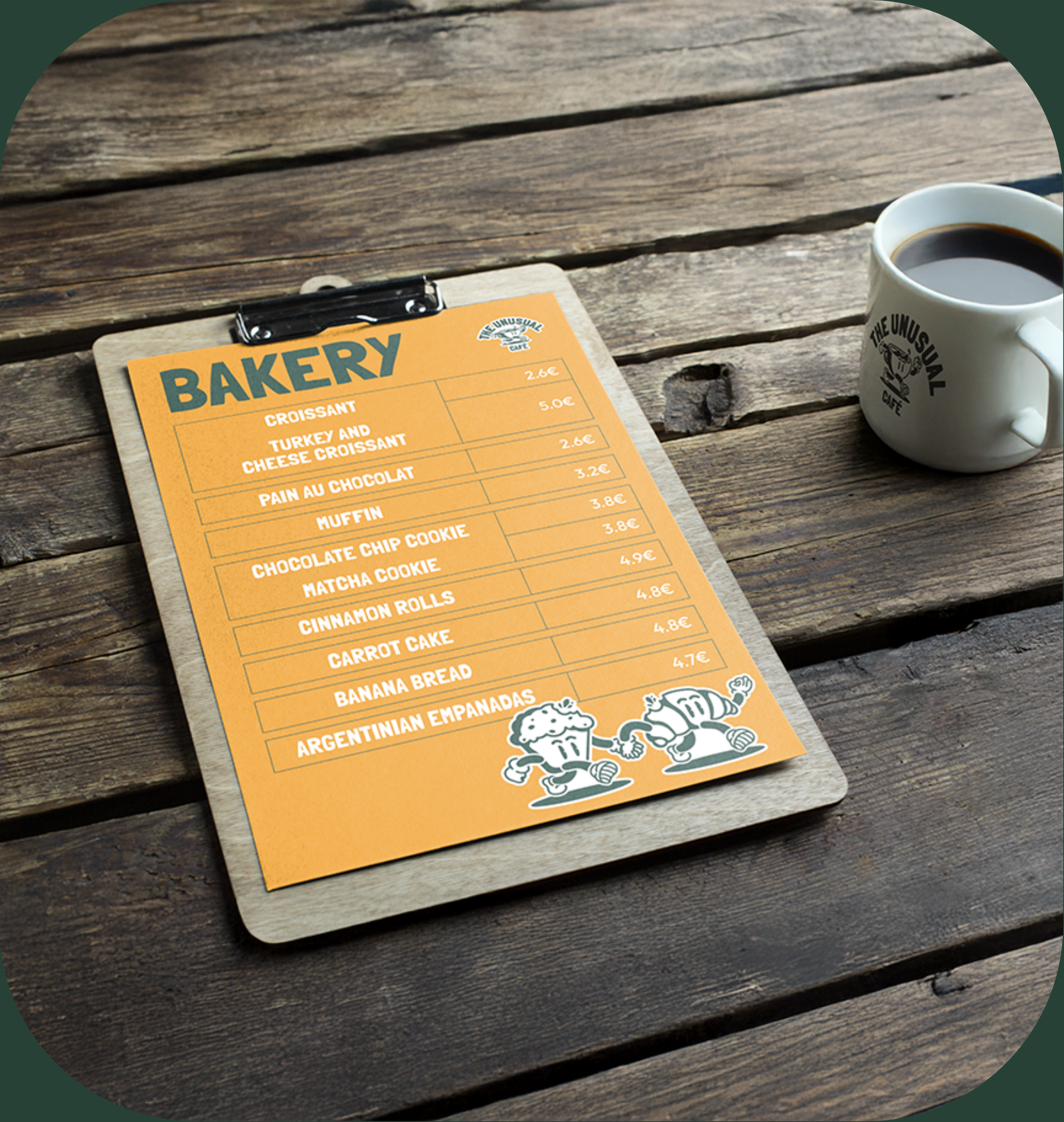
Sous-titre : Outfit – Medium

The Unusual is a place where everyday rituals become shared experiences.

Corps de texte : Outfit – Regular

The Unusual is a place shaped by people, moments, and everyday rituals. It sits at the crossroads of café culture, food, and human encounters. Here, drinks are prepared with care and time is allowed to slow down. Simple gestures become meaningful experiences. The atmosphere is warm, lived-in, and authentic.

The place evolves throughout the day, guided by light and presence. Nothing is rushed, nothing is forced. The Unusual values connection over efficiency. More than a café, it is a living place.



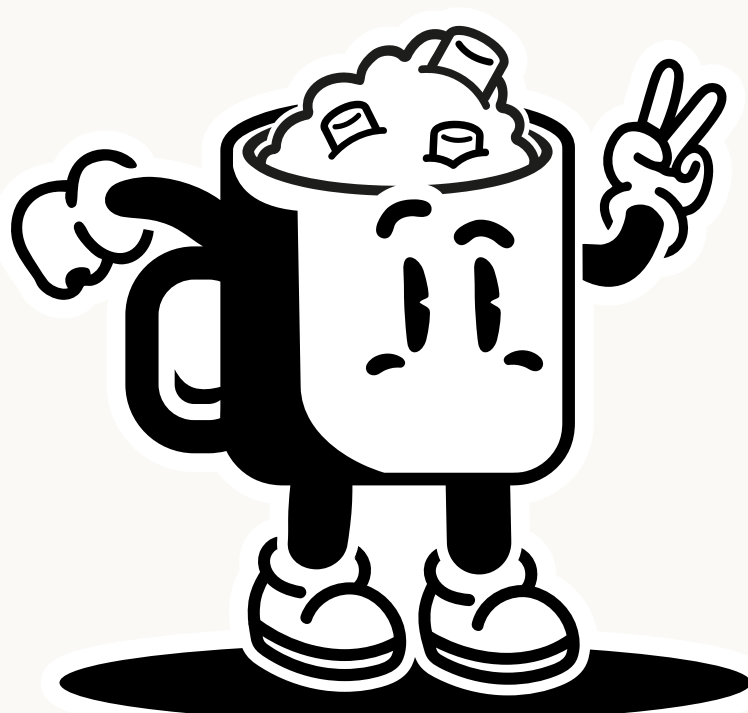
04.

