

BRAND GUIDELINES

Neighbourhertz
2026

Neighbourhertz

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BRAND CHAR- ACTER

BRAND STATEMENT

Neighbourhertz is licencable community-led coffee events for independent cafes and music enthusiasts that puts personality, culture, and community at the centre.

UNIQUE SELLING POINT

Community-led growth empowered by shared cultural moments building a collective identity one connection at a time.

BRAND ATTRIBUTES

Inclusive
Bold
Authentic

BRAND HEART

OUR PURPOSE

To build tight knit communities across Canada revolving around coffee shops offering Neighbourhertz events.

OUR VALUES

- Authenticity and independent culture
- Loyal to local businesses
- Quality over quantity
- Events that feel curated, not manufactured

OUR VISION

Every artist, every DJ, every producer coming together from different cultural backgrounds, different parts of the world, different sounds, and together building something that is unmistakably, proudly Canadian.

OUR MISSION

Extend the EDM community spirit beyond the club and into everyday life by licensing a coffee-electronic morning event experience to independent coffee shops across Canada and eventually the world.

KEY MESSAGES

- “You already know these people.” — The crowd at Neighbourhertz is your neighbourhood. Same streets, same coffee spots, same music in your headphones. The event just makes it visible.
- “Every tile matters.” — A direct echo of the Tessera philosophy, translated into a human feeling: you belong here, your presence completes the picture.
- “The frequency never changed. Just the hour.” — The music is the same underground sound they love. Tessera Records hasn’t compromised. The only thing that changed is when and where it plays.

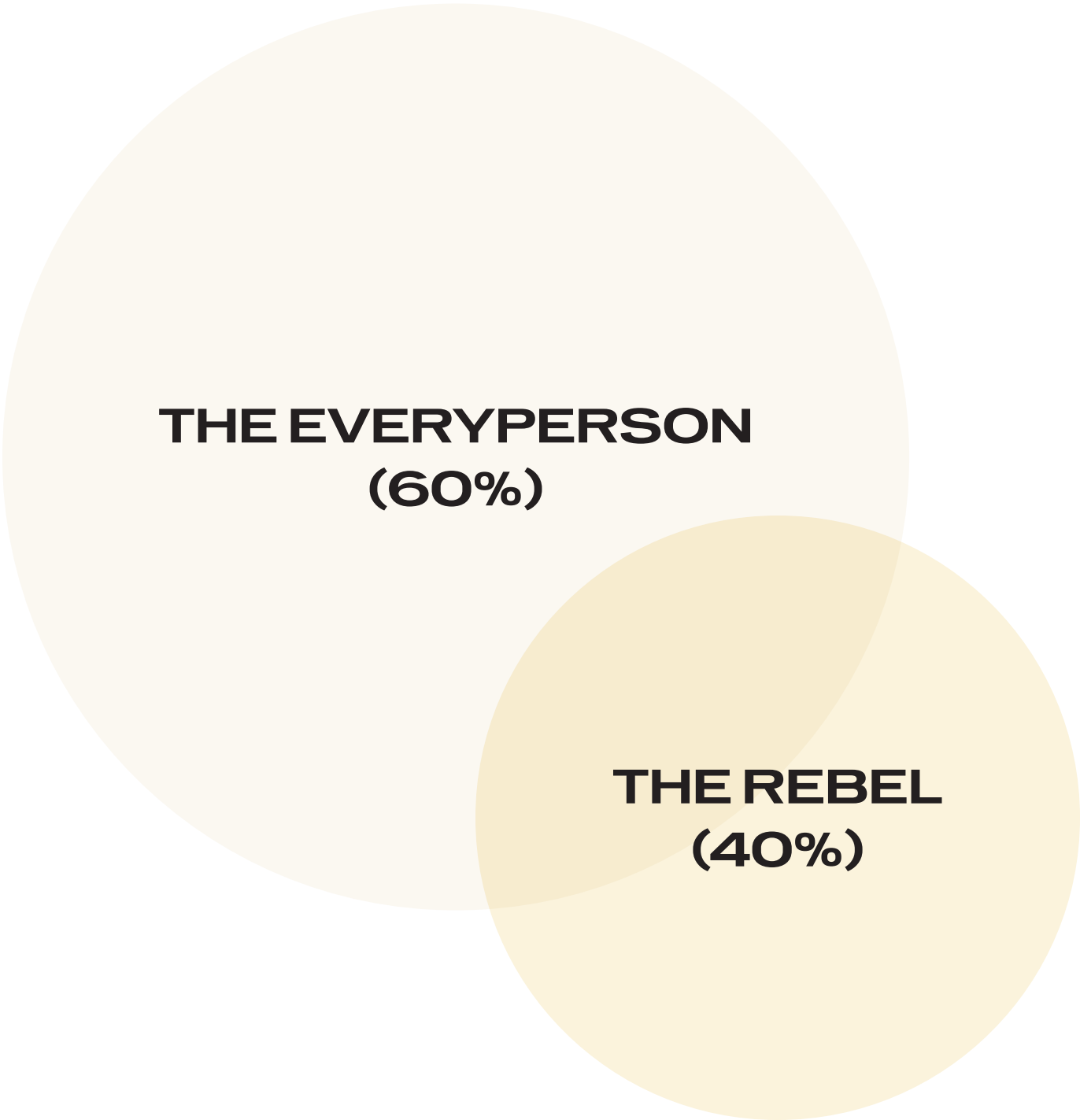
BRAND ARCHETYPE

The Everyperson (70%)

- Art of approachability, belonging and familiarity
- Humble, authentic, focusing on the beauty of everyday life
- Communal, Harmonious, Inclusion
- Strategy: Passive
- Basic values: Creating a welcoming community

The Rebel (30%)

- Appealing to those who value independence, personal expression, individuality
- Disrupting norms, rejecting conformity
- Bold, provocative, unapologetically unconventional
- Inspire to embrace change, challenge authority and carve their own paths
- Rebellion and freedom while fostering loyalty amongst those who choose to stand apart



TARGET AUDIENCE

**THE CULTURALLY CURIOUS
CANADIAN MILLENNIAL**

- Age: 30–42
- Location: Main Canadian Cities (Toronto, Montreal, Vancouver, Calgary, Edmonton, Ottawa, etc.)

PROFILE:

- Mid-career professionals with disposable income and a strong cultural identity, but with less availability for late-night events. They grew up with electronic music as part of their identity (early rave culture, indie club nights, Boiler Room streams) but have naturally shifted away from the 2 AM lifestyle. At the same time, they’ve developed a genuine appreciation for a good cup of coffee as part of their daily ritual: a diner drip, a well-pulled espresso, or a simple morning brew from a neighbourhood café.

WHY THEY’D ATTEND:

- The café format meets them where they are now. *Neighbourhertz* offers a way to reconnect with the music culture that shaped them, in a setting that fits their current lifestyle. Events run during the day or early evening, with no cover charge and no late nights. The event feels like a cultural homecoming rather than a compromise.

BRAND TONE & VOICE

COMMUNITY:

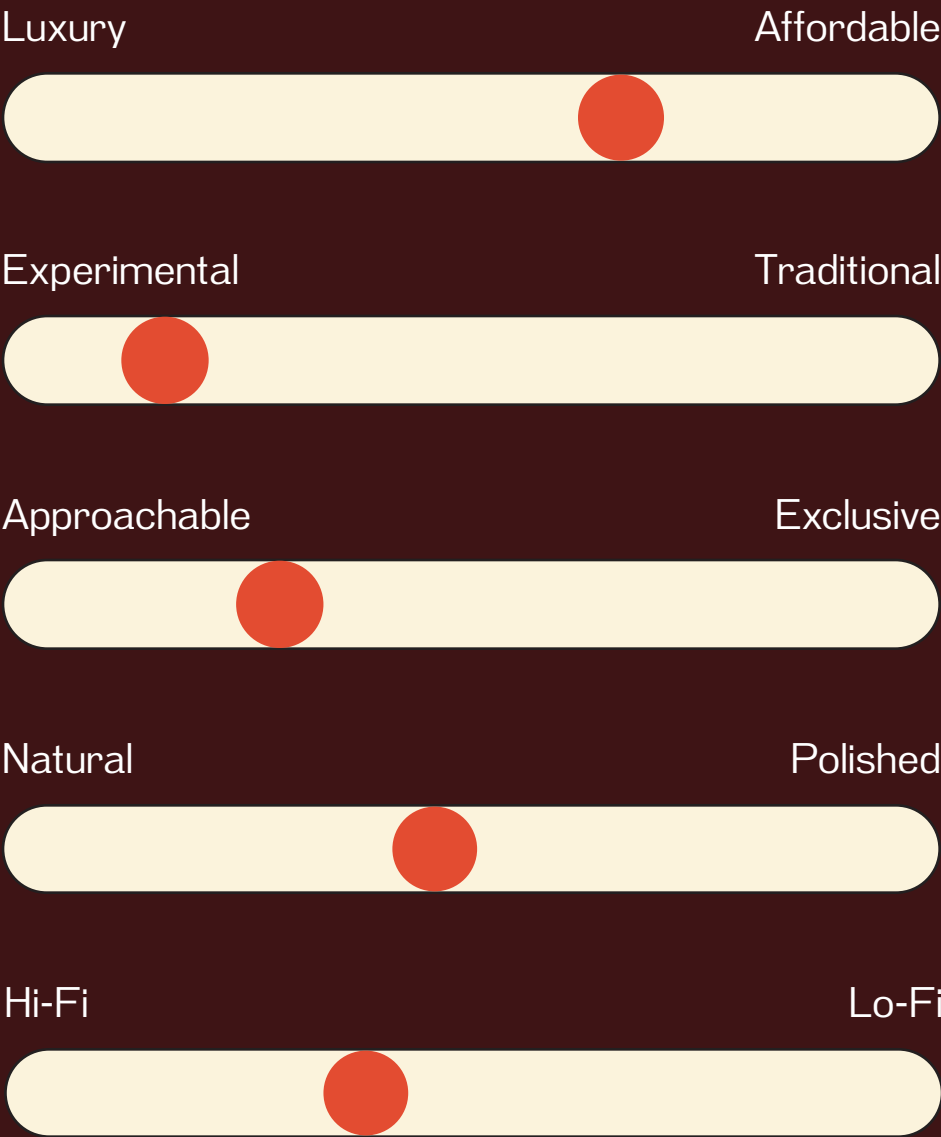
As Tessera Records brings together artists and DJ from different musical and cultural backgrounds, Neighbourhertz extends that notion by celebrating music and community. More than just an occasional coffee music event, Neighbourhertz is a space where people can connect through shared experience and celebrate a diverse and authentic community

REBELLIOUS:

Notably, House music has always been rebellious. From emerging from different subgenres and underground clubs, Neighbourhertz celebrate the artists who enjoy music on their own terms.

