



GOAT STORY BRAND ASSETS

The GOAT STORY identity is a promise of quality. By using our brand assets you are representing not only our products but also our values. By following these guidelines, you will be able to understand the brand more clearly, learn all about our products and how to use the given marketing materials. By acting aligned with these recommendations you will contribute to the branding and positioning of the GOAT STORY brand in your authorized area.



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ABOUT THE BRAND

GOAT STORY is a brand that saw the light of the day in December 2014 when the GOAT STORY Mug was presented as a project on the crowdfunding platform Kickstarter. It soon became a favourite among the crowds and was successfully funded by 10,617 backers who share the same enthusiasm for unconventional design, love for great coffee or simply like goats.

The inspiration for the creation of GOAT Mugs was found in the fable about the goats discovering coffee in 13th century in Ethiopia. GOAT STORY brand transformed that story into a practical and sustainable coffee mug. Its horn shape not only tells the original story of coffee but also helps you drink the last sip of coffee. The journey of GOAT STORY has just started and the team is already working on new extraordinary additions to the family of products made for people who appreciate great design.

BRAND VALUES

We deliver **EXCEPTIONAL** products and service.

We strive towards creative and functional **DESIGN** solutions.

We offer **STYLE** in the form of products and fashion accessories.

We nurture and encourage everyone's love for **COFFEE**.

SLOGAN

Bringing style to coffee drinking

This is the official slogan of the brand GOAT STORY and it sums up all the activities that this brand is focusing on and aiming towards. It explains our passion for style and creative design combined with our love for coffee and all that goes well with it.

The slogan can be used on all GOAT STORY related materials.

GOAT STORY PRODUCTS

GOAT MUG

GOAT Mug exists in 13 variations. The designs are available in predefined colour combinations of mug + holder + straps and do not allow mixing and matching amongst each other.

Color	Material	Size*	EAN code
Black	Real leather	Original	3830054686090
		Grande	3830054686199
	Faux leather	Original	3830054686052
		Grande	3830054686168
Brown	Real leather	Original	3830054686083
		Grande	3830054686182
	Faux leather	Original	3830054686045
		Grande	3830054686151
Marsala	Real leather	Original	3830054686106
		Grande	3830054686205
	Faux leather	Original	3830054686069
		Grande	3830054686175
Hemp Edition	Hemp textile	Original	3830054686076

*original size: 12oz. / 350ml, grande size: 16oz. / 500ml



GOAT Water Bottle

Volume: 25oz. /750ml



GOAT T-Shirt

Gender: Male/ Female

Size: Small, Medium, Large, Extra Large



GOAT Ringtone

Our ringtone is a fun addition to the range of GOAT STORY products. You can find the instructions on 'How to download the BAAAntastic ringtone' HERE:

<http://goatstoryblog.tumblr.com/post/118769523830/baaanstastic-ringtone>

USE OF WORDS

GOAT Water Bottle

DO

GOAT STORY

GOAT STORY Coffee Mug

GOAT Mug

GOAT STORY Water Bottle

GOAT Water Bottle

GOAT STORY T-Shirt

GOAT T-Shirt

GOAT STORY Ringtone

GOAT Ringtone

DON'T

Anything else

USE OF LOGO

Please follow [THIS LINK](#) to find all variations of logos for all GOAT STORY products.

The GOAT STORY logo is always used in only one colour: BLACK. Regardless of the background the logo must remain black and thus cannot be used on the black background. Please always place the logo on a white or light colored background or photo.

The brand's logo includes the name of the brand and the image of a goat's head. This logo is used on all publications and promotional material. Whenever there's no need to include the brands name, you can also use just the small logo which includes only the goat's head.

FULL LOGO



SMALL LOGO



GOAT STORY logo should always remain with the same proportions and with the same position of the goat's head. Writings should always be readable from left to right.

