LAUNCH BOOK · VERSION 1.0

riccola CAFE

LAUNCH BOOK

Everything we need to open the shutters at Cura.

Pouring CURA Coffee, roasted by Bellissimo
Cura, 433 Boundary Rd, Spring Hill, Brisbane

NOVEMBER 2026 · PREPARED FOR TES, OWNER



INSIDE

Everything we need to open the shutters.

The opening at Cura, 433 Boundary Rd: the site, Pass It Forward, cups and tableware, seating, signage, packaging, gifting and the print checklist.

The **Brand Book** holds the logo, colour and type rules, plus the uniform, business card, stickers and stationery.

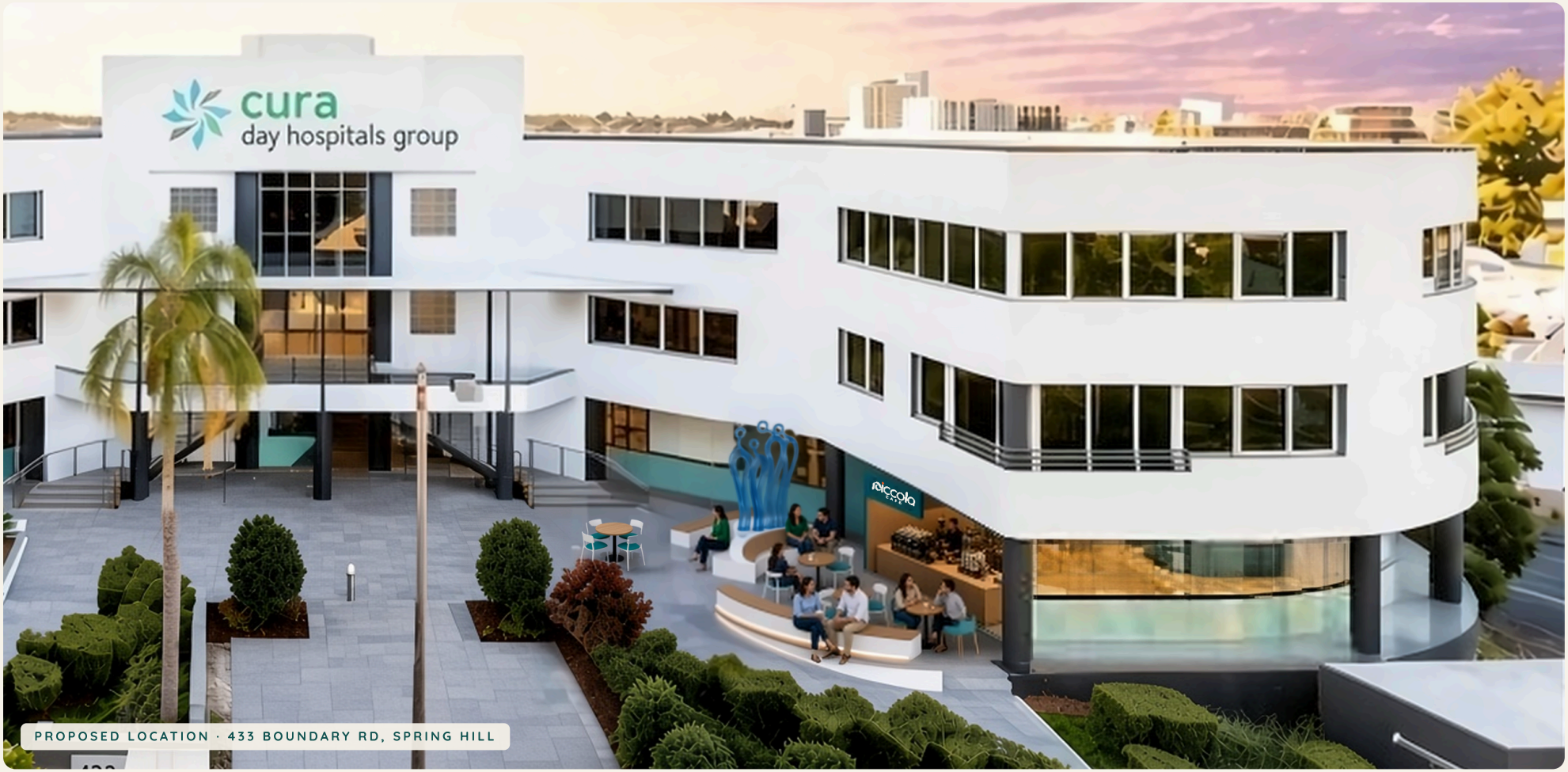
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How to read the orange tags. Anything marked DRAFT · PENDING APPROVAL or set in *orange italics* is a placeholder or an unapproved claim. Confirm it before anything goes to print.

