# "We Proudly Serve" Identity and Logo Usage Guidelines

Starbucks Coffee Company
Spring 2011

# Contents

## The "We Proudly Serve" (WPS) Logo and What It Represents

The Starbucks brand is one of the most recognized and admired in the world. We believe our people and our products form the foundation for our marketing strategy. The uncompromising quality of our products and our focus on making a genuine, personal connection with our customers have enabled us to create uplifting experiences that currently define and differentiate us. And this has enabled us to inspire moments of connection that create a brighter outlook for ourselves and our world. That is the brand promise of Starbucks and the heritage entrusted to those who market the brand.

## These Guidelines

We are pleased that you have chosen to serve Starbucks® coffee or beverages to your customers, and delighted that you wish to use your time and resources to promote our coffee. To help you, Starbucks Coffee Company has created the Foodservice Marketing Tool Kit, complete with promotion suggestions as well as customizable brochures and other templates.

*If you find a need for custom marketing that is not addressed in the tool kit, we offer these guidelines to assist you in the development of artwork that supports both your business objectives and Starbucks branding objectives.*

**Note:** Whether you customize templates from the Foodservice Marketing Tool Kit or design your own art, remember that **Starbucks must review and explicitly approve all artwork prior to production.** Please email all artwork submissions to: fsmarketing@starbucks.com or fsmarketingcanada@starbucks.com.

This is to ensure you're getting the full advantage of your association with Starbucks Coffee Company, as well as help you avoid any incorrect and/or inappropriate usage of the Starbucks "We Proudly Serve" logo and brand identity. For further details, please see the Approval Process on page 10. Note also that the Starbucks Coffee logo may never be used independent of the "We Proudly Serve" text.

*Starbucks Coffee Company reserves the right to decline usage of the Starbucks name or brand representation in any situation the company deems inappropriate for any reason even if the WPS logo usage meets these guidelines. Please remember that anything Starbucks doesn't expressly approve in writing is considered not approved. Starbucks Coffee Company may also require you to recall and/or reprint any marketing materials that do not meet with Starbucks current brand standards.*

# Logo Variations

The primary WPS logo is composed of the Siren symbol and the phrase "We Proudly Serve."

The WPS wordmark is composed of the phrase "We Proudly Serve" locked up with the Starbucks wordmark. It always appears vertically reading upward, and should have a ™ symbol.

**Primary WPS logo**



**WPS wordmark**



**Dual-language logo**



**Dual-language wordmark**

# Logo Color Variations

Consistent adherence to the color guidelines will help build visibility and recognition of your association with the brand.

## Full-Color Logo
In the preferred use of the primary WPS logo, the logo is Starbucks Green and white and is placed on a white/light-color background.

## Full-Color Reverse Logo
Use when background color or imagery adversely affects the legibility of the wording. Note that background color or imagery cannot appear through the WPS logo nor can the logo be altered in any way including, without limitation, to make it fit any theme, ambiance or external environment. The WPS logo can only be used as shown here.

## One-Color Black Logo/One-Color Reverse Logo
Use is limited to one-color or two-color printing where Starbucks Green is not available.

**Full-color logo**



**Full-color reverse logo**



**One-color black logo**



**One-color reverse logo**

# Color Print Specifications

## Color Specifications

Print the primary WPS logo in its three correct colors: Starbucks Green, black and white. (For Starbucks Green, use Pantone® 3425 C. Do not use any other green.) Print on uncoated stock, matching Pantone® 3425 C ink to coated hue. **No other colors may be substituted.** The Starbucks logo on any other material must **visually match Pantone® 3425 C**. If you are unable to print in color, or if you are unsure that you can visually match to Starbucks Green, you must print in two-color black and white, or black only on a white background. **No other colors may be substituted.**

*Colors shown in this guide have not been evaluated by* ***PANTONE, Inc.,*** *and may not match the* ***PANTONE*** *Color Standards.* ***PANTONE*** *is a registered trademark of* ***PANTONE, Inc.***

**Note:** For consistent color reproduction, always match to Pantone® solid-coated swatches.

| | Pantone | CMYK | RGB | HTML |
|---|---|---|---|---|
| ● | Black | C0 M0 Y0 K100 | R0 G0 B0 | 000000 |
| ● | 3425 | C100 M0 Y78 K42 | R0 G112 B74 | 00704A |
| ○ | White | C0 M0 Y0 K0 | R255 G255 B255 | FFFFFF |

# Logo Background Control

### Full-Color Logo
Use the full-color logo when the background color value is between 0% and 60% after conversion to grayscale.

