

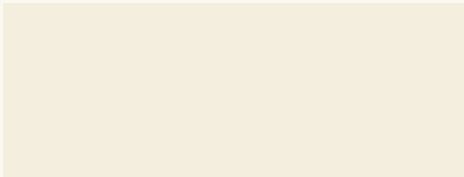
BRAND ESSENTIALS · V1.0

# A quieter start to the day.

A fictional coffee brand. Use these rules with the supplied original SVG logo variants.



Forest / #214D45



Cream / #F4EEDF



Clay / #C07B52

Screen RGB references. Request a print proof before production. Sample artwork may be reused.

## Logo use

Leave clear space equal to the height of the letter o. Keep the artwork proportions. Use the reversed file on the supplied dark background.

Minimum screen width: 180 px

## Words and type

Use Georgia for headlines and Arial for body copy. Write plain product descriptions. Avoid urgency and exaggerated health claims.