01 · PROPOSED LOCATION

Proposed location: 433 Boundary Rd.

The proposed kiosk sits in the forecourt of Cura Day Hospitals Group in Spring Hill, beside the blue sculpture and the curved garden benches, with outdoor tables for patients, carers, staff and neighbours.



PROPOSED LOCATION · 433 BOUNDARY RD, SPRING HILL

CONCEPT RENDER OF THE PROPOSED LOCATION · NOT FINAL

02 · PASS IT FORWARD CARD

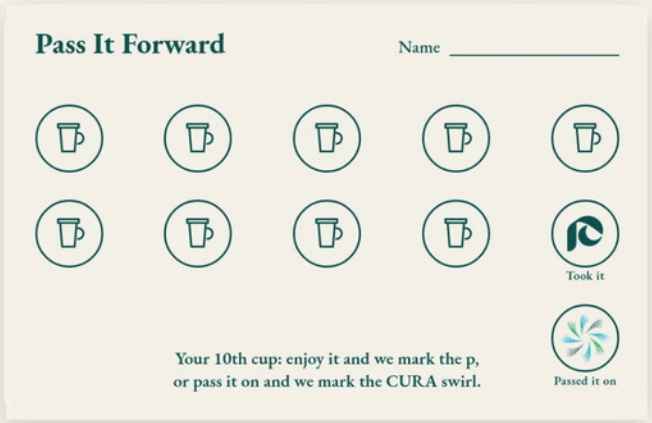
Your 10th cup — keep it or pass it on.

A simple rewards card. Every coffee earns a stamp. The 10th cup is free: enjoy it, or **pass it forward** and we donate its value to the foundation chosen by Cura. This page holds the card artwork and print spec; page 5 explains the donation process.

> Only the card artwork shown here is for production. Any wording linking the card to CURA Vision Foundation stays **draft, pending approval**.



FRONT · 85 × 55 MM · SHOWN AT 100%



BACK · STAMP SIDE

Card spec

Size	85 × 55 mm, 3 mm rounded corners
Stock	400–450 gsm uncoated (takes stamps and pens)
Print	Front full-bleed teal; back 1–2 colours on cream
Stamp	12 mm round teal stamps: "p" for cups 1–9 and "took it", CURA swirl for "passed it on"; or marked digitally
Files	PDF/X-4, 3 mm bleed, fonts outlined

DRAFT · PENDING APPROVAL

Optional extra line for the card or a counter sign, **only once approved**: *"Piccola is proud to be linked with CURA Vision Foundation, supporting cataract surgery in Vietnam."*

No percentages, matching or donation amounts until signed off.

02 · THE PASS IT FORWARD INITIATIVE

Every cup and bag can help someone see.

Pass It Forward turns an earned free coffee into a donation. The steps below explain how it works.

1

Collect

Get a stamp with every coffee. Nine stamps fill the card.

2

Choose

Your tenth cup is free. Enjoy it and we mark the p, or pass it forward and we mark the CURA swirl.

3

Give

Piccola gives the value of that cup to the foundation Cura has chosen.

The same choice works on the paper card or digitally.

+ Beans count too

Buying a bag of CURA Coffee (Clear Sight Espresso or Bright Eyes Blend, 500 g or 1 kg) earns stamps on the same card. Bag buyers can also pass it forward at the till, and Piccola gives a set amount from that bag to the foundation Cura has chosen.

