



— GRAPHIC STANDARDS GUIDELINES —

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Since 1996, Trees Organic coffee company has been doing things differently to keep coffee traditional.

With four locations and growing, Trees Coffee is something truly unique. Trees' owner, Doron Levy, personally selects the beans, buying only 100% certified Organic coffee. Each of our coffees is skillfully roasted on the premises, in small batches, to ensure quality. This delicate attention to detail guarantees that only the freshest, highest quality coffee reaches our customers.

We offer a welcoming experience to each of our locations, and an attention to detail in our branding. Enclosed are guidelines that ensure the Trees brand is consistent across any medium. Please refer to the appendix for further information.

LOGO



Trees Organic
COFFEE & ROASTING HOUSE

LOGOTYPE



The Trees Organic logo and logotype were designed to represent the brand with a warm and elegant appeal that is both traditional, yet contemporary.

The words 'Trees Organic' is set lowercase to reflect the organic nature of the typeface. 'Coffee' and 'Roasting House' is set in small capitals as a solid foundation to the words above. The ampersand is set in italic for its unique organic lines. The typeface used, FFScala, offers an openness with strokes to appear as if written with a quill pen.

Adjacent is the logo with the 'to' housed within a square. the centre of the 'o' sits exactly in the centre of the square.

SIZE SPECIFICATIONS & ALTERNATE USAGE

LOGO



PRINT	Inches	0.25"
	Centimetres	0.635
	Picas	1p6
SCREEN	Pixels	16 x 16 (favicon spec)

The Trees logo has to work across several mediums that include, but are not limited to, letterheads, computer screens, and signage. To retain the highest level of scalability, the logo and logotype can work together, or individually depending on the final presentation and/or substrate (material).

Adjacent is the logo that will be viewed individually when scalability issues arise, such as cards that offer too little space to display the logo and logotype together. It can also be used as a watermark, or as a favicon displayed in a web browser.

LOGOTYPE



PRINT	Inches	1" x 0.25"
	Centimetres	2.5 x 0.635
	Picas	5p10.5 x 1p6
SCREEN	Pixels	71 x 18

The logotype can be viewed without the logo when dimensions are limited horizontally. An example of this is the Trees giftcard, where explicit specifications have been introduced by a third party, in this case, the manufacturer of said giftcards. Retaining the readability of the words 'Coffee & Roasting House' must be kept intact at all times. Below is an example of a knockout. To ensure ink does not bleed into the fine strokes of the serifs, the size is kept larger to ensure the details are still intact.



PRINT	Inches	3.73" x 0.375"
	Centimetres	2.5 x 0.95
	Picas	8p10 x 2p3
SCREEN	Pixels	106 x 27

SAFE AREA

This safe area is determined by the distance between 'Trees Organic' and 'Coffee & Roasting House'. In order for the integrity of the logo to remain intact, no text must enter this area. Below is an example of the safe area when additional text has been added, in this case, contact information.

X-HEIGHT



IN USE



TYPOGRAPHY

FFSCALA
REGULAR

Trees Organic

FFSCALA
SMALL CAPS

COFFEE & ROASTING HOUSE

FFSCALA ITALIC
AMPERSAND

As Humanist typefaces, FF Scala and FF Scala Sans are two different typefaces sharing a common form principle. The character of a serifed typeface mainly arises from the form principle and from elements such as serifs and contrast of the strokes. A sans serif design depends almost entirely on the form principle. FF Scala Sans was made simply by cutting the serifs off from the characters of Scala and by adjusting their contrast. So the skeletons of both FF Scala and FF Scala Sans are identical.

