THE CAFFEINE PLUG

BRAND BIBLE

Your daily dose, straight from the plug.

Identity, voice, halftone system, mascot, applications and design tokens for a mobile tuktuk coffee cart operating in the Philippines.



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HOW TO USE THIS DOCUMENT

WHO IT'S FOR

Owners, baristas, freelance designers, printers, wrap installers, merch suppliers, and anyone posting for the brand.

WHAT'S FIXED

Logos, the monochrome palette, the 45° round-dot halftone, the type trio, and the mascot's construction. Don't change these without a version bump.

WHAT FLEXES

Drop names, captions, accent usage (≤10%), poses, and collab layouts, as long as they follow the rules in each section.

LABELS USED IN THIS BOOK

`ASSUMPTION` = a reasonable guess made where your business details weren't provided. Confirm or replace before production. Menu items, prices, hours and dimensions shown as examples are **placeholders**, not facts about your business. Prices are written **₱—** or **₱XXX** where unknown.

VERSION CONTROL

v1.0 · Nov 2026 · Based on 5 supplied raster files. Next revision (v1.1) should follow the vector rebuild described in §02 and §09.

01 BUSINESS CONTEXT

THE BRIEF, AS GIVEN

FIELD	DETAIL
Name	The Caffeine Plug
Format	Mobile coffee cart built on a tuktuk, operating in the Philippines
Currency	Philippine Peso (₱). Write prices as `₱120`: symbol first, no space, no decimals unless centavos apply.
Audience	Gen Z and young millennials: students, creatives, skaters, sneakerheads, night-shift workers (incl. BPO)
Positioning	"The plug" is the trusted connect for good coffee, served where the culture already is.
Tagline	**Your daily dose, straight from the plug.**
Visual DNA	Monochrome, halftone shading, skull-faced mascot, heavy condensed wordmark, sticker/badge culture

WHAT WE DON'T KNOW YET

These details shape the wrap, menu and social templates. Every spec in this book that depends on them is marked `ASSUMPTION`.

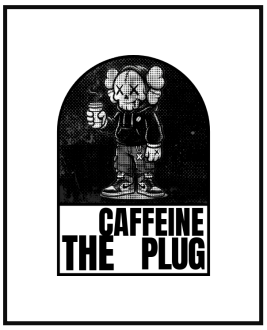
UNKNOWN	WORKING ASSUMPTION USED IN THIS BOOK
Tuktuk body dimensions	Cargo/serving body ≈ 2,400 mm L × 1,300 mm W × 1,900 mm H, one serving window on the curb side, rear panel ≈ 1,300 × 1,100 mm, fabric awning ≈ 1,500 × 600 mm `ASSUMPTION`
City / routes	Metro city, rotating between campuses, skate spots, creative hubs and BPO areas `ASSUMPTION`
Menu & prices	Espresso-based drinks, cold brew, non-coffee options. All menu names are illustrations only.
Operating hours	Not provided. Templates use `[TIME]`.
Social handles	Placeholder `@thecaffeineplug` `ASSUMPTION`
Payments	Cash + QR e-wallets (GCash / Maya) are common in PH; shown on templates as "QR accepted" `ASSUMPTION`

02 ASSET AUDIT

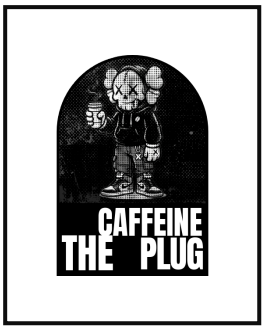
THE 5 SOURCE FILES, ANALYZED



A · MASCOT (FULL BODY)



B · ARCH LOCKUP / WHITE BOX



C · ARCH LOCKUP / BLACK BOX



D · CIRCLE BADGE / POSITIVE



E · CIRCLE BADGE / INVERTED

FILE	SUPPLIED SIZE*	WHAT WE SEE	MAX PRINT SIZE @300 PPI
A · TheCaffeinePlugLogo-remove-bg-io.png	623 × 1024 px, transparent	Full-body character: skull head, X eyes, vertical stitched scar on forehead, bone-shaped ears with stitch marks, drooling grin, bone-knuckle gloved hands (X on right glove), black hoodie with coffee-bean chest patch, grey cargo pants, X-charm wallet chain, hi-top sneakers, steaming takeaway cup. Halftone shading on skull, ears, pants, shoes and floor shadow. Thick black keyline.	≈ 53 × 87 mm
B · Logo_White_Box.png	500 × 500 px	Round-top arch. Mascot on a black field with grunge texture and halftone dots. Bottom panel is white with a black stacked wordmark: "CAFFEINE" (top right) over "THE PLUG" (bottom).	≈ 42 × 42 mm
C · Logo_Black_Box.png	500 × 500 px	Same arch, but the wordmark panel is black with white type, so the lockup reads as one solid black shape.	≈ 42 × 42 mm
D · Cup_Sticker.png	1000 × 1000 px	Circle badge: white skull + bone ears on a black disc with an outer keyline ring. "THE CAFFEINE PLUG" arched over the top in heavy condensed black caps. Halftone shading on the skull edges.	≈ 85 mm Ø
E · Cup_Sticker_2.png	1000 × 1000 px	The same badge inverted: black skull on a white disc, with white X eyes, stitches and teeth.	≈ 85 mm Ø

*Pixel sizes measured from the supplied files. Max print size = px ÷ 300 × 25.4.

FIX PRODUCTION FINDINGS: DO THESE BEFORE PRINTING BIG

#	FINDING	IMPACT	ACTION
1	**All five files are low-res raster PNGs**	Fine for social and small stickers. They will pixelate on cups printed in volume, signage, tarps and the cart wrap.	Redraw everything as vector (AI/SVG/PDF). Build halftone as vector dots or a 1-bit bitmap at final size.
2	**Third-party marks on the sneakers**	The mascot's shoes show a recognizable sportswear swoosh and "AIR"-style tongue/wing labels. You can't trademark or sell merch with these, and platforms or printers may refuse the job.	Replace with the invented in-universe mark "PRONG" (see §09). Change the shoe paneling so it isn't a copy of an existing silhouette.
3	**Head design is close to well-known designer-toy styles**	X eyes plus puffy bone ears plus crossbone hands is a combination people strongly associate with existing collectible-toy characters. That weakens how much you can own it.	Apply the Differentiation Brief in §09 (plug-prong ears, coffee-drip scar, bean pupils option) before you register a trademark.
4	**Stacked wordmark reading order**	The panel reads "CAFFEINE / THE PLUG", which people can scan as "Caffeine The Plug".	v1.1 rebuild: put "THE" small above "CAFFEINE" and "PLUG" large below, or use the one-line wordmark. See §05.
5	**The arched type on the circle badge collides with the ring**	"P-L-U-G" crowds the ring and the right ear, and fills in at small sizes.	In the vector rebuild, keep a gap of ≥ 0.02 × badge diameter between the letters and the ring.
6	**No reversed versions or skull-only icon**	The circle badge's black arched text disappears on dark backgrounds, and nothing works as a 16–48 px favicon.	Produce: reversed badge (all-white artwork), a skull-only icon, and a clean no-halftone version for small sizes.

03 BRAND FOUNDATION

MISSION

Bring well-made, fairly priced coffee to the places where young people already skate, study, create and clock in. Serve it fast, with no gatekeeping.

VISION

To be the most trusted mobile coffee name in Philippine street culture: the cart people track, the cup people collect, and the badge people stick on everything.

POSITIONING STATEMENT

For **Gen Z and young millennials who live on the move** (students, creatives, skaters, sneakerheads and night-shift workers), **The Caffeine Plug** is the **mobile coffee connect** that **shows up where the culture already is** with drop-style menus and collectible design. Mall cafés make you come to them. **The plug comes to you.**

PERSONALITY TRAITS

TRAIT	WHAT IT MEANS	SOUNDS LIKE
01 · Plugged-in	Knows the spots, the drops and the crowd. Insider, not influencer.	"Pull up sa Gate 2. Alam mo na."
02 · Unbothered	Confident without shouting. Lets the coffee and the design talk.	"No hype. Just the dose."
03 · Mischievous	Dark-cute humor (skull, X eyes, drool) that stays friendly, never mean.	"Patay na sa puyat? We revive."
04 · Loyal	Treats regulars like crew. Remembers orders and rewards repeat visits.	"Suki ka na. Next one's on the plug."
05 · Crafted	Underground look, serious standards. Dialed-in espresso and clean prep.	"Street cart. Café-level shots."

ORIGIN STORY · 150 WORDS · ASSUMPTION: FICTIONALIZED BRAND MYTH, NOT A FOUNDER BIO

Every crew has one: the friend who always knows where to get the good stuff. The one you text at 6 a.m. before an exam, at midnight before a deadline, at 3 a.m. halfway through a graveyard shift. The connect. The plug.

The Caffeine Plug started from a simple frustration: good coffee lived in malls and air-conditioned cafés, and the culture didn't. Skaters were at the plaza. Artists were at the bazaar. Students were at the gate. Night-shift crews were on the sidewalk outside the tower.

So we put the espresso on three wheels and drove it to them.

Our mascot is the zombie version of all of us: puyat, stitched together, X-eyed, still smiling because the cup is full. Every drop, sticker and cup is made to be collected, not thrown away.

No storefront. No gatekeeping. Just your daily dose, straight from the plug.

CORE VALUES

SHOW UP

Be where we said, when we said. Post the location before rolling out.

NO GATEKEEPING

Good coffee at street-friendly prices. No coffee-snob talk.

CLEAN HUSTLE

Food-safe prep, a tidy cart, and we leave every spot cleaner than we found it.

CREW FIRST

Regulars, local artists and the community come before clout.

MAKE IT COLLECTIBLE

Every touchpoint should be worth keeping: cups, stickers, cards.

WE ARE / WE ARE NOT

WE ARE	WE ARE NOT
The connect: insider and trusted	A corporate chain with a "customer journey"
Street, mobile, wherever the crowd is	A mall café with a minimum-spend vibe
Playful-dark: skulls, X eyes, drool	Edgy for shock, gory, or mean-spirited
Monochrome, halftone, print-made	Pastel, glossy 3D, or gradient-heavy
Taglish, casual, quick	Deep formal Filipino or stiff corporate English
Drop culture: limited, numbered, collectible	Fake scarcity or clickbait countdowns
Coffee-coded slang ("dose", "plug", "pull up")	Drug-coded slang or anything that glorifies narcotics
Serious about the craft	Pretentious about the craft

04 VOICE & TONE

UNDERGROUND · CONFIDENT · PLAYFUL

TALK LIKE THE FRIEND WITH THE GOOD STUFF. NOT LIKE THE COMPANY SELLING IT.

VOICE PRINCIPLES

PRINCIPLE	DO	DON'T
Short & punchy	Headlines ≤ 6 words. Captions ≤ 3 lines before the "more" cut.	Paragraph-long captions, or three CTAs in one post
Confident, not loud	State it: "Drop 012 is live."	"OMG!!! You guys HAVE to try!!! 🔥🔥🔥"
Insider	Use crew language: suki, pull up, sesh, shift, szn	Explaining the joke, or forcing slang you'd never say out loud
Playful-dark	Puyat jokes, "revive", "dead tired", "X-ed out"	Death or violence beyond cartoon level, self-harm references
Useful first	Every location post gives where, when and until when	Vibes-only posts on operating days

TONE SHIFTS BY CONTEXT

CONTEXT	DIAL	EXAMPLE
Drop announcement	Hype 7 / 10	"DROP 014: Ube Cold Foam. Limited run. Pag ubos, ubos."
Daily location	Info 9 / 10	"📍 [SPOT] · [TIME]–sold out. Pull up."
Customer service	Warm 9 / 10, jokes 1 / 10	"Sorry po talaga dito. DM us your order details, aayusin namin."
Sold out / closed	Chill 6 / 10	"Ubos na. Salamat, crew. Same spot bukas."
Event pitch / B2B	Pro 8 / 10, slang 2 / 10	Clear English, specs and numbers. See the §13 pitch sheet.

