

**VOYAGER**

COFFEE

**Graphic Standards Manual**



Keep Discovering

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# Our Brand | 4

## Our Product

At Voyager, our product and service as a mobile truck is to provide one of the most essential components of anyone's daily morning routine. This specific product is of course coffee. However, our goal is not to provide just standard drip coffee you can make at home or pick up from the gas station. Our service seeks to provide high quality coffee from local roasters to emphasize community support and gatherings.

Because most individuals prefer to consume their coffee quickly in the morning, what better way to get your delicious morning coffee right near your place of work or event. Our mobile coffee service will use social media, specifically Instagram to let their followers know where they will be on a daily basis and at what time. This allows customers to track where their morning brew will be located. Also, you can request where you would like to see this service and it will roll up to your specific destination.

## Mission Statement

We ensure the best service and quality for our customers and seek to represent the community we serve from the people who purchase our coffee to the roasters we provide.

## Core Values

Our core values as a mobile service and coffee provider are: dependability, creativity, consistency, and honesty. With these traits, we are able to provide a meaningful experience for each of our customers every time they purchase a coffee from Voyager.

# Our Brand | 5

## Brand Archetype

The archetype of our service is the explorer. As a mobile service that is on the move as much as it's customers, we seek to explore new ways to push what it means to be a "coffee shop".

As a brand under this archetype, our service provides a unique experience to encourage exploration and creativity by providing a service that is visually appreciative from the truck we drive to the cups the coffee is served in.

Our vision statement is simple. To provide the community with the best locally roasted coffee in a fast manner every time. By following this vision, we know our customers will always be satisfied with our product and that by supporting us they are supporting the community from the local roasters we work with to the local businesses and events we roll up to.



## Audience | 6



# Brent Allen

Age: 24

Gender: Male

Residence: Costa Mesa, CA

Values: Functional, dependable, fun.

Career: Footwear Developer

### Bio

Brent is a young professional and footwear developer. He spends much of his time skateboarding and developing shoes made for skateboarding. He values qualities such as functionality, dependability, and a healthy dose of fun. Brent's hard work ethic is contrasted with his need for fun through skateboarding and its culture.

### Goals and Needs

Quick Service without sacrificing taste and quality. Heritage is important to Brent and he supports brands that represents his culture accurately. Appreciates creativity and design.

### Concerns

- Slow service
- Lack of product and service quality
- No brand heritage

### Lifestyle

Brent is a very busy individual. Working in L.A. but living in Orange County, he is constantly on the go. He is passionate about skateboarding and partakes in this activity on a daily basis.

### Archetype

The Creator, the hero, the explorer

## Audience | 7



# Rachel Farrell

Age: 33

Gender: Female

Residence: Silver Lake, CA

Values: Atmosphere, brand aesthetic, and product options.

Career: Marketing/ Public Relations

### Bio

Rachel is a very busy Woman. Living and working in Los Angeles, she is constantly on the go. Before Rachel does anything in the morning she gets coffee. However, not any coffee will suffice. She typically frequents coffee shops with aesthetic and ambiance.

### Goals and Needs

Good coffee with appealing branding. Supporting small businesses that have brand values and morals that align with hers.

### Concerns

- Uninspiring atmosphere
- Not contributing to local businesses
- Slow service
- Lack of product options

### Lifestyle

Rachel is busy and on the go. She is always needing to be upbeat and attentive dealing with clients and coworkers. She often finds inspiration in the places she goes whether it be out in nature or the places she shops.

### Archetype

The creator, the explorer



# Andrew Rains

Age: 26

Gender: Male

Residence: Lake Forest, CA

Values: Variety, quality.

Career: Graphic Designer

### Bio

Andrew is a graphic designer and part time student. He spends most of his time pursuing creative endeavors such as photography, screen printing, and of course design. Andrew is also a habitual coffee consumer and enjoys discovering new coffee shops around the area to try.

### Goals and Needs

Consistency and quality. Being an avid coffee consumer, Andrew knows high quality coffee and is not willing to sacrifice value.

### Concerns

- Dependability
- Low grade product/service
- Location

### Lifestyle

Andrew begins his day with a coffee before going to work or school. He is often up late working on projects further establishing his need for java.

### Archetype

The Creator, explorer



# Erwin Barrientos

Age: 27

Gender: Male

Residence: Hesperia, CA

Values: Functional, delicious, and fast

Career: Student

### Bio

Erwin is a very busy full-time student. With commuting to school and staying on top of all his projects and assignments, coffee is a large part of his regimen.

### Goals and Needs

Fast service to fit his busy lifestyle, yet delicious. Prefers healthy options such as milk alternatives like almond, oat, and other non-dairy options.

### Concerns

- Long lines
- Slow service
- Not receiving his product in a timely manner
- Not enough healthy options

### Lifestyle

Erwin is constantly on the move. He commutes from Hesperia to California State University, Fullerton and does not always have time to get a coffee before class. He is always managing his time from getting projects done to tracking the traffic for his commute.

### Archetype

The regular guy, the creator

# Daydream Surf Shop

## Mission

Providing the community with high quality coffee, surfboards, and other products.

## Vision

Daydream will act as the aquarian surfer's club house to enjoy a morning coffee or tea and ponder the ideal board/wave pairing to maximize stoke, creativity, and good vibes.

## Core Values

Serves to promote the overall intention of good vibes.

## The Creator

Visionary, help customers express or create, and foster their imagination.



# Captain's Grounds Coffee

## Mission

We serve local coffee, roasted exactly one block away, ensuring excellent quality and superior taste experience.