FFSCALA

SCALA SANS

REGULAR &
REGULAR SC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?!@#%&*(){};:”+_-—

REGULAR &
REGULAR SC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?!@#%&*(){};:”+_-—

ITALIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?!@#%&*(){};:”+_-—

ITALIC &
ITALIC SC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?!@#%&*(){};:”+_-—

BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?!@#%&*(){};:”+_-—

BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?!@#%&*(){};:”+_-—

BOLD ITALIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?!@#%&*(){};:”+_-—

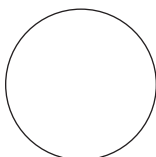
COLOUR PALETTE

PRIMARY

RICH BLACK
& BLACK

CMYK 100,100,100,100
RGB 0,0,0,100
Hex Triplet #000000

PURE WHITE



CMYK 0,0,0,0
RGB 100,100,100
Hex Triplet #FFFFFF

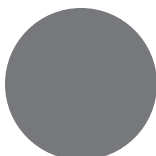
SECONDARY

SCARLET



CMYK 0,95,100,0
RGB 255,36,0
Hex Triplet #FF2400

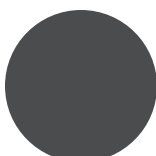
GRAPHITE



CMYK 0,0,0,65
RGB 124,124,124
Hex Triplet #7C7C7C



CMYK 11,87,100,0
RGB 218,73,40
Hex Triplet #E32100



CMYK 0,0,0,85
RGB 68,65,66
Hex Triplet #262626

The Trees Organic brand represents simplicity, elegance, and tradition that is both contemporary and welcoming for any patron. The colour palette has been kept minimal, using the contrast of black and white to play off one another.

A secondary colour palette has been introduced with Scarlet red adding a rich hit of hue in just the right places. It is dramatic, passionate, and warm. This colour never dominates, but rather adds a focal point to draw the viewer in.

A graphite grey is introduced to add subtlety to the stark contrast of the black and white. It is meant to achieve the opposite of the red by softening elements. It has been used on storefront walls and in type layouts such as on the letterhead.

NEW AS OF JANUARY 2012

COLOUR REVERSAL

POSITIVE



NEGATIVE
KNOCKOUT
(DISCARD
OVERPRINT)



When the occasion call for it, a reversal is needed when the logo and logotype are placed on dark elements. Adjacent is the logo and logotype displayed in the common 'positive'. Below that are the knockouts used. During prepress, any overprints must be discarded.

NEW AS OF JANUARY 2012
ORANGE-RED USED ON "ROASTING"

IMPROPER USAGE

CUTOFF



STRETCHED
DISPROPORTIONATELY
ALONG ANY AXIS



AN UNSPECIFIED
COLOUR, PATTERN,
OR TEXTURE



OBSTRUCTED/
OVERLAPPED BY
AN OBJECT, OR
OVERLAPPED BY
ANY TEXT



MIRRORED/
ROTATED ON ANY
AXIS



MISSING
ELEMENTS



STATIONARY EXAMPLES

Not to scale, and for demo purposes only, are a couple examples of Trees stationary. Note all the content has crossed over to both pieces, including a list of each Trees location.


 **Trees Organic**
COFFEE & ROASTING HOUSE
treescoffee.com P 604.684.5022
info@treescoffee.com F 604.684.5026

VANCOUVER 450 Granville St. 1391 Richards St. 321 Water St. RICHMOND 7700 Minoru Gate
604.684.5060 604.689.1020 604.633.3880 604.783.6024
(catering)

Doron Levy
FOUNDER & PRESIDENT

 **Trees Organic**
COFFEE & ROASTING HOUSE

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F 604.684.5026



VANCOUVER 450 Granville St. 604.684.5022
1391 Richards St. 604.689.1020
321 Water St. 604.633.3880

RICHMOND 7700 Minoru Gate 604.783.6024

APPENDIX

INQUIRIES For inquiries in regards to the Trees Organic brand, please feel free to contact an individual on the list below. Any Trees Organic branding is explicitly owned by Doron Levy, and must not be used without permission, or out of context from the guidelines on the previous pages.

Trees Organic head office

450 Granville Street,
Vancouver

P 604.684.5060

F 604.684.5026

CONTACTS

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