

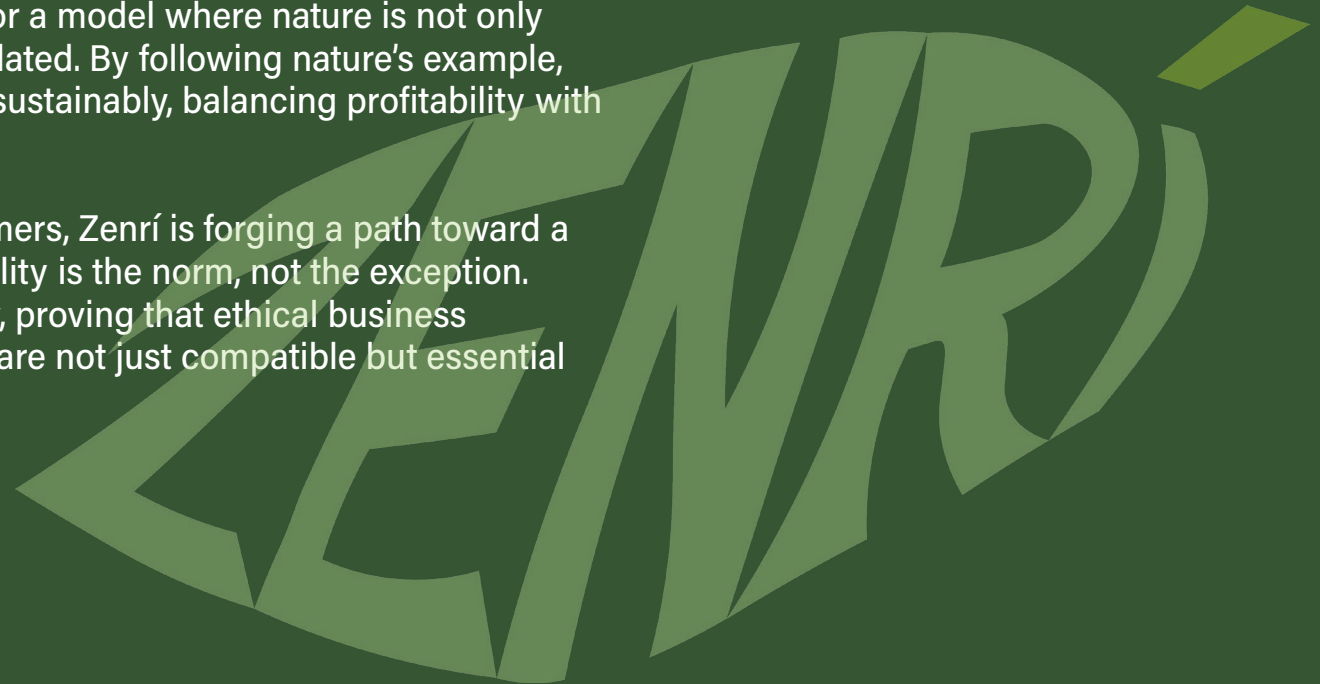
ZENR

Our Mission

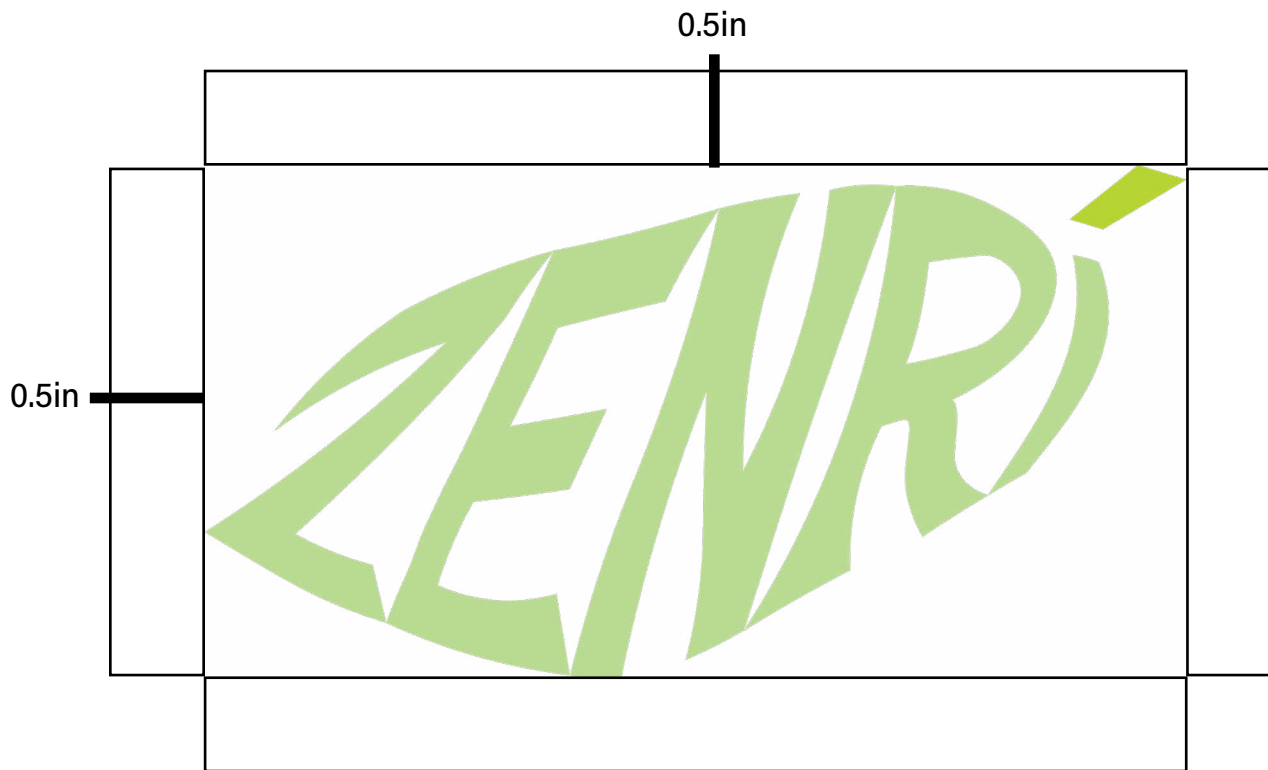
Zenrí, short for Environmentally Responsible Industries, is a forward-thinking cooperative, comprising of organic farmers, food suppliers, and other sustainable businesses committed to environmental stewardship. Before forming this co-op, each of our member companies proudly supplied eco-friendly products to esteemed retailers such as Whole Foods, Trader Joe's, and other niche markets, underlining their commitment to quality and sustainability. Today, Zenrí is expanding its horizons with a bold, new corporate focus: introducing our sustainably sourced products in innovative retail spaces, including Dr. Zippy Auto Spa & Care Center and Fillin' Station Cafe.

Zenrí positions itself as a catalyst for change, fostering awareness and driving action at both individual and collective levels. We are dedicated to nurturing values that support a sustainable economy and culture. Drawing inspiration from nature, we advocate for a model where nature is not only cherished and protected but also emulated. By following nature's example, we believe that businesses can thrive sustainably, balancing profitability with the well-being of our planet.

Together, with our partners and customers, Zenrí is forging a path toward a future where environmental sustainability is the norm, not the exception. We invite you to join us on this journey, proving that ethical business practices and environmental integrity are not just compatible but essential for long-term success.



Logo



No content should be placed within 0.5 inches of the logo on all sides.

Our logo is a geometric representation of a leaf with our company's name. It stands for our commitment to the environment and our modern strategies to maintain our eco-friendly status. Our main shade of green represents the many employees that work hard behind the scenes to maintain our dedication to our cause.

The sharp angles represent the cutting-edge technology we use to stay true to our values. The electric green of the accent mark symbolizes the extra steps we take to go above and beyond as a company.

Logo Variation

The logo used is dependent on the background. Contrast is key. The main logo should be used in most cases. Any content in full color should utilize the main logo version. On light backgrounds, only the black and green can be used. On dark backgrounds, the reversed version is the only acceptable option. Since our main logo has two shades of green, both must be included when the colored version used for content.



Main Version



Black Version



Reversed Version

Typography

For all Zenrí materials, we use Acumin Variable Concept. We use variations of SemiCondensed and Condensed: medium, bold, and regular. We use a sans serif to symbolize the modernity of the company and its values. Using the condensed variants gives us more room to be creative with visuals and writing to give as much detail to our work as possible. Any point size above 10pt is acceptable, as anything below that size is not legible.