NOSTALGIC:

Our target audience, Millennials, don't necessarily have time to go to the clubs like they used to. They want to reminisce on the music that they grew up with back then, but want to celebrate in a way that it would fit their schedule.



TAGLINE

“The Frequency Never Changed, Just the Time”

SLOGAN

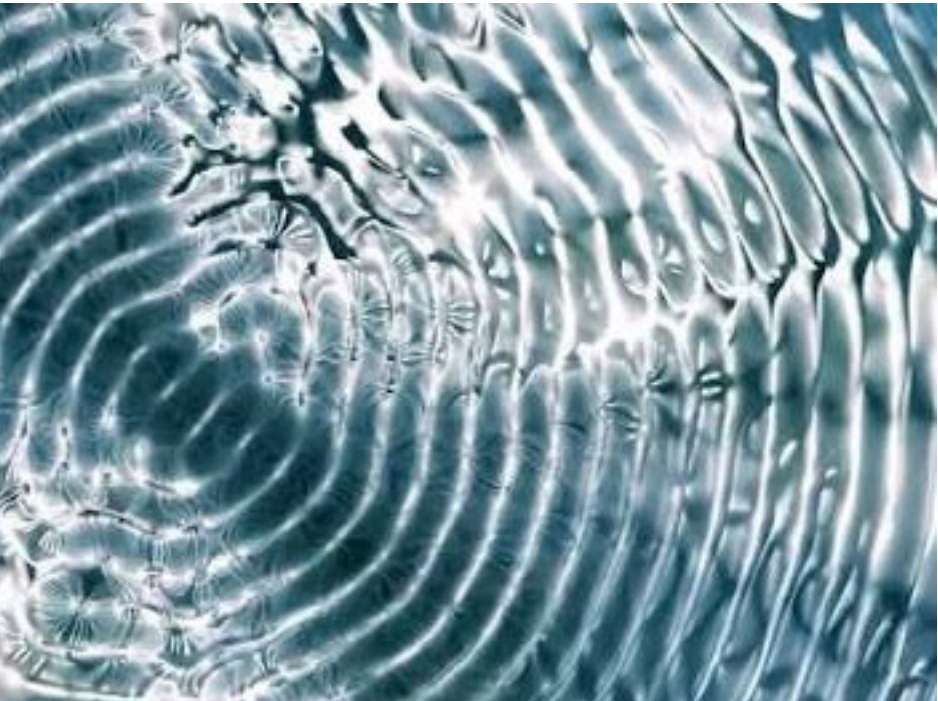
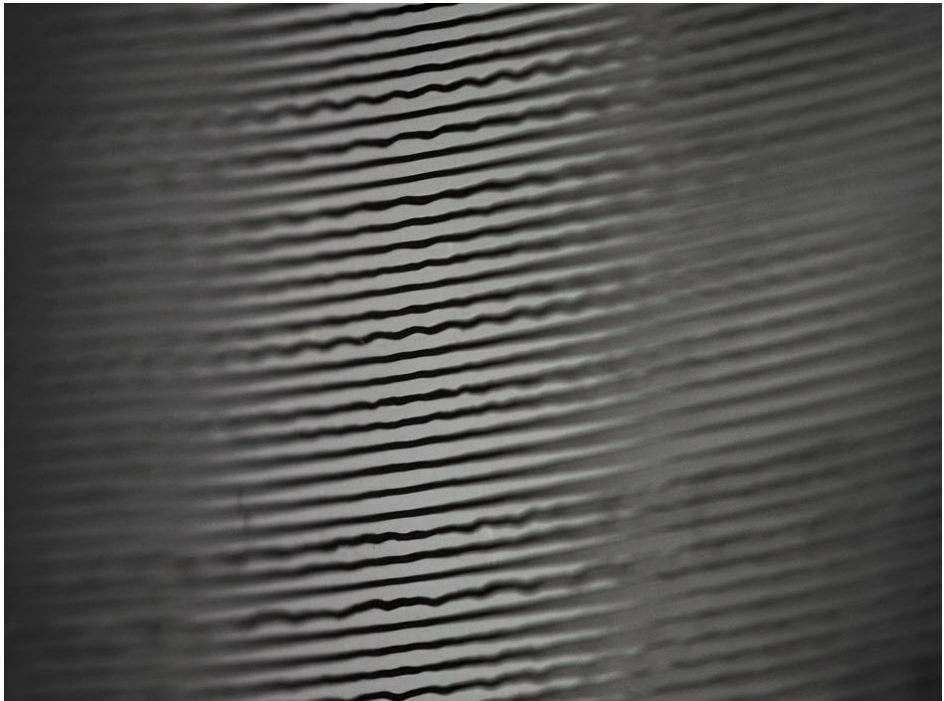
“Join the blend.”

BRAND IDENTITY -

INSPIRATION

Neighbourhertz’s branding is foremost inspired by the company name behind the events; Tessera Records. Leaning into the mosaic imagery, we reference the relationship between coffee beans and mosaic pieces to suggest the image of neighbourhoods from overhead; each unique pieces of a larger picture. This signals individuality within community, and relates back to the brand’s core message of diversity and inclusion.

Brand patterns and textures suggest the tactility and physical manifestations of music; sound waves, liquid ripples, record grooves.





PRIMARY LOCKUP

WORDMARK

The Neighbourhertz wordmark uses Pennypacker Black stylized with a stamped texture. This variable typeface was selected because of it's versatility and energy. The block-printed texture is meant to reflect the idea of tactility; something you could feel. This connects with the brand guideline by signaling similar ideas of being present and grounded in physical mediums.

Neighbourhertz

LOGOMARK

The Neighbourhertz logomark depicts the shape of a coffee bean with the line down the centre deviating to create the look of a soundwave. Similar to the logomark, this mark was hand carved and block-printed to create texture and tactility. This separates it from the digital world, encouraging being physically present at Neighbourhertz events.



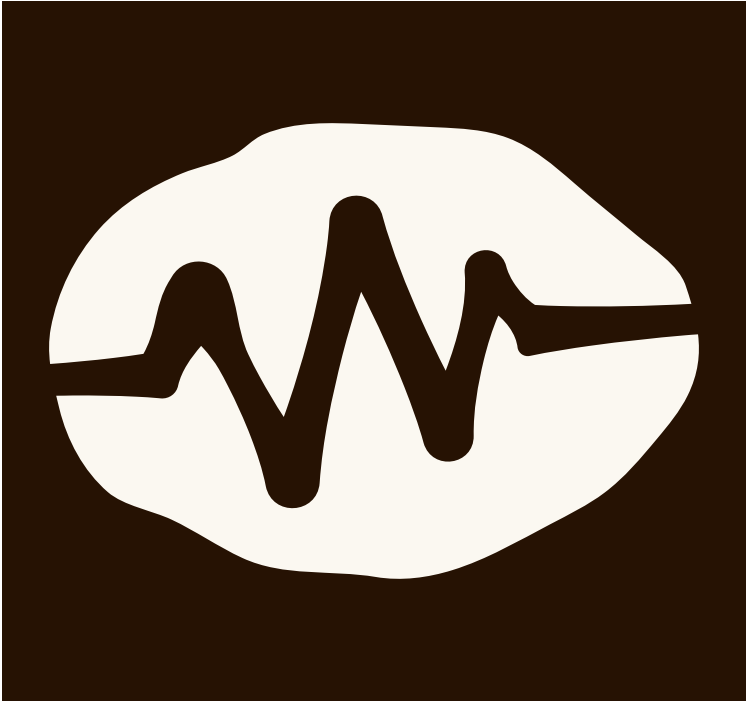
LOCKUP VARIATIONS

Due to Neighbourhertz long brand name, please use these condensed lockup variations for use if necessary.



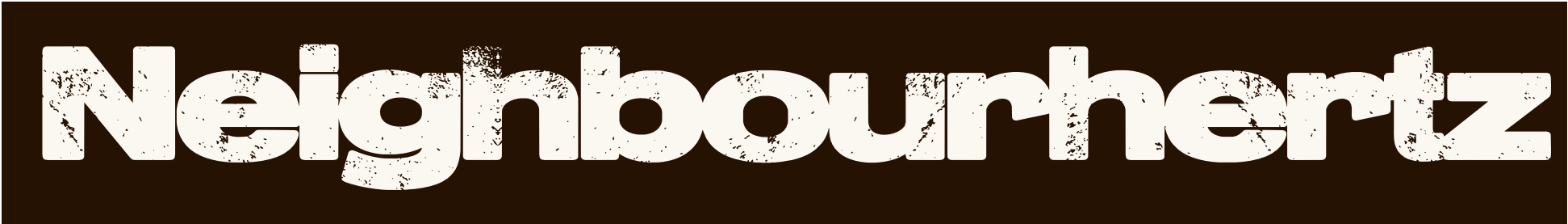
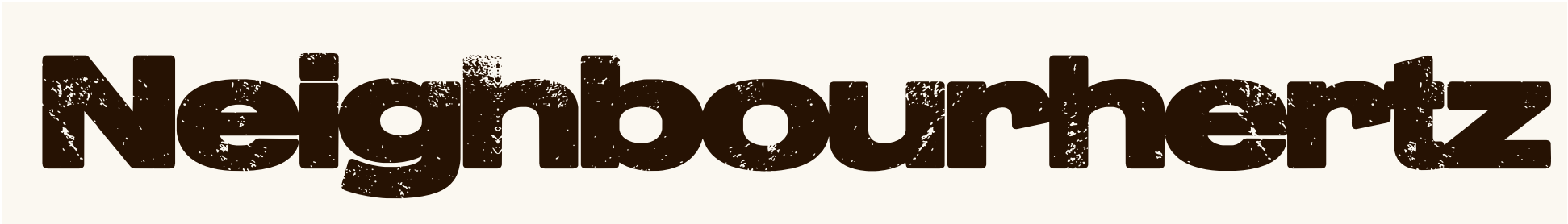
SIMPLIFIED/REVERSE

This is the reverse version of the logomark for uses on dark backgrounds.
For uses where simplified versions of the logomark are required, please use the following versions of the logomark, also provided in light and dark.