## Vision

We hope to provide a cheerful atmosphere, friendly exchanges and a great cup of coffee.

## Core Values

Excellent quality and superior taste experience.

## The Regular Guy

Common touch, solid virtues, gives a sense of belonging.



# Steel Mill

## Mission

Providing the community with the best cup of coffee we have found in all our travels.

## Vision

Music and skateboarding has brought us around the world and often times coffee stops are the only routine that make you feel at home while out on the road, with that we discovered our love for coffee... good coffee.

## Core Values

Coffee to perfection in every cup.

## The Rebel

Agent of change, advocate for the disenfranchised, allow people to vent or break with conventions.



## Tonal Adjectives and Relevant Archetypes

The archetype of our service is the explorer. As a mobile service that is on the move as much as it's customers, we seek to explore new ways to push what it means to be a "coffee shop". As a brand under the explorer archetype, our service provides a unique experience to encourage the exploration of life and creativity by providing a service that is visually appreciative from the truck we drive to the cups of coffee we serve.

## Voyager Coffee is:

- Dependable
- Exploratory
- Creative
- Consistent
- Honest

## Our Archetype

# The Explorer





**Why “Voyager”?**

The name Voyager was chosen for our brand as a result of an in depth process. Choosing the name of your brand that both represents your archetype and aesthetic is very important. A series of exploration and mind mapping of various nouns, adjectives, expressions, and emotions were evaluated. After continuing this process and receiving feedback from others, we arrived at Voyager Coffee, which both aligns with our archetype and brand aesthetic.

- Starting with our brand archetype, mind mapping was used to conduct various related nouns and adjectives.
- What words would a customer express after experiencing our product?
- Terms that identify our brand's unique location, region, heritage, and nickname.

Expedition  
Pioneer  
Scout  
Seeker  
Cast iron  
Journey  
Voyage  
Voyager  
Discovery  
Starter

Foam  
Foamy  
Beginning  
Trek  
Found

Delicious  
Fast  
Efficient  
Dependable

Point break  
Brew  
Swell  
Beach break  
Roast  
Shore  
Tube  
Foam  
Floater  
Float

Rays  
Morning sickness  
Dawn patrol  
Java  
Espresso

- If your brand were identified as an animal or fictitious creature what would it be?

Coffee bean  
Seal  
Seagull  
Pelican  
Dolphin

- Brand names of at least 30 direct competitors. Explore names that fit into these themes.

Daydream  
Captain's Helm  
Board House  
Surf Cafea  
Coffee Surf Co.  
Humblemaker Coffee  
Rad Coffee  
Dogtown Coffee

Deus  
Happier Cafe  
Vinaka Cafe  
Kit Coffee  
Dayglow Coffee  
Coffee Nature

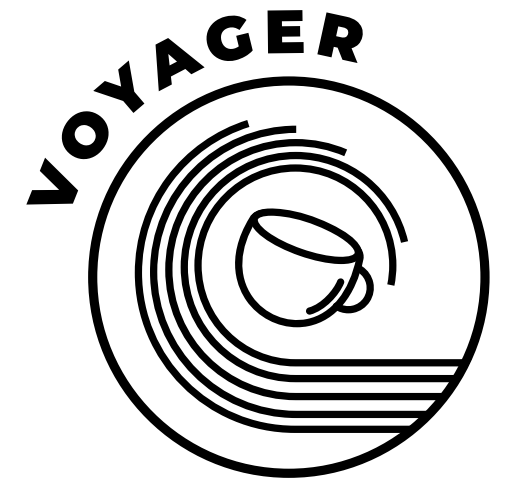
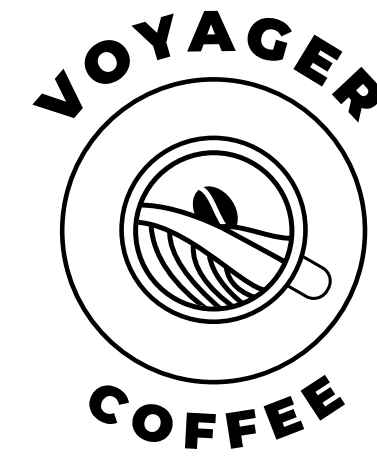
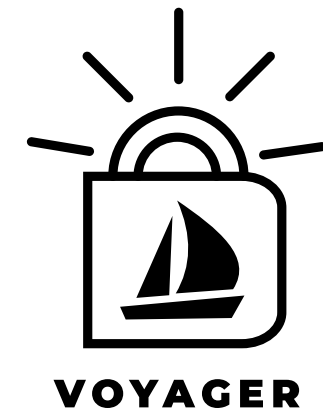
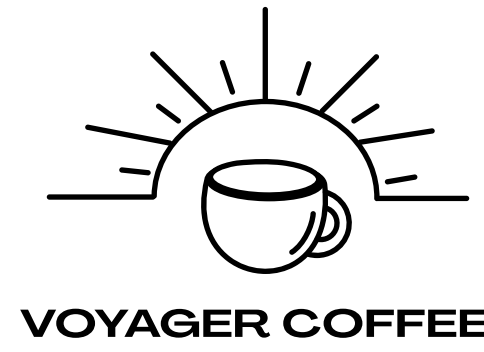
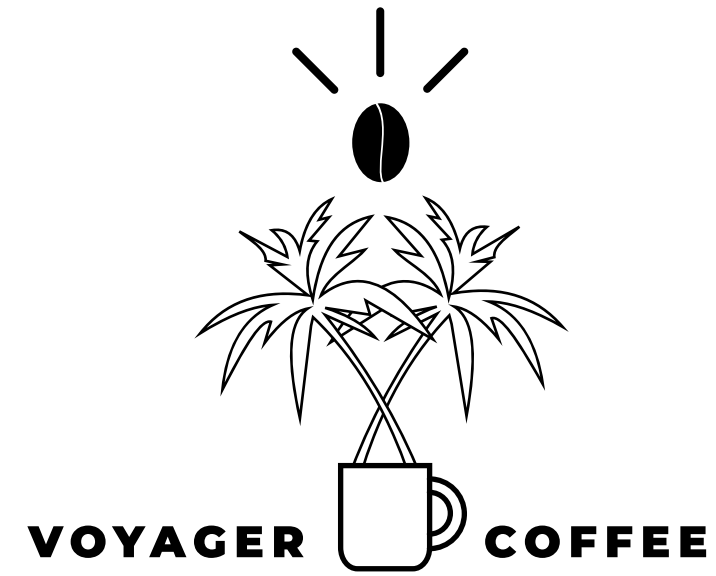
Top 5 names based on scores

