



ANNAMEANS  
2023 BRANDING KIT



# ANNAM BEANS

Annam Beans is an authentic Vietnamese coffee brand. We would want to expand globally and promote Vietnamese coffee and culture. We want to promote the brand as something made for not just Vietnamese customers.



# LOGO DESIGN



#F99A9C  
RGB (249, 154, 156)  
C 0% M 37% Y 36% K 2%  
PANTONE P 1925C 50%



#F9798B  
RGB (249, 121, 139)  
C 0% M 50% Y 43% K 2%  
PANTONE P 184C 80%



#D8454C  
RGB (216, 69, 76)  
C 0% M 58% Y 55% K 15%  
PANTONE P 192C 90%



#DC6E31  
RGB (220, 110, 49)  
C 0% M 43% Y 67% K 14%  
PANTONE P 37-8C



#5E1315  
RGB (94, 19, 21)  
C 29% M 29% Y 0% K 71%  
PANTONE P 7428C



#00004B  
RGB (0, 0, 75)  
C 29% M 29% Y 0% K 71%  
PANTONE P 101-16C

# LOGO VARIATIONS



FULL COLOUR



BLACK AND WHITE



REVERSE COLOUR



SINGLE COLOUR



PANTONE COLOUR

# LOGO RESTRICTIONS



# TYPEFACE HEADING

JULIUS SANS ONE REGULAR 72PX

## SubHeading

Cormorant Garamond Light 36px

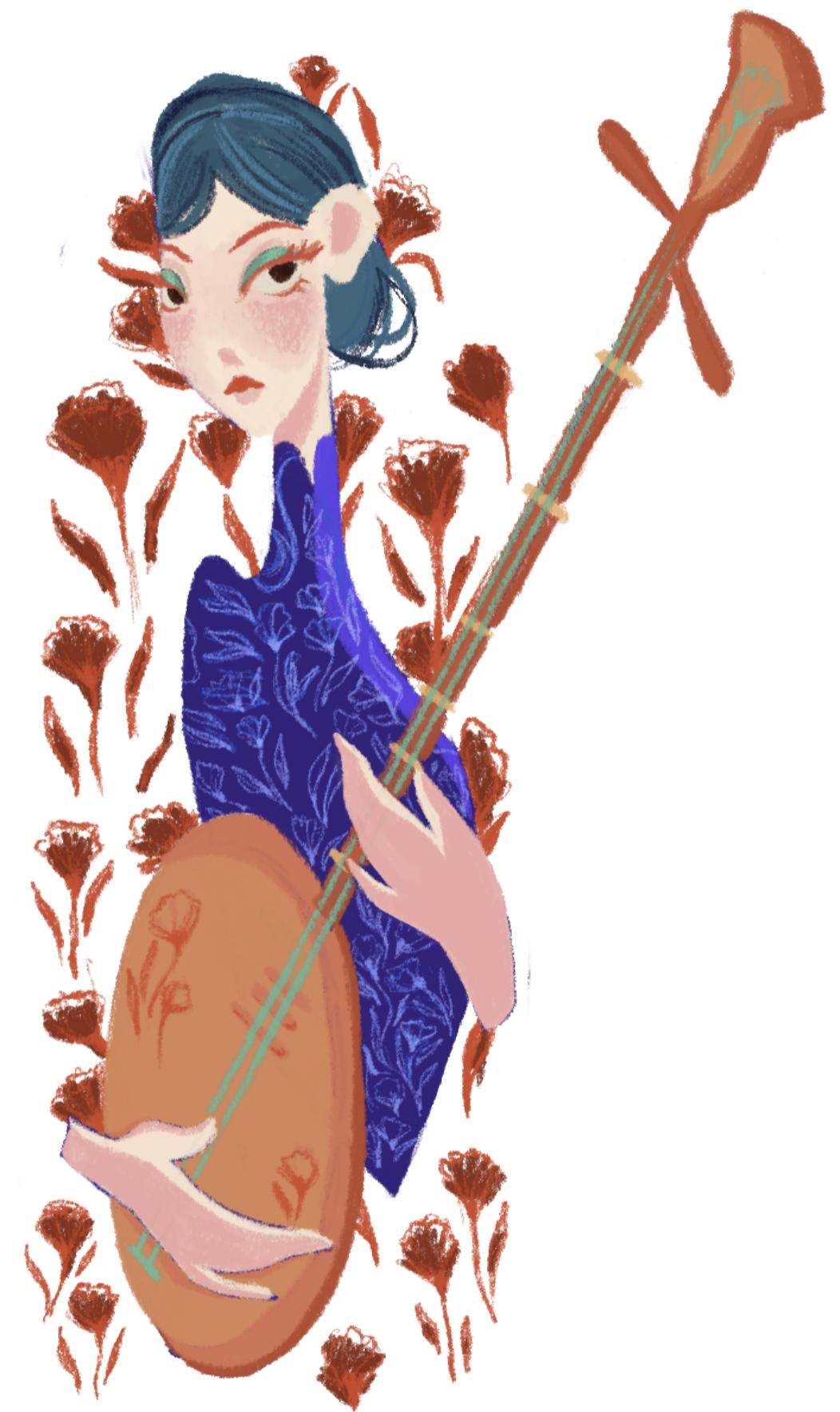
body text

Cormorant Garamond Light 18px

## SUB ELEMENTS



# ART WORKS



# MERCHANDISE



PACKAGING  
group version



PACKAGING  
single version

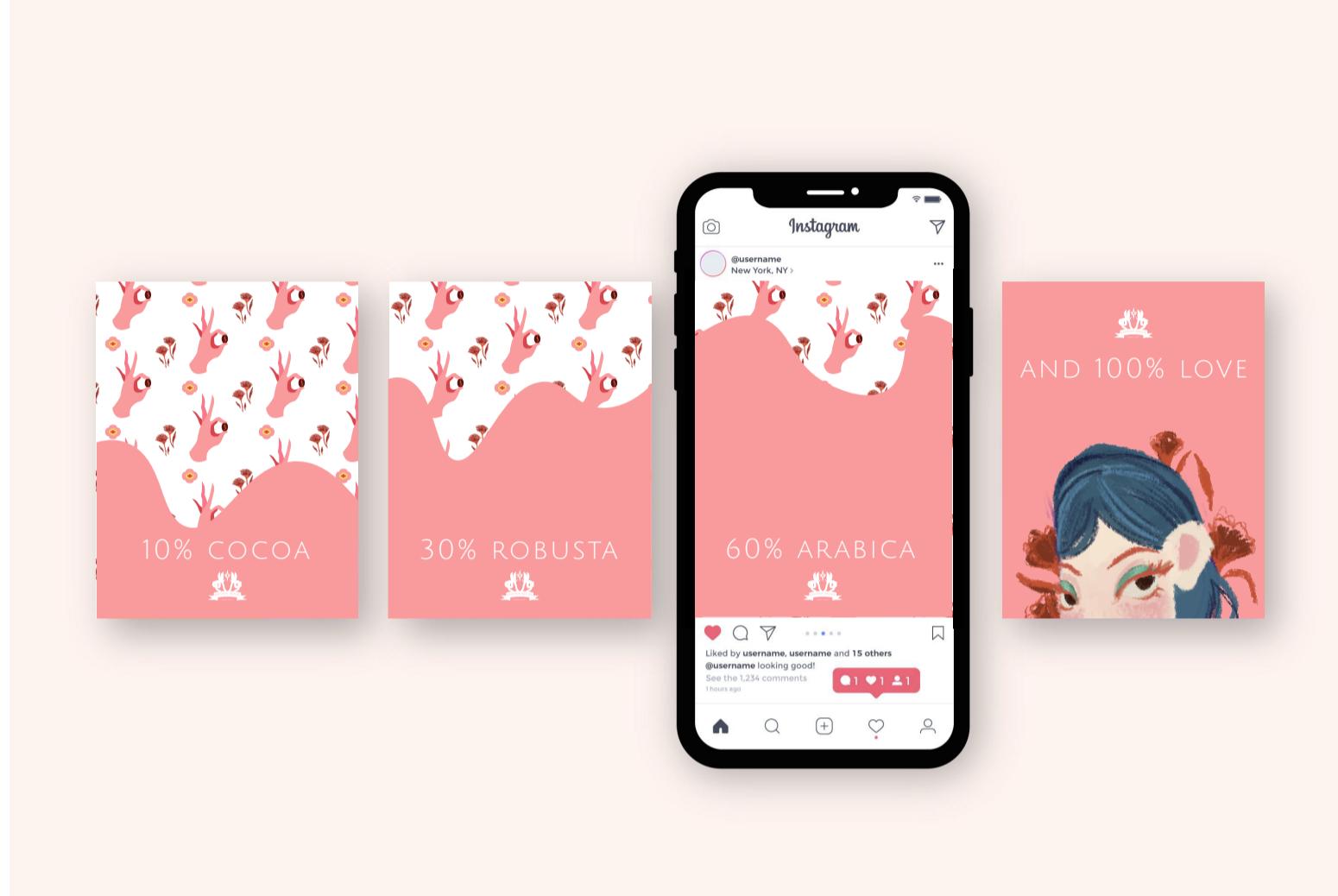


IN-STORE DISPLAY



MUGS

# SOCIAL MEDIA/ ADS



CAROUSEL



WEB AD