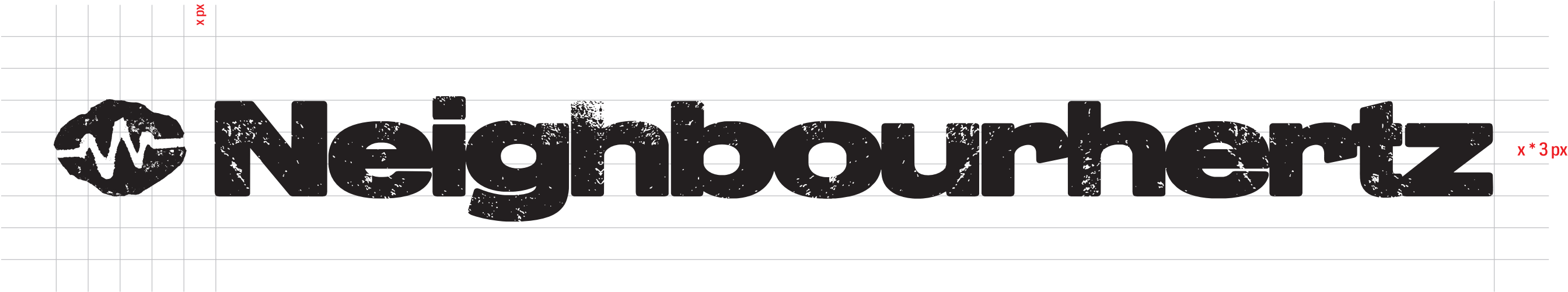
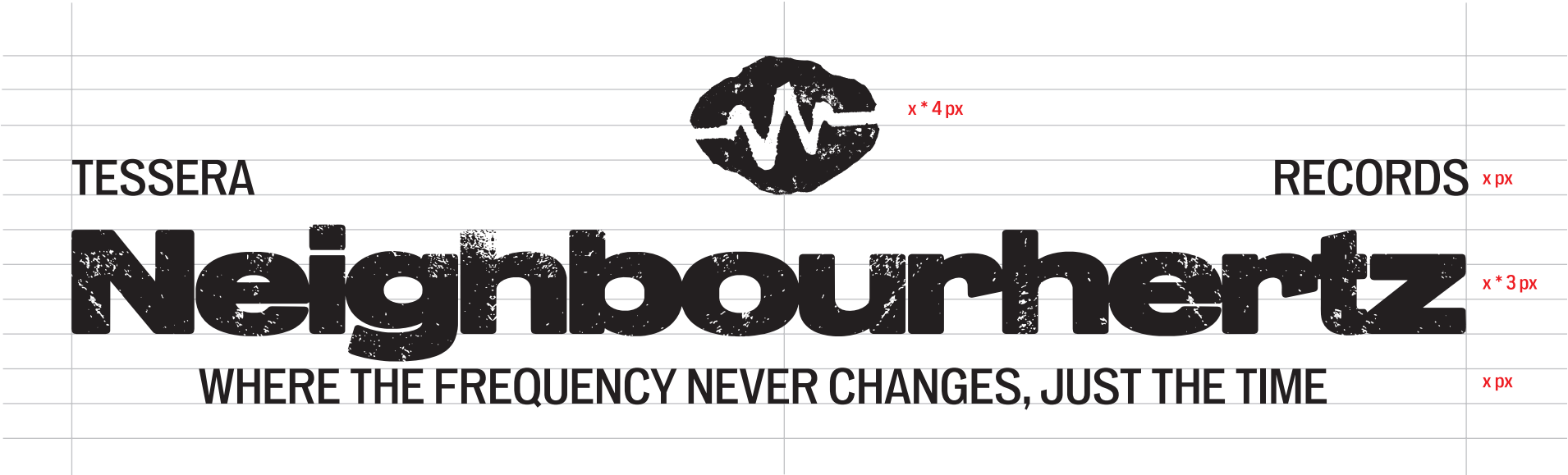
SIMPLIFIED/REVERSE

This is the reverse version of the wordmark for uses on dark backgrounds.
For uses where simplified versions of the wordmark are required, please use the following versions of the logomark, also provided in light and dark.



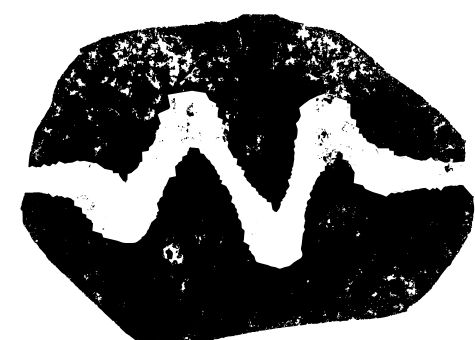
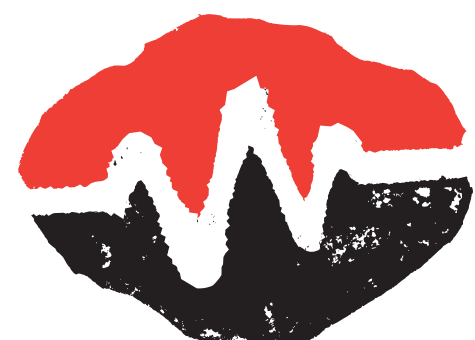
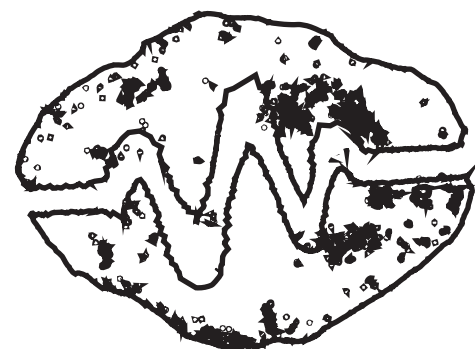
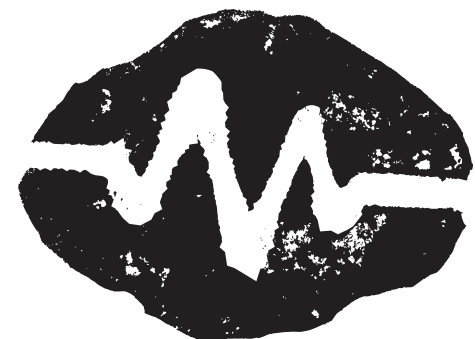
CLEARSPACE

Please allow for a margin of clearspace around logos when in use. To determine the clear space at any size, utilize the x-height in both versions as shown. The x-height is the minimum amount of clear space to be included around the logo to maintain legibility.



DON'TS

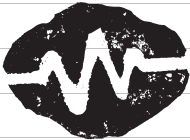
- Do not rotate icon.
- Do not mirror icon.
- Do not stretch icon.
- Do not outline icon.
- Do not seperate two halves of the icon.
- Do not use non-brand colours.
- Do not use gradients.
- Do not colour each half a different colour.
- Do not use other coffee bean graphics.



CO-BRANDING

Neighbourhertz will be working alongside many cafes as a bridge between local communities, bringing people together through coffee and culture.

For its co-branding, the goal is to visually balance the logos while empowering the visibility of its partner’s logo. Neighbourhertz supports and complements the host’s brand, while maintaining its bold and recognizable identity.

		PARTNER LOGO DESIGN	
DATE			TIME
Neighbourhertz			
HOST/PARTNER NAME			

	PARTNER LOGO DESIGN
---	---------------------------

BRAND CO- LOURS

COLOUR PALETTE

From the traditional calming coffee colour palette with the classic muted browns, cream, deep red and blue. Now introduces saturated accent colours that play into a shot of boldness in the morning, for a modern and contemporary brand identity refresh that embodies a fuller, stronger and bolder look.

WHITE MOCHA (25%)

CMYK: 0, 3, 12, 2
RGB: 251, 243, 220
HEX: #FBF3DC

HOT (20%)

CMYK: 0, 67, 78, 11
RGB: 227, 76, 49
HEX: #E34c31

ESPRESSO (5%)

CMYK: 0, 53, 92, 85
RGB: 38, 18, 3
HEX: #261203

SWEET CREAM (5%)

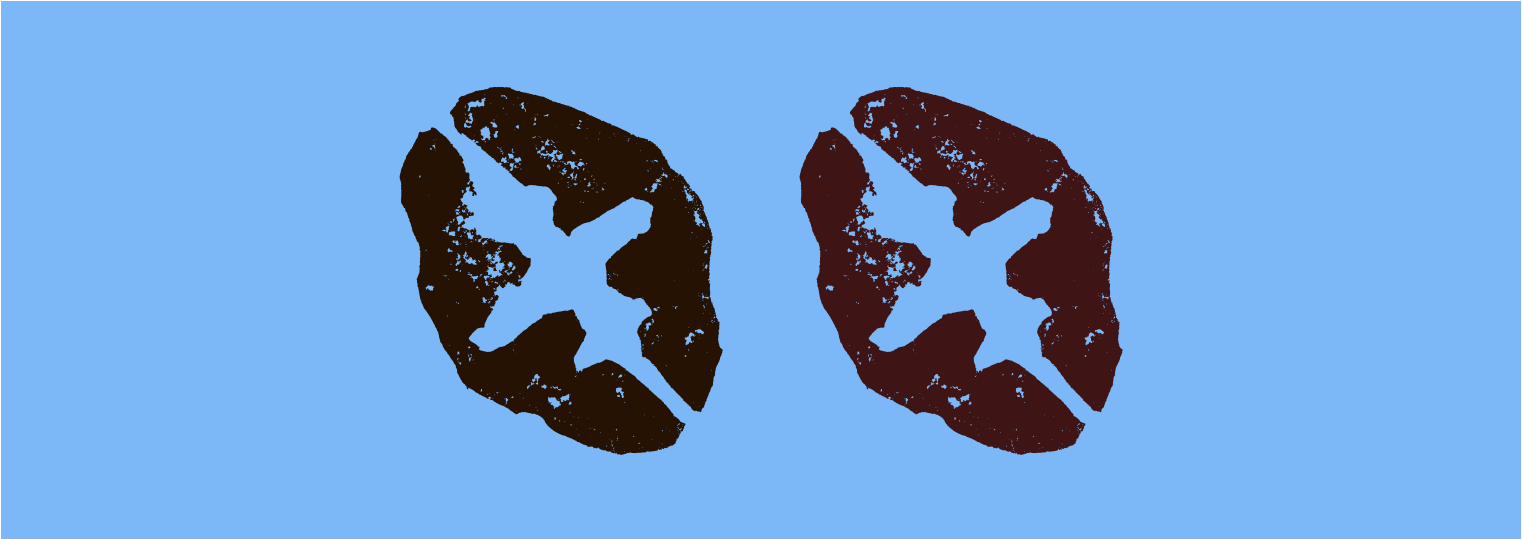
CMYK: 0, 1, 4, 2
RGB: 251, 248, 241
HEX: #fbf8f1

