

FONTÉ

COFFEE ROASTER

BRAND GUIDELINES



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INTRODUCTION



Fonté Coffee Roaster, one of the Seattle area's original roasters, was established in 1992 by Paul Odom. The goal of Fonté, which is Italian for source, is to deliver an exceptional coffee experience in every cup. Paul met Steve Smith, Fonté's Master Roaster, who now has been roasting for over 40 years. Smith's wealth of coffee knowledge and Paul's business experience were a perfect match. Fonté shares top-quality coffee in Fonté cafes, with restaurants, businesses and five-star properties nationwide, and online at fontecoffee.com.

POSITIONING STATEMENT

For avid coffee drinkers and mature, high-end shoppers, Fonté Coffee Roaster is one of the only upscale, privately owned coffee roasters that provides luxury coffee and tea experiences to households and businesses across the nation.



BRAND PILLARS

The following pillars serve as the foundation for Fonté Coffee Roaster and are outlined to internally communicate what differentiates Fonté from other coffee roasting companies.

FRESH, MATCHLESS COFFEE

We invite food and beverage consumers to indulge in an alternative coffee experience that is both high-end and financially obtainable.

Our beans are hand roasted in smaller, artisan batches by industry professionals to deliver the fullest flavor profile and expression.

Our wholesale customers experience our roast-to-order program, and all our coffee is shipped in packaging with one-way freshness valves that ensure the product is delivered as fresh as possible.

PERSONALIZED, QUALITY SERVICE

We intimately engage with each customer by anticipating needs, solving problems, and offering excellent coffee, machines, and customer service to our clientele.

We craft unique coffee drinks for our café customers. We provide our ecommerce buyers with a straight forward online retail experience. We offer tailored coffee programs for our hospitality clients that include training, equipment, and quality assurance.

PRIVATELY OWNED MICRO ROASTER

Since company inception, we have remained privately owned and committed to small batch roasting.

We pride ourselves on our small staff and “all hands on deck” approach. We view our employees and customers as part of the Fonté family.

Our roasting style is mastered by few (only four roasters in company history). Our experience in the craft and artistic approach is key to what sets us apart from large batch or modern competitors.

COMPANY GROWTH

Expanding our consumer base is paramount.

Our committed demographic has been with us for decades, and our new demographic is still learning about our commitment to quality and sophistication. It is our duty to effectively communicate to all demographics what distinguishes our coffee, service, and experience from others.

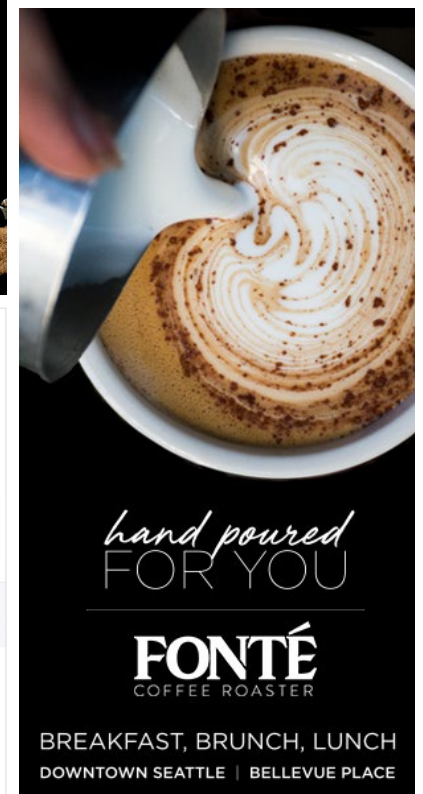
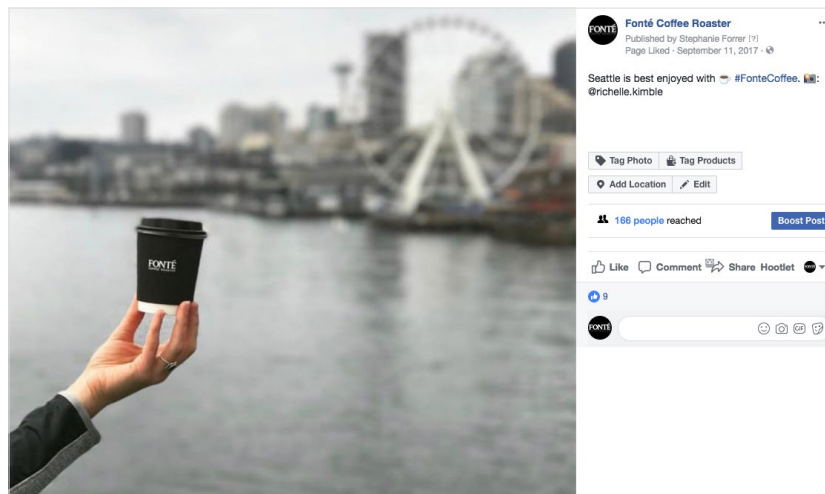
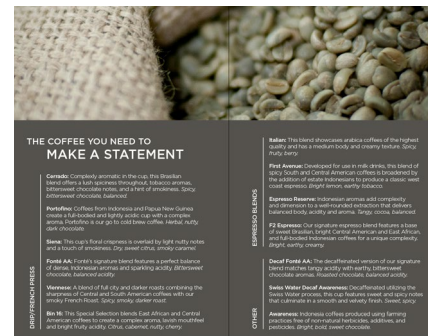
We achieve growth and increase revenue by committing to the pillars formerly listed.

BRAND VOICE

Our brand voice invites the customer to associate themselves with a heightened coffee experience. Our product delivers prideful exclusion to those who engage with our brand. Our voice assures the audience that 1) we are connoisseurs in the industry, 2) our product is superior, and 3) our product is a source for achievement.

