



# We Proudly Serve Starbucks™

## Logo Usage Guidelines

Starbucks Coffee Company  
Spring 2014

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## The We Proudly Serve (WPS) Starbucks™ Logo and What It Represents

The Starbucks brand is one of the most recognized and admired in the world. We believe our people and our products form the foundation for our marketing strategy. The uncompromising quality of our products and our focus on making a genuine, personal connection with our customers have enabled us to create uplifting experiences that currently define and differentiate us. And this has enabled us to inspire moments of connection that create a brighter outlook for ourselves and our world. That is the brand promise of Starbucks and the heritage entrusted to those who market the brand.

## These Guidelines

We are pleased that you have chosen to serve Starbucks® coffee or beverages to your customers, and delighted that you wish to use your time and resources to promote our coffee. To help you, Starbucks Coffee Company has created the Customizable Marketing Toolkit templates available on the We Proudly Serve Foodservice website.

**Note:** Whether you customize a template or design your own art, remember that **Starbucks must review and explicitly approve all artwork prior to production.** Please email all artwork submissions to: [fsmarketing@starbucks.com](mailto:fsmarketing@starbucks.com) or [fsmarketingcanada@starbucks.com](mailto:fsmarketingcanada@starbucks.com).

This is to ensure you're getting the full advantage of your association with Starbucks Coffee Company, as well as help you avoid any incorrect and / or inappropriate usage of the We Proudly Serve Starbucks™ logo and brand identity. For further details, please see the Approval Process on page 12. Note also that the Starbucks Coffee logo may never be used independent of the "We Proudly Serve" text.

*Starbucks Coffee Company reserves the right to decline usage of the Starbucks name or brand representation in any situation the company deems inappropriate for any reason even if the WPS logo usage meets these guidelines. Please remember that anything Starbucks doesn't expressly approve in writing is considered not approved. Starbucks Coffee Company may also require you to recall and / or reprint any marketing materials that do not meet with Starbucks current brand standards.*

# Co-Branding Requirements

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. The clear space indicated is the minimum. Whenever possible, allow more than this amount of clear space.

## Co-Branding

Operator logo must be present on collateral with the WPS logo as the secondary logo.

## Primary WPS Logo with the Operator's Logo

The primary WPS logo should be  $\frac{1}{3}$  of the operator logo size for pieces 8.5"x11" and under. The primary WPS logo should be  $\frac{1}{4}$  of the operator logo size for pieces larger than 8.5"x11". This helps reinforce the relationship (e.g., it's Joe's Café first and Starbucks plays a supporting role).

## How Small Can I Go?

In the primary WPS logo, the Siren symbol should be no smaller than .35" (9mm) width, while the word Starbucks in the WPS wordmark should be no smaller than .5" (13mm) height.

## Primary WPS Logo

Minimum clear space is at least 2X, where X equals the distance from the side of the Siren symbol to the widest part of the logo.

## WPS Wordmark

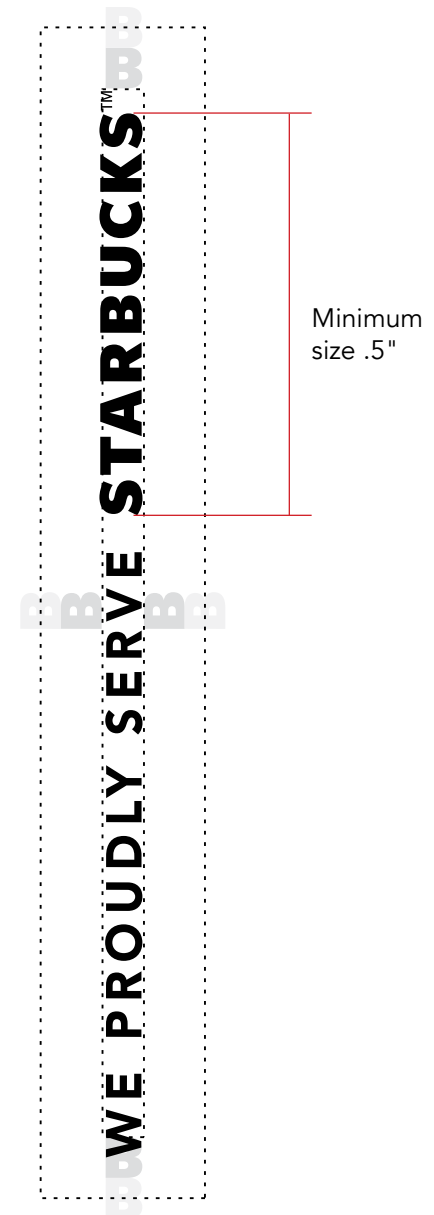
Minimum clear space is equal to 150% of the height of the "B" letterform.

