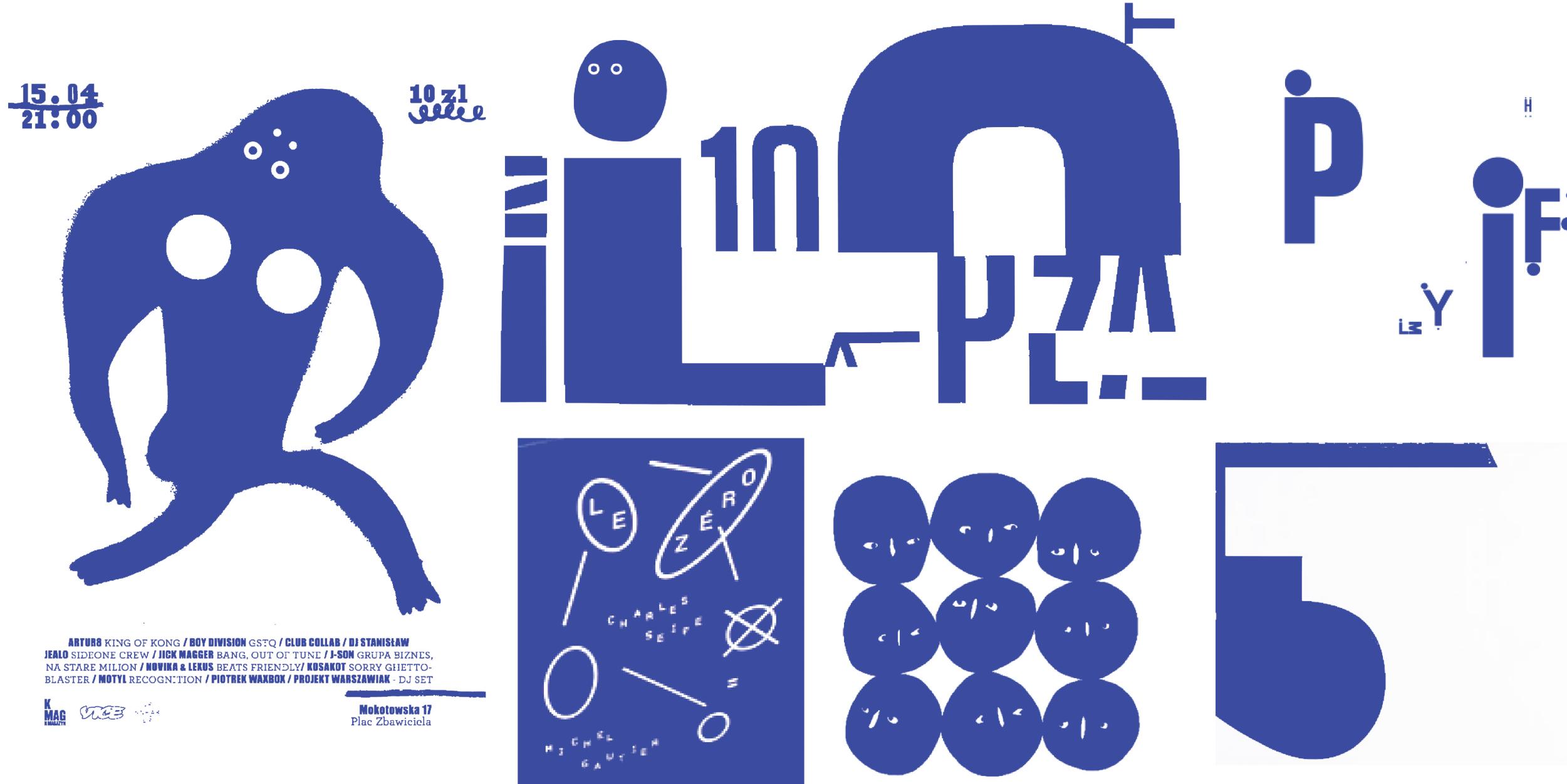


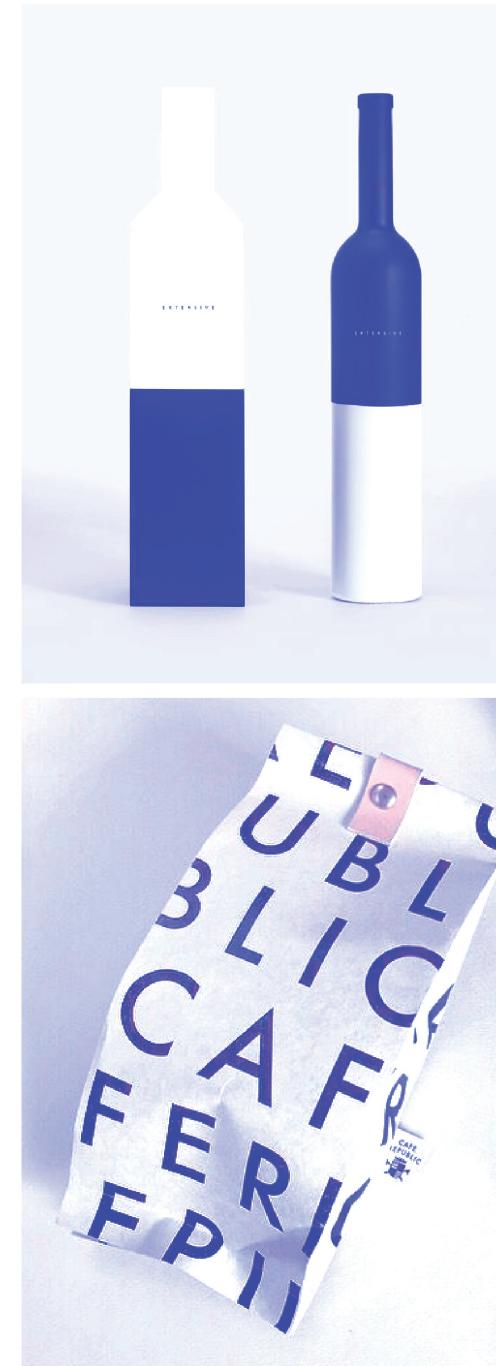
Little-r

"Little-r" is a phrase commonly used at Dropbox to break a larger email conversation into a smaller discussion between two people. It's like leaving a party full of people to grab a coffee with a close friend.

Concept

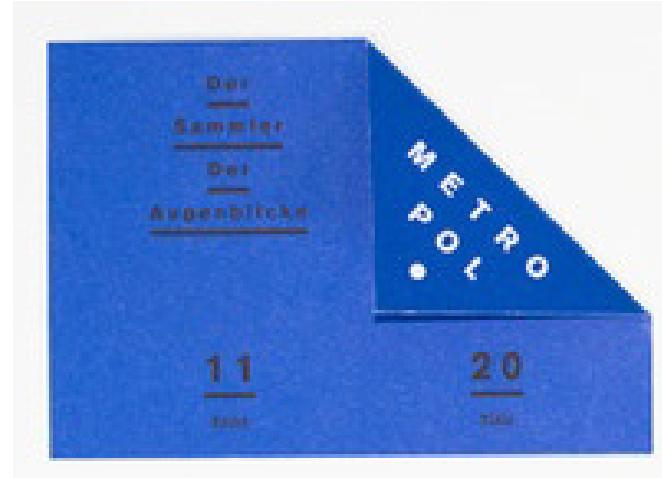
- Dropbox is known for personifying objects, playful illustrations and stick figures, this abstract concept relates most directly to this part of the Dropbox voice.
- We could give Little-r even more substance by Little-r even more by creating a story about a character or monster "Little-r", which keeps jumping into all of the elements of the brand.
- The saturated blue will create a strong visual contrast to the other more natural elements in the space.