ICED (20%)

CMYK: 50, 26, 0, 3
RGB: 124, 184, 247
HEX: #7Cb8F7

AMERICANO (25%)

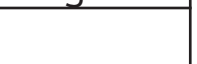
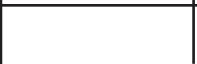
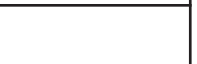
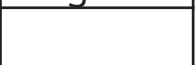
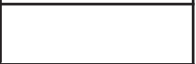
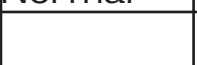
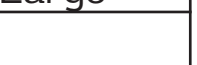
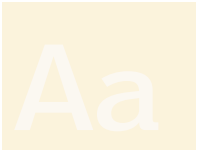
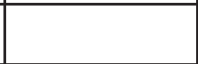
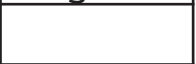
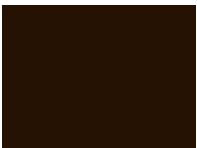
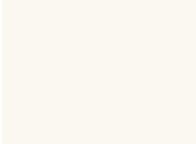
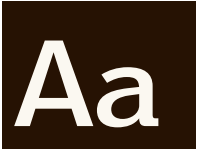
CMYK: 0, 68, 68, 76
RGB: 62, 20, 20
HEX: #3e1414



AODA COMPLIANCE

This page illustrates the primary and secondary colour palette as they relate to AODA (Accessibility for Ontarians with Disabilities Act) compliance. It is important that the contrast ratio is a minimum of 4.5:1 for normal text and 3:1 for large text. AODA requires a minimum of AA compliance

 : Not Compliant
Normal Text: 17pt and below
Large Text: 18pt+ / 14pt+ bold

 Aa		Normal	Large	 Aa		Normal	Large
	AA				AA		
	AAA				AAA		
 Aa		Normal	Large	 Aa		Normal	Large
	AA				AA		
	AAA				AAA		
 Aa		Normal	Large	 Aa		Normal	Large
	AA				AA		
	AAA				AAA		
 Aa		Normal	Large	 Aa		Normal	Large
	AA				AA		
	AAA				AAA		
 Aa		Normal	Large	 Aa		Normal	Large
	AA				AA		
	AAA				AAA		
 Aa		Normal	Large	 Aa		Normal	Large
	AA				AA		
	AAA				AAA		

BRAND TYPO GRAPHY

TYPE HIERARCHY

The Pennypacker family’s wide spectrum of variations, from condensed to wide, allows for the ability to create movement and textures across the type’s application while remaining recognizable as Neighbourhertz.

For key statements and headers, heavier, wider variations at a larger scale are used to express its energy and boldness. For subheaders, condensed and lighter weights of the type can be used to create visual texture. For body, only the Pennypacker regular should be used for legibility and readability.

Typography should feel dynamic: bold messages take up space, while quieter messages create space. The type-size system follows increments of 4 to maintain a consistent visual hierarchy across applications

MAIN/HEADER – 100%

Neighbourhertz x

HEADER/SUBHEADER – 50%

RAISE YOUR MUG. x/2

BODY – 25%

Neighbourhertz is a community-led coffee event for local cafes and music enthusiasts
centred around individuality while creating a collective cultural experience, because
community becomes part of something greater when connected with others. x/4

HEADLINE

Pennypacker Wide and Pennypacker Semiwide should only be used for headlines and subheadlines. Much like Neighbourhertz’s brand, Pennypacker is full of personality and carries the brand’s energy into its typography.

Pennypacker is a sans-serif typeface designed by CJ Dunn from type foundry CJ Type. It expresses a bold, confident and modern voice for the brand’s visual identity that makes it uniquely Neighbourhertz, grabbing the attention of viewers from a distance, adding personality while maintaining everyday design sensibility. The type has its moments with distinctive characteristics, while balancing functionality allows it to work across different applications of the brand.

PENNYPACKER WIDE

Extra Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

PENNYPACKER SEMIWIDE

Extra Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

BODY COPY

Pennypacker should only be used for body copy. Much like Neighbourhertz's brand, Pennypacker is full of personality and carries the brand's energy into its typography. Pennypacker is a sans-serif typeface designed by CJ Dunn from type foundry CJ Type. It expresses a bold, confident and modern voice for the brand's visual identity that makes it uniquely Neighbourhertz, grabbing the attention of viewers from a distance, adding personality while maintaining everyday design sensibility. The type has its moments with distinctive characteristics, while balancing functionality allows it to work across different applications of the brand.

PENNYPACKER

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

ACCENT

Pennypacker Condensed and Compressed should only be used for small text and captions.

Much like Neighbourhertz’s brand, Pennypacker is full of personality and carries the brand’s energy into its typography.

Pennypacker is a sans-serif typeface designed by CJ Dunn from type foundry CJ Type. It expresses a bold, confident and modern voice for the brand’s visual identity that makes it uniquely Neighbourhertz, grabbing the attention of viewers from a distance, adding personality while maintaining everyday design sensibility. The type has its moments with distinctive characteristics, while balancing functionality allows it to work across different applications of the brand.

PENNYPACKER CONDENSED

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

PENNYPACKER COMPRESSED

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

UNIVERSAL

When producing materials that may be sent to a third party or used on a computer without the brand typography, the use of Verdana should be used as a universal/web-safe typeface.

VERDANA

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

BRAND IMAG- ERY

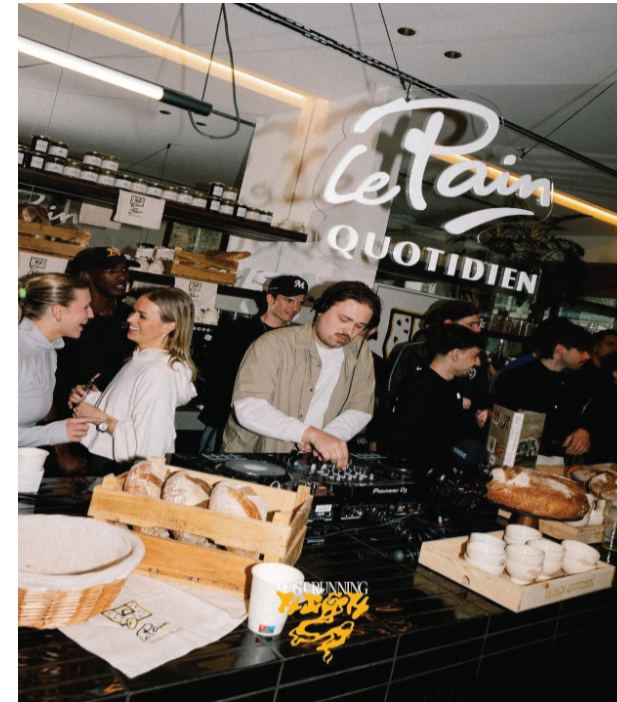
PHOTOGRAPHY

Flash photography is a great way to enhance the storytelling of the brand by using the lighting, subjects and composition to bring real life visuals into the brand. Flash and lighting is used to accentuate emotions and guide the viewer's eye in a way that is authentic. In terms of subjects, simply having two or more subjects, as a great way to convey inclusivity, community and belonging in the brand's identity.

Subject matter of the photography should include;

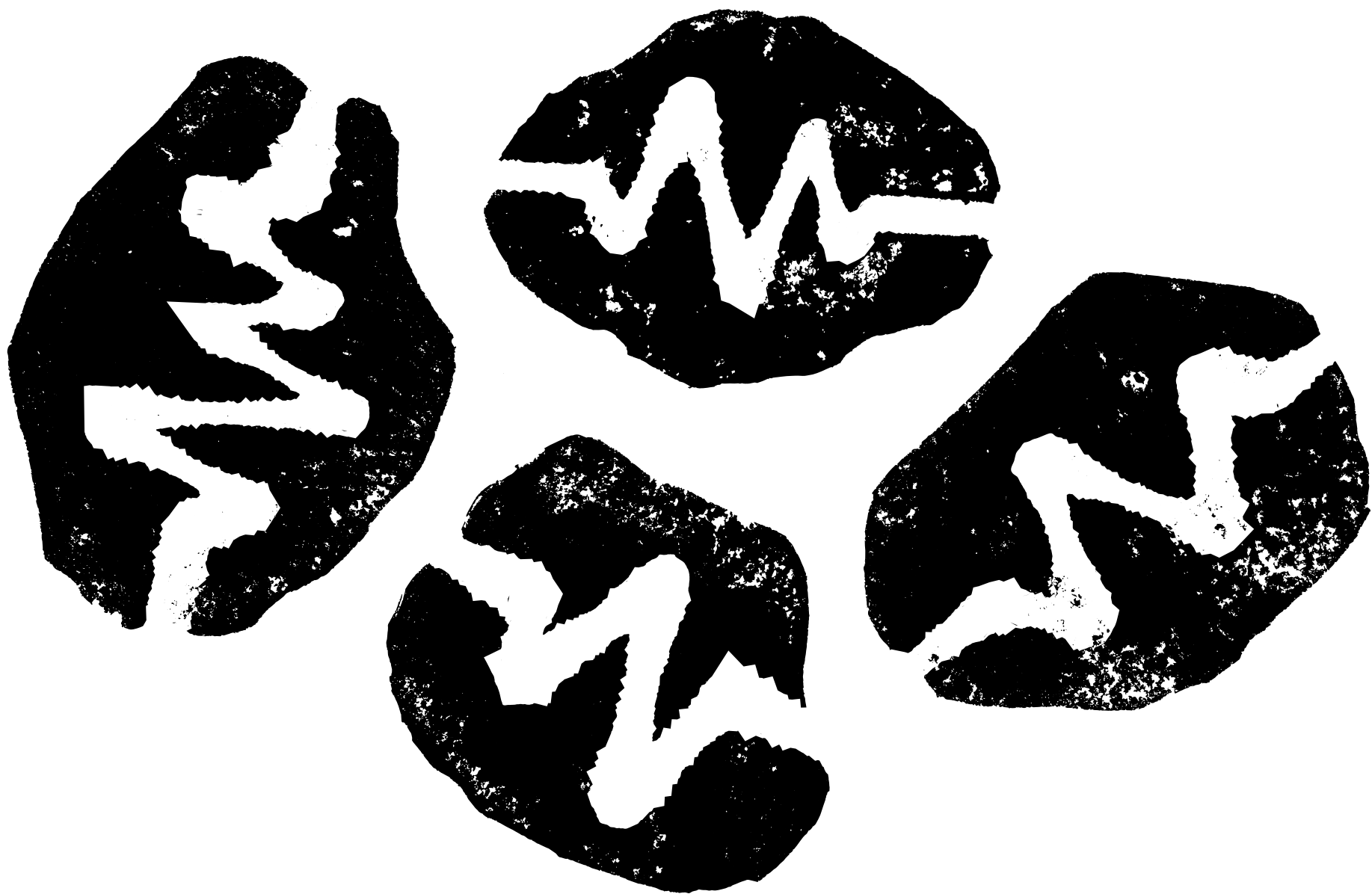
- Social Environment
- Community and social interactions with objects as the subject.
- Inclusivity, connection, social interactions with people as the subject

