



Brand Guidelines

VERSION 1.0

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Brand Elements

Logo: Circle

The Circle version of the Cirque logo is the primary signifier of the brand. Two versions are provided: one with the type in white and one with the type “punched out” of the circle. The first variation is a two-color version; the second, a one-color version.

Avoid using the punched out version on distracting or busy backgrounds that would make the type unreadable (it can be used on art, but judiciously), or on solid fields of color that are not in the brand palette (see page XX).



Logotype

The logotype-only version of the Cirque logo is also provided for use. Two versions are provided: one with fun stacked type and the other a more traditional horizontal version. Art is provided in two colors: Cirque Purple and reversed to white.

**CIR
QUE**

CIRQUE

Circle Lock-up

The Circle version of the Cirque logo is also provided with the “Coffee Roasters” descriptor locked up to the logo. Do not break up the lockup; it should be used as is.



**Coffee
Roasters**

Logotype Lock-up

The Cirque logotype is also provided with a horizontal version of the “Coffee Roasters” descriptor locked up to the logotype. This is provided primarily for use in environmental applications such as signage.

There are four versions of the art provided: in Cirque Purple, and with the descriptor in white or in colors from the brand palette. It is acceptable to create other versions of the logo with the descriptor in any color from the brand palette.

CIRQUE Coffee Roasters

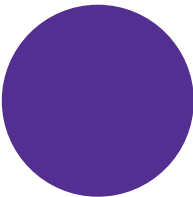
CIRQUE Coffee Roasters

CIRQUE Coffee Roasters

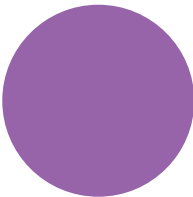
Brand Palette

The Cirque Brand Palette is huge. It standardizes colors used in the original iteration of the Cirque brand. These extensive and unique colorways add a modicum of standardization while also providing a rich group of color choices to work with.

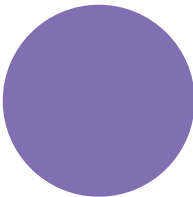
Any artist who creates art for the Cirque brand should use colors from this palette as much as they can. This will ensure that the brand has visual consistency and that the art will be cohesive with the brand elements in these brand guidelines.