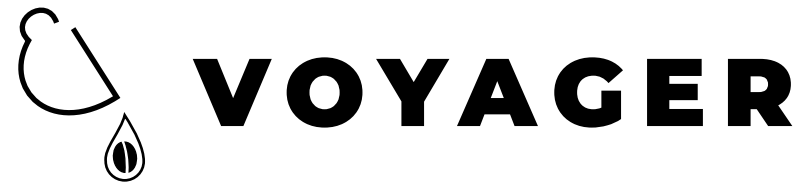
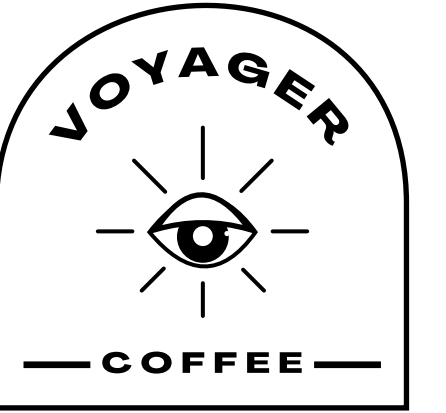
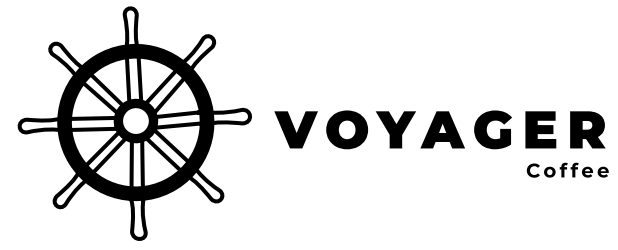
Dawn Patrol Coffee  
Expedition Roasters  
Voyager Brew  
Java Swell  
Espresso Self



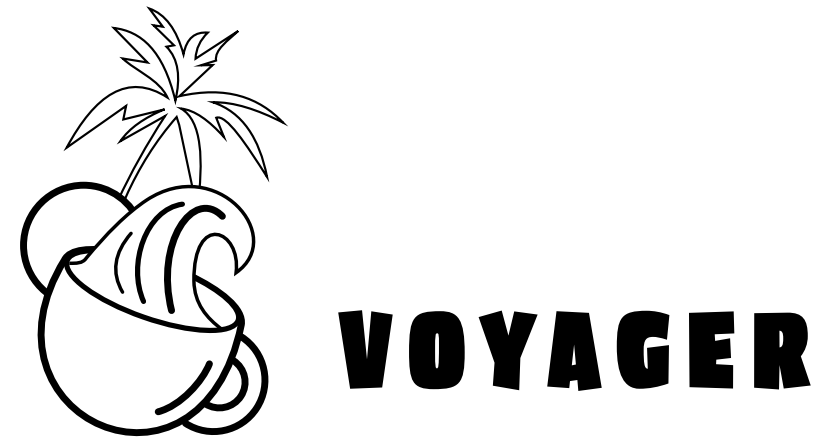
Voyaging for a Logo

The Voyager logo is the face of our brand. To arrive at our current logo, we explored a variety of visual directions and ideas. With our brand image, values, and aesthetic in mind, we explored logo design that align with these qualities. Exploring different design styles and techniques such as gestalt, continuous line, the breakdown method, simple shapes, and the evolution from simple to complex designs led us to our final logo design that most represents our brand.





Final Selection



## Voyager Coffee Logo

The Voyager Coffee logo embodies what is believed to be the best visual representation of the brand. Alterations of the logo are permitted in only specific circumstances that are explained in further detail in this manual. This logo is present on all print and digital platforms related to the Voyager Coffee brand.

Displayed is the Voyager Coffee logo in its primary form. Depending on if the logo is on a white or black background, the colors of the logo will be changed for better visibility. The Secondary logo option is only to be used when the primary horizontal configuration cannot be used.

Always choose the logo with the appropriate orientation for proper use. For example, only use the vertical orientation for vertical compositions, and the horizontal orientation for horizontal compositions for ensured logo functionality.

### Primary



## Secondary

The Voyager Coffee logo also has a secondary centered configuration best suited for vertical compositions. The goal of having the logo in both a vertical and horizontal configuration is to prevent limitations. The vertical and centered version of the Voyager Coffee logo is only to be used as a secondary source when the primary logo does not apply. Only use this logo configuration when the primary logo cannot be used.