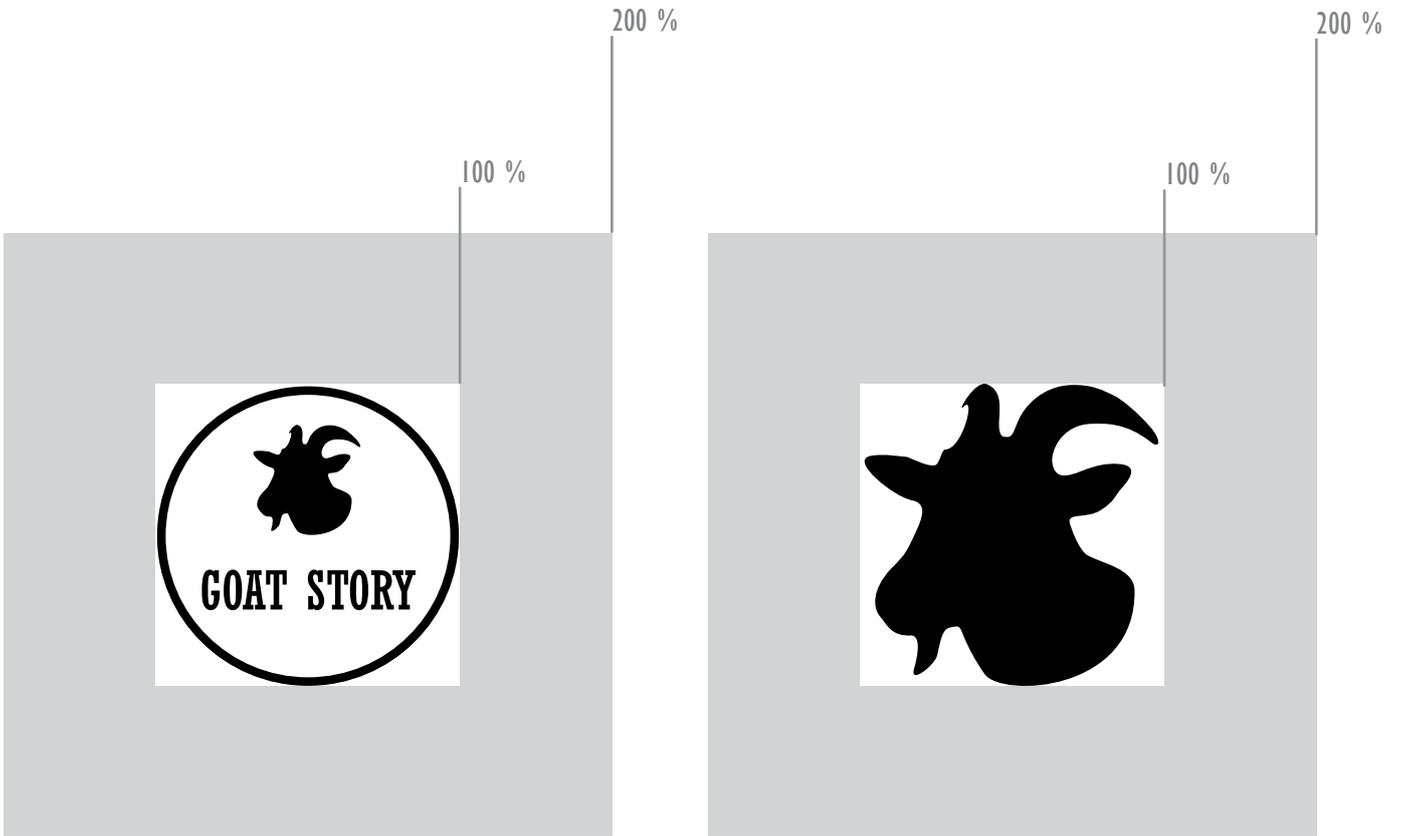
GOAT HEAD should always remain in the face headed right.

The design and proportions of the logo are fixed and can never be altered. Always maintain the correct proportions in the shape.

In certain cases GOAT STORY logo can be used as a negative as well. Please consult with us first.

SAFETY SPACE

When using GOAT STORY logotype with other logos and graphic elements, maintain a safety space that equals 200% the size of the square around the logo.



