

REVELATOR BRAND STANDARDS

March 20, 2019 V 1.3

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OUR BRAND'S LOOK AND FEEL

At Revelator we rely heavily on large amounts of white space and carefully considered aesthetics. From our store build-outs all the way down to our menus, a high level of thought and care for design is to be showcased.

Our brand revolves around our customers and connection. We are seeking harmony between us and the spaces we inhabit.

It is important to maintain our clean aesthetic but we must do so in tandem with creating warmth, beauty, and soul.

Here's how.

APPROVAL & ASSISTANCE

If you have any questions about branding or approval for larger projects please contact the marketing team:

Frank Jefferis

Art Director

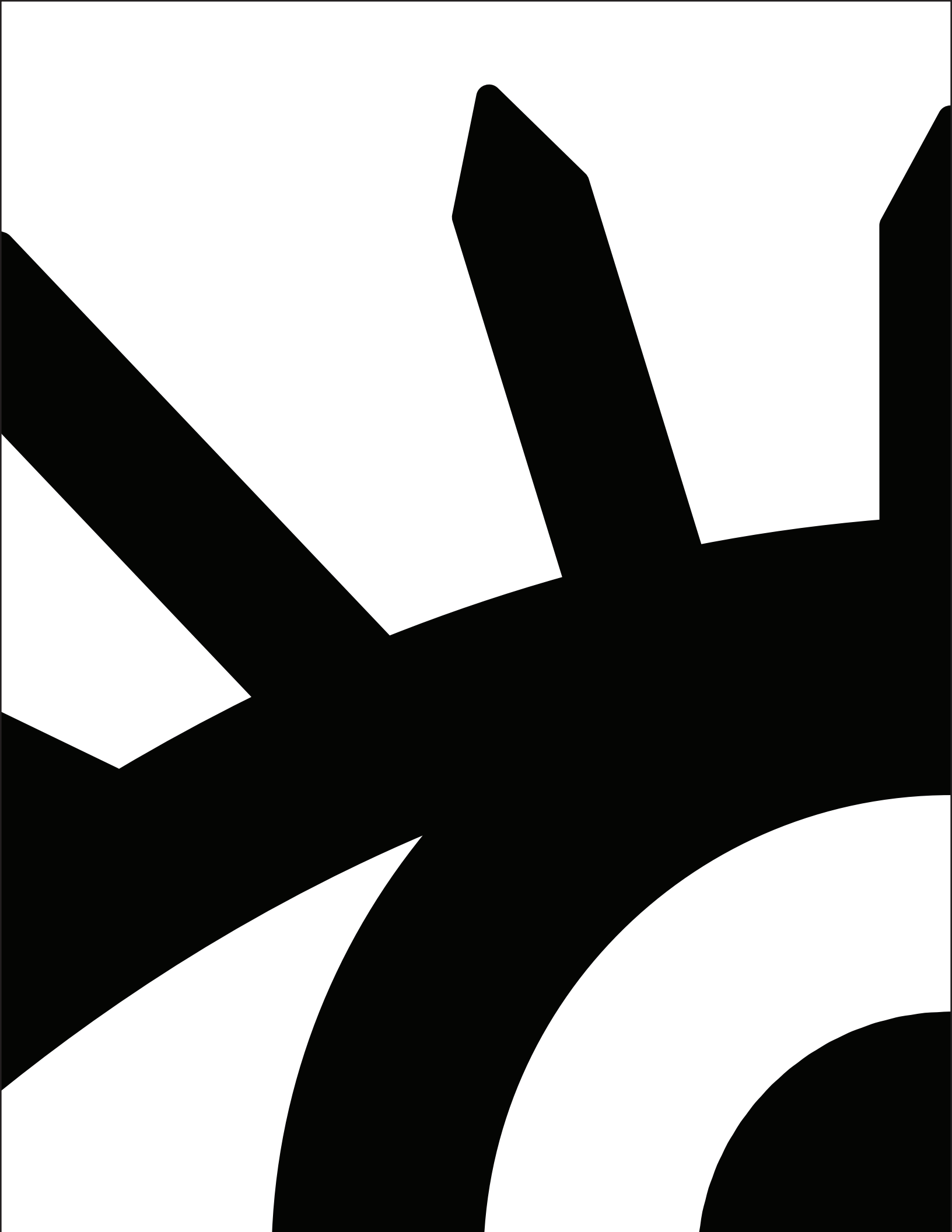
frank@revelatorcoffee.com

Meredith Singer

Executive Director of Marketing

meredith@revelatorcoffee.co





PART 1

LOGO

PART 1: LOGO

PRIMARY LOGO



CORE MARK

This is our primary logo and it should be used when possible. Proper application is absolute black on white.



CLEAR SPACING

Always keep the logo at least one "R" height away from any other assets.

PART 1: LOGO
 COLOR



COLOR + LOGO

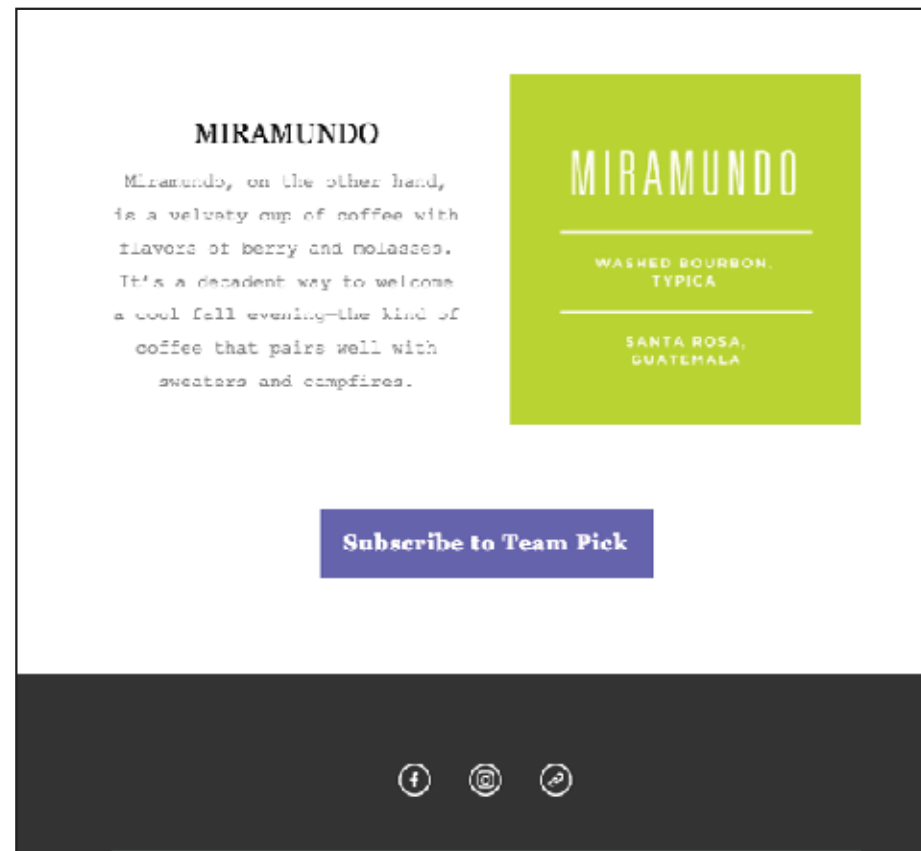
Our labels and coffee releases are the ONLY time the full Revelator logo will exist over color.



COLOR SQUARES

When coffees are listed on a menu pops of color can be used as identifiers. We use these on the website as well.

PART 1: LOGO
COLOR



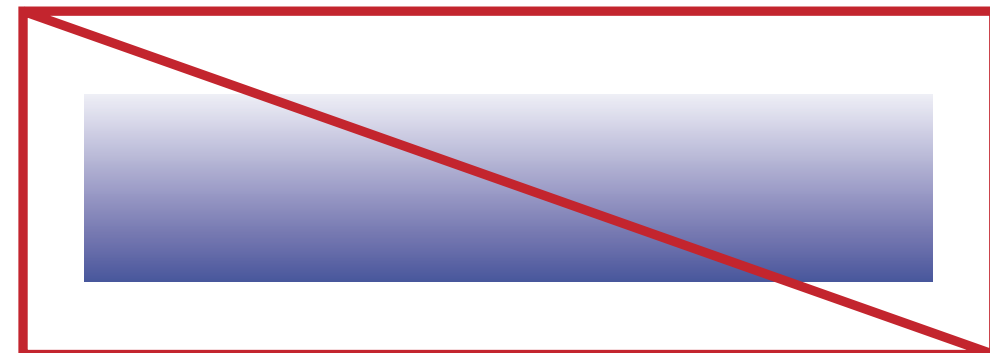
CTAs AND HIGHLIGHTS

In some instances there may be a need to highlight a certain asset or section. This must be used at a minimum. Almost any color can be used here but try to use something that is appropriate for the time or subject. We tend to use shades of purples and greens if there is no defined reasoning for the color.



