

2023

Brand Guideline

**DETOUR**

# 1 Visual Guidelines

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## 2 Application

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# Logo Family

Primary

# DETOUR

Secondary



Tagline



The Detour logo family includes two logo variations: the horizontal logo and the logomark. Each logo has a specific use case. The details of each one are described in the following pages.

# Primary Logo

## The Horizontal Logo

The primary logo for the Detour brand is the horizontal logo, which is a wordmark.

The logo is designed for use in spaces where potential customers can easily connect the brand to its name. By accommodating the initial connection, Detour begins the journey of building brand recognition with the customer.

The logo can be used in one-colour format. It's important to respect color accessibility guidelines when using the horizontal logo.

## Colour usage tip

We encourage you to use one-colour logo on all light coloured backgrounds. The one-colour logo should always be black or olive green

## Light Background



DETOUR

## Dark Background



DETOUR

# Secondary Logo + Logo Tagline

## Secondary Logo

Use in setting where we have to show our logo in small & tight space. The secondary logo can be used as a design element in creative executions and as a brand sign-off.

## Tagline

The Detour tagline is designed around the funness of making coffee. When using the tagline alone, ensure it's used in spaces where the public is already familiar with the Detour brand. A few potential uses are: stamps on poster, favicon.

## Secondary Logo



## Tagline



# Space & Size

## Clearspace

Clearspace is the space around a logo. It's important to give the logo clearspace to separate it from the other visual elements surrounding it. In this graphic, clearspace is represented by X. Leave spacing the size of X around all sides of the logo as clearspace.

## Minimum Sizing

To ensure the logo is always readable, we have a minimum size standard.



# Colour Usage

**DETOUR**

**DETOUR**

**DETOUR**

**DET**  **UR**

**DETOUR**  
**D**  
**COFFEE**

**MAKING COFFEE IS FUN**  


There are a number of approved colour uses for the Detour logo family. The most important principle is to ensure high contrast between the background and the logo.

# Logo Misuse

The integrity of the Detour brand is important. Here is a list of what to avoid when using the logo family.

**A** Do not stretch or compress the logo

**B** Do not add drop shadow or any other effects to the logo

**C** DO not rotate or skew the logo

**D** Do not use the logo on a low contrast background

A **DETOUR** ✘

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B **DETOUR** ✘

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C **DETOUR** ✘

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D **DETOUR** ✘



# Typography

Tropiline is our primary brand font used to set a brand tone of welcoming and easy-going.

Recommended uses are on all titles.

## Rules

/ Use sentence cases for headlines and titles

/ Not to be used for hardworking instances, such as description copy, instructional.

Messina Sans is our secondary brand font used for descriptive copy and to communicate key information. The typeface was designed for easy legibility and approachability.

## Rules

/ Use all caps for titles and secondary headlines

Making Coffee is Fun

AaBbCcDdEeFfGgHh

1234567890

### Primary Font

Tropiline

MAKING COFFEE IS FUN

AA BB CC DD EE FF GG HH

1234567890

### Secondary Font

Messina Sans Regular

# Font Usage

Creating visual rhythm is key when combining these two distinct fonts.

As a common rule, headings are at least twice the font-size of their corresponding paragraph.

See examples.

DETOUR COFFEE CLUB ZINE      RETURNING FRIENDS: COMMITMENTS      APRIL 2022      DETOURCOFFEE.COM

Did a producer make investments or decisions on our volume commitment?

Do we love it?

# Sourcing & Relationships

is the quality steady and improving, and will people like it?

is the coffee representative of the region currently going through it, or is it coming from?

Sourcing green coffee is a bit of a juggling act. As a coffee team, we ask ourselves a few pertinent and essential questions when committing to lots, building relationships, and curating our menu.

We have committed to and work with two returning partners that continuously check these boxes year after year in Exclusive Coffees based out of Costa Rica and the Baho Coffee Network in Rwanda through our importing partner Semilla Coffee.

