



**ΚΟΥΡΦΕΕ**



BRAND GUIDELINES

00

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01

# OUR BRAND

## NICE TO EAT YOU!

You go out.  
You meet friends.  
You talk.  
You laugh.  
You share.  
You gossip.  
You get a coffee.  
You sip your coffee.  
You bite your cup.  
WAIT? WHAT?

Yes, you bite your cup!  
Your delicious and completely  
biodegradable Cupffee made of vegan  
cookie dough.  
Your delicious and pioneering addition  
after coffee or dessert, which will make  
you repeat the story.

So, you do.  
You go out again.  
You meet friends again.  
You get coffee again.  
You receive your Cupffee.  
What do you think?  
Mmm, nice to eat You!

**1** TAKE  
ME



**2** DRINK  
ME



**3** EAT  
ME



02

# LOGO

The Cupffee logo is simple and minimalistic, drawing inspiration from the product itself. The letter U takes the form of a bitten cookie cup with steam coming from the coffee inside it.

The black version of the logo must be used in cases when the background is lighter.

When on a darker background, you must opt in for the white logo.

Changing the colors, forms or elements of the logo is strictly forbidden.

MAIN LOGO



OTHER BACKGROUNDS



PROHIBITED USE



03

# COLORS

The Cupffee color gamut includes four main colors that draw inspiration from all around us.

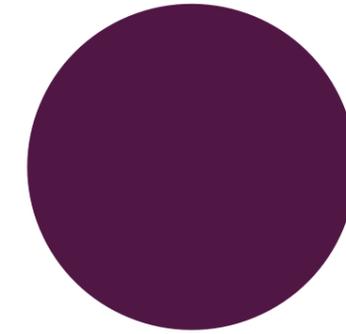
Purple is a contemporary tone inspired by the colorful desserts you can serve in Cupffee. It also reflects the trend-setting nature of our customers and adds a catchy and dynamic twist to our visual language.

Dark orange is for all the lively conversations that happen over a cup of coffee. Additionally, this is the exact color unripe coffee has!

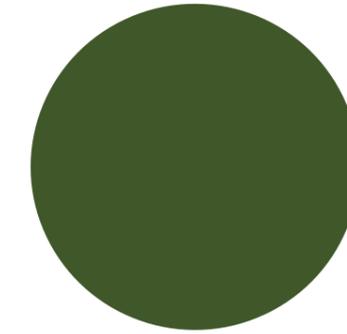
Green reflects our eco-friendly and sustainable nature, but also the fact that all Cupffee's ingredients are 100% organic.

Beige is based on our cookie cup's color. It soothes our palette and hints at the moments when you sit down at home and enjoy those quiet mornings with an invigorating cup of coffee.

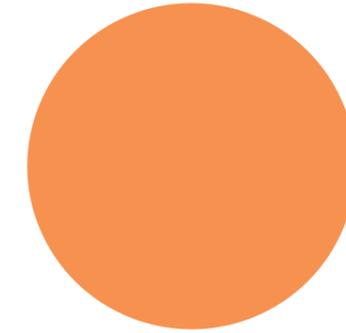
MAIN  
COLORS



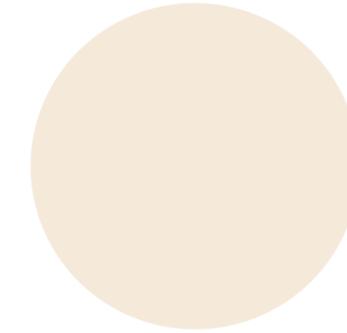
HEX: #4f1544  
CMYK: 64.98.41.42  
RGB: 79.21.68



HEX: #3f572a  
CMYK: 71.43.96.39  
RGB: 63.87.42



HEX: #f7924f  
CMYK: 00.52.76.0  
RGB: 247.146.79



HEX: #f3e8da  
CMYK: 4.7.13.0  
RGB: 243.232.218

ADDITIONAL  
COLORS



HEX: #ffd597  
CMYK: 0.17.45.0  
RGB: 255.213.151



HEX: #231f20  
CMYK: 0.0.0.100  
RGB: 35.31.32



HEX: #ffffff  
CMYK: 0.0.0.0  
RGB: 255.255.255

04

# TYPOGRAPHY

We use the Raleway font family as its clean lines, geometric forms and minimalistic vibe just perfectly match our product as well as the contemporary feel of the Cupffee brand.