TAGLISH USAGE RULES

1. **English carries the brand.** Product names, drop titles, the tagline and signage headlines are always in English caps.
2. **Tagalog carries the warmth.** Use it for banter, CTAs and feelings: *tara, pull up na, sulit, puyat, suki, ubos na, G?*
3. **Mix ratio:** about 60% English and 40% Tagalog per caption. Never 100% deep Tagalog, never 100% corporate English.
4. **Switch at the clause, not mid-word.** "Drop 012 is live, tara na habang meron pa." ✓
5. **Standard spelling.** "kasi", not "kc"; "talaga", not "tlga". No jejemon, no aLtErNaTiNg caps.
6. **"Po/opo" in service.** Use it in complaints, DMs and with older customers. Skip it in hype posts.
7. **One slang term per line.** Stacking slang reads as try-hard.
8. **Localize when you know the city.** Bisaya or Ilocano nods are welcome if a native speaker on the team writes them. `ASSUMPTION`

10 SAMPLE CAPTIONS

#	USE	CAPTION
1	Location	Plug's open. 📍 [SPOT] · [TIME] til sold out. Kape muna bago mag-overthink.

#	USE	CAPTION
2	Drop	DROP 007 is live: Sea Salt Spanish Latte. Limited run lang 'to. Pag ubos, ubos. 🧂
3	Night shift	Graveyard shift? Same. The plug is up late tonight 🌙 [SPOT], [TIME] onwards.
4	Brand	Hindi kami café. Kami yung plug. ☕💀
5	Sold out	SOLD OUT. Drop 006, ubos in [X] hours. Salamat, mga suki. Next drop: [DAY].
6	Tagline	Your daily dose, straight from the plug. Wala nang pila sa mall, nandito na kami sa labas.
7	Skate	Sesh + iced black = complete. Tag the crew member na laging walang tulog.
8	Weather	Rain or shine, rolling pa rin ang tuktuk. 🌧️ Check Stories for today's spot.
9	Loyalty	10 stamps = 1 dose on the plug. Plus a sticker every 5th. Kolektahin mo lahat.
10	Students	Exam szn. Kaya mo 'yan, pero mas kaya mo with a double shot. 🚦 Pull up sa [GATE].

MENU NAMING CONVENTION: DROP CULTURE

TIER	FORMAT	RULES
The Staples	`NAME` + plain descriptor e.g. **PLUG BLACK** · Americano	The permanent menu: 6–10 items max. Always print the plain-English descriptor under the drop name so new customers can order.
Drop	`DROP ### · NAME` e.g. **DROP 014 · UBE COLD FOAM**	Seasonal or experimental. 3-digit numbers that never reset (001, 002...). Runs 1–4 weeks.
Limited Run	`LTD /QTY · NAME` e.g. **LTD /100 · BLACK SESAME**	Hard cup cap. Only use a quantity you will actually stop at. Mark cups 001/100 etc.
Collab	`PLUG × PARTNER · NAME`	With a local roaster, artist, skate shop or brand. Both logos at equal visual weight.
Restock	`RESTOCK · NAME`	A popular drop that comes back. Max one restock per drop per year, to keep it meaningful.
Sold Out	`SOLD OUT` stamp across the item	Use a physical stamp or magnet strip on the menu board, and the stamp graphic on social. Never delete the item. Sold out is a flex.

Illustrative Staples names `PLACEHOLDER: not your actual menu`: PLUG BLACK (Americano) · WHITE LABEL (Latte) · SIDE HUSTLE (Spanish latte) · GRAVEYARD SHIFT (extra-shot iced black) · BONE DRY (dry cappuccino) · COLD CONNECT (cold brew) · NO CAFFEINE NO CRY (non-coffee chocolate).

HANDLING COMPLAINTS: OWN IT · FIX IT · PLUG IT

1 · OWN IT

Reply publicly within **2 hours** during operating hours (by next morning otherwise). Drop the jokes. Use "po". Apologize without "but".

2 · FIX IT

Move it to DMs. Ask for order, time and spot. Offer a remake, refund or a "Dose On Us" voucher. Owner approves anything above one drink's value.

3 · PLUG IT

Log it (date, issue, fix). If 2+ people raise the same issue, change the process and post about the fix. Never delete fair criticism, and never argue in comments.

`REPLY TEMPLATE`

"Hi [Name], sorry po talaga, hindi 'yan yung standard namin. Pa-DM po ng order details and kung saang spot, aayusin namin agad. 🙏" → DM: "Salamat sa pag-message. Here's a Dose On Us code: [CODE], valid for 30 days sa kahit anong spot. Babawi kami."

WORDS TO AVOID

CATEGORY	AVOID	USE INSTEAD
Drug-coded	dealer, pusher, score, hit, stash, fix, high, junkie, dope, "bato", "shabu", anything referencing illegal drugs	dose, plug, connect, refill, pull up, revive
Corporate	valued customer, synergy, leverage, elevate your experience, premium offerings, kindly be advised	crew, suki, "here's the deal"
Overused café	artisanal, curated, handcrafted with love, bespoke	dialed-in, fresh-pulled, small-batch (only if true)
Unprovable claims	best coffee in PH, #1, guaranteed, healthiest, boosts metabolism	"our favorite", "crew-approved"
Price	cheap, mura	sulit, street-priced
Exclusionary	slurs, mocking accents/regions, body-shaming, "jejemon" spellings	(just don't)

WHY THE DRUG-SLANG LINE MATTERS

"Plug" works because it reads as a connector or a trusted source. In the Philippines, drug references carry heavy legal and social weight (RA 9165), and Meta and TikTok down-rank or remove drug-coded content. Keep every joke about **caffeine, sleep and hustle**.

05 LOGO SYSTEM

ROLES · CLEAR SPACE · SIZES · MISUSE

ASSET ROLES

ROLE	ASSET	JOB	DEFAULT PLACEMENTS
PRIMARY	Circle Badge, Positive (D · Cup_Sticker.png)	The brand's face: compact, round and recognizable. Use it first wherever space is square or round.	Cups, cup stickers, social avatar, stamp card front, receipts (1-bit), packaging seals
PRIMARY · ALT	Circle Badge, Inverted (E · Cup_Sticker_2.png)	The lighter-weight version. Use it when a big black disc would feel too heavy, or on kraft and colored stock.	Kraft bags, bean labels, light merch, sticker sheets (paired with D)
SECONDARY	Arch Lockup, Black Box (C) and White Box (B)	The storytelling lockup: full mascot plus wordmark. Use it for vertical formats and hero moments.	Cart rear panel, menu board header, posters, tarps, tote fronts, IG Story end-cards
ICON TO PRODUCE	Skull Head: skull + bone ears only, no text, no halftone	The smallest form. Works from 16 px up.	Favicon, app icon, TikTok avatar fallback, lid emboss, stamp-card stamp, merch woven label
MASCOT	Full Body (A)	A character, not a logo. Always pair with a wordmark or badge somewhere in the layout.	Cart side panels, merch graphics, social posts, stickers, posters
WORDMARK TO PRODUCE	"THE CAFFEINE PLUG" in one line + the stacked panel	For when the art can't appear: narrow strips, the awning valance, sleeves, receipts.	Awning, cup sleeve, tape, receipts, email signature



PRIMARY · ON LIGHT



PRIMARY · REVERSED (ON DARK)



ALT · ON LIGHT



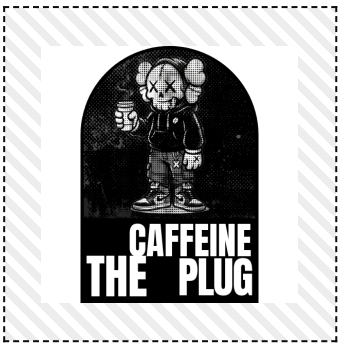
ALT · REVERSED (ON DARK)

The reversed previews are simulated by inverting the supplied art. The final reversed files should come from the vector rebuild.

CLEAR SPACE



Circle Badge: clear space = **0.20 × diameter** on all sides



Arch Lockup: clear space = **height of the "T" in THE** (≈ 0.15 × lockup width)

THE X-UNIT

For tight layouts, measure clear space in **X-units**: **1 X = the width of one X-eye** on the skull.

- Circle Badge: 2 X min
- Arch Lockup: 1.5 X min
- Icon: 1 X min
- Mascot: 1 X from any text or edge

Nothing goes inside the clear space: no text, no edges, no other logos, no QR codes.

MINIMUM SIZES

ASSET	PRINT MIN (WITH HALFTONE)	PRINT MIN (CLEAN, NO HALFTONE)	DIGITAL MIN	BELOW THE MINIMUM, SWITCH TO
Circle Badge (D/E)	30 mm Ø	20 mm Ø	96 px Ø	Icon
Arch Lockup (B/C)	40 mm wide	30 mm wide	160 px wide	Circle Badge
Icon (skull)	n/a (always clean)	8 mm wide	16 px (favicon) · 32 px UI	(none: absolute minimum)
Mascot (A)	45 mm tall	30 mm tall	220 px tall	Icon
Wordmark, one line	Cap height 3 mm	Cap height 2 mm	Cap height 10 px	Icon

Halftone dots under ≈ 0.15 mm disappear in print, and screens below 2 px turn to grey mush. That's why every logo needs a **clean (solid-fill) version** for small sizes.

ONE-COLOR AND REVERSED VERSIONS

VERSION	BUILD	USE ON
Positive (default)	Ink Black art on Paper White or white	White cups, paper, light merch
Reversed	Paper White art on Ink Black. Swap the arched text and ring to white, and keep the X-eyes and teeth readable.	Black cups, black tees/hoodies, the cart wrap, dark social posts
One-color, spot	100% Pantone Black 6 C. Greys become halftone dots, never flat tints.	Screen print, rubber stamps, flexo cups, embroidery (drop the halftone)
One-color, accent	Entire mark in the accent (see §06) on Ink Black only	Special drops, caution-themed merch. Max 1 in 10 applications.
Embroidery / emboss	Icon or clean badge. Remove halftone and replace with solid or satin-stitch fills. Min 25 mm.	Caps, aprons, woven labels, lid emboss
Thermal / 1-bit	Clean badge, 384 px wide (58 mm printer) or 576 px (80 mm), dithered OFF	Receipts, order tickets

MISUSE



✕ Stretch or squash



✕ Rotate or tilt the logo



✕ Recolor outside palette



✕ Soft drop shadows, glows, bevels



✕ Positive badge on black (text vanishes)



✕ Busy photo or pattern behind it



✕ Crop off the wordmark panel

THE CAFFEINE PLUG

✕ Retype the wordmark in another font or with wide tracking

Also don't: add a third-party logo inside the badge, redraw the mascot's face, put the badge in a square box with rounded corners, or place it over the caution stripe.

PLACEMENT MATRIX

SURFACE	VERSION	SIZE	NOTES
White hot cup 8/12 oz	Primary Circle Badge, positive, 1-color black	45–55 mm Ø, centered on the seam's opposite side	Halftone at 85 LPI max
Black cup / iced PET	Reversed Circle Badge (white)	50–60 mm Ø	On clear PET, white ink underlay is required
Cup seal sticker	Primary or Alt Circle Badge	50 mm Ø die-cut + 2 mm white border	Alternate D and E by drop
Sticker sheets / giveaways	All versions + mascot poses	30–90 mm	Die-cut with 3 mm white border
Cart wrap sides	Mascot (large) + one-line wordmark	Mascot ≈ 70% of panel height	See §11
Cart rear / menu header	Secondary Arch Lockup, black box	≥ 450 mm wide	Readable at 10 m+
Signage / tarps	Arch Lockup or Circle Badge, reversed on black	≥ 25% of banner height	Halftone at 10–20 LPI
IG / FB avatar	Primary Circle Badge filling 92% of the circle	Upload 1080 × 1080	Check legibility at 110 px
TikTok avatar / favicon	Icon (skull), white on black	Upload 1080 × 1080 · favicon 32/180/512 px	No halftone

WORDMARK V1.1 RECOMMENDATION

Rebuild the stacked panel so it reads top to bottom as **THE** (small, 35% cap height) / **CAFFEINE** / **PLUG** (largest), flush left. Or set it on one line: **THE CAFFEINE PLUG** in Anton at 0 tracking. Keep the current panel until the vector rebuild is done.

