



Hearth

Café & Coffeehouse

Brand Standards

A guide for designing for Hearth

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Introduction

Hearth Café and Coffeehouse is a business that has always been a staple in the San Luis Obispo community ever since its founding as Linnaea's Café back in 1984, bringing something that was the first of its kind to a community where it was sorely needed. Today, not much has changed at its core: the café is still the same warm, quirky, artsy haven it always has been, with its eclectic staff and visitors and its ability to make just about anyone feel like they're right at home the moment they walk in.

When I first looked at how to take something with such a strong existing image and group of loyal patrons built up around it and transition it forward into a business that took all of that and used it to create a new, more modern vision for itself, I wanted to make sure that those parts of Linnaea's that everyone loves stayed intact. While a lot has changed, from the look of the business to its name, the most important part hasn't — its values. I've recentered the business to lead with our values of connection, community, creativity, and sustainability first, and our new name and branding is meant to reflect that. It also references many of the feelings our business seeks to cultivate, with even our new name evoking a sense of warmth, comfort, earthiness, and the homemade quality that we're known for.

At Hearth, we want everyone—no matter who they are or where they come from, no matter whether this is their first time visiting or their third time this week—to be able to feel welcome and find their own little piece of home in our space. We want to convey the love and care that goes into all of our food and drinks, and the thoughtful consideration that we take with each interaction we have with our customers. Lastly, we want to position ourselves both as an integral part of the San Luis Obispo creative scene, as

well as a dedicated supporter of others in our community, from farmers to makers and everyone in between. The biggest goal of the new brand is to both deliver on these promises and make them more evident.

Throughout the brand, I've kept these ideas and values in mind, while the whole spectrum of brand elements has been redesigned from the ground-up: our new system consists of everything from our new name and set of logotypes, to a business system (with business cards, a letterhead and envelope), to applications across web, print and physical products. The brand consists of soft, warm, earthy colors combined with friendly type and organic shapes with natural elements to bring in those values and aspects of who we are, while attempting to provide enough variety and flexibility to allow for future applications that look cohesive across media; in this way, Hearth will be able to remedy its current lack of a cohesive identity (both in-store and online) and reach new customers without alienating its current patrons.

This manual strives to serve as a guide for future designers, as well as a quick reference of hard-and-fast rules to follow around things like logotype usage and acceptable colors. It's my hope that overall, the elements noted throughout this manual and the goals of the business support one another and evolve together to expand Hearth while ensuring it stays true to the values and the people who have made it what it is today. And, at the end of the day, I hope that Hearth continues to serve as a gathering place for those who care about good food from good people.

Let's get started, then.

Logotypes

Primary Logotype

The primary logotype consists of the name of the business, the tagline “Café and Coffeehouse”, and our logo graphic.

Usage

Our primary logotype should only be used on light-colored backgrounds (for example, see the color Linen, shown below the primary graphic) that do not cause the flame in the logo graphic colored in Honey to blend in. On darker backgrounds or in applications requiring a more rectangular logo, a one-color version or the wordmark should be used. Colors used are Pine, Honey, Brick, and Chocolate.



Primary Logotype: One-Color

There are three color variations of our one-color primary logotype, each using one of the colors of our full-color primary logotype.

Usage

The one-color version of our primary logotype should be used whenever the background is too complex to use the primary logotype, when printing in multiple colors isn't available, or when contrast is better with a one-color version. The same minimum size requirements apply to the one-color versions as for the full-color (see page 9 for further details). One-color versions are available in Pine, Brick, and Chocolate for light backgrounds (white or Linen). Honey should not be used for one-color versions due to reduced legibility on light backgrounds. Other colors should not be used for one-color versions to keep our brand consistent. Black on white should only be used when color printing is not available.



Primary Logotype: Reversed

There is also a reversed version of our primary logotype for use on dark backgrounds, which uses the color Linen.

Usage

The reversed version of our primary logotype should be used whenever the background is too dark to use the primary logotype, when printing in multiple colors isn't available, or when contrast is better with a reversed, single-color version.

The same minimum size requirements apply to the reversed version as for the full-color (see page 10 for further details). The reversed version of our primary logotype is available in Linen. Here, it is seen on three colors from our primary full-color logotype: Chocolate, Brick, and Pine.

Pairing the reversed version with a color behind it from our primary color palette is preferred, as it creates a stronger sense of consistency in our brand, though it is not required. Other colors aside from Linen, tints (like the logotypes seen here, at 75% tint) or white should not be used to create reversed versions of our logotype. White on black should only be used when color printing is not available.



Wordmark

Our wordmark consists of the Hearth name and tagline, “Café & Coffeehouse,” but does not use the logo graphic like the primary logotype.

Usage

Our wordmark should be used whenever a more rectangular logo is desired or required for a design, or when using the logo graphic as a graphic element in the design (so as not to repeat it as part of our logo and as part of the design — see page 14 for more). The wordmark and primary logotype should never be used together. Our full-color wordmark should only be used on light-colored backgrounds (for example, see the color Linen). On darker backgrounds, a one-color version should be used (see below). Colors used are Chocolate and Brick.