**Note:** The trademark and registration marks scale independently of the symbol / wordmark when enlarged or reduced dramatically. For smallest print size, set registration marks in Avenir Regular 4 pt.

Primary WPS logo



WPS wordmark



# Logo Variations

The primary WPS logo is composed of the Siren symbol and the phrase “We Proudly Serve.”

The WPS wordmark is composed of the phrase “We Proudly Serve” locked up with the Starbucks wordmark. It always appears vertically reading upward, and should have a <sup>TM</sup> symbol.

Primary WPS logo



WPS wordmark

**WE PROUDLY SERVE STARBUCKS™**

Dual-language logo



Dual-language wordmark

**WE PROUDLY SERVE  
FIERS DE VOUS SERVIR  
STARBUCKS™**

# Logo Color Variations

Consistent adherence to the color guidelines will help build visibility and recognition of your association with the brand.

## Full-Color Logo

In the preferred use of the primary WPS logo, the logo is Starbucks Green and white and is placed on a white / light-color background.

## Full-Color Reverse Logo

Use when background color or imagery adversely affects the legibility of the wording. Note that background color or imagery cannot appear through the WPS logo nor can the logo be altered in any way including, without limitation, to make it fit any theme, ambiance or external environment. The WPS logo can only be used as shown here.

## One-Color Black Logo / One-Color Reverse Logo

Use is limited to one-color or two-color printing where Starbucks Green is not available.

Full-color logo



Full-color reverse logo



One-color black logo



One-color reverse logo






# Color Print Specifications

## Color Specifications

Print the primary WPS logo in its three correct colors: Starbucks Green, black and white. (For Starbucks Green, use Pantone® 3425C. Do not use any other green.) Print on uncoated stock, matching Pantone® 3425C ink to coated hue. **No other colors may be substituted.** The Starbucks logo on any other material must **visually match Pantone® 3425C**. If you are unable to print in color, or if you are unsure that you can visually match to Starbucks Green, you must print in two-color black and white, or black only on a white background. **No other colors may be substituted.**

*Colors shown in this guide have not been evaluated by PANTONE, Inc., and may not match the PANTONE Color Standards. PANTONE is a registered trademark of PANTONE, Inc.*

**Note:** For consistent color reproduction, always match to Pantone® solid-coated swatches.

Pantone	CMYK	RGB	HTML
 Black	C0 M0 Y0 K100	R0 G0 B0	000000
 3425	C100 M0 Y78 K42	R0 G112 B74	00704A
 White	C0 M0 Y0 K0	R255 G255 B255	FFFFFF

# Logo Background Control

## Full-Color Logo

Use the full-color logo when the background color value is between 0% and 60% after conversion to gray scale.

## Full-Color Reverse Logo

Use the full-color reverse logo when the background color value is between 80% and 100% after conversion to gray scale.