06 COLOR

MONOCHROME FIRST · ACCENT ≤ 10%

Ink Black
HEX #0D0D0D
RGB 13 13 13
CMYK 60 40 40 100*
PMS Black 6 C

Paper White
HEX #F4F1EA
RGB 244 241 234
CMYK 0 1 4 4
Opaque White ink† · TCX 11-0601

Halftone 80
HEX #3A3A3A
RGB 58 58 58
CMYK 0 0 0 80
PMS Black 7 C

Halftone 55
HEX #6A6A6A
RGB 106 106 106
CMYK 0 0 0 60
PMS Cool Gray 10 C

Halftone 20
HEX #C8C8C8
RGB 200 200 200
CMYK 0 0 0 22
PMS Cool Gray 3 C

*Rich black (60/40/40/100) for large solid areas in CMYK only. Use K 100 for text under 14 pt and for fine halftone dots, to avoid registration fringing. †Paper White is ideally the unprinted stock (white or natural paper). Only print it as a spot color when you're on a dark or kraft substrate. All Pantone values are the nearest visual match: **verify against a physical Pantone guide** before approving a print proof.

PROPORTION



Ink 45% · Paper 35% · Greys (as halftone) 15% · Accent 0–10% (target 5%)

ONE-COLOR PRINT RULE

When printing in a single spot color (Pantone Black 6 C), greys are **never** printed as flat tints. They're built as halftone dot coverage: Halftone 80 = 80% dot, Halftone 55 = 55–60% dot, Halftone 20 = 20–25% dot. This keeps every print job one plate or one screen, which is cheaper and on-brand.

OPTIONAL ACCENT: THREE CANDIDATES

A · LIVE WIRE YELLOW

RECOMMENDED

#FFD100 · RGB 255 209 0 · CMYK 0 14 100 0 · PMS 109 C

Reads as caution tape, jeepney signage and electrical "live wire" warnings, which ties straight to the plug idea. Highest contrast on black (13.3:1) and the most visible in harsh sun. Pairs naturally with the caution-stripe element.

B · SAFETY ORANGE

#FE5000 · RGB 254 80 0 · CMYK 0 75 100 0 · PMS Orange 021 C

Hi-vis and workwear energy, with a nod to night-shift and construction crews. Warmer and closer to coffee/crema. Contrast on black is 5.9:1 (passes AA for text). Fades faster outdoors than yellow.

C · SIGNAL RED

#DA291C · RGB 218 41 28 · CMYK 0 90 95 0 · PMS 485 C

A classic streetwear power color, the "SOLD OUT" stamp red. It's the only option that works on both black and white (≈4:1 each). Very common in food branding, though, so it's the least distinctive. It also reads as "warning/error" in UI.

ACCENT RULES

Max **10% of any layout's area**, and one accent per layout. Use it for: drop numbers, SOLD OUT/LIVE flags, caution stripes, price highlights on the menu, and one sticker per sheet. Never use it on the mascot's skin, inside the logos (except the approved one-color accent version), or as a background for long text.

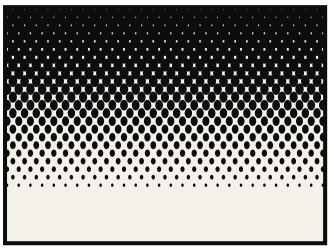
CONTRAST & ACCESSIBILITY (WCAG 2.2)

FOREGROUND / BACKGROUND	RATIO	BODY TEXT (4.5:1)	LARGE TEXT ≥ 18.66 PX BOLD (3:1)	VERDICT
Ink Black on Paper White	17.2 : 1	✓ AAA	✓	Default for everything
Paper White on Ink Black	17.2 : 1	✓ AAA	✓	Default dark mode
Paper White on Halftone 80	10.1 : 1	✓ AAA	✓	OK for cards and panels
Halftone 55 on Paper White	≈ 4.8 : 1	✓ AA	✓	Captions and meta text
Halftone 55 on Ink Black	≈ 3.6 : 1	×	✓	Large labels only
Halftone 20 on Ink Black	11.6 : 1	✓ AAA	✓	Secondary text in dark mode
Live Wire Yellow on Ink Black	13.3 : 1	✓ AAA	✓	Accent text OK
Live Wire Yellow on Paper White	1.3 : 1	×	×	**Never.** Yellow only sits on black.
Safety Orange on Ink Black	5.9 : 1	✓ AA	✓	OK
Signal Red on Paper White	4.3 : 1	× (just under)	✓	Large text only

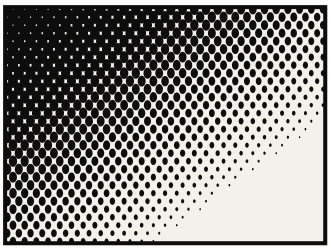
- **Never put text on halftone.** Body text needs a solid panel behind it, because dots break up letterforms and wreck contrast.
- **Don't rely on color alone** for states like SOLD OUT. Always pair it with a word or a stamp.
- **Outdoors:** black text on matte Paper White beats white-on-black in direct tropical sun. Black panels also get hot and show glare more.

07 HALFTONE SYSTEM

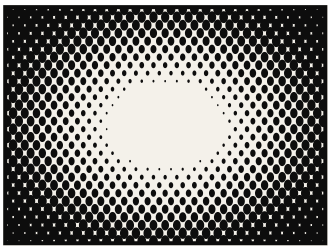
THE SIGNATURE ELEMENT



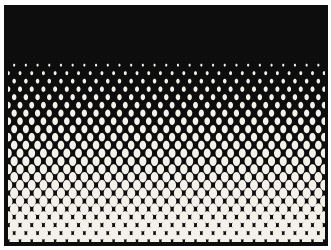
LINEAR · TOP → BOTTOM
(LIGHT FALLS FROM ABOVE)



DIAGONAL · TOP-LEFT →
BOTTOM-RIGHT (DEFAULT)



RADIAL · CENTER → EDGES
(VIGNETTE, SPOTLIGHT)



REVERSED · WHITE DOTS ON
INK

CORE SPEC

PARAMETER	VALUE
Dot shape	Round (circle). Never square, line or diamond screens: they read as "vintage newspaper", not ours.
Screen angle	**45°**, always. One single screen, no CMYK rosettes.
Coverage range	Min 10% dot (smaller dots drop out in flexo or screen print). Max 85% (bigger dots fill in). Beyond 85%, go to solid Ink.
Color	Ink Black dots on Paper White, or Paper White dots on Ink Black. Accent dots only on drop-specific graphics.
Gradient length	Gradients run across 30–60% of the shape they shade. Full-width ramps look like a filter preset.
Light source	Top-left, matching the mascot art. Shadows fall bottom-right.

DOT SIZES & LPI BY APPLICATION

APPLICATION	PRINT PROCESS	LPI	DOT PITCH (CENTER TO CENTER)	VIEWING DISTANCE
Paper cups 8–16 oz	Flexo / offset on board	65–85	0.30–0.39 mm	30–50 cm
Cup seal stickers, sticker sheets	Digital / UV inkjet on vinyl	45–65	0.39–0.56 mm	30–50 cm
Screen-printed tees, totes	Screen print, 1 color	35–45 (mesh 156–230)	0.56–0.73 mm	1–2 m
Bean bags, labels, cards	Offset / digital	85–110	0.23–0.30 mm	30 cm
Menu board, A-frame	Large-format inkjet	20–30	0.85–1.27 mm	1–3 m
Cart wrap	Solvent / latex on cast vinyl	10–20	1.3–2.5 mm	2–15 m
Tarpaulin banner	Solvent on tarp, 72–150 dpi	6–12	2.1–4.2 mm	3–20 m
Social / screens	RGB	n/a	8–14 px cell @1080 px wide	Phone

Rule of thumb for big formats: dot pitch ≈ viewing distance ÷ 3,000. At 6 m that's 2 mm. Confirm LPI with each printer; flexo cup suppliers often cap at 65–85 LPI.

USE WHERE HALFTONE GOES

- Backgrounds behind mascot and badges
- Shadows and form shading on illustration
- Photography treatment (see below)
- Floor shadows under characters and products
- Section fades on posters, wraps, social
- Large display type *knockouts* (dots inside letters ≥ 72 pt / 25 mm cap)

NO WHERE HALFTONE NEVER GOES

- Body text, prices, menu items, or anything under 24 pt
- Behind small text, QR codes or barcodes
- Icons smaller than 24 px / 10 mm
- Embroidery, emboss, deboss or thermal receipts
- Logos below the minimum sizes in §05
- Overlapping two halftone layers (moiré)

BUILD RECIPES

PHOTOSHOP

1. Image → Mode → **Grayscale**. Adjust Levels/Curves for punchy contrast (see photo treatment).
2. Set the final print size and resolution: 600 ppi for small print, 300 ppi for large format at 1:1.
3. Image → Mode → **Bitmap** → Output = same ppi → Method: **Halftone Screen**.
4. Frequency = LPI from the table. Angle = **45**. Shape = **Round**.
5. Back to Grayscale (ratio 1). Select white (Select → Color Range), delete it, and fill the dots on their own layer with Ink Black.
6. Export PNG (screen) or TIFF/PDF (print).

Quick preview: Filter → Pixelate → Color Halftone, all channels 45, radius 8–12 px (screen only).

ILLUSTRATOR (VECTOR)

1. Draw the shape and fill it with a black→white linear gradient, angled in the light direction.
2. Effect → Pixelate → **Color Halftone**: max radius = ½ dot pitch in px, all channel angles **45**.
3. Object → **Expand Appearance**, then Object → Rasterize (300 ppi, transparent).
4. Object → Image Trace → preset **Black and White**, Threshold 128, "Ignore White" on → Expand.
5. Clip to the target shape with Ctrl+7. Recolor to Pantone Black 6 C.

Alternative: use a "Blend" between a 10% dot and an 85% dot on a 45° rotated grid for a fully parametric vector screen.

FIGMA

1. Create a 12 × 12 frame with a 4.5 px black circle in the center → make it a component `ht/dot`.
2. Fill a large frame with a 45° rotated grid of instances (or use a plugin such as a halftone/pattern generator).
3. Apply a layer mask: a rectangle with a linear gradient fill (black 100% → 0%) in the light direction.
4. For true variable dot size, export the gradient as PNG, run it through the Photoshop recipe, and re-import it as an SVG trace.
5. Save it as `bg/halftone-tl`, `-t` and `-r` styles in the library.

CSS / SVG HALFTONE PATTERN

```
/* 1 · Flat 45° dot field (opacity fade via mask) */
.tcp-halftone {
  --ht-dot: var(--tcp-ink, #0D0D0D);
  --ht-cell: 8px;            /* dot pitch           */
  --ht-size: 34%;            /* dot radius in cell  */
  background-image:
    radial-gradient(circle, var(--ht-dot) var(--ht-size), transparent calc(var(--ht-size) + 3%)),
    radial-gradient(circle, var(--ht-dot) var(--ht-size), transparent calc(var(--ht-size) + 3%));
  background-size: var(--ht-cell) var(--ht-cell);
  background-position: 0 0, calc(var(--ht-cell) / 2) calc(var(--ht-cell) / 2); /* offset = 45° lattice */
  -webkit-mask-image: linear-gradient(135deg, #000 0%, transparent 70%);
          mask-image: linear-gradient(135deg, #000 0%, transparent 70%);
}

/* 2 · TRUE variable-size halftone (dots grow with the gradient)
   tile (dark centre) × brightness map, then threshold with contrast() */
.tcp-halftone-true { position: relative; overflow: hidden; background: #fff;
                     mix-blend-mode: multiply; /* white drops out over Paper White */ }
.tcp-halftone-true::before {
```

```
  content: ""; position: absolute; inset: -50%;
  background:
    radial-gradient(closest-side, #000, #fff) 0 0 / 10px 10px,   /* dot cell  */
    linear-gradient(90deg, #000 0%, #fff 100%);                  /* tone map  */
  background-blend-mode: multiply;
  filter: contrast(40);                /* threshold → crisp round dots   */
  transform: rotate(45deg);            /* 45° screen; map becomes 135°   */
}
/* 3 · SVG pattern (drop into any <svg>; use fill="url(#tcp-ht)") */
<pattern id="tcp-ht" width="8" height="8" patternUnits="userSpaceOnUse"
         patternTransform="rotate(45)">
  <circle cx="4" cy="4" r="2.6" fill="#0D0D0D"/>
</pattern>
<mask id="tcp-fade"><rect width="100%" height="100%" fill="url(#tcp-grad)"/></mask>
<linearGradient id="tcp-grad" x1="0" y1="0" x2="1" y2="1">
  <stop offset="0" stop-color="#fff"/><stop offset=".7" stop-color="#000"/>
</linearGradient>
<rect width="100%" height="100%" fill="url(#tcp-ht)" mask="url(#tcp-fade)"/>
```

PHOTOGRAPHY TREATMENT: HIGH-CONTRAST B&W + HALFTONE OVERLAY

1. **Shoot:** hard light (midday sun, on-camera flash at night), low angles, motion (skaters, pours, steam), and the cart in context.
2. **Convert:** B&W mix. Red +40, Yellow +20, Blue −30 so skin and sky separate.
3. **Crush:** Curves black point to 18, white point to 238. Contrast +35 to +50. Clarity +20.
4. **Grain:** add 4–6% mono noise, or overlay a photocopy grain texture at 20–30% Multiply.
5. **Halftone overlay:** duplicate the layer, apply the Photoshop halftone recipe (screen: 12–20 LPI at 1080 px), set it to Multiply at 60–100%, and mask it to shadows and one edge only. Keep faces and the product cup clean.
6. **Optional accent:** one element only (a cup sleeve, a price tag) in Live Wire Yellow via a color layer mask.