Wordmark: Reversed

The reversed version of our wordmark should be used whenever the background is too dark to use our full-color wordmark (seen here on Chocolate). The color is Linen; no other colors should be used for the reversed wordmark. The same minimum size requirements apply to the reversed version as for the full-color (see page 11 for further details). White on black should only be used when color printing is not available.



Hearth
Café & Coffeehouse



Hearth
Café & Coffeehouse

Wordmark: One-Color

Our wordmark is also available in three one-color versions using Chocolate, Brick, and Pine.

Usage

The usage rules for the full-color wordmark also apply to the one-color version. It should be used when printing in multiple colors isn't available, when the background is too complex for using multiple colors, or to create contrast between the design and the wordmark. No colors aside from Chocolate, Brick, and Pine should be used, and the one-color versions should only be used on light backgrounds. On dark backgrounds, use the reversed wordmark (see previous page). The same minimum size requirements apply to the one-color version as for the full-color (see page 11 for further details). Black on white should only be used when color printing is not available.

Hearth
Café & Coffeehouse

Hearth
Café & Coffeehouse

Hearth
Café & Coffeehouse

Minimum Sizes

Both our primary logotype and wordmark have a defined minimum size for each one's multiple versions to ensure legibility and recognizability of the Hearth brand across applications.

Primary Logotype

The primary logotype has no maximum size, though it should not be scaled below a specific size to maintain legibility. On printed materials, the logotype should not be scaled below 1.2 inches in width, and digitally, should not be scaled smaller than 86 pixels in width. See sizes at right for exact dimensions.

The same requirements apply for one-color and reversed versions; scaling any smaller impedes legibility in the tagline and should be avoided.



Printed Applications



Digital Applications



Printed Applications



Digital Applications



Printed Applications



Digital Applications

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The same requirements apply for one-color and reversed versions; scaling any smaller impedes legibility in the tagline and should be avoided.



Printed Applications



Digital Applications



Printed Applications



Digital Applications



Printed Applications



Digital Applications

Safe Space

Both our primary logotype and wordmark have a defined area of space around them that should be left blank, as explained below.

Primary Logotype

The safe space for our all versions of our primary logotype—including full-color (shown here), all one-color, and reversed—should be measured using the height of the lowercase “e” in Hearth from the logotype itself. This is the minimum amount of space that the logotype should have around it in all designed materials. The box is measured from the outmost edges of the slogan on the bottom, right and left, and from the top of the flame in the logo graphic.



Wordmark

The safe space for our all versions of the Hearth wordmark—including full-color (shown here), all one-color, and reversed—should be measured using the height of the lowercase “e” in Hearth from the wordmark itself. This is the minimum amount of space that the wordmark should have around it in all designed materials. The box is measured from the outmost edges of the slogan on the bottom, right and left, and from the top of the lowercase h’s serif in the logo graphic.



Inappropriate Uses

Our primary logotype and wordmark have been designed to create a cohesive image for the Hearth brand, and as such, should always be used consistently throughout. Ensure that all logo uses abide by the instructions in this manual, and avoid inappropriate uses of our logotype and wordmark, like those shown on this and the following pages.

Primary Logotype

None of these examples should ever be used for our primary logotype. For usage instructions, see the preceding pages, or learn more about the primary logotype itself on page 5.



Do not recolor the logo



Do not rotate the logo



Do not scale the logo unproportionally



Do not add shadows or effects to the logo



Do not replace the typefaces in the logo



Do not place the logo on top of an image

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Wordmark

None of these examples should ever be used for our wordmark. For usage instructions, see the preceding pages, or learn more about the Hearth wordmark itself on page 8.



~~Hearth
Café & Coffeehouse~~

Do not alter colors in the wordmark



~~Hearth
CAFÉ & COFFEEHOUSE~~

Do not alter fonts or capitalization/casing



~~Hearth~~

Do not remove parts of the wordmark



~~ **Hearth**
Café & Coffeehouse~~

Do not pair the logo graphic and wordmark; use the Logotype instead



~~Hearth
Café & Coffeehouse~~

Do not rotate, skew, or distort the wordmark



~~Hearth
Café & Coffeehouse~~

Do not place over an image or low-contrast background color

Identity System

Graphic Elements

Our identity system features a set of organic graphic elements that can be incorporated into designed pieces for print and digital uses.

Organic Shapes

Our set of organic shapes are meant to reference our warm, soft, homey personality. There are four standard shapes; however, they may be rotated if needed. The elements should be cropped so as never to appear standalone (instead, they should bleed off the page or fall behind an object) and should be used sparingly, taking care never to overpower the logotype (see the business card [page 30] for an example of appropriate usage).

Sizing and Usage

There are no minimum or maximum sizes for these elements, but they should be sized so they are not competing with text or the logo graphic and are clearly seen as graphic elements.

Acceptable Colors

Colors should only be pulled from the secondary palette (Oak, Gold, Light Chocolate, and 90% tints of Oak or Brick). Linen should not be used.