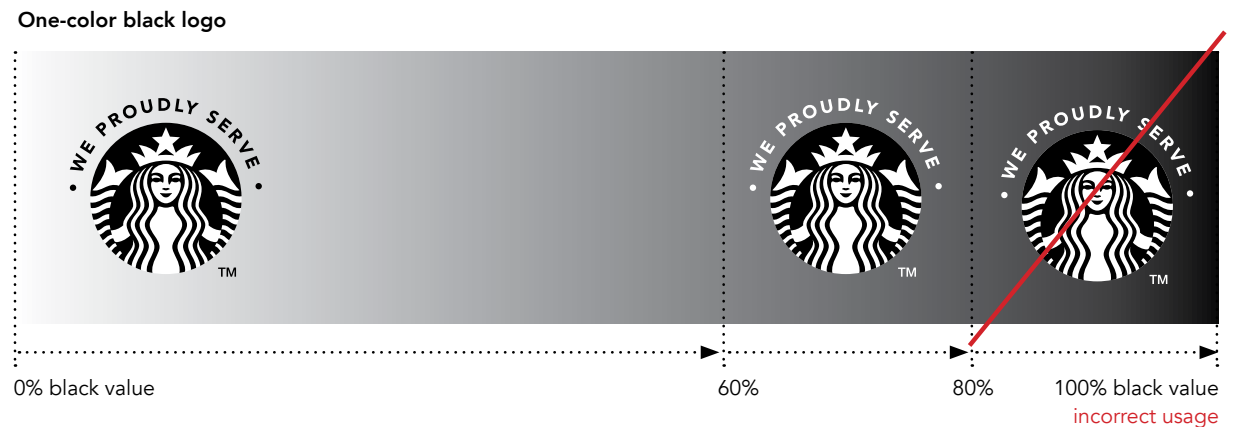
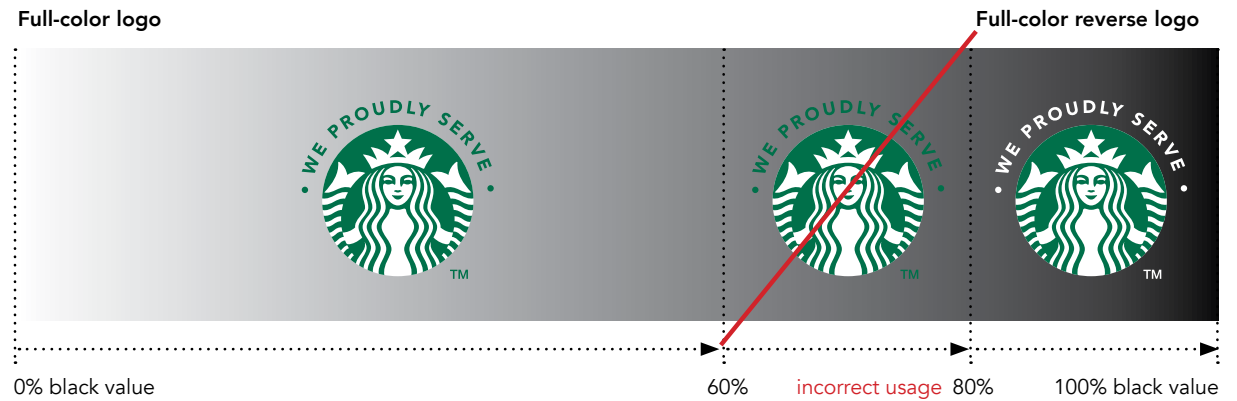
## One-Color Black Logo

Use the one-color black logo when the background color value is between 0% and 80% after conversion to gray scale.

## One-Color Reverse Logo

Use the one-color black Siren symbol with white type when the background color value is between 60% and 80% (after conversion to a gray scale).

**Note:** Apply the logo on light-color backgrounds whenever possible. Avoid darker background values and colors that provide insufficient contrast (e.g., Starbucks Green).

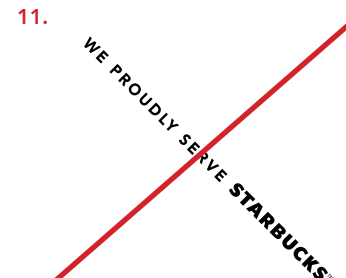




# Logo Improper Use

We encourage you to become familiar with the correct uses of the primary WPS logo and WPS wordmark. The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise alter or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.