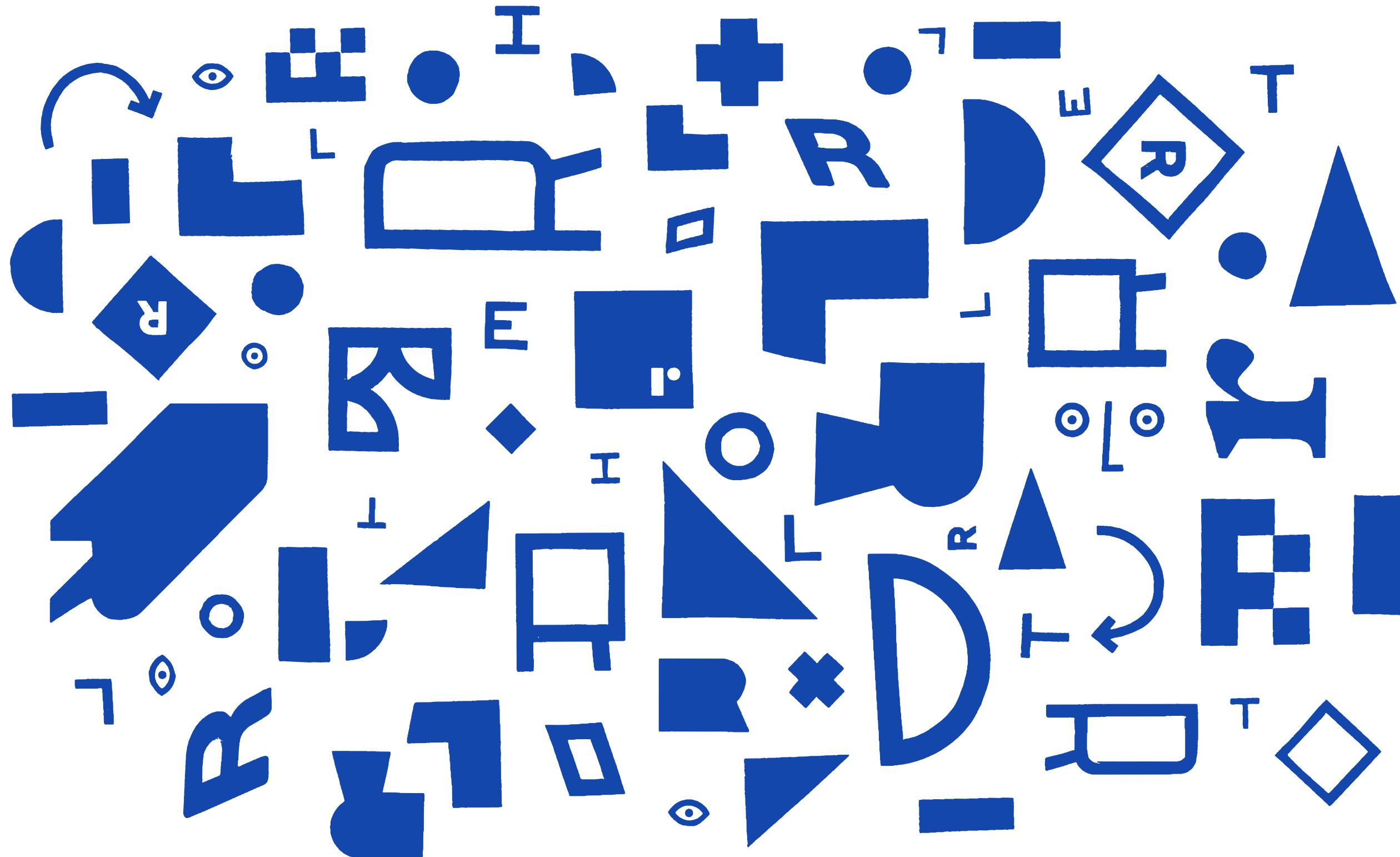


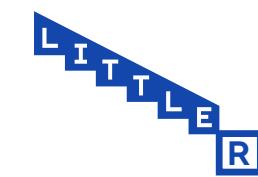
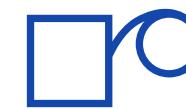


mirror the specialized
urban environments pose
enges to our health.
new religion? Do
e ideas about healthy
landscapes have
al pollution. Could you
here you were exposed
daily basis?

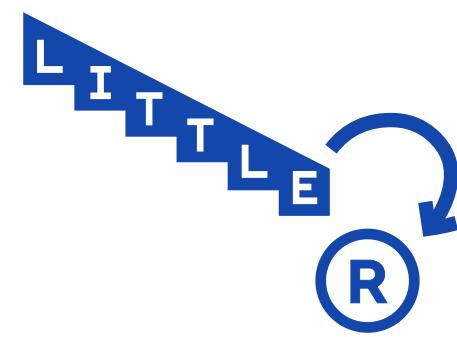
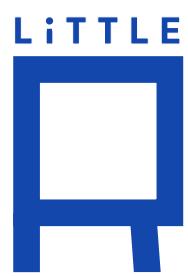


COFFEE BRANDING | Cut Paper Experiment





COFFEE BRANDING | Final Logos