Logo Graphic

The logo graphic is the leaf and flame motif from our primary logotype, just without the name of the business and tagline beneath it.

Sizing and Usage

The logo graphic may be used either on its own or with the wordmark, and may be used in any of the colors from the primary or secondary color palettes (seen here in full-color, one-color Brick, one-color Chocolate, one-color Pine, and one-color Linen). It may be used solo, to create patterns, or broken apart to create shapes or other design elements. However, if the logo graphic is broken apart or used in a different version than the full-color version, the name of the business or the wordmark (but not both) must appear somewhere on the designed piece or included materials (i.e. the packaging it comes in) in order for customers to identify Hearth.

There are no minimum or maximum sizes for the logo graphic, but it is required that when using it with the wordmark, it is sized either large enough or small enough where it doesn't compete with the wordmark in size (it doesn't look like the primary logotype was taken and split in half or rearranged in any way).



Typography: Primary Family

We have two distinct typefaces that we use throughout our brand: Filson Pro and Freight Text Pro, each with different use cases.

Filson Pro: Usage

Filson Pro is a friendly, soft, approachable sans-serif font that connects with our warm, open personality as a business. As our primary family, Filson Pro should be used primarily for headings or short chunks of information that stand alone (typically not more than a few words to a sentence in length). It also works well in digital applications, and should be used when styling all links and call-to-action elements. For an example of using Filson Pro on the web, see our website under *Other Applications* (page 33).

No other sans-serif font aside from Filson Pro should be used, and Filson should never be used for body copy. Headings should be set in a heavy weight (Medium or Bold, if additional contrast is needed or it's at a large size).

Acceptable Colors

Headings can be set in any color from our primary or secondary palettes, though using Chocolate is encouraged to create sufficient contrast. For an example of combining different colors for headings, body copy and informative text, see our website (page 33) or postcard (page 36).

Filson Pro

Use for headlines and small bits of text

Regular

ABCDEÉFGHIJKLMNOPQRSTUVWXYZ
abcdeéfg hijklmnopqrstuvwxyz
0123456789.,!?:;@#\$\$%&*()

Regular Italic

*ABCDEÉFGHIJKLMNOPQRSTUVWXYZ
abcdeéfg hijklmnopqrstuvwxyz
0123456789.,!?:;@#\$\$%&*()*

Medium

ABCDEÉFGHIJKLMNOPQRSTUVWXYZ
abcdeéfg hijklmnopqrstuvwxyz
0123456789.,!?:;@#\$\$%&*()

Bold

ABCDEÉFGHIJKLMNOPQRSTUVWXYZ
abcdeéfg hijklmnopqrstuvwxyz
0123456789.,!?:;@#\$\$%&*()

Typography: Secondary Family

Freight Text Pro: Usage

Freight Text Pro is a solid, easily-legible family that blends a refined personality with an almost handmade, everyday feel to it overall. As our secondary family, Freight Text Pro should be used solely for body copy, or any text that is set as a paragraph and is a sentence or longer. It should not be used for headlines or display type under any circumstance. Instead, Filson Pro should be used for headlines and subheads.

No other serif font aside from Freight Text Pro should be used. For the large majority of body copy, the Book weight should be used, though italic or bold styles may be used for emphasis (one or the other, but never both on one chunk of text for emphasis). For an example of how to set body copy, see our letterhead under *Business System* (page 26) or our website (page 33).

Acceptable Colors

Body copy should always be set in Chocolate if on a light background, or Linen (or a 50% tint) on a dark background to create sufficient contrast. However, unless absolutely necessary, light body copy on dark backgrounds should not be used as it is much harder to read.

Freight Text Pro is seen here being used for body copy. Make sure that it is never used for a headline, though using different weights (bold) or styles (like italic) is allowed and encouraged to help create hierarchy in a paragraph.

Book

ABCDEÉFGHIJKLMNOPQRSTUVWXYZ
abcdeéfg hijklmnopqrstuvwxyz
0123456789.,!?:@#\$\$%&*()

Book Italic

ABCDEÉFGHIJKLMNOPQRSTUVWXYZ
abcdeéfg hijklmnopqrstuvwxyz
0123456789.,!?:@#\$\$%&()*

Medium

ABCDEÉFGHIJKLMNOPQRSTUVWXYZ
abcdeéfg hijklmnopqrstuvwxyz
0123456789.,!?:@#\$\$%&*()

Bold

ABCDEÉFGHIJKLMNOPQRSTUVWXYZ
abcdeéfg hijklmnopqrstuvwxyz
0123456789.,!?:@#\$\$%&*()

Color

We have two color palettes that can be used across our logotypes, identity system and its applications digitally and in print.

Primary Color Palette

These colors are earthy and inspired by the real ingredients from our food and nature itself — as can be seen in the names of each. They are more vibrant than our secondary color palette, while still remaining relatively soft and warm.