### Full-Color Reverse Logo
Use the full-color reverse logo when the background color value is between 80% and 100% after conversion to grayscale.
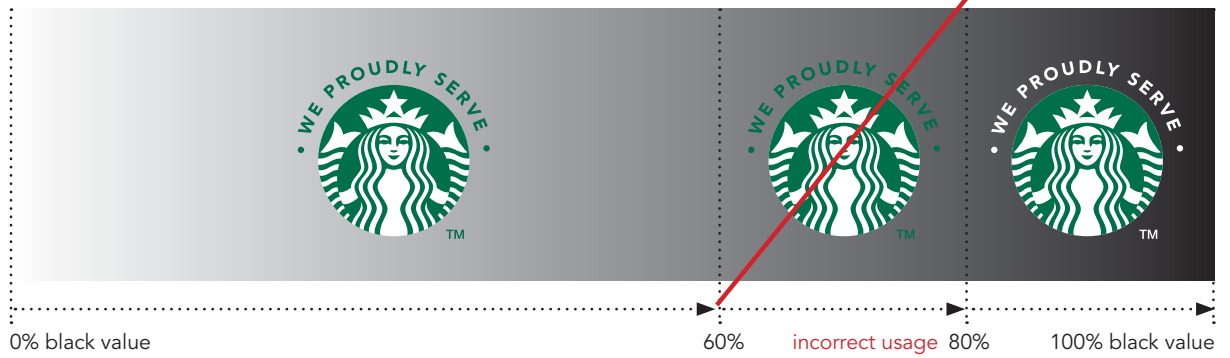
### One-Color Black Logo
Use the one-color black logo when the background color value is between 0% and 80% after conversion to grayscale.
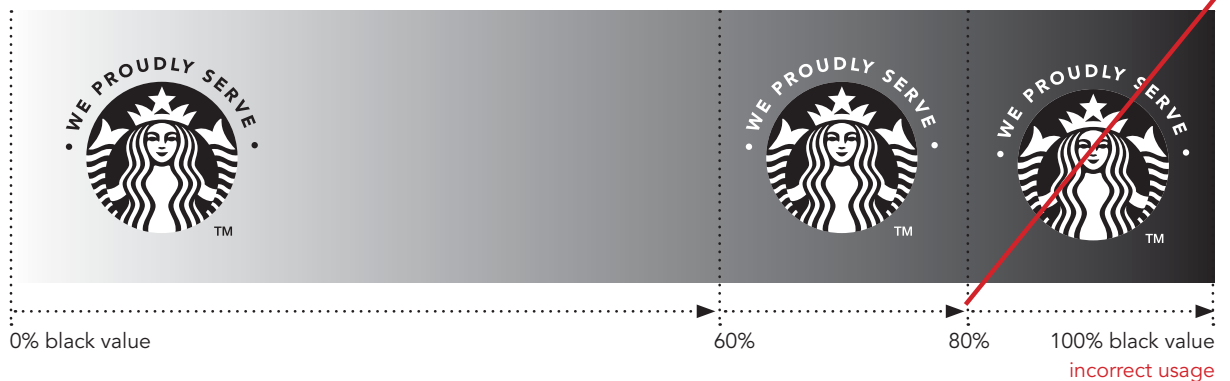
### One-Color Reverse Logo
Use the one-color black Siren symbol with white type when the background color value is between 60% and 80% (after conversion to a grayscale).

**Note:** Apply the logo on light-color backgrounds whenever possible. Avoid darker background values and colors that provide insufficient contrast (e.g., Starbucks Green).