Logo



PMS Blue 072 U

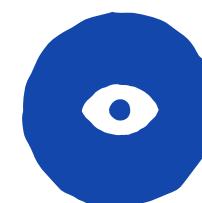


PMS White

Color Palate

little r

Wordmark (Zirkel Bold)



Secondary Mark

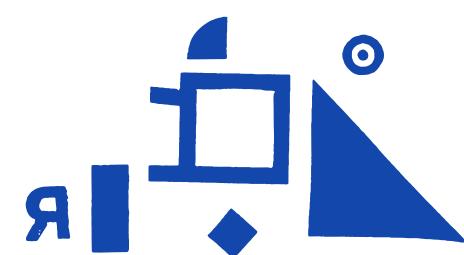
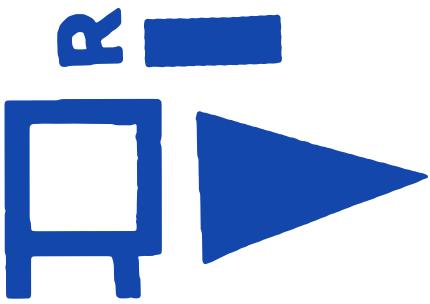
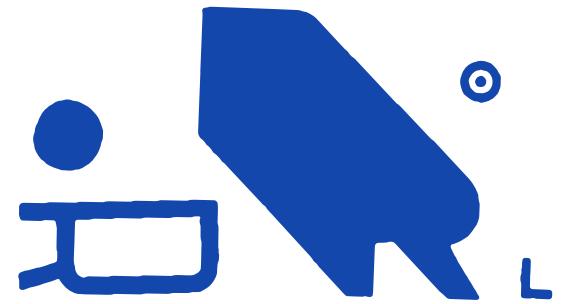
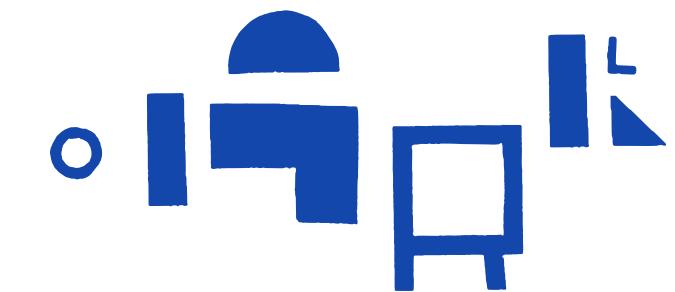
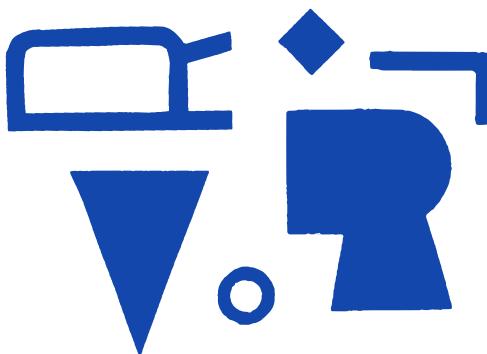
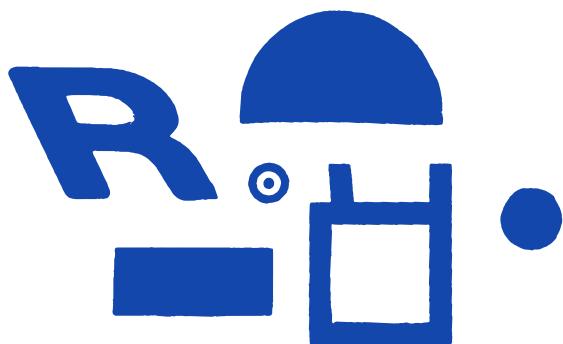
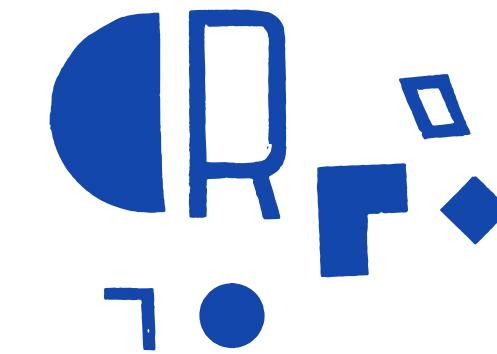
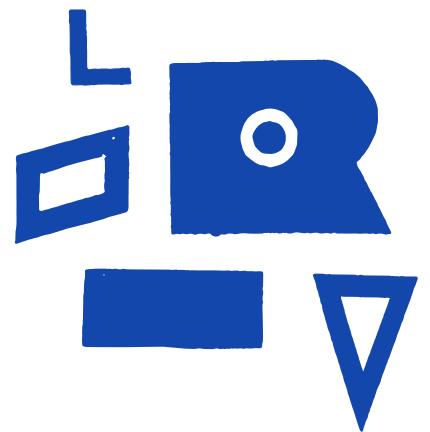