Our primary palette contains the four colors from our primary logotype, seen to the right: Pine, Honey, Brick, and Chocolate. These colors are used for our primary logotype, wordmark, and logo graphic element, and three of them — Pine, Brick, and Chocolate — also serve as the acceptable colors for one-color versions of our primary logotype and wordmark.

Body copy should always be set in Chocolate, though it may be printed in dark gray or black when color is not available. Headings should be set in either Chocolate or Brick. These four colors should not be used to color graphic elements except for the logo graphic element, as they shouldn't cause elements to compete with the logotype or wordmark.



Pine

Pantone 5545C
R65, G105, B91
C75, M41, Y64, K24
Hex #41695B



Honey

Pantone 7509C
R215, G164, B97
C16, M36, Y71, K1
Hex #D7A461



Brick

Pantone 7618C
R202, G109, B79
C17, M67, Y73, K3
Hex #CA6D4F



Chocolate

Pantone 7532C
R100, G81, B61
C50, M57, Y73, K37
Hex #64513D

Secondary Color Palette

These colors are lighter, softer, and warmer versions of the colors from our Primary Color Palette, and are primarily used for the Organic Shapes graphic elements (page 17).

Four colors — Oak, Gold, Light Chocolate, and Linen — make up our Secondary Color Palette, though in our designed elements shown in this book, 90% tints of Brick and Oak are also used relatively frequently, so those have been included below as a reference.

While these colors are primarily used for graphic elements, they can be used for text in certain capacities. One example is the website, which uses Light Chocolate for subheads and menu prices (page 33). Another example is the business card, which uses Oak and Light Chocolate to create better separation between different pieces of textual information (page 30).

These colors should never be used to recolor the primary logotype or wordmark. Linen is the only exception, as it is used (both as seen here and as a tint) for the reversed versions of our primary logotype and wordmark.



Oak

Pantone 575C
R104, G129, B60
C62, M32, Y96, K14
Hex #68813C



Gold

Pantone 1355C
R255, G197, B109
C0, M24, Y65, K0
Hex #FFD56D



Light Chocolate

Pantone 4645C
R175, G124, B88
C28, M52, Y70, K8
Hex #AF7C58



Linen

Pantone 7506C
R242, G218, B178
C4, M13, Y32, K0
Hex #F2DAB2

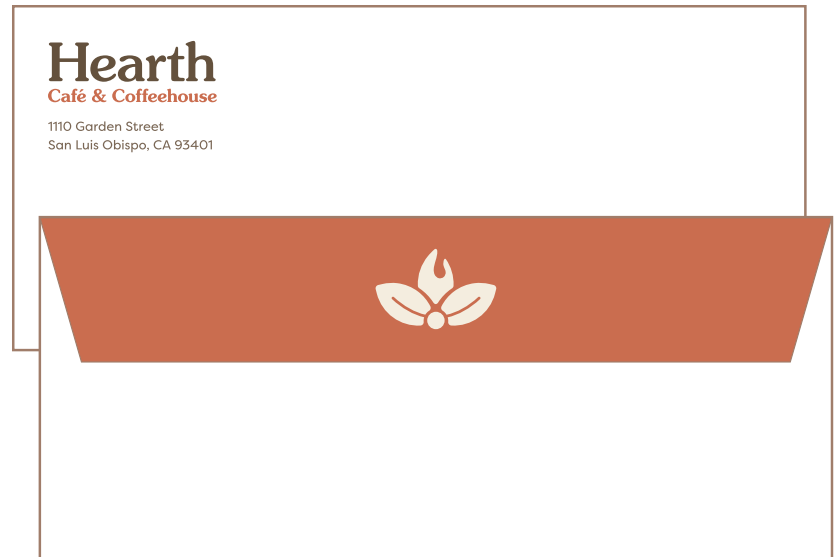


Brick (90% Tint)



Oak (90% Tint)

Business System



Overview

Our business system consists of three main pieces: our letterhead, envelope, and business card.

Letterhead

Our letterhead is meant to be as simple as possible, allowing the focus to be placed on the content of the letter itself. The business contact information (our phone number, web address, and physical address) and logo graphic are also included.

Specifications

The letterhead is 8.5" by 11" and should be printed full-color on Mohawk Loop Antique Vellum Snow paper, if available—if not, a paper with as high a recycled content as possible should be used. The wordmark is positioned in the top-left, and the contact information—phone number, web address, and physical address—are at the bottom of the page. The text block should be set in Freight Text Pro Book at 11/14 pt in Chocolate. The text block should be positioned at 2.5" from the left edge of the page and 1.5" from the top, and should be 5.3" wide and 8" tall. To separate paragraphs, use a double-return, and do not use indents at the beginnings of paragraphs.

Hearth

Café & Coffeehouse

Kathryn E. McCormick
Professor of Design
Department of Art & Design
California Polytechnic State University
San Luis Obispo, CA 93407

Tuesday, November 13, 2018

Dear Ms. McCormick,

I'm writing to you today to discuss our company's reimagined brand concept and accompanying design solution. Our business will take the San Luis Obispo coffee and tea staple, Linnaea's, and rebrand it as Hearth Café and Coffeehouse. While we'll maintain the current menu and drink offerings — and the café's quirkiness, warmth and earthiness — we'll be leading with our café's core values of openness, creativity, sustainability and connection.