LIGHTROOM PRESET "PLUG-BW"	VALUE
Treatment	B&W
Contrast / Highlights / Shadows	+45 / −30 / −20
Whites / Blacks	+25 / −40
Clarity / Texture / Dehaze	+20 / +15 / +10
Grain amount / size / rough	35 / 30 / 60
Vignette	−15 (highlight priority)

NO sepia, warm filters, beauty retouching, or color photos on brand channels (UGC reposts are exempt).

08 TYPOGRAPHY

HEAVY · CONDENSED · LOUD

WORDMARK ANALYSIS

The supplied wordmark is a **heavy condensed grotesque**: uniform stroke weight, tall x-height, very tight counters, squared terminals and flat-sided rounds (C, G, O). Width-to-height ratio is about 0.45. It belongs to the same family of shapes as poster gothics and impact-style display faces. The closest free match is **Anton**.

HEADLINE / DISPLAY

ANTON

Google Fonts · OFL · 400 only
Display, wordmark rebuilds, drop titles, prices on boards

BODY / UI

Archivo

Google Fonts · OFL · 100–900 + Narrow & Expanded widths
Body, captions, UI, menu descriptors

LABEL / MONO

DROP_014

Google Fonts · OFL · 100–800
Drop numbers, tags, stamps, receipts, barcodes, specs

Alternates if Anton feels too familiar: Bebas Neue (lighter, all-caps), League Gothic (narrower), Oswald 700 (has lowercase + weights).

TYPE SCALE · RATIO 1.333 (PERFECT FOURTH) · BASE 16 PX

TOKEN	FONT	PX / REM	PRINT PT	LINE-HEIGHT	TRACKING	CASE	SAMPLE
display-xl	Anton	96 / 6	72	0.88	−0.01 em	UPPER	PLUG
display	Anton	72 / 4.5	54	0.9	0	UPPER	DROP 014
h1	Anton	54 / 3.375	40	0.95	0	UPPER	SOLD OUT
h2	Anton	40 / 2.5	30	1.0	+0.01 em	UPPER	THE STAPLES
h3	Archivo 800	28 / 1.75	21	1.1	0	UPPER / Title	Where's the plug?
h4	Archivo 800	21 / 1.3125	16	1.2	+0.04 em	UPPER	TODAY'S SPOT
body-lg	Archivo 500	18 / 1.125	13	1.45	0	Sentence	Your daily dose.
body	Archivo 400	16 / 1	10	1.5	0	Sentence	Straight from the plug.
small	Archivo 500	13 / 0.8125	8	1.45	+0.01 em	Sentence	Prices in ₱, VAT inclusive.
label	JetBrains Mono 700	12 / 0.75	7	1.3	+0.12 em	UPPER	LTD /100
micro	JetBrains Mono 400	10 / 0.625	6	1.3	+0.08 em	UPPER	NO. 0042 · 2026

RULES

- **Anton is always UPPERCASE.** Never use it for body text or anything under 18 px / 14 pt.
- **Tight leading on display** (0.85–0.95). Stacked lines should almost touch, like the wordmark panel.
- **Body copy is sentence case**, left-aligned, never justified, 45–75 characters per line.
- **Max 2 typefaces per layout** (plus mono for labels).

- **Never letter-space Anton** beyond +0.02 em. Wide-tracked condensed type is a misuse.
- **Mono is for data:** numbers, codes, dates, coordinates, drop IDs. Always uppercase with +0.08 to +0.14 em tracking.
- **Prices:** Anton for boards (₱ at 70% size, baseline-aligned); Archivo 700 tabular figures in UI.
- **No faux bold/italic**, outline strokes, or warp effects, except arched badge type, which follows the logo master.

FALLBACK STACKS

```
--tcp-font-display: 'Anton', 'Bebas Neue', 'League Gothic', Impact, 'Haettenschweiler', 'Arial Narrow Bold', sans-serif;
--tcp-font-body:    'Archivo', 'Inter', 'Helvetica Neue', Helvetica, Arial, 'Noto Sans', sans-serif;
--tcp-font-mono:    'JetBrains Mono', 'Space Mono', ui-monospace, 'SFMono-Regular', Consolas, 'Courier New', monospace;

<link href="https://fonts.googleapis.com/css2?family=Anton&family=Archivo:wght@400;500;700;800&family=JetBrains+Mono:wght@400;700&display=swap" rel="stylesheet">
```

Check that ₱ (U+20B1) renders: Archivo and JetBrains Mono include it. If a display font lacks the glyph, set ₱ in Archivo 800 at 75% size.

09 MASCOT & ILLUSTRATION



CHARACTER PROFILE

Who	The plug: a stitched-together, permanently-puyat skull kid who has been awake since the last drop and knows where the good coffee is.
Personality	Chill, loyal, mischievous, never menacing. The drool comes from coffee cravings, not hunger for humans.
Proportions	**3 heads tall**. The head (incl. ears) = 1/3 of total height. Shoulders = 1.1 × head width. Sneakers = 0.9 × head width each.
Line	Outer keyline = 2.2% of character height, inner detail lines = 1.1%. Rounded caps and joins. Pure Ink Black.
Fill logic	Skull, ears, hands = Paper White. Hoodie = Ink Black with white contour lines. Pants = Halftone 55 dots. Shoes = black/white/Halftone 20.
Shading	45° round-dot halftone on the shadow side (bottom-right). Floor shadow = halftone ellipse, 1.4 × stance width.

DIFFERENTIATION BRIEF: MAKE IT OWNABLE IP

The current drawing gets most of its look from a combination of motifs (X-eyes + puffy bone ears + bone-knuckle gloves) that the public already links to existing collectible-toy characters. The shoes also carry third-party sportswear marks. Before you file a trademark or run merch, redraw these points in v1.1:

FEATURE	NOW	V1.1 DIRECTION (ORIGINAL)
Ears	Puffy dog-bone shapes with stitches	**"Prong ears":** two rounded-rectangle plug prongs with a single hole near the tip, attached with stitches. This tells the "plug" story in the silhouette itself.
Eyes	Clean graphic X	**Stitch-X eyes:** each X built from two thread strokes with tiny stitch ticks. Same read, but consistent with the forehead scar.
Forehead scar	Vertical cross-stitch	Keep it, and end the bottom stitch in a **coffee drip**, the signature detail.
Hands	Bone-knuckle gloves	Four-finger cartoon hands with a **bandage wrap** on the right wrist and an X stitched on the back of the hand.
Sneakers	Recognizable hi-top silhouette with third-party swoosh and tongue/wing labels	Invented brand **DOSE FOOTWORKS**, model "PRONG HI": simple 3-panel hi-top, ankle strap with an X buckle, side mark = the **PRONG** (see below), tongue tag "DOSE".
Hoodie	Coffee-bean patch	Keep. Drawstring tips become **tiny plug prongs**.

Have an IP lawyer run a clearance search on the final redraw before you register it with IPOPHL.

IN-UNIVERSE MARK: PRONG



Two plug prongs in a rounded frame. Goes on sneakers, apparel, zipper pulls and the footer of merch tags.

DOSE FOOTWORKS TAG

DOSE

Tongue/heel tag on every sneaker the mascot wears. Fictional, and never sold as a real footwear brand.

COFFEE-BEAN PATCH



Left chest, Ø = 1/10 of hoodie width. Also used as a bullet point and loyalty stamp.

NAME CANDIDATES

NAME	MEANING / WHY IT WORKS	RISK
BUTO ★	Tagalog for "bone". Short, local, easy to chant, and fits the skull and ears. "Si Buto na 'yan."	Low. Check for local trademark conflicts.
PUYAT	"Sleepless." Instantly relatable for students and night shift. Personality in one word.	Common word, so harder to trademark alone
KABS	Short for *kalabera* (skull). Sounds like a barkada nickname.	Low
JOLT	English; caffeine and electric "plug" energy. Works internationally.	Used by other beverage brands, so needs clearance
DOSE	Ties the mascot to the tagline ("your daily dose").	Collides with the DOSE FOOTWORKS mark. Pick one use.

★ Recommendation: **BUTO**, with PUYAT as a nickname or catchphrase ("Puyat si Buto").

POSE LIBRARY

POSE 01

THE HAND-OFF

Front-facing, arm extended, cup toward the viewer, steam rising. *Default pose: menu, avatar alt, cup sleeve.*

POSE 02

PULL UP

Riding a skateboard mid-push, iced cup in hand, hoodie flowing. *Skate events, Stories.*

POSE 03

GRAVEYARD SHIFT

Hood up, ID lanyard, yawning, both hands on the cup, crescent moon. *Night/BPO posts.*

POSE 04

THE POUR

Behind the tuktuk window, pulling a shot from a portafilter, focused grin. *Craft content, menu header.*

POSE 05

SOLD OUT

Arms crossed, leaning on a SOLD OUT sign, smug. *Sold-out posts, end of day.*

POSE 06

ROLLIN'

Driving the tuktuk, one hand waving, motion lines, cup in the holder. *Location announcements.*

POSE 07

PLUGGED IN

Pushing a giant plug into a coffee cup, sparks flying. *Brand hero, drop launches.*

POSE 08

CRAM SZN

Sitting on a stack of books, a cup in each hand, sweat drop. *Exam season, students.*

EXPRESSION SET

EXPRESSION	MOUTH	EXTRAS	USE
Default	Wide closed grin, single drool drip on the right	None	Logos, everyday posts
Wired	Open grin, teeth visible	3 lightning sparks at the head, steam spikes	Drop launches, "it's live"
Puyat	Flat wavy line, longer drool	Droop lines over the X-eyes, "Zzz" in mono	Mornings, night shift
Hyped	Open laugh, tongue	Sweat drops, X-eyes 10% bigger	Events, collabs, giveaways
Unbothered	One-sided smirk	One forehead stitch raised like a brow	Sold out, clapbacks (light)
Ubos	Small frown	One coffee-drop tear, empty cup upside down	Closed / rain-out notices

Never: remove the X-eyes, give him realistic pupils, show gore, weapons, cigarettes, vapes or alcohol, or put him in a political or religious context.

PROPS & RECURRING MOTIFS

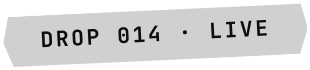
PROPS (APPROVED)

Takeaway cup with steam (signature) · iced cup with straw · portafilter · tuktuk keys on the X-charm chain · skateboard (deck with bean graphic) · stamp card · headphones · giant plug and cable · sticker roll · phone showing a location pin · books / laptop with stickers.

