

FOXTAIL COFFEE CO. BRANDING GUIDE



MORE THAN JUST COFFEE

Each sip of coffee is more than just coffee. It is an experience shaped by the humble bean's journey from plant to palette that brings its complexities to life.

The Foxtail Coffee Co. brand is as simple as the coffee bean with as much complexity as the coffee sip. This guide defines the nuances.



GENERAL RULES

USAGE OVERVIEW

Maintain proper usage of logos and marks in all print and digital media as prescribed by us. Foxtail Coffee has a strong portfolio of logos and brand marks available for almost any occasion.

Discontinue the use of any logos or marks that we determine to be outdated or unsuitable.



LOGO COLORS

Always keep logos and marks either black or white. Exceptions are rare but allowed in cases of brand-approved merchandise.

BLACK & WHITE



EXCEPTION EXAMPLES



ACCENT COLORS

The use of these colors should be kept at a minimum in design. Only depict these colors against a black background.

Additionally, dark grey against black and light grey against white are acceptable colors for interesting background elements.



#69c9cd
C-55 M-0 Y-22 K-0



#ce9d72
C-20 M-40 Y-60 K-0



PROPER SPACING

Maintain proper spacing, giving the logo some nice real estate. The width of the arm of the “F” is often a good amount of space to imagine.



However, the logo may go off-canvas decoratively. “Foxt,” “Foxta” and “Foxtai” reflect the brand most accurately.



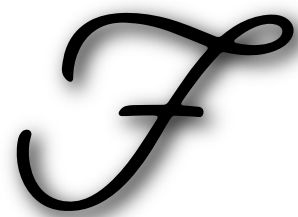
SOME DON'TS

A few no-no's to be mindful of when depicting our logos. The "F" icon is used here for example, but these rules apply to all lockups. Suggested alternatives must be applied tastefully.



Don't: add outlines/strokes to logos.

Instead: use a very faint glow of the opposite color to help stand out against busy backgrounds if needed.



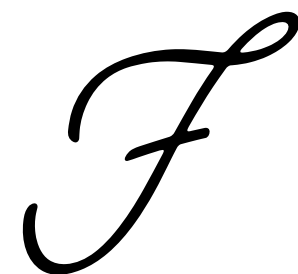
Don't: add soft drop shadows to logos.

Instead: use a small hard drop shadow of the opposite color to help stand out against busy backgrounds if needed.



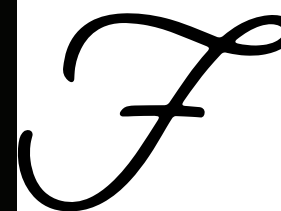
Don't: use any color other than black or white.

Exception: some merchandise.



Don't: skew logos.

Can: tilt when applied decoratively.



Don't: allow logos to "kiss" borders or elements, like this.

Instead: use proper spacing or proper cut-off (see previous page).

BRAND-SPECIFIC LOGOS & MARKS



PRIMARY LOGO MARKS

Default to either of these logo lockups as often as possible, selecting for best fit.

Keep black or white.

Minimum clear space is about the width of the arm of the F.



PRIMARY LOGO MARKS

A few examples of the three primary logo marks in practice.



THE “F” LETTERMARK

The most recognizable element of the Foxtail Coffee logo stands confidently as an icon in itself. This should be depicted in instances where the Foxtail Coffee brand is prevalent.

Default to black or white, but the color can adapt to a design in which it’s featured.

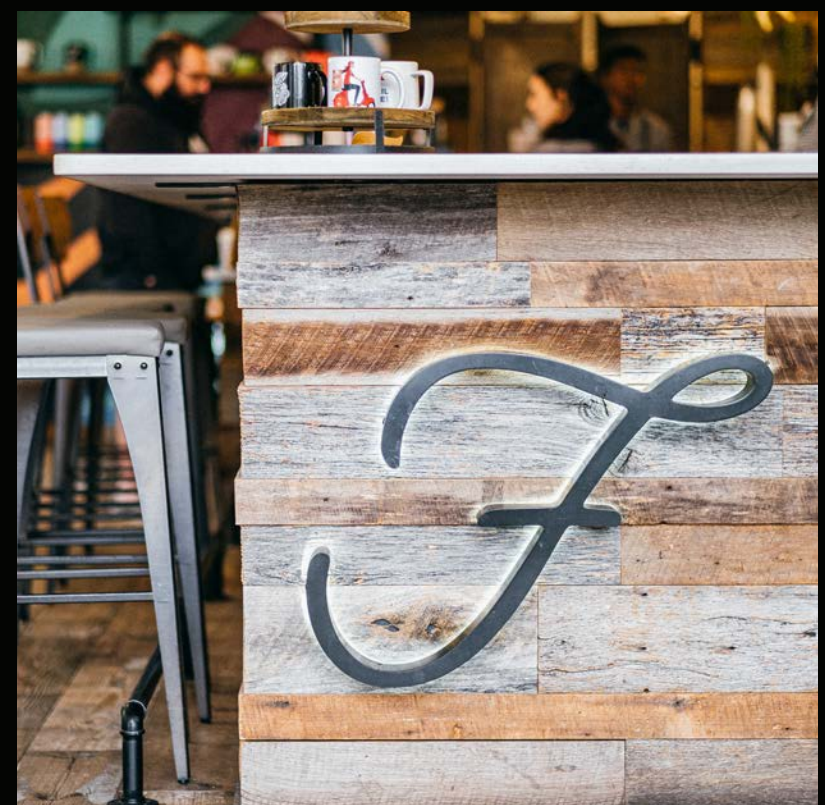
Minimum clear space is about the width of its arm.



“F” Lettermark

THE “F” LETTERMARK

A few examples of the “F”
lettermark in practice.