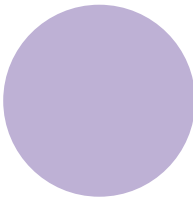
CIRQUE PURPLE 1



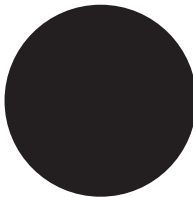
CIRQUE PURPLE 2



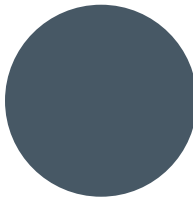
CIRQUE PURPLE 3



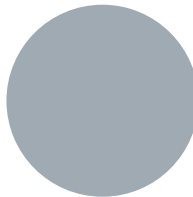
CIRQUE PURPLE 4



CIRQUE BLACK



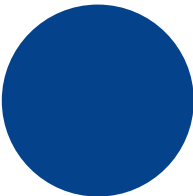
CIRQUE GREY 1



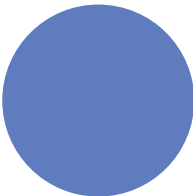
CIRQUE GREY 2



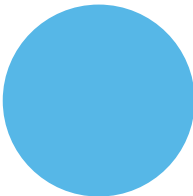
CIRQUE GREY 3



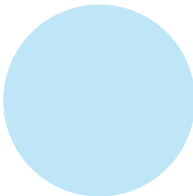
CIRQUE BLUE 1



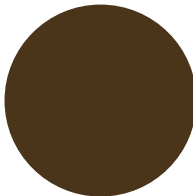
CIRQUE BLUE 2



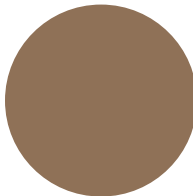
CIRQUE BLUE 3



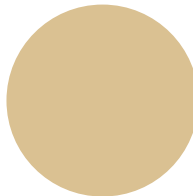
CIRQUE BLUE 4



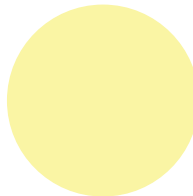
CIRQUE BROWN 1



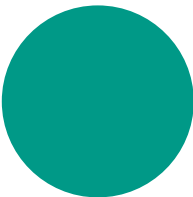
CIRQUE BROWN 2



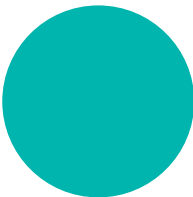
CIRQUE TAN



CIRQUE YELLOW



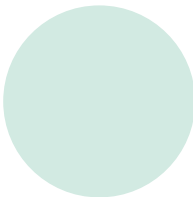
CIRQUE TEAL 1



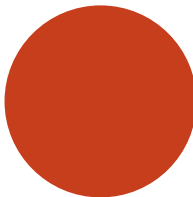
CIRQUE TEAL 2



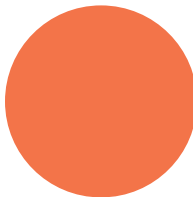
CIRQUE TEAL 3



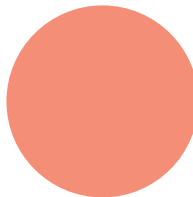
CIRQUE TEAL 4



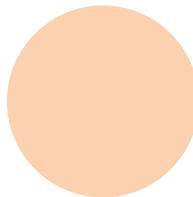
CIRQUE WARM RED



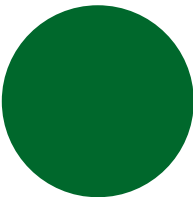
CIRQUE ORANGE



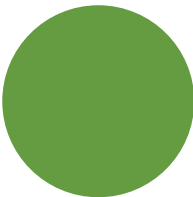
CIRQUE CORAL



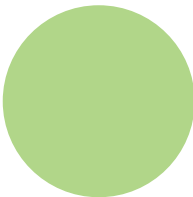
CIRQUE SALMON



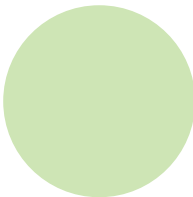
CIRQUE GREEN 1



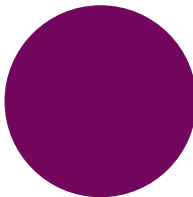
CIRQUE GREEN 2



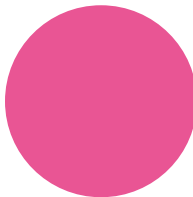
CIRQUE GREEN 3



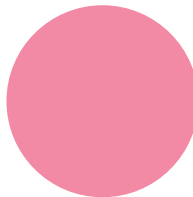
CIRQUE GREEN 4



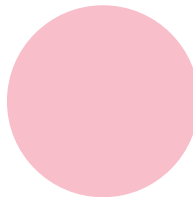
CIRQUE PURPLE



CIRQUE PINK 1



CIRQUE PINK 2



CIRQUE PINK 3

Brand Palette

Breakdowns

Use the color breakdowns below to ensure consistency across the Cirque brand.



