

Idle Hands

Brand Guidelines

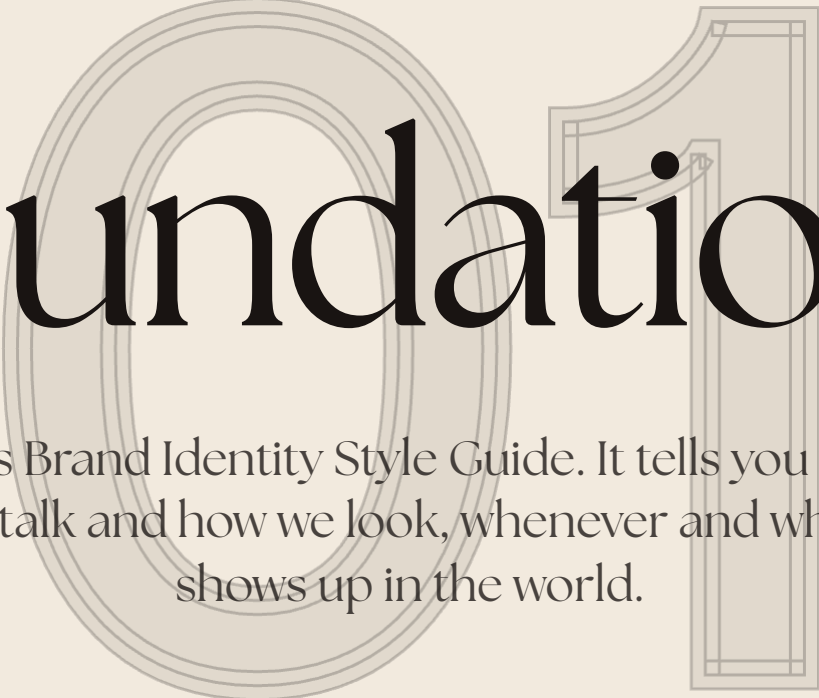


Since 2015
Coffee, pie and food
Natural wine and craft beer

Contents

Everything that makes Idle Hands look and sound like itself. Keep these close and the brand stays recognisable wherever it turns up.

01	3	02	9	03	16	04	21	05	24
Foundations		Logo & Mark		Colour		Typography		Brand in Action	
Our story	4	Horizontal lockup	10	Palette	17	The Seasons and Inter	22	Cups and signage	25
Our mission	5	Construction	11	Colour pairings	18	Typographic hierarchy	23	Gift card and packaging	26
Our vision	6	Process	12	Pantone showcase	19			Merch and print	28
Our positioning	7	Clearspace	13	Applying colour	20			Loyalty and lifestyle	31
Approach & voice	8	Misuse	14						
		Minimum size	15						



Foundations

This is the Idle Hands Brand Identity Style Guide. It tells you who we are, what we stand for, how we talk and how we look, whenever and wherever Idle Hands shows up in the world.

Our Story

The best moments happen when we slow down.

Idle Hands was born from a belief that the best moments happen when we slow down. Tucked into the true heart of Manchester, we're a coffee shop built on care: for ingredients, for process, and for the people who pass through our doors. Every cup we serve is thoughtfully sourced and carefully brewed, celebrating quality without pretence.

We draw inspiration from the tactile, the handmade, and the imperfect beauty of everyday rituals: the warmth of a mug, the pause between sips, the quiet satisfaction of something done well. At Idle Hands, coffee isn't rushed. It's considered, comforting, and made to be enjoyed.

Our Mission

“We exist to explore coffee as a craft, serving carefully sourced brews and iconic, freshly baked pies in a space built for conversation, curiosity, and consistency.”

Our Vision

To be Manchester's most cherished independent coffee house.

A place where every cup, pie, and conversation invites people to slow down, explore, and connect. We envision more than a cafe: a space where quality coffee and handcrafted food spark curiosity, community, and conversation. By celebrating coffee as a crop that reveals new flavours with every brew, and pie as an iconic part of our menu, we want to create moments worth savouring, from first sip to shared stories.

Our Positioning

Idle Hands is an independent coffee shop rooted in craft, curiosity, and consistency. We focus on thoughtfully sourced coffee, carefully brewed in multiple ways, alongside handmade food that's made with the same attention to detail. We believe coffee is more than a routine: it's a process, a conversation, and something worth taking time over.

