



# Café Olé Coffee Pop-Up

**Welcome to Café Olé's Coffee Pop-UP! These guidelines are the corner stone of our brand. Here you will find all the secrets to bringing our beloved brand to life.**

**Meet Café Olé, one of Strawberry Shortcake's friends. She is super excited about sharing her love for coffee with everyone during this event. Café Olé is super fun, playful, and, of course, LOVES coffee!**



**Our logo is what ties our entire brand together. It ties us back to our roots and gives us our entire, amazing, personality! The greenery comes directly from our parent logo and the wording and coffee beans come from our amazing Café Olé!**

**Our logo is able to be scaled to fit any design need which might arise, however, it must do so while preserving its proportions. No stretching or compressing.**



**Parent Logo**



**Primary Logo**

**The flowy and cute like nature of our logo stays true to the values of our parent logo and portrays a fun and whimsical demeanor akin to the like of the Stawberry Shortcake cartoon.**

**To help maintain the strenght of our logo we keep a .25 in border of white space in between our logo and other graphics.**

**Our logo best shines against lightly colored backgrounds like cream, beige, and white.**

**To stay true to our brand the color palette of our logo must remain consistent to the provided color palette.**

**We acknowledge that there is always fun in adding more color which is why we came up with a second colorway for our logo.**

**The alternative colorway is best used when a splash of color can make our coffee a bit tastier.**

**Sometimes simplicity works wonders. The horizontal and simplified version of our logo is to be used when space is limited or in cases where our primary logo is too overbearing in a composition.**

**Our Secondary Logo is able to be used in any of the colors within our color palette!**



**Alternative Colorway**



**Secondary Logo**



AaBbCcDdEeFf

Strawberry Shortcake

AaBbCcDdEeFfGgH-  
hIiJjKkLlMmNnOoP-  
pQqRrSsTtUuVvW-  
wXxYyZz!@#\$\$%^&\*

DynaPuff Semicondensed

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz!@#&

Arial Bold



# Color Palette



C=48 M=76 Y=72 K=66



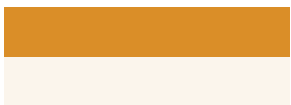
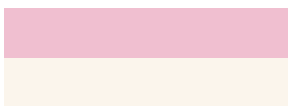
C=13 M=49 Y=99 K=1