1. **Do not** re-create or retype the words.
2. **Do not** stretch or alter our logo in any way.
3. **Do not** change our logo color.
4. **Do not** use graphic effects or outlines on our logo.  
**Do not** emboss the logo out of a color background.
5. **Do not** place our logo in a shape.
6. **Do not** overlap other graphics or text or photography.
7. **Do not** screen the logo. It should always print at 100% ink density.
8. **Do not** reverse logo out of a color.
9. **Do not** add a ring around the siren.
10. **Do not** pair the primary WPS logo with the WPS wordmark.
11. **Do not** angle the WPS wordmark. Always use it vertically reading upward.
12. **Do not** rearrange the type, or change the size of "We Proudly Serve" in proportion to the Starbucks wordmark.



# Applying the Guidelines

Because your relationship with Starbucks is specific to brewing and serving our coffee, it is important that your use of the primary WPS logo or WPS wordmark clearly conveys that message to your customers, while also aligning with Starbucks brand image. The following examples of appropriate logo use are applications that directly support the presence of Starbucks® coffee in your establishment, and protect the integrity of the Starbucks brand.

*In addition, keep in mind that all of your marketing initiatives should first and foremost promote **your own** operation, with only a secondary focus on Starbucks as your coffee provider. The primary WPS logo or WPS wordmark should function to identify the coffee you serve and / or as a feature of your operation. It should never function as your operation's identity. Also remember, if your number of "authorized" uses or the relative significance of any one use makes it seem like Starbucks® coffee or beverages are more than just featured items with your operation, it may still be an inappropriate overall use. Please note that your overall application of "appropriate logo" uses may still be deemed inappropriate if the numerosity of your uses or significant placement of use conveys a closer affiliation with Starbucks than appropriate. Starbucks reserves the right to disapprove any use or uses for any reason.*

For questions regarding logo usage, please contact Foodservice Marketing Services at [fsmarketing@starbucks.com](mailto:fsmarketing@starbucks.com) or [fsmarketingcanada@starbucks.com](mailto:fsmarketingcanada@starbucks.com).

# Appropriate Logo Use

- menus
- in-house menu boards
- counter sign messaging (featured beverages, etc.)
- promotional brochures
- bag / box stuffers
- closed-circuit television ads (as in hotels, conference centers)
- directional signage on venue premises (either permanent signage or elevator inserts)
- venue website
- surprise and delight programs
- grand opening complimentary product offers

# Unauthorized Logo Use

The following examples of unauthorized logo use could misrepresent your relationship with Starbucks by potentially causing customers to confuse your operation with a Starbucks retail operation, or by devaluing the premium positioning of the Starbucks brand.

- logo usage on delivery trucks or vehicles
- street-level branding (windows, doors, awnings, freestanding signs), which includes the exterior of the operation\*
- transparent signs with backlighting
- billboards, highway / roadside signs
- neon signs
- packaging
- customer-designed cups / sleeves / napkins, co-branded with the primary WPS logo or WPS wordmark
- apparel (hats, T-shirts, aprons)
- letterhead, business cards
- magnets, keychains, pens, etc.
- any hand-drawn logo
- telephone book ads
- any reproduction of the WPS logo by any means other than printing (e.g., etching, engraving, painting, embroidery)
- use of Starbucks Coffee logo alone (must be WPS version)
- discounting offers—see additional notes to the right.

*\*Exception is approved directional signage.*

# Discounting Guidelines

The WPS logo is prohibited from being used in discounting offers. This includes:

- generic cents-off, percent-off, free-offer or bundling coupons
- Starbucks® products used as premiums in customer acquisition programs for other brands or as gifts with purchase (e.g., "Buy a muffin, get a complimentary cup of Starbucks® coffee.)
- operator-created customer frequency cards with logo (e.g., "Buy 10, get 1 free.")
- discounting Starbucks® espresso-based beverages
- offers associated with or timed with a Starbucks® retail promotional offer

You are solely responsible for legal reviews and compliance of any discounts / offers with any laws / rules.