Counter and card wording

"Pass it forward. Turn your free coffee, or your bag of beans, into a gift. We'll give its value to the foundation Cura has chosen."

Keeping it honest

Keep a simple tally of passed-forward cups and bags and post the running total on a small board at the counter and on social each month. Name the foundation once Cura confirms it, and keep receipts for every payment.



EVERY CUP COUNTS

TO CONFIRM BEFORE LAUNCH

- Which foundation Cura chooses
- The dollar amount given per passed-forward cup (for example the regular coffee price)
- Stamps earned per bag of beans (500 g and 1 kg) and the amount given per passed-forward bag
- How and when Piccola pays it, monthly or quarterly
- Wording checked against fundraising and consumer-law rules

03 · CUPS, LIDS, SLEEVES & STICKERS

Every cup carries the name.



8 OZ · CREAM CUP, WHITE LID



12 OZ · TEAL SLEEVE, BLACK LID



ICED · CLEAR PET CAN CUP









Hot cups	8 oz & 12 oz double-wall paper, cream stock, 1-colour teal logo
Sleeve	Teal (or kraft), cream logo; needed for single-wall 12 oz
Iced	16 oz clear PET can-style cup, flat lid, white print
Stickers	40 mm circle on rolls, teal + cream

CUP MOCKUPS DRAWN WITH CODE FROM THE REAL LOGO · NOT TO SCALE

03 · DINE-IN PLATES & CUPS

Cream stoneware, teal rim.

Matte cream stoneware with a thin Deep Teal rim, plus a few Deep Teal pieces for bakes and espresso. No logos on crockery: the cups and plates stay plain, so the coffee and food do the talking.

Espresso	3 oz cup + saucer, cream or teal
Cappuccino / flat white	6–8 oz cup + saucer
Latte / long black	12 oz mug
Iced drinks	14–16 oz clear tumbler, no print
Side plate	18–20 cm, cream with teal rim or solid teal
Bowl & plate	15 cm bowl on a 26 cm plate
Extras	Brass teaspoons, timber boards, printed logo serviettes

Rim colour close to Teal #105250. Choose commercial-grade, dishwasher-safe stoneware that can be reordered easily.


CUPS, MUG, GLASS & PLATES


TABLE SETTING



PRINTED SERVIETTES

03 · OUTDOOR SEATING

Teal, oak and a striped shade.

Teal stacking chairs at light-oak tables, shaded by teal-and-white striped market umbrellas. Everything is commercial grade and rated for permanent outdoor use.

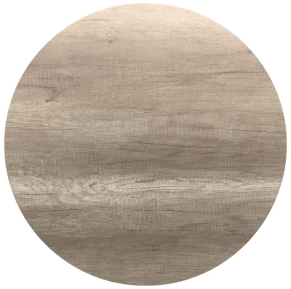
Item	PRODUCT · SUPPLIER
Chair	Nardi Trill Bistrot, Teal · Cafeideas UV-stabilised glass-fibre PP, stackable, 50W × 51.5D × 82.5H cm, seat 47 cm, 2-yr warranty
Table top	Light Oak Round Compact 600 mm · Cafe Solutions 12 mm compact laminate, black edge, UV treated
Table base	Roma aluminium, matte black · Cafe Solutions
Umbrella	Commercial market umbrella, Deep Teal & white stripe, timber-look pole · supplier to confirm Acrylic canvas, commercial wind rating, in-ground or weighted base
Bench cushion	Deep Teal & white wide-stripe outdoor seat pads with ties, matching the umbrella, for the existing curved benches · supplier to confirm About half the length of a standard bench pad, outdoor acrylic or olefin fabric, quick-dry foam, removable washable covers

QUANTITIES
24 chairs · 8 tables · 3–4 umbrellas · bench cushions to suit the existing benches

The curved garden benches already on site stay and get striped cushions; measure the bench tops before ordering. Confirm the chair and stripe colour against Teal #105250 with a fabric/colour sample before ordering. Check the umbrella wind rating and base for the site.



