

CAPITOL REEF
COFFEE CO.
BRAND GUIDELINES



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INTRODUCTION

We are so pleased that you have decided to look into the Capitol Reef Coffee Company. To make our branding more understandable, we decided to create a full Marketing Toolkit available as a downloadable PDF and .indd file if you'd like to take our template and make it your own. We hope you love the branding style as much as we do!

Please take your time in reading through our Brand's personality, as it will help you navigate some of the key features of Capitol Reef National Park.

Enjoy!

\\ The Capitol Reef Coffee Co. Family

BRAND PERSONALITY & VOICE

- ambitious \\ bold \\ collaborative \\ confident \\ contemporary \\ innovative

LOGO CHARACTERISTICS

- this logo not only encompasses the natural look & feel of the landscape surrounding capitol reef coffee co, but it also adds a hip and modern element to mimic the adventure-seekers that are coming to visit this beautiful national park.
- the logo contains simple and sleek lines, with neutral colors in a way that is appropriate for the current state of the business, but tells of its up and coming success
- the simplicity of the mountain in the logo not only nods to the national park itself, but also demonstrates reaching the “peak” of a successful business, which capitol reef coffee co can confidently reach using the brand style guide provided

LOGO PRESENTATION



LOGO OVERVIEW

- circular logo
- simple lines and shapes
- neutral colors
- preserves feel of national park while incorporating modern elements
- simple & thin typography
- movement within the pattern



WORDMARK OVERVIEW

The wordmark should be capitalized in the Poirer One Regular font with two Coquette (light) back slashes placed to the left

- backslash should have a baseline shift of +2
- kerning should never be tracked negatively



LOGO & WORDMARK GENERAL USAGE

- logo should not ever be smaller than 1x1 inch (96 px)
- only use a white background behind the logo
- in certain settings, the black & white “raw” version may be used, however approval is required by manager for use
- “raw” version is used to encourage and promote the sustainability of both the national park and capitol reef coffee co.



black & white “raw” logo

- wordmark should be used only second to logo (in other words, if the wordmark is more optimally used in the space provided, the user is free to do so)
- wordmark can only be used in white lettering on a navy background, white lettering on a tan background or navy lettering on a white background (see options right)
- most common usage of the wordmark would be on a website setting



LOGO & WORDMARK SPECIFIC USAGE

LOGO DO'S:

- place full color logo on a white background
- place black & white "raw" logo on a tan or white background
- when possible, use three standard logo sizes (listed on page 4 of brand style guide)

LOGO DONT'S:

- logo should not be stretched, only equally scaled
- do not place full color logo on a navy, tan or sandstone background



WORDMARK DO'S:

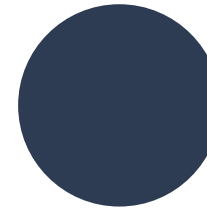
- use word mark horizontally with the provided colored backgrounds listed on page 5 of the brand style guide

WORDMARK DONT'S:

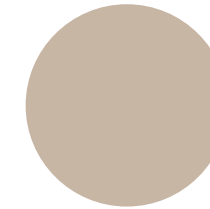
- do not tilt wordmark diagonally or vertically
- do not use the wordmark in conjunction with logo; use one or the other



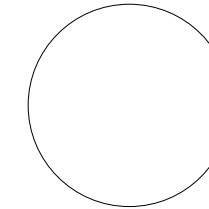
CAPITOL REEF COFFEE CO. COLOR PALETTE



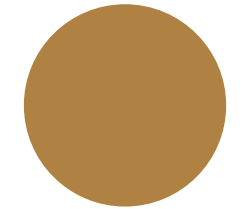
hex: #303d52
color: navy
c: 84%
m: 71%
y: 45%
k: 37%



hex: #c7b5a5
color: tan
c: 22%
m: 26%
y: 33%
k: 0%



hex: #ffffff
color: white
c: 0%
m: 0%
y: 0%
k: 0%



hex: #ae8244
color: sandstone
c: 29%
m: 47%
y: 84%
k: 8%

TYPOGRAPHY OVERVIEW

Primary Font \\ Poiret One - Regular

- primary font used by Capitol Reef Coffee Co
- font should be used in capitol letters for logo and wordmark typography
- minimum font size: 7 pt

secondary font \\ coquette light

- this font should be used primarily with menu item descriptions and other branding details
- minimum font size: 7 pt
- font should use lowercase letters