GRAPHIC ELEMENTS

- 01. Mascots
- 02. Mascots and shapes
- 03. Photographic content



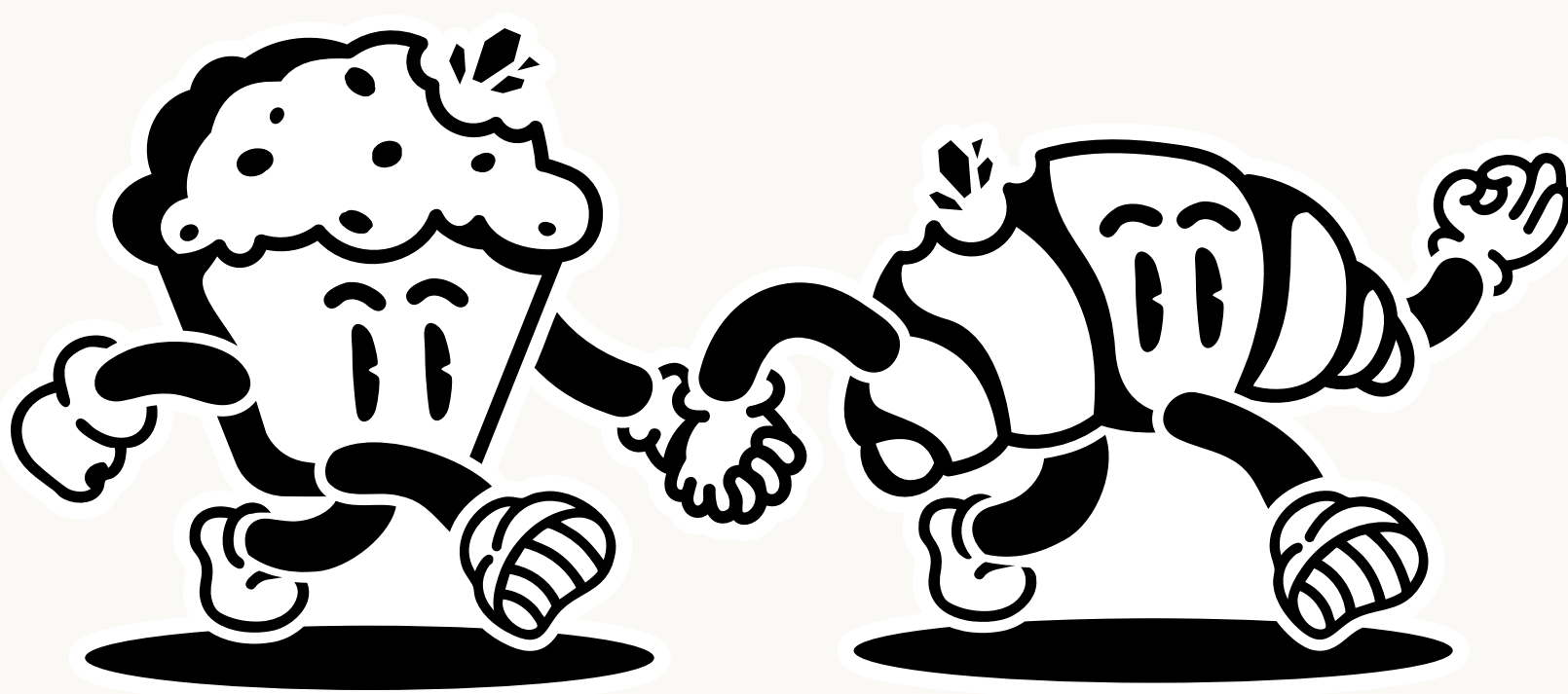
Coffee



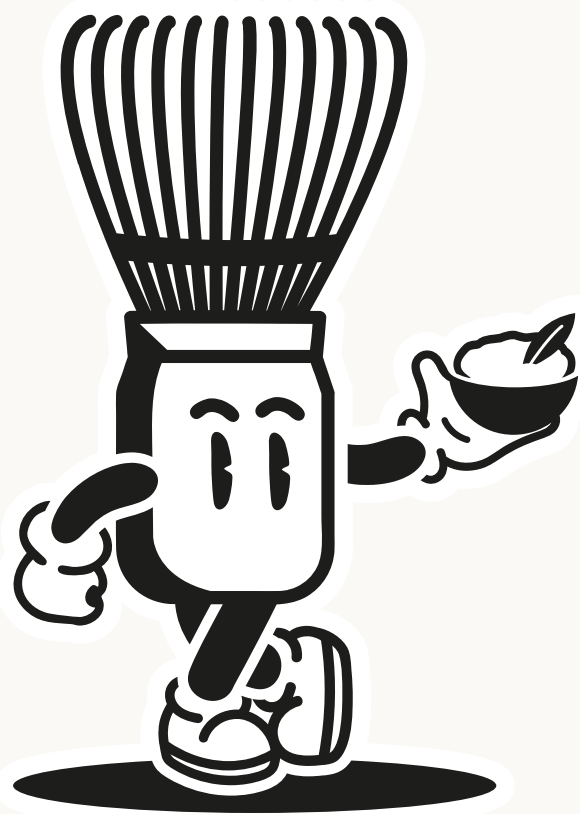
Hot chocolate