MOTIFS (ALWAYS AVAILABLE)

- **X marks:** eyes, glove, chain charm, sign-off "xx"
- **Stitches:** forehead scar (5 cross-stitches), ear seams, divider lines
- **Coffee-bean patch:** chest, bullets, stamps
- **Drool drip:** one drip only, on the right side
- **PRONG:** sneakers, drawstrings, merch tags

10 GRAPHIC ELEMENTS

ELEMENT	SAMPLE	SPEC	USAGE RULES
Stitch line		Dash: 3 units on, 2 off · stroke 1.5–3 pt (print) / 2–4 px (UI) · cross-stitch variant: 1 line + perpendicular ticks every 12 pt	Section dividers, perforation edges, borders on cards. Max 2 per layout.
X motif		Two strokes at ±45°, round caps, stroke = 18% of X width. Use the Anton "X" only in type.	Bullets, check-offs, sign-off "xx", stamp-card slots, pattern fills at 10% density.
Sticker tape		Halftone 20 at 85% opacity, torn ends, rotation ±2–5°, mono label 7–9 pt	Labels on photos and posters. Max 2 per layout. Never covering faces or logos.
Barcode		Decorative Code-128 style, height 0.3 × width, ID in mono below: TCP-[DROP]-[NO.]	Cup sleeves, merch tags, packaging. Decorative unless generated from real data.
Stamp		Anton, double rule (2.5 pt + 1 pt), rotation −6° to −10°, 90% opacity, slight roughen effect	SOLD OUT, LIVE, RESTOCK, APPROVED BY THE PLUG. One per layout.
Drop tag		Hang-tag shape with a punch hole · border 2 pt · number in Anton, always 3 digits	Every drop graphic, menu board, merch hang tags, cup sleeves.
Photocopy grain		Mono noise texture at 15–30%, Multiply. Optional toner streaks at the edges.	Backgrounds, photos, posters. Not on UI text areas or small print.
Caution stripe		45° stripes, equal widths (8 pt print / 12 px UI / 50 mm on the cart). Ink + Live Wire Yellow, or Ink + Paper (mono).	Edges only: bumpers, borders, "LIVE" bars, awning trim. Max 10% of area (counts toward the accent budget).

COMBINATION RULES

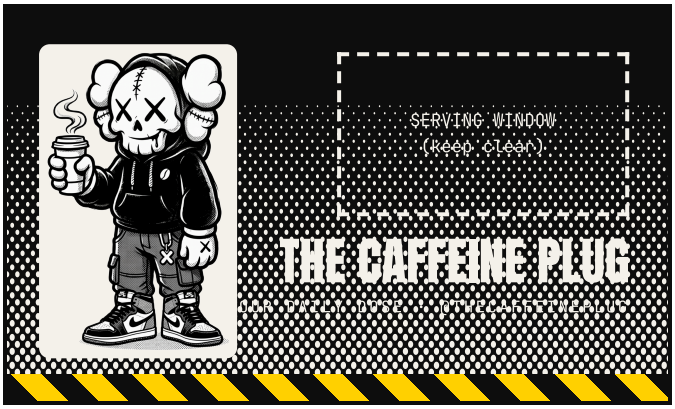
- **Rule of three:** max 3 different graphic elements per layout, plus logo and mascot.
- **Hierarchy:** mascot or product first → headline → one supporting element (tag or stamp) → texture last.
- **Grid:** elements snap to an 8-unit grid (8 px UI / 4 mm print). The tilted tape and stamp are the only rotated elements.
- **Clearance:** no element may touch a logo's clear space or overlap a QR code.

11 APPLICATIONS

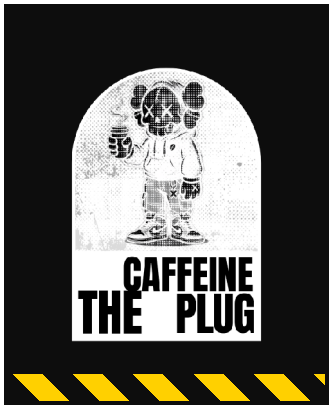
BUILT FOR A MOBILE SETUP

11.1 CART / TUKTUK WRAP

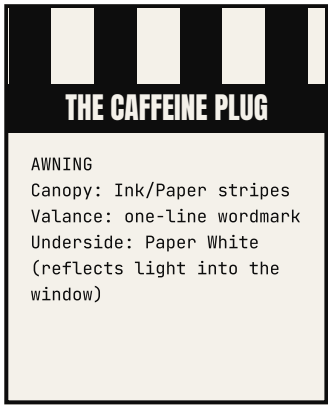
ASSUMPTION Dimensions below are working values (body ≈ 2,400 L × 1,300 W × 1,900 H mm). Have the wrap installer measure your actual tuktuk and supply a vehicle template. Add **50 mm bleed** on all panel edges.



CURB SIDE (SERVING SIDE), SCHEMATIC



REAR PANEL



AWNING

PANEL	LAYOUT	LOGO / COLOR	SIZE RULES
Curb side (serving)	Mascot (Pose 01 or 04) on the left third. Serving window centered-right with a 100 mm clear frame. One-line wordmark and tagline below the window. Caution stripe along the bottom 120 mm.	Ink Black base, Paper White mascot panel, white halftone fade from top-left. Accent stripe only.	Mascot = 65–75% of panel height. Wordmark cap height ≥ 120 mm (readable at ~15 m).
Street side	Mirror the layout: mascot faces forward (toward the vehicle front). Big "PULL UP" headline + IG handle + QR (≥ 200 mm).	Same as curb side	Handle cap height ≥ 80 mm
Rear	Arch Lockup centered, reversed (white on black). Handle below. Nothing within 100 mm of lights or plates.	Secondary lockup, reversed	Lockup ≥ 60% of panel width (≈ 780 mm)
Serving window	Header strip above the window: "ORDER HERE" in mono, left; "PICK UP" right. Window sill sticker with QR payment + "QR accepted".	Paper White strip with Ink text	Strip height 120–150 mm. Mono cap 40 mm.
Awning	Ink/Paper vertical stripes, 300 mm wide, on the canopy. Valance with the repeated one-line wordmark. Paper White underside.	Mono only, no halftone (fabric)	Valance text cap 100 mm. Fabric: UV-stable acrylic or PVC-coated polyester.
Front / hood	Icon (skull) centered, and the drop number for the current drop on a removable magnet.	Icon reversed	Icon ≈ 300 mm wide

Materials: 3M/Avery-class cast vinyl with UV + anti-graffiti matte laminate. Matte reduces glare and hides scuffs. Halftone at 10–20 LPI. Avoid seams through the mascot's face. **Heat:** black panels can get very hot in direct sun, so keep the solid black away from surfaces customers touch, and consider a Paper White inner window frame.

11.2 OUTDOOR MENU BOARD: TROPICAL SUN & GLARE



SPEC	VALUE
Format	A1 portrait 594 × 841 mm (A-frame or cart-mounted) `ASSUMPTION`. A2 (420 × 594) for a window-side mini menu.
Color	**Ink Black type on matte Paper White**, the most legible combination in direct sun. Drop panel inverted (white on black) with yellow drop number.
Header	Wordmark cap height 60 mm (≈ 340 pt)
Item names / prices	Anton, cap height **25 mm (≈ 140 pt)**. Readable at 3–4 m.
Descriptors	Archivo 700, cap height 9–10 mm (≈ 55 pt). Readable at 1.5 m.
Content limit	Max 8 staples + 1 drop panel + payment/QR footer. No halftone behind text.
Price format	₱120: ₱ at 70% size. Sizes as columns (12 / 16 OZ) rather than separate lines.
Material	3 mm ACP (aluminum composite) or 5 mm PVC foam board + **matte anti-glare UV laminate**. UV-resistant inks. No gloss.
Mounting	Tilt the board 10–15° forward/down to kill sky reflection. Keep it under the awning shade line where possible. Top edge ≤ 1,800 mm from the ground.
Drops & sold out	Drop panel on a magnetic sheet (swappable). SOLD OUT = a black magnet strip with the stamp graphic, placed diagonally.
Rain	Laminated edges sealed. A spare printed copy stored flat in the cart.

11.3 CUPS, SLEEVES, LIDS

ITEM	SIZE `ASSUMPTION`	DESIGN	PRINT
Hot cup	8 oz (Ø 80 mm top) / 12 oz (Ø 90 mm) / 16 oz (Ø 90 mm)	White cup with the Primary Circle Badge (50 mm) on the front. Repeating small X pattern (10% density) at the back. Tagline in mono at the base.	1-color Pantone Black 6 C flexo · halftone ≤ 85 LPI
Iced cup	16 / 22 oz PET, Ø 95–98 mm	Clear cup + 50 mm circle seal sticker (D or E), or a 1-color white print of the reversed badge	Sticker, or 1-color with white underlay
Sleeve	Supplier die-line, ≈ 60 mm tall	Kraft or black. Left: drop tag graphic. Center: one-line wordmark. Right: barcode + "Ingat, mainit ☕". Stitch line top and bottom.	1-color black on kraft / white on black
Lid	Matching Ø, black	Black lid by default. Optional emboss of the icon (15 mm). No print.	Stock or emboss
Limited cups	Same sizes	Numbered via a sticker (001/100) or a stamp on the sleeve. See §12.	Hand-stamp or digital sticker

`Get each supplier's die-line (cups are conical, so artwork is printed on an arc). Keep the logo ≥ 10 mm from the seam and from the rolled rim.`

11.4 STICKER SHEETS

SPEC	VALUE
Sheet	A6 (105 × 148 mm) kiss-cut, matte waterproof vinyl, 3 mm white contour border on every sticker

SPEC	VALUE
Layout (8 pcs)	Circle badge D (40 mm) · badge E (40 mm) · Pose 01 (60 mm tall) · Icon (25 mm) · SOLD OUT stamp (50 mm) · Drop tag (35 mm) · PRONG mark (25 mm) · caution strip "HANDLE WITH CAFFEINE" (70 × 15 mm)
Single die-cuts	Giveaway: Circle badge 50 / 75 mm. Laptop size: Pose stickers 75–90 mm.
Accent	Max one accent sticker per sheet (yellow caution strip or drop tag)

11.5 APRON, CAP, UNIFORM

ITEM	SPEC	LOGO & PLACEMENT
Apron	Black canvas bib apron, 12 oz, cross-back straps, 2 front pockets	Icon, white screen print, 80 mm, chest center. "BARISTA" or name in mono on the pocket, 8 mm cap.
Cap	Black 6-panel, structured, curved brim	Front: embroidered icon, 55 mm wide, white thread (no halftone). Back: PRONG mark, 20 mm. Side: "DROP 000" mono, 6 mm.
Crew tee	Black, 180–220 gsm cotton (breathable for heat)	Front left chest: reversed badge, 90 mm. Back: arch lockup reversed, 280 mm wide.
Name tag	Paper White acrylic, 70 × 25 mm	Name in Anton 12 mm cap + "CREW" in mono. Stitch line top.
Rain/heat	Black bucket hat as an alternative to the cap. Light grey tees allowed on extreme-heat days.	Same placements

11.6 TOTE & MERCH BASICS

ITEM	SPEC	ARTWORK
Tote	Natural canvas 380 × 420 mm, 10–12 oz, gusset 100 mm	1-color black: Mascot 250 mm tall + one-line wordmark 25 mm cap. Back: "STRAIGHT FROM THE PLUG" in mono.
Hoodie	Black heavyweight, 320 gsm+	Coffee-bean patch (woven, 50 mm) left chest. Back: Pose print, reversed. Inside neck: PRONG tag.
Socks	Black/white crew	X-pattern knit + icon on the ankle
Keychain	Metal X-charm, 30 mm	The mascot's chain charm made real. Laser-etched drop number on the back.

11.7 BEAN PACKAGING

SPEC	VALUE
Bag	250 g stand-up pouch with one-way degassing valve and zip, matte black or kraft, ≈ 130 × 200 × 80 mm ASSUMPTION
Front label	100 × 140 mm Paper White, 1-color black: Circle Badge 40 mm at the top · product name (Anton 18 pt) · drop tag · stitch divider · data block in mono
Data block	ORIGIN · PROCESS · ROAST · NOTES · ROAST DATE · NET WT. Fill with real data only. Leave blank fields off rather than inventing them.
Seal	Alt Circle Badge (E) sticker, 40 mm, over the top fold, or a hand-stamped icon on kraft

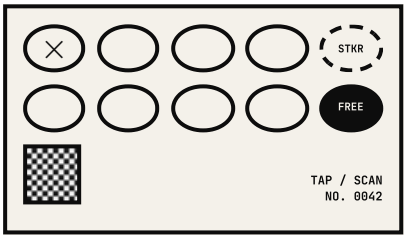
SPEC	VALUE
Compliance	Confirm Philippine FDA labeling requirements for packaged food (net weight, address, lot number, best-before) before printing.

11.8 EVENT TARPAULIN BANNER

SPEC	VALUE
Sizes	3 × 6 ft (914 × 1,829 mm) landscape, standard. 2 × 4 ft for a table front. 4 × 8 ft for events.
File	Built at 1:1 size, 100–150 ppi, CMYK, + 25 mm bleed. Text as vector/outlined. Grommets every 600 mm, 30 mm in from the edge (keep critical content 60 mm from the edge).
Layout	Ink Black background. Left 35%: reversed Arch Lockup. Right: "YOUR DAILY DOSE, STRAIGHT FROM THE PLUG" in Anton, 2 lines, cap 140 mm. Handle + QR (≥ 250 mm) bottom right. Caution stripe along the bottom, 60 mm.
Halftone	6–12 LPI white halftone fade from the top-left corner, max 40% of the area
Material	13 oz matte tarpaulin (frontlit), eco-solvent inks

11.9 LOYALTY STAMP CARD: QR + NFC





Size	3.5 × 2 in (89 × 51 mm), 350 gsm matte, uncoated back (so stamps don't smear)
Mechanic	10 stamps = 1 free drink; slot 5 = free sticker `ASSUMPTION: confirm reward`
Stamp	Self-inking coffee-bean or X stamp, 10 mm, black ink. Rotate the stamp design per drop to deter fakes.
QR	≥ 18 × 18 mm + 4-module quiet zone. Links to the digital card / IG with UTM `?utm_source=card`. Black on white only.
NFC	PVC card version (CR80, 85.6 × 54 mm) with an NTAG213/215 chip, or a 25 mm NFC sticker on the paper card. Encodes the same URL. Test on both iOS and Android.
Serial	Mono "NO. 0001..." printed on each card. Helps track redemptions.

11.10 RECEIPTS

```
      [ CLEAN BADGE · 1-BIT ]
         THE CAFFEINE PLUG
 ---- x ---- x ---- x ---- x ----
SPOT: [LOCATION]      [DATE] [TIME]
ORDER #0042           CREW: [NAME]
---------------------------------
1  PLUG BLACK 12OZ          ₱XXX
1  DROP 014 UBE CF          ₱XXX
---------------------------------
TOTAL                       ₱XXX
PAID: QR / CASH
---------------------------------
```

Paper	58 mm thermal (48 mm print width, 384 dots @ 203 dpi) or 80 mm (576 dots)
Logo	Clean badge (no halftone), 1-bit, 300 × 300 px for 58 mm. Halftone turns to grey sludge on thermal.
Type	Printer's built-in mono font. Caps for headers. Stitch line built from "-- x --".

```
[QR: IG / NEXT LOCATION]
YOUR DAILY DOSE,
STRAIGHT FROM THE PLUG.
@THECAFFEINEPLUG  ·  xx
```

Footer	Tagline + handle + current drop end date, or a "where we'll be next" QR
Legal	Add BIR-required fields (TIN, permit number, etc.) as applicable: confirm with your accountant.

11.11 SOCIAL TEMPLATES

FORMAT	CANVAS	SAFE ZONE	TEMPLATE LAYOUT
IG feed (portrait)	1080 × 1350	Keep key content inside the center 1080 × 1080 (grid preview crops to 3:4 → 1012 × 1350)	B&W photo + halftone fade top-left. Headline Anton 120–160 px. Drop tag bottom-left. Icon 64 px bottom-right.
IG carousel	1080 × 1350 ×N	Same	Slide 1 hook (Anton). Slides 2–n content. Last slide = location/CTA with stitch divider.
IG Stories	1080 × 1920	Top 250 px and bottom 340 px clear of text	"Where's the plug" template (see §13). Location sticker area center.
Reel cover	1080 × 1920	Title inside the center 1080 × 1440 (profile grid crop)	Anton title ≤ 4 words, 140 px+, white on a black halftone. Episode/drop number in mono.
TikTok	1080 × 1920	Clear: top 160 px, bottom 480 px, right 140 px (UI buttons)	Text in the left-center band. Burned-in captions in Archivo 800, 48–56 px, with a black box behind.
Avatar	1080 × 1080	Circle crop, 92% fill	IG/FB: Primary Circle Badge. TikTok: Icon white on black.
FB/event cover	1920 × 1005	Center 1640 × 720	Arch lockup left + date/venue in mono on the right

Template grid: 12-column, 48 px outer margin, 24 px gutter (1080 px canvases). Max 3 colors per post (Ink, Paper, one grey or the accent).

12 MERCH & DROPS

LIMITED · NUMBERED · COLLECTIBLE

CAPSULE CONCEPTS

CAPSULE C01

GRAVEYARD SHIFT

For night-shift and BPO crews. Black hoodie with a **reflective-ink** mascot (Pose 03), lanyard, insulated tumbler, "ON SHIFT" cap.

CAPSULE C02

PULL UP

Skate capsule, ideally a collab with a local skate shop. Deck (Pose 02), X-pattern socks, sticker pack, grip-tape cut-out of the icon.

CAPSULE C03

PUYAT SZN

Exams and finals. Tote, notebook with a halftone cover, highlighter trio, "CRAM SZN" cup and a 2-for-1 study-buddy deal.

CAPSULE C04

X-ED OUT (UNDAS)

Late October / Undas. **Glow-in-the-dark** X-eyes tee, a black cup with GITD print, and a skull keychain. The mascot's natural season.

CAPSULE C05

PUYAT PASKO

December holiday rush and 4 a.m. coffee runs. Holiday cup, gift bundle (beans + mug + sticker sheet), "Dose Card" gift edition.

CAPSULE C06

PLUG × LOCAL

A quarterly artist series. A local illustrator reinterprets the mascot for one cup, one tee and one print. Both names on the tag.

NUMBERING SYSTEM

THING	FORMAT	EXAMPLE	RULES
Menu drop	`DROP ###`	DROP 014	Sequential, never resets, never reused
Capsule	`C##`	C04	Sequential per capsule
Merch SKU	`TCP-C##-[ITEM]-[SIZE]`	TCP-C04-TEE-L	Item codes: TEE, HD (hoodie), CAP, TOT, SCK, KEY, STK, CUP, BNS (beans)
Serial (limited)	`###/RUN`	042/150	Printed on the hang tag + drop tag. Never print more than the run.
Limited cup	`LTD ###/RUN`	LTD 007/100	Hand-stamped or numbered sticker on the sleeve
Year mark	`'YY`	C04 '27	Optional suffix for annual capsules (Undas, Pasko)

LIMITED-CUP IDEAS

IDEA	CONCEPT	PRODUCTION NOTE
Wake-Up Cup	Thermochromic ink: the X-eyes appear when hot coffee goes in.	Higher cost and MOQ. Quote first.

IDEA	CONCEPT	PRODUCTION NOTE
Glow Cup	Glow-in-the-dark X-eyes and stitches for night events and Undas.	GITD ink on sleeve or sticker is cheaper than on the cup.
Last 50	The final 50 cups of each drop get a "SOLD OUT" stamp and a serial number.	Hand stamp, zero extra print cost
Panorama Set	4 cups that line up to form one long mascot scene. Collect all 4 across 4 weeks.	4 SKUs, same die-line
Route Cup	Prints this month's spots as a map line with X marks.	Sleeve print, monthly
Artist Cup	From capsule C06, signed artist name on the cup.	Credit + fee for the artist

LAUNCH CALENDAR

ASSUMPTION: STARTS DEC 2026; SHIFT TO YOUR REAL LAUNCH DATE

MONTH	MENU	MERCH / CUPS	SOCIAL MOMENT
Dec '26	DROP 001 (launch) + Staples	Sticker sheet v1, Dose Card, C05 Puyat Pasko cup	"The plug is live" launch week, daily location posts
Jan '27	DROP 002	C01 Graveyard Shift	Night-shift pop-ups near BPO hubs
Feb '27	DROP 003	Panorama Set, cup 1/4	"Bring your plus-one" 2-cup deal
Mar '27	DROP 004	C03 Puyat Szn, cups 2/4	Finals week campus tour
Apr '27	DROP 005 (summer iced)	Panorama cups 3/4, C06 Artist #1	Summer cold-brew series, artist reveal
May '27	DROP 006	Panorama 4/4, grad-season cup	Graduation shout-outs (UGC)
Jun '27	DROP 007	C02 Pull Up (Go Skateboarding Day, Jun 21)	Skate jam pop-up, back-to-school
Jul–Sep '27	DROP 008–010	C06 Artist #2, rainy-season tote	"Rain or shine" content, 6-month anniversary
Oct '27	DROP 011	C04 X-ed Out (Undas), Glow Cup	Mascot costume / cosplay contest
Nov–Dec '27	DROP 012–013 + RESTOCK	Year-1 anniversary capsule, C05 '27	"Year one" recap reel, best-drop poll

Drop cadence: announce T-3 days (teaser), T-1 (reveal + run size), T-0 (live + location), then a sold-out post. Merch runs: 50–150 pieces per item for capsules, so they sell out instead of sitting in inventory.

13 SOCIAL & EVENTS

PILLARS · CADENCE · PITCH

CONTENT PILLARS

PILLAR	SHARE	WHAT	FORMATS
01 · Where's the Plug	30%	Today's spot, hours, restocks, sold-outs, rain-outs	Stories, pinned post, TikTok text
02 · The Drop	25%	Menu drops, limited cups, merch capsules, collabs	Reels, carousels, countdowns
03 · The Crew	20%	Regulars, UGC reposts, "suki of the week", local artists and skaters	Reposts, photo carousels
04 · Behind the Cart	15%	Pulling shots, setup timelapses, tuktuk life, the prep	Reels/TikTok, POV
05 · Puyat Culture	10%	Memes, relatable student and night-shift humor, the mascot's antics	Static memes, mascot comics

POSTING CADENCE

CHANNEL	FREQUENCY	NOTES
IG Stories	Every operating day: 3–6 frames	Morning location → mid-day restock or sold-out → end-of-day thanks + tomorrow's spot
IG Feed	3 per week (Mon / Wed / Fri)	1 drop, 1 crew, 1 culture/meme
IG Reels	2–3 per week	Cross-post to TikTok and FB Reels
TikTok	4–5 per week	Native text and trending audio. Behind-the-cart performs best for food carts.
Facebook Page	Mirror location posts daily	Older suki and local community groups (post with permission)
Pinned posts	3 pinned	1) Weekly schedule 2) Menu 3) Book us for events

BIO (IG, ≤150 CHARACTERS)

```
☕💀 Mobile coffee tuktuk · [CITY]
Your daily dose, straight from the plug.
📍 Today's spot → Stories
DROP 0XX live · Book us ↓
```

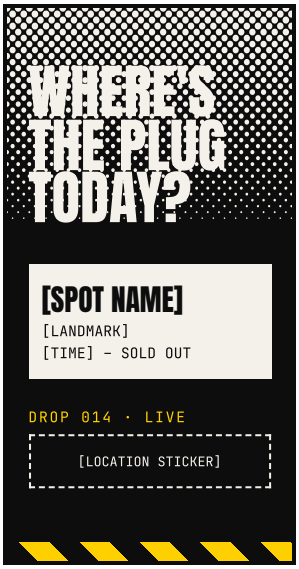
Link: a link-in-bio page with Weekly Spots · Menu · Book Us · Merch.

HIGHLIGHT NAMES (COVERS = ICON VARIANTS ON INK)

`📍 WHERE` `MENU` `DROPS` `SOLD OUT` `CREW` `MERCH` `DOSE CARD` `BOOK US` `FAQ`

Cover: 1080 × 1920, white icon or glyph 400 px centered on Ink Black.

