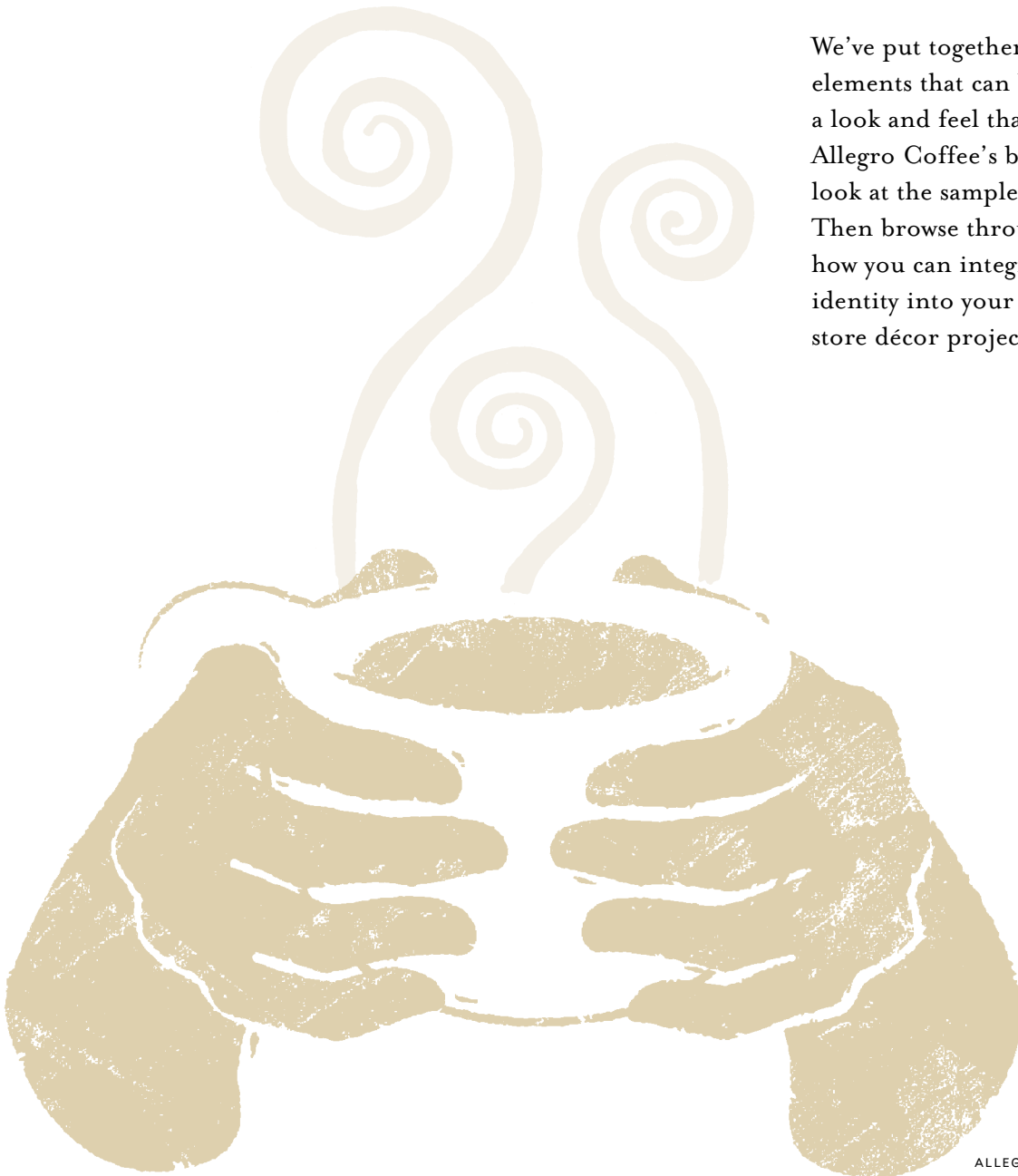


THE ALLEGRO COFFEE IDENTITY

Delicious, fresh and authentic. Allegro's look appeals to food lovers who are motivated by great taste. Equally important is the message of how our coffee is grown and processed by people who share our values for people and the planet. The Allegro Coffee brand is built on these key messages:

TASTE
FRESHNESS
AUTHENTICITY
RESPONSIBILITY

We've put together a series of graphic elements that can be combined to create a look and feel that is consistent with Allegro Coffee's brand messages. Take a look at the samples included in this overview. Then browse through the guidelines to see how you can integrate Allegro Coffee's identity into your visual merchandising and store décor projects.



ALLEGRO LOGO

The Allegro logo consists of two elements: The Allegro name and the category statement “coffee”. This is our primary logo. These two elements are always used together as shown here.

The Allegro name is the only part of the Allegro look that uses handwritten script. It should not be used in conjunction with any other script or hand written typeface. The typeface used for the Allegro positioning statement is customized artwork and should not be replaced by any other typeface.

The Allegro logo is a registered trademark and should always be used in conjunction with the trademark ® as shown. This should also be kept at the same scale and placement as shown and not re-created in any other format.

MINIMUM SIZE REQUIREMENTS

The Allegro logo should never be used smaller than 1-3/4" wide (126 pixels for electronic display), measuring from the “a” on the left to the tail of the “o” on the right.

Minimum 1 3/4" or 126 pixels



ALIGNMENT/BOUNDING BOX

The logo should only be oriented as shown. Don't angle the logo. When centering the logo, use the left-hand side of the second “E” in “COFFEE” as the centerline. The logo should be centered and reversed out in this bounding box whenever possible.

STAGING AREA FOR PRINT/WEB

Always leave some open space around the logo. This open area is known as **staging** and is equal to twice the height of the “E” in “COFFEE.” No other type or graphics should violate the staging area.



STAGING AREA FOR DÉCOR

The staging area for 3-Dimensional applications (ie. category signage/fascia treatments) is equal to 1 1/2 the width of “E” in “COFFEE”. Ascenders and descenders in the logo overlap the bounding box equally. The edge of the “O” overlaps the bounding box by the width of “E” in “COFFEE”.



ALLEGRO LOGO

IMPROPER USE OF THE ALLEGRO LOGO



- No registration mark
- No category statement



- Improper category statement



- Horizontal scaling not at 100%



- Logo outlined



- Not enough color contrast



- Colors not in Allegro palette



- improper use of staging area



- Logo angled
- improper staging area

You have a certain amount of freedom when applying color to the Allegro logo. You can use the logo in any of the colors from the Allegro color palette (see color section in this book). Whenever possible, keep the logo reversed out on a dark background.

When it comes to color, there are two main things to remember: Make sure the color you choose has enough contrast with the background color to make it readable. Keep all the elements in the logo the same color. Don't use one color for the script and another color for the positioning statement.