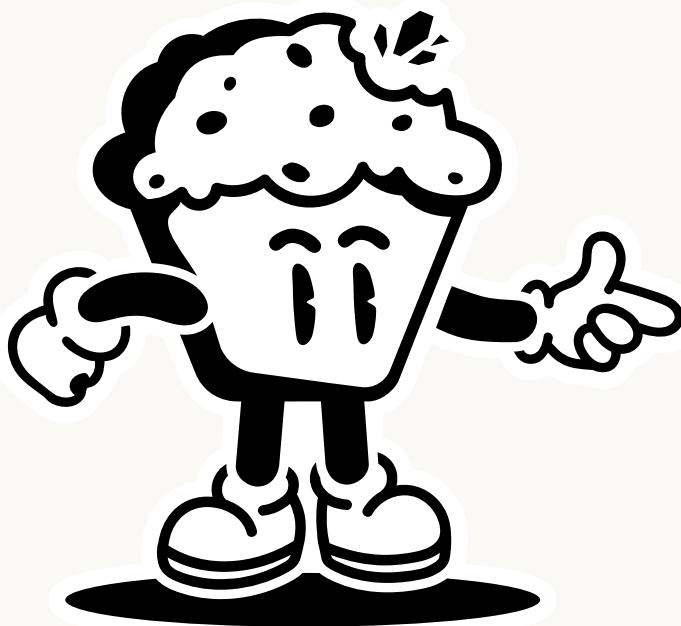
Wine



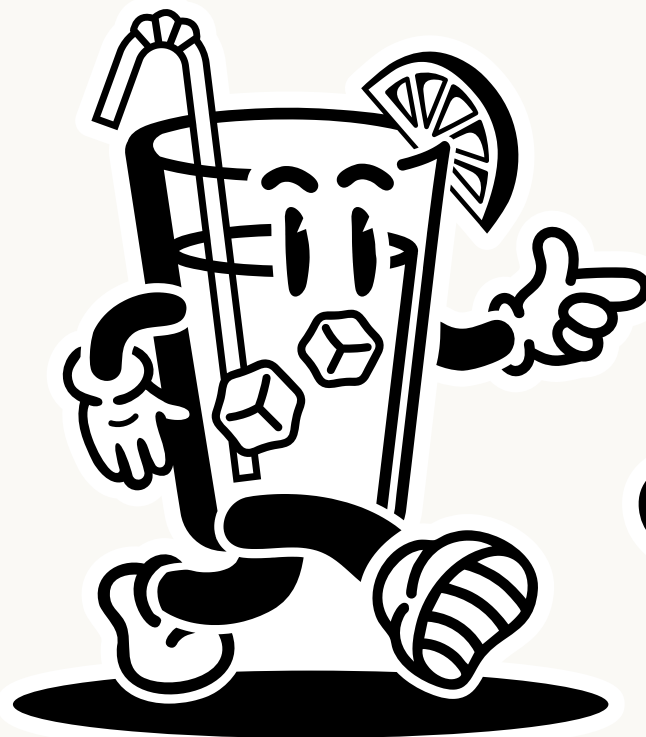
Bakery



Matcha



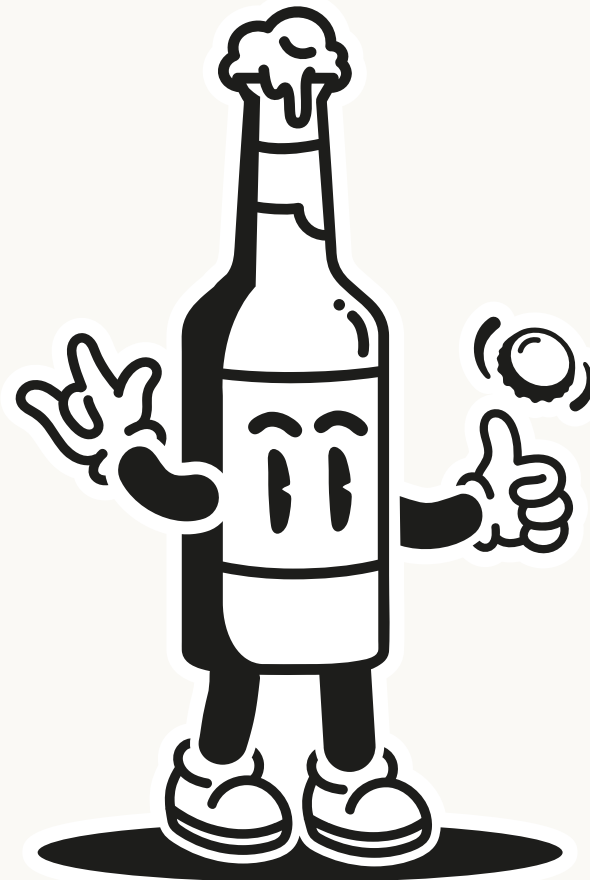
Pastries



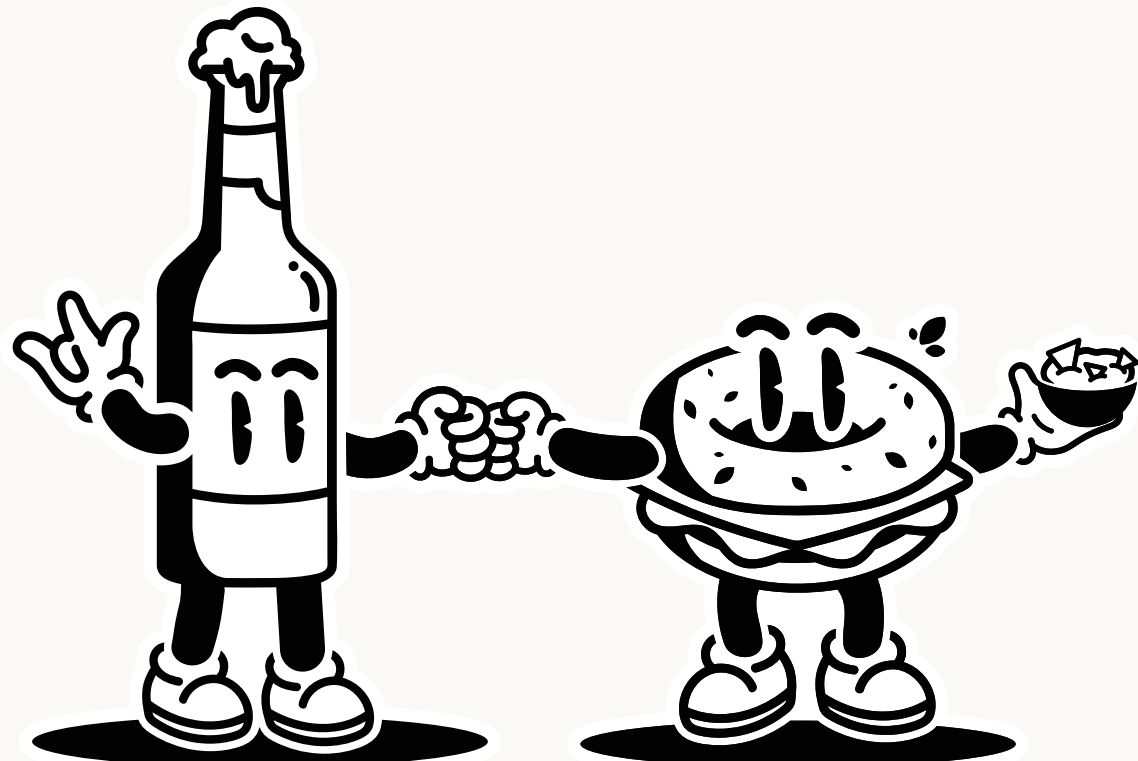