The reference photography on the right are merely examples and not to be used in promotional material. Photography taken from various posts on Pinterest.



BRAND GRAPHICS

This set of hand block printed coffee bean icons meant to be apart of the same family as the brand logo. This collection of graphics are to be used in Neighbourhertz branding primarily in the brand pattern. It may be used across different applications, but may never be used in place or to replace the Neighbourhertz brand logo.

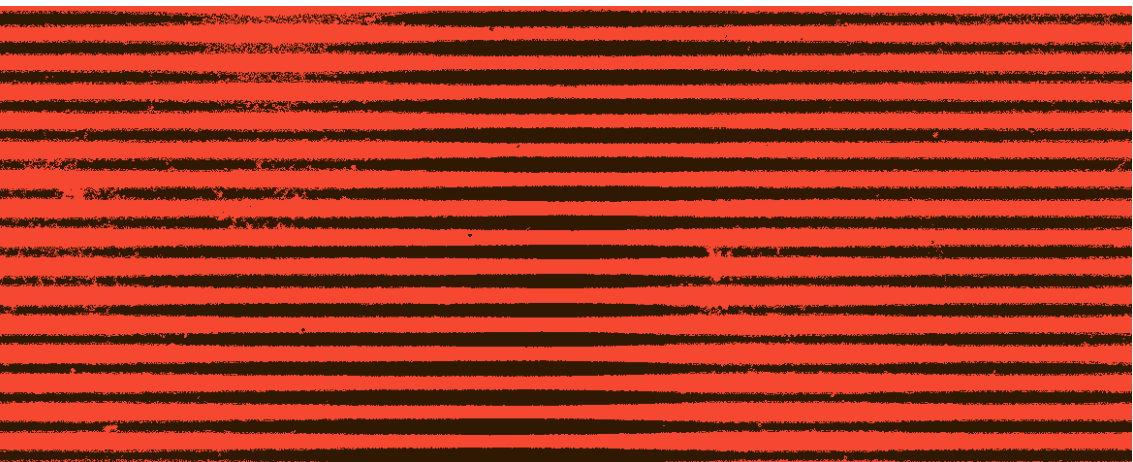
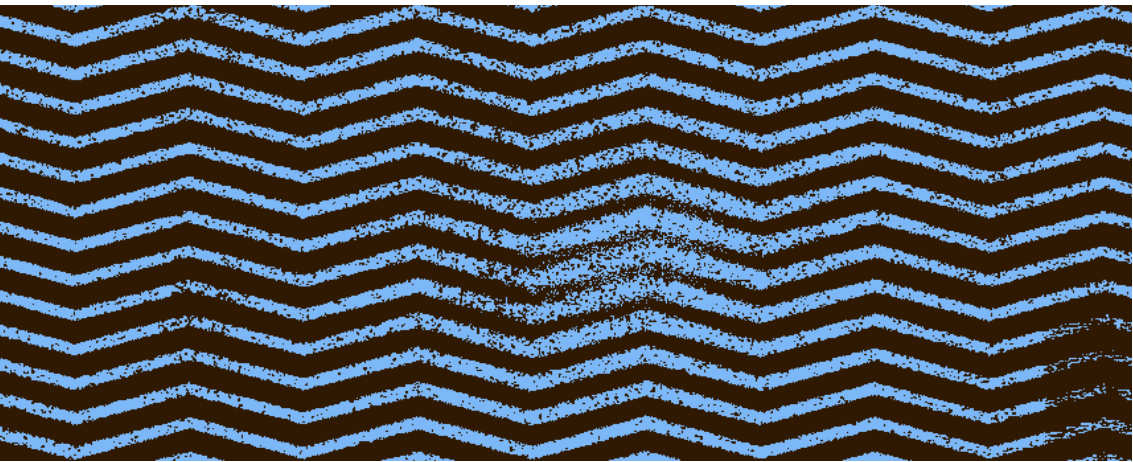


PATTERNS & TEXTURES

Our mosaic-style brand pattern is made up of hand-crafted stamps of coffee beans, each different yet working together to create a cohesive goal, reflecting Neighbourhertz' values of individuality within collectivity and community.

The soundwave-like brand textures are a nod to physical manifestations of music; the ridges of a vinyl record, sound waves, and vibrations.

Both our patterns and textures feature bits of visual noise and artifacts of tactile ephemera, honouring Neighbourhertz's brand values of connection within physical third-spaces across communities.