NARDI TRILL · TEAL



LIGHT OAK TOP · 600



ROMA BASE · BLACK



DEEP TEAL & WHITE UMBRELLA



BENCH CUSHIONS

CHAIR AND TABLE IMAGES ARE SUPPLIER PRODUCT PHOTOS · UMBRELLA AND CUSHION IMAGES ARE STYLE REFERENCES

Piccola Cafe – finishes and materials

Indicative selections for the develop stage. Confirm product codes, slip ratings and infection-control sign-off before ordering.

Piccola teal

#46938D · paint / HPL

Counter plinth and kick, chair seats, wayfinding trim, screen accents

Deep teal

#2F7B75 · HPL / signage

Fascia bulkhead, wayfinding blades, signage text on white, edge trims

Clean white

Solid surface / washable paint

Staff benchtops, back wall, benches, chair frames, cabinetry

Oak-look timber

Compact laminate or veneer

Customer ledge, bench tops, round tables, shelves (laminate in wet zones)

Terrazzo

Porcelain panel or terrazzo-look vinyl

Counter front panel, retail shelf base, customer-zone floor

Brushed stainless

Grade 304, brushed

Sink and drainer, espresso and grinder bodies, kick and corner guards

LED strip, 3000K

Warm white, diffused, IP-rated

Under-glow below ledge and benches; 4000K task strips under shelves

Balance

- White 60%
- Oak 15%
- Terrazzo 15%
- Teal 10%

03 · FINISHES & MATERIALS

Fit-out finishes.

Rusty orange

#C44C21 · accent paint / print

Logo dot, apron ties, small highlights and accents. Use sparingly.

BALANCE

White 60 · Oak 15 · Terrazzo 15 · Teal 8 · Rusty orange 2

The board's teals (#46938D Piccola teal, #2F7B75 Deep teal) differ from the brand Deep Teal #105250 used in print. Confirm one teal set before ordering paint, HPL and signage. Also confirm product codes, slip ratings and infection-control sign-off.

04 · COFFEE BAGS & LABELS

Take CURA Coffee home.

Retail bags come from CURA Coffee / Bellissimo with their own labels. Piccola adds only a small grind sticker and a shelf talker — we never cover the CURA label.

Clear Sight Espresso	Dark roast · 500 g & 1 kg
Bright Eyes Blend	Light roast · 500 g & 1 kg



GRIND STICKER 50MM



SHELF TALKER A7



CLEAR SIGHT ESPRESSO



BRIGHT EYES BLEND



RETAIL SHELF



BAGS & PICCOLA CUP

05 · CANNED WATER

Still, sparkling, filtered.

250 ml slim cans with a teal band, cream logo and a lowercase flavour name. Same layout every time — only the name changes.



STILL · 250 ML



SPARKLING · 250 ML

Band

Deep Teal #105250, about 40% of the can height, centred.

Logo

Cream, centred, at least 30 mm wide. Orange dot kept.

Flavour

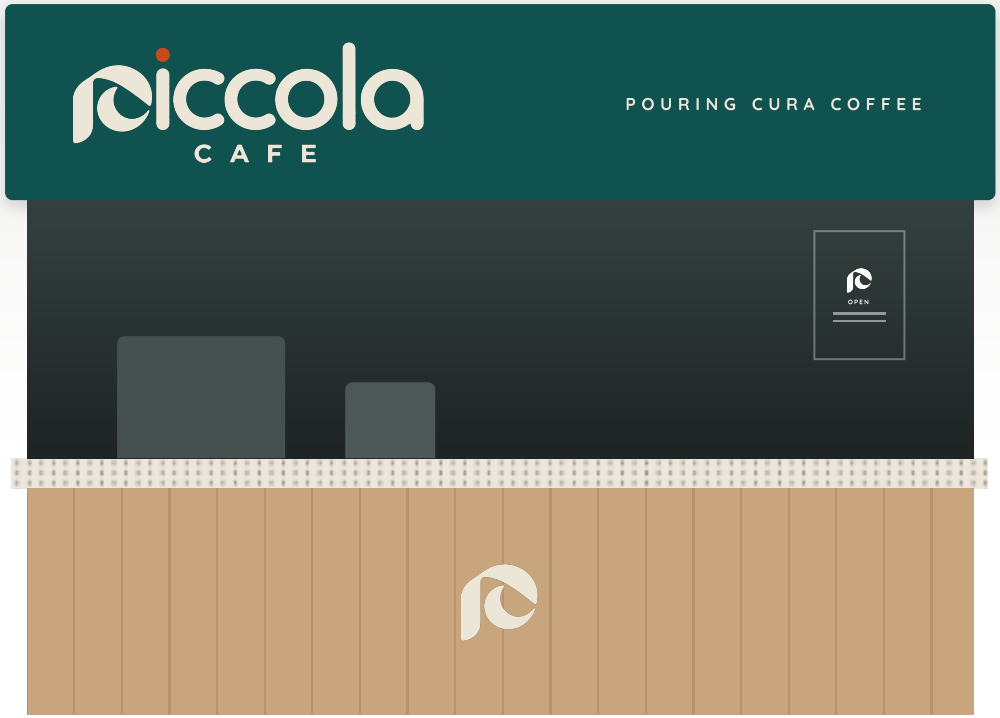
Quicksand 600, lowercase, cream, +100 tracking.

