BREW BOX

BRAND GUIDELINES

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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

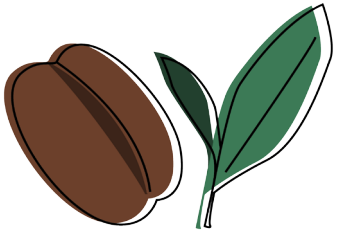
Brew Box will focus on collaborating with high quality, free-trade coffee and tea companies to provide the drinks that our customers want.

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

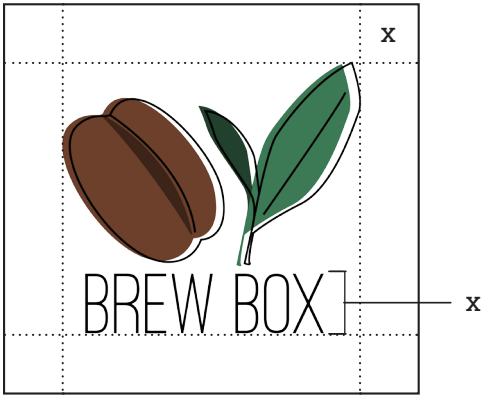
Wordmark

Greyscale Full

Greyscale Horizontal

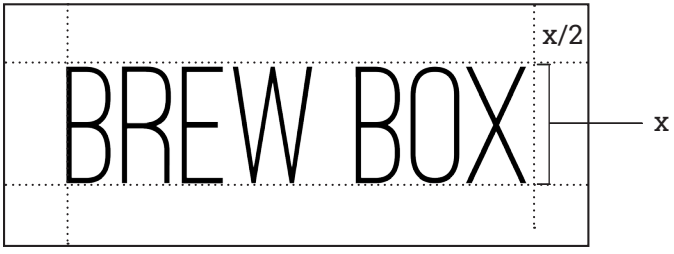
Color Horizontal

Logo Clear Space

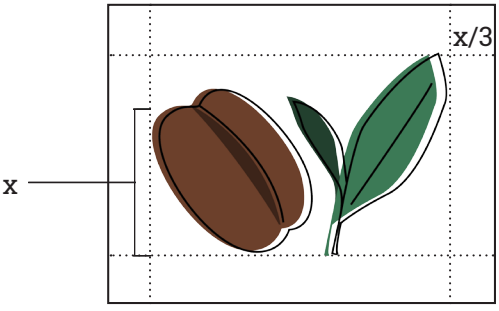


Full Logo
Clear Space x-height

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
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

