



We created a space-like aesthetic for the Death Wish Coffee rebrand to appeal to the new generation of go-getters and groundbreakers who dare to dream. We focused on the sheer amount of caffeine in Death Wish Coffee and how it can give you the energy to shoot for the stars.

GRAPHIC STANDARDS & GUIDELINES



LOGO USAGE

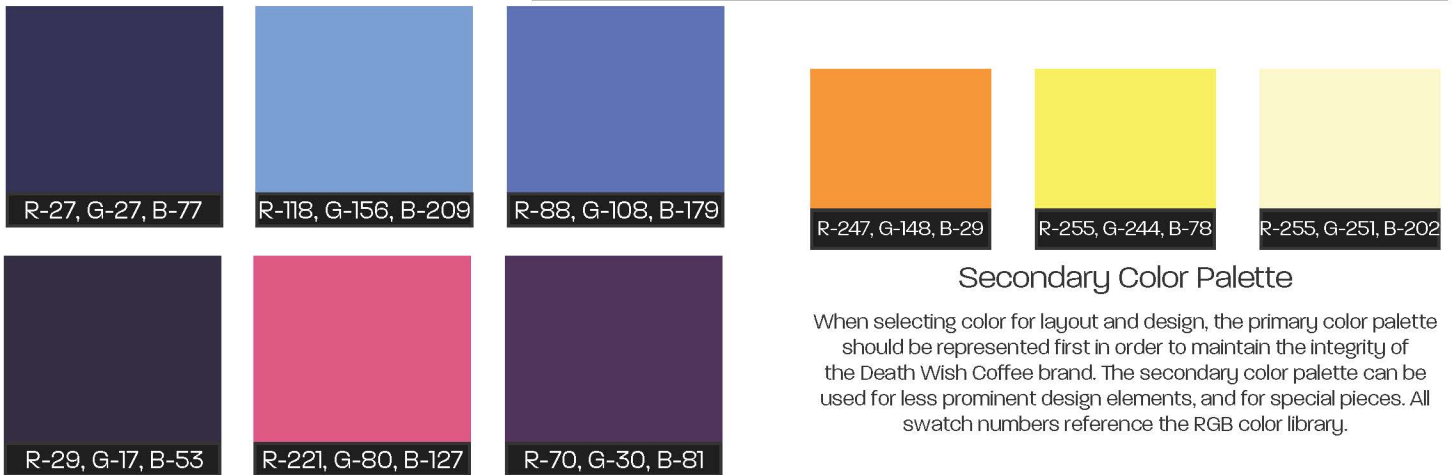


Primary Logo Treatment

Alternate Logo Treatment

The logomark should be used primarily as shown above. Ample room should be supplied surrounding the logo when possible. In cases where a two-color logo cannot be used, a suitable substitution may be selected from the alternate logo treatments. When using an alternate treatment, it is permissible to use the solid treatments, but precedence should be given to tinted versions of the logo.

COLOR PALETTE



Primary Color Palette

Secondary Color Palette

When selecting color for layout and design, the primary color palette should be represented first in order to maintain the integrity of the Death Wish Coffee brand. The secondary color palette can be used for less prominent design elements, and for special pieces. All swatch numbers reference the RGB color library.

TYPOGRAPHY

GOOD TIMES (HEAVY)

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
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Paralucient (Light)

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
The quick brown fox jumps over the lazy dog.

The full family of Good Times and Paralucient may be utilized when designing with either typeface. All type set for Death Wish Coffee should be done in these typefaces exclusively. Paralucient should be used for all body copy and set with ample leading, while Good Times should be reserved for headline copy only.