## Black and White Application

The black and white version of the Voyager logo is to be used when the preferred color version is not applicable. For example, when there is a one color print option.



**Spacing**

The logo spacing is determined by the space between the top of the coffee bean and bottom of the compass. This is the standard unit of measurement for logo spacing and clearance in order to avoid tangents and compactness.

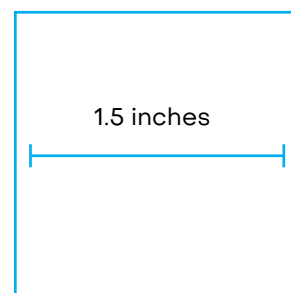
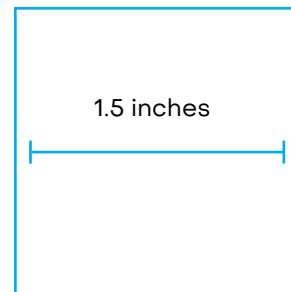
**Measurement of “X”**

“X” represents this standard unit of measurement used for the logo space clearance.



**Minimum Width**

The minimum logo width is 1.5 inches. The primary version of the Voyager Coffee logo is smaller than the secondary and thus has more flexibility for usage in this form. Any logo that uses less than this width should use only the logo mark.



**Voyager Coffee Icon**

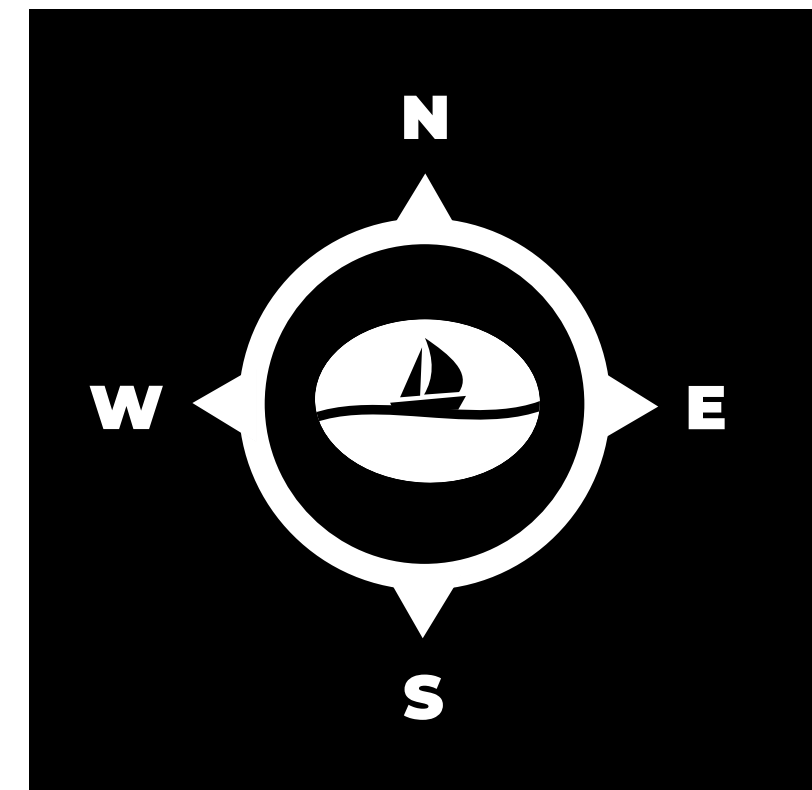
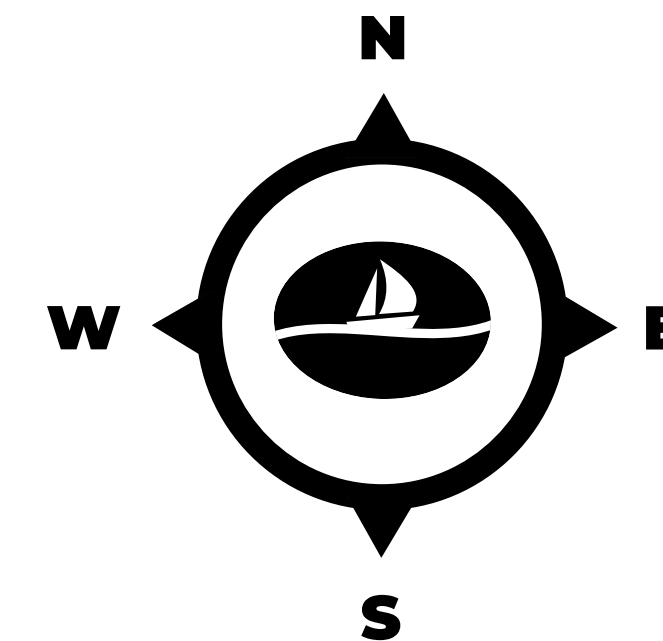
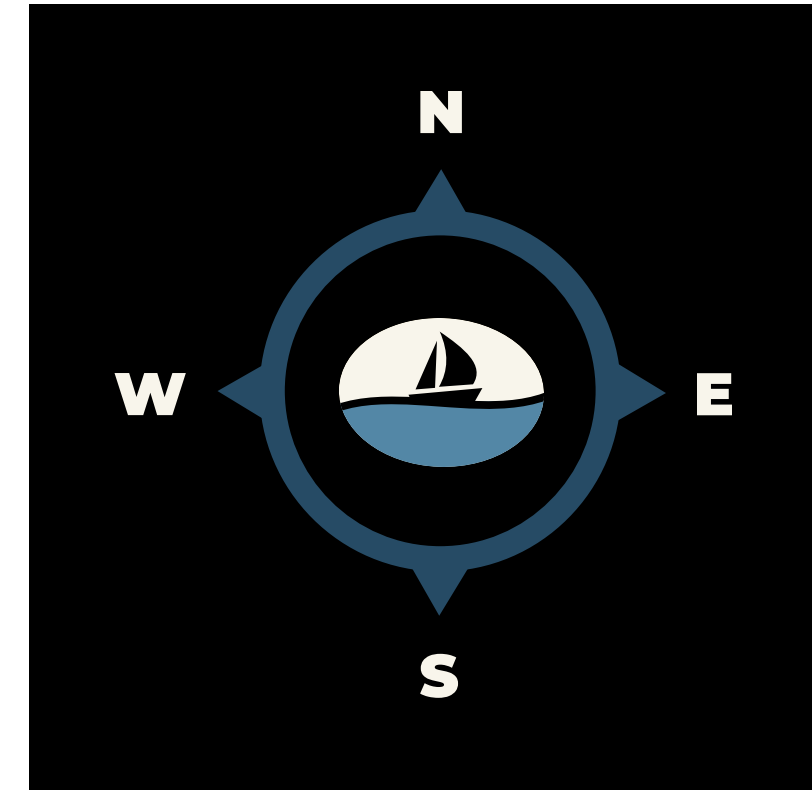
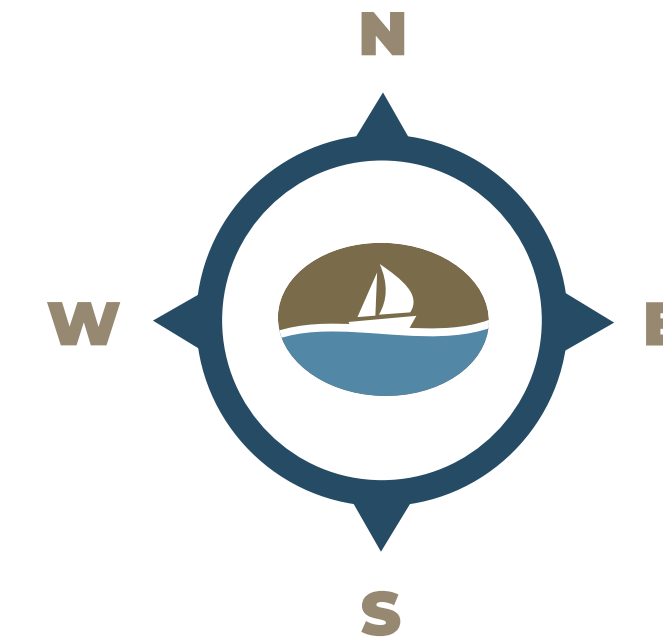
The Voyager Coffee logo mark and icon is a symbol for what the brand stands for. A compass is used as a symbol that aligns with our name “Voyager” and our explorer archetype. It acts as a representation of the journey we take as a mobile service to reach our customers and the journey of our customers themselves. At the center of the compass is a coffee bean. This acts as a representation of what the center of our business is. Within the coffee bean a voyaging sailboat and an inference of the ocean is displayed to capture the spirit of exploration.

