

Brand identity

Branch Co.



Design

Logo & Brand Identity

Company

Branch Co.

Date

01/01/2022

Designer

Spencer Adams - Sussex Sign Collective.



logomark

Our logo is the face of Branch Co. - the primary visual expression that we use to identify ourselves. meaning that we need to be careful to use it correctly and to do so consistently.



Primary Logomark



backgrounds



frosting/manifestation



Branch Coffee - logomark

This is the logo for Branch Coffee. Our secondary visual expression that we use to identify one of Branch Co's subsidiary brands. We need to be careful to use it correctly and to do so consistently at all times.



Secondary Brand/Logomark



Tag-lines 1 & 2

takeaway | pre-order | delivery
where coffee beans grow & your day begins.

backgrounds



frosting/manifestation



Branch Coffee.

Primary colours



CMYK

88 27 96 14

50 70 80 70

58 71 70 82

HEX

#117C42

#3C2415

#25110B

PMS

TBC

TBC

TBC

Secondary colours



CMYK

05 05 16 00

50 70 80 70

58 71 70 82

DESCRIPTION

GRADIENT

15% OPACITY

50% OPACITY

The Typeface Family

Only two font styles are used for the logo, typeface family:
Arial (Black)

When to Use:

Arial (Black) is the primary font used for the logotype/logo & wording.

Arial (Black)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

When to Use:

Avenir (book) is to be used for all other forms of standard body text, ranging from: tag-lines, stationery, website design, brochures and all forms of general correspondence.

Avenir (book)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

front letterhead

- Logo width 58mm
- Logo distance from left margin 20mm
- The distance between top margin and logo is equal with 2 times the logo height

back letterhead

- Type is centred on page and aligned bottom with the info placed on front (20mm from the page bottom)
- Logo detail from top is centred on the page and cut to 50% height
- The logo detail black transparency set to 16%



Signage / Doors / Banners

Visualisation:
Portrait graphics for external
doors / panels

Options 1 & 2



Kiosk Signage/Branding

Visualisation:
External branding of kiosk #3

Example 1: TBC



Signage / Doors / Banners

Visualisation:
External branding of kiosk #3

Example 2: TBC



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