MINIMUM SIZE

For legibility reasons, a minimum size at which logo may be reproduced is recommended, the logo should never be reproduced for print any smaller 20 mm in height. If there is a need to have a smaller logotype, you can use Goat head instead. But never smaller than 6 mm.



20 mm



6 mm

DOs AND DON'Ts

We ask that designers and users respect the thought and craftsmanship that has gone into the logo by keeping it in its pure form and within the rules specified in this guide book.

DO

Use our official, unmodified Goat story logo and goat head to represent our brand
Make sure the goat faces right
Use the logo not smaller than 20 mm
Maintain empty space on all sides of the logo
keep them straight and free of filters and effects

DO NOT

Use speech bubbles or words around the goats head
Rotate or change the direction of the goat
Animate the goat
Flock the goat with other goats or other creatures
Change the color of the goat
Overprint or obstruct any part of the goat

TYPOGRAPHY

All official GOAT STORY materials use the fonts Gill Sans MT Pro and Gill Sans MT Condensed. You can download the font over [HERE](#) and use it when creating promotional material for GOAT STORY brand and products.

FONT: Gill Sans MT Pro

Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
. , ! ? / () “

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
. , ! ? / () “

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
. , ! ? / () “

FONT: Gill Sans MT Condensed

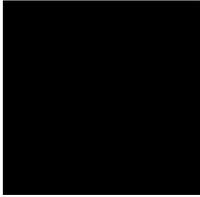
Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
. , ! ? / () “

BRAND COLORS

PRIMARY COLORS

GOAT STORY uses 3 primary colors which can be used in combination with one strong colour by choice:



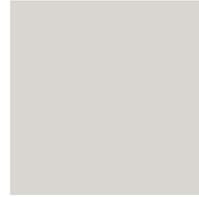
BLACK

pantone: Black 4 C
cmyk: 0/0/0/100
rgb: 0/0/0



DARK GREY

pantone: 424 C
cmyk: 51/38/37/25
rgb: 94/95/93



LIGHT GREY

pantone: Cool Gray 1 C
cmyk: 16/12/10/1
rgb: 211/208/205

These three primary colors should be the foundation of any branded designs.

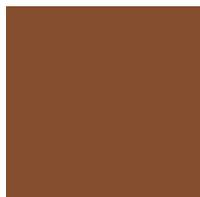
SECONDARY COLORS

Recommended secondary colors to use with the 3 primary ones:



MARSALA

pantone: 18-1434
pantone: 491 C
cmyk: 36/78/64/33
rgb: 109/34/38



BROWN

pantone: 7517 C
cmyk: 35/69/86/29
rgb: 118/49/20



BLUE

pantone: 534 C
cmyk: 93/64/35/28
rgb: 14/40/76

PHOTOGRAPHY

We offer a wide range of photo materials from which all photos can be used for promoting the brand GOAT STORY. It is very important to properly mark the ownership of the photo materials whenever the photos are used in commercial publications -> Photo credit: GOAT STORY

Please follow [THIS LINK](#) to find all the latest photo materials of all GOAT STORY products.



