

**WESTROCK**  
COFFEE

**Brand Guidelines**

# Logo Construction

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# Primary & Secondary Logo Usage

## Description

Westrock Coffee's primary logo is used predominantly in most marketing/business collateral, and is a fundamental component in every branded item.

## Usage of Primary Logo

The Westrock Coffee vertical logo is considered the primary logo and should be used in virtually all applications to maintain a sense of consistency and maximize brand recognition. The primary logo features the brand mark above the word mark. In designs where space is limited and cannot accommodate this format, the Westrock Coffee horizontal logo can be used. The logo should never deviate from these formats.

## Usage of Secondary Logo

The Westrock Coffee horizontal logo is the secondary logo and should only be used in instances where the standard vertical logo cannot fit or is not aesthetically pleasing.

## Logo Mark Usage

A logo mark (sometimes called brand mark or logo symbol) is an icon or graphic-based logo. Because it is only an image, it can be tricky to use a logo mark on its own without first establishing strong brand recognition. For this reason the logo mark is considered an extension piece and should never be used in place of the primary logo, but rather as an additive to enhance any design.

## Usage of Word Mark

In instances where size and space constraints would render the primary logo illegible, the Westrock Coffee word mark can be used on its own. The standalone word mark differs slightly from the word mark featured in the primary and secondary logos— it is designed specifically to scale while maintaining readability.



## Color Application

Whenever possible, use the primary logo on a black, white, light gray, or our primary purple background. If the logo is placed on a dark-colored background, the inverse Primary Logo (white) can be used.



## Logo Spacing

### Primary & Secondary Logo Clearing

The presentation of the Westrock Coffee logo follows a set system, helping maintain a clear space around the edges of our all-important brand identity. It is imperative to adhere to these spacing guides whenever placing one of the logos into any collateral. The width of the 'W' in the word mark should be used as a reference to create consistent spacing around the logo. This negative space will allow the logo to exist on any collateral, isolated from any distracting graphic elements. This spacing should also be applied to the horizontal version of the logo.



# Logo Spacing

## Additional Logo Clearing

In the instance where Westrock Coffee's logo will be accompanied by an affiliate logo, the width of the 'W' represents the MINIMUM space that separates the two. This applies to both the vertical and horizontal version of the Westrock Coffee logo.

### Example



### Execution

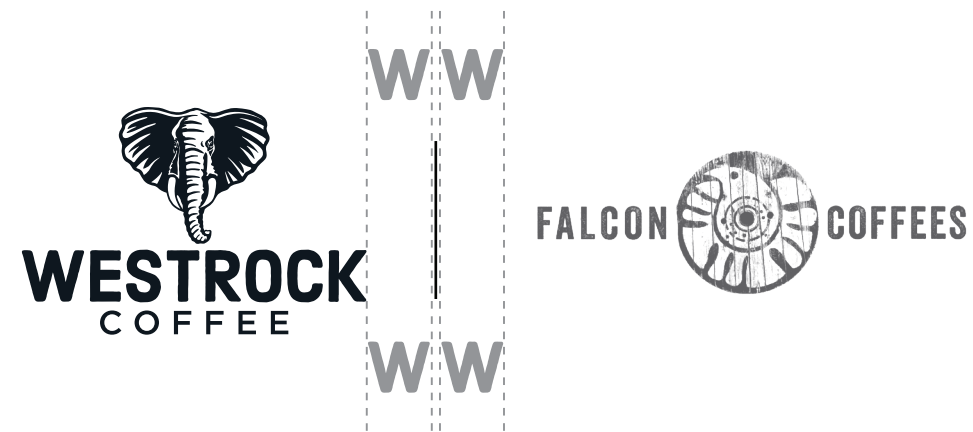


# Logo Spacing

## Company Logo Clearing & Lockup

In the instance where the Westrock Coffee logo will appear alongside a partner or company logo, the lockup will be formatted as seen here. The space between the dividing line and each logo will be the width of the 'W' in the presented Westrock Coffee logo. This applies to both the vertical and horizontal version of the Westrock Coffee logo set.

Example



Execution



# Logo Spacing

## S&D Coffee & Tea Lockup

In the instance where the Westrock Coffee logo will appear alongside the S&D Coffee & Tea logo, clearing should follow that of partner or other company logos. The space between the dividing line and each logo will be the width of the 'W' in the presented Westrock Coffee logo. This applies to both the vertical and horizontal version of the Westrock Coffee logo.

**Use of these lockups are only appropriate for transition, internal, legal, or financial purposes and should be approved by marketing before applied.**

Example



Execution





# Logo Spacing

## S&D Coffee & Tea Alternative Lockup

To emphasize the Westrock Coffee logo, an alternative lockup with a gray (75% black) S&D Coffee & Tea logo can be used.

Please follow guidelines stated on the previous page for use.

**Black**



**Gray (75% Black)**



## Inappropriate Usage

Not all applications are created equal. Please be careful to avoid all uses outlined below, in addition to anything similar to these examples.

These rules are to be applied to all logo variations.



Do not tilt the logo.



Do not add a stroke to the logo.



Do not distort the logo in any way.



Do not change logo to multiple colors.



Do not place a drop shadow behind the logo.



Do not put the color logo on any secondary colored background.



Do not include a border around the logo.



Do not ignore clearing space when using a second logo.

## Primary & Secondary Logo Scale

This guide provides common logo sizes for both web and print. The inch and pixel widths shown are industry standards. Using these suggested sizes or anything close is acceptable.



1 in wide



1.5 in wide



2 in wide



72 px wide



108 px wide



144 px wide



1 in wide



1.5 in wide



2 in wide



72 px wide



108 px wide



144 px wide

\* Logos are not shown at actual size.

## File Formats for Print & Web

Using the correct format file for print and web collateral is crucial. While there are many formats available, it is best to stick to the options listed below. They cover virtually every possible usage.

Common file formats you will need for print:



Common file formats you will need for web:



Most common placements:



Most common placements:

