

# portfolio brand

Building a Website 2018

# the *background*

Starbucks – The Best Coffee a x Joyce

Secure | https://www.starbucks.com

The page features the Starbucks logo in the top left corner. A navigation bar includes links for COFFEE, TEA, MENU, COFFEEHOUSE, SOCIAL IMPACT, STARBUCKS REWARDS, BLOG, and GIFT CARDS. In the top right, there are links for 'Find a Store' and 'Sign In'. The main visual is a large orange graphic with the text 'STARBUCKS happy hour' in bold blue letters. It also shows illustrations of Starbucks cups and straws. To the right, the text 'It's a party and you're invited' is displayed with the subtext 'Exclusive deals on drinks, delivered straight to your inbox.' Below this is a 'JOIN THE PARTY' button. At the bottom, a black banner promotes 'STARBUCKS REWARDS' with the text 'Make every sip more rewarding' and 'Join Starbucks Rewards™ to earn Gold level benefits like free drinks and food, get free refills, pay and order with your phone, and more.' It includes 'JOIN NOW' and 'SIGN IN' buttons.

STARBUCKS happy hour

It's a party and you're invited

Exclusive deals on drinks, delivered straight to your inbox.

JOIN THE PARTY

STARBUCKS REWARDS

Make every sip more rewarding

Join Starbucks Rewards™ to earn Gold level benefits like free drinks and food, get free refills, pay and order with your phone, and more.

JOIN NOW SIGN IN

every web presence has a **goal** and  
a **target audience**

Starbucks – The Best Coffee a x Joyce

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STARBUCKS happy hour

It's a party and you're invited

Exclusive deals on drinks, delivered straight to your inbox.

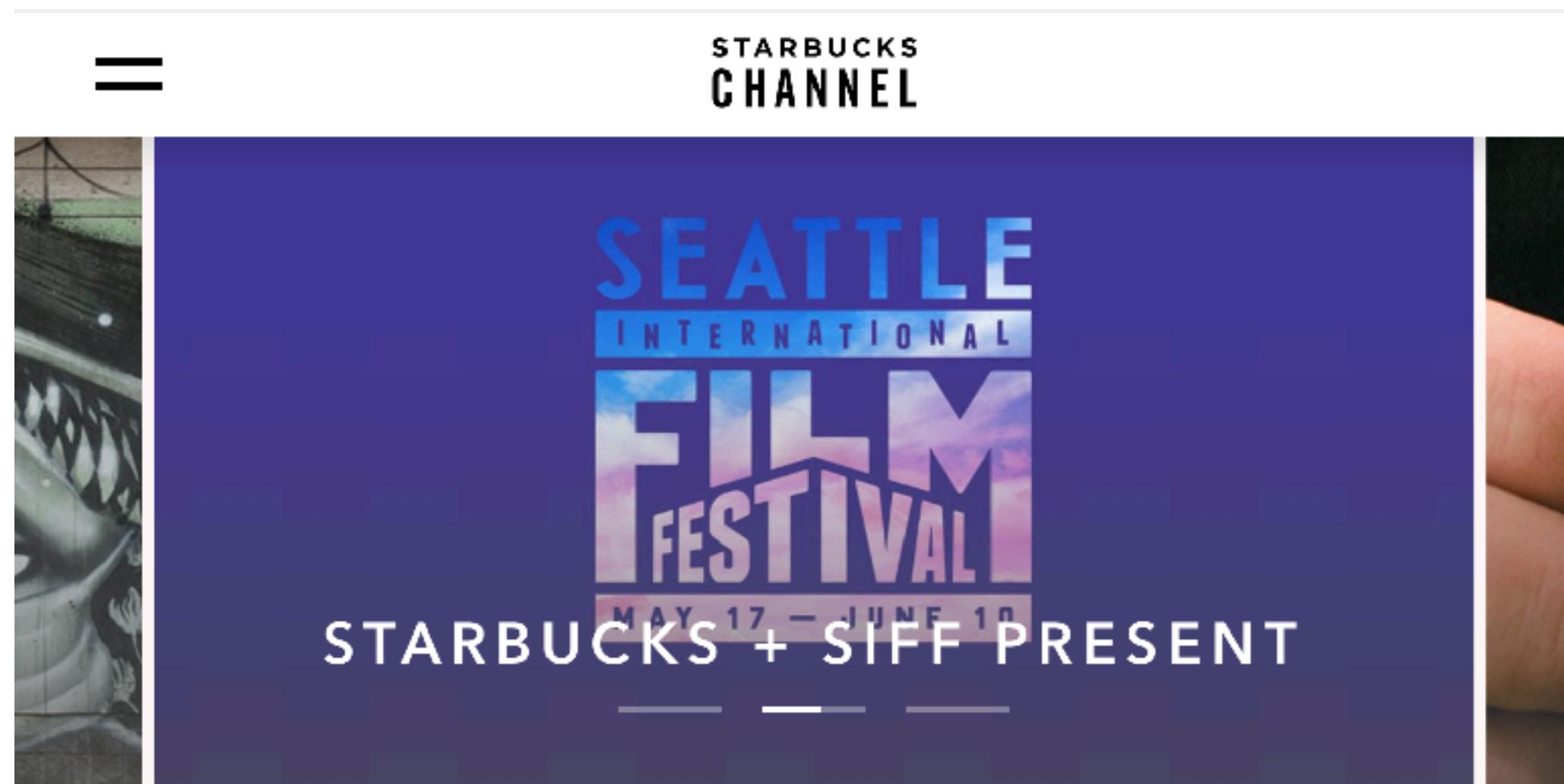
JOIN THE PARTY

STARBUCKS REWARDS

Make every sip more rewarding

Join Starbucks Rewards™ to earn Gold level benefits like free drinks and food, get free refills, pay and order with your phone, and more.

JOIN NOW SIGN IN



**ORIGINALS**

**SEE ALL ▶**

< >

**COFFEE STORIES**

1 Story  
Coffee Stories

**UPSTANDERS SEASON 2**

11 Stories  
Upstanders Season 2

**UPSTANDERS SEASON 1**

10 Stories  
Upstanders Season 1

4 Stories  
Veterans

**THE LATEST**

The image shows the Starbucks mobile app interface. At the top is a large image of four Starbucks iced coffee drinks (Latte, Cappuccino, Americano, Frappuccino) with green straws. Below this is the Starbucks logo. To the right are social media stats: Tweets 139K, Following 97.6K, Followers 11.9M, Likes 15.2K, and a "More" button. A "Follow" button is also present.