BRAND APPLI- CATIONS



COFFEE CUPS





Neighbourhertz

MENU

SIDE A: THE CLASSICS

FLAT WHITE

5.00

ESPRESSO

3.25

LATTE

5.25

AMERICANO

3.75

MOCHA

3.75

MACCHIATO

4.75

CAPPUCCINO

5.25

RED EYE

4.50

SIDE B: COLD DRINKS

ICED AMERICANO

4.25

ICED LATTE

5.75

COLD BREW

4.75

NITRO COLD BREW

6.50

ESPRESSO TONIC

6.25

ICED MATCHA

6.00

ICED CHAI

4.30

SIDE C: NEIGHBOURHERTZ SPECIAL

HONEY ALMOND MILK FLAT WHITE

6.25

BROWN SUGAR OAT LATTE

6.50

SPANISH LATTE

6.00

DIRTY MATCHA

7.25

MANGO STICKY RICE ICED LATTE

7.25

SIDE D: NON-COFFEE BEVERAGES

MATCHA LATTE

5.00

CHAI LATTE

4.25

LONDON FOG

3.25

HOT CHOCOLATE

3.00

TEA

3.25

COURTESY OF TESSERA RECORDS

Neighbourhertz

MENU

SIDE A: THE CLASSICS

FLAT WHITE

5.00

ESPRESSO

3.25

LATTE

5.25

AMERICANO

3.75

MOCHA

3.75

MACCHIATO

4.75

CAPPUCCINO

5.25

RED EYE

4.50

SIDE B: COLD DRINKS

ICED AMERICANO

4.25

ICED LATTE

5.75

COLD BREW

4.75

NITRO COLD BREW

6.50

ESPRESSO TONIC

6.25

ICED MATCHA

6.00

ICED CHAI

4.30

SIDE C: NEIGHBOURHERTZ SPECIAL

HONEY ALMOND MILK FLAT WHITE

6.25

BROWN SUGAR OAT LATTE

6.50

SPANISH LATTE

6.00

DIRTY MATCHA

7.25

MANGO STICKY RICE ICED LATTE

7.25

SIDE D: NON-COFFEE BEVERAGES

MATCHA LATTE

5.00

CHAI LATTE

4.25

LONDON FOG

3.25

HOT CHOCOLATE

3.00

TEA

3.25

COURTESY OF TESSERA RECORDS

Neighbourhertz

MENU

SIDE A: THE CLASSICS

FLAT WHITE

5.00

ESPRESSO

3.25

LATTE

5.25

AMERICANO

3.75

MOCHA

3.75

MACCHIATO

4.75

CAPPUCCINO

5.25

RED EYE

4.50

SIDE B: COLD DRINKS

ICED AMERICANO

4.25

ICED LATTE

5.75

COLD BREW

4.75

NITRO COLD BREW

6.50

ESPRESSO TONIC

6.25

ICED MATCHA

6.00

ICED CHAI

4.30

SIDE C: NEIGHBOURHERTZ SPECIAL

HONEY ALMOND MILK FLAT WHITE

6.25

BROWN SUGAR OAT LATTE

6.50

SPANISH LATTE

6.00

DIRTY MATCHA

7.25

MANGO STICKY RICE ICED LATTE

7.25

SIDE D: NON-COFFEE BEVERAGES

MATCHA LATTE

5.00

CHAI LATTE

4.25

LONDON FOG

3.25

HOT CHOCOLATE

3.00

TEA

3.25

COURTESY OF TESSERA RECORDS



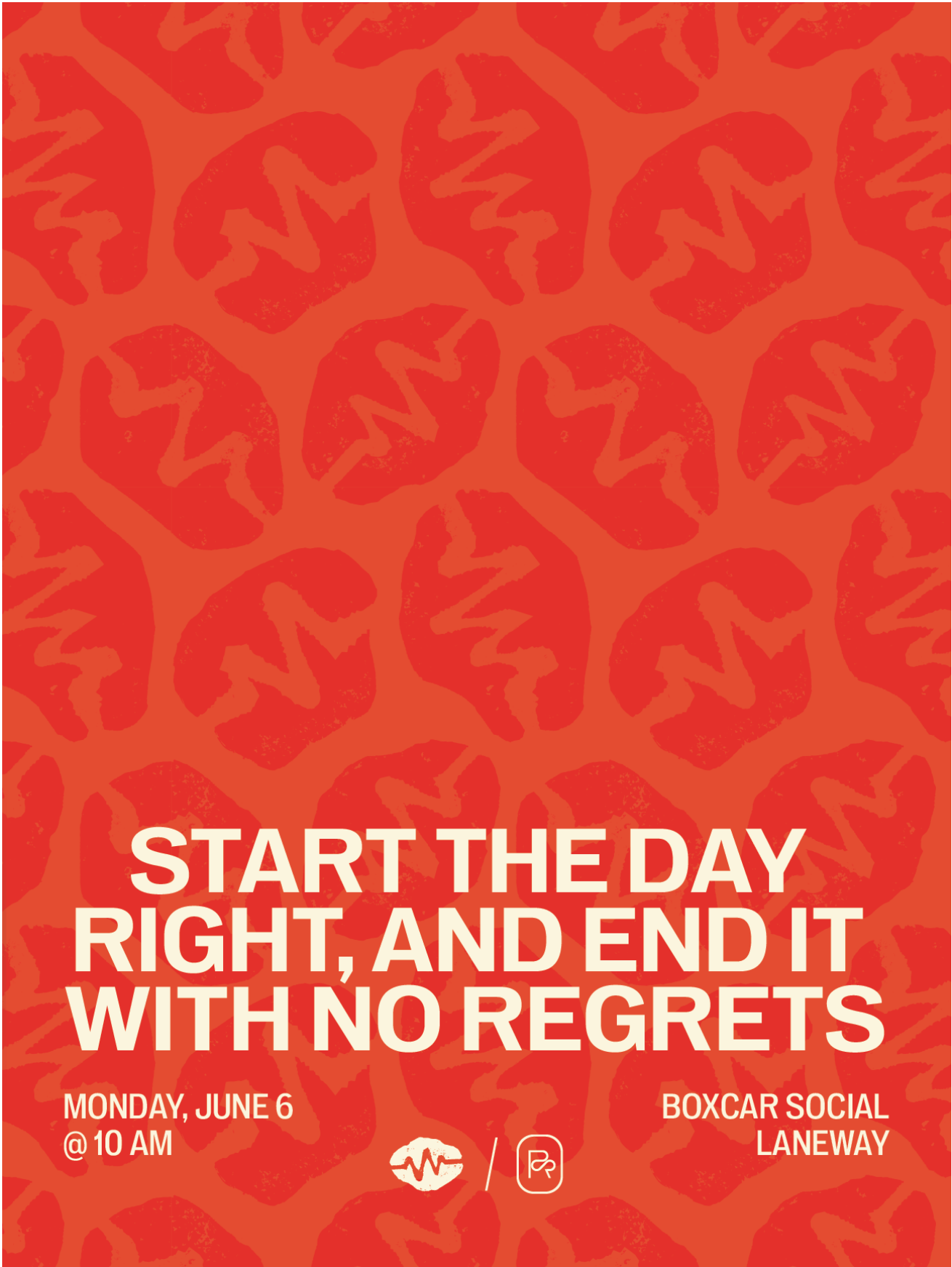
COFFEE BEAN BAGS











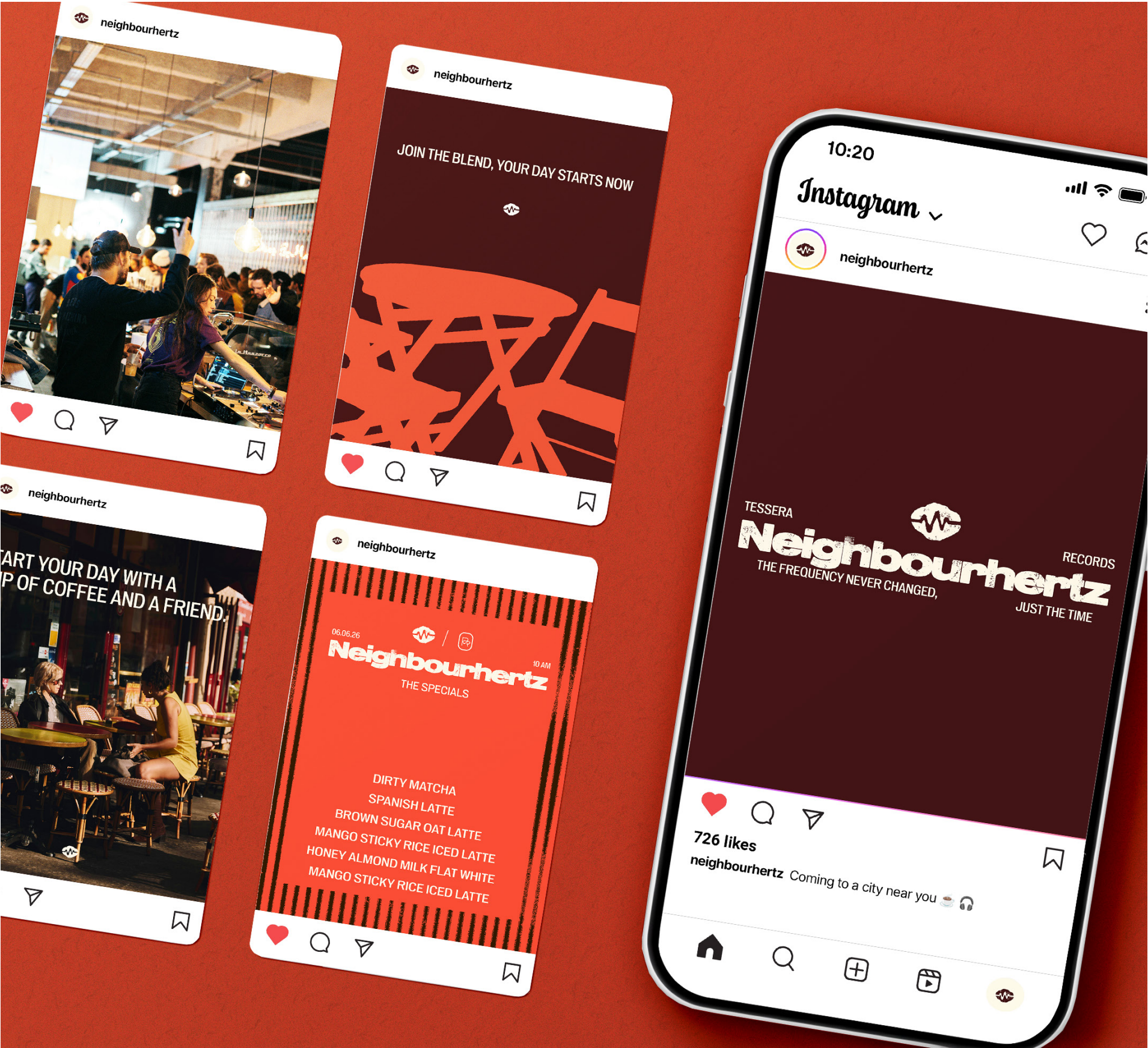
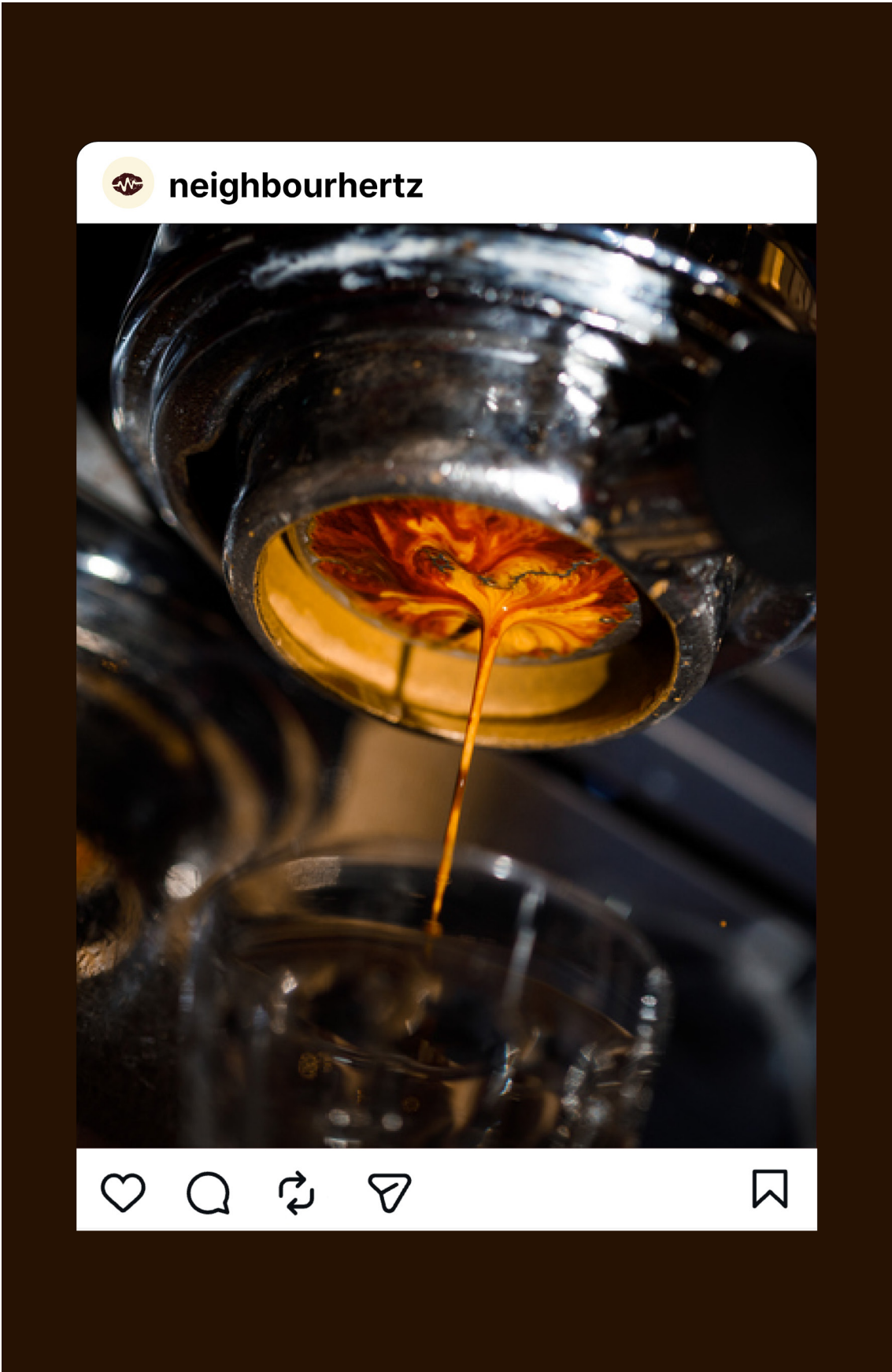
POSTER STRATEGY

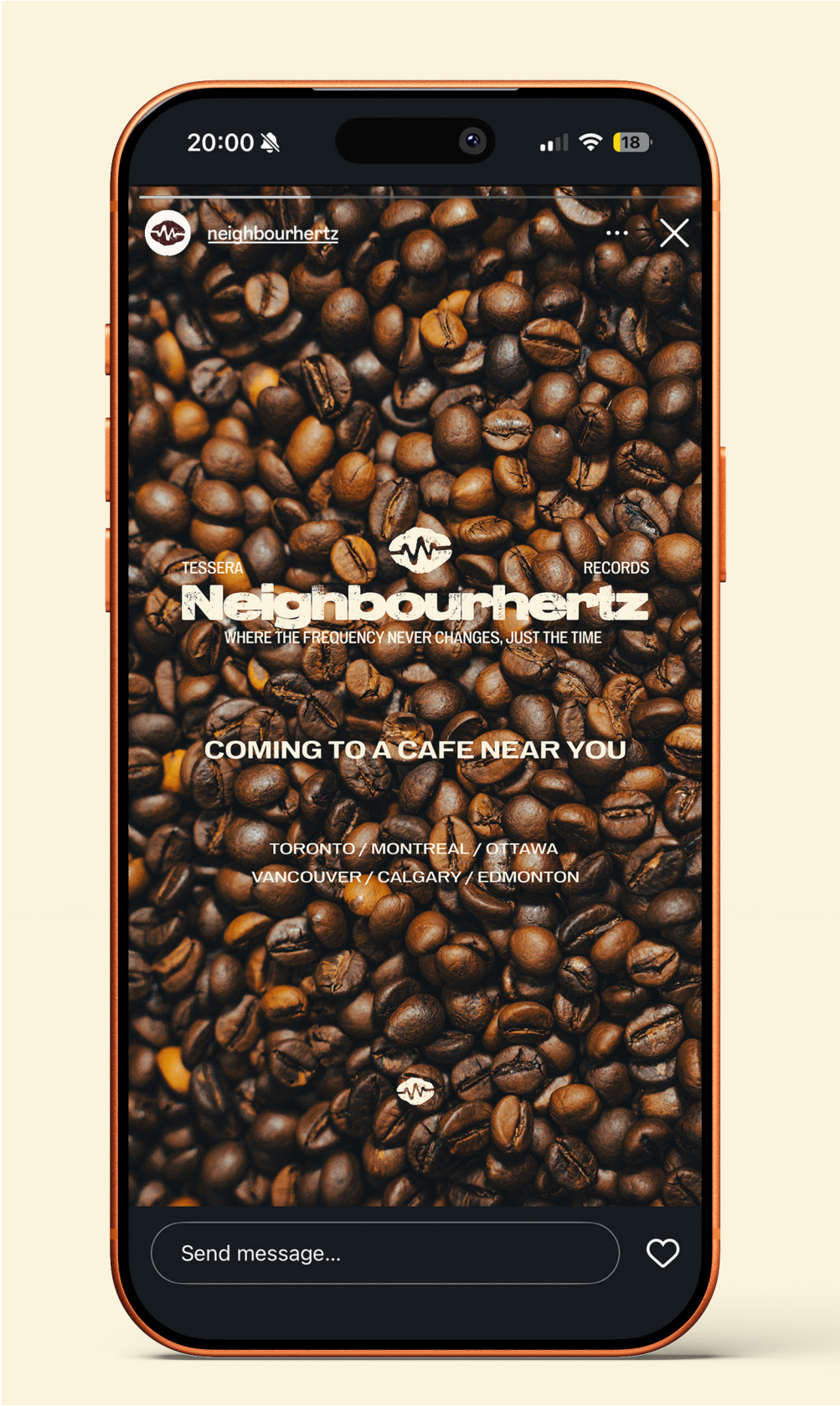
When developing the market strategy for Neighbourhertz’s posters, the main goal is to introduce the event, showcase its community and then present its upcoming and new events that connects these communities together.

Following the framework:
Awareness → Consideration → Conversation

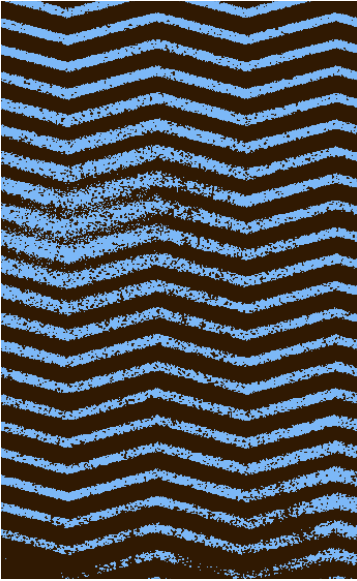
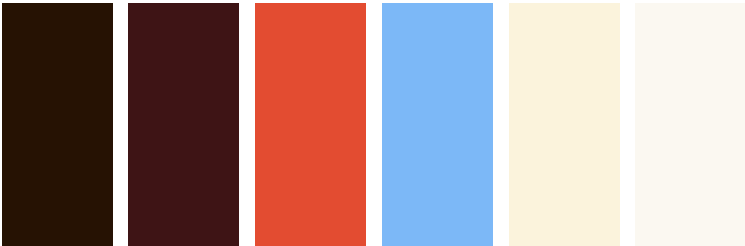
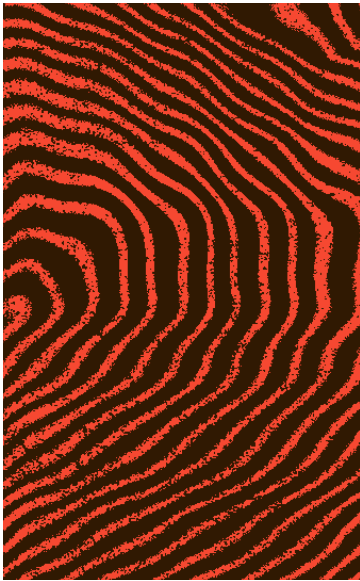
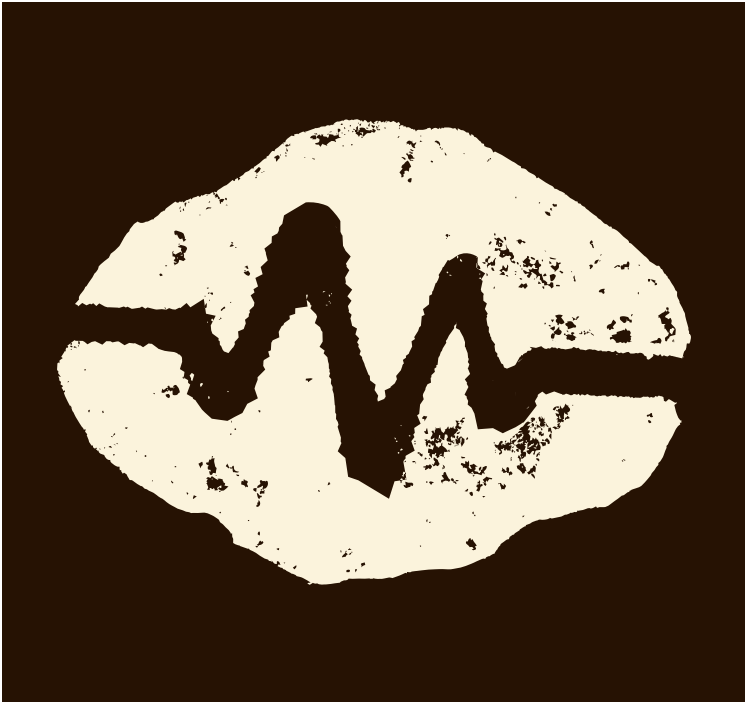
To achieve this, Neighbourhertz will have a series of advertising and events posters to promote focal points of the event and brand. Additionally, typographic posters can be used to for checkered posters display the personality of the brand and create visual interests.