## RALEWAY

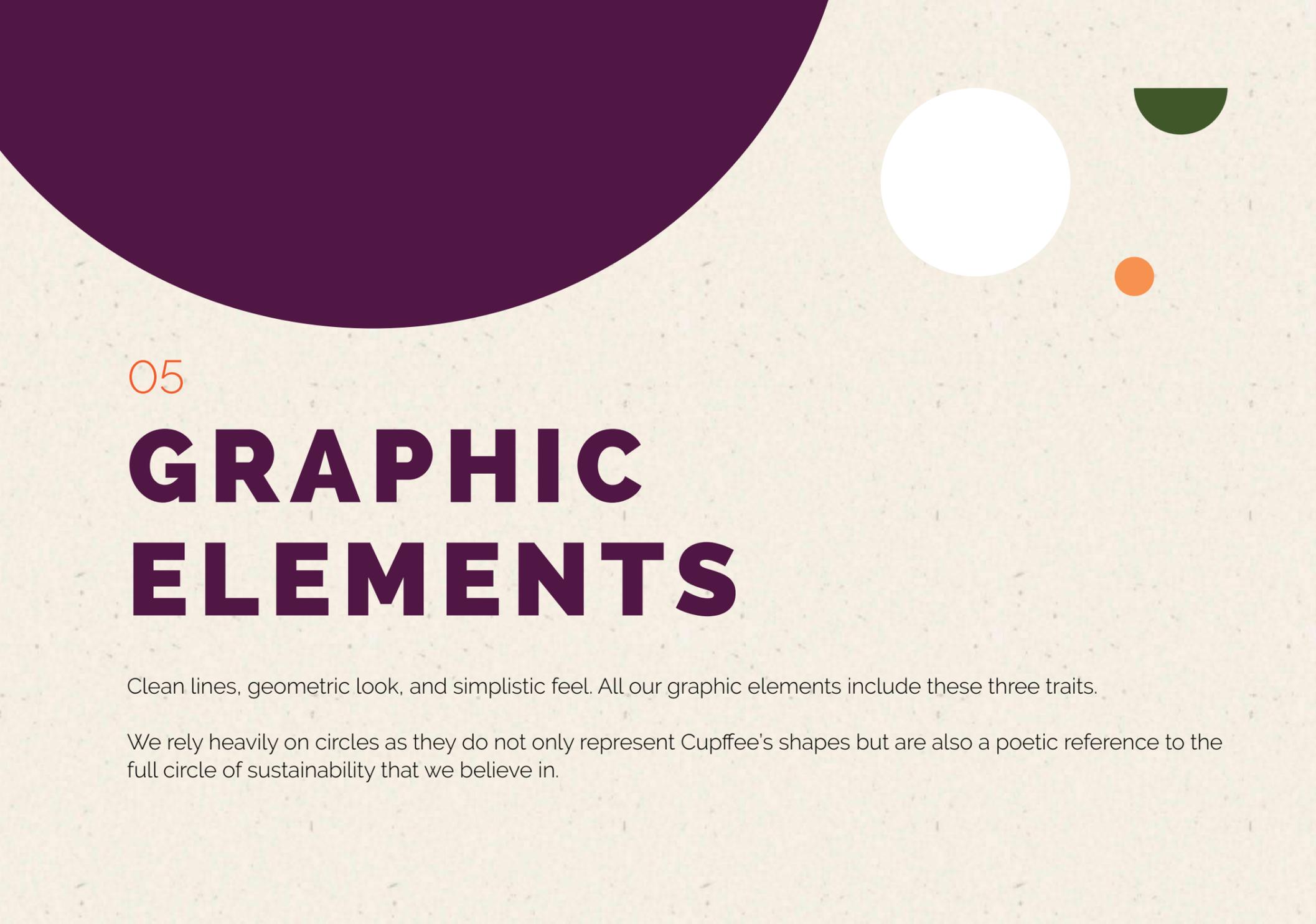
LIGHT | REGULAR | SEMI-BOLD | BOLD | EXTRA-BOLD

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$<>?



05

# GRAPHIC ELEMENTS

Clean lines, geometric look, and simplistic feel. All our graphic elements include these three traits.

We rely heavily on circles as they do not only represent Cupffee's shapes but are also a poetic reference to the full circle of sustainability that we believe in.



06

# ICONS

The Cupffee brand uses flat, linear icons only.

In print materials, they usually pair with a small circle underneath that adds more dynamic and makes the easier to notice.

When used to highlight one or more of Cupffee's unique features, the icons could be placed on a big circular foundation that uses our strongest color tones. Such scenarios are more typical for web use and certain print materials such as posters, brochures, etc.

ICONS FOR PACKAGING



HEALTHY

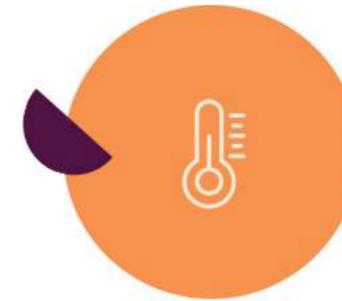


VEGAN



SUSTAINABLE

ICONS FOR WEBSITE



07

# PHOTOGRAPHY

Cupffee uses clean, bright, and lively photos that reflect our nature. We encourage you to use the product images you'll find in the link below.