Our relationships in Costa Rica date back to the very early days of Detour's inception – over a decade ago! Since the beginning, we have been working with producers associated with the export Exclusive Coffees and always look forward to when these coffees arrive. Over the years, we've built up our volume to fill close to an entire container of coffee from producers in Tarrazu and the West Valley each year! You might recognize producer names like Roger Ureña, the Calderón family, and Ricardo Pérez if you've been drinking our coffees for a while now. Or maybe farm and micro-mill names like Santa Rosa, Santa Lucia, Vinduca!, Los Angeles, etc. We love the impeccable quality and transparency that comes from working directly with Exclusive Coffees and their producing partners year after year. The processing at the micro-mills

is always expert and meticulous, with producers constantly investing in unique operations and experimenting with unique processing techniques. We also find their coffees to be wonderful representations of coffee from this area and also great examples of the honey processing that is almost ubiquitous in the country's coffee growing regions. Our annual visits are one of the highlights of the year, and we are constantly learning from Costa Rican producers processing expertise.

Costa Rica really is one of the staples and backbones of our menu. We hope that our commitments to volume and purchasing from the same producers each year provide stability and consistency for those partners. As coffee drinkers, we hope that this purchasing philosophy represents how delicious Costa Rican coffee can be and hopefully gets you excited for coffees from the same producers year after year!

In Rwanda, our relationship with the Baho Coffee Network is a little newer, with this being our third year purchasing coffees from washing stations like Fugi,

Muzo, and Humire. We love coffees from Rwanda and are happy to have created a relationship with Semilla Coffee Importers who works very closely with the Baho Coffee Network and its washing stations and producers. Semilla has prioritized working with Emmanuel Ruatstra and the Baho Coffee Network exclusively in Rwanda and focusing on exciting initiatives like pre-harvest commitments, micro-financing, and transparency.

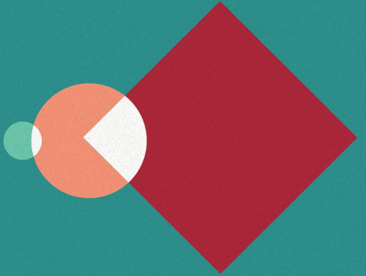
In 2019, Emmanuel presented Semilla with a few lots that could be traced back to communities living on specific hills near Baho's washing stations. This particular lot from the Muzo washing station was delivered by 15 farmers from the Giso Hill Group, and the 2021 harvest was the first year cherries from these producers were isolated. This is very unique for Rwanda as lots are typically a blend of cherries from many (sometimes hundreds) smallholder farmers. According to Emmanuel, this level of transparency is also beneficial for the producers in the Baho network. They see a possibility not only for solid pay for their coffee cherries but also for recognition and relationships

not customarily offered to smallholder growers. By connecting more closely with producers and making an effort to build with them into the future, the hope is to motivate and inspire other growers in the community to join the network.

Additionally, the separation and traceability that the Baho Coffee Network is committing to also represents different microclimates and micro-regions within Rwanda that have often been rolled into a few generalized taste profiles due to lot blending. Semilla has been finding great diversity and a wide range of expression in the cup from these more separated lots. Like Costa Rica, we are excited to continue purchasing lots from Semilla and the Baho Coffee Network and hope that our commitments can help contribute to some stability and the ability for the network and its producers to continue to invest and evolve in the way they best see fit. For you as the coffee drinker, we hope that the coffees from Baho's washing stations represent the beauty and diversity of Rwandan coffees and keep you coming back for more!

## What's your coffee style?

Take our quiz to find out!