**Full-color logo**

**Full-color reverse logo**

0% black value          60%     incorrect usage  80%     100% black value

**One-color black logo**

0% black value          60%          80%     100% black value

incorrect usage

# Logo Clear Space and Minimum Size

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. The clear space indicated is the minimum. Whenever possible, allow more than this amount of clear space.

### Primary WPS Logo
Minimum clear space is at least 2X, where X equals the distance from the side of the Siren symbol to the widest part of the logo.

### WPS Wordmark
Minimum clear space is equal to 150% of the height of the "B" letterform.

### How Small Can I Go?
In the primary WPS logo, the Siren symbol should be no smaller than .35" (9mm) width, while the word Starbucks in the WPS wordmark should be no smaller than .5" (13mm) height.

### Primary WPS Logo with the Operator's Logo
The primary WPS logo should be ⅓ of the operator logo size for pieces 8.5"x11" and under. The primary WPS logo should be ¼ of the operator logo size for pieces larger than 8.5"x11". This helps reinforce the relationship (e.g., it's Joe's Café first and Starbucks plays a supporting role).

**Note:** The trademark and registration marks scale independently of the symbol/wordmark when enlarged or reduced dramatically. For smallest print size, set registration marks in Avenir Regular 4pt.

**Primary WPS logo**
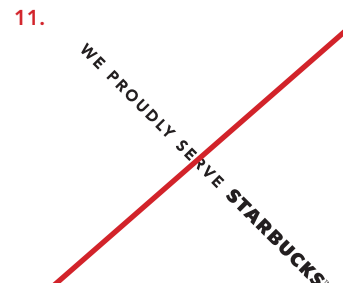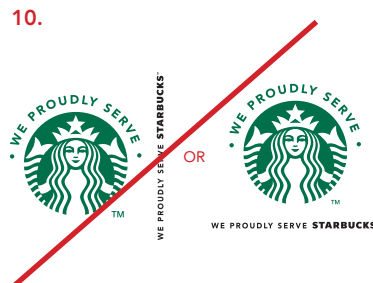
**WPS wordmark**

Minimum size .5"
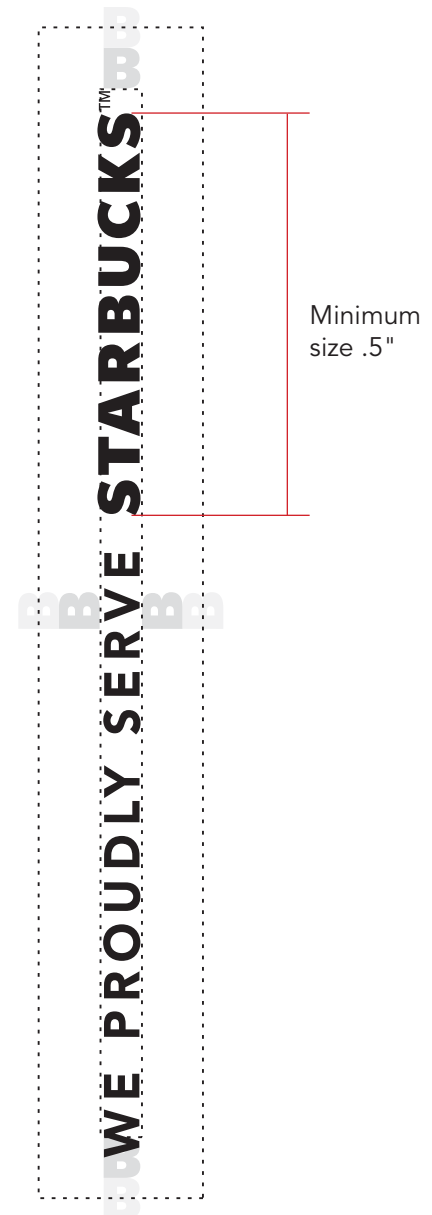
# Logo Improper Use

We encourage you to become familiar with the correct uses of the primary WPS logo and WPS wordmark. The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise alter or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.

1. **Do not** re-create or retype the words.