Soft



Breakfast



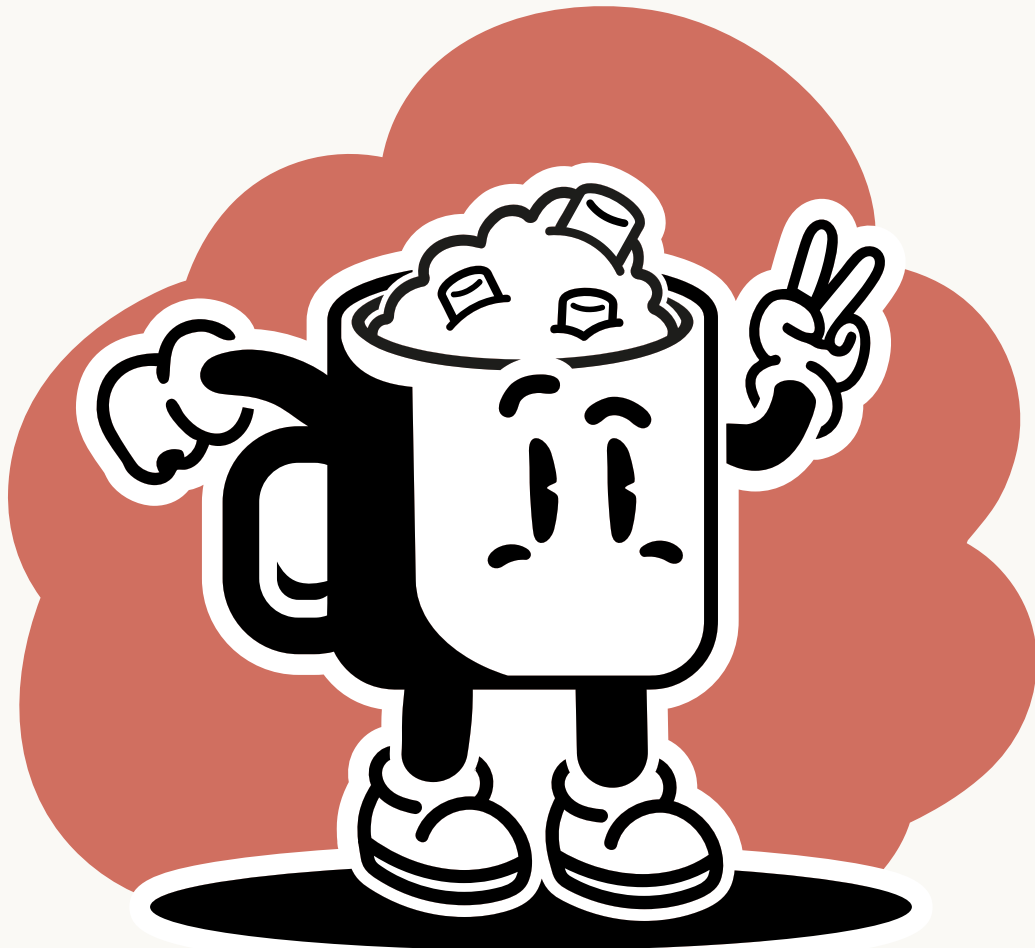
Beers



Party



Bakery



Hot chocolate



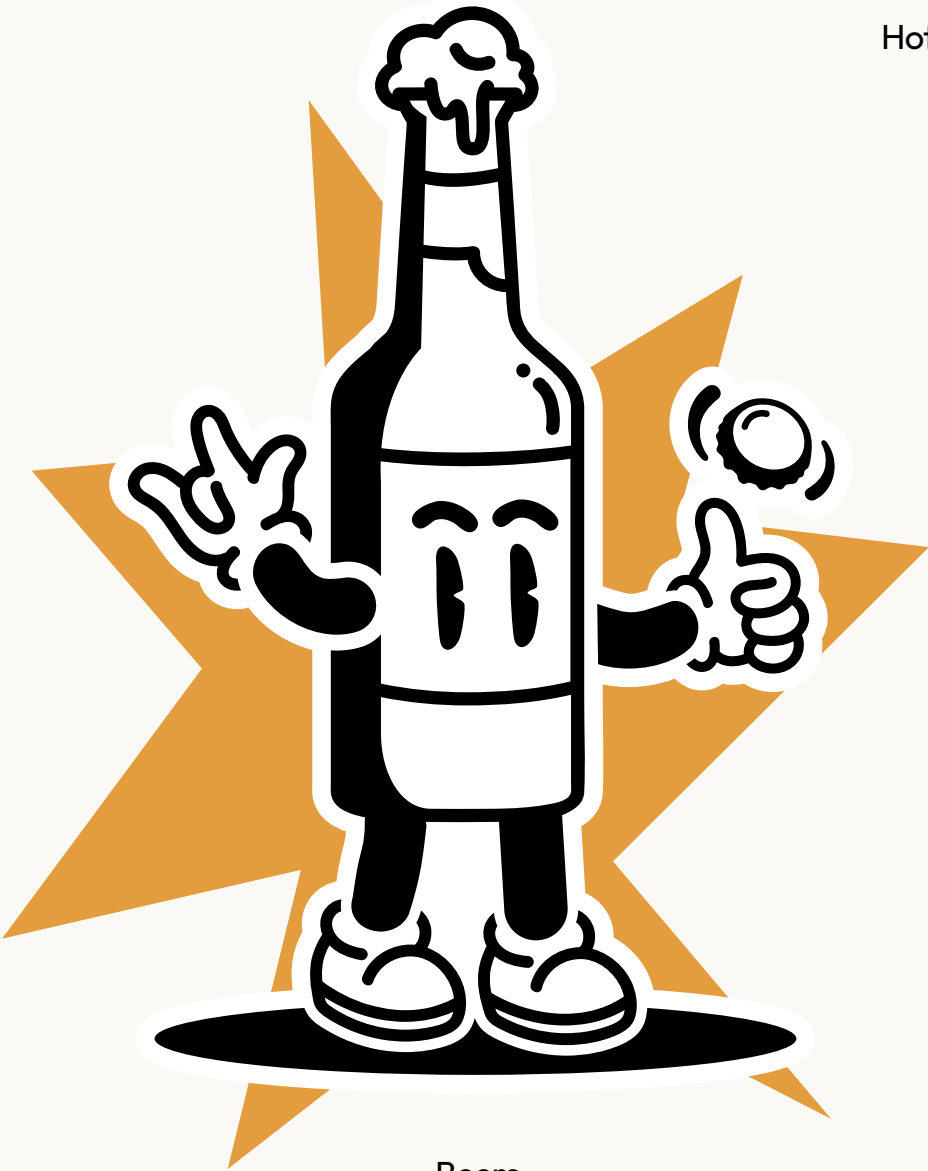
Soft



Wine



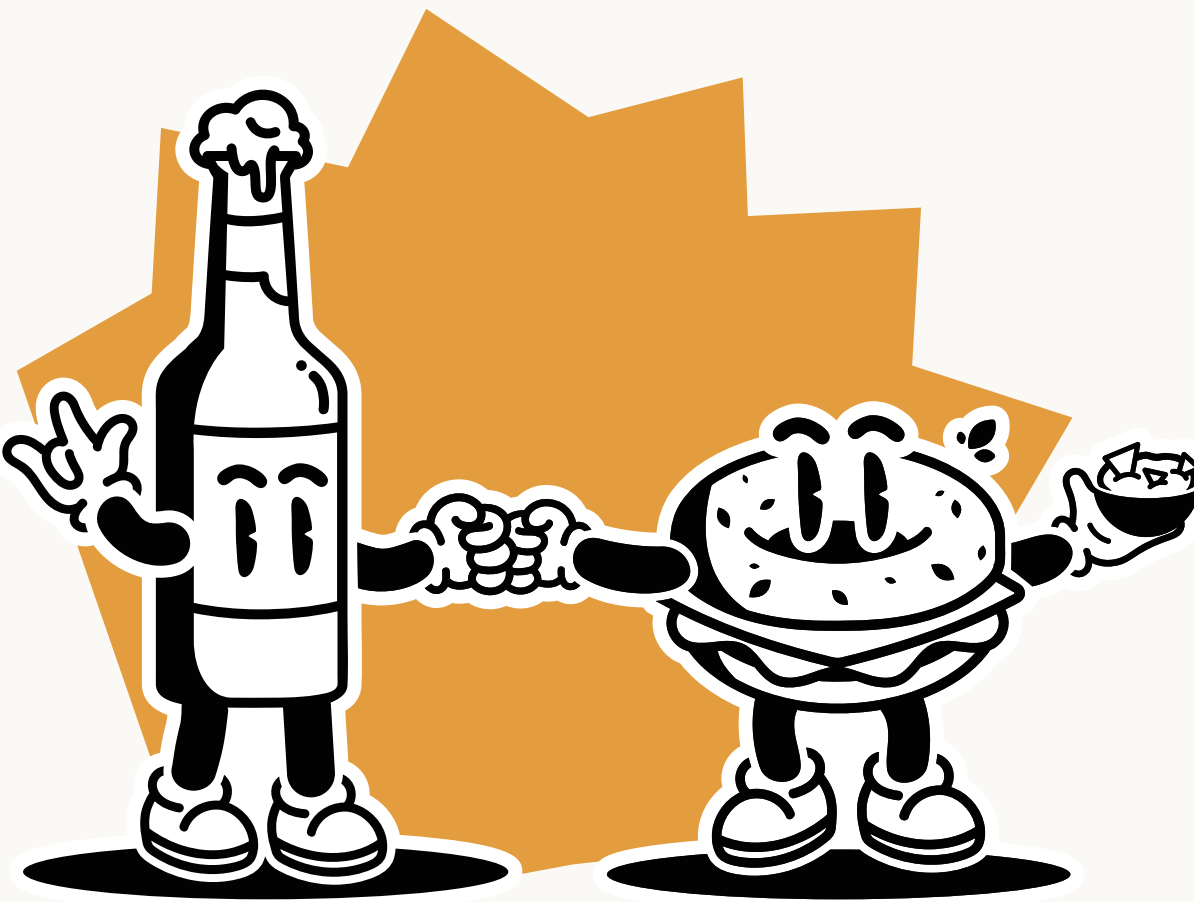