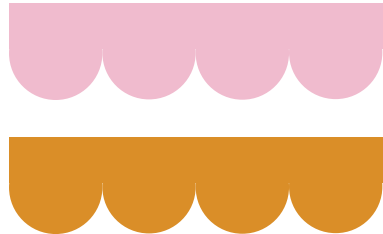
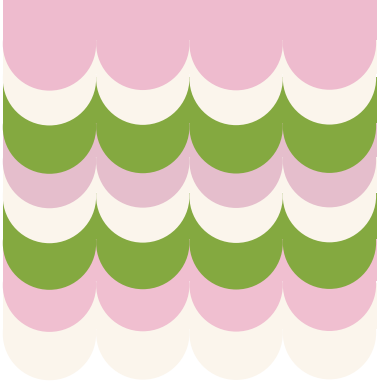
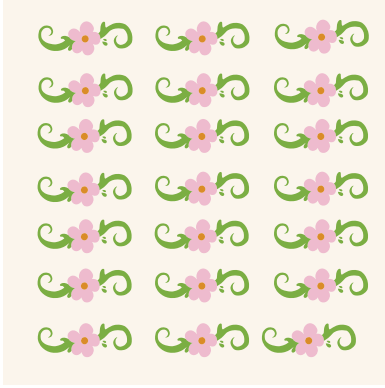
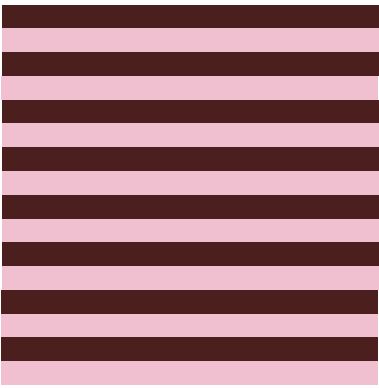
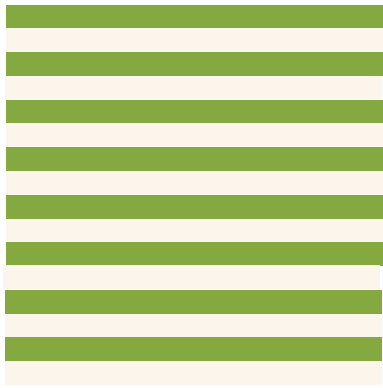
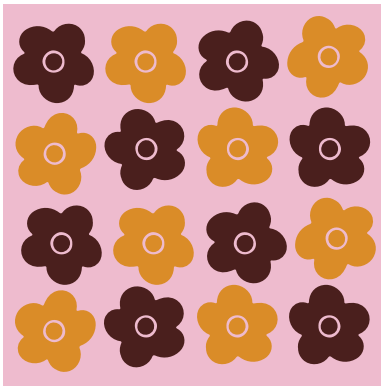
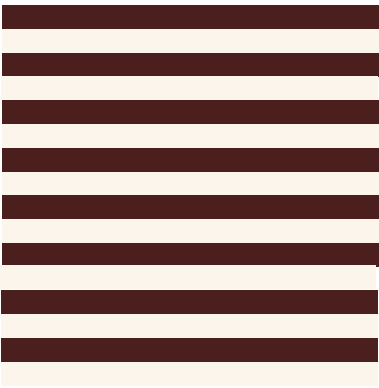
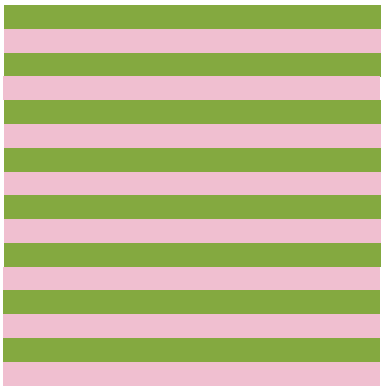
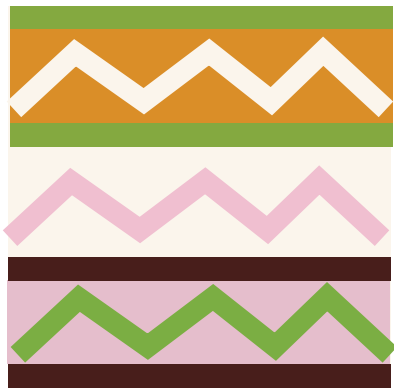
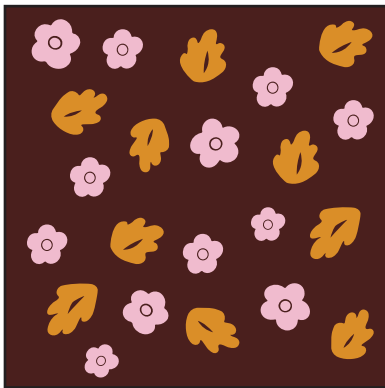
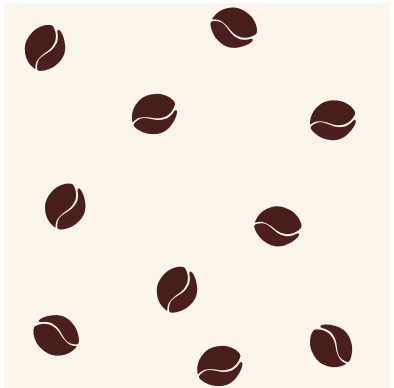
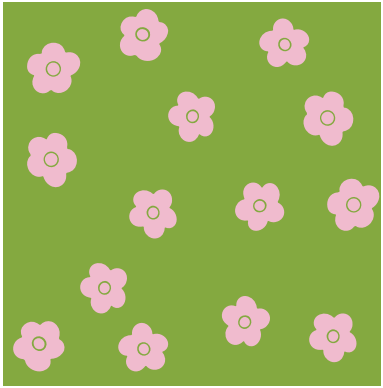


C=58 M=12 Y=99 K=0



C=4 M=31 Y=5 K=0







**The graphics from our previous spread are able to be utilized to create various products.**

**When incorporating these graphics into products ensure to stay true to the color palette and maintain the original Proportions when scaling.**



**Mix and match for maximum fun!**



