



BREW BOX

**BRAND GUIDELINES**



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Designed by Eliza Hsu Chen

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# INTRODUCTION

## About Us

Brew Box is a subscription service that provides high quality coffees and teas to caffeine-hungry customers. By collaborating with coffee and tea producers, we can send the best beans and tea leaves along with brewing accessories that match with our customers' tastes.

## Our Vision

We strive to provide great customer service and satisfy our customers' needs one box at a time.

## Our Mission

Brew Box will focus on collaborating with high quality, free-trade coffee and tea companies to provide the drinks that our customers want.

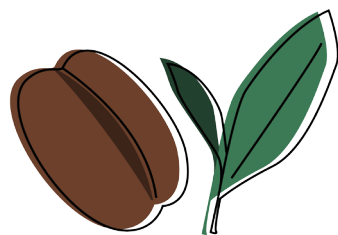
# LOGO

The Brew Box logo includes an illustration of a coffee bean and two tea leaves. The typeface Ostrich Sans Medium is used exclusively for the Brew Box logo. The full logo should be used whenever possible, although variations are available.

## Logo Variations



Full Logo



Icon

BREW BOX

Wordmark



Greyscale Full

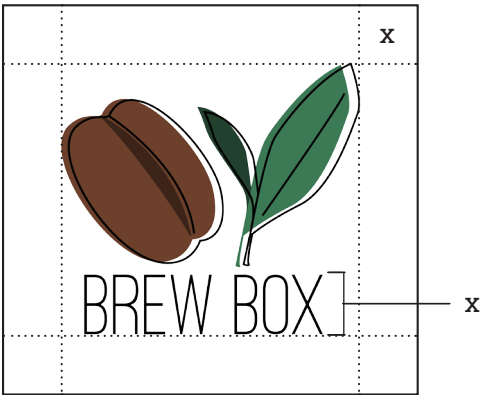


Greyscale Horizontal



Color Horizontal

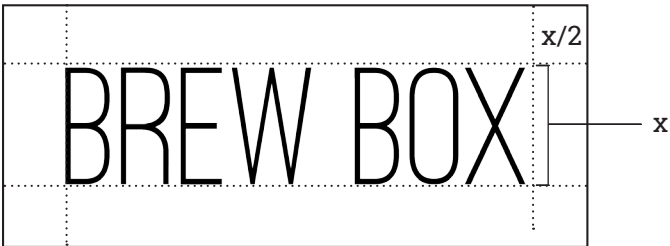
Logo Clear Space



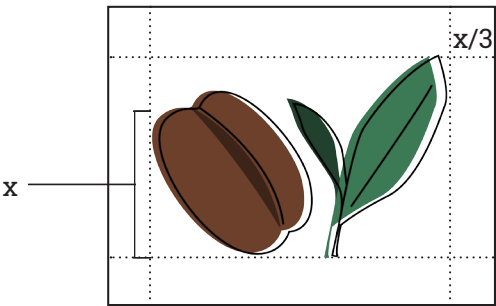
Full Logo  
Clear Space x-height



Horizontal Logo  
Clear Space 1/2 of x-height



Wordmark  
Clear Space 1/2 of x-height



Icon  
Clear Space 1/3 of x-height



Minimum size 1"

## Logo Treatment: **DO NOTs**



Add special effects



Disproportionately resize



Display as outlines



Change the colors



Change orientation



Use on top busy photography

# TYPOGRAPHY

## OSTRICH SANS BLACK (MAIN HEADLINES)

A B C D E F G H I J K L M  
N O P Q R S T V W X Y Z  
1 2 3 4 5 6 7 8 9 0

**Foundry** Tyler Finck  
**Found in** [fontsquirrel.com](https://www.fontsquirrel.com)  
**Font Size** 35 pt  
**Tracking** 10 in 1/1000 of an em