Acumin Variable Concept SemiCondensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Acumin Variable Concept Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Colors

These shades of green reflect Zenri's commitment to being a company that puts the environment first in our endeavors. Green is often seen as a symbol of harmony and well-being. In branding, these associations can help create a sense of trust, reliability, and healthfulness. It can stand out on its own or complement a wide range of design elements.

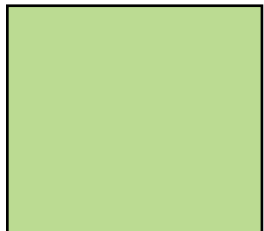


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R=183 G=212 B=51

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PMS 382 C



C=29 M=0 Y=55 K=0

R=187 G=219 B=146

#BADA92

PMS 7486 C



C=78 M=45 Y=89 K=37

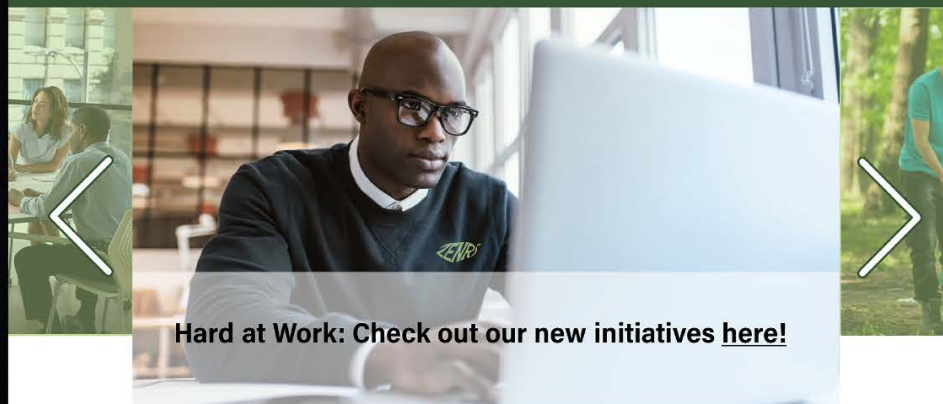
R=53 G=86 B=51

#345532

PMS 350 C



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Hard at Work: Check out our new initiatives [here!](#)