2. **Do not** stretch or alter our logo in any way.

3. **Do not** change our logo color.

4. **Do not** use graphic effects or outlines on our logo.
   **Do not** emboss the logo out of a color background.

5. **Do not** place our logo in a shape.

6. **Do not** overlap other graphics or text or photography.

7. **Do not** screen the logo. It should always print at 100% ink density.

8. **Do not** reverse logo out of a color.

9. **Do not** add a ring around the siren.

10. **Do not** pair the primary WPS logo with the WPS wordmark.

11. **Do not** angle the WPS wordmark. Always use it vertically reading upward.

12. **Do not** rearrange the type, or change the size of "We Proudly Serve" in proportion to the Starbucks wordmark.

*For questions regarding logo usage, please contact Foodservice Marketing Services at fsmarketing@starbucks.com or fsmarketingcanada@starbucks.com.*

# Applying the Guidelines

Because your relationship with Starbucks is specific to brewing and serving our coffee, it is important that your use of the primary WPS logo or WPS wordmark clearly conveys that message to your customers, while also aligning with Starbucks brand image. The following examples of appropriate logo use are applications that directly support the presence of Starbucks® coffee in your establishment, and protect the integrity of the Starbucks brand. The following examples of unauthorized logo use could misrepresent your relationship with Starbucks by potentially causing customers to confuse your operation with a Starbucks retail operation, or by devaluing the premium positioning of the Starbucks brand.

*In addition, keep in mind that all of your marketing initiatives should first and foremost promote* **your own** *operation, with only a secondary focus on Starbucks as your coffee provider. The primary WPS logo or WPS wordmark should function to identify the coffee you serve and/or as a feature of your operation. It should never function as your operation's identity. Also remember, if your number of "authorized" uses or the relative significance of any one use makes it seem like Starbucks® coffee or beverages are more than just featured items with your operation, it may still be an inappropriate overall use.*

**Note:** The primary WPS logo and WPS wordmark should be reproduced using only an electronic file provided by Starbucks, and they may not be altered in any way. Do not scan any Starbucks logo from this document or any other printed piece. Use only the electronic file provided by Starbucks.

# Appropriate Logo Use

- menus
- in-house menu boards
- counter sign messaging (featured beverages, etc.)
- promotional brochures*
- bag/box stuffers*
- closed-circuit television ads (as in hotels, conference centers)
- directional signage on venue premises (either permanent signage or elevator inserts)
- venue website
- surprise and delight programs*
- grand opening complimentary product offers*

*\*Please refer to the Foodservice Marketing Tool Kit for recommended formats and templates.*

# Unauthorized Logo Use

- logo usage on delivery trucks or vehicles
- street-level branding (windows, doors, awnings, freestanding signs)
- transparent signs with backlighting
- billboards, highway/roadside signs
- neon signs
- generic cents-off, free-offer or bundling coupons
- packaging
- customer-designed cups/sleeves/ napkins, co-branded with the primary WPS logo or WPS wordmark
- Starbucks products used as premiums in customer acquisition programs for other brands or as gifts with purchase
- apparel (hats, T-shirts, aprons)
- letterhead, business cards
- magnets, keychains, pens, etc.
- any hand-drawn logo
- telephone book ads
- any reproduction of the WPS logo by any means other than printing (e.g., etching, engraving, painting, embroidery)
- use of Starbucks Coffee logo alone (must be WPS version)
- operator–created customer frequency cards with logo (e.g., buy 10 get one free)

# Placement Guidelines

1. The primary WPS logo or WPS wordmark must be presented in conjunction with your operation's own name or logo to be a complete message. However, the WPS logo or WPS wordmark must be clearly secondary to your name and branding. Your name or logo identifies the "We" who is brewing and serving Starbucks® coffee.

2. While the primary WPS logo or WPS wordmark should never stand alone, it must still hold its own space, apart from your own logo.

3. The primary WPS logo or WPS wordmark must never be incorporated into the design of your operation's logo. Customers approaching your venue must immediately understand that it serves Starbucks® coffee, but is not a Starbucks retail location.

