



Brand Book

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## Introduction: What is kāk?

kāk (cake) is a café and cakery serving the Georgetown neighborhood in Washington, D.C. Founded by lifelong friends and baking enthusiasts Carol Werner and Rebecca Jones in 2016, kāk was built and contrived on the ideals of locality, quality, and simplicity.

kāk seeks to provide its patrons with more than just a good cup of coffee or an amazing cake - it hopes to foster a sense of place and community by bringing together handmade and locally sourced ingredients to feed the innate human pull towards home.



kāk is community

# Visual Identity

People eat with their eyes long before their food ever hits their stomachs. kāk's visual identity helps us to be just as appealing off the plate as we are on the palate, and is built on a firm understanding and embodiment of our core values and ideals.

## Our Logo & Typography

Logo:



The kāk logo should always appear in these hues, with each letter colored exactly as it appears here. The rectangular frame, made up of two thin lines around the text, is an integral design component and must always appear in the logo. The logo may be used directly on any light colored background (preferably white or kāk Overlay). If it is necessary to print on a dark color, the logo's fill, and the space between the exterior frame lines, must be white.

Taglines:

georgetown café + cakery

kāk is community

These taglines may be used with or independently of the logo. If used in conjunction, the tagline should not overlap with or touch any portion of the logo (see previous page for correct usage); the tagline may appear above, beside, or below the logo. These two taglines are interchangeable and should be utilized fit for purpose, but should not be used together simultaneously.

Colors:



Black  
C=0 | M=0 | Y=0 | K=100  
RGB: 0, 0, 0 (#000000)



kāk Yellow  
C=25 | M=50 | Y=100 | K=0  
RGB: 197, 137, 48 (#c5882f)



kāk Gray  
C=0 | M=0 | Y=0 | K=90  
RGB: 65, 64, 66 (#404041)



kāk Overlay  
C=25 | M=30 | Y=55 | K=0  
RGB: 196, 171, 128 (#c3ab80)

Fonts:

Logo: Baskerville Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw  
XxYyZz1234567890?!+

All other text: Avenir Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw  
XxYyZz1234567890?!+

These font guidelines must be utilized throughout all kāk branding materials, marketing and promotional collateral, labels and packaging, and other publications. When the brand name “kāk” appears in text, the Avenir Book font should be used. The “kāk” brand name and taglines (“georgetown café + cakery” and “kāk is community”) must always appear in all lower case text. All other written copy will follow conventional capitalization rules.

Additional Visual Brand Elements

**Coffee Stain:** The coffee stain image may be used sparingly as a complementary design element across kāk collateral, packaging, menus and print materials, and disposables (ie: napkins, coffee cups, cake boxes, etc.). Below are three examples of styles and colors of coffee stain images that are acceptable.

Note that each of these appropriate examples falls within the same general color palette, resembles a real and unaltered coffee stain, and forms a very clear (yet imperfect) circular shape.



# Brand Personality

The full realization and embodiment of kāk's personality in every cake, cup, post, and print is crucial to our brand's success. The kāk concept needs to be as sticky as Carol and Rebecca's famous honey buns.

## Our Tone of Voice

- Casual:** kāk's tone of voice is casual and accessible. As a community-oriented café and cakery, building an environment (in person, on screen, and in print) that is warm and inviting is key. Our tone will mimic casual coffeeshop banter with simple and straightforward verbiage.
- Witty:** kāk's tone of voice is witty and smart. Particularly amongst Millennials, subtle tongue-in-cheek touches can go a long way to make a big impression. We do not shy away from opportunities to imbibe our brand with a bit of wit - particularly within more "malleable" assets like menu items and social media posts.
- Honest:** kāk's tone of voice is honest and authentic. We are committed to nourishing and supporting our community through sourcing and giving back locally, fostering a space that invites people to connect with each other, and focusing on bringing joy and fullness to the lives of our patrons through quality cakes and coffees. We are forthright and honest in both our tone and content throughout all of our communications.

## Our Brand Attributes

- Approachable:** kāk wants to be Georgetown’s favorite coffee and pastry shop, as well as D.C.’s top destination for custom cakes. Our seasonal and local ingredient inspired menu caters to a wide array of customers - from on-the-go caffeine-seekers to discerning foodies alike. Our menu and atmosphere are not daunting, but rather, welcoming and warm - a place you’d like to sit and stay awhile.
- Simple:** From our branding and storefronts to our baking process and philosophy, kāk is all about simplicity. We only use locally sourced ingredients, and only work with suppliers who are authentic and passionate about food. We live by the tenant that “less is more.”
- Community Focused:** kāk is not only a café and cakery, but also a community empowerer, social responsibility driver, and partner to all things good. As our tagline states: kāk is community. From the ingredients that go into each of our coffees and cakes, to the charities and nonprofits that we engage with, kāk is devoted to supporting and improving Georgetown, D.C., and the world.
- Quality-Driven:** In an already heavily saturated bakery and coffeeshop market, kāk’s commitment and embodiment of quality ups the ante. Our custom cakes are crafted to exacting client specifications, and our pastries and coffees are baked and brewed with a keen attention to detail and locality. We know that the only way to get good out is to put great in.
- Current:** kāk keeps up with the times, while staying rooted in tried and tested techniques. With an ever-evolving menu based on seasonality and ingredient availability, our patrons will never taste too much of the same thing. Our currentness further extends into our overall branding and physical presence - we keep things modern, clean, and bright.

# Messaging

- kāk is more than another typical Georgetown café and cakery - it is community.
- kāk was founded on the tenants of locality, quality, and simplicity - and a fierce commitment to honesty and authenticity.
- kāk seeks to foster a sense of place and community by artfully and deliciously bringing together handmade and locally sourced ingredients to feed the innate human pull towards home.
- kāk helps to create memories that matter.

## Elevator Pitch + Who We Are

kāk is a café and cakery serving the Georgetown neighborhood in Washington, D.C. kāk was built and contrived on the ideals of locality, quality, and simplicity; and we live this manifesto everyday.

We seek to provide our patrons with more than just a good cup of coffee or an amazing cake - we hope to foster a sense of place and community by bringing together locally sourced ingredients and handmade treats to feed the innate human pull towards home.

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kāk is community.



georgetown café + cakery