SOLID COLOR CALL OUTS


Here is another instance in which colors are used as a call out. Solid greens and purples are used.



NO GRADIENTS.

We do not use gradients in the brand, anywhere.

PART 1: LOGO
ALIGNMENT



COFFEE BLENDS

MISFIT (Latin America)
Full-bodied with tones of butterscotch, praline, and toasted pecan. Warm tones and a long, dark chocolate finish.
Bulk 5LB - \$50 Presale Unit 12 oz - \$10 Suggested Resale - \$15

PALE RIDER (Decaf)
Red apple, caramel, and milk chocolate character. Balanced, sweet, clean, and easy-going. Rotating seasonal lots from Colombia.
Bulk 5LB - \$50 Presale Unit 12 oz - \$10 Suggested Resale - \$15

PETUNIAS (Brazil, Colombia)
Notes of fresh red cherry, toasted mixed nuts, and sweet cocoa. Smooth and velvety body with a resonant finish. Easy to drink.
Bulk 5LB - \$50 Presale Unit 12 oz - \$10 Suggested Resale - \$15

TEA CAKE (Nicaragua, Costa Rica)
Red, pink, and orange fruit tones like cherry, hibiscus, and apricot. Smooth and easy going with notes of vanilla, fresh fig, and cola.
Bulk 5LB - \$55 Presale Unit 12 oz - \$9 Suggested Resale - \$17

SINGLE ORIGINS

EL PIQUIN (Dota, Costa Rica | semi washed caturra, catuai)
Fruit notes of berry, pink fruit, and citrus. Sweet undertones of toasted milk chocolate and toasted hazelnut.
Bulk 5LB - \$55 Presale Unit 12 oz - \$11 Suggested Resale - \$17

LAS DELICIAS (Jinotega, Nicaragua | washed javanica)
Light notes of grape and lime. Soft florals, delicate, and tea like.
Bulk 5LB - \$60 Presale Unit 12 oz - \$12 Suggested Resale - \$18

KOLLA BOLCHA (Jimma, Ethiopia | washed heirloom)
Deep red and dark pink fruits. Think cherry, pomegranate, blood orange, and stonefruit. Dark honey, fresh fig, and currant sweetness.
Bulk 5LB - \$65 Presale Unit 12 oz - \$13 Suggested Resale - \$19

SANTA TEREZA (Dota, Costa Rica | washed red & yellow catuai)
Bright and juicy tones of pink, orange, yellow citrus. Mixed stone fruit character of plum, nectarine, apricot, and cherry.
Bulk 5LB - \$55 Presale Unit 12 oz - \$11 Suggested Resale - \$17

LOGO CENTER ALIGNED

If there is enough room the logo is to be centered.



COFFEE BLENDS

MISFIT (Latin America)
Full-bodied with tones of butterscotch, praline, and toasted pecan. Warm tones and a long, dark chocolate finish.
Bulk 5LB - \$50 Presale Unit 12 oz - \$10 Suggested Resale - \$15

PETUNIAS (Brazil, Colombia)
Notes of fresh red cherry, toasted mixed nuts, and sweet cocoa. Smooth and velvety body with a resonant finish. Easy to drink.
Bulk 5LB - \$50 Presale Unit 12 oz - \$10 Suggested Resale - \$15

PALE RIDER (Decaf)
Red apple, caramel, and milk chocolate character. Balanced, sweet, clean, and easy-going. Rotating seasonal lots from Colombia.
Bulk 5LB - \$50 Presale Unit 12 oz - \$10 Suggested Resale - \$15

WILDCAT (Ethiopia, Honduras)
Peach, apricot, nectarine, and cherry. Sweet orange and bergamot. Juicy and bright with a bit of brown sugar on the finish.
Bulk 5LB - \$55 Presale Unit 12 oz - \$11 Suggested Resale - \$17

SINGLE ORIGINS

MIRAMUNDO (Santa Rosa, Guatemala | washed bourbon, caturra)
Notes of dried and preserved dark fruit with a little citrus lift. Undertones of chocolate, brown sugar, and baking spice.
Bulk 5LB - \$55 Presale Unit 12 oz - \$11 Suggested Resale - \$17

SANTA TEREZA (Dota, Costa Rica | washed red & yellow catuai)
Sweet notes of apple, grape, orange, and stonefruit, with honey, maple, and caramel on the finish.
Bulk 5LB - \$55 Presale Unit 12 oz - \$11 Suggested Resale - \$17

YABITU KOKA (Guji, Ethiopia | washed heirloom)
Super juicy and intensely sweet with fruit forward notes of ripe peach, nectarine, and mandarin orange.
Bulk 5LB - \$65 Presale Unit 12 oz - \$13 Suggested Resale - \$19

YOSOTATU RESERVA (Oaxaca, Mexico | washed bourbon, typica)
Super sweet and silky with notes of apricot, apple, and dark berries. Lasting brown sugar finish.
Bulk 5LB - \$65 Presale Unit 12 oz - \$13 Suggested Resale - \$19

PULCAL (Antigua, Guatemala | washed bourbon, typica)
Stone fruit forward profile. Notes of apricot, cherry, and mango complemented by rich tones of sweet fudge and a silky body.
Bulk 5LB - \$55 Presale Unit 12 oz - \$11 Suggested Resale - \$17

KOLLA BOLCHA (Jimma, Ethiopia | washed heirloom)
Deep red and dark pink fruits. Think cherry, pomegranate, blood orange, and stonefruit. Dark honey, fresh fig, and currant sweetness.
Bulk 5LB - \$65 Presale Unit 12 oz - \$13 Suggested Resale - \$19

LAS PENITAS (Santa Bárbara, Honduras | washed pacas)
Notes of sweet mixed citrus. Think blood orange, navel, and ruby red. Dried mango and stonefruit. Vanilla and caramel.
Bulk 5LB - \$60 Presale Unit 12 oz - \$12 Suggested Resale - \$18

EL PARAISO (Santa Bárbara, Honduras | washed pacas)
Notes of mango, pineapple, and spiced plum with toasted almond undertones.
Bulk 5LB - \$55 Presale Unit 12 oz - \$11 Suggested Resale - \$17

LOS PRIMOS (Santa Bárbara, Honduras | washed pacas)
Tropical yellow fruit tones: mango, peach, and colong. Dark berry and citrus. Backed by notes of cola and brown sugar.
Bulk 5LB - \$65 Presale Unit 12 oz - \$13 Suggested Resale - \$19

ZARAGOZA (Oaxaca, Mexico | washed bourbon, typica)
Notes of milk chocolate, dried fruit, and brown sugar. Velvety body with hints of berry and peach.
Bulk 5LB - \$65 Presale Unit 12 oz - \$13 Suggested Resale - \$19

LOGO LEFT ALIGNED

If there is not enough room the logo is to be aligned left.

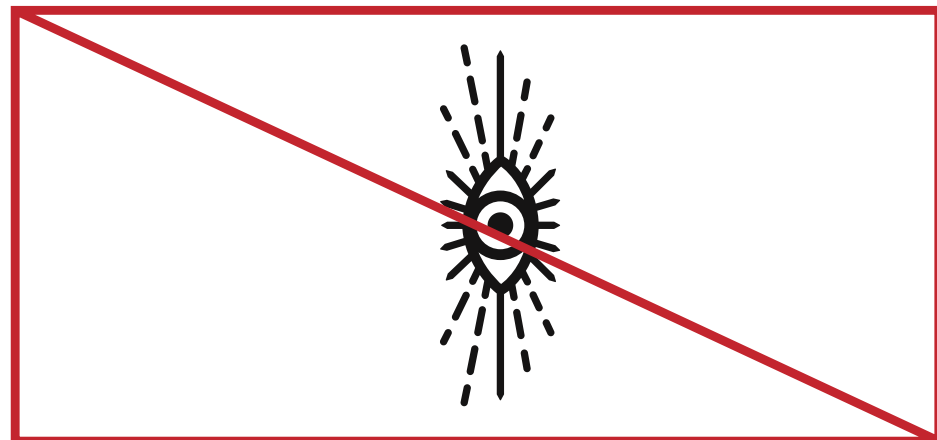
PRIMARY LOGO DON'TS



DO NOT COLOR THE LOGO
The logo is never meant to be color.



DO NOT TILT THE LOGO.
Logo is always meant to exist on a flat X axis.



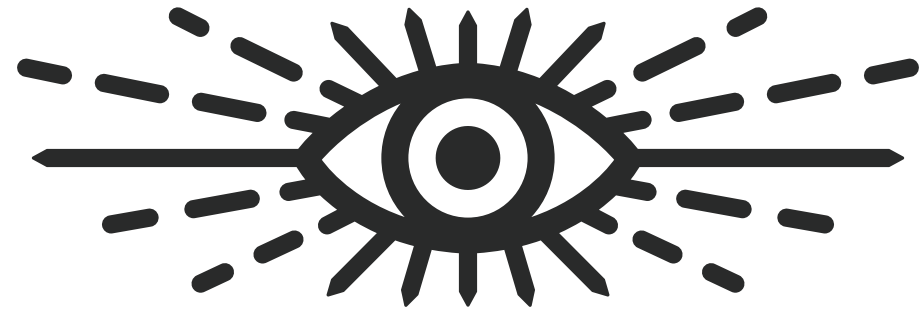
DO NOT TILT THE EYE MARK.
Logo is always meant to exist on flat surface.