BRAND OVER- VIEW



Neighbourhertz

Neighbourhertz

RGD PROJECT-BASED MENTORSHIP

SUMMER 2026

LEAD DESIGNER EMILY GOUVEIA
DESIGNER JESSICA DELA CRUZ
DESIGNER AMANDA MEYA
MENTOR JAVIER REYES



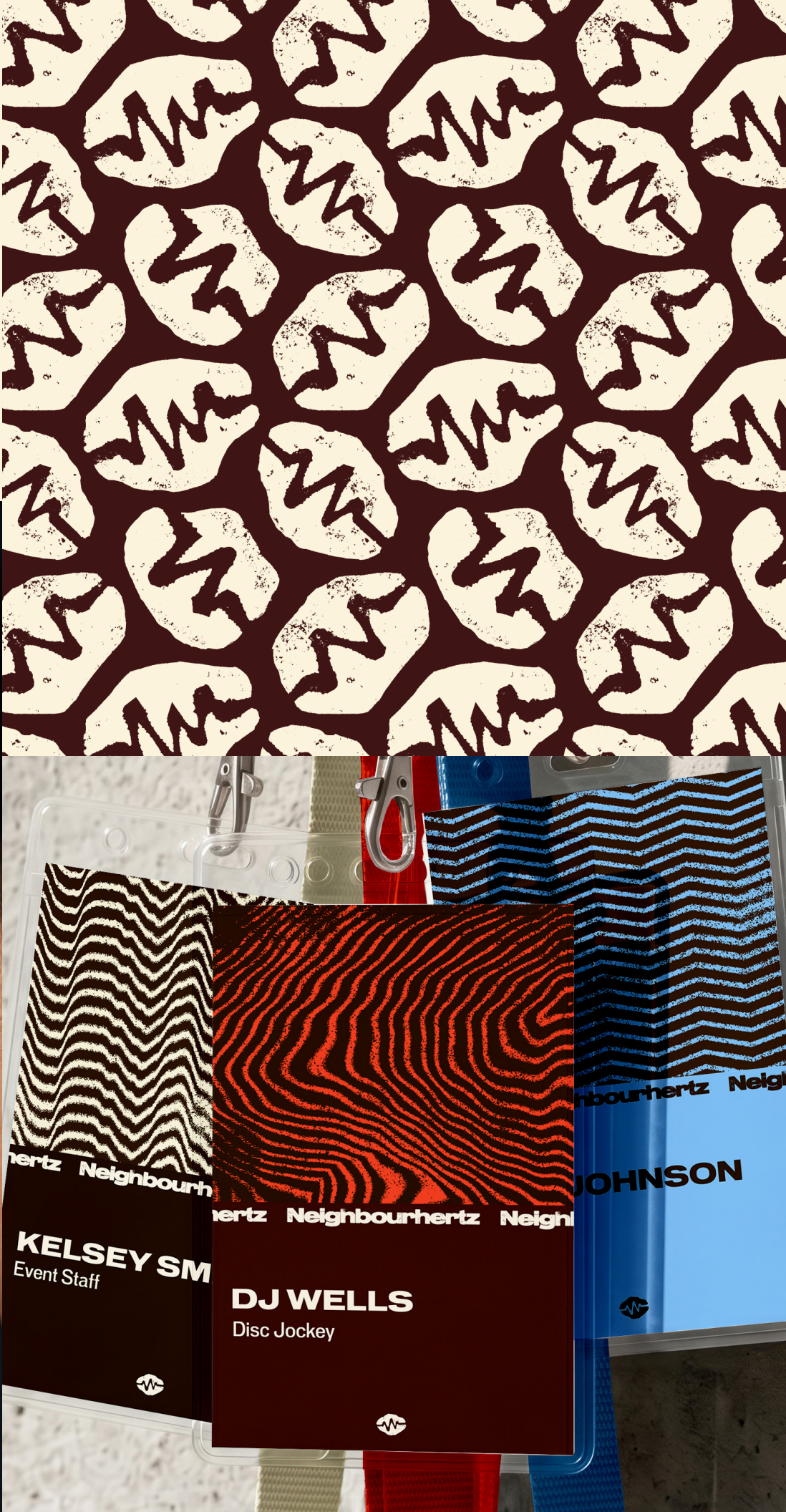
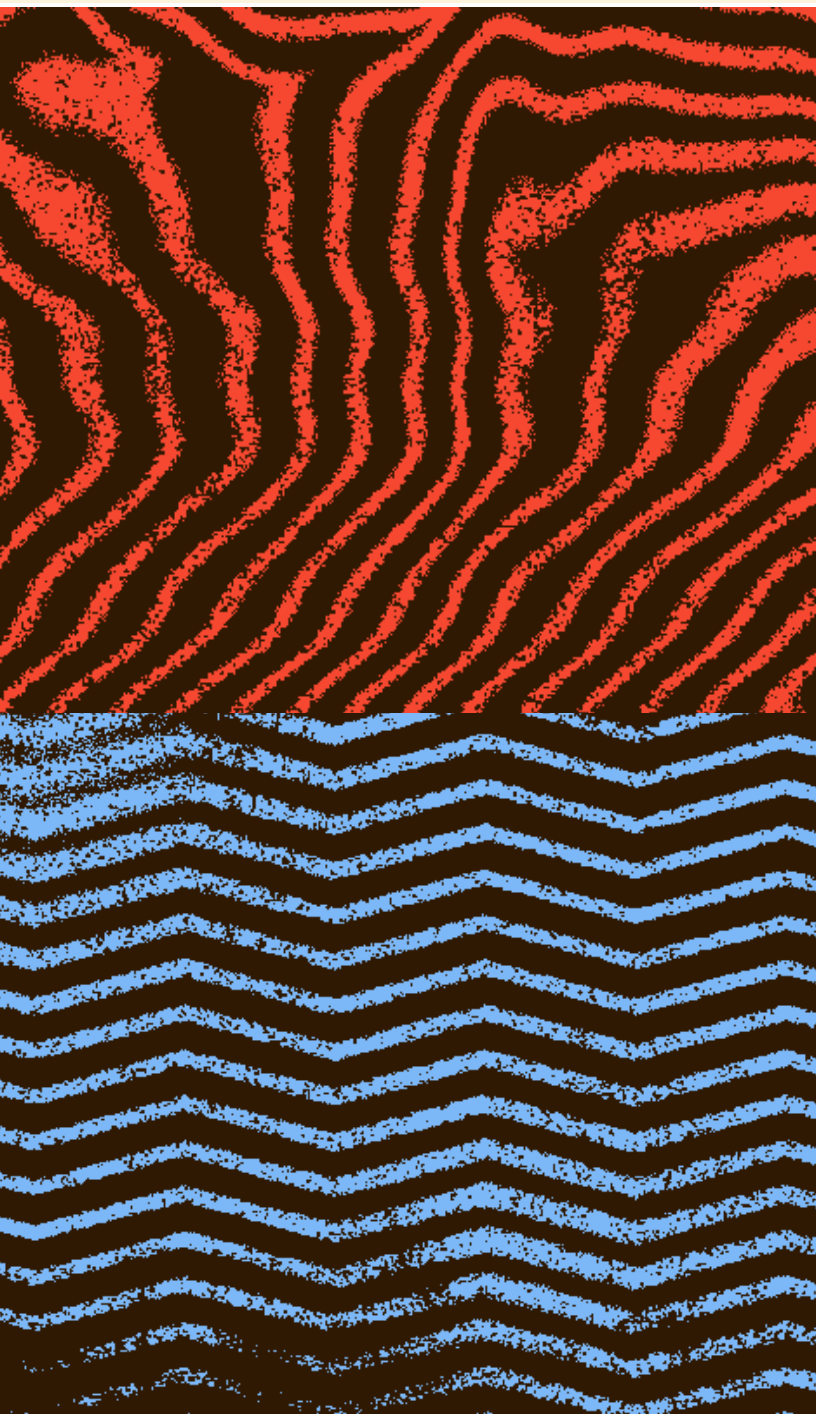
TESSERA

RECORDS

Neighbourhertz

THE FREQUENCY NEVER CHANGED,

JUST THE TIME





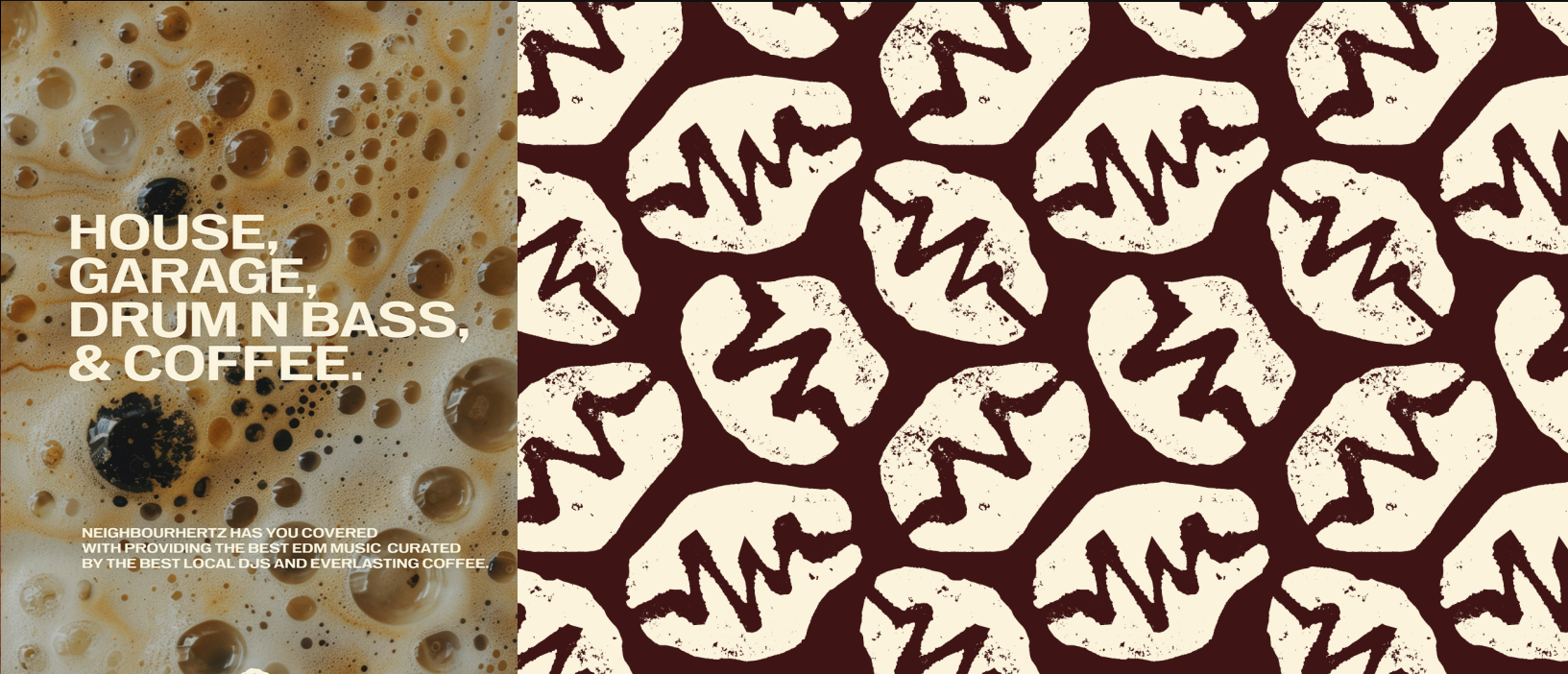
TESSERA

Neighbourhertz

THE FREQUENCY NEVER CHANGED,

RECORDS

JUST THE TIME



HOUSE,
GARAGE,
DRUM N BASS,
& COFFEE.

NEIGHBOURHERTZ HAS YOU COVERED
WITH PROVIDING THE BEST EDM MUSIC CURATED
BY THE BEST LOCAL DJS AND EVERLASTING COFFEE.