# Best Bean

STACKED WORDMARK

Best
Bean

BADGES







Best Bean

HORIZONTAL WORDMARK

LOGOS

## Correct

using
brand-approved
colors for
the logo



rotating the logo



cropping portions of
the BB Badge



overlapping brand
elements without
losing integrity of
the logo



## Incorrect

rotating any logo
more than 90°



overlapping Best
Blue on Best Red or
vice versa



stretching or
modifying individial
elements of the logo



presenting the logo
in a way that makes
it hard to distinguish



LOGO VIOLATIONS

DECAF ORANGE
CMYK 0 69 85 0
RGB 215 113 64
#D77140
PMS 1575 C

BEST BROWN
CMYK 49 74 77 70
RGB 61 32 22
#3D2016
PMS 483 C

BEST RED
CMYK 5 91 100 0
RGB 226 63 38
#E23F26
PMS 179 C

BEST CREAM
CMYK 0 5 20 0
RGB 255 240 208
#FFF0D0
PMS 7499 C

BEST BLUE
CMYK 50 0 0 0
RGB 110 206 245
#6ECEF5
PMS 0821 C

BEST NAVY
CMYK 92 77 49 52
RGB 23 42 63
#172A3F
PMS 540 C

# COLORS

## EGYPTIENNE LT STD

Egyptienne is a slab-serif typeface developed by Adrian Frutiger. Chunky, bold, and timeless, Egyptienne represents the attitude and heritage of coffee.

ABCDEFHIJKLMNOPQRST
abcdefghijklmnopqrst
1234567890_*&?!$:

## UNIVERS LT STD

Univers is a san-serif typeface developed by Adrian Frutiger. With its profound versitility, Univers is easy to incorperate anywhere while also being the perfect compliment to Egyptienne.

ABCDEFHIJKLMNOPQRST
abcdefghijklmnopqrst
1234567890_*&?!$:

## COALHANDLUKE

Coalhandluke is an expressive script typeface made from a piece of charcoal. This typeface encapsulates adventure and the handmade quality of Best Bean coffee.

ABCDEFHIJKLMNOP
abcdefghijklmnopqrstu

# Egyptienne LT Std Black

HEADER

# Egyptienne LT Std Bold

HEADER

Coalhandluke

HEADER

UNIVERS LT STD BOLD CONDENSED

## Univers Lt Std Bold

UNIVERS BOLD EXTENDED

Use the Univers typeface for most captions or text lockups. These are the typefaces we used and reccommend; however, this isn't limited to just these three fonts.

**BODY COPY**

Univers Lt Std Roman Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. In fermentum posuere urna nec tincidunt praesent semper feugiat nibh. Nec ultrices dui sapien eget mi proin sed. Enim eu turpis egestas pretium aenean pharetra magna ac placerat. Sollicitudin nibh sit amet commodo. Semper viverra nam libero justo laoreet. Est ultricies integer quis auctor elit sed vulputate mi sit. Tellus in hac habitasse platea. Blandit

**BODY COPY**

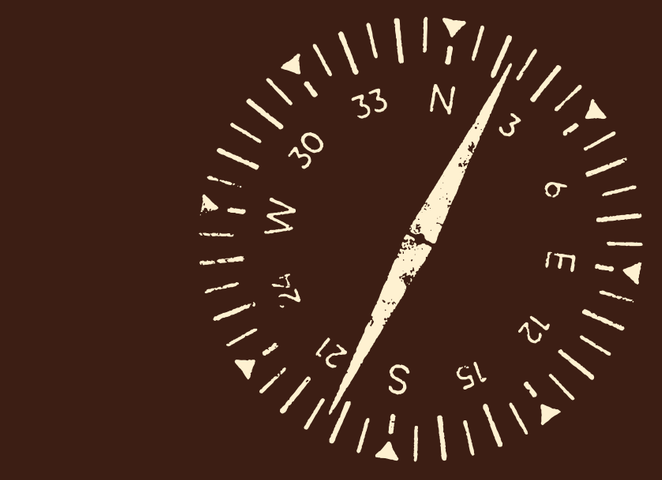
Egyptienne LT Std Roman Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. In fermentum posuere urna nec tincidunt praesent semper feugiat nibh. Nec ultrices dui sapien eget mi proin sed. Enim eu turpis egestas pretium aenean pharetra magna ac placerat. Sollicitudin nibh sit amet commodo. Semper viverra nam libero justo laoreet. Est ultricies integer quis auctor elit sed