Supply

Printed can or wrap label via a contract filler. Check minimum order and mandatory label information.

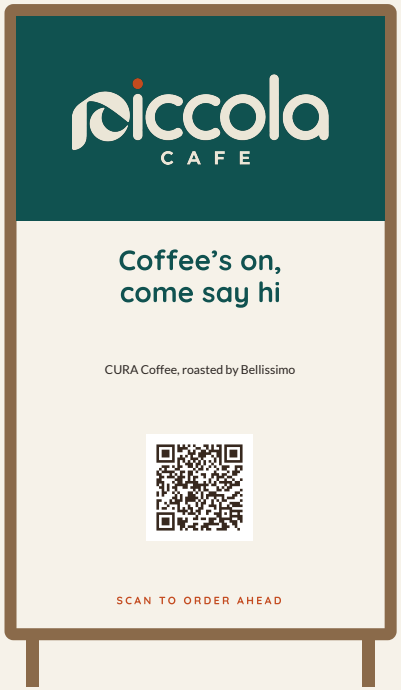
IMAGES ARE AI CONCEPT RENDERS

06 · SIGNAGE · FASCIA, A-FRAME & HOURS

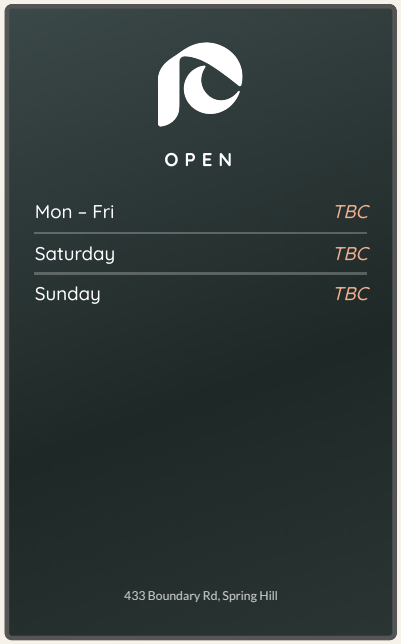


KIOSK FRONT ELEVATION · ILLUSTRATIVE

Fascia	Full-width teal ACM panel, cream logo ≥ 900 mm wide, left-aligned, with a Quicksand 700 caps support line (+300). Option: halo-lit 3D logo. *Measure the fascia on site.*
Counter	Warm timber battens with the cream "p" as a cut-out or decal, about 250 mm.
Window	Hours decal on the glass at 1.4–1.6 m eye height.