# DETOUR

VISUAL GUIDELINES

# Colour Family

RGB 54 . 70 . 46  
CMYK 71 . 49 . 81 . 50  
#36462E

RGB 54 . 70 . 46  
CMYK 71 . 49 . 81 . 50  
#A79848

RGB 255 . 234 . 191  
CMYK 0 . 7 . 28 . 0  
#FFEABE

RGB 241 . 95 . 34  
CMYK 0 . 78 . 100 . 0  
#F15F22

RGB 255 . 209 . 48  
CMYK 1 . 18 . 100 . 0  
#FFD130

RGB 238 . 232 . 21  
CMYK 10 . 0 . 98 . 0  
#EEE815

Black

Light Grey

White

# Colour Pairing

The variety of colours and tones allow for many unique colour pairings. Here is an inspiration for creating colour pairing within the Detour brand.

## Colour Pairing Tip

When pairing colours, try to keep as much contrast between the two colours as possible. Some colour combinations like yellow and moss green are not recommended but most do



# 1 Visual Guidelines

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# 2 Application

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## APPLICATION

# Colour Philosophy

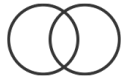
At Detour we believe that taste, like colour, is a relative medium—perception is always altered by what surrounds it. The flavours of coffee are shaped by the complex interactions of sweetness, acidity, texture and bitterness on the palate.

Inspired by Josef Albers, we see colour theory as fitting analogy for the nuances of coffee tasting. With our Single Origin label artwork, we use colours shapes and their interrelation to communicate the complex, multi-sensorial experience of a coffee.



