

Brand Guide Poster

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

Logo

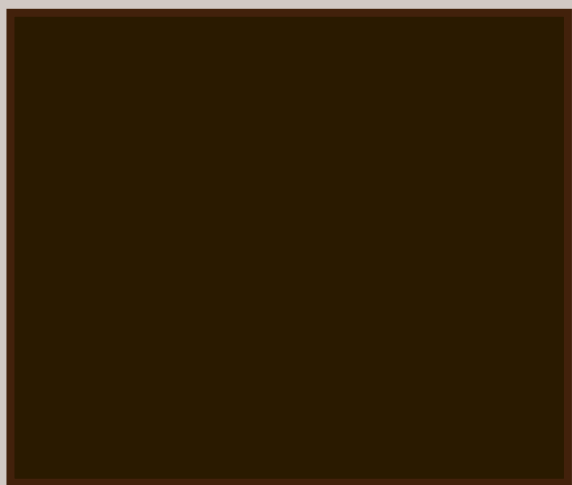
Addis coffee is one of the oldest coffee roasters in Addis Ababa, Ethiopia. The logo for degu is a premium axum-inspired brand.



Colors

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

Drak Brown



CMYK 59,66,79,77
HEX #2A1A00
RGB 42, 26, 0

black



CMYK 75,68,67,90
HEX #000000
RGB 5, 3, 0

Ember Gold



CMYK 0,53,87,0
HEX #FBB03B
RGB 251,176,59

white



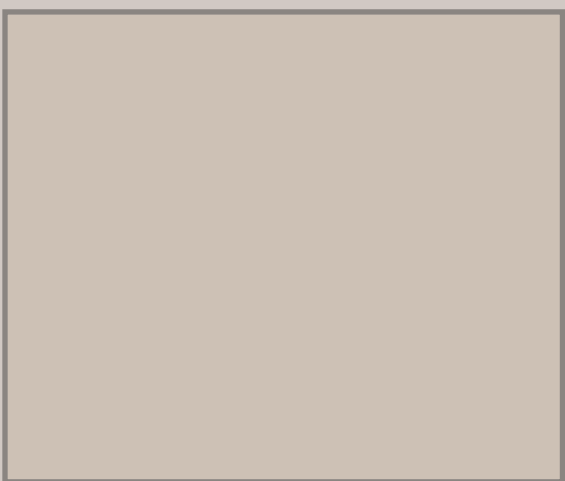
CMYK 0,0,0,0
HEX #FFFFFF
RGB 255, 255,255

Green



CMYK 90,33,99,26
HEX #006837
RGB 0, 104, 55

Background



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



Addis Coffee

Typography

Open Sans is our font used for in brand type face that we used for poster and logo

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+ = - < > ? / . , : " ' ; ' 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 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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + =
- < > ? / . , : " ' ;

TypeStyles

Heading

open sans bold

Subheading

open sans bold

Body Text

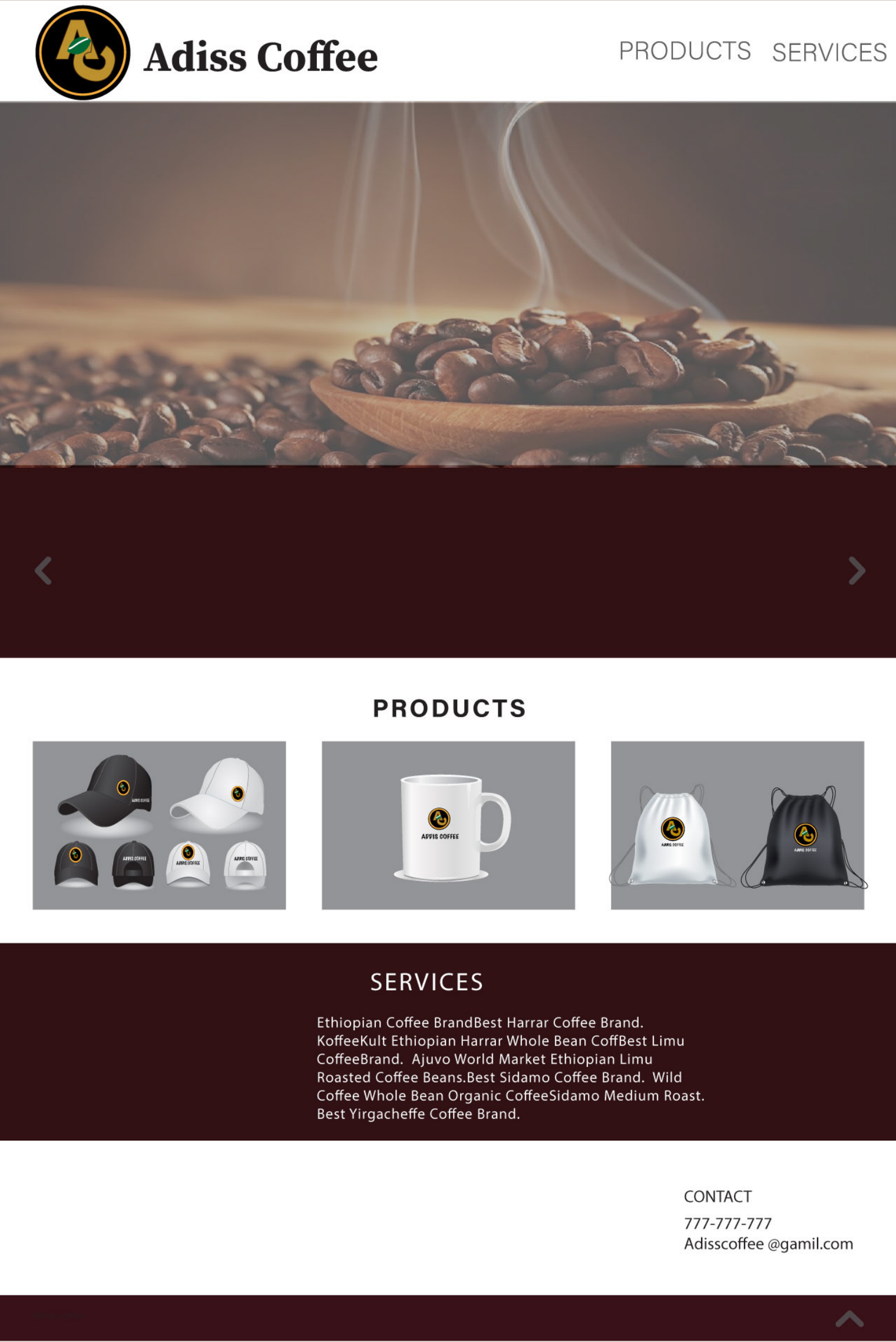
open sans regular

Graphics

Poster



website



Business card



Letterhead