Our space is designed to feel welcoming and unpretentious, inviting people to slow down, explore flavour, and enjoy quality without intimidation. Whether you're deeply interested in coffee or simply here for a great cup and a slice of pie, Idle Hands exists to make every visit feel considered, relaxed, and genuinely satisfying.

Approach & Voice

Considered in how we look, warm in how we speak.

We don't want everything to look the same. We want everything to feel like us: whether it's a flat white, a shopfront, or a single line of copy.





Logo & Mark

Calm, considered, quietly confident.

Horizontal lockup

The horizontal lockup is the brand's primary, front-facing mark and the preferred version for most applications. Keep its composition balanced and give it room to breathe. These four colourways carry it cleanly across light and dark.

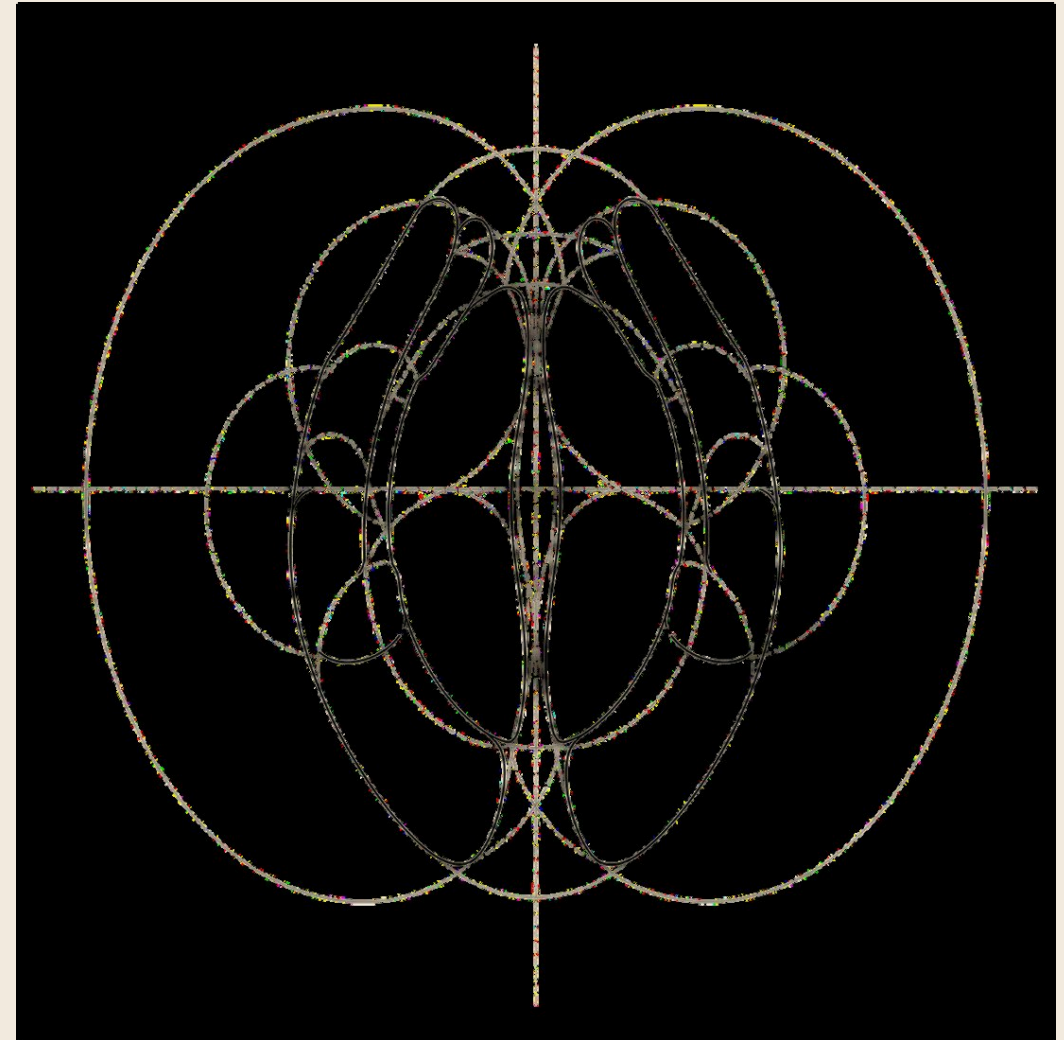


The mark, in pieces

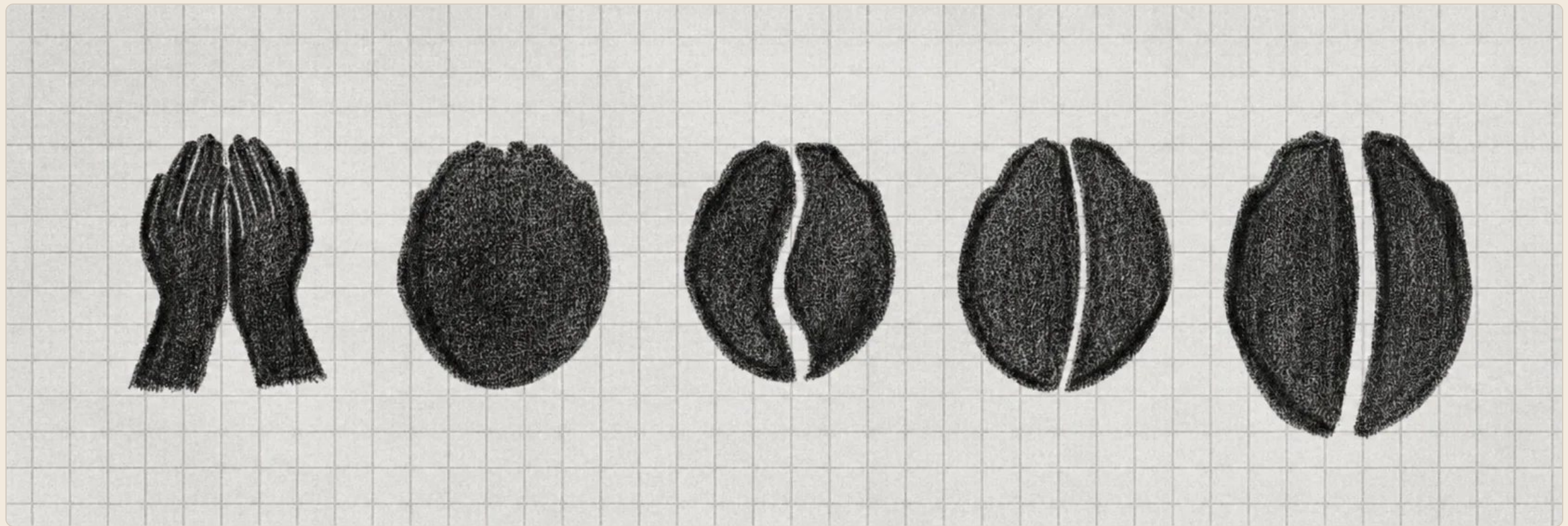
The mark begins as two cupped hands, a gesture of openness and care. Brought together, the same outline resolves into a coffee bean, grounding it in craft and the product itself. One shape, two readings: human warmth and coffee culture held in a single symbol.



ONE SHAPE, TWO READINGS



From hands to bean



Clearspace

Always keep clear space around the logo, at minimum the height of the capital **H** in the wordmark on every side. No type, image, or graphic should enter this zone, and the logomark holds its own clear space of one quarter of its width.



Misuse

Using it incorrectly weakens the brand.



Do not rotate the logo



Do not stretch the logo



Do not change the proportions



Do not skew or distort the logo



Do not add effects or shadow



Do not recolour off-palette



Do not place on busy backgrounds



Do not place on low-contrast backgrounds

Minimum size

Legibility comes first. Do not reproduce the wordmark any smaller than 28 mm wide in print, or 150 px on screen. The standalone mark may go smaller, down to 8 mm or 24 px. Below these sizes, switch to the mark or give the logo more room.