This project aims to create a cohesive image of Hearth in the minds of both our regulars and those who have yet to stop in of our café as a place where all are welcome and feel at home. We want to convey the care that goes into all of our food and drinks, and the consideration that we take with each interaction with our customers. Lastly, we want to position ourselves both as an integral part of the San Luis Obispo creative scene, as well as a strong supporter of others in our community, from farmers to makers and everyone in between.

Our rebrand strives to incorporate these ideas of warmth, creativity, and sustainability, consisting of a new logo, business sytem, and applications ranging from a redesigned website to posters and physical packaging. Even our new name conveys a sense of home, and throughout our brand we've used organic shapes, natural elements and soft, warm colors to bring in those parts of who we are. Thanks to our new brand, we're excited to see Hearth continue to be a gathering place for those who care about good food from good people.

Sincerely,

Cody Capella

530.575.7924
hearthcafeandcoffee.com

1110 Garden Street
San Luis Obispo, CA 93401



Hearth

Café & Coffeehouse

Kathryn E. McCormick
Professor of Design
Department of Art & Design
California Polytechnic State University

Cody Capella

530.575.7924
hearthcafeandcoffee.com

1110 Garden Street
San Luis Obispo, CA 93401



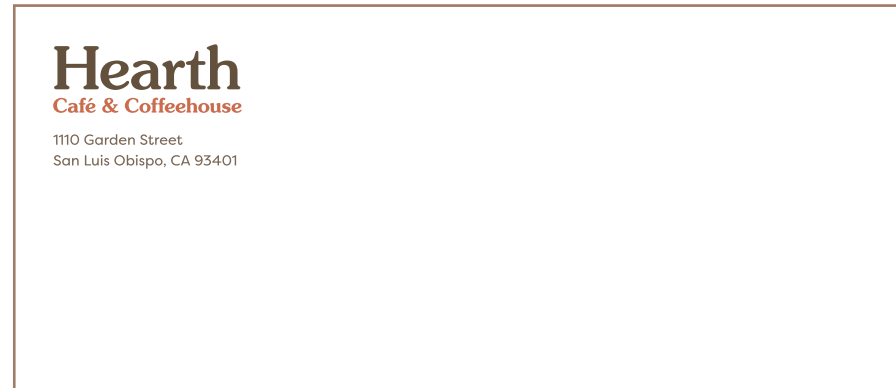
Above, the letterhead seen at 100% scale on the uppermost and lowermost parts of the page.

Envelope

Our envelope is meant to match the simplicity of the letterhead, featuring our wordmark and street address displayed prominently on the front, and the reversed version of our logo graphic on a Brick background on the flap.

Specifications

The envelope is 9.5" by 4.13" and should be printed full-color on Mohawk Carnival Vellum White paper, if available—if not, a paper with as high a recycled content as possible should be used. On the front, the wordmark is positioned in the top-left, with the physical address below it set in Filson Pro Regular at 11pt in Light Chocolate. On the flap, the logo graphic is set in Linen at 50% tint against a Brick background.



Hearth

Café & Coffeehouse

1110 Garden Street
San Luis Obispo, CA 93401



Above, the envelope seen at 100% scale on the front (top) and flap (bottom).