# Placement Guidelines

1. The primary WPS logo or WPS wordmark must be presented in conjunction with your operation's own name or logo to be a complete message. However, the WPS logo or WPS wordmark must be clearly secondary to your name and branding. Your name or logo identifies the "We" who is brewing and serving Starbucks® coffee.
2. While the primary WPS logo or WPS wordmark should never stand alone, it must still hold its own space, apart from your own logo.
3. The primary WPS logo or WPS wordmark must never be incorporated into the design of your operation's logo. Customers approaching your venue must immediately understand that it serves Starbucks® coffee, but is not a Starbucks® retail location.
4. The visual appearance of the venue and the balance of branding messages (size, quantity, placement and relative weight) must reinforce your venue name or logo as the primary means of identification.

**When in doubt** about whether your artwork falls within our placement guidelines, ask yourself, "Is my operation's brand / logo most prominent in this representation?" "Will a customer think that my operation is only serving Starbucks® beverages?" If your answer is "yes," then you are on track! If your answer "no," then you must make some placement or proportion changes to ensure that your brand takes center stage.

# Approval Process

Starbucks can provide you with electronic files of the primary WPS logo and WPS wordmark in several styles and graphic formats. When your artwork is relatively complete, you are ready to submit the piece to Starbucks Foodservice Marketing Services for approval.

**Note:** If final designs are not submitted for review or are used without our approval, you will be responsible for removing unauthorized materials or correcting any mistakes at your own cost. The approval process is outlined below:

1. Submit artwork to the Foodservice Marketing Services address in your country. Whether you customize templates or design your own art, remember that **Starbucks must review and explicitly approve all artwork prior to production.** Please email all artwork submissions to: fsmarketing@starbucks.com or fsmarketingcanada@starbucks.com.
2. For a review of your project, allow at least five working days from receipt by Starbucks. We will let you know of any changes that are needed. If the artwork is approved, we will email you with approval. **If you do not hear from us within 30 days, assume your artwork has NOT been approved,** and that you may not proceed with production. In this case, please email us at fsmarketing@starbucks.com or fsmarketingcanada@starbucks.com.
3. Before printing, insert the Starbucks approval code into your piece. This code will be provided by Starbucks Foodservice Marketing Services and will signify approval.

# Photography

Only product photographs provided by Starbucks may be used in the marketing of your Starbucks® coffee program. The same policy also applies to video.

# Internet

If you plan to use the primary WPS logo or WPS wordmark on your venue's website, please keep in mind that Starbucks must approve the size and placement, and any related copy, just as we would a printed piece.

Please contact Foodservice Marketing Services for a graphic file of the primary WPS logo or WPS wordmark formatted for web use.

**Correct web logo:** Starbucks Green (HTML 00704A or R0/G112/B74), White (HTML FFFFFFF or R255/G255/B255), Black (000000 or R0/G0/B0). If you are unable to visually match green to HTML 00704A, you must show the WPS logo in black and white. Minimum size is 50x50 pixels at 72 dpi (the ™ will have to be created separately to read clearly).

**All graphics on the Starbucks.com website are property of Starbucks Corporation.** Please do not take logos, photographs or any other artwork from the Starbucks website.

# Company and Product Name Guidelines

**Any copy using the Starbucks name must comply with these basic guidelines and must be approved by Starbucks.**

"Starbucks" never has an apostrophe, even when used in possessive form.

When using product names, attach the proper registration symbol ® to the name at least one time per document when the mark first appears and / or when it is most prominent.

To the extent it is necessary to explain your relationship with Starbucks Coffee Company, please refer to yourself as an authorized purveyor of Starbucks® coffee.

Include the following copyright language: "© [Insert current year] Starbucks Corporation. All rights reserved. Starbucks and the Starbucks logo are trademarks or registered trademarks of Starbucks Corporation. Approval code: \_\_\_\_\_"

# Thank You

We realize these guidelines may seem complicated and challenging to follow. And we appreciate the energy you put into protecting the brand you are proud to have in your venue—and the brand we are proud to share with you.