**Icon Application**

The icon is used as a graphic element to reinforce brand identity after the primary logo is displayed at least once. The Voyager Coffee icon is to also be used when the minimum width of the logo is too big. In this case, the Voyager Coffee icon itself will suffice as visual representation.

**Black and White Application.**

The black and white version of the Voyager Coffee icon is to be used when the preferred color version is not applicable. For example, when there is a one color print option.



## Incorrect Use | 24

### Incorrect Logo Usage

Following the guidelines will ensure brand equity and value. Staying true to the Voyager Coffee brand identity is imperative in maintaining all that it stands for and represents. Displayed here are various examples of how not to use the logo.

Do not rotate or manipulate logo parts that stray from brand identity.



Do not alter logo parts by deleting or taking away graphic information or elements.



Never change or alter the established brand color scheme.



## Incorrect Use | 25

Do not change the chosen brand typeface or manipulate it.



Never change the order in which the logo appears. It should always read left to right.



Never adjust the scale of the graphic elements that make up the logo.



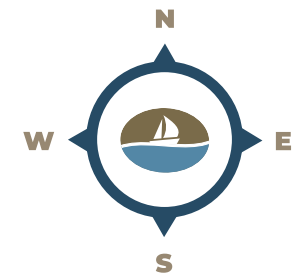
# Logo Responsiveness | 26

## Logo Reactivity

A responsive logo is important as screen based media continues to grow. Displayed is the Voyager Coffee logo as it would appear on different sized digital platforms. Pictured here is the transition the logo makes as it moves from desktop to mobile device. It's scale and configuration varies depending on screen size.

## Desktop Viewing

**Screen Size:**  
1080 X 1920 px



## Mobile Viewing

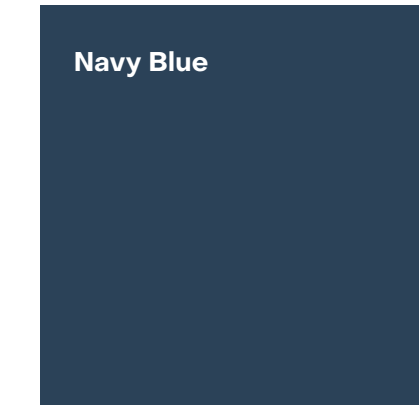
**Screen Size:**  
1125 x 2436 px and below

# Color | 27

## Color

The Voyager Coffee color scheme is used to evoke a sense of adventure through a nautical yet coffee oriented palette. Blue evokes calmness, stability, and trust. The colors brown and beige evoke feelings of nature, strength, resilience and comfort. All of these color induced feelings and emotions accurately align with the values of Voyager Coffee. White and black are mostly used for contrast and graphic purposes.