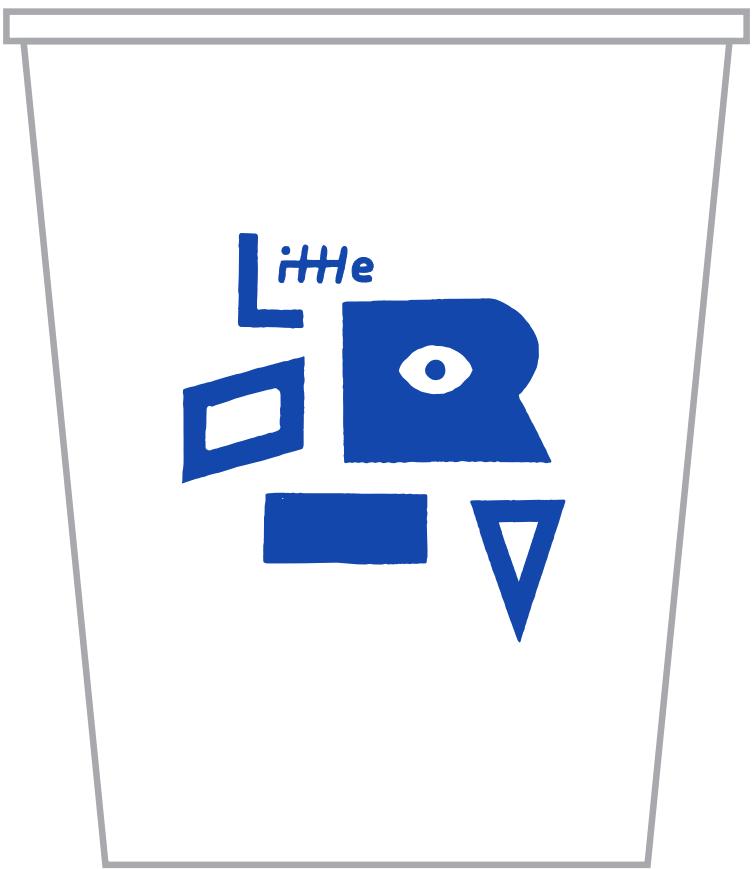
Illustration Styling



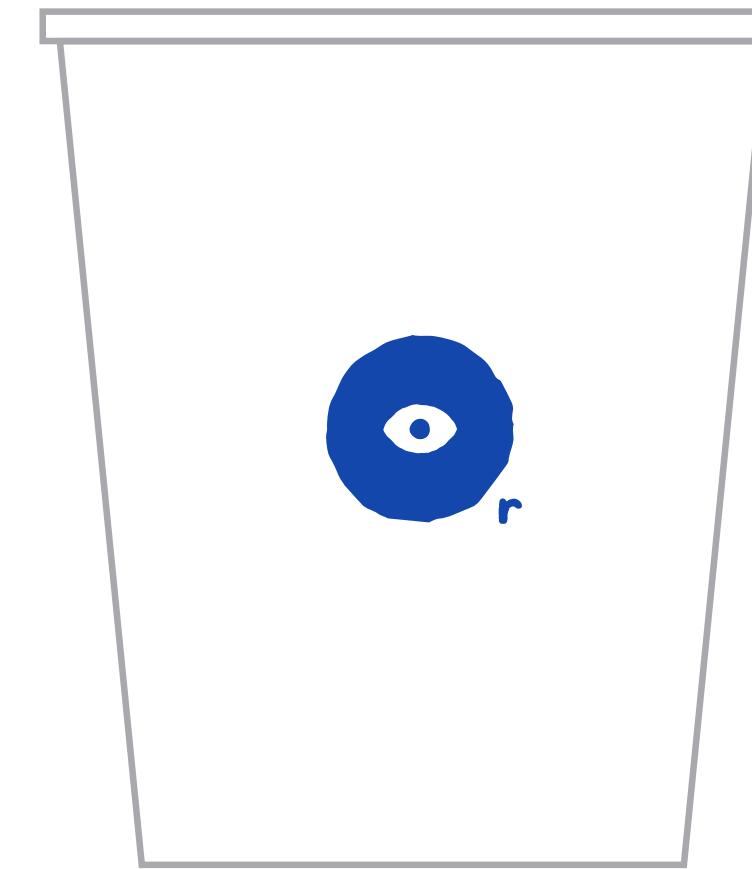
Di.
R.



COFFEE BRANDING | Cups

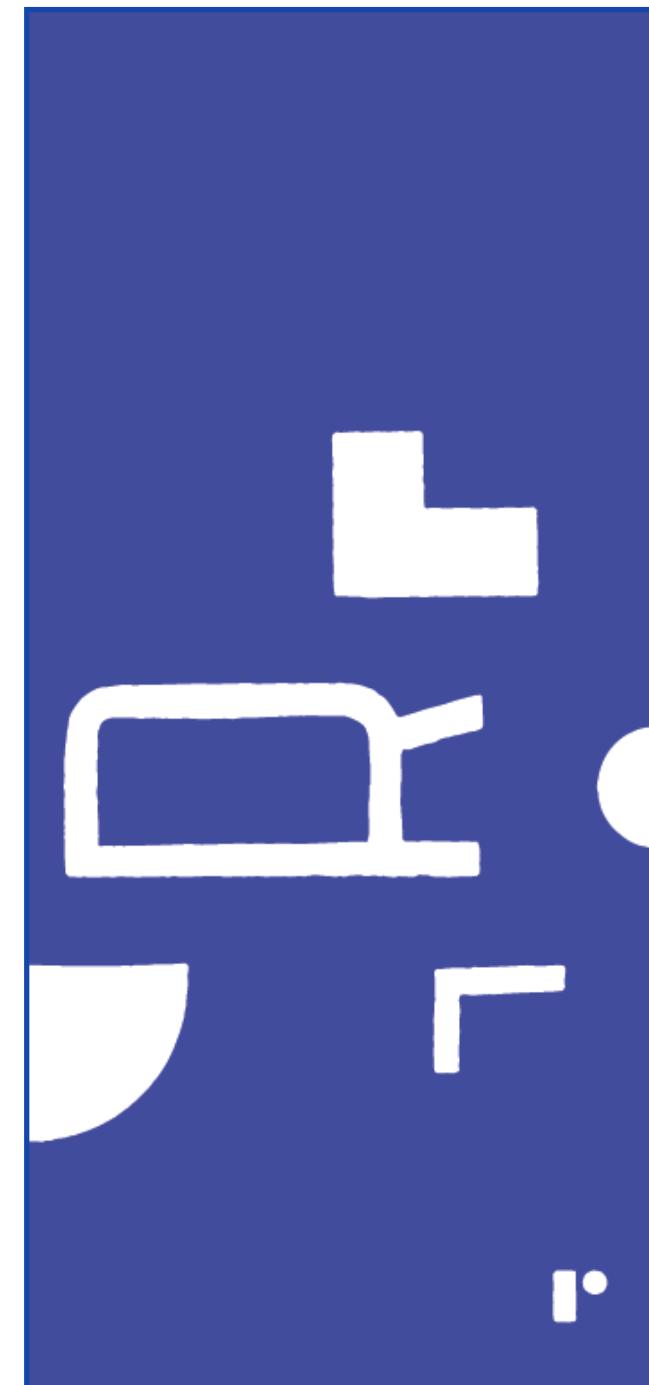


Front

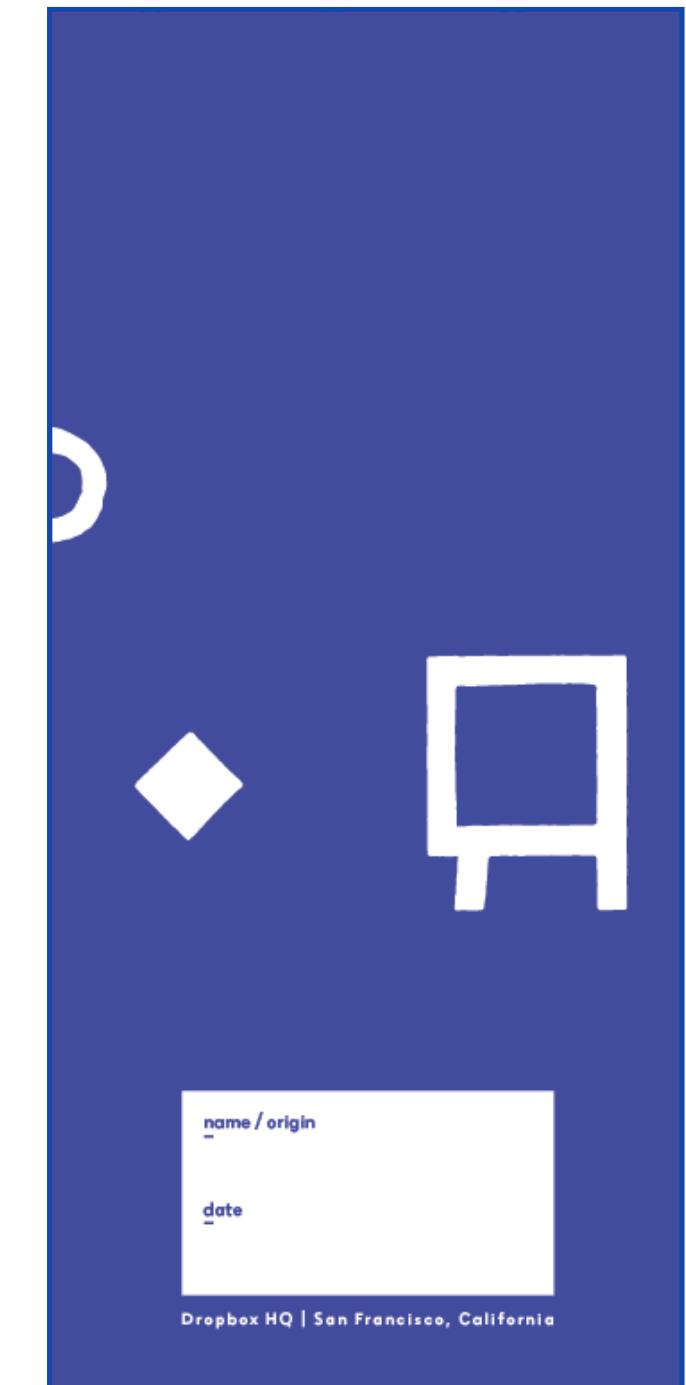


Back

COFFEE BRANDING | Bags



Front



Back

COFFEE BRANDING | Barista Uniform





