



COFFEE



<b>RGB</b>	<b>HSV</b>		<b>CMYK</b>
R: 17	H: 197		C: 0
G: 161	S: 92		M: 20
B: 220	V: 86		Y: 43
			K: 32
<b>CMYK</b>	<b>Hex:</b>	<b>Hex:</b>	<b>RGB</b>
C: 92	#11A1DC	#AE8C63	R: 255
M: 27			G: 241
Y: 0			B: 100
K: 14			

**Company Name:**

Blue Bottle Coffee

**Brand Description:**

Coffee shops are common and everywhere, either specialized or franchised. Starbucks, Dunkin Donuts, The Coffee Bean and Tea Leaf, and other big companies have the market for coffee on the go and Starbucks are franchising Reserve for specialized and craft coffee. Blue Bottle Coffee is specialized for brewing coffee at specific times for the perfect roast. They also do deliveries for coffee beans out to customers which provide the time when they should be brewing their coffee.

**Project Summary:**

Redesigning the logo to fit a more professional form. Making a more informative look on selling coffee. No Confusions.

**Target Audience:**

Coffee people who take the craft seriously. Being delivered coffee to brew their own coffee with specific instructions to recreate the craft within their own home.

**Desired Message & Tone:**

For anyone who puts time into making their coffee and for people who do not have time to visit the specific store for premium coffee.

**Problem Analysis/Define:**

The light blue color of the blue bottle in the logo builds confusion towards new audiences. Adding a secondary color to signify coffee.

**FRUTIGER**

Frutiger Is a font that does not stand out too much and makes the text equal to the image it is trying to portray. When having texts with serifs, it does not give a modern elegant look, rather it would take away too much from the image within the logo.

**Frutiger (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 0 1 2 3 4 5 6 7 8 9

**Frutiger (Bold):**

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 0 1 2 3 4 5 6 7 8 9