## Primary



Navy Blue

### 4 Color Process

**C** 87 **M** 69 **Y** 44 **K** 33

### RGB

**R** 43 **G** 66 **B** 88

### Hex Code

#2b4258



Beige

### 4 Color Process

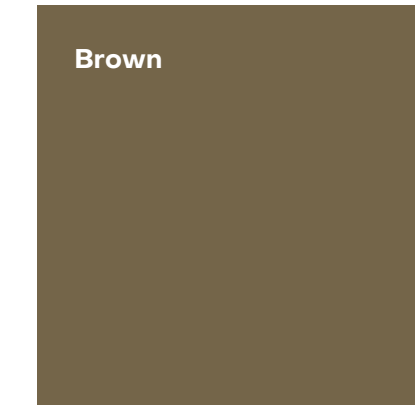
**C** 27 **M** 23 **Y** 31 **K** 0

### RGB

**R** 189 **G** 184 **B** 171

### Hex Code

#bdb8ab



Brown

### 4 Color Process

**C** 49 **M** 50 **Y** 73 **K** 25

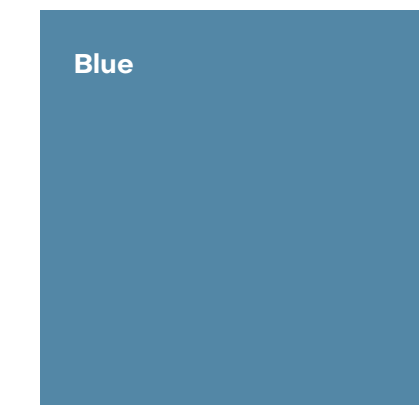
### RGB

**R** 116 **G** 102 **B** 73

### Hex Code

#746649

## Secondary



Blue

### 4 Color Process

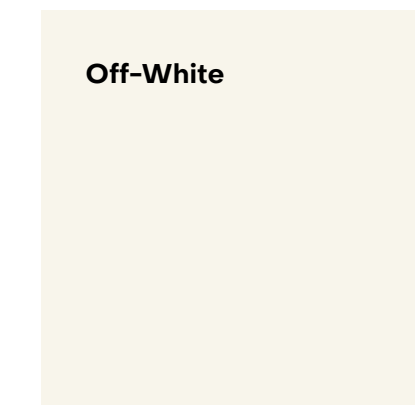
**C** 71 **M** 38 **Y** 23 **K** 1

### RGB

**R** 83 **G** 135 **B** 166

### Hex Code

#5387a6



Off-White

### 4 Color Process

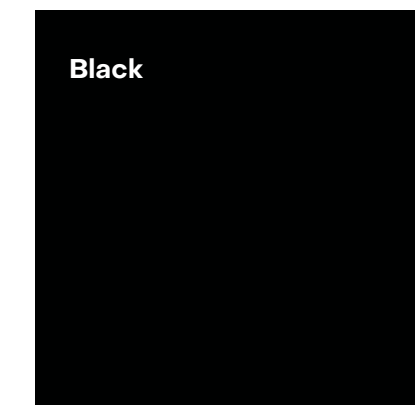
**C** 2 **M** 2 **Y** 7 **K** 0

### RGB

**R** 248 **G** 245 **B** 235

### Hex Code

#f8f5eb



Black

### 4 Color Process

**C** 75 **M** 68 **Y** 67 **K** 90

### RGB

**R** 0 **G** 0 **B** 0

### Hex Code

#000000

**Objects Sans**

The chosen typeface for Voyager Coffee for print and digital content is Object Sans, an early twentieth century inspired typeface that is bold and timeless. Various weights of Object Sans are used depending on it's application.

The Object Sans Heavy weight is used for headers primarily to create emphasis on important topics such as to promote specials, banner displays and article headers.

**Object Sans Bold**

The Bold weight acts as a sub header across all platforms only.

**Object Sans Regular**

The Regular weight is to be used as body text for all platforms both print and digital.

**Object Sans Heavy**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn**

**OoPpQqRrSsTtUuVvWwXxYyZz**

**Object Sans Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn**

**OoPpQqRrSsTtUuVvWwXxYyZz**

**Object Sans Regular**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

**Additional Graphic Content**

Supplemental graphics are additional visual content used across a variety of platforms such as menus, photography, merchandise, app icon, social media content, and mobile truck design.

