CoffeeSafe

Branding and Usage Guidelines
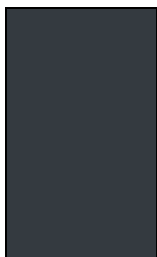
Last Updated: 06 July 2023

CoffeeSafe - Colours

The CoffeeSafe colours:

No other colours may be used other than black or white versions for mono publications.

Dark

CMYK: 74,61,52,57
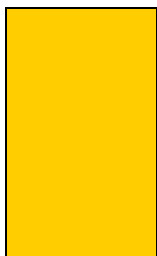RGB: 52,58,64
Hex: #343A40

Grey

CMYK: 58,43,38,22
RGB: 108,117,125
Hex: #6C757D

Yellow

CMYK: 0,20,93,0
RGB: 255,205,0
Hex: #FFCD00

Light

CMYK: 2,2,2,0
RGB: 248,249,250
Hex: #F8F9FA

CoffeeSafe – Usage and Positioning

The 'bordered' CoffeeSafe logo must not be placed any nearer than the white border width (x) from any picture edge. See example below: version of

When a logo is used without a border, it must not be placed any nearer from any picture edge than the width and height of the CoffeeSafe 'e'. See example below:

The CoffeeSafe logo must never be stretched, distorted, or rotated in any way and must always remain in proportion.

CoffeeSafe – Logos Text

The white version of text logo must be used when inserting onto a medium to dark background colour. See example below:

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The grey version of text logo must be used when inserting onto a white or light background colour. See example below.

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