CIRQUE PURPLE 1
PMS 2607 C
C83 M99 YO K2
R84 G46 142B
542E8E



CIRQUE PURPLE 2
PMS 7441 C
C44 M70 YO KO
R152 G101 B170
9865AA



CIRQUE PURPLE 3
PMS 2655 C
C54 M61 YO KO
R130 G112 B179
8270B3



CIRQUE PURPLE 4
PMS 2635 C
C24 M29 YO KO
R190 G177 B215
BEB1D7



CIRQUE GREY 1
PMS BLACK C
CO MO YO K100
RO GO BO
000000



CIRQUE GREY 2
PMS 431 C
C45 M25 Y16 K59
R73 G89 B101
495965



CIRQUE GREY 3
PMS 429 C
C21 M11 Y9 K23
R161 G171 B178
A1ABB2



CIRQUE GREY 4
PMS 427 C
C7 M3 Y5 K8
R216 G220 B219
D8DCDB



CIRQUE BLUE 1
PMS 7687 C
C100 M78 YO K18
RO G67 B140
00438C



CIRQUE BLUE 2
PMS 2124 C
C67 M49 YO KO
R96 G124 B190
607CBE



CIRQUE BLUE 3
PMS 292 C
C59 M11 YO KO
R88 G182 B231
58B6E7



CIRQUE BLUE 4
PMS 290 C
C23 MO Y1 KO
R191 G231 B247
BFE7F7



CIRQUE BROWN 1
PMS 462 C
C28 M48 Y71 K73
R75 G53 B29
4B351D



CIRQUE BROWN 2
PMS 7504 C
C17 M36 Y52 K38
R144 G114 B88
907258



CIRQUE BROWN 3
PMS 467 C
C6 M15 Y41 K10
R216 G193 B150
D8C196



CIRQUE YELLOW
PMS 131 C
C2 MO Y45 KO
R253 G245 B163
FDF5A3



CIRQUE TEAL 1
PMS 2403 C
C100 MO Y56 K11
RO G153 B134
009986



CIRQUE TEAL 2
PMS 326 C
C81 MO Y39 KO
RO G181 B175
00B5AF



CIRQUE TEAL 3
PMS 338 C
C50 MO Y31 KO
R124 G204 B190
7CCCCBE



CIRQUE TEAL 4
PMS 566 C
C17 MO Y12 KO
R210 G235 B226
D2EBE2



CIRQUE WARM RED
PMS 7599 C
CO M85 Y98 K20
R198 G64 B29
C6401D



CIRQUE ORANGE 1
PMS 2026 C
CO M68 Y76 KO
R243 G116 B74
F3744A



CIRQUE ORANGE 2
PMS 486 C
CO M55 Y50 KO
R246 G141 B118
F68D76



CIRQUE ORANGE 3
PMS 712 C
CO M20 Y30 KO
R253 G209 B176
FDD1B0



CIRQUE GREEN 1
PMS 2427 C
C87 MO Y100 K50
RO G105 B43
00692B



CIRQUE GREEN 2
PMS 7490 C
C57 M6 Y92 K19
R102 G155 B65
669B41



CIRQUE GREEN 3
PMS 2284 C
C33 MO Y60 KO
R177 G215 B138
B1D78A



CIRQUE GREEN 4
PMS 580 C
C20 MO Y36 KO
R207 G229 B181
CFE5B5



CIRQUE PURPLE
PMS 7650 C
C34 M98 YO K41
R116 G4 B95
74045F



CIRQUE PINK 1
PMS 2046 C
CO M80 Y7 K3
R231 G87 B146
E75792



CIRQUE PINK 2
PMS 701 C
CO M58 Y13 KO
R243 G138 B165
F38AA5



CIRQUE PINK 3
PMS 182 C
CO M31 Y08 KO
R249 G190 B201
F9BEC9

Typography

Display

Domaine Display is a “...a sharp, elegant serif that blends traditional French and British genres into a contemporary aesthetic.” It should be used for headlines, labels, signage, etc.—basically anything that's not tiny and not for body copy.

The font may be purchased from the Klim Font Foundry, <https://klim.co.nz/retail-fonts/domaine-display/>

Domaine Display Bold

Coffee Roasters
Monstro **Latte**
Featured Artist

Typography

Accents

Rois is a fun and idiosyncratic typeface that was initially chosen for the flavor name on the coffee bag labels. It can also be used anywhere that is not a headline or body copy: accents, subheads, etc.

Rois Extra has extra glyphs that be interchanged for certain letterforms: see Accent Text Example below. This unusual feature adds extra playfulness and variety. The font may be purchased from the German type foundry New Letters: <https://www.new-letters.de>.

ROIS MEDIUM

ROIS BOLD

ROIS EXTRA

ACCENT TEXT EXAMPLE

ACCENT TEXT EXAMPLE

ACCENT TEXT EXAMPLE

Typography

Body Copy

Basis Grotesque is a modern interpretation of classic grotesque typefaces such as Akzidenz Grotesk. Use it for all body copy, especially at smaller sizes. It is both super clean and legible as well as friendly and open.

It can be purchased from the Colophon Foundry at this link: <https://www.colophon-foundry.org/typefaces/basis-grotesque/>