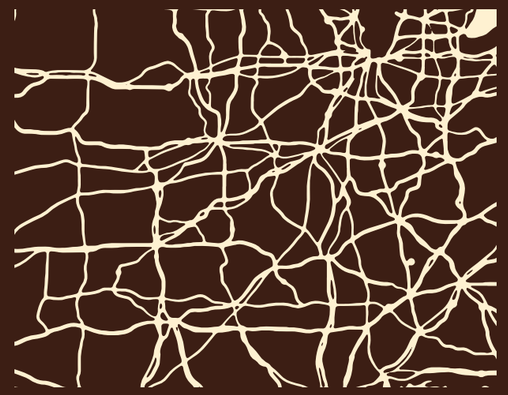
BEST BEAN COFFEE CO.

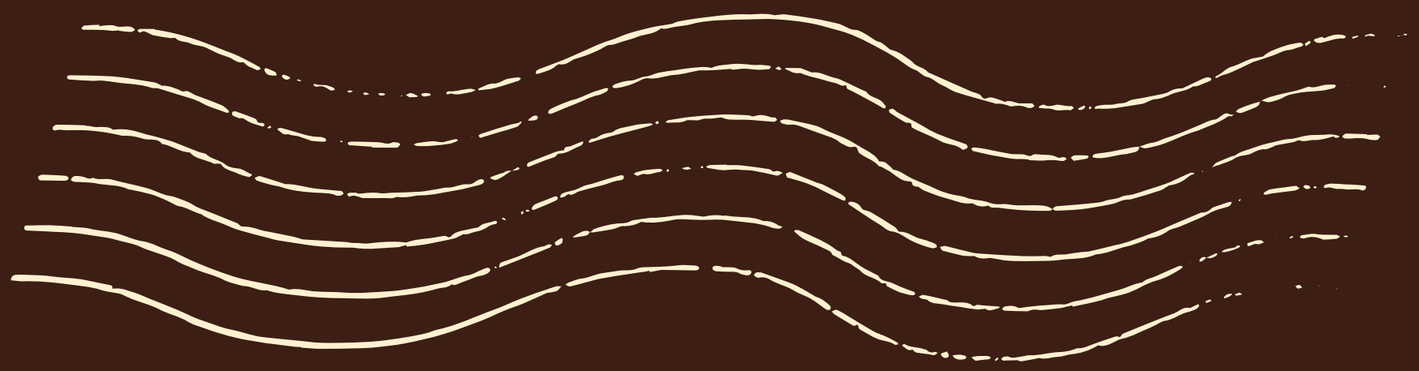
WORLD CLASS COFFEE

EST. 2013

BEST BEAN COFFEE CO.





ELEMENTS & EXAMPLES

Best Bean

# Simply the best

ELEMENTS & EXAMPLES


Best
Bean
Best
Bean
Best
Bean



# Best Bean travel mugs



ELEMENTS & EXAMPLES


Best Bean
WORLD CLASS BEANS
THIS COFFEE WAS LAST BREWED AT:
MEDIUM ROAST
Best Bean BOLD
Hand-picked at the peak of ripeness, this 100% Colombian coffee is dark roasted to yield a full-bodied cup of coffee with a rich, sweet aroma and smooth finish.
Best Bean
MEDIUM ROAST
Signature Blend
High-grown coffees from the Altura regions of Central and South America are blended to produce a light to medium roast, medium-bodied coffee with a sweet, rich flavor and satisfying finish.
Best Bean
LIGHT ROAST
Breakfast Blend
This distinctive blend of premium Arabica beans from Central and South America is lightly roasted to create a full-bodied, mild cup of coffee with a rich aroma and a smooth, pleasant taste.
Bean BOLD
Best Bean
ture Blend
Best Bean
kfast Blend
Best Bean

Best
Crea

BEI

BEI

Happy Ho

ANY SIZE COFFEE

3PM - 6PM

everyday

80

BEI

Best B
travel

$5.99

el
iato
mo

BEI

BEI

Best
Creamer

HALF & HALF