Business Card

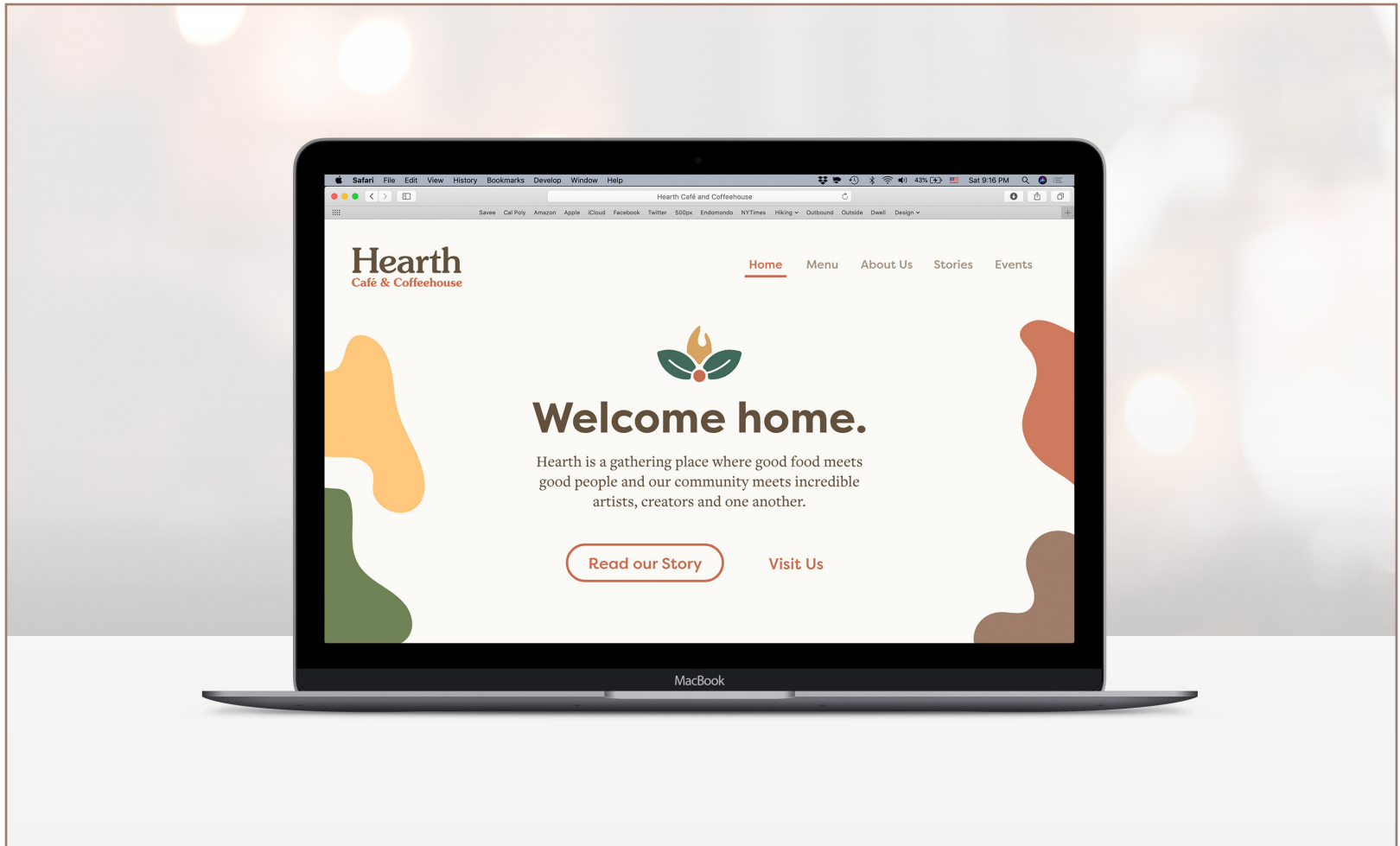
Our business card is one of the quickest and easiest ways for customers to find out about us and get the information they need to learn more. It's also meant to be an expression of our brand, with our wordmark displayed prominently, as well as our logo graphic and several graphic elements to convey our warm, homey personality.

Specifications

The business card is 3.5" by 2" and is double-sided with a Linen at 80% tint background. On the front, there are the four graphic elements (page 17) surrounding the wordmark. On the back, the logo graphic is aligned to the left, while the text (employee name and title, email, phone number, business address and web address) is positioned to its right, also left-aligned. The text is typeset in Filson Pro in alternating Bold and Regular weights, using the color Chocolate for the name and email, Light Chocolate for the title and physical address, Oak for the phone number, and Brick for the web address.



Applications



Website

The Hearth website, featuring a menu, more about the café, employee stories, and more.

Website

Hearth
Café & Coffeehouse

Home Menu About Us Stories Events

Welcome home.

Hearth is a gathering place where good food meets good people and our community meets incredible artists, creators and one another.

[Read our Story](#) [Visit Us](#)

Our Story

Hearth is a café and coffeehouse that has been a local San Luis Obispo staple since its opening over twenty years ago as the town's first coffeehouse. Ever since, our community of students, artists, creators, farmers, and just about everyone in between has continued to come together here to enjoy good food with good people and make positive change together. We love what we do and know that you will, too.

[More about us](#)

Our Food

At Hearth, we pride ourselves on using local, organic ingredients in all of our food, from our famous carrot cake to our breakfast burritos, and continue to work with San Luis Obispo small farmers and craftspeople to create fresh, wholesome food for our guests. The same care extends to our coffee and tea, which is always organic and fair-trade, bringing roasts and blends from around the world to your cup.

[See our menu](#)

What's Happening

Zen Mountain Poets Live
January 15, 7:00pm
[See all events](#)

Featured Artist: Jane Lackey
January 21-February 20
[Get directions](#)

Come Visit Us

Open from 6:30am-10:30pm daily at 1110 Garden Street, San Luis Obispo, CA

Get directions

Hearth
Café & Coffeehouse

Back to Top Home Menu About Us Stories Events

Get in Touch
hello@hearthcoffeeandcoffee.com
550.375.2924

Visit us at
1110 Garden Street
San Luis Obispo, CA 93401


Hours
Open 6:30am-10:30pm daily
Lunch weekdays from 11:30am-2pm

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Our Story

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[More about us](#)



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[See our menu](#)

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Hearth

Café & Coffeehouse

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Our Food

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Drinks
Food
Bakery



Drinks

We carry alternative milks and are happy to make substitutions upon request.

