

# Logo Design

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## Contour Coffee

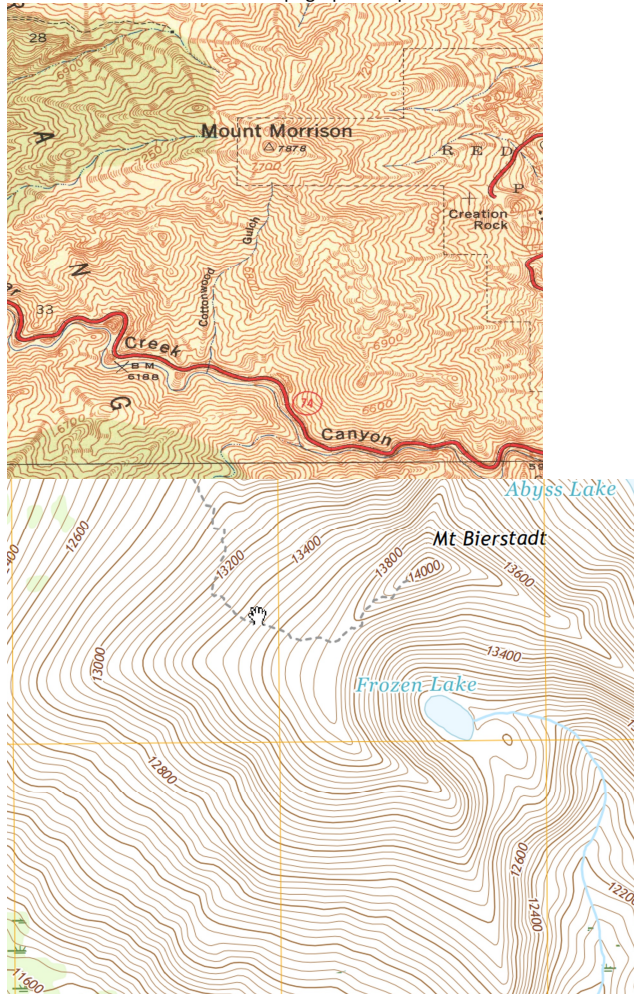
We are a 42 year old coffee who is rebranding to reach a wider market. We roast a wide range of coffee from around the world and sell it to retail outlets, cafes, and restaurants. Our logotype must stand out on crowded shelves, window stickers "we proudly serve Contour Coffee" and coffee pot wraps.

Just like a topographic map, the challenge here is to present the name of our company that is instantly recognizable as the right way to go...to great coffee)

Inspired by:

those who take their coffee to go -  
On the road, up the hills, over the mountains.

the timeless aesthetic of USGS Topographic maps.



We want a brand that lives within its shape square, rectangular, but relatively compact - and a logo typography that will work well on a horizontal website header.



FLEUR  
SKINco.

The brand will almost always be displayed on top of or surrounded by a custom-created topographic map

Contour Coffee

Please play with color, line, and do not feel you must stay on the horizontal or verticals.

The winning designer will be asked to design further items: stickers, coffee bags, and in-store merchandise.

We love type - impress us with your ability to finesse type.

Simplicity, connection to the idea of contour, to land, to coffee.