COFFEE BRANDING | Bigfoot Sweatshirt





Espresso

Americano

Macchiato

Gibraltar

Cappuccino

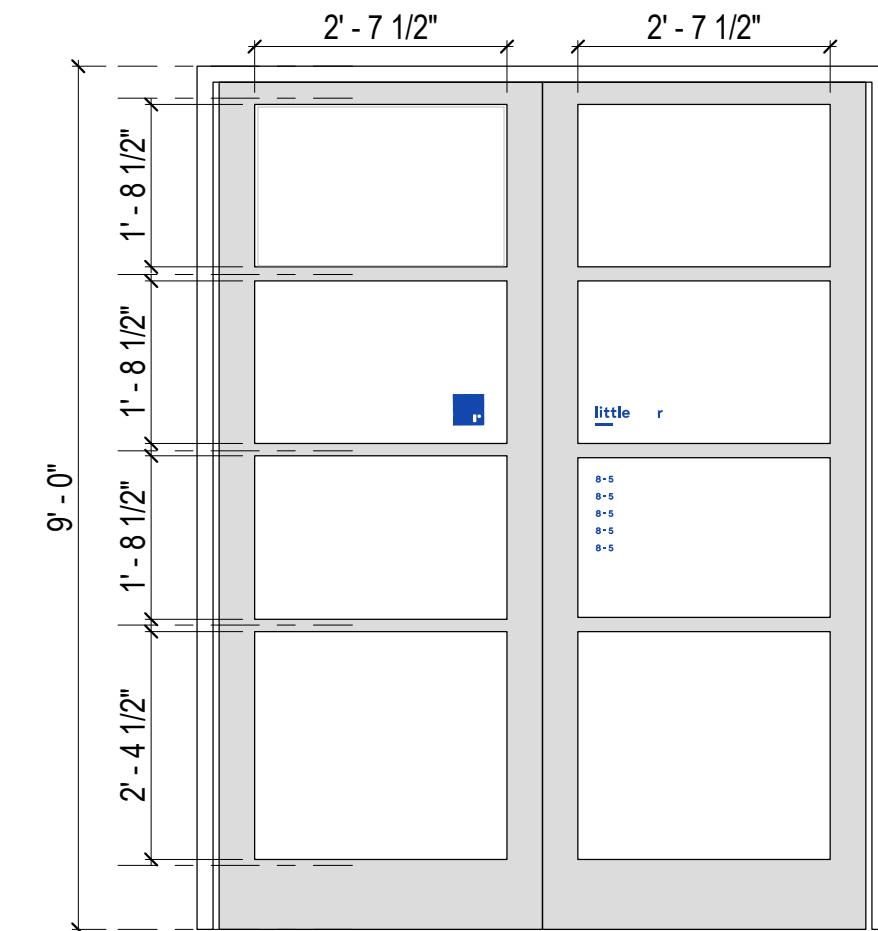
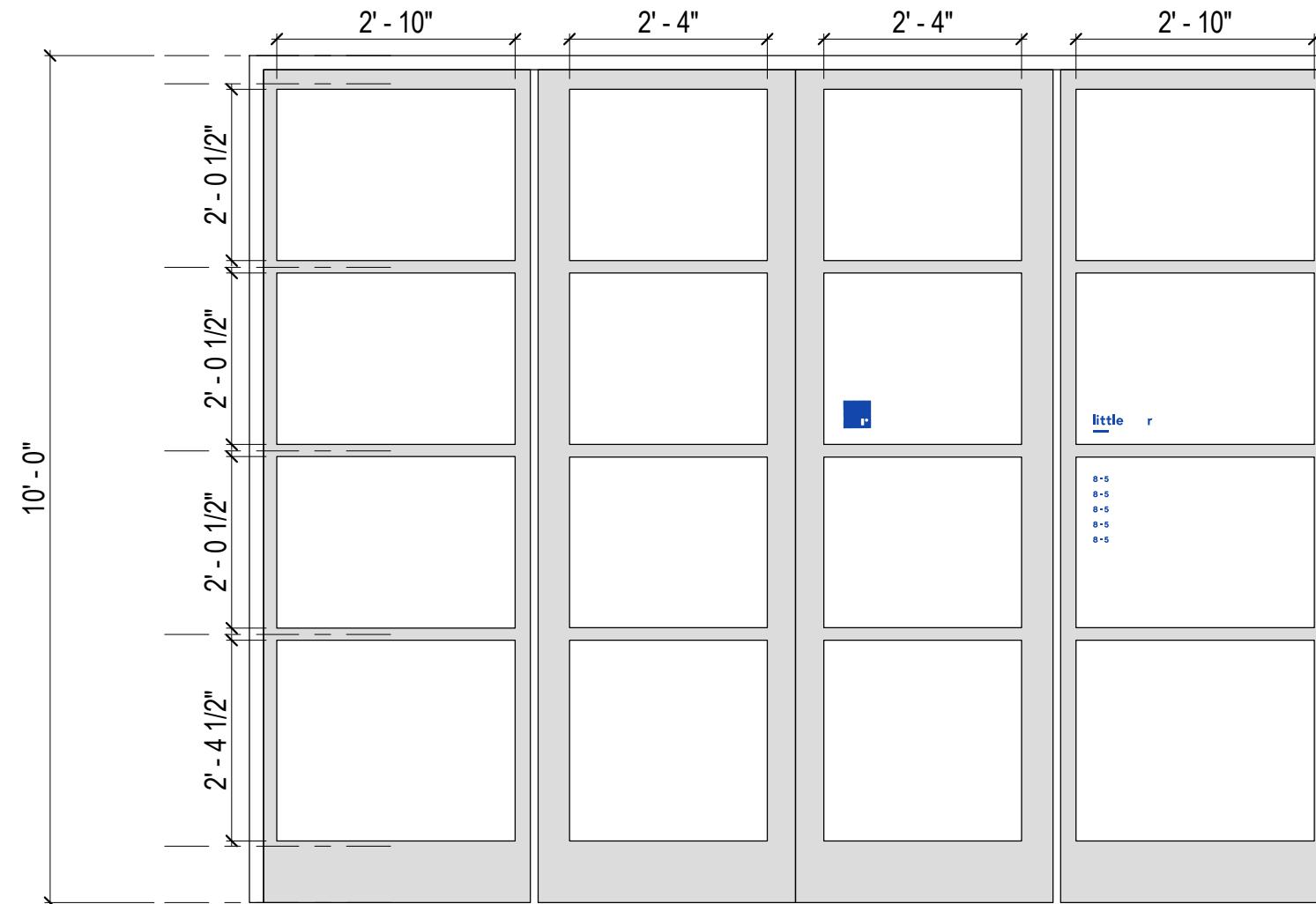
Latte