Wordmark · 150 px / 28 mm



Mark · 24 px / 8 mm



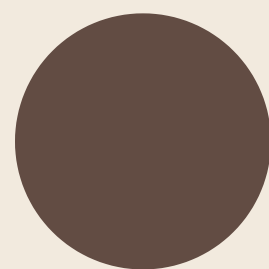
Colour

Drawn from coffee, clay and paper.

Colour palette

Eight colours, three jobs. Idle Coffee and Condensed Milk carry almost every surface. Dark Cocoa, Blueberry Pie and Flat White handle type, links and detail. Honey, Blush and Light Blue are spot accents only: tags, dots, small fills, never a second call to action.

Primary



Idle Coffee

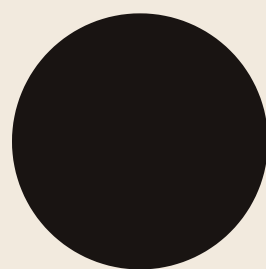
#624C43
RGB 98 76 67



Condensed Milk

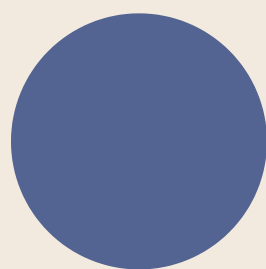
#F2EADE
RGB 242 234 222

Secondary



Dark Cocoa

#191412
RGB 25 20 18



Blueberry Pie

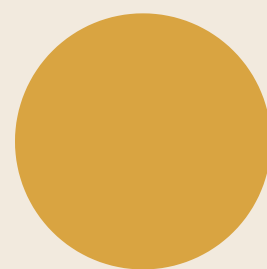
#536492
RGB 83 100 146



Flat White

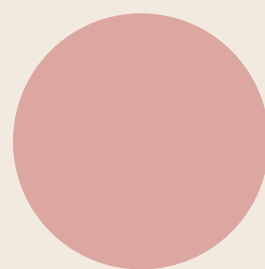
#F4F0F3
RGB 244 240 243

Accent



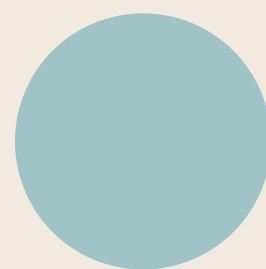
Honey

#D9A441
RGB 217 164 65



Blush

#DDA7A1
RGB 221 167 161



Light Blue

#9FC3C6
RGB 159 195 198

Pairings

Four combinations that always work. Reverse the cream wordmark out of Idle Coffee or Blueberry Pie, use Flat White on Dark Cocoa for high-contrast moments, and keep Idle Coffee on Condensed Milk as the everyday default.

Condensed Milk on Idle Coffee

Condensed Milk on Blueberry Pie

Flat White on Dark Cocoa

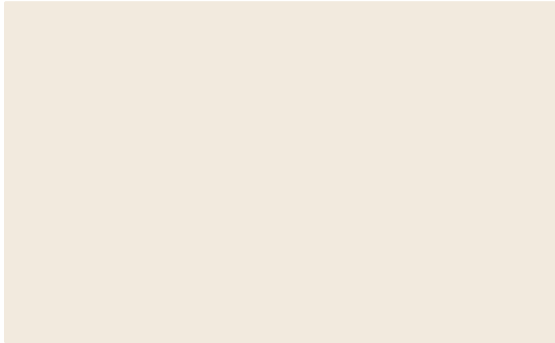
Idle Coffee on Condensed Milk

Pantone showcase

Closest Pantone references for print, signage and merch. Always proof against a physical swatch before a large run.



