



bre:zi

Style Guide

Espresso like cold brew
in just 5 minutes

Logos

bre:zi

bre:zi

bre:zi

Typography

Aa

Combay Devanagari Bold

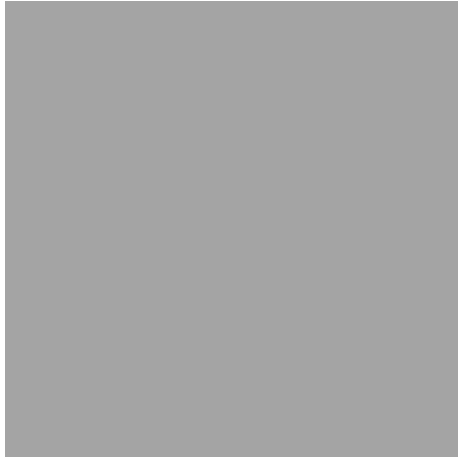
Use for Headers and Sub-headers

Aa

Combay Devanagari Regular

Use for body text

Color Palette



#a4a4a4

C=38 M=30 Y=31 K=0

R= 164 G=164 B=164



#4a71b7

C=76 M=56 Y=0 K=0

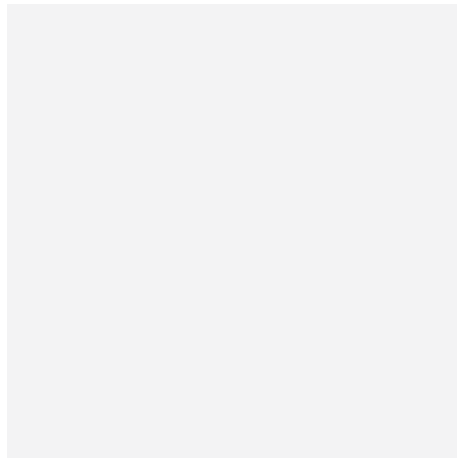
R= 74 G=113 B=183



#0d0d0d

C=74 M=67 Y=67 K=85

R= 13 G=13 B=13



#f3f3f4

C=3 M=2 Y=2 K=0

R= 243 G=243 B=244

Social Media

Guidelines

General

- **Tone:** Friendly, approachable, and passionate about coffee. Use conversational language that resonates with coffee enthusiasts.
- **Style:** Maintain a balance between informative and engaging. Use light humor when appropriate, but keep it professional.
- **Educational Posts:** Share tips on brewing techniques, coffee types, and the benefits of quick brewing. Info graphics or short videos work well.
- **Posting Schedule:** Aim for consistency—post at least 3-5 times per week. Monitor engagement to determine optimal posting times.
- **Seasonal Content:** Create posts that align with seasonal trends (e.g., summer iced coffee recipes, cozy winter brews).

Social Media Guidelines

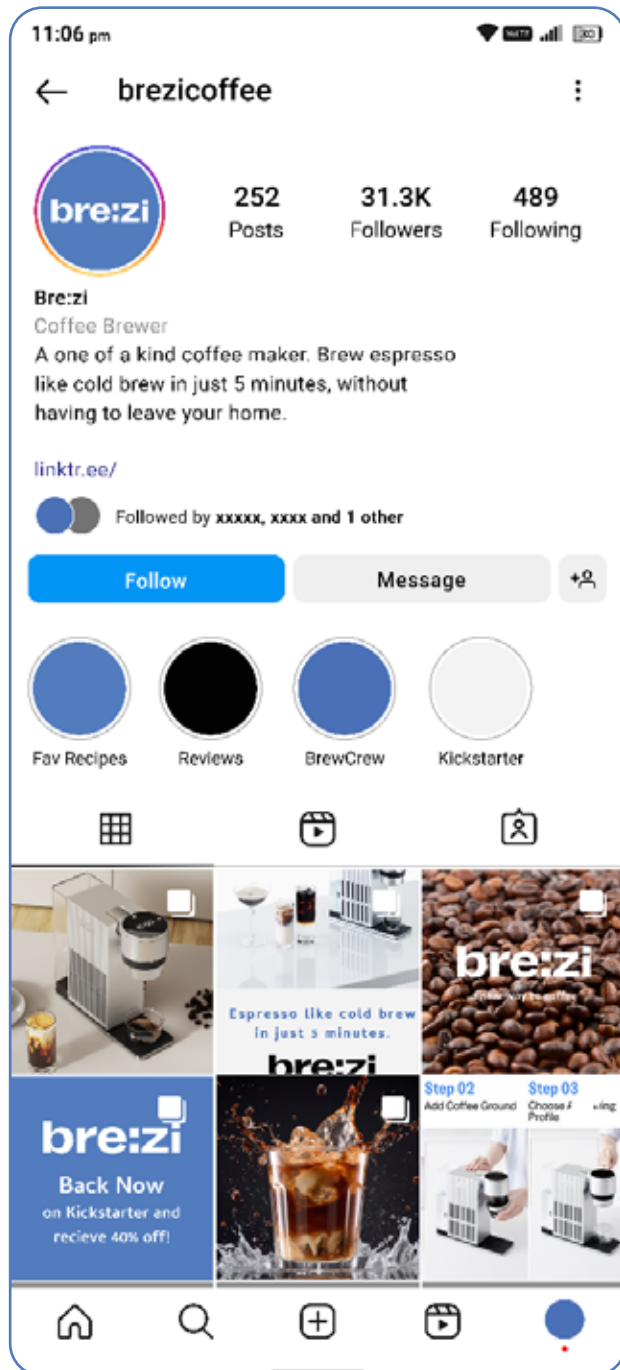
Engagement

- Responding to Comments: Aim to reply to comments and messages within 24 hours with a friendly tone and provide helpful information.
- Polls and Questions: Engage the audience by asking about their coffee preferences, brewing techniques, or favorite coffee moments.
- Hashtags: Utilize brand-specific hashtags (provided below) along with popular coffee-related hashtags to increase visibility.

Hashtags

#BreziBrew #BreziEspresso #BreziColdBrew, #QuickBrew #5MinuteBrew
#EspressoInMinutes #ColdBrewEspresso #CoffeeLovers #EspressoYourself
#BrewWithBrezi #CoffeeMoments #MorningRoutine #CoffeeGoals
#CoffeeVibes #BrewCrew

Instagram Profile



An example of an
Instagram story

Facebook Profile