4. The visual appearance of the venue and the balance of branding messages (size, quantity, placement and relative weight) must reinforce your venue name or logo as the primary means of identification.

*When in doubt about whether your artwork falls within our placement guidelines, ask yourself, "Is my operation's brand/logo most prominent in this representation?" "Will a customer think that my operation is only serving Starbucks® beverages?" If your answer is "yes," then you are on track! If you answer "no," then you must make some placement or proportion changes to ensure that your brand takes center stage.*

# Approval Process

Starbucks can provide you with electronic files of the primary WPS logo and WPS wordmark in several styles and graphic formats. When your artwork is relatively complete, you are ready to submit the piece to Starbucks Foodservice Marketing Services for approval.

**Note:** If final designs are not submitted for review or are used without our approval, you will be responsible for removing unauthorized materials or correcting any mistakes at your own cost. The approval process is outlined below:

1. Submit artwork to the Foodservice Marketing Services address in your country.

**United States**
**Email:** fsmarketing@starbucks.com
**Mail:** Starbucks Coffee Company
Attn. Foodservice Marketing Services
Mail Stop S-FS6 Box 34067
Seattle, WA 98124-1067 USA

**Canada**
**Email:** fsmarketingcanada@starbucks.com
**Mail:** Starbucks Coffee Canada, Inc.
Attn. Foodservice Marketing Services
5140 Yonge Street, Suite 1205
Toronto, Ontario  M2N 6L7 Canada

2. For a review of your project, allow at least five working days from receipt by Starbucks. We will let you know of any changes that are needed. If the artwork is approved, we will email, call or fax you with approval. **If you do not hear from us within 30 days, assume your artwork has NOT been approved,** and that you may not proceed with production. In this case, please email us at fsmarketing@starbucks.com or fsmarketingcanada@starbucks.com.

3. Before printing, insert the Starbucks approval code into your piece. This code will be provided by Starbucks Foodservice Marketing Services and will signify approval.

4. When the piece is finalized, we ask that you provide Starbucks with three samples of the finished version for us to keep in our archives. Please send these copies to Foodservice Marketing Services at the appropriate address above.

# Photography

Only product photographs provided by Starbucks may be used in the marketing of your Starbucks® coffee program. The same policy also applies to video. Please refer to the Foodservice Marketing Tool Kit for these photographs. Should needs arise that are not addressed by this document or the tool kit, email fsmarketing@starbucks.com or fsmarketingcanada@starbucks.com.

# Internet

If you plan to use the primary WPS logo or WPS wordmark on your venue's website, please keep in mind that Starbucks must approve the size and placement, and any related copy, just as we would a printed piece.

Please contact Foodservice Marketing Services for a graphic file of the primary WPS logo or WPS wordmark formatted for web use.

**Correct web logo:** Starbucks green (HTML 00704A or R0 G112 B74), White (HTML FFFFFF or R255 G255 B255), Black (000000 or R0 G0 B0). If you are unable to visually match green to HTML 00704A, you must show the WPS logo in black and white. Minimum size is 50x50 pixels at 72 dpi (the ™ will have to be created separately to read clearly).

**All graphics on the Starbucks.com website are property of Starbucks Corporation.** Please do not take logos, photographs or any other artwork from the Starbucks website.

# Company and Product Name Guidelines

**Any copy using the Starbucks name must comply with these basic guidelines and must be approved by Starbucks.**

"Starbucks" never has an apostrophe, even when used in possessive form.

When using product names, attach the proper registration symbol ® to the name at least one time per document when the mark first appears and/or when it is most prominent.

To the extent it is necessary to explain your relationship with Starbucks Coffee Company, please refer to yourself as an authorized purveyor of Starbucks® coffee.

Include the following copyright language: "© 2011 Starbucks and the Starbucks logo are trademarks or registered trademarks of Starbucks Corporation. Approval code: _____"

# Thank You

We realize these guidelines can seem complicated and challenging to follow. And we appreciate the energy you put into protecting the brand you are proud to have in your venue—and the brand we are proud to share with you.