"WHERE'S THE PLUG TODAY": LOCATION TEMPLATE



Story template (1080 × 1920)

- Headline Anton 150 px, white
- Info card Paper White, mono 34 px
- Drop line in accent
- IG location sticker in the dashed slot
- Caution stripe 48 px at the bottom

```
📍 WHERE'S THE PLUG — [DAY], [DATE]
[SPOT NAME] · [LANDMARK / GATE]
⏰ [TIME] until sold out
🔥 DROP [###]: [NAME] (limited run)
💳 Cash / QR accepted
🗺️ Pin: [MAPS LINK]
Pull up. xx

— Rain-out version —
🌧️ No plug today, crew. Ulan wins this round.
Back [DAY] sa [SPOT]. Stay dry. xx
```

EVENT & POP-UP PITCH SHEET

BOOK THE PLUG

MOBILE COFFEE TUKTUK FOR EVENTS · POP-UPS · ACTIVATIONS

WHO WE ARE

The Caffeine Plug is a streetwear-styled mobile coffee cart that serves dialed-in espresso drinks where the culture already is: campuses, skate spots, bazaars, creative events and night-shift hubs.

WHO COMES

Gen Z and young millennials: students, creatives, skaters, sneakerheads, night-shift workers.

WHAT WE BRING

- Self-contained tuktuk coffee bar
- Footprint: ≈ [3 × 2 m] + queue space `CONFIRM`
- Power: [self-powered / needs outlet] `CONFIRM`
- Capacity: ≈ [X] cups/hour `CONFIRM`
- Setup / teardown: [X] min
- Branded cups, stickers, photo-worthy cart

PACKAGES

Pop-up	We sell direct. Optional rev-share with the organizer.
Prepaid	[X] cups prepaid for guests from ~~₱~~[XX,XXX]
Collab	Co-branded cup sleeve + custom drop name

BOOK

[NAME] · [MOBILE]
[EMAIL] · @thecaffeineplug
Lead time: [X] days

14 DESIGN TOKENS

TOKENS/TOKENS.CSS · TOKENS/TOKENS.JSON

Both files ship next to this PDF in the `tokens/` folder. Light mode is the default. Dark mode switches on with `[data-theme="dark"]` or the OS setting. The JSON follows the W3C Design Tokens Community Group format and works with Style Dictionary or Tokens Studio.

CSS VARIABLES + UTILITIES

```
/* The Caffeine Plug — Design Tokens v1.0 (light default, dark via [data-theme="dark"] or OS) */
:root {
  /* color — primitives */
  --tcp-ink: #0D0D0D;
  --tcp-paper: #F4F1EA;
  --tcp-white: #FFFFFF;
  --tcp-grey-80: #3A3A3A;
  --tcp-grey-55: #6A6A6A;
  --tcp-grey-20: #C8C8C8;
  --tcp-accent: #FFD100;        /* Live Wire Yellow — on Ink only, ≤10% area */

  /* color — semantic (light) */
  --tcp-bg: var(--tcp-paper);
  --tcp-surface: var(--tcp-white);
  --tcp-surface-inverse: var(--tcp-ink);
  --tcp-text: var(--tcp-ink);
  --tcp-text-muted: var(--tcp-grey-55);
  --tcp-text-inverse: var(--tcp-paper);
  --tcp-border: var(--tcp-ink);
  --tcp-border-subtle: var(--tcp-grey-20);
  --tcp-halftone-dot: var(--tcp-ink);
  --tcp-focus: var(--tcp-ink);

  /* type */
  --tcp-font-display: 'Anton', 'Bebas Neue', 'League Gothic', Impact, 'Arial Narrow Bold', sans-serif;
  --tcp-font-body: 'Archivo', 'Inter', 'Helvetica Neue', Helvetica, Arial, sans-serif;
  --tcp-font-mono: 'JetBrains Mono', 'Space Mono', ui-monospace, Consolas, 'Courier New', monospace;
  --tcp-fs-display-xl: 6rem;      /* 96 */
  --tcp-fs-display: 4.5rem;       /* 72 */
  --tcp-fs-h1: 3.375rem;          /* 54 */
  --tcp-fs-h2: 2.5rem;            /* 40 */
  --tcp-fs-h3: 1.75rem;           /* 28 */
  --tcp-fs-h4: 1.3125rem;         /* 21 */
  --tcp-fs-body-lg: 1.125rem;     /* 18 */
  --tcp-fs-body: 1rem;            /* 16 */
  --tcp-fs-small: 0.8125rem;      /* 13 */
  --tcp-fs-label: 0.75rem;        /* 12 */
  --tcp-fs-micro: 0.625rem;       /* 10 */
  --tcp-lh-display: 0.9;
  --tcp-lh-heading: 1.1;
  --tcp-lh-body: 1.5;
  --tcp-tracking-display: 0;
  --tcp-tracking-label: 0.12em;
  --tcp-fw-regular: 400;
  --tcp-fw-medium: 500;
  --tcp-fw-bold: 700;
  --tcp-fw-black: 800;

  /* spacing — 4px base, 8px rhythm */
  --tcp-space-0: 0;
  --tcp-space-1: 4px;
  --tcp-space-2: 8px;
  --tcp-space-3: 12px;
  --tcp-space-4: 16px;
  --tcp-space-5: 24px;
  --tcp-space-6: 32px;
  --tcp-space-7: 48px;
  --tcp-space-8: 64px;
  --tcp-space-9: 96px;
```

```
  /* borders & radii — hard-edged, sticker-like */
  --tcp-border-hair: 1px solid var(--tcp-border-subtle);
  --tcp-border-thin: 2px solid var(--tcp-border);
  --tcp-border-thick: 4px solid var(--tcp-border);
  --tcp-border-stitch: 2px dashed var(--tcp-border);
  --tcp-radius-0: 0;
  --tcp-radius-sm: 2px;
  --tcp-radius-md: 6px;
  --tcp-radius-pill: 999px;
  --tcp-radius-badge: 50%;

  /* shadows — offset, solid, no blur (print-style) */
  --tcp-shadow-none: none;
  --tcp-shadow-sm: 2px 2px 0 0 var(--tcp-ink);
  --tcp-shadow-md: 4px 4px 0 0 var(--tcp-ink);
  --tcp-shadow-lg: 8px 8px 0 0 var(--tcp-ink);
  --tcp-shadow-sticker: 0 0 0 3px var(--tcp-white), 4px 4px 0 3px var(--tcp-ink);

  /* halftone */
  --tcp-ht-cell-sm: 6px;
  --tcp-ht-cell-md: 10px;
  --tcp-ht-cell-lg: 16px;
  --tcp-ht-dot: 34%;
  --tcp-ht-angle: 45deg;

  /* motion */
  --tcp-ease: cubic-bezier(.2, .8, .2, 1);
  --tcp-dur-fast: 120ms;
  --tcp-dur-base: 200ms;
}

[data-theme="dark"] {
  --tcp-bg: var(--tcp-ink);
  --tcp-surface: #161616;
  --tcp-surface-inverse: var(--tcp-paper);
  --tcp-text: var(--tcp-paper);
  --tcp-text-muted: var(--tcp-grey-20);
  --tcp-text-inverse: var(--tcp-ink);
  --tcp-border: var(--tcp-paper);
  --tcp-border-subtle: var(--tcp-grey-80);
  --tcp-halftone-dot: var(--tcp-paper);
  --tcp-focus: var(--tcp-accent);
  --tcp-shadow-sm: 2px 2px 0 0 var(--tcp-paper);
  --tcp-shadow-md: 4px 4px 0 0 var(--tcp-paper);
  --tcp-shadow-lg: 8px 8px 0 0 var(--tcp-paper);
}
@media (prefers-color-scheme: dark) {
  :root:not([data-theme="light"]) {
    --tcp-bg: var(--tcp-ink); --tcp-surface: #161616; --tcp-surface-inverse: var(--tcp-paper);
    --tcp-text: var(--tcp-paper); --tcp-text-muted: var(--tcp-grey-20); --tcp-text-inverse: var(--tcp-ink);
    --tcp-border: var(--tcp-paper); --tcp-border-subtle: var(--tcp-grey-80);
    --tcp-halftone-dot: var(--tcp-paper); --tcp-focus: var(--tcp-accent);
    --tcp-shadow-sm: 2px 2px 0 0 var(--tcp-paper); --tcp-shadow-md: 4px 4px 0 0 var(--tcp-paper); --tcp-shadow-lg:
8px 8px 0 0 var(--tcp-paper);
  }
}

/* ---------- halftone utilities ---------- */
.tcp-ht {
  background-image:
    radial-gradient(circle, var(--tcp-halftone-dot) var(--tcp-ht-dot), transparent calc(var(--tcp-ht-dot) + 3%)),
    radial-gradient(circle, var(--tcp-halftone-dot) var(--tcp-ht-dot), transparent calc(var(--tcp-ht-dot) + 3%));
  background-size: var(--tcp-ht-cell, var(--tcp-ht-cell-md)) var(--tcp-ht-cell, var(--tcp-ht-cell-md));
  background-position: 0 0, calc(var(--tcp-ht-cell, var(--tcp-ht-cell-md)) / 2) calc(var(--tcp-ht-cell, var(--tcp-ht-
cell-md)) / 2);
}
.tcp-ht--sm { --tcp-ht-cell: var(--tcp-ht-cell-sm); }
.tcp-ht--lg { --tcp-ht-cell: var(--tcp-ht-cell-lg); }
.tcp-ht--fade-tl { -webkit-mask-image: linear-gradient(135deg, #000, transparent 70%); mask-image: linear-
gradient(135deg, #000, transparent 70%); }
.tcp-ht--fade-t  { -webkit-mask-image: linear-gradient(180deg, #000, transparent 70%); mask-image: linear-
gradient(180deg, #000, transparent 70%); }
.tcp-ht--fade-b  { -webkit-mask-image: linear-gradient(0deg, #000, transparent 70%);   mask-image: linear-
gradient(0deg, #000, transparent 70%); }
.tcp-ht--vignette{ -webkit-mask-image: radial-gradient(circle, transparent 35%, #000 100%); mask-image: radial-
gradient(circle, transparent 35%, #000 100%); }
```

```
.tcp-stitch { border: 0; height: 2px; background: repeating-linear-gradient(90deg, var(--tcp-border) 0 12px,
transparent 12px 20px); }
.tcp-caution { background: repeating-linear-gradient(45deg, var(--tcp-ink) 0 12px, var(--tcp-accent) 12px 24px); }
@media (prefers-reduced-motion: reduce) { * { animation: none !important; transition: none !important; } }
```