Basis Grotesque Regular

Basis Grotesque Italic

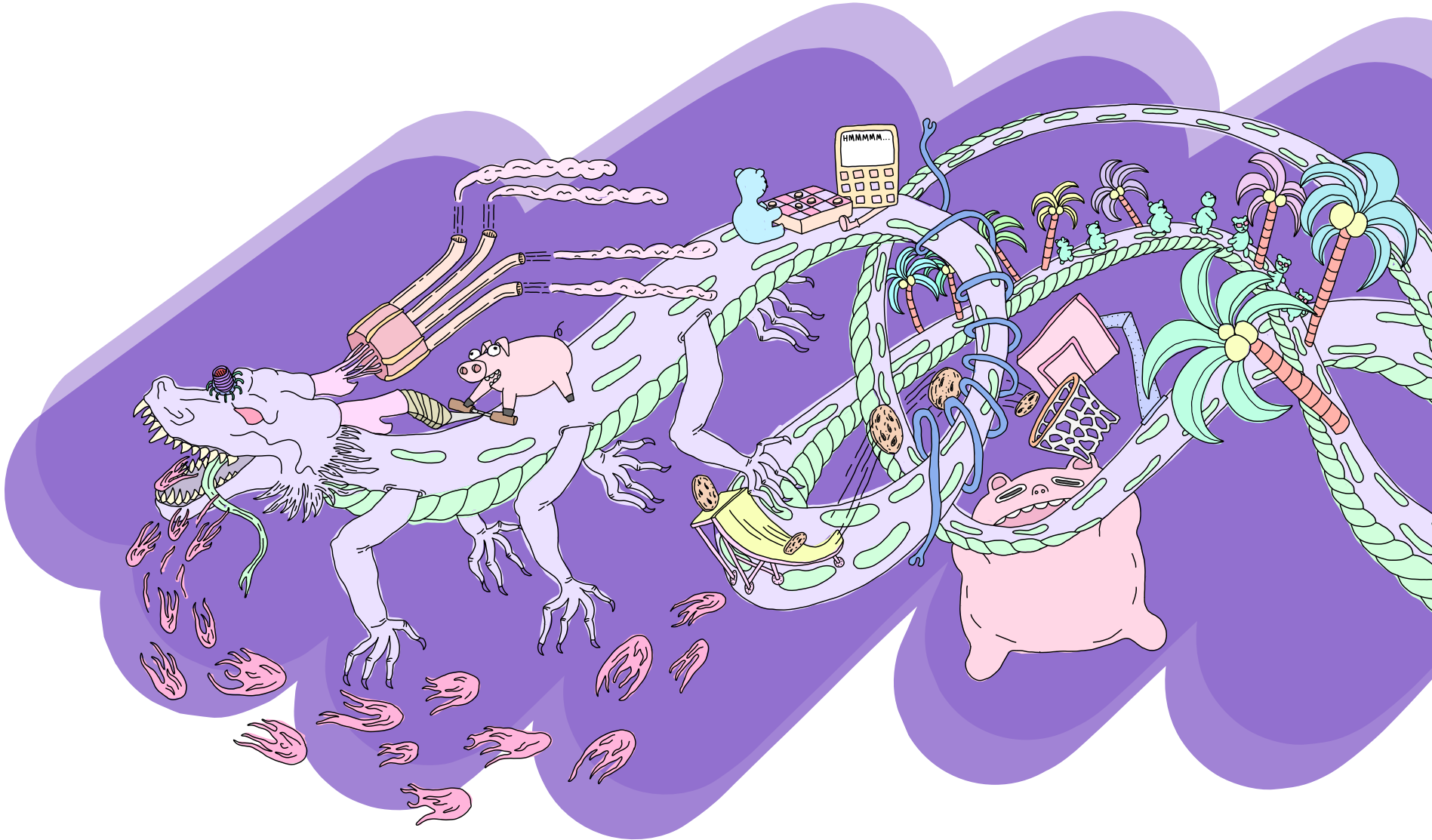
Basis Grotesque Bold

Basis Grotesque Bold Italic

Cirque + Art

The Cirque brand is inextricably linked to the vibrancy, creativity and immediacy of art in a way that allows for constant evolution in a quirky, colorful and welcoming and fun way. The ongoing evolution will happen primarily through adding new artists and their work, selected and curated through a lens of Cirque's core values.

The Brand Elements from the previous section are a set of static core brand assets that act as a stage to the evolving art and artists. Together this always-fresh brand is still recognizably Cirque. The art for this first iteration of the brand comes from the original Cirque art (minus some of the now off-brand (i.e. scary) variations).



Creating Art for Cirque

Essential to the Cirque brand is the ongoing effort to curate emerging artist talent that fits well with Cirque's brand attributes and create meaningful, connected art that inspires creativity. Cirque will commission and/or license the artist's work, compensate them, and promote

their livelihood through social media (which will also provides some exciting content). The art would be used for murals as well as items such as cups, tshirts and hoodies. Art could be sold onsite for ongoing synergy between Cirque and the artist.



The Artist's Brief

When commissioning art, make sure that the art is built on a foundation of the brand's strategy. The Cirque brand position and brand pillars for the brand are shown below.

Functionally, the art should be able to be integrated with the static Brand Elements. And the artist should utilize as many colors as possible from the Brand Palette (that's why there are so many colors!)