DO NOT SEPARATE THE LOGO
Logo is always meant to exist together. The eye can be broken out **but the copy from the logo can not live without the eye.**

PART 1: LOGO

THE EYE



SOLO EYE

This icon is meant to be used when the full logo is present elsewhere or within pieces where we want to minimize branding for simplicity's sake.



SWAG/HAT



WATER BOTTLE



ESPRESSO

- 2OZ - \$3.50
- 4OZ (2oz Milk) - \$4.25
- 6OZ (4oz milk) - \$4.50
- 10OZ (8oz Milk) - \$4.75

COFFEE

- BATCH BREW - \$3.25
- POUR OVER - \$4.50
- ICED COFFEE - \$4.25

TEA

- TEAS - \$4.25-4.75
- CHAI - \$5.00
- MATCHA - \$5.00

SPECIALTY

- MOCHA - \$5.50
- HOT CHOCOLATE - \$4.00
- FLAVORED LATTE - \$5.50

ADD-ONS

- EXTRA SHOT - \$1.50
- ALT MILK - \$1.00
- ADDITIONAL FLAVORS - \$0.75



MENU DESIGN

PART 1: LOGO

PRIMARY SIGNAGE



PRIMARY SIGNAGE

Out primary exterior signage is a hand painted mark on white brick or other white surface.
No Color should be used.



WINDOW VINYL

Window decals may be white on black.
No color should be used. Remeber your clear spacing here.



PRIMARY APPLICATION

This is our primary logo and it should be used when possible.
NOTE: This logo is dated but treatment is correct in both instances.

PART 1: LOGO

SECONDARY LOGOS

These instances of the secondary logos are primarily used in signage but may be used in other instances in which vertical space is an issue. These instances are the only time copy and the eye can be shown separately.

NOTE: If you are using any of these instances please contact the marketing team for approval. The secondary set of logos are to be used as an exception only when necessary.

REVELATOR
COFFEE COMPANY

SECONDARY LOGO

REVELATOR COFFEE COMPANY

SECONDARY HORIZONTAL

REVELATOR COFFEE COMPANY

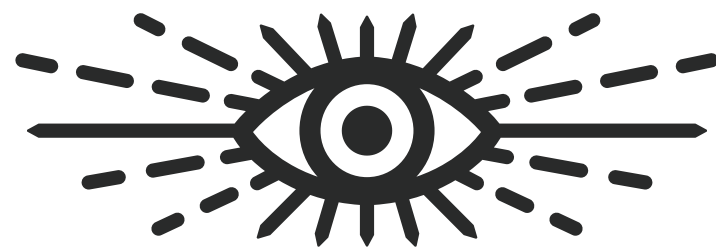
SECONDARY ULTRA HORIZONTAL

SECONDARY LOGOS

REVELATOR COFFEE COMPANY

SECONDARY LOGO

This application should only be used when the rectangular composition of the “primary logo” does not fit well.



EYE ADDITION

The eye may be separated from secondary logo, **however it should never go above the copy in this instance.**



DO NOT RECREATE CORE LOGO

The eye is to go elsewhere in this secondary application. The copy “Revelator Coffee Company” is the lead.



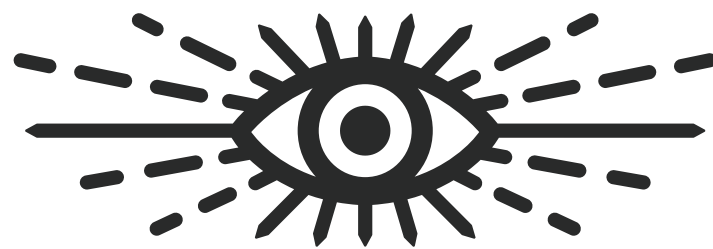
SECONDARY LOGO TREATMENT (Grant Park Location)

SECONDARY LOGOS

REVELATOR COFFEE COMPANY

SECONDARY HORIZONTAL LOGO

This application should only be used when the composition of the “secondary logo” does not fit well.

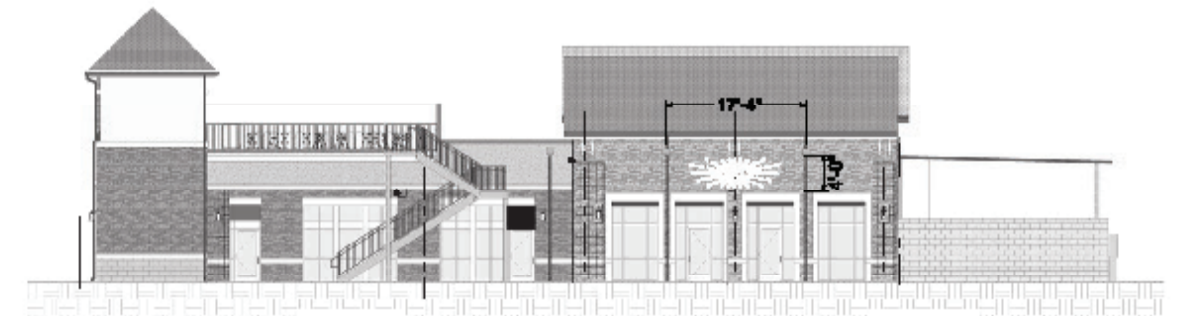


EYE ADDITION

The eye may be separated with the secondary horizontal logo, **however it should never go above the copy.**



DO NOT TRY TO RECREATE THE
CORE LOGO



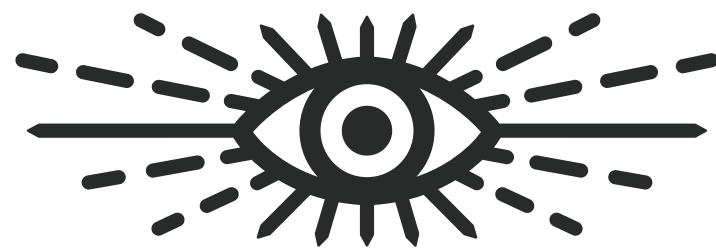
SECONDARY HORIZONTAL LOGO TREATMENT
(Peachtree Corners)

SECONDARY LOGOS

REVELATOR COFFEE COMPANY

SECONDARY ULTRA HORIZONTAL LOGO

This application should only be used when the composition of the “secondary horizontal” logo does not fit well.



EYE ADDITION

The eye may be separated with the secondary horizontal logo, **however it should never go above the copy.**



DO NOT RECREATE CORE LOGO

The eye is to go elsewhere in this application. The copy “Revelator Coffee Company” is the lead.

PART 1: LOGO

CAFE LOGO SET



PRIMARY CAFE LOGO



SECONDARY CAFE LOGO

REVELATOR PALOMA CAFE

CAFE SECONDARY HORIZONTAL



CAFE SECONDARY ULTRA HORIZONTAL LOGO



CAFE EYE LOGO

PART 1: LOGO
SIZING

Logo should be placed at least one logo away from the top when using the logo minimum sizing.



MINIMUM SIZE RATIOS

The largest a logo can be is up to the clear space, which is one "R" away from all sides.



.875" minimum for company use.



.625" minimum for sponsorship use.