## Roboto Slab Bold (Headlines)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

**Foundry** Google  
**Found in** Adobe Typekit  
**Font Size** 15 pt  
**Leading** 18 pt

## Roboto Slab Regular (Body Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

**Foundry** Google  
**Found in** Adobe Typekit  
**Font Size** 12 pt  
**Leading** 16 pt



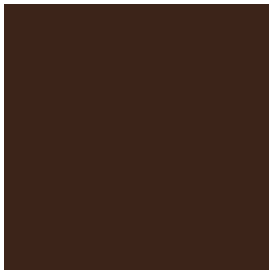
# COLORS

## Main Logo Colors



**Light Brown**

**CMYK** 39 70 81 42  
**RGB** 108 64, 43  
**PANTONE** 7603 C



**Dark Brown**

**CMYK** 52 71 76 69  
**RGB** 60 36 25  
**PANTONE** 4975 C



**Light Green**

**CMYK** 78 31 76 16  
**RGB** 59 122 87  
**PANTONE** 555 C



**Dark Green**

**CMYK** 80 49 78 54  
**RGB** 34 64 46  
**PANTONE** 560 C

## Additional Colors



**Light Grey**

**CMYK** 78 31 76 16  
**RGB** 59 122 87  
**PANTONE** 424 C



**Dark Grey**

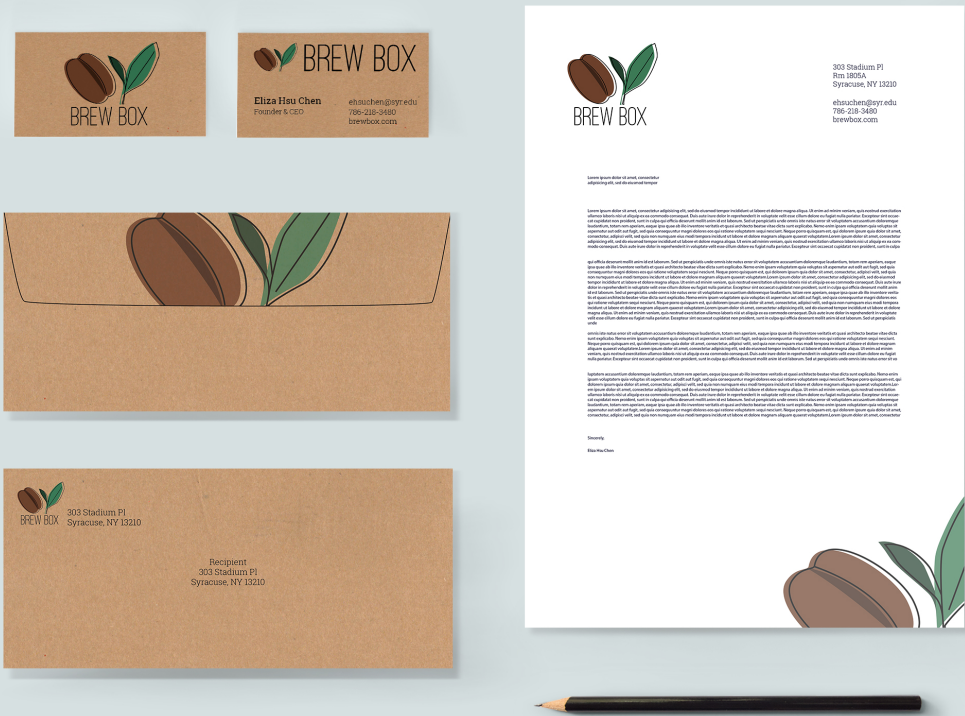
**CMYK** 78 31 76 16  
**RGB** 59 122 87  
**PANTONE** 446 C