Matcha



Beers



Coffee



Party





03.03

Graphic elements

PHOTO— GRAPHIC CONTENT

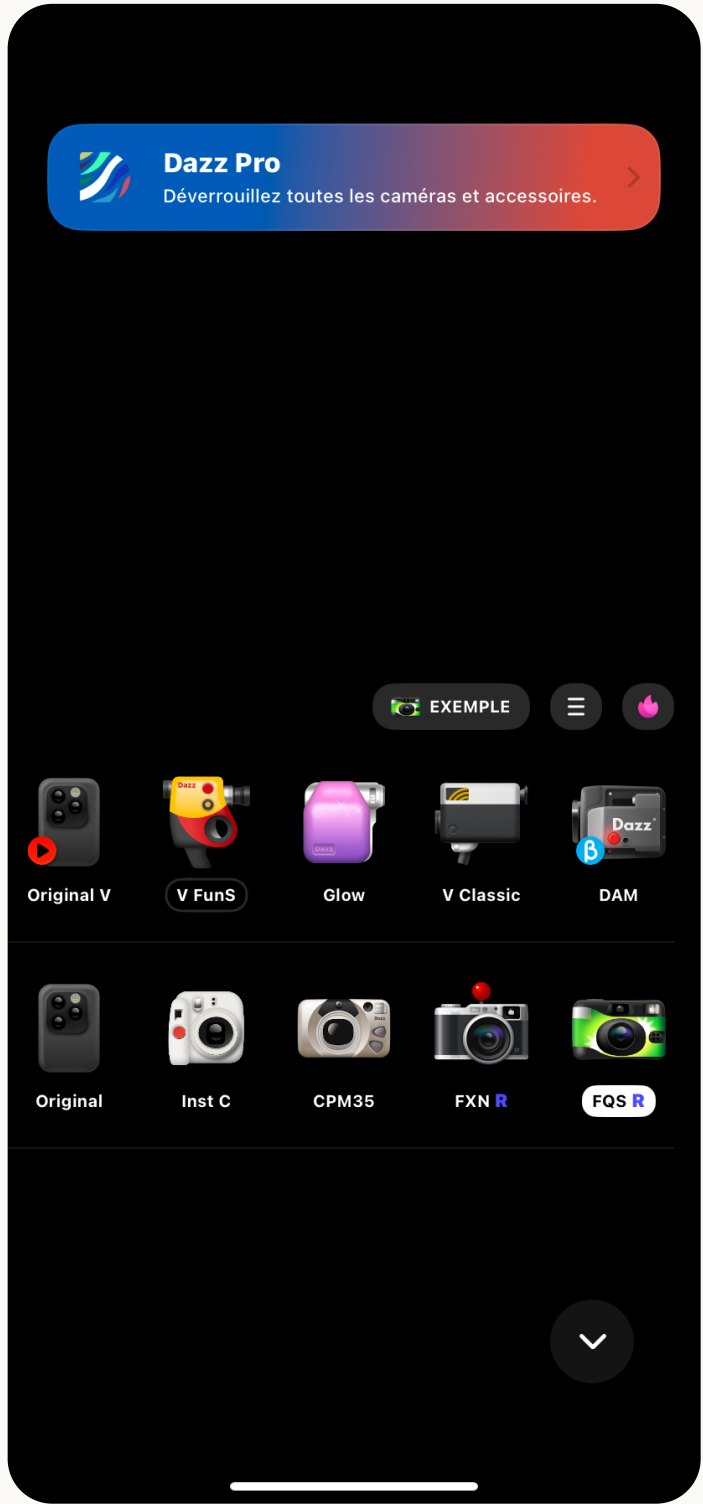
Photography reflects the atmosphere and life of The Unusual. It captures real moments, details, and human interactions. Images should feel natural, warm, and authentic. Consistent photographic choices help reinforce the identity and mood of the brand.