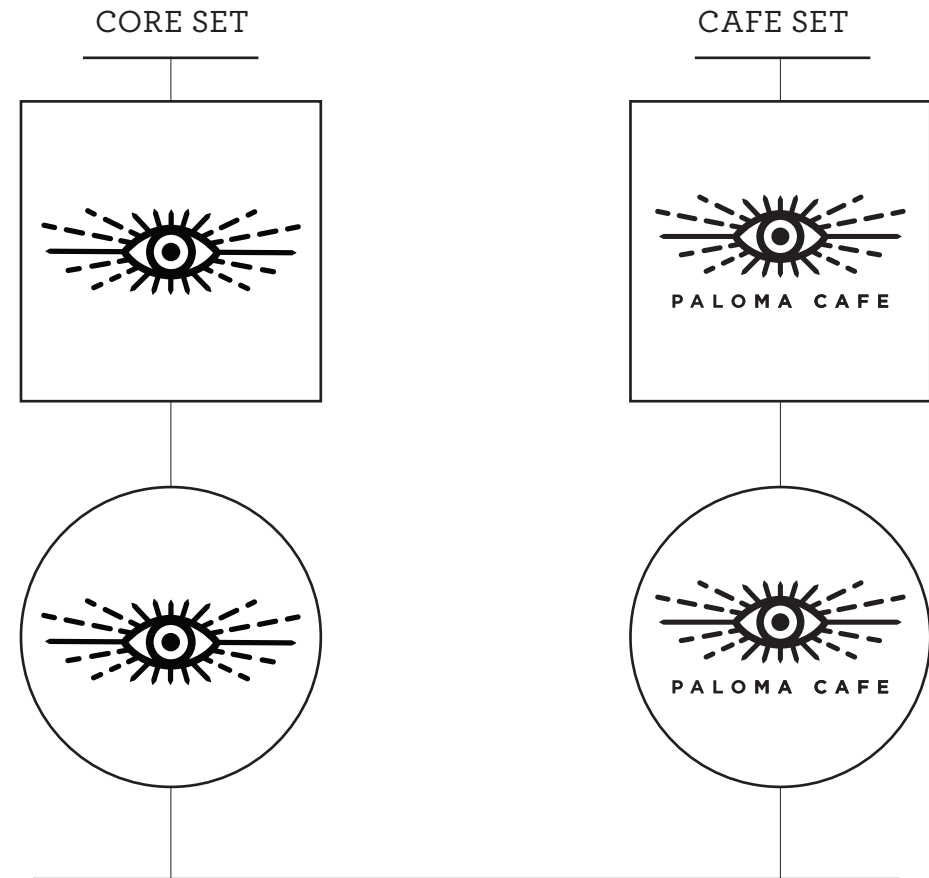
MINIMUM SIZES



MAXIMUM SIZING

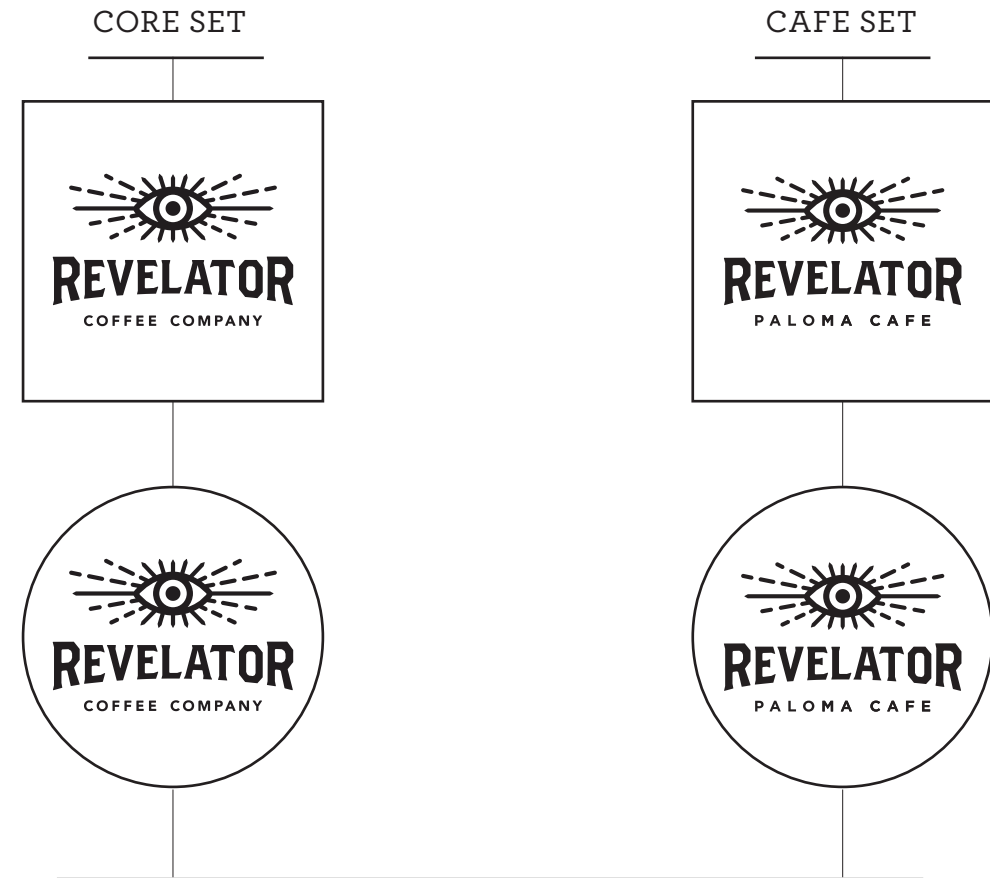
The largest a logo can be is up to the clear space, which is one "R" away from all sides.

PART 1: LOGO
SOCIAL



BRAND NAME LISTED ON ACCOUNT

In most cases the name is listed on a social media account, therefore there is no reason to show it again. Just use the eye logo centered.



NO BRAND NAME LISTED ON ACCOUNT

In some cases the name is not listed and only the bullet is shown. In that case use the full logo inside of the circle or square.

REVIEW
COFFEE COMM

COFFEE
DOWN

TYPOGRAPHY

HEADLINES

For our headlines we use “Mrs. Eaves” typeface. Tracking should be set to either “0” or “200”. This type may also be outlined in a box if another instance of a headline is needed after, this mostly occurs on menus (see pg51). To the right are three examples of headline treatments

THIS IS MRS EAVES

HEADLINE OPTION 1

THIS IS MRS.
EAVES REGULAR

HEADLINE OPTION 2

THIS IS EAVES

HEADLINE OPTION 3
(Generally followed by another headline)

BODY COPY

For our body we use the “Archer Book” typeface. Tracking should be set to “o” with kerning on optical. “Archer bold, all caps” may be used if there is a need to call out a line. Examples to the right.

This is archer book.

BODY OPTION 1

ARCHER HEADLINE IS FORMATTED LIKE THIS

This Body copy is 12 pt Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec vulputate augue. Ut dapibus nibh vel tellus pellentesque, nec viverra nibh tincidunt. Proin feugiat nisl enim, nec cursus ligula dapibus in. Cras porttitor eros sed varius varius. Donec facilisis orci in augue tincidunt dictum.

Tempor, sem in sagittis sollicitudin, ante ipsum dapibus felis, sit amet accumsan ligula erat vel ligula. Donec ultrices lectus a purus facilisis, et tristique massa vehicula. Mauris efficitur commodo auctor. Nam nisi orci, ultrices vitae lobortis in, sollicitudin id dolor.

BODY COPY EXAMPLE

FORMATTING EXAMPLE



NOTE: The logo is not generally used in the left aligned formats as it is on a cover or elsewhere.

HEADLINE TYPEFACE

HEADLINE TWO IS FORMATTED LIKE THIS 12 PT

This Body copy is also 12 pt Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec vulputate augue. Ut dapibus nibh vel tellus pellentesque, nec viverra nibh tincidunt. Proin feugiat nisl enim, nec cursus ligula dapibus in. Cras porttitor eros sed varius varius. Donec facilisis orci in augue tincidunt dictum.

Tempor, sem in sagittis sollicitudin, ante ipsum dapibus felis, sit amet accumsan ligula erat vel ligula. Donec ultrices lectus a purus facilisis, et tristique massa vehicula. Mauris efficitur commodo auctor. Nam nisi orci, ultrices vitae lobortis in, sollicitudin id dolor.

LEFT ALIGNED COPY HIERARCHY

Generally used on longer bodies of copy.



HEADLINE ONE

MRS EAVES HEADLINE

12 PT ARCHER BOLD WOULD GO HERE

This Body copy is also 12 pt Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec vulputate augue. Ut dapibus nibh vel tellus pellentesque, nec viverra nibh

CENTERED COPY AND HEIRARCHY

Generally used on shorter bodies of copy.

ARCITECTURE TYPE

There are two instances in which we use Gotham:

1. When a bold font is needed for legibility
2. Difficult construction (hand painting, cut metal, cut vinyl)

THIS IS GOTHAM

ESPRESSO

2 oz Espresso	\$3.50
4 oz Cortado	\$4.25
6 oz Cappuccino	\$4.50
10 oz Latte	\$4.75

COFFEE

Batch Brew	\$3.25
Pour Over	\$4.50
Iced Coffee	\$4.25

Extra Shot - **\$1.50** Flavors - **\$0.75**
Alt Milk - **\$1.00**

TEA

Teas	\$4.25 - 4.75
Chai	\$5.00
Matcha	\$5.00

SPECIALTY

Mocha	\$5.50
Hot Chocolate	\$4.00
Flavored Latte	\$5.50

Ask your barista about our seasonal coffees and food items.

MENU BOARD

(Not all menu boards may look like this)

ESPRESSO \$3

ESPRESSO & MILK


4 oz Cortado - **\$3.5**
6 oz Cappuccino - **\$4**
10 oz Latte - **\$4.5**

COFFEE

10 oz Coffee - **\$3**
16 oz Coffee - **\$3.5**
10 oz Pour Over - **\$3.5**
16 oz Cold Brew - **\$4.5**

MILK SHAKES \$6

Vanilla Ice Cream (476)
Chocolate Ice Cream (448)
+ Espresso - **\$1V**



ADD-ONS

SYRUPS & SAUCES + \$1

Chocolate (55) | Caramel (54)
Vanilla (31) | Honey Cinnamon (38)

Whole Milk
4 oz (40) | 6 oz (80) | 10 oz (160)

Skim Milk
4 oz (25) | 6 oz (45) | 10 oz (90)

Almond Milk **+\$1**
4 oz (20) | 6 oz (40) | 10 oz (80)

Oat Milk **+\$1**
4 oz (27) | 6 oz (53) | 10 oz (106)

CHAI \$4.5

Whole Milk (130)
Skim Milk (90)
Almond Milk (60)

HOT CHOCOLATE \$4

(235)

FUEL TANK \$21

10x 10 oz Coffees

Additional information available upon request.
2,000 calories a day is recommended for general nutrition advice, but calorie needs vary.