POIRET ONE, REGULAR

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

coquette light

a b c d e f g h i j k l m n o p q r s t u v
w x y z \\ 1 2 3 4 5 6 7 8 9

BRAND APPLICATION EXAMPLES \\ SIGNAGE



branded coffee cups



window sign



house-roasted beans



light wood signage to match brand personality

BRAND APPLICATION EXAMPLES \ CLOTHING

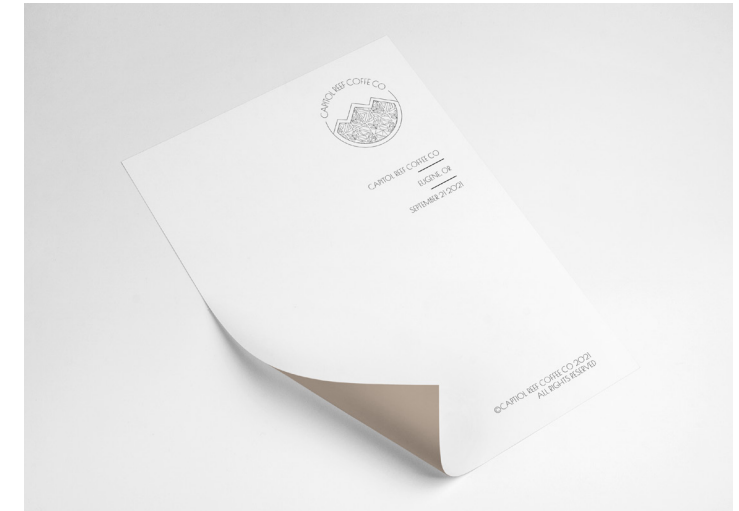


sandstone staff uniform example



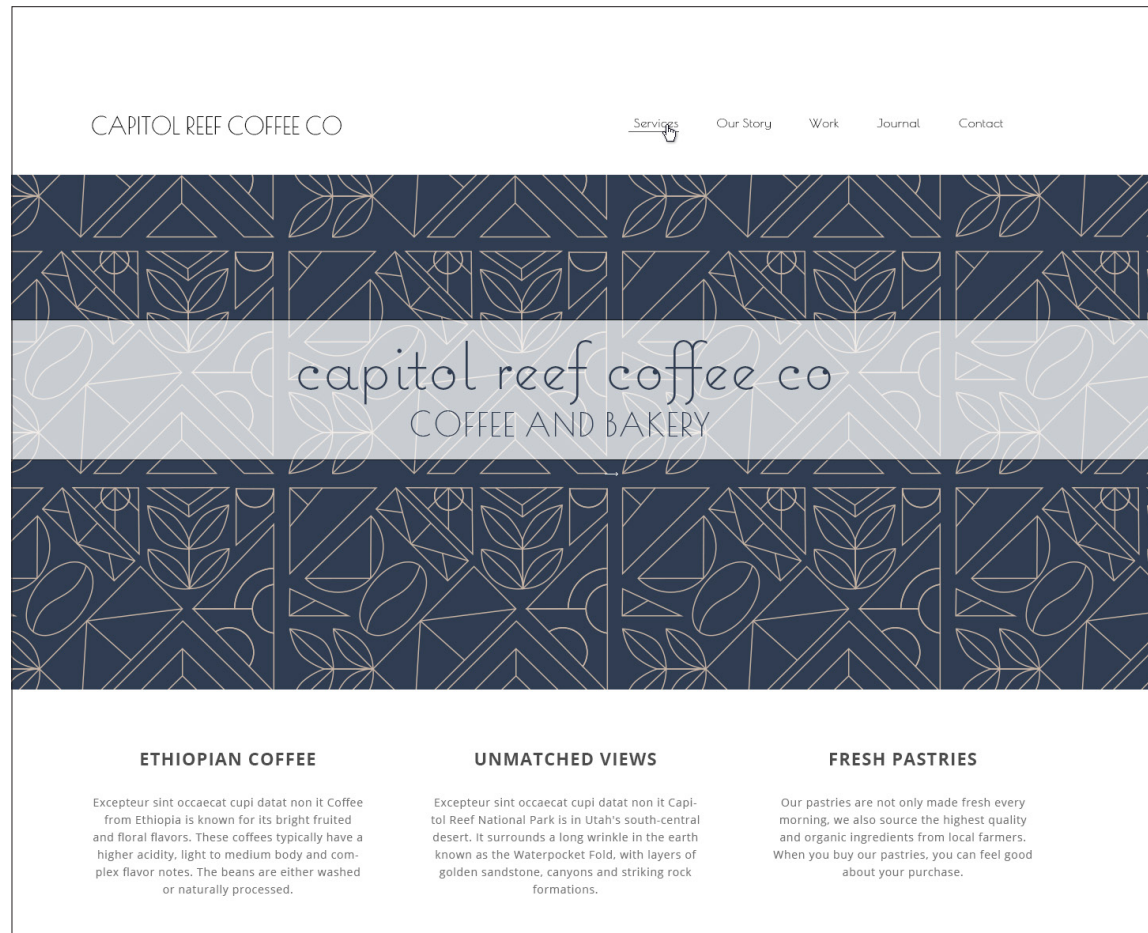
white staff uniform example

BRAND APPLICATION EXAMPLES \ PRINT MATERIALS



black & white “raw” logo used on most printed products if applicable for sustainability purposes

BRAND APPLICATION EXAMPLES \ \ WEBSITE



LARGE SCALE PRINT MATERIALS

When printing on a large surface, use a larger & wider brand pattern like the one shown here.



LOGO SAFE AREA

- there should be a minimum of 2 branded 'os' on either each side of the logo (see example on right)
- a branded 'o' will be included within the downloadable files
- note: space will naturally be larger at the top of the logo due to the height of the letters when compared to the rest of the circular shape
- the space inside of the red circle is considered the 'safe area'... all text must live outside of this box



LOGO SAFE AREA

- there should be a minimum of 2 branded 'os' on either each side of the wordmark (see example on right)
- the space inside of the red box to the right is considered the 'safe area'... all text must live outside of this box