Coffee	
Espresso	3.25
Available as additional charge in our other coffee drinks, see the each item, add \$2.00	
Mocchiato	2.50
Cappuccino	3.25
Pour Over	2.50
Brewed Coffee	1.95
Specialty Coffee	
Americano	3.25 / 3.75
Latte	3.50 / 3.75
With Homemade Caramel Add \$0.75	
Mocha	3.75 / 4.00
With Homemade Caramel Add \$0.75	
With Peppermint	Add \$0.50
With Cinnamon and Clove	Add \$0.50
Tea	
Loose-Leaf Tea	3.25
For a complete listing of our seasonal tea, stop by the store or give us a call. We always have at least one variety of green, black, white, and herbal teas.	
Loaf Tea	3.25
We also carry specialized and medicinal blends from local farms at market price.	
Specialty Tea	
Tea Latte	3.75
Special Tea Lattes	
Yerba Mate Soy Latte	4.40-5.65
Arnold Palms	
House-Brewed Chai	3.00
Heavy Vanilla Chai	3.75
Spry Ginger Chai	3.75
Unsweetened Lemon Tea Chai	3.50

Food

Breakfast is served all day starting at 8:00am, during both weekdays and weekends.

Espresso Eggs	4.25
Our famous breakfast specialty, with two scrambled eggs, cheddar hash, tomatoes, fresh herbs, mushrooms, olives, onions, salsa, sour cream & green onions.	
Breakfast Burrito	6.00
A hot breakfast stack with two scrambled eggs, cheddar or jack cheese, black beans, tomatoes, olives, onions, salsa, sour cream & green onions.	
Waffles	3.50 / 4 for 6.00
Oatmeal	3.50
Parfait	4.20
Granola and Fruit	6.00

Bakery

Cakes and Cookies

Carrot Cake

Our famous "people call ahead to make sure we're not out" homemade carrot cake with cream cheese frosting and walnuts.

Vegan Chocolate Cake

Vanilla Cinnamon Spice Cake

Cookies

2.25 / 2 for 4.00

Chocolate Chip Cinnamon

Trackdownville Cranberry Citrus

Biscuits (House Made)

Daily by Seasonal Specialty Cookies

Muffins and Pastries

Muffins

Fresh-baked daily in our kitchen by our owners, our famous carrot cake daily and an always rotating specialty.

Scones

Croissants

Coffee Cakes

Rice Krispies

Brownies

Specialty Pastries

Stop by for our daily rotating selection of specialty pastries and goodies!

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Get in Touch

110 Gordon Street
San Luis Obispo, CA 93401
530.575.7924

Visit Hearths

110 Gordon Street
San Luis Obispo, CA 93401

Hours

Open 6:30am-10:30pm daily
Lunch weekdays from 11:30am-2pm

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Hearth

Café & Coffeehouse

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Our Story

Hearth is a café and coffeehouse that has been a local San Luis Obispo staple since its opening over twenty years ago in the newest first coffeehouse. Over time, our community of students, artists, creatives, farmers, and about everyone in between has continued to come together here to enjoy good food with good people and make positive change together. We love what we do and know that you will, too.

About Us
Visit & Contact



About Hearth



It all started in 1984...
Linnea's opens as San Luis Obispo's first café and coffeehouse

Hearth began its journey in 1984 as Linnea's, the first café and coffeehouse of its kind in San Luis Obispo. Right from the start, Linnea's became an institution for many visitors and residents alike, thanks to its welcoming, vegetarian-friendly and responsibly sourced food and coffee, its warm, welcoming atmosphere and its continued support of local artists and musicians. Plus, its influence helped the garden and good provided a much needed retreat!

Today, Linnea's name might have changed and we might look a little different, but at our heart we're still the same old place we always have been. We're committed to our values, our community, and the people who call our little café home, and we're working hard to make sure that everyone, no matter who they are or whether or not their role with us is their first time or their third time, they work, can find their own little piece of home here, too.

The Hearth Family

Our people make us who we are

When you come into Hearth, the faces you see — the ones talking your order, making your food and drinks, and serving up our different events — belong to the people who make Hearth the warm, welcoming retreat that it is. We treat our barista like family, because they are. They're artists, geeks, bus loving, quiet, loud, and just about everything in between, and they can meet you at your next visit. Hear from our employees themselves on our blog. [Stories](#)

Values Come First

Connection, community, and sustainability

At Hearth, we believe that homemade food and good coffee have the power to connect people, strengthen our local community, and create a space where everyone is free to work, play, be creative, and feel comfortable, no matter who they are or where they come from. We lead with our values of connection, community and sustainability in all that we do, from sourcing all our ingredients from local farmers and vendors, to hosting local artists in our gallery.