If you shoot images yourself, you must always capture the Cupffee cup with its paper holder where the logo is fully visible.

**Taking and promoting images of the Cupffee products without the paper holder is strictly forbidden.**

Additionally, editing the existing set of images by masking, blurring or substituting the Cupffee logo and/or the Cupffee paper holder is considered a violation of our intellectual property and is strictly forbidden.



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# APPLICATION EXAMPLES

## Letterhead

Our letterhead uses a distinct design with fixed elements both in its header and footer. It is created to work equally well both online and in print. We recommend using paper with a soft, natural and premium feel.





## Business card

Designed to fit any Cupffee employee or partner, the business card is streamlined and suited for any business occasions.

We recommend using paper with a soft, natural and premium feel.

## Stickers

The Cupffee stickers could be perfect conversation starters with their funny quotes and catchy design!





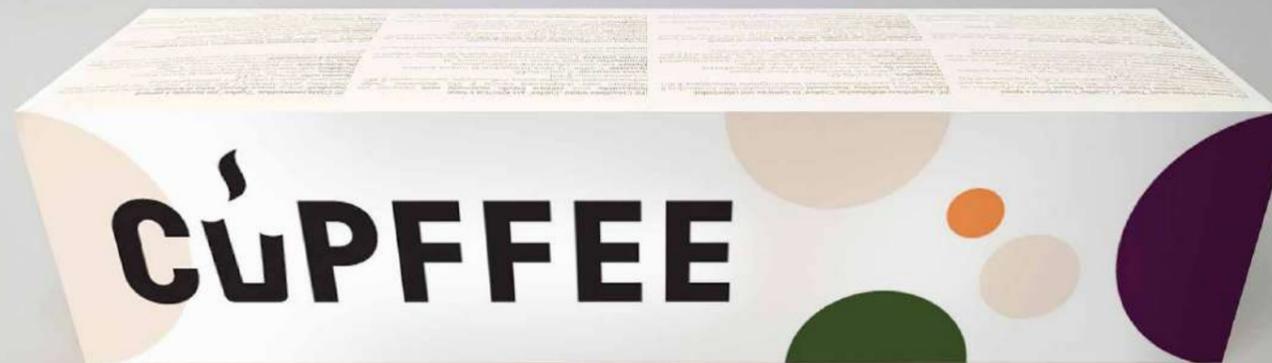
## Cup holder

Our cup holder puts the Cupffee logo front and center, while remaining functional and informative.



## Product box

We created a more conventional, again simplistic, design that simply uses our geometric brand shapes.

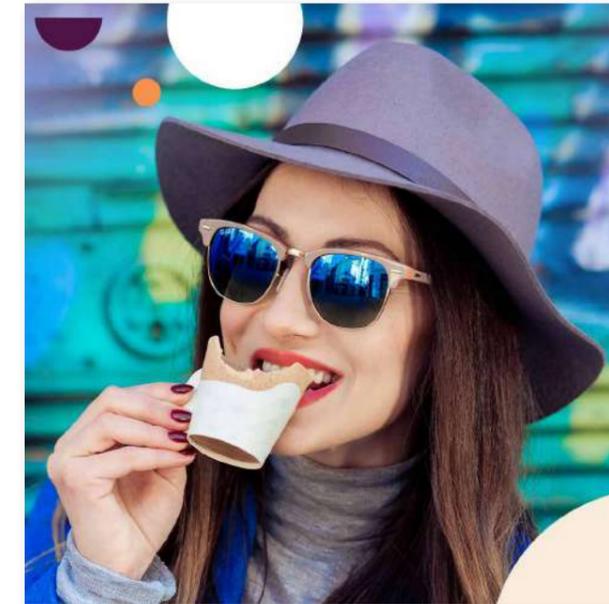




## Social Media

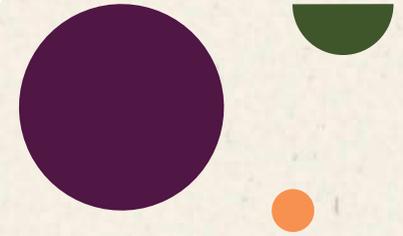
Thanks to its simplicity, our design language easily transfers to web and social media.

When capturing images of the Cupffee products yourself, you must make sure that the paper holder is properly placed on the cup and that the Cupffee logo is clearly visible in your shot.



# CÚPFFEE

Nice to eat you!



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