# Label

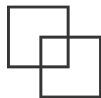
## Shapes



**Elegant**  
Delicate, Nuanced



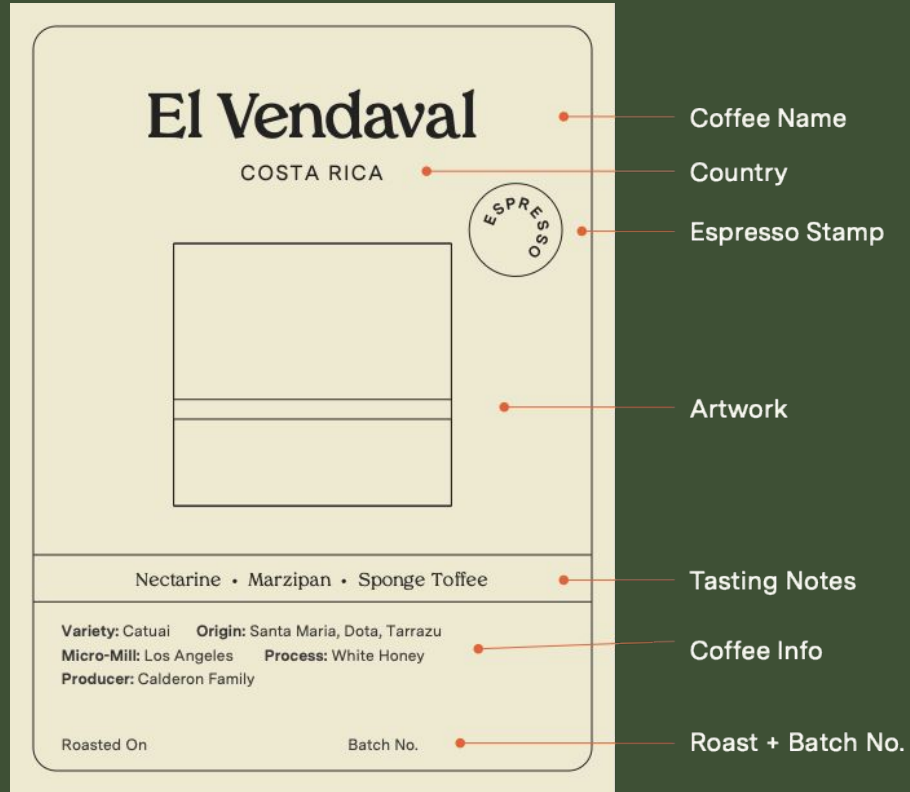
**Vibrant**  
Bright, Dynamic



**Balanced**  
Layered, Structured

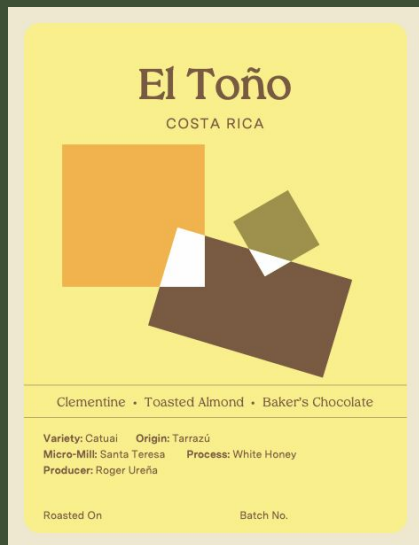


**Complex**  
Expressive, Wild



# Label Artwork

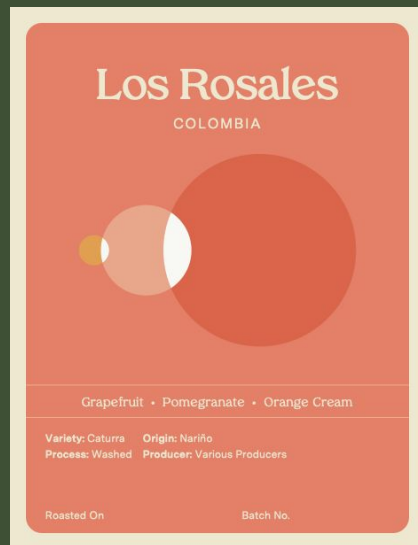
Filter



Structured

Clementine, Toasted Almond,  
Baker's Chocolate

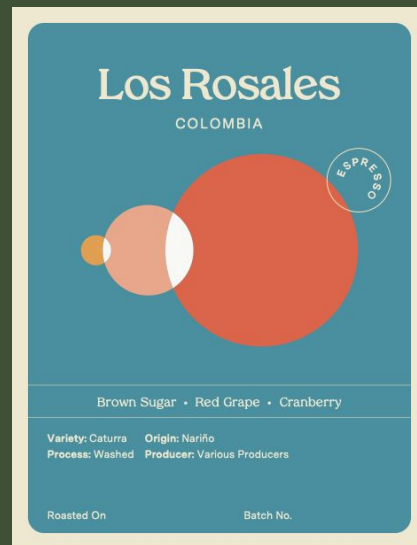
Filter



Elegant

Grapefruit, Pomegranate,  
Orange Cream

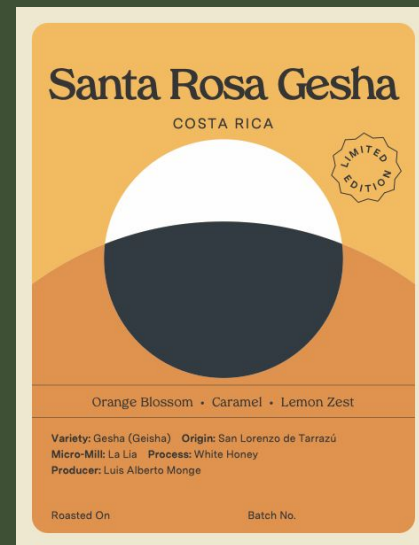
Espresso



Elegant

Brown Sugar, Red Grape, Cranberry

Limited Edition



Elegant

Orange Blossom, Caramel,  
Lemon Zest



APPLICATION

# Coffee Bags



APPLICATION

# Signage



APPLICATION

# Retail Cups



8oz



10oz

APPLICATION

# Mural Artwork



A photograph of two people sitting on a wooden deck, each holding a white ceramic mug filled with dark coffee. The person on the left is wearing a grey and white patterned sweater, while the person on the right is wearing a black jacket. The background shows the wooden slats of the deck and some blurred outdoor elements. The word "DETOUR" is overlaid in large, bold, yellow capital letters at the bottom of the image.

**DETOUR**