1



DOWNLOAD
DAZZ CAM.

2



SELECT FQS

3



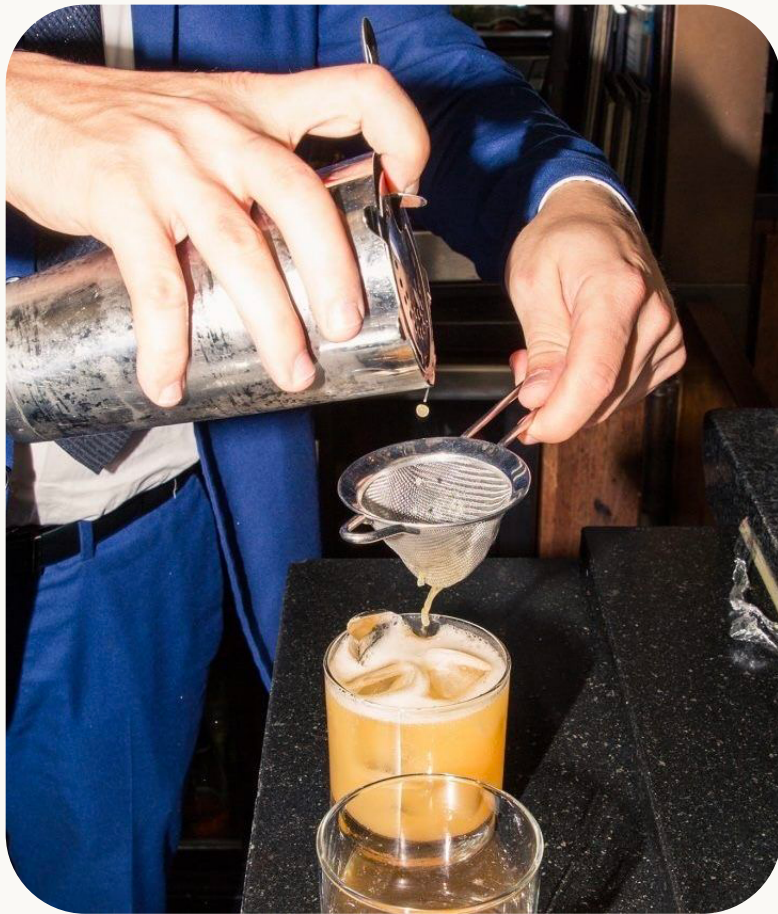
ALWAYS USE THE FLASH.

03.03

Graphic elements

PHOTO- GRAPHIC RECOM- MANDATIONS

Photography reflects the atmosphere and life of The Unusual. It captures real moments, details, and human interactions. Images should feel natural, warm, and authentic. Consistent photographic choices help reinforce the identity and mood of the brand.





05.

TEMPLATE

- 01. As a reminder
- 02. Today at The Unusual
- 03. The Unusual moment
- 04. Life of the place
- 05. Drinks and rituals
- 06. Chocolate of the month
- 07. Experiences & people
- 08. Event annoucement
- 09. Information / Practical
- 10. Outros

05.01

Template

AS A REMINDER

PILLAR 01

LIFE OF THE PLACE

Structure par pilier

- TODAY AT THE UNUSUAL
- THE UNUSUAL MOMENT
- LIFE OF THE PLACE

PILLAR 02

DRINKS, CACAO & RITUALS

Structure par pilier

- DRINKS & RITUALS
- THE CHOCOLATE OF THE MONTH

PILLAR 03

EXPERIENCES & ACTIVATIONS

Structure par pilier

- EXPERIENCES & PEOPLE
- EVENT ANNOUNCEMENT

TRANSVERSAL

- INFORMATION / PRACTICAL

check the:

Stratégie online & ligne
directrice digitale deck

05.02 Pillar 01 : Life of the place

Template

TODAY AT THE UNUSUAL

- 1. Photos taken with Dazz Cam (page 42), or short videos.
- 2. Apply the right mascot, giving the context.

Used for carousel.

Format: 4:5.



05.03 Pillar 01 : Life of the place

Template

THE UNUSUAL MOMENT

- 1. Videos of calm moments put together.
- 2. No voice or only in the background, only noises.
- 3. Apply the right mascot, giving the context.
- 4. Apply wording inspired by the strategy deck.
- 5. Add the Doorman outro.

Used for reel.

Format: 9:16.



05.04 Pillar 01 : Life of the place

Template

LIFE OF THE PLACE

- 1. Videos and photos of moments put together.
- 2. You can add a voiceover with subtitles.
- 3. Apply the right mascot, giving the context.
- 4. Apply wording inspired by the strategy deck.
- 5. Add the Doorman or the Coffeeman outro.

Used for reel.

Format: 9:16.



05.05
Pillar 02 : Drinks, cacao
and rituals

Template

DRINKS & RITUALS

- 1. Photos taken with Dazz Cam (page 42).
- 2. Apply the right mascot, giving the context.
- 3. Apply wording inspired by the strategy deck.

Used for post and carousel.

Format: 4:5.



05.06

Pillar 02 : Drinks, cacao
and rituals

Template

CHOCO- LATE OF THE MONTH

Reel version

- 1. Take a video of the making.
- 2. Apply the hot chocolate mascot.
- 3. Apply the title "Chocolate of the month".
- 4. Apply the name of the hot chocolate.
- 5. Voiceover about the story of the chocolate of the month.
- 6. Add subtitles.
- 7. Add the coffeeman outro.

Used for post and reel.