THE BADGE LOGO

This classic Foxtail Coffee shape has undergone some changes but still serves the brand as strongly as ever. However, this should mainly be used when one of the primary logos are present, or alone on merchandise and package labeling.

Update! The logo has now been revised for better legibility and usage versatility. Among changes in composition, most notably the “Roasted in Orlando, Florida, the USA” language has been removed.

Keep black or white, except in certain merchandise designs.

Recommended clear space is about the width of the bean icon inside it.



*Badge - NEW
Please use this version*



*Badge - Orlando
This is the old version*

THE BADGE LOGO

A few examples of the Badge logo in practice.



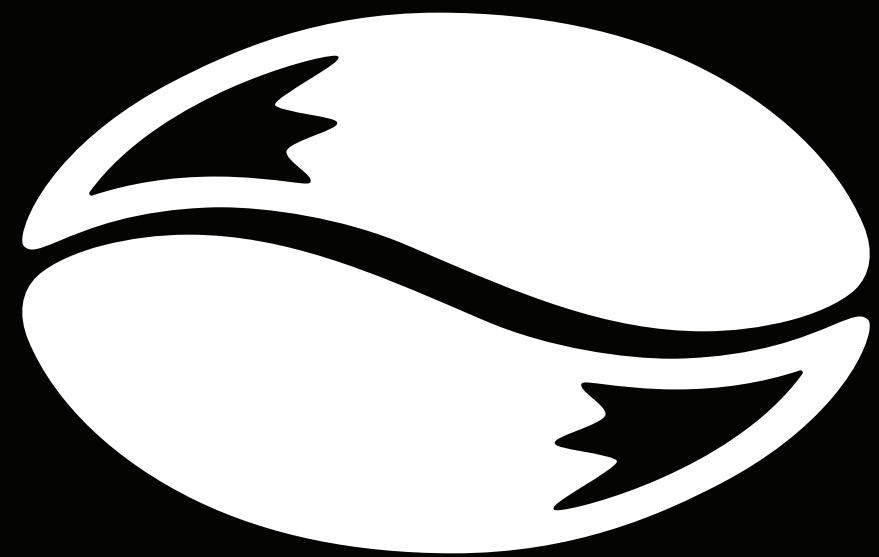
TWIN TAILS BEAN ICON

This clever depiction of a coffee bean made up of two fox's tails serves the brand best as a decorative element, only to be used when any of the primary logos are present. It's normally present in instances regarding our beans. It is often centered between three lines on each side.

Keep black or white, except in certain merchandise designs.

Do not make into a repeating pattern.

Recommended clear space is about the length of the chape of the tail.



Bean Icon

TWIN TAILS BEAN ICON

A few examples of the Twin Tails Bean icon in practice.



BRAND NOMENCLATURE IN COPYWRITING & CONVERSATION

The Foxtail Coffee Co. name consists of three words, but not all of them are necessary for every instance in copywriting and conversation. Here's how to use the Foxtail Coffee naming convention in those instances.

"FOXTAIL COFFEE CO."

Our official name with abbreviated "Company" serves formal documents most properly, as well as less conversational declarations.

"*Foxtail Coffee Co.* proudly partners with Orange County Public Schools in creating a better educational experience for underprivileged students."

"FOXTAIL COFFEE"

This informal version of our brand name is suitable for nearly all casual instances in reference to the brand entity as a whole.

"Peppermint Mocha Latte. Available at a *Foxtail Coffee* near you!"

"*Foxtail Coffee* is committed to serving the creative community."

"FOXTAIL" SHORTNAME

The brand short name is reserved for usage within areas of strong brand presence, like countertop chalkboard signage in one of our shops, as well as casual verbal conversation. It also serves a descriptor for any associated person, place, thing or idea that is beyond the coffee product, because Foxtail is *more than just coffee*.

"Hi, welcome to *Foxtail*!"

"Not sure what plant-based milk is best for your macchiato? Your *Foxtail* barista is here to help."

"Meet me at *Foxtail* Winter Park."

"Have you tried *Foxtail* cold brew yet?"

"The *Foxtail* customer experience is second to none."

BRAND-SPECIFIC FONTS & USAGE

PRIMARY BRAND FONTS

The fonts shown here are most often used in general Foxtail designs, from menus to labels. They typically follow the same casing and letter-spacing parameters as designated. The colors to default for these are white or black, except for Gotham Medium Italic, which is often depicted in teal (#69c9cd).

SUITABLE FOR HEADERS AND CATEGORIES:

MORET REGULAR

Capitalized. Letter spacing: 0-50

SUITABLE FOR SUBHEADERS:

Moret Book Oblique

Title-cased. Letter spacing: 0-50

SUITABLE FOR PRICES:

KOMU B

Capitalized. Letter spacing: 50-100

SUITABLE FOR ITEM LISTINGS:

GOTHAM MEDIUM

Capitalized. Letter spacing: 50-200

SUITABLE FOR ITEM DESCRIPTIONS:

Gotham Medium Italic

Title- or sentence-cased.

Letter spacing: 0-50

SUITABLE FOR BODY:

Gotham Book

Sentence-cased. Letter spacing: 0

FONTS IN PRACTICE

A few examples of our brand fonts in practice.



LOGO FONTS, NOT FOR USE

Our logo is constructed with modified forms of Angelface and American Captain fonts.

In order to keep our logo looking pure in design, we ask to not use these in any other manner.

Angelface

Do not use for design

AMERICAN CAPTAIN

Do not use for design

BRAND EVOLUTION

Change is often confusing. As new rules develop, they will be clarified in this document.

If you have questions about anything unclear or not covered in this brand guide, please don't hesitate to contact us.