**Light Blue**

**CMYK** 76 42 18 1  
**RGB** 68 129 170  
**PANTONE** 7697 C

STATIONERY SYSTEM



Business Card



Front

Size 3.5x2"  
Margins 1p0

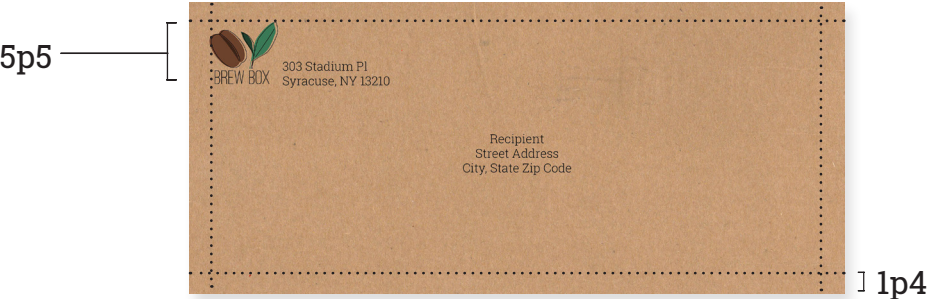
Front Logo 3p0  
Back Logo 8p6

Name Regular 12 pt  
Title Light 9 pt  
Info Light 10 pt



Back

Envelope



Front

Size 9x4"  
Margins 1p4

Front Logo 5p5  
Back Logo 11p4

Address Light 12 pt



Back

\*Exclusive to the envelope




Stationery

8.5"

11"

14p7

3p0



BREW BOX

303 Stadium Pl  
Syracuse, NY 13210

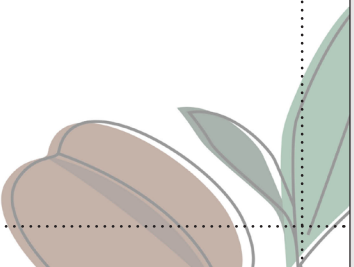
Email  
Phone Number  
brewbox.com

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Size 8.5x11"

Margins 3p0

Top Logo 14p7

Bottom Logo 22p10

Info Light 12 pt

Copy Regular 12 pt

22p10

15° rotation\*

40% opacity\*

\*Exclusive to the stationery

# PACKAGING



Box Design



Coffee Bean Bag



Box Flap Design

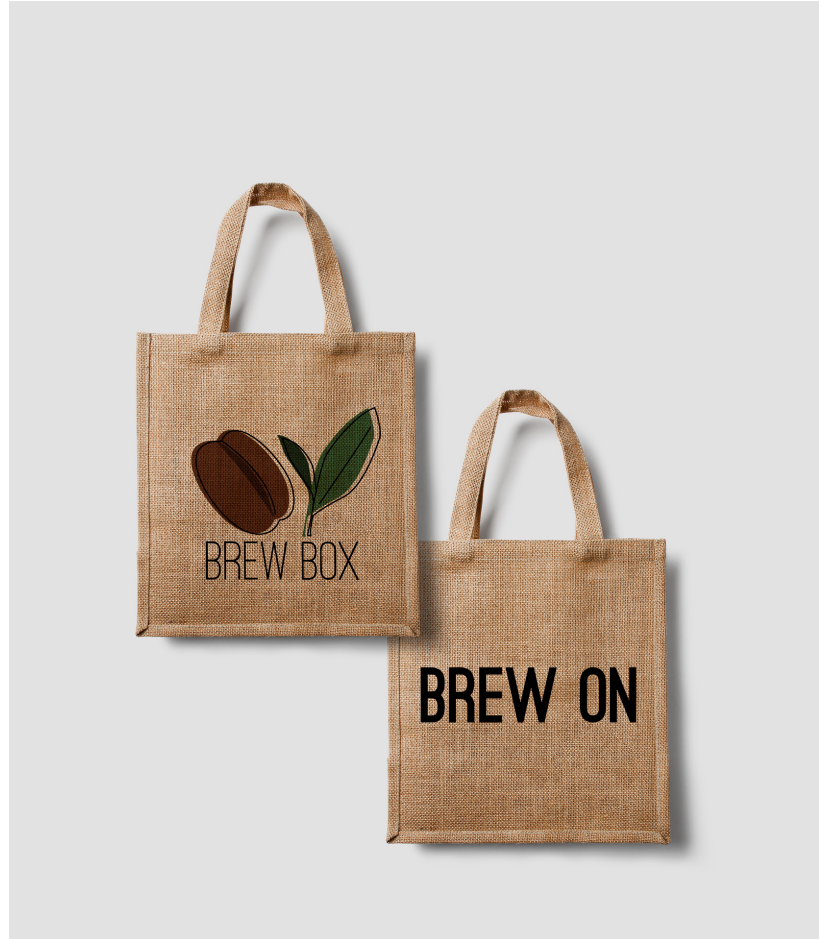


Tea Canister

# CORPORATE PRODUCTS



Canvas Tote Bag



Burlap Tote Bag



T-Shirts





Travel Mug & Ceramic Cup



Enamel Mug