**Starbucks Coffee**

**Tweets** **Tweets & replies** **Media**

**COFFEE** **TEA** **MENU** **COFFEEHOUSE** **SOCIAL IMPACT** **STARBUCKS REWARDS** **BLOG** **GIFT CARDS**

**Our Coffees**

- Whole Bean and Ground Coffee
- Starbucks K-Cup Pods
- Verismo® Pods
- Starbucks Reserve® Coffee
- Starbucks VIA®

**Find Your Perfect Coffee**

**Starbucks Reserve® Coffees**

- Starbucks Reserve® Roastery & Tasting Rooms

**Espresso Beverages**

- Latte Macchiato
- Doppio
- Americano
- Espresso Macchiato
- Flat White
- Cappuccino
- Latte
- Caramel Macchiato
- Mocha

**How to Brew Great Coffee**

- Coffee Press
- Pour-Over
- Iced Pour-Over
- Coffee Brewer
- Verismo® System

**Ethical Sourcing**

- Coffee
- Farming Communities

**Learn More**

- Starbucks At Home
- Flavors in Your Cup
- The Clover® Brewing System
- Submit your ideas

**Cold Brew Coffee**

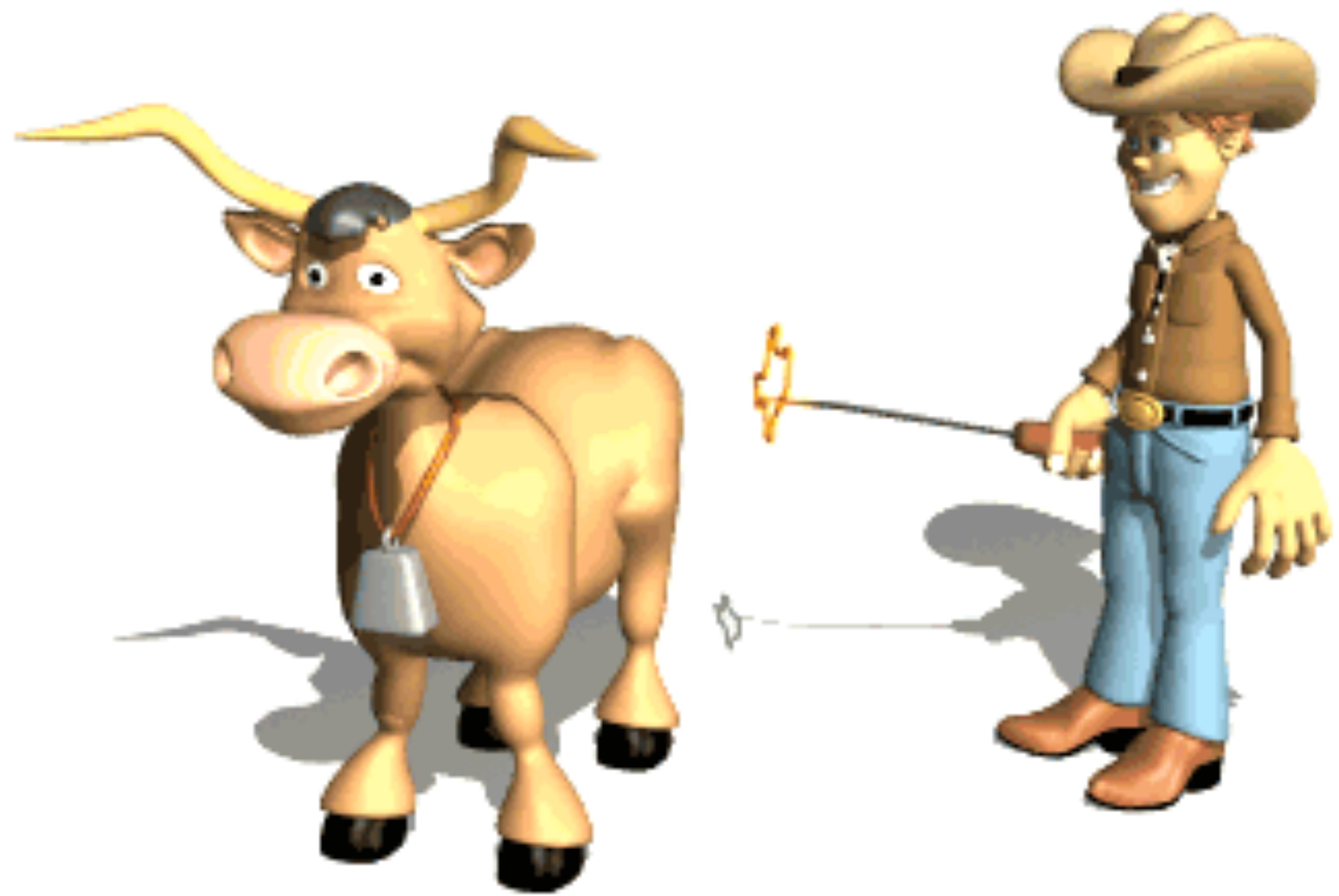
**Starbucks Channel**

Looking for Coffee Beverages?  
[Freshly Brewed Coffee](#) [Starbucks Espresso Beverages](#) [Frappuccino® Blended Beverages](#)

Find a Store | Sign In

all of these elements are part of this  
company's **brand**

what is a **brand**?



The Coca-Cola script logo is a classic red calligraphic font. It features the words "Coca-Cola" in a flowing, cursive script. The 'C' has a large loop at the top, and the 'a's have small loops above them. The 'Coca' part is on one line, and 'Cola' is on the next line, which also contains a decorative flourish at the end.



# Coca-Cola



## TYPE FACES (GOTHAM / ARIAL)

### // PRIMARY TYPE FAMILY

The Brand Standards use the Gotham font family. Where local character language sets prohibit its use, the local market Group should set and communicate a standard that's a close representation to the Gotham typeface as possible. The typeface can be purchased through [www.typography.com](http://www.typography.com). Gotham font family is the official font of Coca-Cola marketing.