ZENRi





Our Purpose

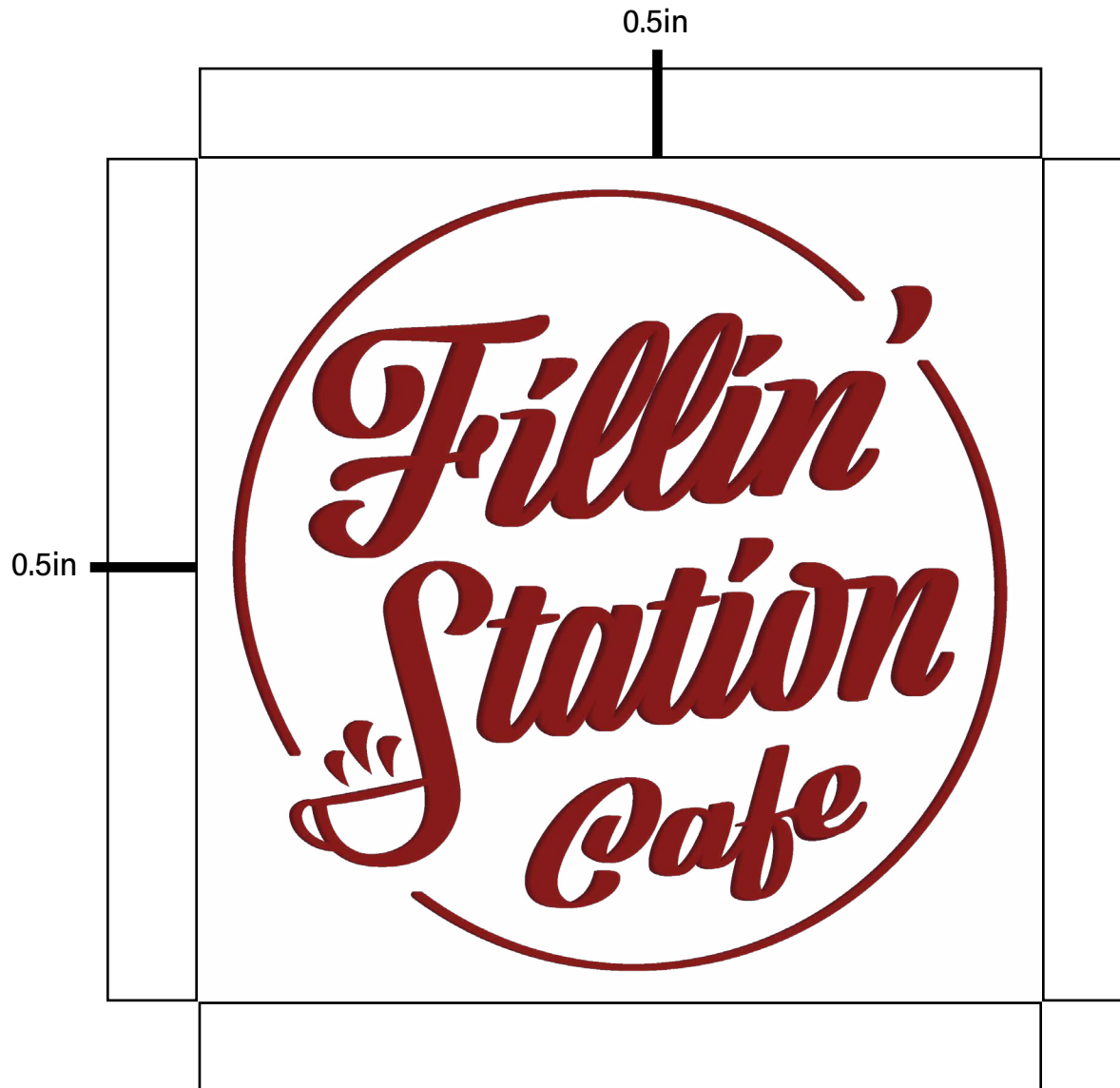
Fillin' Station Café is a farm-to-table coffee shop focused on sustainable, locally-sourced food and beverages. Located next to Dr. Zippy Auto Spa & Care Centers, as well as in stand-alone locations, Fillin' Station provides eco-conscious customers with a space to refuel both body and mind.

We strive to reduce waste by using compostable packaging, minimizing single-use plastics, and implementing recycling programs throughout our cafe. From the beans we brew to the produce we serve, every choice we make is focused on reducing our carbon footprint and supporting sustainable agriculture.

Our goal is to cultivate a welcoming, inclusive environment where customers can enjoy exceptional coffee, wholesome meals, and a connection to the earth. We believe that food and drink should not only nourish the body but also honor the planet. By blending mindful sustainability with thoughtful service, we aim to inspire our community to make eco-conscious choices, one cup at a time.



Logo



No content should be placed within 0.5 inches of the logo on all sides.

Our logo is styled in a retro fashion. It captures the atmosphere of our cafes across the country. With the three-dimensional element, it reflects neon signs that were hugely popular in the 20th century. Since our locations can be found near Dr. Zippy locations, the logo references the design elements from the carhops that were popular decades ago. There is only one version of the logo.

Our shade of burgundy symbolizes the warmth of our cafes and our famous eco-friendly brewed coffee and beverages. The ladle shape on the 'S' plays into our offerings of coffee and meals offered in bowls.

Logo Variations

The logo used is dependent on the background. Contrast is key. The main logo should be used in most cases. Any content in full color should utilize the main logo version. On light backgrounds, only the black and red logos can be used. On dark backgrounds, the reversed version is the only acceptable option.



Main Version



Black Version



Reversed Version

Typography

Like our parent company Zenrí, we use Acumin Variable Concept for our materials. We use ExtraCondensed Bold and Medium. Any point size above 10pt is acceptable, as anything below that size is not legible.

