

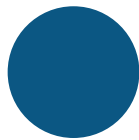
# BLUE DONKEY COFFEE

## STYLE GUIDE AND COMPANY OVERVIEW

### MISSION & IDENTITY

Blue Donkey Coffee's (BDC) mission is to create extraordinary craft coffee beverages with fresh, local, and 100% natural ingredients. The company began selling their craft coffee products at local farmers markets, then expanded to additional retail and pop-up locations within the Atlanta area. Blue Donkey Coffee focuses on innovative iced coffee offerings and a few highly selective craft coffee products at a reasonable price. Their design is simple and sophisticated, just like their coffee; mixing in their home-grown feel with modern taste.

### COLOR PALETTE

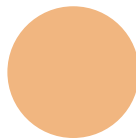


#### Primary Blue

CMYK: 96/67/27/9

RGB: 11/87/131

HEX: #0b5783



#### Dusty Orange

CMYK: 4/31/53/0

RGB: 241/183/130

HEX: #f1b782



#### Primary Orange

CMYK: 1/60/100/0

RGB: 241/129/33

HEX: #f18121



#### Blue Eggshell

CMYK: 4/1/1/0

RGB: 241/245/246

HEX: #f1f5f6

### USAGE

Primary BDC colors are typically used as text colors, with secondary colors being background or button colors. There are a few exceptions; see business card as an example.

### LOGO

The Blue Donkey Coffee logo is characterized by the signature blue donkey head, centered vertically. The donkey, the outline, and the "BLUE DONKEY" text all use the Primary Blue. The stripe and "COFFEE" text use Primary orange. All text uses Acumin Variable Concept. Logo text should always be uppercase.

Size and layout should be based on format, function, and purpose.



# TYPOGRAPHY AND SAMPLE POSTER

## TYPOGRAPHY

Blue Donkey Coffee uses Acumin Variable Concept for all text, with variations of color, size and weight to distinguish importance. Body text is light in weight, while header text is bold. Header text is often in all uppercase, although not a requirement.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SAMPLE POSTER

Like with most of Blue Donkey Coffee's designs, posters should have a minimalistic style; only including the most important information so that those passing by can easily pick out the what, when, and where of any event.

Poster text should be large and highly contrast with the background to allow for readability from a greater distance.



# BUSINESS CARD AND WEBSITE

## BUSINESS CARD

Blue Donkey Coffee's business cards have clean lines, bright colors, and clear content, acting as an extension of the company's identity.



## WEBSITE

Blue Donkey Coffee's website is fresh, simple, and welcoming. The light and fun color scheme reflects the company's down to earth persona.