A-FRAME · 600 × 900 MM FACE



HOURS DECAL · WHITE VINYL
≈ 300 × 450 MM ON GLASS

A-frame: double-sided and weatherproof, with a chalk or magnetic lower panel for specials. Hours decal: cut white vinyl applied to the outside face. *Opening hours still to be confirmed.*

06 · SIGNAGE · MENU BOARD, BANNER & TABLE CARD

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CURA COFFEE
ROASTED BY BELLISSIMO

COFFEE	SMALL · REG	ALSO	SMALL · REG
Espresso	—.—	Chai latte	—.—
Long black	—.—	Hot chocolate	—.—
Flat white	—.—	Iced latte	—.—
Latte	—.—	Cold brew	—.—
Cappuccino	—.—		
Mocha	—.—		

TODAY'S BAKES

Almond croissant
Banana bread
Friands & slices

Milk options: *list to confirm* · Ask about our Pass It Forward card

MENU BOARD · 1200 × 900 MM · PRICES TBC (SHOWN AS —.—)

Teal board, cream type. Items Quicksand 600, prices Quicksand 700, section labels caps +300 in a light rust tint. Keep to two columns; bakes change daily on a magnetic or chalk strip.



"NOW OPEN" BANNER · LATEST WIDE VERSION

Size	1850 × 1000 mm (matches the 1.85 : 1 artwork)
Material	Mesh PVC, hemmed, eyelets every 500 mm
File	PDF at 100%, or 25% scale at 400 ppi. *The current file is 1600 px wide — re-export at high resolution before printing.*

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Scan to order

Order on your phone, then pay at the counter when your name is called.

PICCOLA-CAFE.LOVABLE.APP

QR TABLE CARD · A6 · NEW LOGO

Replaces the earlier A6 card (old serif wordmark). QR links to piccola-cafe.lovable.app — test-scan every proof.

07 · UNIFORM · FINAL DIRECTION

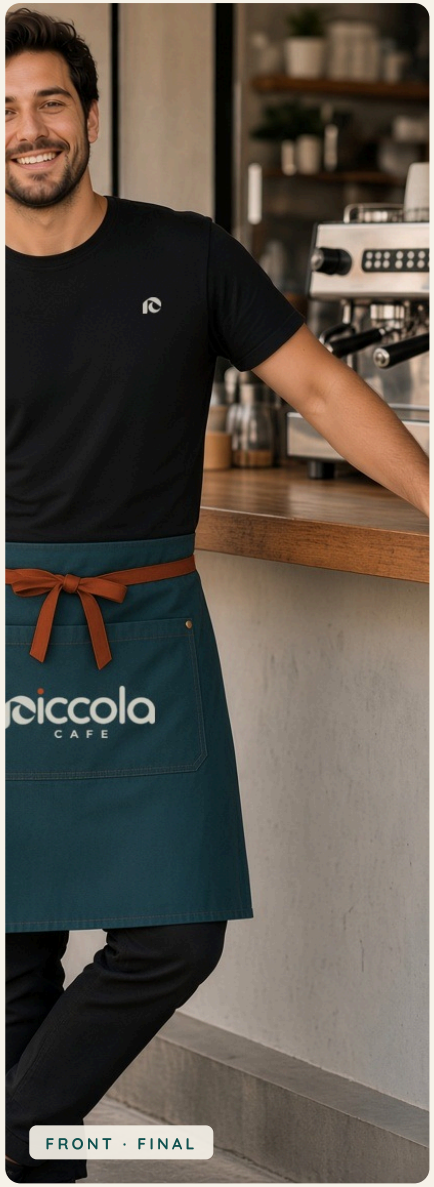
Black tee, teal apron, rust tie.