DIGITAL MENU BOARD

(Not all menu boards may look like the above)

MONDAY
8 AM — 6 PM

TUESDAY TO SATURDAY
8 AM — 10 PM

SUNDAY BRUNCH
9 AM — 4 PM

NO PETS.
SERVICE ANIMALS ALLOWED.

STORE HOURS VINYL

HANDWRITTEN

Handwriting is allowed and always adds that extra human touch.



BUSINESS CARDS



A-FRAMES



SIGNATURES

PART 2: TYPOGRAPHY
MENU
EXAMPLES



ESPRESSO

2OZ - \$3.50
4OZ (2oz Milk) - \$4.25
6OZ (4oz milk) - \$4.50
10OZ (8oz Milk) - \$4.75

COFFEE

BATCH BREW - \$3.25
POUR OVER - \$4.50
ICED COFFEE - \$4.25

TEA

TEAS - \$4.25-4.75
CHAI - \$5.00
MATCHA - \$5.00

SPECIALTY

MOCHA - \$5.50
HOT CHOCOLATE - \$4.00
FLAVORED LATTE - \$5.50

ADD-ONS

EXTRA SHOT - \$1.50
ALT MILK - \$1.00
ADDITIONAL FLAVORS - \$0.75



PAPER MENU - (Illustration Optional)



BRUNCH

(9:00 AM - 4:00 PM)

DISHES

YOGURT & GRANOLA (GF) - \$6
Oats, Coconut and Almonds | Hibiscus
Stewed Fruit

HORCHATA CHIA PUDDING (V, GF) - \$6
Puffed Rice Crunch | Fresh Fruit

AVOCADO TOAST (V) - \$7
Cumin Spiced Chickpeas | Multigrain
+ Egg \$1.50

CHORIZO BISCUIT - \$5
+ Egg \$1.50 | + Cheese \$1

BREAKFAST TACOS (V, GF) - \$9.5
Seasoned Sweet and Red Potatoes
Avocado Crema | Salsa Verde

PALOMA BREAKFAST - \$9.5
Two Eggs any Style | Side of Potato
Choice of Chorizo or Avocado

BLACKBEAN TOSTADAS (GF) - \$13.5
Refried Beans | Pulled Pork | Sunny Eggs

TRES LECHES FRENCH TOAST - \$9
Crystalized Pecans | Dulce de Leche
+ Fried Chicken \$5

MEJILLONES CON MODELO - \$13
Mussels | Beer Broth | Chorizo | Grilled Bread

CHURROS + COFFEE - \$5
Mexican donut | House Brew

SIDES

HOUSE CHORIZO (GF) - \$3.5
POTATO (V, GF) - \$4
AVOCADO (V, GF) - \$3

SWEETS

CHURROS - \$6
Cinnamon Sugar | Spiced Chocolate Sauce

FLAN - \$6
Vanilla Scented Caramel Custard



instagram: paloma_nola
GF = Gluten Free V = Vegan

PALOMA BRUNCH MENU - (Illustration Optional)



DINNER
TUESDAY - SATURDAY (6PM - 10PM)

ENTREES

- WINTER SALAD - \$14**
Roasted Squash / Salsa Verde /
Spiced Granola
- CONFIT CHICKEN QUARTER - \$16**
Purple, Russet, and Sweet Potato /
Huancaína / Watercress Salad
- SHRIMP & GRITS - \$20**
Louisiana Shrimp / Charred
Tomatoes / Chili Butter
- GRILLED SKIRT STEAK - \$24**
Charred Green Onion / Chimichurri /
Yucca
- BRAISED SHORTRIB - \$20**
Red Wine Braised / Plantain Puree /
Pearl Onions
- FISH OF THE DAY - \$MP (28 - 35)**
Whole Fried Snapper / Escabeche /
Herbs
- PESCADO DEL DIA - \$MP**
Market Fish / Escabeche /
Herbs

SMALLS

- SALT COD FRITTERS - \$7**
Lemon Aioli
- CAULIFLOWER - \$8**
Romesco / Manchego
- ZANAHORIAS Y YOGUR - \$8**
Charred Baby Carrots | Spiced Yogurt
- PORK & BEEF MEATBALLS - \$10**
Guava Glaze
- MUSSELS - \$14**
Spicy Tomato Broth / Grilled Bread

DESSERT

- ARROZ CON LECHE (GF, V) - \$6**
Coconut Rice Pudding | Puffed Rice Cinnamon Crunch
- CHURROS - \$6**
Cinnamon Sugar | Spiced Chocolate Sauce
- FLAN - \$6**
Vanilla Scented Caramel Custard



instagram: paloma_nola
GF = Gluten Free V = Vegan



DRIP COFFEE \$3.25

WILDCAT BLEND
Nicaragua, Costa Rica

ESPRESSO \$3.50

PETUNIAS BLEND
Columbia, Brazil

ESPRESSO + MILK

- 4oz MACCHIATO - \$4.25
- 6oz CAPPUCINO - \$4.50
- 10oz LATTE - \$4.75

SYRUPS \$0.75

CHOCOLATE | VANILLA BEAN
DULCE DE LECHE

POUR OVER \$4.50

KOLLA BOLCHA

Jimma, Ethiopia
Nectarine | Honey | Orange

SANTA TEREZA

Dota, Costa Rica
Caramel | Almond | Sweet Melon

PALE RIDER (DECAF)

Colombia
Cherry | Cocoa | Toffee



SUB OAT OR ALMOND MILK FOR \$1

COLD BREW \$4.25

SEASONAL SELECTION

SPECIALTY TEA

- MATCHA LATTE - \$5
- CHAI LATTE - \$5

ICED

Southern Breakfast Black

SLOW BAR

(Hot or Chilled)

GREEN

- HONEY JADE - fruit forward, delicate floral notes
- YABUKITA SHINCHA - deep umami, herbal greens
- MATCHA - herbal, vegetal

BLACK

- SOUTHERN BREAKFAST - citrus, dried fruit, spice
- GOLDEN NEEDLES - floral, malty, spice
- BERGAMOT - black tea rolled in bergamot oil
- IRON GODDESS - earthy, complex, mineral

HERBAL

- TURMERIC - ginger, pepper, citrus, verbena
- ROSE - rose petals, rosehips, orange, damiana
- HIBISCUS - spearmint, lemongrass
- MINT - fresh, full bodied, minty



instagram: paloma_nola



COCKTAILS

FROZEN

PALOMA SLUSHIE - \$8

Blanco Tequila | Grapefruit | Lime | Salt |
Grapefruit Soda

FROZEN BLACKBERRY MOJITO - \$8

Aged Rum | Blackberry | Lime | Mint

SIGNATURE

HIBISCUS MULE - \$8

Hibiscus Infused Vodka | Cinnamon Syrup | Lime |
Ginger Beer

LIL' JACK PLUM - \$10

Manzanilla Sherry | Damson Gin Liqueur |
Allspice Dram

B-SQUAD'S REVENGE - \$10

Blanco Tequila | Beet Grenadine | Lime |
Pickled Fresno Chili

HAPPY ALONE - \$10

Rye Whiskey | Amaro di Angostura | Ginger | Lime |
Grapefruit

DOCKSIDE MARTINI - \$12

Seaside Gin | Blanco Vermouth | Grapefruit Bitters

DILF - \$14

Scotch | Navy Strength Jamaican Rum | Batavia Arrack
| Smoked Steen's Syrup | Chicory Pecan Bitters