Format: 4:5 or 9:16.

Post version

- 1. Photo taken with Dazz Cam (page 42).
- 2. Apply the hot chocolate mascot.
- 3. Apply the title "Chocolate of the month".
- 4. Apply the name of the hot chocolate.



Post

Reel

05.07 Pillar 03 : Experiences
and activations

Template

EXPE- RIENCES & PEOPLE

- 1. Videos and photos (taken with Dazz cam) of moments put together.
- 2. You can add a voiceover with subtitles.
- 3. Apply the doorman mascot.
- 4. Apply wording inspired by the strategy deck.
- 5. Add the Doorman outro.

Used for reel.

Format: 9:16.



05.08

Pillar 03 : Experiences
and activations

Template

EVENT
ANNOUN-
CEMENT

No photo version

- 1. Apply a primary color for the background.
- 2. Add all the information following the template.
- 3. Add the doorman mascot.

Used for post.

Format: 4:5.

Photo version

- 1. Apply a photo for the background.
- 2. Add all the information following the template.
- 3. Add the doorman mascot.

type of the event

NAME OF
THE EVENT

date of the event from ... to ... am/pm

SOMETHING IS
HAPPENING HERE



more informations



05.9 Transversal

Template

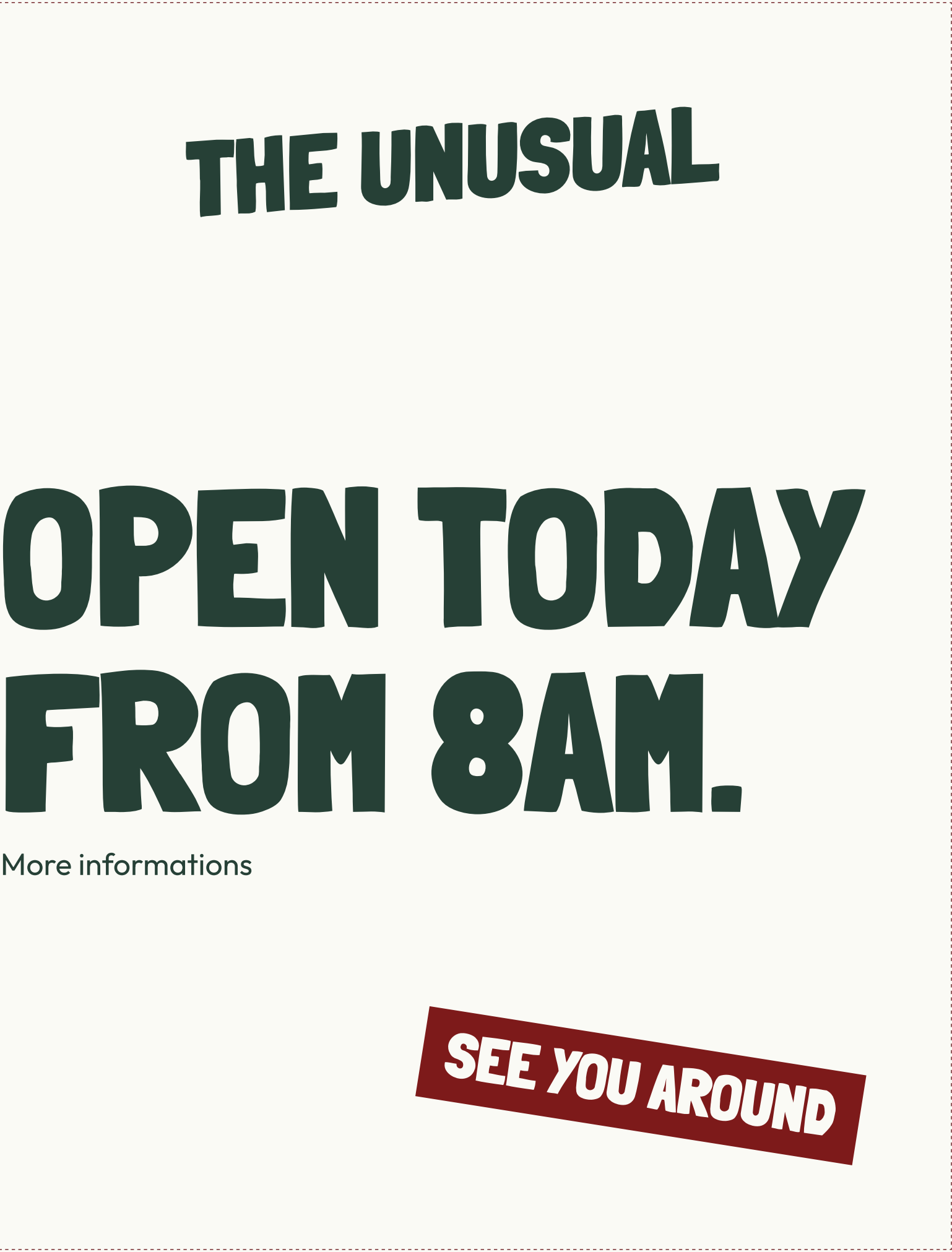
INFOR-
MATION /
PRACTICAL

No photo version

- 1. Apply a primary color for the background.
- 2. Add all the information following the template.
- 3. Add The Unusual logo.
- 4. Apply wording inspired by the strategy deck.

Used for post.

Format: 4:5.



More informations

05.10 Reel

Template

OUTROS



05.10 Reel

Template

OUTROS



Rue Montagne aux Herbes
Potagères 49,
1000 Brussels

Monday to Saturday
9am to 9pm

02.88.10.178
theunusual.be