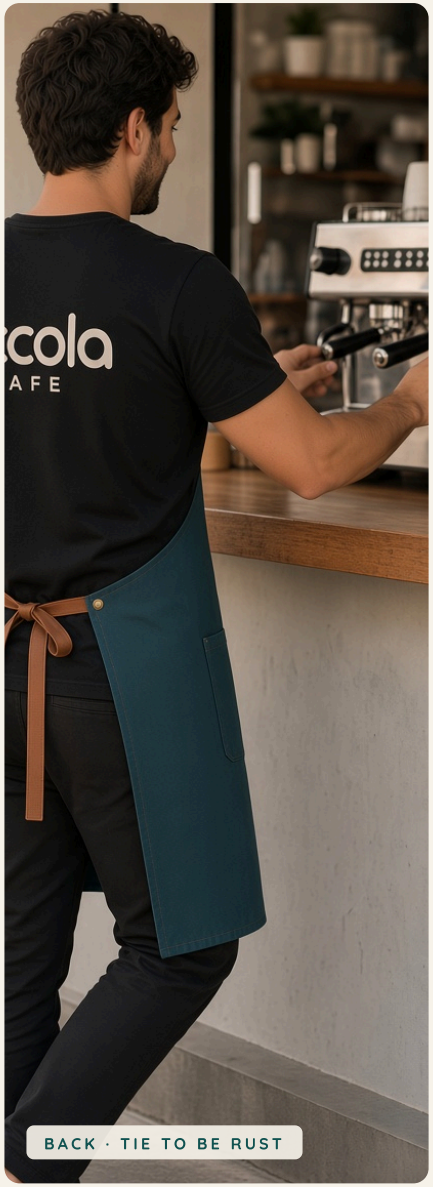
Simple and hard-wearing. A plain black tee with the small **p** on the left chest and the full logo large across the upper back. A deep teal canvas half apron with a rusty orange waist tie and the full logo on the front pocket. Black pants.

> **Note:** the back-view mockup still shows a tan tie. The final tie is **Rusty Orange #C44C21**, as in the front view; that image will be recoloured.

Alternative

A full bib apron in deep teal or cream with the logo across the chest — handy for food prep or cooler months.









07 · GARMENT SPECS & PRINT POSITIONS



Tee · front

"p" icon on the **wearer's left chest**, **45–55 mm wide** (50 mm target). Top ≈ 180–200 mm below the shoulder point; centre ≈ 90–100 mm from centre front. Cream #ECE6D8.



Tee · back

Full logo across the upper back, **250–280 mm wide** (265 mm target). Top ≈ 80–100 mm below the collar seam. Cream with the orange dot.



Half apron

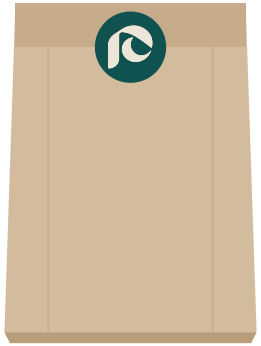
Logo centred on the front pocket, **150–170 mm wide**. Deep Teal canvas, Rusty Orange waist tie.

ITEM	SPEC
T-shirt	Plain black crew neck, 100% cotton, 180–220 gsm. Unisex and fitted cuts.
Tee prints	Front icon: embroidery or screen print, cream. Back logo: screen print or DTF, cream + orange dot.
Pants	Black chino or work pant, plain, no visible branding.
Colour match	Check fabric and thread swatches against the HEX / CMYK values before bulk.

ITEM	SPEC
Half apron	Deep Teal (#105250) cotton canvas, 10–12 oz. Approx. 700 × 450 mm, one wide front pocket.
Waist tie	Rusty Orange (#C44C21) 25 mm cotton webbing, approx. 900 mm each side.
Apron logo	Embroidery (cream thread + orange dot) or screen print, 150–170 mm wide.
Bib apron (alt.)	Teal or cream canvas, adjustable neck strap, logo 180–200 mm wide across the chest.

DIAGRAMS NOT TO SCALE · CONFIRM POSITIONS ON A SAMPLE GARMENT

07 · PACKAGING, SMALL ITEMS & SOCIAL



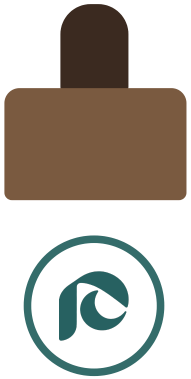
Paper bag

Stock kraft SOS bag, folded and sealed with the 40 mm teal sticker.



Serviettes

Printed 2-ply serviettes: full logo in teal on cream, or cream on teal. Orange dot kept where 2-colour print allows.



Loyalty stamp

Production spec is on the Pass It Forward card page (page 4).



Profile icon

Cream “p” on a teal circle, 1080 × 1080 px. Icon fills about half the circle.