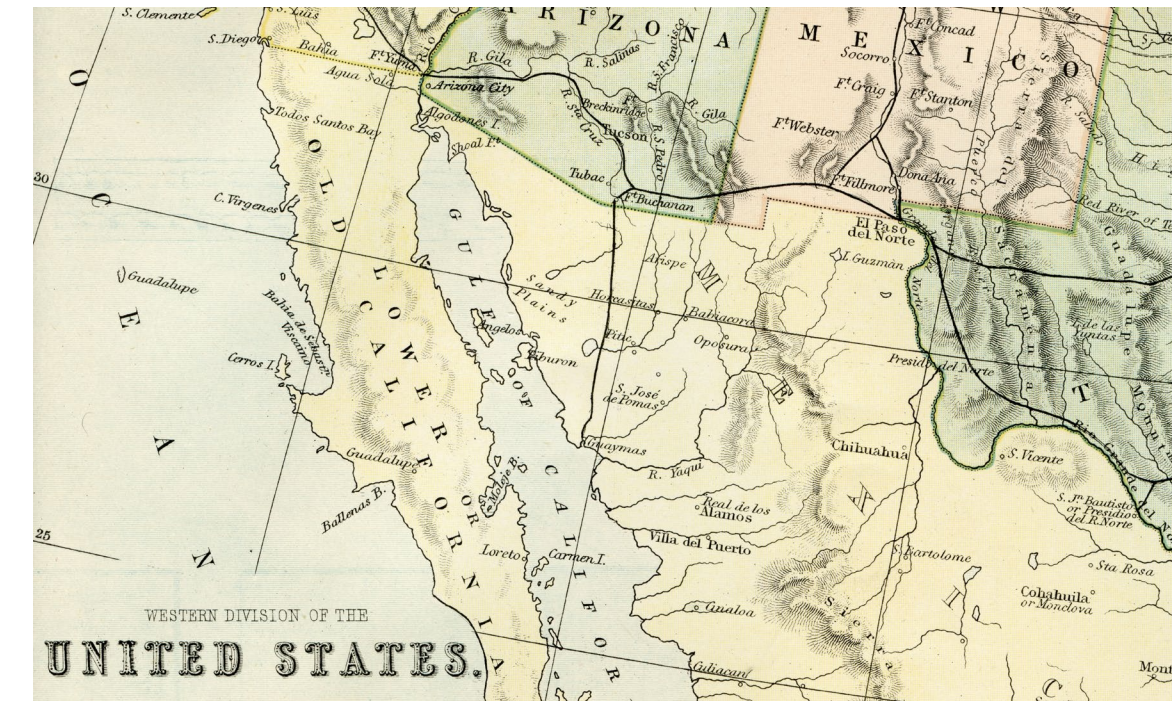
**Menu Design**

The Voyager Coffee menu is designed following all the required design guides such as color scheme, typography, and layout to present our products efficiently to our customers.

**California Coast Map**

A vintage map of the California coast is used as an ode to the location Voyager is located as well as infer the traveling spirit of our brand. The map is mostly used as a base or background element throughout various designs.

**Map**



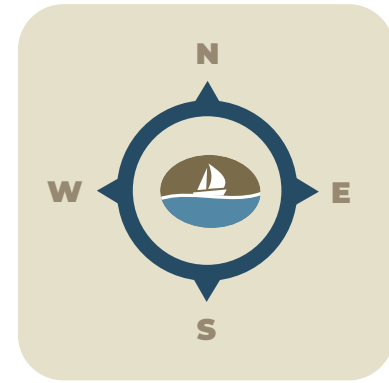
**Menu**



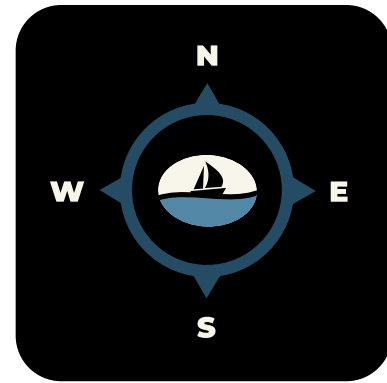
**Mobile App Icon**

The Voyager mobile app icon is the design seen when customers use our mobile app. Voyager's logo mark is used as the primary visual for the app icon. Many mobile devices provide standard and dark mode viewing. The app icons shown are the two representations of what they appear as in these modes.

**App Icon**



Standard viewing



Dark mode viewing

**Nature Graphic**

The Voyager nature graphic is an additional image used on merchandise such as shirts and coffee cups for added graphic variety.

**Nature Graphic**



**Photography**

All lifestyle photographic imagery for Voyager should capture the ethos of exploration and journeying. Outdoor activity, travel, and nature imagery portray the brand archetype of explorer and align with our headline "Keep Discovering". The photography must act as a marketing tool as well as reinforce brand aesthetics and values.

Product photography is also used as marketing content. Imagery displaying our products and customers using them can be used across various platforms such as website, print based material, and social media.





**Tagline**

“Keep Discovering” is the tagline of Voyager. It captures the voyaging spirit we have as a mobile service as well as the coffee seeker’s continuous exploration of the various roasts we serve to our customers.

**Headline**

The headlines clarify promotional offers and benefits that help market and sell our product. Headlines should resemble and represent the Voyager ethos while promoting our product and service.

**Tagline**

Keep Discovering

Keep Discovering

**Advertising Headlines**

We serve only the best local roasters to ensure the highest quality coffee for your day ahead.

Coffee that comes to you.

**Apparel and Accessories**

T-shirts and tote bags are available for customers to purchase at our mobile service truck. The two primary designs featured on our merchandise are the Voyager logo and the nature graphic.



**To Go Coffee Cups**

Voyager's to go coffee cups feature two primary graphics. The Voyager logo, and nature graphic are used on the coffee cups to encourage the Voyaging spirit for every customer.



**Menu Display**

This is the hand-held menu display for our customers. It lists the various beverages, foods, milk alternatives, and specials we provide.