THE CIRQUE BRAND POSITION

inspired coffee

THE CIRQUE BRAND PILLARS

Art-Infused

Creative
Always inspiring
Visually arresting
Compelling
Meaningful

Colorful

Vibrant
Vivid/Full of life
Striking
Expressive
Fresh

Quirky

Fun
Unexpected
Unique
Individual
Inclusive

Coffee-Focused

Respect the bean
Quiet confidence
Quality
Excellence
Practice makes perfect

Welcoming

Friendly
Room for everyone
Neighborly
Open-minded
Come as you are

Sample Applications

PLEASE NOTE

The art in this section is not intended to be fully fleshed out designs for use. Instead these designs should be used as a starting point for utilizing the Brand Elements.







La Bella

Guatemala Sierra De Las Minas
Blackberry, Cacao, Fresh Cream

Date:

LA BELLA

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium quos volutpatium deleniti atque iusto corrupti quos dolores et quas molestias excepturi sint qui occaecati cupiditate non atque, simillique sunt culpa id est laborum et dolorum fuga.



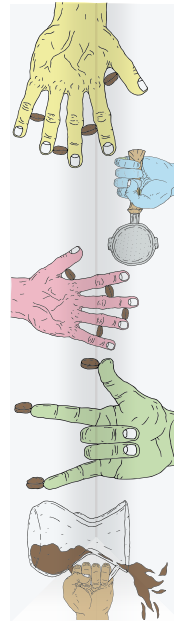
CIRQUE
Coffee Roasters

WEIRDO BLEND V2.1

Peppery crisp blends to be and better than ever! Christian and meta worked super hard over the past year to improve their processes and it shows in the cup. This SO/RO Natural washed Guatemala blend is bright and clean, exploding in the cup w/ notes of grape, jam, peanut butter, and juicy goodness.

Weirdo

Guatemala Sierra De Las Minas
Blackberry, Cacao, Fresh Cream



LA BELLA

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

La Bella

Guatemala Sierra De Las Minas
Blackberry, Cacao, Fresh Cream

Date:

TUPAC AMARU

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Tupac Amaru

Perry - Puro
Mango, Walnut, Nougat

Date:

LA FLORIDA

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

La Florida

Guatemala Sierra De Las Minas
Grapefruit, Pina, Citrus Sugar

Date:

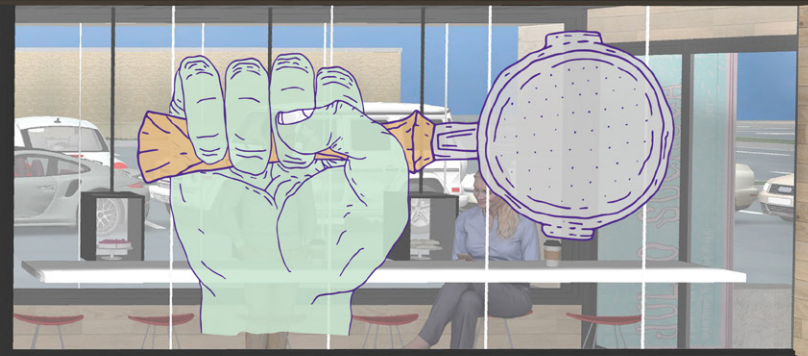




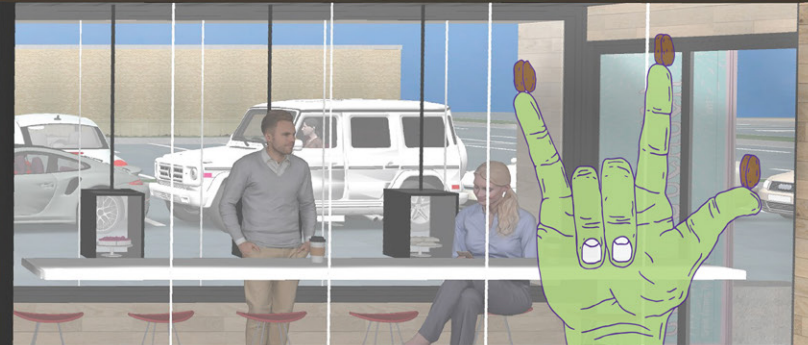




CIROQUE Coffee Roasters



CIRQUE Coffee Roasters





**CIR
QUE**

FOR MORE INFORMATION ABOUT USING THE CIRQUE BRAND, CONTACT:

CIRQUE Contact Name

Contact Title

contactname@cirquecoffee.com

000.000.0000

Brand & Design

The Wilbert Group

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www.thewilbertgroup.com