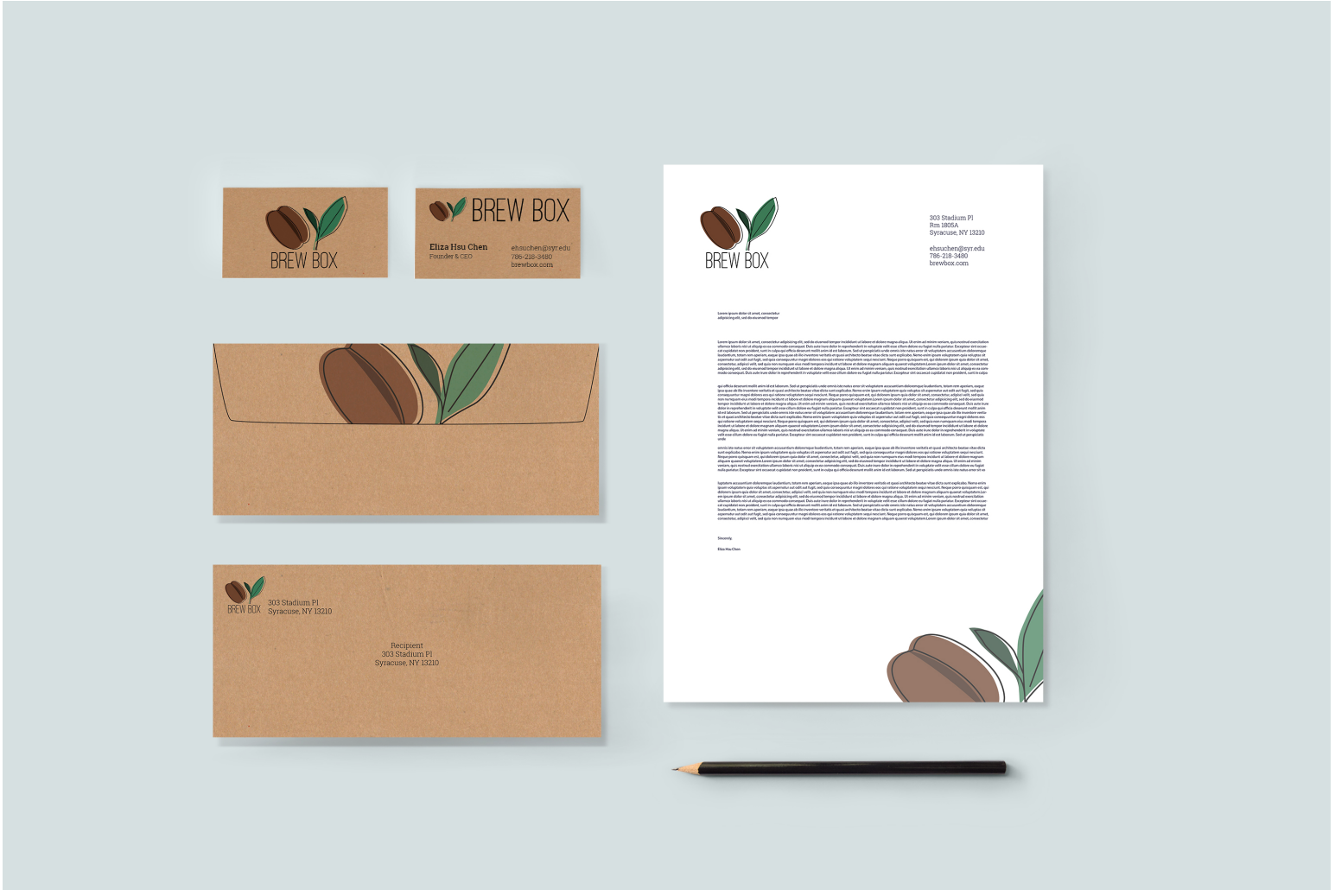
Dark Grey

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

Light Blue

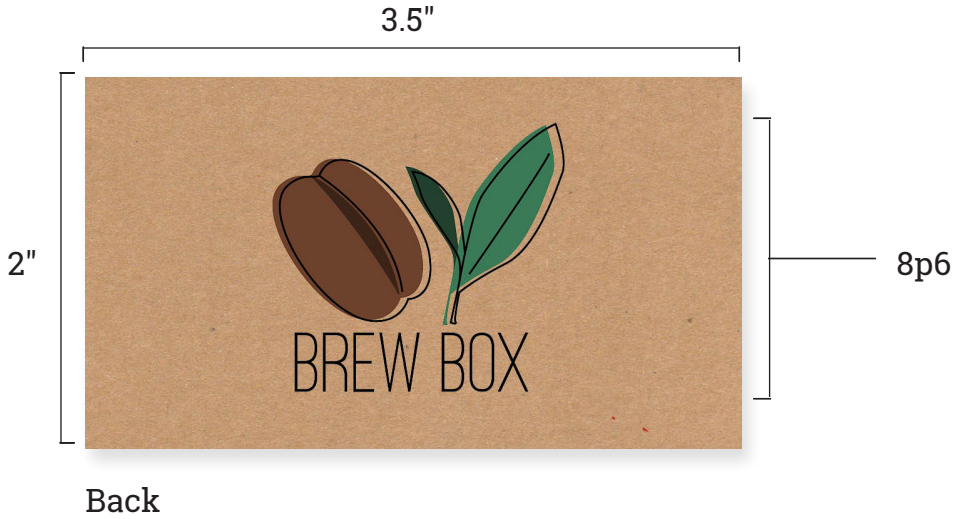
CMYK 76 42 18 1
RGB 68 129 170
PANTONE 7697 C