#### Primary Font

- Gotham Bold should be used for headlines or all executions and Brand communications. Body Copy
- Gotham Book should be used for body copy on all Brand communications. When possible use gotham font at all times to insure the unification of all marketing material.

GOTHAM BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

GOTHAM BOOK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

GOTHAM MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Coca-Cola  
zero™

Coca-Cola  
zero™



Standard Coca-Cola Zero Logo  
Coke Red and black on a white background.



Reversed Coca-Cola Zero Logo  
Coke Red and white on a black background.

## BRAND PROGRESSION

COCA-COLA.

1886

Coca-Cola

1900s

Coca-Cola

1940

Coca-Cola

1900s (first label)

Coca-Cola

1985



Coca-Cola

1960

Coke

1960



1985

Coca-Cola

CURRENT MARK  
2009



Coke Red  
PMS = (no equivalent)  
C = 4, M = 100, Y = 95, K = 0  
R = 244, G = 0, B = 9  
Hex = F40000



White  
PMS = Opaque White  
C = 0, M = 0, Y = 0, K = 0  
R = 255, G = 255, B = 255  
Hex = FFFFFF



Black  
PMS = Black  
C = 0, M = 0, Y = 0, K = 100  
R = 0, G = 0, B = 0  
Hex = 000000



Silver  
PMS = Opaque White  
C = 0, M = 0, Y = 0, K = 0  
R = 255, G = 255, B = 255



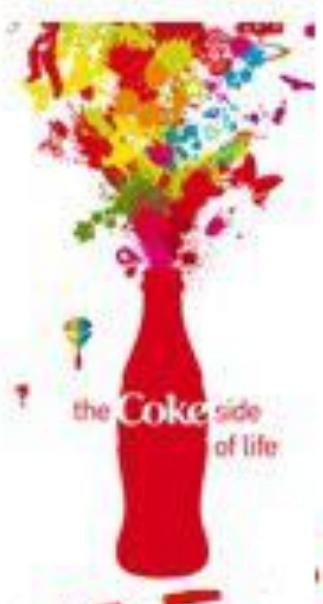
Bottle  
Shape  
(flagship)



Within arms'  
reach

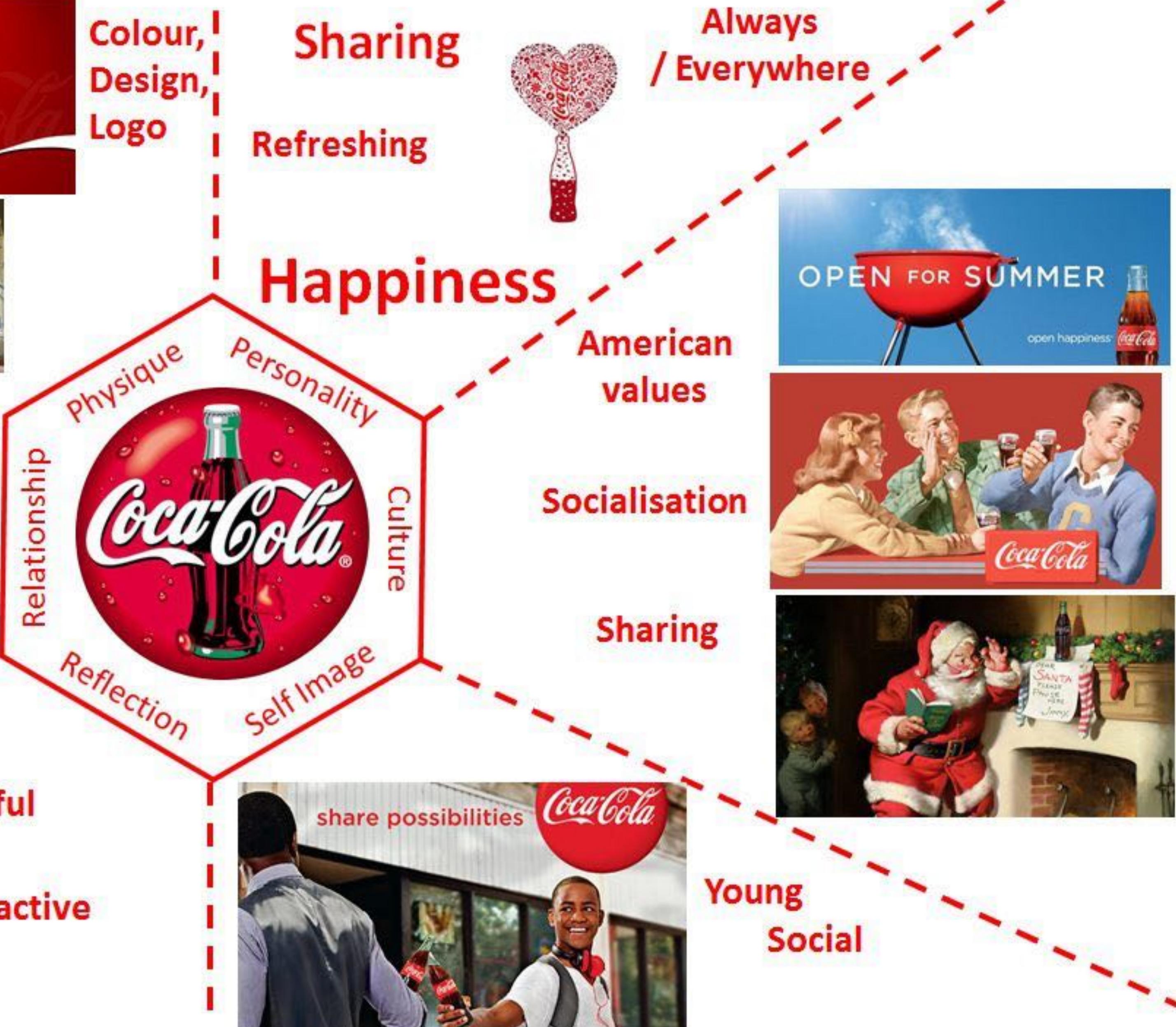


More than  
just  
a drink in  
a bottle



Youthful

Interactive



Coca-Cola® | Taste The Feeling

Secure | https://us.coca-cola.com

Joyce

OUR BRANDS ▶ SHOP ▶ GIVE REWARDS

Location Services

TURN ON  
Location Services  
WITH YOUR MOBILE DEVICE TO FIND AMAZING SUMMER EXPERIENCES NEAR YOU

SHARE SUMMER EXPERIENCES NEAR YOU WITH A COKE®

Grab your phone, turn on location services, and scan a sip & scan® icon. You'll discover exciting chances to win summer fun near you. Click [here](#) to learn more about location services.