Visit Hearth



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Get in Touch

General

Have questions, comments, or tips to improve? We'd love to hear it! Please feel free to drop us a line below.

hello@hearthcafeandcoffee.com

530.575.7924

Artists and Events

If you're a local artist, musician or creator (or want to be!) looking for a space, please reach out to us below.

booking@hearthcafeandcoffee.com

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Stories

At Hearth, the people that make up our coffeehouse are truly who we are, from our baristas and chefs to our artists, musicians, and patrons, whether they be locals or visitors, first-time visitors or long-standing regulars. Below, we've collected some of their stories about their experiences at Hearth, at our events, and out in the San Luis Obispo community. If you have a story to share, we'd love to hear it!

Share Your Story



Meet the Barista: Kristen

Get to know Kristen, a Hearth staple since 2015

Written by Kristen Davidson on Monday, November 15, 2018

Kristen is one of our baristas here at Hearth — she's been working here about 6 months or so, and has since become a Hearth regular and a favorite we get along the other baristas, but among our patrons, too. What follows is her story about her time at Hearth, who she is, and where she sees herself going.


A lot of people tell me that I'm always so happy, that I never seem too stressed...

Read more


Seasonal Tastes from Local Farms

Three of our farmers share how they're excited for this season


Written by Kenny Gustafson on Friday, November 16, 2018

Read more


I See the World in Watercolor

Learn more about our featured artist in her own words

Written by Rachael de Soto-Pierson on Wednesday, November 14, 2018

Read more


Finding a Little Peace of my Own

One of our regulars shares the story of how he makes his own happiness

Written by Romero Karavonika on Sunday, November 11, 2018

Read more

Scroll to load more Stories

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Event Postcards



Zen Mountain Poets In Concert

January 15 at 7:00

For tickets and more info,
visit hearthcafeandcoffee.com



Welcome home.

Hearth is a gathering place where good food meets good people and our community meets incredible artists, creators and one another. Here, there's a place for everyone, no matter who you are or where you come from, and with our tasty homemade meals and goodies with local ingredients and our organic, fair-trade coffee and tea, we're sure you'll feel right at home here. We can't wait to see you.

Meet Zen Mountain Poets

We're excited to announce that Zen Mountain Poets, a local favorite, are back for a two-hour set at Hearth this January. To learn more about the concert and explore more from Zen Mountain Poets, visit our website or stop by the café.

Mail to:

Kathryn McCormick
Department of Art & Design
California Polytechnic State University
San Luis Obispo, CA 93407

We'll see you soon.

1110 Garden Street
San Luis Obispo, CA 93401

hearthcafeandcoffee.com



Jane Lackey Gallery Feature

Opening January 21

For gallery sales and more info,
visit hearthcafeandcoffee.com



Mail to:

Kathryn McCormick
Department of Art & Design
California Polytechnic State University
San Luis Obispo, CA 93407

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Meet Jane Lackey

Hearth is honored to have the Pismo Beach-born conceptual artist Jane Lackey displaying her work in our gallery from January 21-February 20. To learn more about the artist and explore her work, visit our website or stop by the café.



Open Mic Night Poetry Slam

June 10 at 6:45

For slam rules and more info,
visit hearthcafeandcoffee.com



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Department of Art & Design
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Listen and Share Poetry

Hearth is thrilled to be hosting our fifth summertime Poetry Slam for local poets to share their work and inspire others. To learn more about the event and read some of our favorite past poems, visit our website or stop by the café.

Coffee Bags



Mugs



To-Go Cup



Additional Guidelines

Imagery Guidelines

Imagery used in Hearth’s branded and designed pieces—as well as on our Instagram and other social media platforms—should follow a few simple guidelines to ensure consistency across pieces and help Hearth project the image and emotions—like warmth, hominess, creativity, and connection to others and nature—we strive to embody as much as possible.

Warm, soft and light

Images should be warmed up and low contrast, with soft lighting throughout. Avoid bright or sharp lighting and heavy shadows across faces.

Focus on people, art, and food

Images should all focus on something happening at Hearth or someone (an employee, customer or artist) enjoying themselves or the environment. Avoid posting photos that are excessively far away or that distance the viewer from what it’s like to really be at Hearth.

Tell a story

Context and captions for imagery are important, but remember that the image itself should tell a story: we want our viewers to feel right at home.



Copywriting Guidelines

Like our imagery, the way we tell our story through the words we use is just as important to who Hearth is as a business and brand. These few simple guidelines should help. For examples, see the website (page 33) or the event postcards (page 36) and the sample text at right.

Be warm and friendly

We're a café that sells organic food and coffee, not a Fortune 500 company. Remember that our verbiage should convey our personality.

Talk to the reader

When writing and designing things that will be sent out to our readers, make sure you talk to them—using first- and second-person tenses is encouraged, and make sure you use words that sound like a barista wrote them, not a lawyer.

Lead with our values

Intertwining our values of inclusivity, openness, connection, and sustainability into all of our communications helps us resonate more with readers and helps anyone, no matter who they are or where they come from, feel welcome here.

Don't sell

We're not trying to sell a product through our messaging; we want our readers to engage with us and have an experience. Instead of focusing on prices in messaging, focus on who we are.

Our Story

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More about us



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Printed on recycled paper.

Learn more about our commitment to sustainability at www.hearthcafeandcoffee.com.