Brand Guide Poster

This is a three page brand guide to introduce you to the addis coffe ethiopian coffee brands

Logo

Addis coffee is one of the oldest coffee roasters in Addis Ababa, Ethiopia. The logo for degu is a premium axum-inspired brand.



Colors

These are the core colors to the brand of addis coffee, all internal pallets are based on these five colors

Ember Gold Drak Brown black white Green CMYK 59,66,79,77 CMYK 75,68,67,90 CMYK 0,53,87.0 CMYK 0,0,0,0 CMYK 90,33,99,26 HEX #FFFFFF HEX #2A1A00 HEX #000000 HEX #FBB03B HEX #006837 RGB 42, 26, 0 RGB 5, 3, 0 RGB 251,176,59 RGB 255, 255,255 RGB 0, 104, 55

Background



CMYK 38,34,36,1 HEX #A5939A RGB 165, 158, 154



Typography

Open Sans is our font used for in bran type face that we used for poseter and logo

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=-<>?/.,:";'AB CDEFGHIJKLMNOPQRSTUVWXYZabcdefghijkl mnopqrstuvwxyz1234567890!@#\$%^&*()_+=

TypeStyles

-<>?/...";

Heading Subheading Body Text open sans bold open sans regular

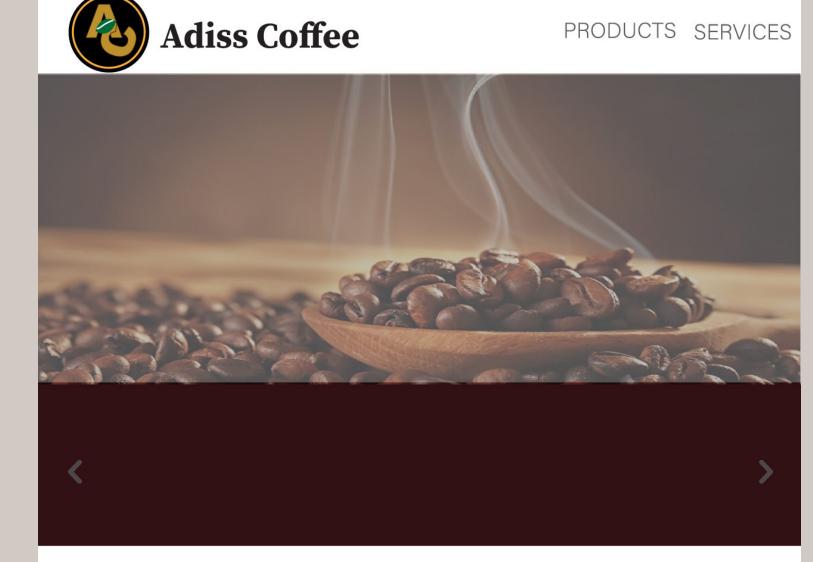


Graphics

Poster

website





APPERSONS APPERSONS





SERVICES

Ethiopian Coffee BrandBest Harrar Coffee Brand. KoffeeKult Ethiopian Harrar Whole Bean CoffBest Limu CoffeeBrand. Ajuvo World Market Ethiopian Limu Roasted Coffee Beans.Best Sidamo Coffee Brand. Wild Coffee Whole Bean Organic CoffeeSidamo Medium Roast. Best Yirgacheffe Coffee Brand.

> CONTACT 777-777-777 Adisscoffee @gamil.com

Business card





Letterhead



777-777-777 AdissCoffee@gmail.com

We source some of the finest coffee the world has to offer, such as Yirgacheffe, Sidamo and Harrar coffee beans. We believe these unique coffees need to be available and should be affordable to all consumers. Though Ethiopia is home to large quantities of coffee (both sun-dried natural and fully washed coffee beans) sadly the profit often neither goes to the country nor to the producer but to the distributors and middlemen in the marketing sector.