STATIONERY SYSTEM



Business Card

Front



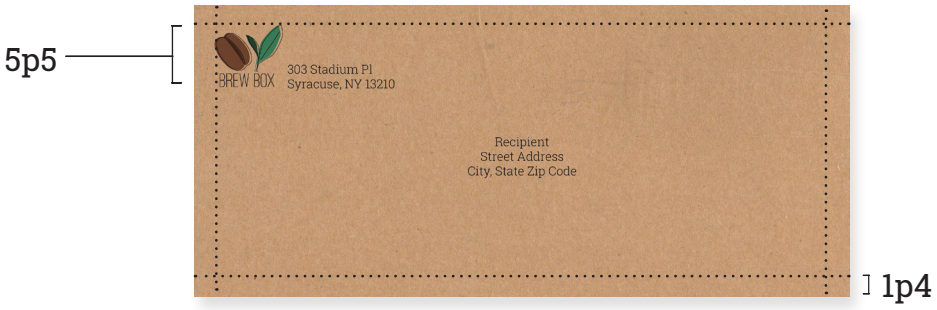
Back

Size 3.5x2"
Margins 1p0

Front Logo 3p0
Back Logo 8p6

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

Envelope



Front

Size 9x4"
Margins 1p4

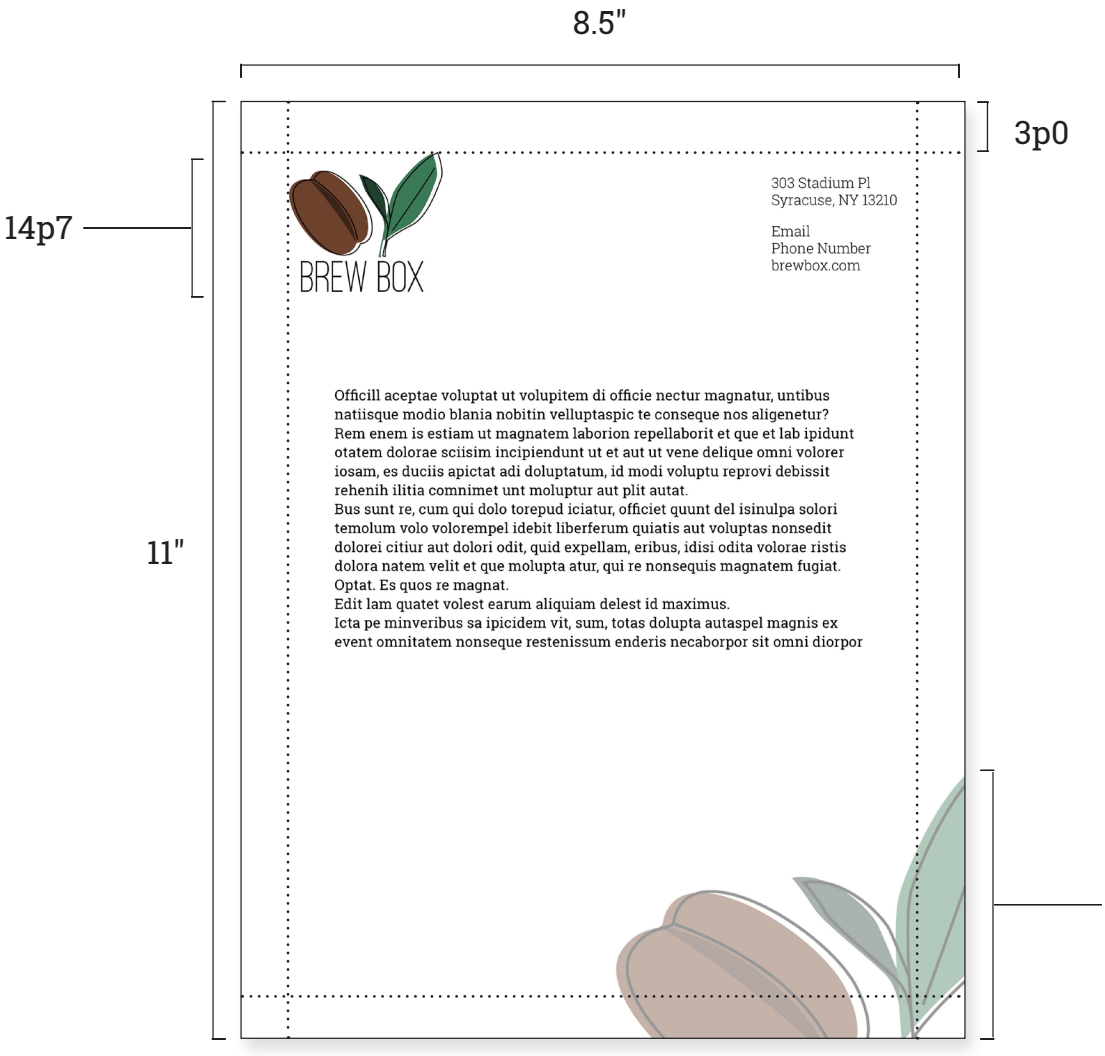
Front Logo 5p5
Back Logo 11p4

Address Light 12 pt

Back

*Exclusive to the envelope

Stationery



Size 8.5x11"
Margins 3p0

Top Logo 14p7
Bottom Logo 22p10

Info Light 12 pt
Copy Regular 12 pt

*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

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