Acumin Variable Concept ExtraCondensed Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Acumin Variable Concept ExtraCondensed Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Colors

Fillin' Station Cafe is a place where people go to unwind, socialize, and enjoy a beverage or meal. Maroon and burgundy are deep, warm colors that naturally evoke feelings of coziness and relaxation. They create a welcoming atmosphere, making customers feel at ease. These colors are closely linked to rich, indulgent products such as coffee, chocolate, and baked goods. These colors mimic the hues of our fresh and sustainable brewed beverages. The splash of green plays into our commitment to being an eco-friendly cafe, as well as give a nod to Zenrí.

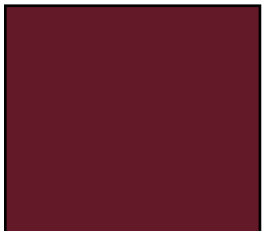


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R=135 G=27 B=26

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PMS 1815 C

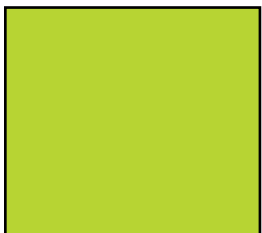


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R=99 G=25 B=39

#631827

PMS 7421 C



C=33 M=0 Y=100 K=0

R=183 G=212 B=51

#B7D432

PMS 382 C

*Fillin'
Station
Cafe*



Breakfast

Farm Fresh Egg Sandwich — \$6
Organic eggs, locally sourced cheese, and greens on homemade whole grain bread.

Avocado Toast Deluxe — \$7
Smashed avocado on organic sourdough, topped with heirloom tomatoes, and microgreens.

Vegan Oatmeal Bowl — \$6.50
Sourdough oats topped with seasonal fruits, nuts, and a drizzle of local honey or maple syrup.

Sunrise Smoothie Bowl — \$6
Acai or green base, topped with granola, chia seeds, and fresh berries.

Sustainable Bagel Bar — \$5
House grown bagels served with organic cream cheese, smoked tofu, or locally sourced smoked salmon.

Snacks and Sides

Locally Grown Fruit Bowl — \$3.50

Assortment of organic, seasonal fruits from local farms.

Sustainable Energy Bars — \$3

House-made protein bars using organic oats, nuts, seeds, and dried fruit.

Hummus & Veggie Plate — \$4.50

Organic hummus served with a variety of locally grown, healthy cut vegetables.

Kale Chips — \$2.50

Crispy, baked kale chips seasoned with nutritional yeast and olive oil.

Sweet Potato Fries — \$3.50

Baked sweet potato fries with a drizzle of garlic sauce.

All menu items reflect Fillin' Station's commitment to sustainability, locally sourced ingredients, and healthy living.

Beverages

Zenri Organic Brew — \$4

Locally roasted, fair-trade coffee with your choice of plant-based milk options.

Sustainable Cold Brew — \$4.50

A slow brewed, refreshing cold coffee made with sustainably sourced beans.

Herbal Energy Tea — \$3.50

A selection of organic teas including green, chamomile, and herbal blends.

Eco-Latte — \$4.50

Plant-based milk latte with natural sweeteners like agave or maple syrup.

Solar Smoothies — \$4

Fresh smoothies using locally grown fruits, such as mango, blueberry, and spinach.

Lunch

Farm-to-Table Salad — \$7

Heirloom greens, roasted vegetables, nuts, and a drizzle of house-made dressing (balsamic, lemon or tahini-based vinaigrette).

Grilled Veggie Sandwich — \$7.50

A sustainable sandwich with grilled seasonal vegetables, avocado, and a house-made hummus spread.

Free-Range Chicken Wrap — \$8

Free-range chicken, fresh vegetables, and an avocado spread wrapped in a whole-wheat tortilla.

Plant Powered Bowl — \$6.50

Quinoa or brown rice bowl, topped with roasted veggies, tofu, and tahini dressing.

Local Harvest Soup — \$7

Seasonal vegetable soup served with homemade sourdough bread.



Desserts

Vegan Chocolate Brownie — \$7.50

Rich fudgy brownie made with organic, fair-trade chocolate.

Chia Pudding Parfait — \$5.50

Layers of chia seed pudding, granola, and seasonal fruit.

Organic Fruit Tart — \$2.50

A house-made tart crust filled with fresh, organic fruit and a light dairy-free cream.

Sustainable Scones — \$4

Handcrafted scones made with locally sourced flour with rotating flavors like blueberry, raspberry, or cardamom.





