

Identity

Dependable, Polished, Inviting

PRIMARY LOGO
CLEAR SPACE AND MINIMUM SIZE
LOGO VARIATIONS
BRAND INTEGRITY

Primary Logo



Primary logo - black w/ color

The uniqueness of Lucky Goat Coffee is represented through a customized hand-drawn logo. Balanced, like the brand itself, the letterforms are playful while maintaining a sophisticated edge.



Primary logo - black

Inverse logo - white



Clear Space and Minimum Size



CLEAR SPACE

To ensure legibility, always keep a generous amount of space around the logo. This space isolates the logo from any competing graphical elements that might conflict, overcrowd or lessen the impact of the logo.



MINIMUM SIZE

The full name of the company must be legible across all mediums. The smallest the logo should be represented is 0.75 inches tall for print and 54px tall for web.

Logo Variations

The following logo variations may be used in place of the primary logo on an as-needed basis. Lucky Goat Coffee should be consulted to determine which version of the logo should be used in each instance.

In areas where the brand is firmly established, the simple version of the logo can be used. It's legible at smaller sizes, and is equally clear and easy to read at a distance on signs.

In situations where the logo can be used in a larger size, the logo badge is a great detailed option. It extends the primary logo by adding the goat mark and founding date. It resembles the previous logo and may help bridge the gap during the transition between the previous design and the new logo.



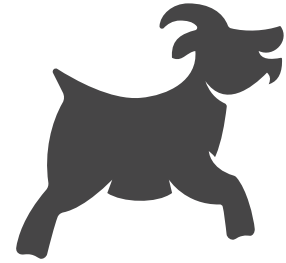
The image shows the brand name 'Lucky Goat' in a black, elegant cursive script font, centered on a plain white background.

Simple logo - no details

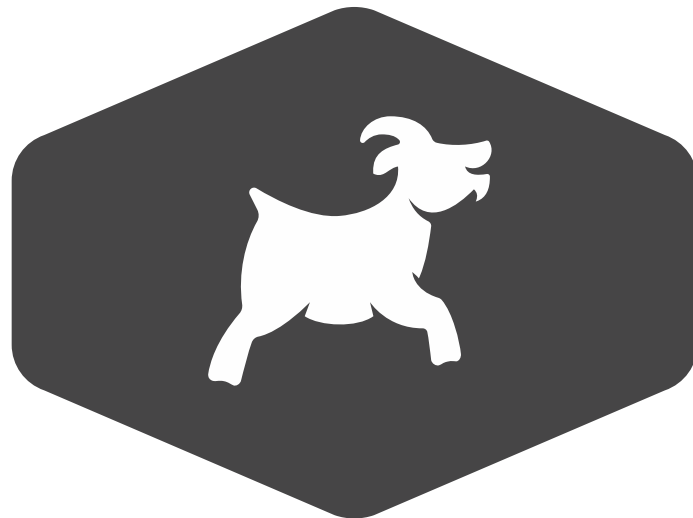


Logo badge - full color

Logo Variations



The goat mark can be used when the primary or badge logo is not necessary or when the brand name is already being displayed in plain text.



Logo Variations

Tallahassee, FL

The location-based logos are to be used on merchandise or when the city in which Lucky Goat Coffee resides must be prominently featured.

Lucky Goat

COFFEE CO.
TALLAHASSEE · FLORIDA

Primary Logo with location



PRODUCED IN
TALLAHASSEE, FL

Logo badge with location

Logo Variations

Proudly Serving

The logo variations shown here are to be used to identify a business serving Lucky Goat Coffee.



Primary logo with "Proudly Serving"



Logo badge with "Proudly Serving"

Don't alter the logo in any way, shape or form

Maintain brand integrity

More specifically, don't compromise the overall look of the logo by rotating, distorting or rearranging it in any way. Never add a drop shadow or outline to the logo, and don't place the logo over a jarring color that doesn't match the tone of the brand as a whole. Don't include any gradients within the logo, no matter how snazzy you think it looks.

Don't rotate the logo



Don't distort in any way.



A drop shadow will never look good.

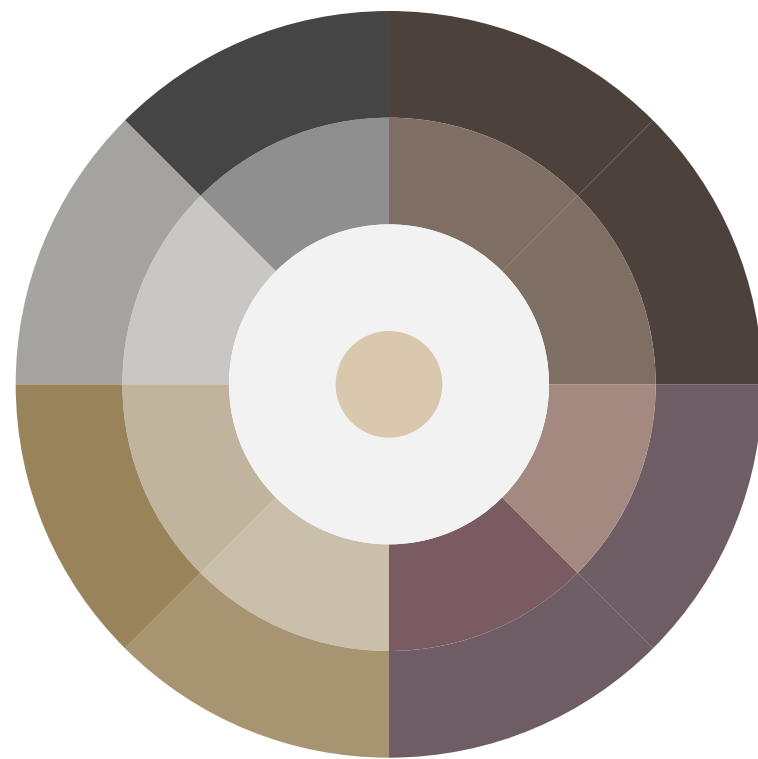


Don't rearrange logo elements or alter colors.



Color Relationship

Color is an integral part of our brand identity. The Lucky Goat Coffee colors are warm and organic, which help reinforce the welcoming nature of the business.



Primary Colors

RGB
70, 69, 70

CMYK
0, 1, 0, 73

Hex
#464546

RGB
164, 163, 160

CMYK
0, 1, 2, 36

Hex
#A4A3A0

RGB
153, 131, 90

CMYK
0, 14, 41, 40

Hex
#99835A

RGB
167, 149, 114

CMYK
0, 11, 32, 35

Hex
#A79572