Post template

1080 × 1350 px (4:5). Photo on top, teal band with headline, “p” bottom-right.

Keep it light. Most packaging is stock kraft or white with one teal sticker or stamp — cheap to start, easy to reorder, still unmistakably ours.

Social grid. Alternate photo posts with simple teal or cream type posts. Headlines in Quicksand 700, six words or fewer.

Giving posts. Any post about CURA Vision Foundation stays DRAFT · PENDING APPROVAL until the wording is signed off.



COFFEE & FLOWERS GIFT CARRIER

What's in the carrier

- Kraft two-cup carrier
- A small posy of fresh flowers in one slot
- An iced coffee in the clear can cup with the teal Piccola band

Finishing touches

- 50 mm "p" sticker on the handle
- A note card tucked in, "thank you" or "get well"
- Hot coffee or a tea instead of iced, if they prefer

08 · GIFTING

A little something for the visit.

We're right inside a day hospital, so lots of people walk past on the way to see someone. Make it easy to bring a small, kind gift.

1 **Prepaid gift cards**
Sold at the counter in set amounts, *$[value] · denominations to confirm*. A practical thank-you for staff, patients and carers. Card artwork, amounts and terms: see page 16.

2 **Coffee & flowers carrier**
A coffee and a small posy, ready to carry up to a patient or to take home after a procedure. *Price $[value].*

3 **Pass It Forward donation**
Donate the value of an earned free coffee. See page 5.

To confirm: the florist, carrier prices and gift card amounts, and which areas at Cura allow fresh flowers.

GIFT CARRIER PHOTO SUPPLIED BY TES · CONCEPT IMAGE

08 · PREPAID GIFT CARDS



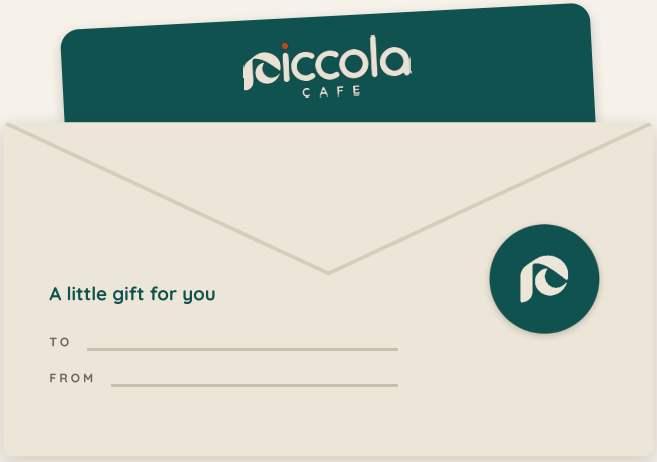
FRONT · TEAL · 85.6 × 54 MM, SHOWN AT 100%



BACK · VALUE, NUMBER & BARCODE



ALTERNATIVE FRONT · KRAFT



SLEEVE · CREAM, SEALED WITH THE 30 MM STICKER

Give a coffee, any time.

Prepaid cards in a few set amounts. Load a card at the counter, add a sleeve, and give it to someone special.

Card checklist

Size	85.6 × 54 mm (bank-card size), rounded corners
Stock	PVC, or recycled PVC or card stock for a lower-plastic option
Values	*$[value]* · denominations to confirm
Number	Unique number + barcode or QR, matched to the POS
Activation	Loaded through the POS system *(system to be confirmed)*
Terms	*Terms to confirm*: lost cards, balance checks, no cash out
Sleeve	Cream or kraft card sleeve, 30 mm sticker seal

> **Expiry rule:** under Australian Consumer Law, gift cards must last at least 3 years from purchase, and the expiry date must be shown on the card.

Giving initiative: see page 5. The gift card stays focused on its value, redemption and terms.

GIFT CARD ARTWORK DRAWN WITH CODE FROM THE REAL LOGO · AMOUNTS AND TERMS TO CONFIRM

Piccola CAFE

Cura, 433 Boundary Rd, Spring Hill, Brisbane

Pouring CURA Coffee, roasted by Bellissimo

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