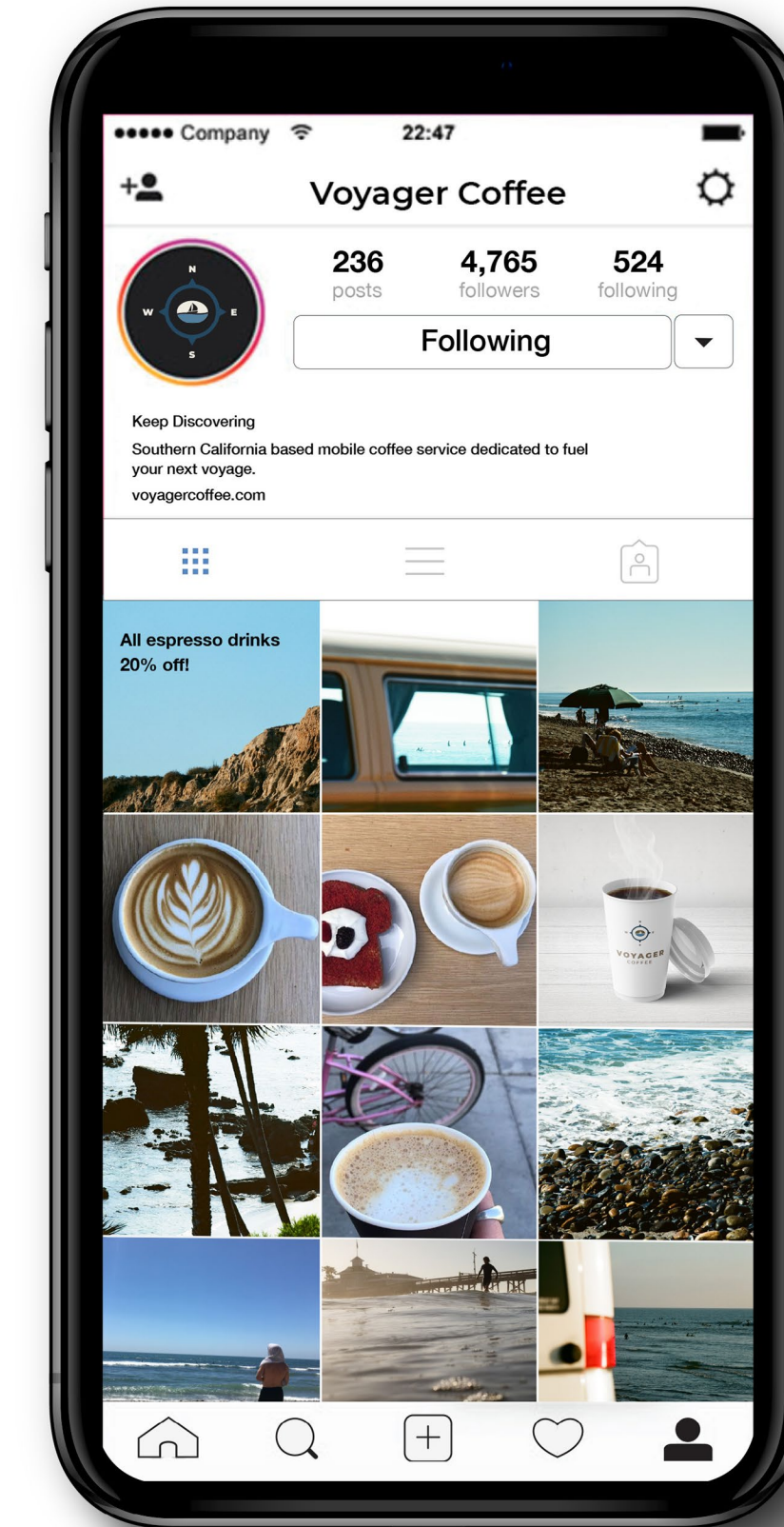
Mobile Truck

Voyager's mobile truck is the first thing our customers are greeted by. Much like an advertisement on wheels, it reflects our brand and it's values, aesthetic, and archetype all at the same time so individuals are encouraged to try our product and service.



Digital Marketing

Social media is an important component of Voyager Coffee and our marketing. It allows us to keep our customers and followers up to date on all offers and products. Also, a carefully curated social media feed allows our brand to portray our archetype and aesthetic for others to view and connect with.



Individual Instagram Posts

144 likes

**Voyager Coffee** Enjoy an extra 20% off your purchase today! Broaden your horizons with some caffeine.

145 likes

**Voyager Coffee** Coffee that comes to you. Be sure to grab a cup before you start the day!

148 likes

**Voyager Coffee** We at Voyager love serving you Southern California. Come get an iced latte and post up!

Individual Instagram Posts

157 likes

**Voyager Coffee** We serve only the best local roasters to ensure the highest quality coffee for your daily voyage.

149 likes

**Voyager Coffee** Nothing starts the day off right like a delicious snack and our signature expedition latte.

163 likes

**Voyager Coffee** Enjoy a Voyager's coffee of the day! Each week we serve a new locally sourced roast.

## Contact Info

Name: Jared Spellman

Email: [jaredspellmandesign@gmail.com](mailto:jaredspellmandesign@gmail.com)

## Social Media

Instagram: [jared\\_design](#)

## Mockup Credits

<https://tomchalky.com/77-vintage-maps-world-bonus/>

<https://creativemarket.com/webandcat/422604-Paper-Coffee-Cup-Mock-up>

<http://www.designerslib.com/food-truck-mockup-psd/food-truck-mockup-kit/>

<https://www.pixelsurplus.com/mockups/free-t-shirt-psd-mockup?ref=mockupworld>

<https://graphicburger.com/small-canvas-tote-bag-mockup/>

<https://www.graphicsfuel.com/2017/08/writing-pad-mockup-psd/>

<https://dribbble.com/shots/4760662-Free-iPhone-X-PSD-Mockup>