Mocha

Iced Coffee (on tap)

Hot Tea (on tap)





① COFFEE BAR DOORS

1/2" = 1'-0"

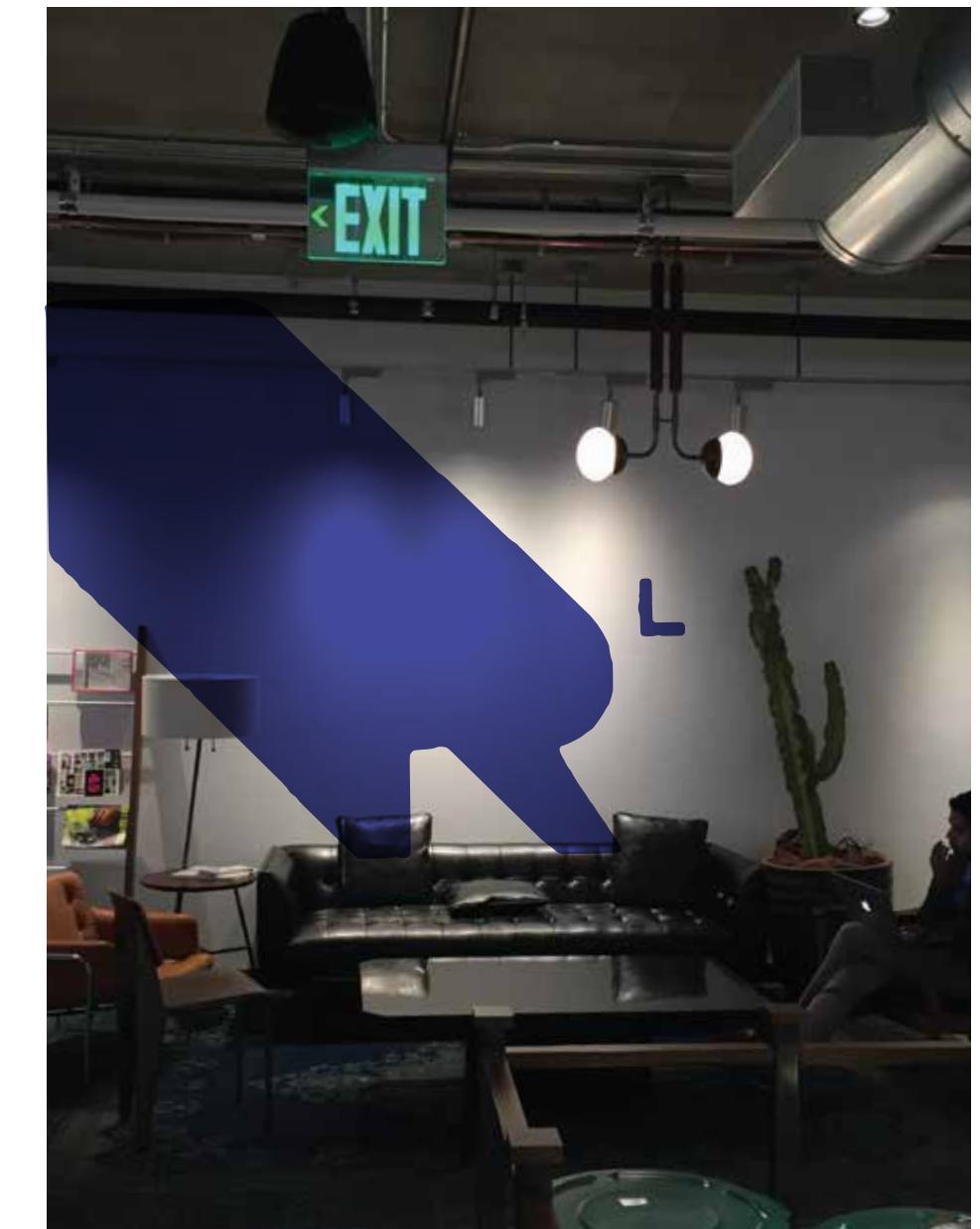
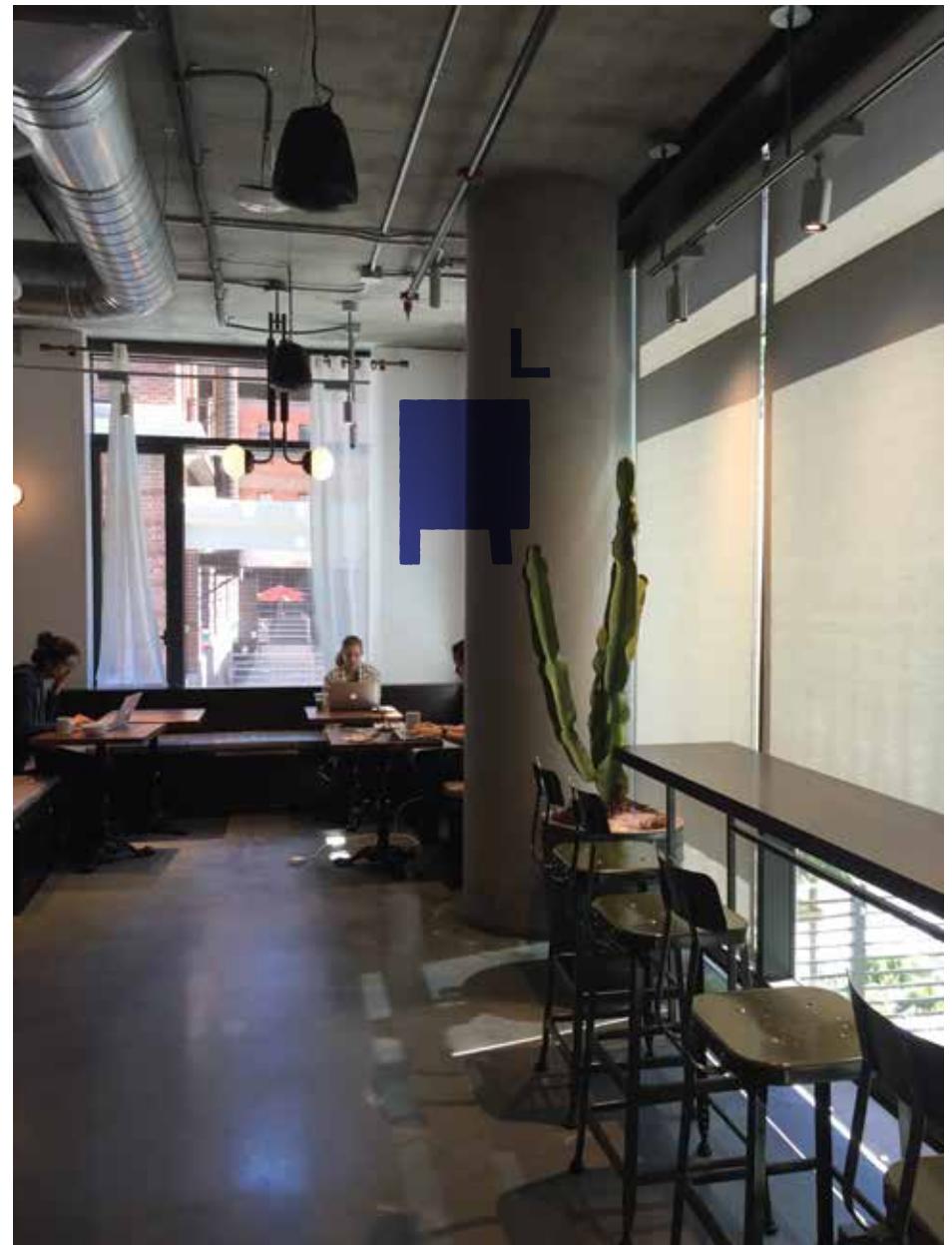
TITLE:	COFFEE BAR DOORS	SCALE:	1/2" = 1'-0"
PROJECT FILE NAME:	DROPBOX	DATE:	01/07/16
PROJECT NUMBER:	1503800	SHEET NUMBER:	REF-40

**DROPBOX/BRANNAN
STREET**
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SAN FRANCISCO, CA

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San Francisco, CA 94108
LOS ANGELES
8524 Washington Boulevard
Culver City, CA 90232



COFFEE BRANDING | Perspective Wall Graphic



COFFEE BRANDING | Perspective Wall Graphic