WOKE AFTER SUNSET - \$14

Demerara Rum | Dry Curacao | Creme de Cacao |
Espresso | Orgeat | Herbsaint

APERITIFS

COCCHI SPRITZ - \$10

Cocchi Americano | Cava | Soda | Orange

CYNAR SPRITZ - \$10

Cynar | Cava | Soda | Grapefruit Soda

GRAPEFRUIT SPRITZ - \$10

Vodka | Aperol | Grapefruit | Cava

REBUJITO - \$8

Manzanilla Sherry | Ginger Ale | Mint

BLANCO VERMOUTH SPRITZ - \$8

Dry Vermouth | Tonic | Lemon Zest | Olive

ROJO VERMOUTH SPRITZ - \$8

Sweet Vermouth | Soda | Orange Slice

BRUNCH CLASSICS

PALOMA BLOODY MARY - \$8

Vodka | Tomato | Chipotle | Worcestershire | Lime

HOUSE PIMM'S CUP - \$7

Pimm's #1 | Lemon | Ginger Beer | Cucumber

MIMOSA - \$8

Fresh Orange or Grapefruit | Cava

MIMOSAS FOR THE TABLE - \$35

Fresh Orange or Grapefruit | Bottle of Cava



SPARKLING

NV TORRE ORIA, Spain, Cava - \$6/\$25

NV GOUGUENHEIM, Argentina, Sparkling Malbec Rose - \$8/\$38

2016 AVINYO, Spain, Petillant - \$40

WHITE

2015 HERENCIA ALTES, Spain, Garnatxa Blanca - \$6/\$30

2016 GARCIAREVALO CASAMARO, Spain, Verdejo - \$7/\$35

2015 NORTICO, Portugal, Alvarinho - \$9/\$45

2017 BODEGAS MUSTIGUILLO, Spain, Merseguera Blend - \$9/\$45

2014 BODEGAS ALBAMAR, Spain, Chardonnay - \$30

2015 FRAGA DO CORVO, Spain, Godello - \$40

2015 BENGOETXE, Spain, Txakolina - \$45

2015 QUINTA DO CRASTO, Portugal, Superior Branco - \$50

2017 VICENTIN, Argentina, Blanc de Malbec - \$50

ROSE

2017 ERCAVIO, Spain, Tempranillo Rosado - \$7/\$32

2015 CAMINO ROCA, Spain, Txakolina Rosado - \$45

2016 DE MARTINO GALLARDIA, Chile, Rose Cinsault - \$50

RED

2016 VINA MAITIA, Chile, Pipeno - \$7/\$35

2017 WEON, Chile, Carignan - \$8/\$38

2017 VINA ZORZAL, Spain, Garnacha - \$8/\$38

2017 BODEGA SOTTANO, Argentina, Cabernet Sauvignon - \$9/\$40

2014 CVNE CRIANZA, Spain, Rioja - \$45

2015 ATANEA, Chile, Pinot Noir - \$45

2013 TERRAPRIMA, Catalonia, Cabernet Franc - \$40

2014 ADELANTE, Argentina, Malbec - \$40

2015 FRONTON DE ORO, Canary Isl, Listan Negro - \$50

2013 CLOS OUVERT, Chile, Carmenere - \$50

SHERRY (3 OZ)

LA GUITA, Manzanilla - \$7

BARBADILLO, Amontillado - \$5

BARBADILLO, Pedro Ximenez - \$8

BEER

ISASTEGI - \$9

6% cider / Toloso, ES / 375ml

MODELO ESPECIAL - \$4

4.5% lager / Baja, MX

URBAN SOUTH PARADISE PARK - \$4

4.5% lager / New Orleans, LA

AVERY EL GOSE - \$5.5

4.5% gose / Boulder, CO

URBAN SOUTH HOLY ROLLER - \$5.5

6.3% ipa / New Orleans, LA

NON ALCOHOLIC BEVERAGES

(BOTTLED)

Mexican Cola - \$3

Mountain Valley Spring Water - \$3

Q Ginger Ale - \$2.5

Q Ginger Beer - \$2.5

Q Tonic Water - \$2.5

Topo Chico - \$2.5

(FRESH SQUEEZED JUICE)

Orange - \$5

Grapefruit - \$5

Lemonade - \$5

(OTHER)

Hot Chocolate - \$4.5

PART 2: TYPOGRAPHY

SPREAD EXAMPLES

BREW GUIDES
BREWING BASICS

STRENGTH

Brewed coffee is simply roasted coffee solubles (such as acids, caffeine, and carbohydrates) dissolved in water, with some insolubles (fibers that form the coffee seed) suspended in the solution as well.

The strength of brewed coffee is determined by the ratio of dissolved coffee solubles to water. Coffee is an extremely potent flavoring agent. For example, a cup of coffee from a batch brewer is comprised of about 98.5% water, and less than 1.5% roasted coffee. Even a very minor adjustment to these percentages can mean a big change in the articulation of flavors.



YIELD

Also known as "extraction yield," yield is the percentage (by weight) of the coffee grounds dissolved in the water.

You could leave coffee grounds boiling in water for hours, or even leave them sitting in water for days, and still, coffee grounds would be left over after all is said and done - they would not all dissolve. This is because only just shy of 30% of roasted coffee is actually soluble in water. Most of what ends up in our final brew is a mix of aromatic oils, acids, and sugars. The rest of the leftover grounds is mostly made up of woody plant fibers.

However, coffee does not extract evenly, and not all of the potential extracted flavors are desirable. The goal is to extract just enough to

YEILD CHART



STRENGTH | Solubles Concentration - percent

EXTRACTION | Solubles Yield - percent

43

PART 1: ABOUT COFFEE
FARMING

CULTIVATION

Under favorable environmental conditions, coffee will flower and produce cherry. To optimize quality and production, producers may implement certain farming practices.

After harvest, coffee trees are pruned to an ideal shape, which helps generate new growth and maintain young plant tissue. The maintenance of younger plant tissue on trees mitigates disease and maintains higher fruit yield. Shade trees, if present, can be pruned to manage the understory's sunlight, temperature, and airflow.

Producers may amend the soil for nutrient and mineral composition, or apply treatments to the leaves to prepare for the next crop cycle. Producers also use leftover coffee pulp, and other organic inputs, to create compost.

Several common diseases and pests threaten coffee plants today. Some of these diseases spread as epidemics and devastate entire regions. Although epidemic damage occurs for complex reasons, climate change and environmental imbalances are contributors to environmental and habitat instability.

In recent years, the tropics have experienced particular vulnerability to climatic and environmental shifts. A narrow gene pool, monoculture, and habitat destruction magnify the risk. Biological, mineral, and chemical applications for pest and disease control exist, but are costly. If accessible, they may be applied, but successful control is still not a guarantee.

Each farm exists in a unique ecological community and experiences unique environmental conditions. Over the course of years, producers develop cultivation methods that work for their farms and environmental systems. Such practices call for labor and resources, and must follow the coffee tree's biological rhythm throughout the course of the year.



HARVEST

The point of harvest is a pivotal moment in coffee. Ripe coffee cherry does not continue to ripen after it is picked, as do some fruits, like bananas. The coffee's quality is set the moment a cherry is picked. It cannot be improved, only maintained. Perfectly ripe cherries contain higher amounts of sugars and acids, which lend to sweeter brewed coffees. Unripe coffee tastes astringent. Overripe coffee tastes rotten, or, off, like any overripe fruit, and manifests in various defects and off-putting flavors in the cup.

If compact rains trigger compact flowerings, coffee will ripen somewhat evenly, and the harvest season will be compact. If staggered rains trigger staggered flowerings, coffee will ripen unevenly and will require multiple pickings per season, with days or weeks in between each pass.

Coffee cherry is either harvested by hand or by machine. Mechanical harvest methods are popular (although not the rule) in places like Brazil, where the landscape is open and flat, with plenty of space between rows. As the machines move down the rows of coffee trees, they rake and shake the cherry off the trees. These machines are not highly selective, and remove cherries of varying degrees of ripeness. In places where mechanical harvest methods are utilized, intensive sorting practices are essential.

Selective hand harvesting is labor intensive, but allows the opportunity for only ripe cherry to be picked. This requires attention to detail, and multiple passes per season to pick only the ripe cherry, leaving unripe cherry on the tree. Coffee pickers are either paid by volume or weight. Selective hand harvesting costs time and money, is imperative for quality potential, and should be valued accordingly.

Loosely put, the northern hemisphere experiences peak harvest from January through March. Inversely, the southern hemisphere experiences peak harvest from June to September. Coffee growing regions that are near the equator, like Colombia and Kenya, experience a more blurred harvest cycle, and multiple harvests throughout the year. Again, as weather and climate patterns change, so do coffee's harvest cycles.

Revelator's coffee menu is guided by global harvest cycles, which means coffees from various origins come and go throughout the year. We don't offer coffee from every origin at all times simply because coffee from every origin is not fresh at all times. Old coffee loses vibrancy and begins to fade. Eventually, it will develop a woody or papery character. Fresh, quality coffees are aromatic and lively.

PART 1: ABOUT COFFEE
A VERY BRIEF HISTORY

Coffee originated in the rainforests of East Africa, in present day Ethiopia and South Sudan. It evolved here over millennia, in the Great Rift Valley. People have used and consumed coffee in East Africa for an unknowably long time. Coffee commodification as we know it is young in comparison to its lifespan in East Africa. Its cultivation first spread from Ethiopia to Yemen around the 15th century. Commercial coffee trade developed along the Arabian peninsula in the 16th century, and became a global commodity with the spread of the Ottoman empire. Commercial production gained momentum as cafes and frequent social coffee consumption gained global popularity. By the 17th century, coffee consumption had become a part of European culture. Over the next few centuries, coffee spread around the earth's tropical belt on the tails of colonialism. Today, coffee is primarily consumed outside of the countries that produce it. It is one of the world's most traded commodities, second only to oil.