CHECK IT OUT

THE REFRESHING TASTE OF COCA-COLA BEVERAGES PAIRED WITH NEW AND REWARDING EXPERIENCES.

all of these things combine to form a  
**brand strategy**

*the conceptual*

a **brand strategy** is comprised of **rules**

Coca-Cola® | Taste The Feeling

Secure | https://us.coca-cola.com

Joyce

OUR BRANDS ▶ SHOP ▶ GIVE REWARDS

Location Services

TURN ON  
Location Services  
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SHARE SUMMER EXPERIENCES NEAR YOU WITH A COKE®

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CHECK IT OUT

THE REFRESHING TASTE OF COCA-COLA BEVERAGES PAIRED WITH NEW AND REWARDING EXPERIENCES.

**RULES OF USE: LOGO**

TEAM AWESOME BRAND GUIDELINES

It is paramount that the Team Awesome brand assets be used in the correct way and in the appropriate context.

The logo should only be used in the colorways pictured here, and be given a minimum space of 10 mm around the perimeter of the logo to allow the design to breathe. Do not place the logo on patterned backgrounds.

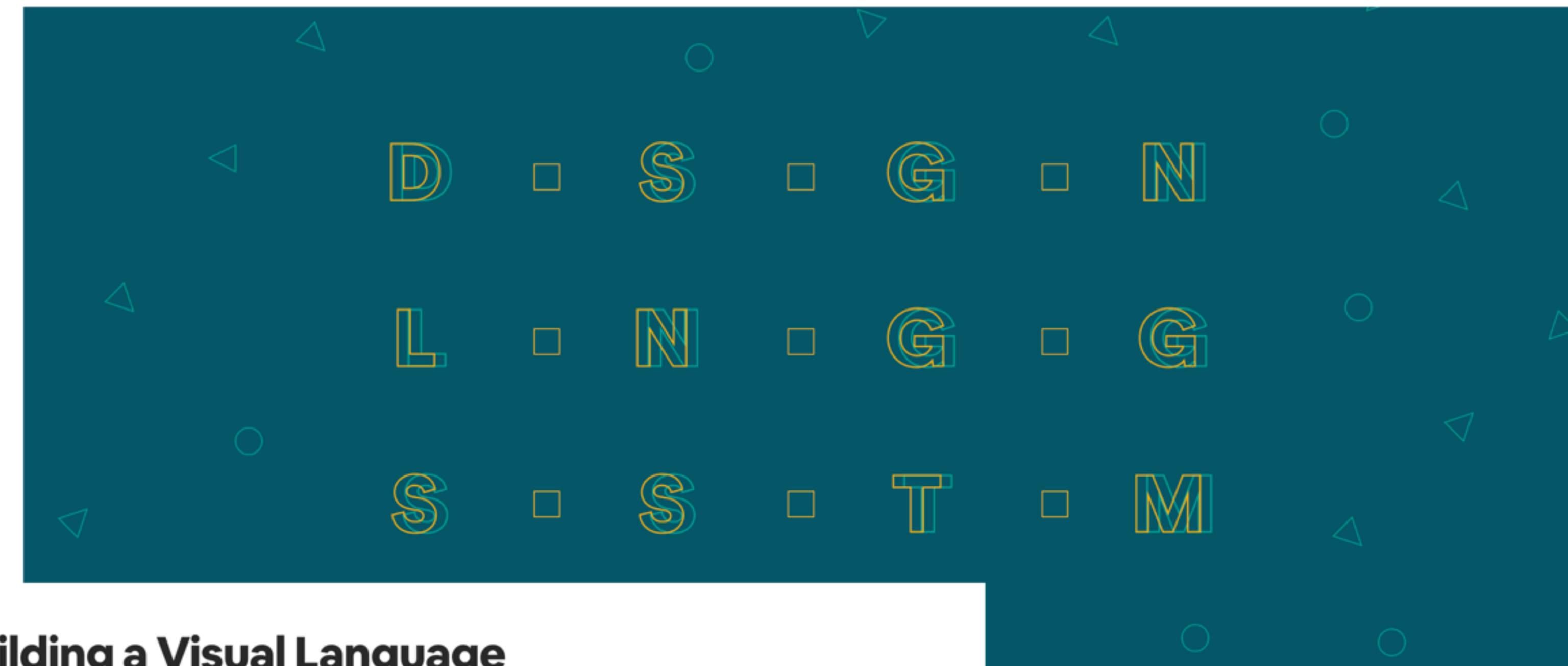
The 2D and 3D versions of the logo can be used interchangeably, but the 2D version should be used on busier layouts to promote a sense of style and simplicity.

The grey version of the logo should be used on monochrome print designs; black should be used for black-and-white printing.

4



Articles Events Videos Projects



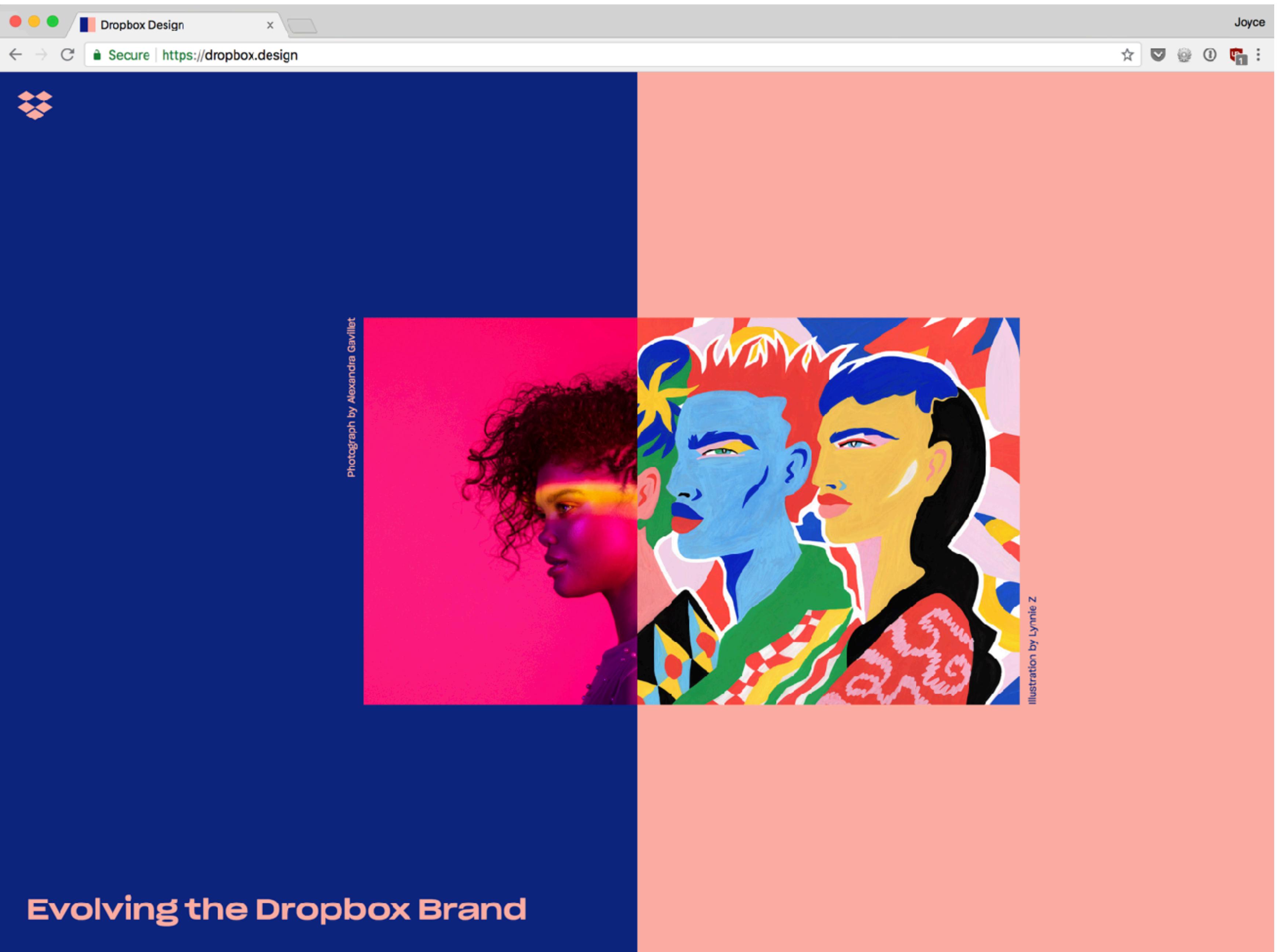
## Building a Visual Language

Behind the scenes of our new design system

Behind the Scenes — Karri Saarinen

*This article is part of a series on our new [Design Language System](#). Karri recently answered questions about this topic in a Designer News “Ask Me Anything” interview. Click [here](#) to read the transcript.*

Working in software development and design, we are often required to ship one-



## Evolving the Dropbox Brand

if you work for yourself, you design  
your **brand strategy** and **style guide**

# Brand strategy

a long-term plan for the development of a successful **brand** in order to achieve specific goals

– *aytm.com*

# brand strategy

---

goal defintion

target audience

long term plan

# basic designer

---

goal defintion

get a job

target audience

design firm hiring team

plan

cohesive web presence

# brand style guide

---

domain name

logo

consistent personality

# domain name

- easy to spell aloud
- short + easy to remember
- reflective of your work or self

# domain name

good domain names:

illustration.com

joycerice.com

pencil.design

# domain name

bad domain names:

illustrati.on

joycericejrdresquire.bye

sanfrancisco.edu

# logo

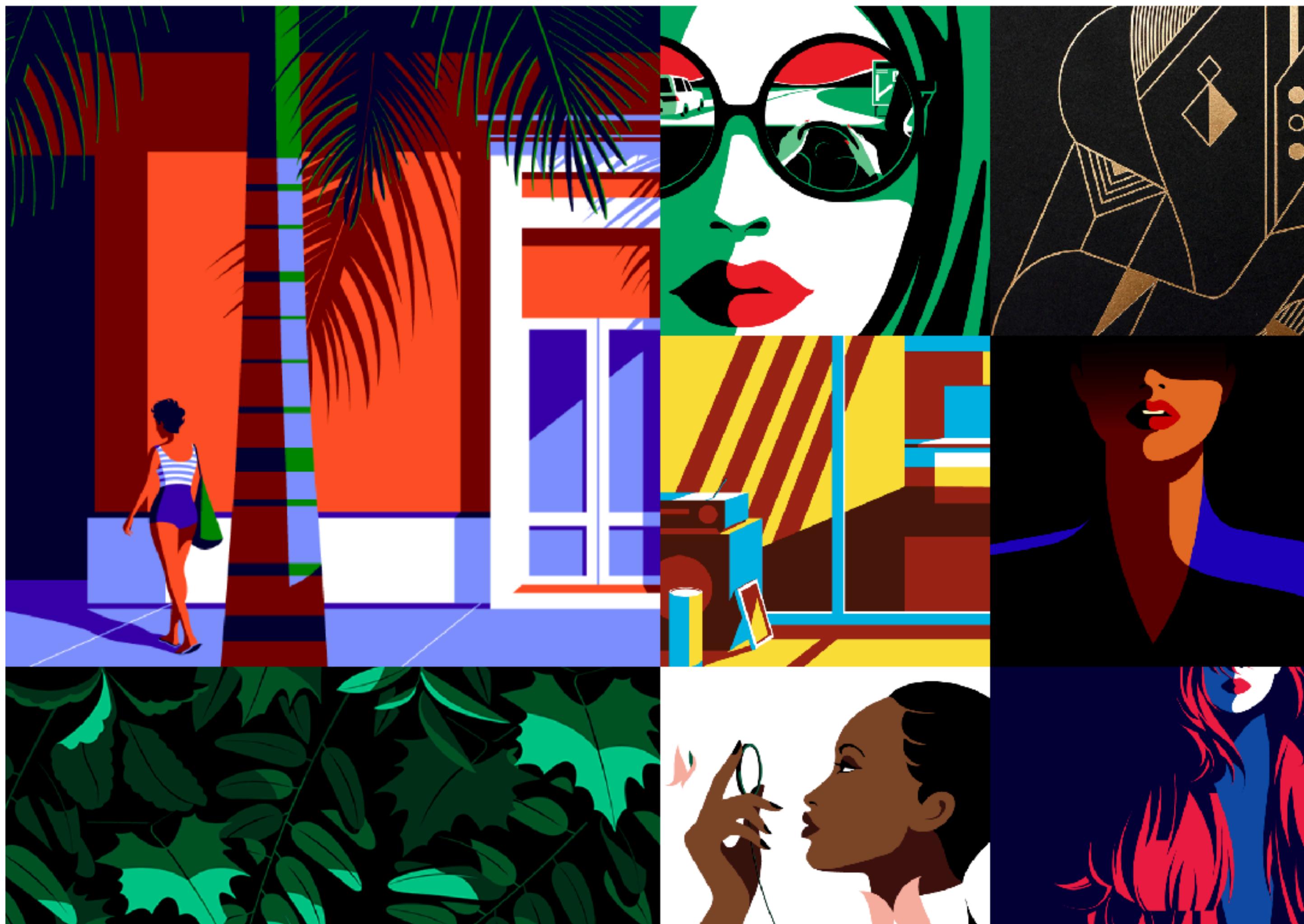
- simple
- legible at small and large sizes
- reflective of your work