PANTONE®
19-1217 TCX
Mustang



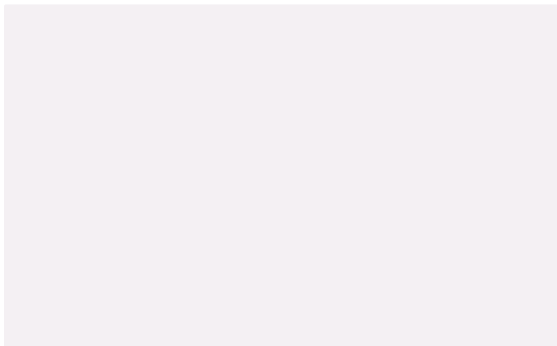
PANTONE®
11-0104 TCX
Vanilla Ice



PANTONE®
20-0198 TPM
Moondrop Grapes



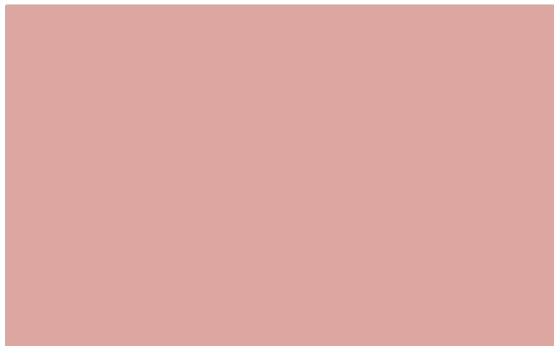
PANTONE®
17-3931 TSX
Sea Urchin



PANTONE®
11-0601 TCX
Bright White



PANTONE®
15-1046 TCX
Mineral Yellow



PANTONE®
14-1316 TCX
Dusty Pink



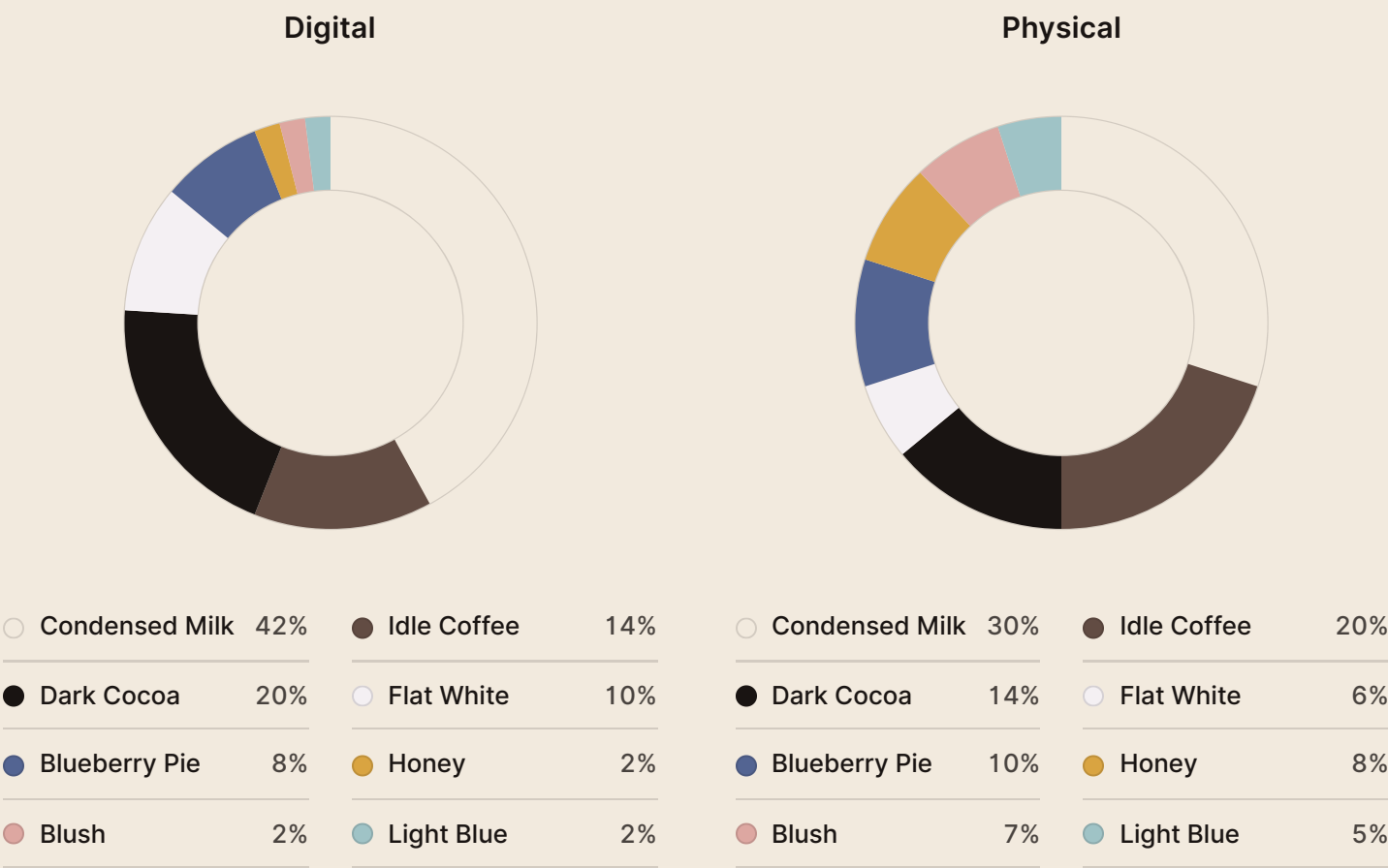
PANTONE®
14-4908 TCX
Harbor Gray

Applying Colour

These charts show the approximate proportion of each colour across the Idle Hands identity. The same palette runs through everything, but the balance shifts between screen and street.

Digital stays disciplined: warm neutrals do the heavy lifting, Blueberry Pie is reserved for buttons and links, and accents are barely a whisper. In the shop it loosens up. Honey, blush and light blue get more room across signage, packaging and the space itself, so the place feels a little more playful than the website.

Approximate colour use





Typography

Expressive serif, quiet sans.

Aa

The best coffee in Manchester

Aa

Considered, comforting, made to be enjoyed.

The Seasons

H2 · Larger heading

52 pt

The Seasons

Leading 63 · Tracking +2

H1 · Regular heading

32 pt

The Seasons

Leading 39 · Tracking -2

Our primary typeface. Elegant serif details and a warm, organic character for headings and key messaging.

Inter

Subheading

20 pt

Inter Medium

Leading 24 · Tracking +31

Body

12 pt

Inter Regular

Leading 16 · Tracking 0

Caption

8 pt

Inter Light

Leading 10 · Tracking 0

Our supporting typeface. Clean and modern, it keeps subheadings, body, and captions clear and legible without competing with the serif.