In cases where copywriting is omitted, our brand imagery should share the brand voice.

Both imagery and copy displays *class, choice, intentionality, appeal, and precision.*



LOGO USE

The current Fonté logo represents the simplistic, brand-forward elegance of the 2017 brand refresh. The solo FONTÉ (custom designed font) is a modernized element from the brand's original logo.

PRIMARY LOGO

The white and black logo must be present on all company (print and digital) collateral. The logo must be clearly visible. Use the white logo on dark backgrounds, and the black logo on light backgrounds. Use the directed area of isolation to increase brand impact.

GOLD EMBLEM

The gold and black emblem, noted to the right, is used for brand recognition and legitimacy in addition to the primary logo. It comprises of the original brand elements, including the flowing fountain, a visual representation of the brand's commitment to being the source for specialty coffee, and "Micro Coffee Roaster," which alludes to one of our brand pillars: the commitment to remaining a small, privately owned roaster. It must remain under 1 inch in height.

PAST LOGO DESIGNS

Are appreciated and recognized, but not used in designs moving forward.

PRIMARY

FONTÉ
COFFEE ROASTER

FONTÉ
COFFEE AND TEA

Use "coffee and tea" logo on tea items only.

ISOLATION



Area of isolation must be at least 33% of the logo size, measured from bottom text to top of FONTÉ, excluding accent.

EMBLEM



Emblem used as secondary logo, never primary. Must remain PMS 873 C and black. Must not exceed 1 inch in height.

OUTDATED



IMPROPER



Logo must be black or white and text must not be altered. Graphics and other text must remain outside of area of isolation.

IMAGE STYLE

Our brand imagery displays rich, deep color with slightly heightened contrast and balanced undertones. Photography should be crisp, intentional, and balanced.

PACKAGING

Packaging includes bags, ceramics, and to-go cups. All product photos should have *prominent logo visibility*.

PRODUCT

Photos of our food, coffee, and tea should be *palpable, palatable, and taken in a natural setting*.

PERSONAGE

Photos of workers or customers interacting with our product should have *natural composition, entice desire, and exude fixation or enjoyment*.



TYPOGRAPHY

Adhering to these styles will ensure a consistent style across Fonté Coffee Roaster's digital and print collateral.

All font styles should maintain:

- Auto tracking (0)
- 100% vertical and horizontal scales
- No hyphenation

This ensures the fonts are true to their design and removes skewing or distortion.

Use black text on light backgrounds.

Use white text on dark backgrounds.

IF USING DIVIDER LINES...

...(such as above) use maximum of .5 point size. If using between text bodies, the line should be the median with top and bottom text being 10, 15, or 20 pixels away. Span text column size.

HEADERS ARE UPPERCASE GOTHAM BOLD. KEEP LEADING NICE AND TIGHT.

Body text is Gotham Light or Book, auto leading. Default space between heading and body letters is 20 pixels. Use **Gotham Medium** to highlight keywords within the body text.

Mighty River

IS OUR FEATURE FONT (USE SPARINGLY).

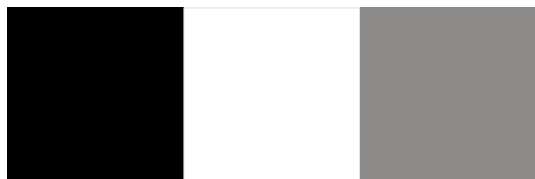
Use Gotham Light Italic for photo captions. Keep auto leading with a smaller font size. Left or right alignment based on placement side, 10 pixels away from photo (inside or outside).



BRAND COLORS

Our color palette is bold and sophisticated. Use the appropriate RGB (digital) or CMYK (print) color values to keep our brand genuine.

2017 REBRAND COLORS



RGB: 0,0,0
CMYK: 0,0,0,100
PMS: 426 C

RGB: 0,0,0
CMYK: 0,0,0,0
WHITE

RGB: 142,140,138
CMYK: 46,39,41,4
PMS 8001 C

CLASSIC BRANDING



RGB: 134,109,75
CMYK: 0,29,54,50
PMS 873 C

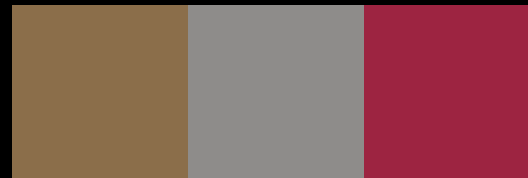
RGB: 183,169,154
CMYK: 7,14,20,22
PMS: 7529 C

ACCENT



RGB: 138,23,41
CMYK: 28,100,83,31

BLENDS



RGB: 134,109,75
CMYK: 0,29,54,50
PMS 873 C

RGB: 142,140,138
CMYK: 46,39,41,4
PMS 8001 C

RGB: 157,36,65
CMYK: 27,97,66,19
PMS 8863 C

Special Selections

Decaffeinated

Blends

SINGLE ORIGINS



RGB: 187,83,22
CMYK: 20,78,100,9
PMS 8922 C

RGB: 130,140,44
CMYK: 52,31,100,9
PMS 8345 C

RGB: 19,120,140
CMYK: 86,42,31,5
PMS 8224 C

RGB: 72,45,96
CMYK: 81,93,33,23
PMS 8802 C

Central America

Indonesia/Islands

South America

Africa



RESOURCES

Please contact Fonté Coffee Roaster marketing department for access to Fonté images and logos. We are delighted to provide information and access to our vendors, partners, and clients!

Any design work created for or that includes Fonté Coffee Roaster and our logo must be approved by the Fonté marketing department. Please send proposed work to marketing@fontecoffee.com with an explanation of the intended use. We will reply with approval or required changes.

