

# Society Coffee - Brand Identity

## Brand Logo Font

American Typewriter

## Brand Colours



HEX: #CC9A65  
CMYK: 18% 40% 63% 7%  
RGB: 204 154 101



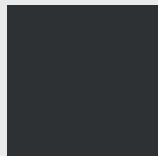
HEX: #8A5C3D  
CMYK: 32% 58% 72% 34%  
RGB: 138 92 61



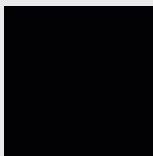
HEX: #72401B  
CMYK: 35% 69% 92% 47%  
RGB: 114 64 27



HEX: #322B25  
CMYK: 62% 60% 63% 73%  
RGB: 50 43 37



HEX: #373737  
CMYK: 68% 58% 55% 63%  
RGB: 55 55 55



HEX: #090704  
CMYK: 84% 74% 63% 93%  
RGB: 9 7 4

## Brand Icon



## Brand Logo

SOCIETY  
COFFEE

## Merchandise Logo



SOCIETY  
COFFEE