WORK

SHOP

INSTA

ABOUT



La

THE ART OF LA JOHNSON

[Commercial](#) [Posters](#) [Comics](#) [Illustration](#) [Paintings and Screen Prints](#) [Animation](#)

[About](#) [Contact](#)



Email: [lnz.johnson\[at\]gmail\[dot\]com](mailto:lnz.johnson[at]gmail[dot]com)

## WARBY PARKER



# BECKY SIMPSON

[Portfolio](#)   [About](#)   [Books](#)   [Shop](#)   [Speaking](#)   [Blog](#)

[Contact](#)



# GABRIEL MORENO

[ART](#)   [ARTIST](#)   [CV](#)   [CONTACT](#)   [SHOP](#)

ILLUSTRATION//ADVERTISING

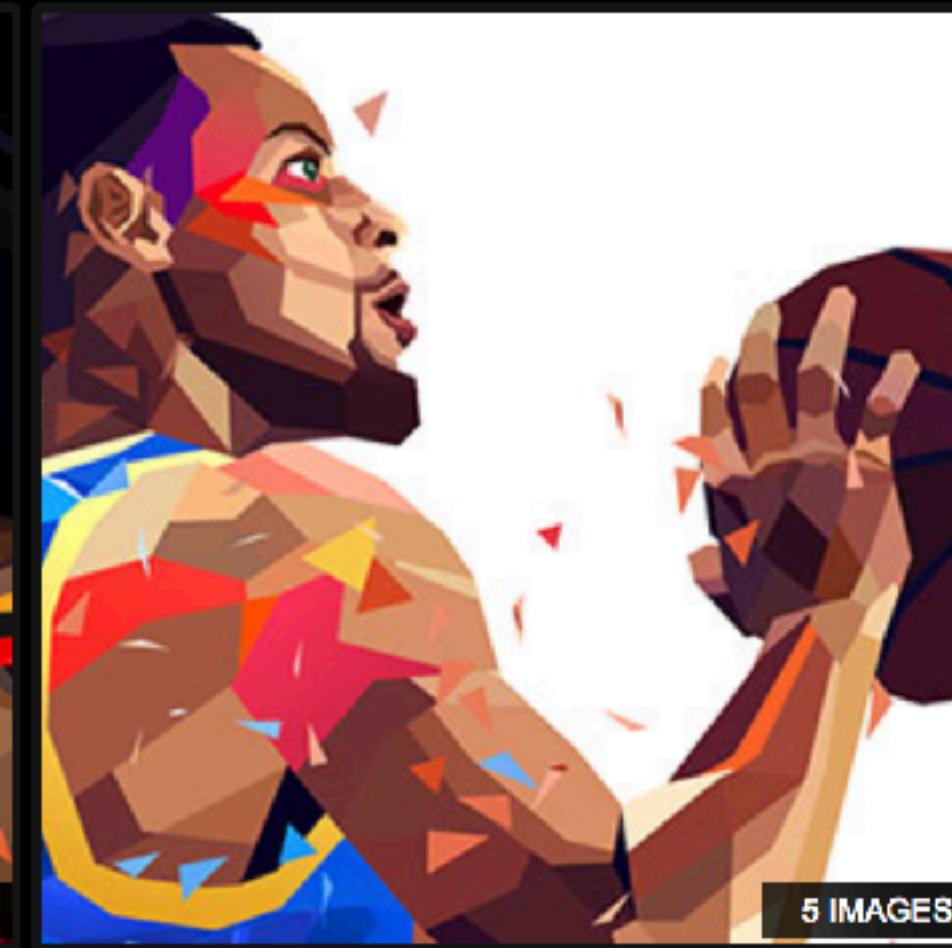


# Justin Maller

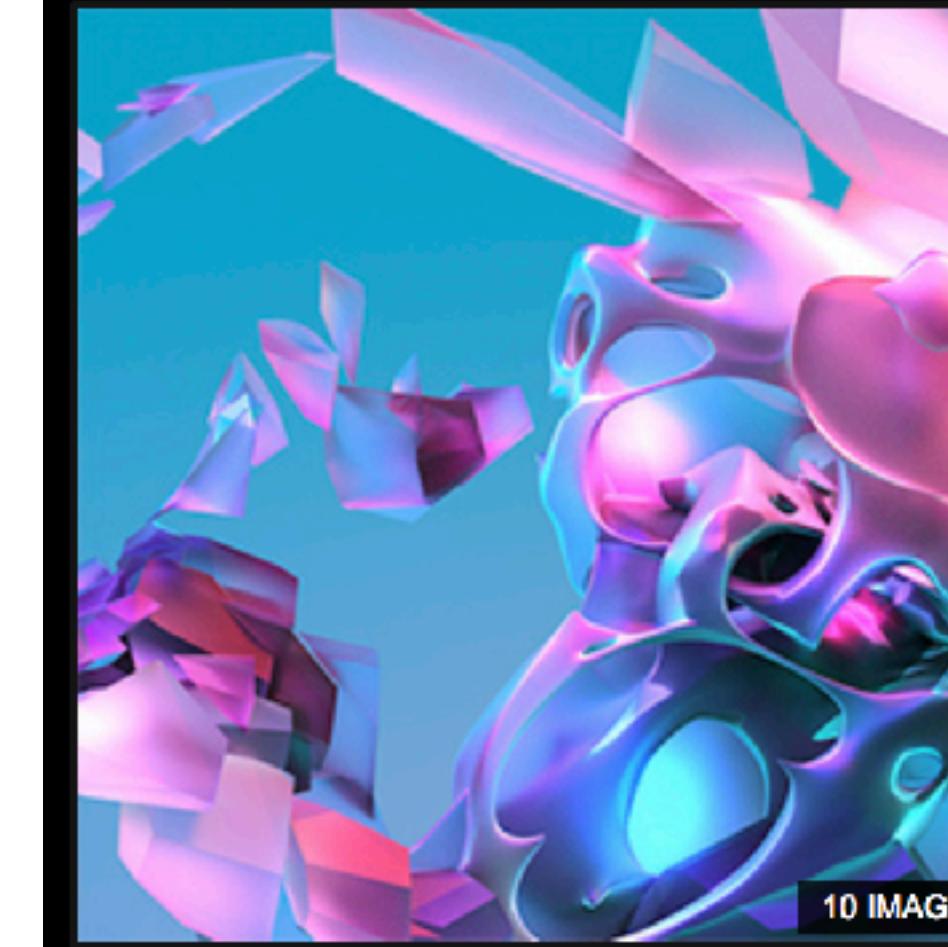
WORK WALLPAPERS INFO



HELMETICA IV  
BUSTS OF DIGITAL IDOLS



UNDER ARMOUR  
APPAREL ILLUSTRATION FOR STEPH CURRY & UNDER ARMOUR



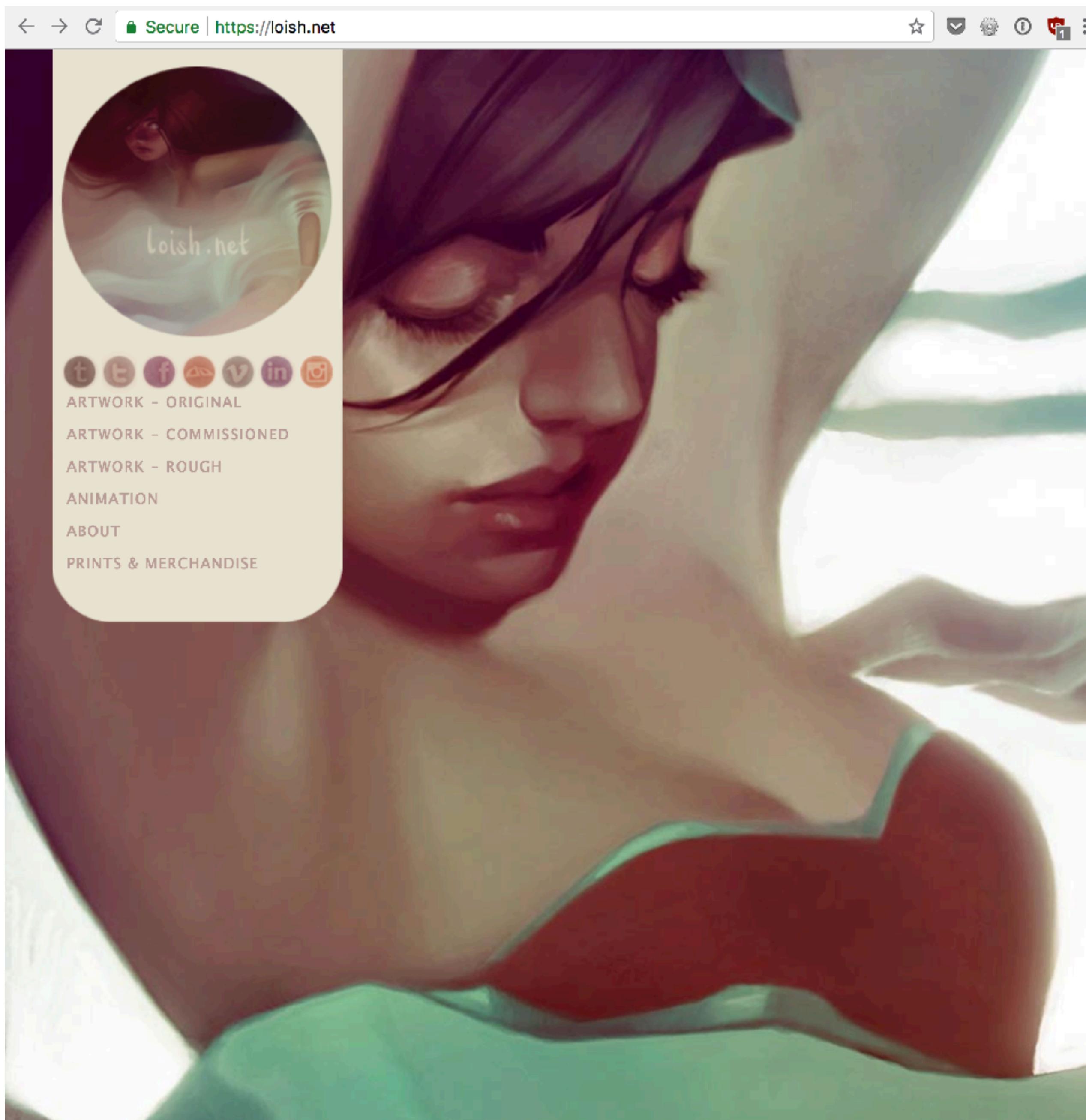
GOOGLE PIXEL  
ILLUSTRATIONS FOR GOOGLE PIXEL LIVE CASE



MAX X AUDIEN  
COVER ARTWORK FOR "ONE MORE WEEKEND"

# consistent personality

- color scheme
- layout
- typography



A screenshot of the Twitter profile of Lois van Baarle (@loishh). The profile picture is a portrait of a woman with short blonde hair. The bio reads: "I'm a digital artist and animator. photoshop &amp; cintiq 24HD. Instagram.com/loisvb". It also mentions "Pinned Tweet" and "Joined January 2009". The "Tweets" section shows a pinned tweet from April 9, 2018, with a link to her website. The "Media" section displays a grid of images, including a book cover titled "Compelling and Poignant Moments From the Daily Life of Lois" and several of her artworks. The "Followers" section shows 88.5K followers.

# NATE KITCH

nate@natekitch.com Contact About Twitter Behance Instagram



Instagram Search

The World Cup has united England. Enjoy it while it lasts Gaby Hinsliff

It's football, not a miracle, but sometimes it's enough just to live for the moment, however fleeting.

Journal

SAVAGE GRACE

Home Moments Notifications Messages

Tweets 8,138 Following 1,106 Followers 1,733 Likes 5,313 1

Nate Kitch

European Illustrator | Let's make some shapes! nate@natekitch.com

Winchester, United Kingdom

natekitch.com

Joined October 2011

Tweet to Nate Kitch

1 Follower you know

1,133 Photos and videos

SWIRL

paletton.com/?uid=63i1b0ku3sxj0zYo3uJvtmICahG

English -

DESIGN YOUR STUNNING WEBSITE »

paletton.com

< UNDO REDO > RESET RANDOMIZE... MORE INFO ▾

envato-elements

READY TO USE GRAPHIC ASSETS

FREE ITEMS

ADD-ONS

TEMPLATES

PATTERNS

VECTORS

AND MORE!

DOWLOAD NOW

Adjacent colors (3-colors)

Hue: 210° Dist: 75° default: 30°

opposite

My Palette:  Share palette ▾

Color wheel interface with various controls and a preview area.

Color Hunt Palettes New ▾

Search Palettes

Color Palettes for Designers and Artists

Color Hunt is a free and open platform for color inspiration with thousands of trendy hand picked color palettes

Get our Chrome extension for color inspiration with every new tab

Add to Chrome

Made with ❤ by Gal Shir

Previous version [Color Scheme Designer 3.5] – Version history • Follow Paletton on Facebook – Twitter – Google+ • Email: info@paletton.com

Color Hunt Palettes New ▾

Color palettes displayed as 3x3 grid:

- Row 1: Yellow-orange, Dark blue, Magenta-orange
- Row 2: Light yellow, Red-orange, Green
- Row 3: Red, Blue, Orange

Each palette has a heart icon indicating its popularity (e.g., 27, 94, 91) and a timestamp (Today, Yesterday, 2 days, 3 days, 4 days, 5 days).

Color palettes displayed as 3x3 grid:

- Row 1: Teal, Yellow, Lime green
- Row 2: Orange, Grey, Blue
- Row 3: Light blue, Blue, Purple



Viewing 878 of 878 font families

Roboto

Christian Robertson (12 styles)

Gaegu

JIKJI SOFT (3 styles)

All their equipment  
and instruments are  
alive.

A red flare silhouetted  
the jagged edge of a  
wing.

Merienda

Eduardo Tunni (2 styles)

Open Sans

Steve Matteson (10 styles)

I watched the  
storm, so beautiful  
yet terrific.

Almost before we  
knew it, we had left  
the ground.

Lato

Łukasz Dziedzic (10 styles)

Montserrat

Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le  
Bailly (18 styles)

A shining crescent far  
beneath the flying  
vessel.

It was going to be a  
lonely trip back.

## Categories

- Serif
- Sans Serif
- Display
- Handwriting
- Monospace

## Sorting

Trending ▾

## Languages

All Languages ▾

## Number of styles



## Thickness



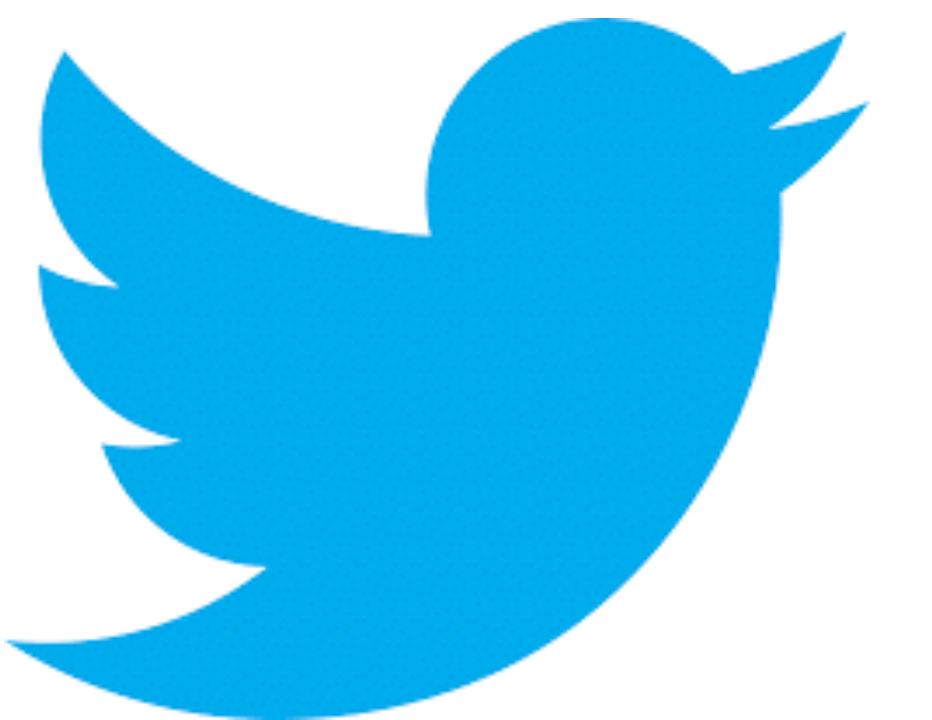
## Slant



## Width



your **voice**



your brand personality is  
**crafted** to your goal

# ***homework:***

- review brand strategy for 3 websites
- mock up 3 logo/wordmark ideas
- in XD, mock up a page with a logo, color scheme, typography, and your work
- choose a domain and buy webspace at  
[1and1.com](http://1and1.com)