JSON

```
{
  "$schema": "https://design-tokens.github.io/community-group/format/",
  "meta": { "brand": "The Caffeine Plug", "version": "1.0.0", "updated": "2026-11" },
  "color": {
    "primitive": {
      "ink":     { "$type": "color", "$value": "#0D0D0D" },
      "paper":   { "$type": "color", "$value": "#F4F1EA" },
      "white":   { "$type": "color", "$value": "#FFFFFF" },
      "grey80":  { "$type": "color", "$value": "#3A3A3A" },
      "grey55":  { "$type": "color", "$value": "#6A6A6A" },
      "grey20":  { "$type": "color", "$value": "#C8C8C8" },
      "accent":  { "$type": "color", "$value": "#FFD100", "$description": "Live Wire Yellow. On ink only. Max 10% of
layout." }
    },
    "light": {
      "bg":             { "$type": "color", "$value": "{color.primitive.paper}" },
      "surface":        { "$type": "color", "$value": "{color.primitive.white}" },
      "surfaceInverse": { "$type": "color", "$value": "{color.primitive.ink}" },
      "text":           { "$type": "color", "$value": "{color.primitive.ink}" },
      "textMuted":      { "$type": "color", "$value": "{color.primitive.grey55}" },
      "textInverse":    { "$type": "color", "$value": "{color.primitive.paper}" },
      "border":         { "$type": "color", "$value": "{color.primitive.ink}" },
      "borderSubtle":   { "$type": "color", "$value": "{color.primitive.grey20}" },
      "halftoneDot":    { "$type": "color", "$value": "{color.primitive.ink}" },
      "focus":          { "$type": "color", "$value": "{color.primitive.ink}" }
    },
    "dark": {
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      "surfaceInverse": { "$type": "color", "$value": "{color.primitive.paper}" },
      "text":           { "$type": "color", "$value": "{color.primitive.paper}" },
      "textMuted":      { "$type": "color", "$value": "{color.primitive.grey20}" },
      "textInverse":    { "$type": "color", "$value": "{color.primitive.ink}" },
      "border":         { "$type": "color", "$value": "{color.primitive.paper}" },
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      "halftoneDot":    { "$type": "color", "$value": "{color.primitive.paper}" },
      "focus":          { "$type": "color", "$value": "{color.primitive.accent}" }
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  },
  "font": {
    "family": {
      "display": { "$type": "fontFamily", "$value": ["Anton", "Bebas Neue", "League Gothic", "Impact", "sans-serif"]
},
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    },
    "weight": { "regular": 400, "medium": 500, "bold": 700, "black": 800 },
    "size": {
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      "display":   { "$type": "dimension", "$value": "72px" },
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      "h2":        { "$type": "dimension", "$value": "40px" },
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      "h4":        { "$type": "dimension", "$value": "21px" },
      "bodyLg":    { "$type": "dimension", "$value": "18px" },
      "body":      { "$type": "dimension", "$value": "16px" },
      "small":     { "$type": "dimension", "$value": "13px" },
      "label":     { "$type": "dimension", "$value": "12px" },
      "micro":     { "$type": "dimension", "$value": "10px" }
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    "lineHeight": { "display": 0.9, "heading": 1.1, "body": 1.5 },
    "tracking":   { "display": "0em", "heading": "0.04em", "label": "0.12em", "micro": "0.08em" }
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"8": "64px", "9": "96px" },
  "border": {
    "width": { "hair": "1px", "thin": "2px", "thick": "4px" },
```

```
    "style": { "solid": "solid", "stitch": "dashed" }
  },
  "radius": { "none": "0px", "sm": "2px", "md": "6px", "pill": "999px", "badge": "50%" },
  "shadow": {
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"color": "{color.light.border}" } },
    "md":      { "$type": "shadow", "$value": { "offsetX": "4px", "offsetY": "4px", "blur": "0px", "spread": "0px",
"color": "{color.light.border}" } },
    "lg":      { "$type": "shadow", "$value": { "offsetX": "8px", "offsetY": "8px", "blur": "0px", "spread": "0px",
"color": "{color.light.border}" } },
    "sticker": { "$type": "shadow", "$value": "0 0 0 3px #FFFFFF, 4px 4px 0 3px #0D0D0D" }
  },
  "halftone": {
    "shape": "round",
    "angle": "45deg",
    "dotRadius": "34%",
    "cell": { "sm": "6px", "md": "10px", "lg": "16px" },
    "coverage": { "min": 0.10, "max": 0.85 },
    "fade": { "tl": "135deg", "t": "180deg", "b": "0deg", "vignette": "radial" },
    "lpi": { "cup": "65-85", "sticker": "45-65", "screenprint": "35-45", "menuBoard": "20-30", "wrap": "10-20",
"tarp": "6-12" }
  },
  "motion": { "ease": "cubic-bezier(.2,.8,.2,1)", "fast": "120ms", "base": "200ms" }
}
```


COMPONENT QUICK SPEC

COMPONENT	SPEC
Button / primary	bg ink · text paper · Archivo 800 uppercase 14 px · tracking .06em · padding 14 × 24 · radius 0 · border 2px ink · shadow-md · hover: translate(2px,2px) + shadow-sm
Button / secondary	bg transparent · text ink · border 2px ink · same metrics
Card	surface · border-thin · radius 0 · padding space-5 · shadow-md · optional stitch top border
Drop badge	mono label 12 px · bg ink · text accent · padding 4 × 8 · radius sm
Focus ring	outline 3px var(--tcp-focus), offset 2px. Never remove it.

15 QUICK REFERENCE

PIN THIS INSIDE THE CART

INK	PAPER	HT 80	HT 55	ACCENT ≤10%
#0D0D0D · Black 6 C	#F4F1EA	#3A3A3A	#6A6A6A	#FFD100 · 109 C

DO

- Use the Circle Badge on cups and avatars, the Arch Lockup on big vertical surfaces
- Keep it monochrome: Ink + Paper + halftone greys
- Use round dots at 45°, light from the top-left
- Set headlines in Anton, ALL CAPS, tight leading
- Number everything: DROP ###, LTD ###/RUN
- Write in Taglish: English for the brand, Tagalog for warmth
- Post the location every operating day, before rolling out
- Use black text on matte white for outdoor menus
- Switch to clean (no-halftone) logos at small sizes
- Credit artists and reposted crew

DON'T

- Stretch, rotate, recolor, shadow or outline the logos
- Put the positive badge (black text) on a dark background
- Put text, prices or QR codes on halftone
- Use yellow on white, or the accent over 10% of a layout
- Letter-space Anton or set body copy in it
- Use drug-coded slang (dealer, score, hit, stash, high)
- Invent scarcity: if it says /100, stop at 100
- Show third-party logos on the mascot or in merch art
- Remove the mascot's X-eyes or make him scary or gory
- Argue with customers in the comments

NEED	USE	MIN SIZE	TYPE	HALFTONE
Cup	Circle Badge D	30 mm	n/a	65–85 LPI
Sticker	D / E / poses	30 mm	n/a	45–65 LPI
Cart / tarp	Arch Lockup C + Mascot	450 mm	Anton ≥ 120 mm cap	6–20 LPI
Menu board	Arch header	A1	Items 25 mm cap	None behind text
Avatar	D (IG) / Icon (TikTok)	1080 px upload	n/a	None at icon size
Receipt	Clean badge 1-bit	300 px	Printer mono	Never

YOUR DAILY DOSE, STRAIGHT FROM THE PLUG.

16 APPENDIX: AI PROMPTS

REUSABLE · ON-BRAND · ORIGINAL

How to build a prompt: **[SUBJECT / SCENE] + [CHARACTER BLOCK] + [STYLE SUFFIX] + [NEGATIVE]**. Paste the blocks word for word so every output looks consistent. Use the supplied mascot PNG as an image reference where the tool allows it, but keep the v1.1 traits in the character block. AI output is concept art only: a human illustrator should redraw anything that becomes a logo, wrap or merch master.

REUSABLE BLOCKS

```
CHARACTER BLOCK (v1.1, original):
"BUTO, an original chibi street character, 3 heads tall: round white cartoon skull with
two stitched thread X-shaped eyes, a vertical cross-stitched scar on the forehead ending
in a small coffee drip, two rounded-rectangle electrical plug-prong ears attached with
stitches, wide closed grin with a single drool drip on the right side, four-finger
cartoon hands with a bandage on the right wrist, oversized black hoodie with a round
coffee-bean patch on the left chest and tiny plug-prong drawstring tips, grey halftone
cargo pants, an X-shaped charm on a wallet chain, chunky original hi-top sneakers with
a simple two-prong side mark and a 'DOSE' tongue tag"

STYLE SUFFIX:
"black and white streetwear cartoon illustration, thick uniform black ink outlines,
flat off-white #F4F1EA fills, solid ink-black #0D0D0D areas, 45-degree round-dot
halftone shading on the shadow side, light from top-left, subtle photocopy grain,
high contrast, monochrome, screen-print ready, sticker-art clarity, clean vector look"

NEGATIVE:
"no color, no gradients, no 3D render, no realistic anatomy, no gore, no weapons,
no cigarettes, no alcohol, no real brand logos, no sportswear swoosh, no existing
cartoon or designer-toy characters, no bone-shaped ears, no crossbones, no text
unless specified, no watermark"

ACCENT VARIANT (add only when needed):
"single accent color #FFD100 used on less than 10% of the image, only on [element]"
```

MASCOT POSES

```
01 HAND-OFF:    "Full-body front view of [CHARACTER BLOCK], extending a steaming takeaway
                coffee cup toward the viewer, confident grin, halftone floor shadow,
                plain off-white background. [STYLE SUFFIX] [NEGATIVE]"
02 PULL UP:     "Dynamic three-quarter view of [CHARACTER BLOCK] mid-push on a skateboard,
                iced coffee in one hand, hoodie flowing, speed lines. [STYLE SUFFIX] [NEGATIVE]"
03 GRAVEYARD:   "[CHARACTER BLOCK] with hood up and an ID lanyard, yawning, holding a hot cup
                with both hands, crescent moon and city skyline in halftone behind.
                [STYLE SUFFIX] [NEGATIVE]"
04 THE POUR:    "[CHARACTER BLOCK] behind a small tuktuk coffee cart window pulling an
                espresso shot from a portafilter, focused expression. [STYLE SUFFIX] [NEGATIVE]"
05 SOLD OUT:    "[CHARACTER BLOCK] arms crossed, leaning on a sign that reads 'SOLD OUT' in
                heavy condensed capitals, smug one-sided smirk. [STYLE SUFFIX] [NEGATIVE]"
06 ROLLIN':     "[CHARACTER BLOCK] driving a small three-wheeled tuktuk coffee cart, waving,
                motion lines, cup in a holder. [STYLE SUFFIX] [NEGATIVE]"
07 PLUGGED IN: "[CHARACTER BLOCK] pushing a giant electrical plug into an oversized coffee
                cup, comic sparks flying, excited open grin. [STYLE SUFFIX] [NEGATIVE]"
08 CRAM SZN:    "[CHARACTER BLOCK] sitting on a tall stack of textbooks, a coffee cup in each
                hand, sweat drop, tired grin. [STYLE SUFFIX] [NEGATIVE]"
```

STICKER SHEET

```
"Flat-lay sticker sheet, A6 portrait, 8 kiss-cut vinyl stickers each with a thick white
die-cut border on a light grey backing sheet: a circular badge with a skull face, the full-
body mascot in 3 different poses, a 'SOLD OUT' rubber-stamp sticker, a numbered hang-tag
sticker reading 'DROP 014', a two-prong plug icon, and a black-and-yellow caution strip
```

```
reading 'HANDLE WITH CAFFEINE'. Mascot: [CHARACTER BLOCK]. [STYLE SUFFIX] matte vinyl
texture, soft studio light, top-down. [NEGATIVE]"
```

CART-WRAP MOCKUP

```
"Photorealistic product mockup of a compact three-wheeled tuktuk converted into a mobile
coffee cart, parked on a Philippine city street at golden hour, side serving window open
with a small awning in black-and-off-white stripes. The cart is wrapped in matte black vinyl
with a large off-white panel showing [CHARACTER BLOCK] holding a coffee cup, white halftone
dot fade from the top-left corner, the words 'THE CAFFEINE PLUG' in heavy condensed white
capitals under the window, black-and-yellow caution stripe along the bottom edge. Young
customers in streetwear queueing. 35mm lens, shallow depth of field. Artwork on the wrap in
[STYLE SUFFIX]. [NEGATIVE except allow color photo environment]"
```

POSTER

```
"A2 portrait gig-style poster for a coffee drop: huge heavy condensed headline 'DROP 014'
at the top, [CHARACTER BLOCK] in the 'Plugged In' pose centered, large halftone burst behind
him, a torn grey sticker-tape label reading 'LIMITED RUN', a 'SOLD OUT' stamp in the corner,
stitched dashed divider line, monospace footer text 'THE CAFFEINE PLUG · [DATE] · [SPOT]',
photocopy grain and toner streaks. [STYLE SUFFIX] [ACCENT VARIANT on the drop number]
[NEGATIVE]"
```

Tip: if the generator drifts toward famous characters or shoe brands, add a stronger negative and remove the reference image. Always check outputs for accidental logos before you publish.

?? OPEN QUESTIONS

ANSWER THESE TO LOCK V1.1

#	QUESTION	WHY IT MATTERS
1	**What is the exact tuktuk model and its panel dimensions (or photos of each side)?**	Final wrap layout, menu-board size, awning spec
2	**Which city/areas, operating hours, menu items and prices should replace the placeholders?**	Menu board, captions, location templates, pitch sheet
3	**Do you have vector/source files for the logos and mascot, and do you approve the v1.1 redraw (prong ears, new hands, DOSE FOOTWORKS sneakers)?**	Print quality, trademark registration, merch safety
4	**Accent: Live Wire Yellow (recommended), Safety Orange, Signal Red, or strictly monochrome?**	Caution stripes, drop numbers, merch colorways
5	**Mascot name: BUTO, PUYAT, KABS, JOLT or DOSE? And should captions include a regional language besides Tagalog?**	Character merch, social voice

STAY PLUGGED IN.