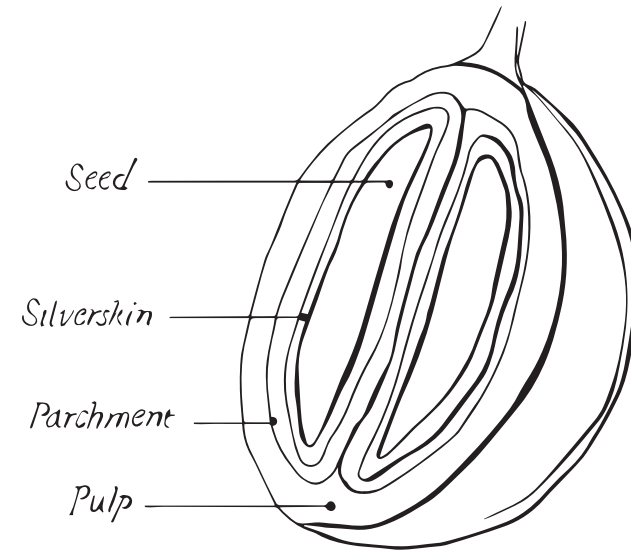
Jose Gonzales
Brazilian Farmer, Kállico



PART 3:
ILLUSTRATIONS
& ICONS

GENERAL

Our illustrations and icons are generally to be black and white. If there is a singular illustration it may be in color. There is not a defined style but it should be consistent throughout a piece. We try to stay away from illustrations that feel too “graphic”. Here are some examples.



STAMP PLACEMENT

We will be releasing some logo and illustration stamps in the upcoming year. Here is how to place them.



CUPS

Matchbooks can either be stamped or come with the logo printed on them.



MATCH BOOKS

Matchbooks can either be stamped or come with the logo printed on them.



MENUS

The largest a logo can be is up to the clear space, which is one "R" away from all sides.



PART 4:

IMAGERY

PART 4: IMAGERY

GENERAL

All images we use should help tell our story and support our brand in a warm, welcoming way. A wide range of styles of photography and viewpoints are acceptable. We strive for authentic, candid images and try to stray away from staged instances.



TYPE ON IMAGE



NO COPY ON IMAGES

Copy or type is never to go on top of images.



IDEAL USE OF TYPE

Above is just a more on brand simple advertisement.

- There is copy is not on the images
- The image tells a better story
- The copy is stronger

PART 4: IMAGERY

TAGS

Image tags help turn what may look like a stock photo into an image with a more personal feel. Here is an example.



Judith
Quality Manager
Remera Washing Station, Rwanda

PART 4: IMAGERY

TAGS

Image tags help turn what may look like a stock photo into an image with a more personal feel. Here is an example.

JOSH OWEN
CEO & Founder



GENERAL

Images should help tell a story and support our brand. Races, ages and genders should not determine if an image is used, though we do want to showcase an inclusive environment, a range of styles are acceptable. Images should have a high level of quality and, ideally, two Revelator elements. Examples can be seen to the right.

We identify the **Revelator Elements** as:

- **Food**
- **Coffee**
- **Patrons**
- **Employees**
- **Location**
- **Logo**
- **Art**

The following pages will show how we use at least two Revelator elements to create our ideal imagery for social posting.



Food



Patron



Logo



Coffee



Employees



Art



Location

COFFEE & FOOD

Ideally, coffee or food is never shown alone.

Coffee and/or food should always be shown with additional Revelator elements. Try to avoid any shots that may be considered stock photography. Here are some examples.

NOTE: Sometimes undeniable branding will not be apparent in coffee and food photos. That is OK as long as the image is high quality, but make sure to inform the viewer that this is indeed our coffee and food.



Coffee + Food



Coffee + Location



Coffee + Food



Coffee + Logo



ie. "Our Cuban sandwich is amazing in Nashville"



Food + Patron



Coffee + Patron



Coffee + Logo



Coffee + Employee + Logo

PATRON SHOTS

Revelator revolves around our patrons. We want to showcase the wide range of positive emotions and experiences at our cafes. Look for elements of focus, fun, enjoyment and happiness.

Our patrons should be shown with one other Revelator element to let the viewer know it's a unique Revelator image.

Generally, the patron shots will naturally include the location. Here are some examples.



Patron + Location



Patron + Location + Art + Coffee



Patron + Location + Coffee



Patron + Location + Coffee



Patron + Location



Patron + Location



Coffee + Patron + Arts + Location



Patron + Location + Coffee

EMPLOYEE SHOTS

At Revelator, we love our employees. We want to show the wide range of emotions and experiences our employees have in a positive light. Look for elements of focus, fun, enjoyment and happiness.

Reminder that our employees should ideally be shown with one other Revelator element that lets the viewer know it is a unique Revelator image.

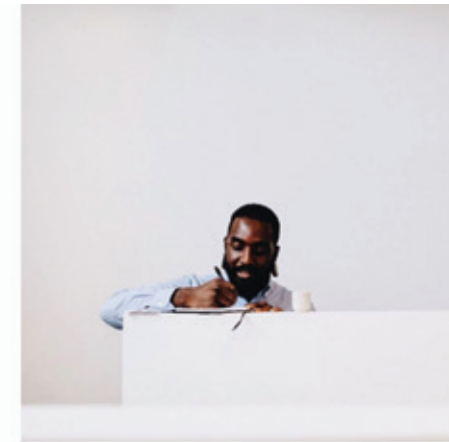
NOTE: *Employee photos may be portraits, with no other Revelator elements, as long as it's clear in the image or accompanying text that they are employees.*



ie. "Our main man Cameron taking some important notes, maybe"



Employee + Location + Coffee



Pure Portrait



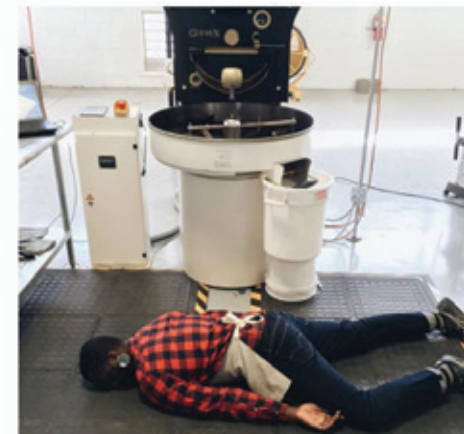
Employee + Location + Coffee



Employee + Art



Employee + Location + Coffee



Employee + Location



Employee + Logo



Pure Portrait

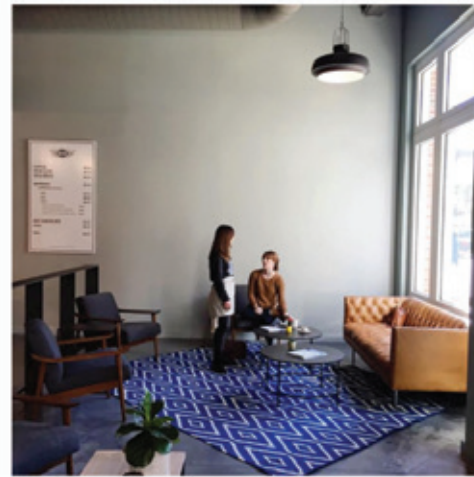
LOCATION SHOTS

At Revelator we take great pride in our locations. Showcasing them is necessary as they are a large part of our brand's image.

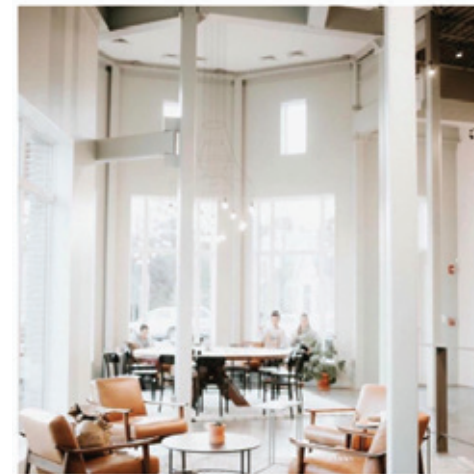
Ideally all location shots have at least 30% of the seats filled.

Reminder that all location shots should ideally be shown one other Revelator element that lets the viewer know it is a unique Revelator image. Generally, location shots will naturally include patrons or employees.

NOTE: Location shots may be totally empty under some guidelines. These are an exception. Please see next page.



Location + Patron + Employee + Coffee



Location + Patron



Location + Patron + Logo



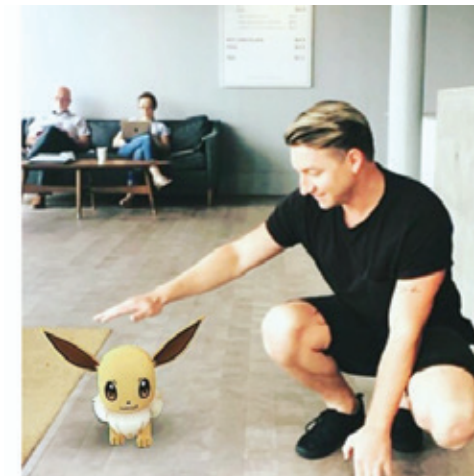
Location + Patron + Coffee



Location + Patron + Coffee



Location + Patron + Logo + Coffee



Location + Patron + Coffee



Location + Employee + Coffee

ARCHITECTURAL SHOTS

We do not want to showcase our stores at less than 30% capacity. However, it is OK to show them empty in order to show the beauty of our locations - with some important caveats.