Typographic hierarchy	Sizing	Notes
Larger heading	The Seasons 52 / 63 pt Tracking +2	Display moments and statement headlines. Use sparingly, with plenty of room around it.
Regular heading	The Seasons 32 / 39 pt Tracking −2	Section and chapter titles. The slight negative tracking keeps it composed.
Subheading style	Inter Medium 20 / 24 pt Tracking +31	Leads a block of copy. The wide tracking sets it clearly apart from the serif for flawless hierarchy.
Body copy keeps things calm and legible.	Inter Regular 12 / 16 pt Tracking 0	The workhorse for paragraphs. Cap the measure at 65 to 75 characters.
Caption and fine print	Inter Light 8 / 10 pt Tracking 0	Labels, footnotes and small print. Keep it brief.



Brand in Action

The brand, out in the world.



Idle Hands

You've been gifted good taste.











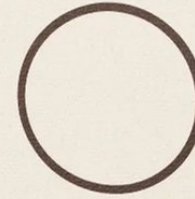
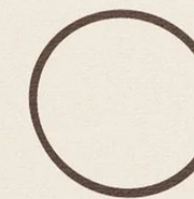
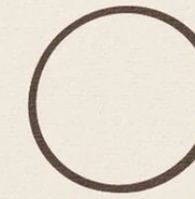
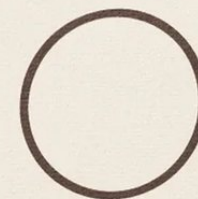
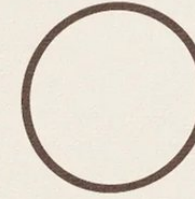


Idle Hands

35 Dale St, Manchester

idlehandscoffee.com

Idle Hands



Good things are worth coming back for.
Eight visits. One on us. Simple.

A close-up photograph of a barista's hands pouring milk from a stainless steel pitcher into a cup of coffee. The barista is wearing a white apron with the "Idle Hands" logo, which consists of a stylized coffee bean icon and the brand name in a serif font. The coffee in the cup has a golden-brown crema with a white milk design being added. The background is slightly blurred, showing a kitchen setting.

 Idle Hands



Thank you.

Come down for a coffee. We'll save you a slice.