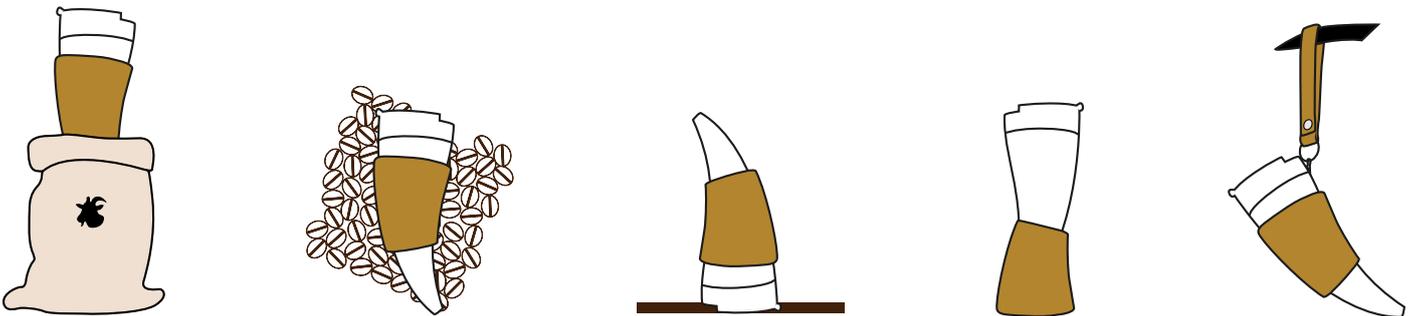
POINT OF SALES RECOMMENDATIONS

We wish for all the GOAT STORY Point Of Sales to be carefully selected and already targeted to the similar young urban population on the go which our brand is targeting to. The products should be presented in a warm environment, preferably on wooden or metal surface.

Each product is packed in a jute bag which works as a packaging and presentation element at once. All important information about the product are given on the tag which is attached to the Mug. Each version of the Mug also has its own EAN code which can be found in the “GOAT STORY products” section.

When presenting a GOAT Mug in the shop we try to present as many of the Mug’s features as possible, depending on how much space we’re given and other equipment which is available in the space.

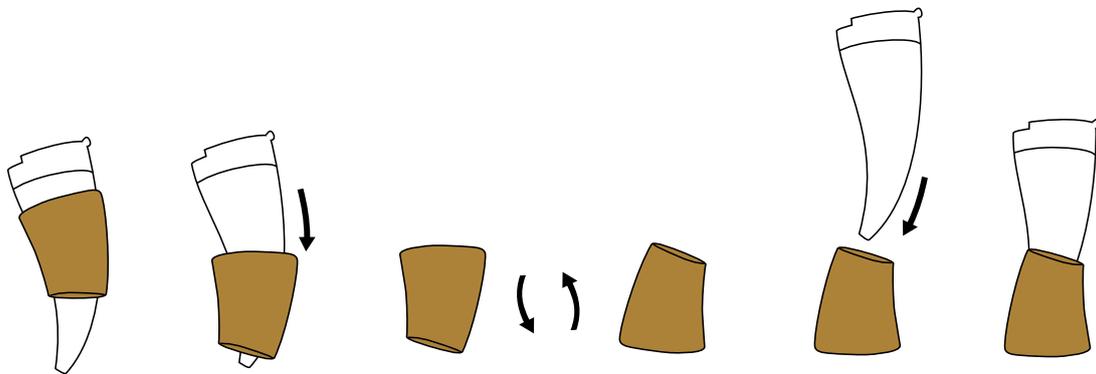
Here are a few proposed exposures of the GOAT Mug:



We can provide sales channels signatures to approved sales points. These are black stickers which can be placed on either front door or window of the store/coffee shop. They clearly identify your role in GOAT STORY to customers entering or passing by the store.

We can provide digital version of the banners, posters, brochures which can also include the text of your preference if you get in touch with us and let us know exactly what it is that you need and for what reason/occasion. Unfortunately we currently cannot provide any physical marketing materials yet. We do ask you to always use the materials as provided without altering them in any way.

One of the most important features of the GOAT Mug is its' holder, which serves as an insulator. But very simply the holder turns into a stand and enables GOAT Mug to stand on a flat surface.



SOCIAL MEDIA

GOAT STORY is building a strong presence on social media with the official hashtags #goatstory and #goatmug. All promotional activities containing GOAT STORY products must be linked to any of these links which all lead to official GOAT STORY channels:

FACEBOOK

<https://www.facebook.com/GOATSTORYcoffee>

TWITTER

<https://twitter.com/goatstory>

INSTAGRAM

https://instagram.com/goat_story/

WEBSITE

The official webpage of the brand can be found on the link: www.goat-story.com

LEGAL RIGHTS

GOAT STORY and GOAT MUG is protected as a trademark by our company Zkotch d.o.o.

In case of any additional questions please get in touch with us via email anze@goat-story.com and our team will get back to you in shortest time possible.