One of the following requirements must be met:

1) Exteriors that put our location in the context of our community.

Example: Revelator Downtown with the Vulcan Mural or Alabama marquee in the background. Revelator NOLA with the bright red euro-scooter parked out front. Revelator Charleston with the lit-up marquee sign and Charleston palms.

Caption: must convey our sense of place.

2) Interiors of the space pre-opening w/ beautiful early morning light or post-close w/ beautiful evening lighting. ***Caption: must convey a sense of “the day ahead or day past” and gratitude.***

These images are to be used, sparingly at most 1-2x per month. A strong, informative caption must accompany.

Here are some examples.



Peopleless Location



Peopleless Location



Peopleless Location



Peopleless Location



Peopleless Location



Peopleless Location



Peopleless Location



Peopleless Location

LOGO SHOTS

Our logo is always a plus to show in our images but should always appear alongside other Revelator elements.

Here are some examples.



Logo + Patron + Location



Logo + Location



Logo + Coffee



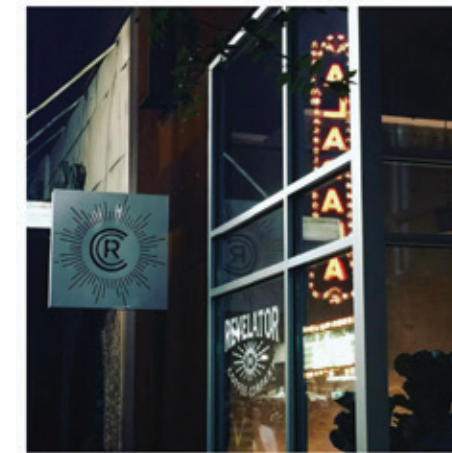
Location + Employee + Coffee



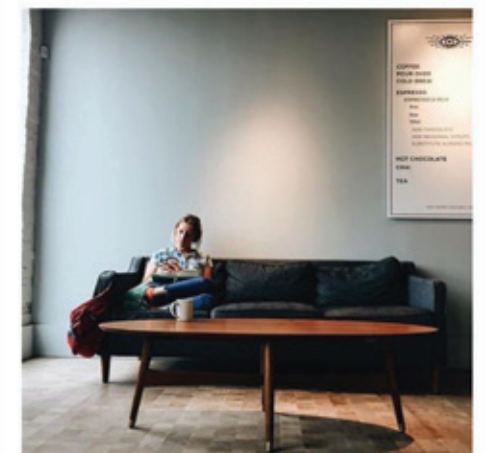
Logo + Employee + Location



Logo + Art



Logo + Location



Logo + Patron + Location

ART SHOTS

At Revelator we embrace the arts. Art combined with any other Revelator elements might be worthy of a post.

Here are a few examples.



Art + Patrons + Coffee



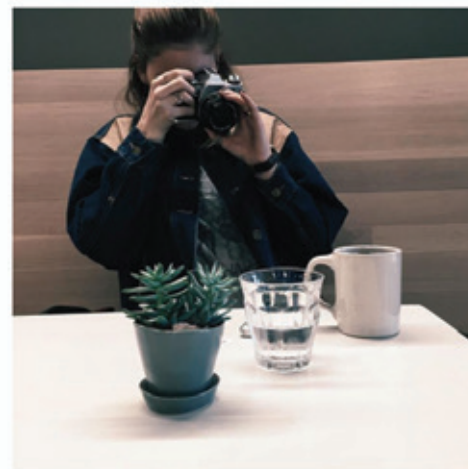
Art + Logo



Art + Employee



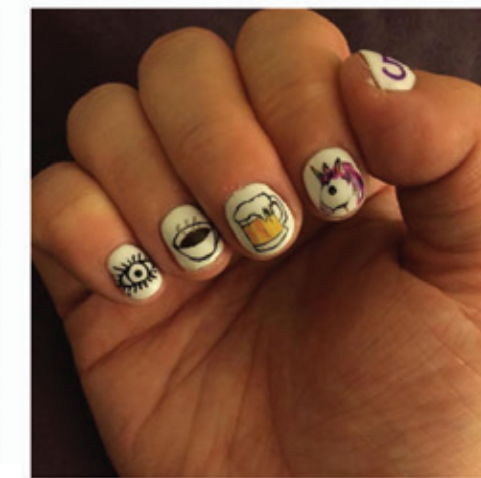
Art + Coffee



Art + Patrons + Coffee



Art + Coffee



Art + Logo + Coffee



Art + Coffee

IMAGES TO AVOID



SEEN THIS A LATTE

Latte art picture here and there is OK, but let's not overdo it.



WHO SPILLED THE BEANS?

Let's be real, you are just going to have to pick these up and nobody really does this when preparing coffee. We do not need to be contrived to be good.



TEXT OVER IMAGE

Sometimes this may be unavoidable, but try to make the image captivating and tell the story, then the viewer will read the post. You may also want to use secondary images in posts that use copy.



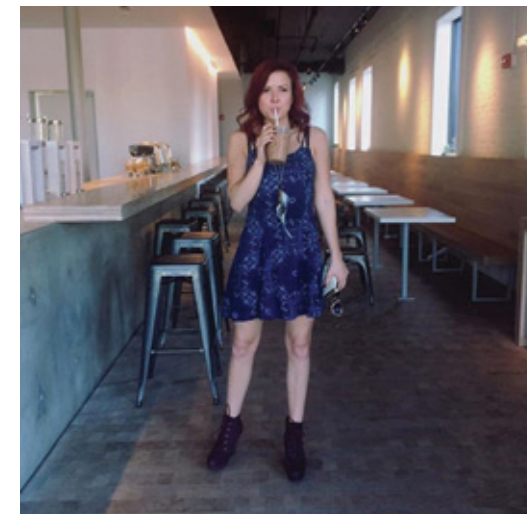
TOO LITTLE

This is a nice image but doesn't tell us anything about Revelator and has only one Revelator element.



THAT'S NOT NORMAL

Sometimes spreading the raw ingredients all over the table feels forced and unnatural. Try just one normal ingredient, like a lemon.



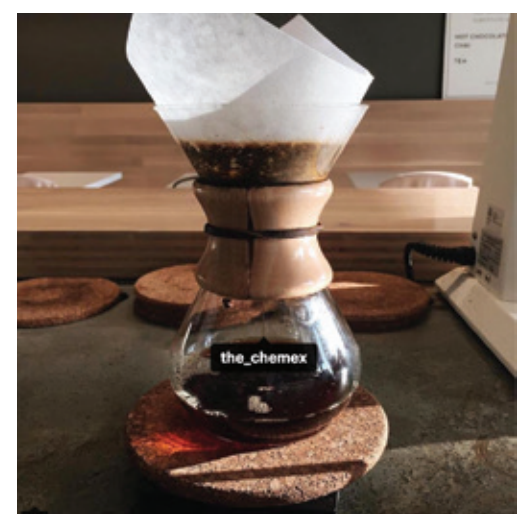
ANYBODY HOME?

Our spaces do look good empty, but always try to make sure the seats are 30% full. Emptiness makes it look like nobody comes in.



NO STORY

This is a nice image but doesn't tell us anything about Revelator and has no Revelator elements.



#BASICBREW

This image lacks any real story and isn't captivating. If all else fails try to add a human or educational element.







VOICE & TONE

OVERALL

Revelator's tone is warm, informed, and conversational. We aim for an easy blend of direct and poetic language – like speaking with a thoughtful friend. We use plain, accessible language, and avoid fluffy metaphors and jargon.

We don't use much slang and we don't have a "schtick." Although we're a Southern company, we reach for the South's rich literary tradition rather than gimmicky Southern shorthand. We use traditional punctuation, and limit our use of exclamation marks and rhetorical devices.

We use short, concise statements, relying on evocative verbs and nouns to do most of the descriptive work. As much as possible, we emphasize education, origin, people, and community.

Our message should always drive towards quality, but we try not to be too formal. Stylistically, we defer to the Chicago Manual.

SOME NOTES:

- We always use the noun form of a country of origin: eg. "coffee from Colombia," not "Colombian coffee," and never just "this Colombian."
- We always frame sales as value-added, in a context of generosity. We avoid words like "free" and "cheap."

EXAMPLE 1:

YES: "Three new coffees from Honduras are lighting up the brew bar."

NO: "Y'all take a gander at these new Honduran coffees!!"

EXAMPLE 2:

YES: "From today through Monday, we'll throw in a second bag on the house when you buy any of our exceptional single origins."

NO: "This SALE is HOT!! Get a free bag of coffee with every Single Origin you buy!"

NOTE: We carry the same voice through to social, though our sentence structures and tone are a little more relaxed.



ALABAMA

E

R

S



COFFEE
this way

