



Brand Guidelines

THE ALTURA COFFEE BRAND

At Altura we source our coffee direct from the growers for a more traceable and ethical supply chain.

We roast our coffee to a specific profile, maximising its natural characteristics and complexities, resulting in the perfect cup. We believe this provides us with the finest coffee possible.

The following guidelines have been developed to ensure consistent application of the Altura Coffee brand across all collateral.

This guide serves as a benchmark for how the brand is to be applied across several different formats.

100%  **NZ**
owned & operated



ALTURA LOGO

The main Altura logo is either used on a white or black background, colour specifications can be found on page ?

The colour version should be used wherever possible and the black and white versions only if using one colour printing.



ALTURA LOGO - SINGLE COLOUR



BREATHING SPACE

Minimum clearance around the logo should be proportional to the size of the altura "a" less the ascender (see example).

Spacing between Altura, coloured logo device and coffee co. should not be adjusted in any way.

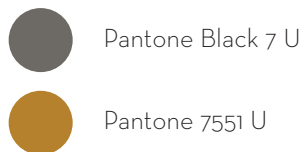
Proportional scaling of all the elements is mandatory.



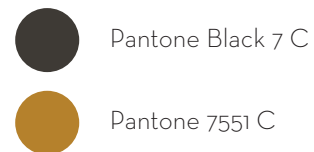
COLOUR

LOGO

ON MATT WHITE STOCK - PANTONE



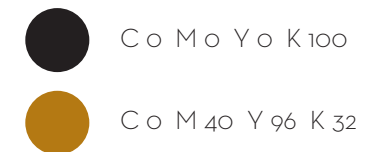
ON GLOSS WHITE STOCK - PANTONE



ON MATT WHITE STOCK - CMYK



ON GLOSS WHITE STOCK - CMYK



ON MATT BLACK STOCK - PANTONE



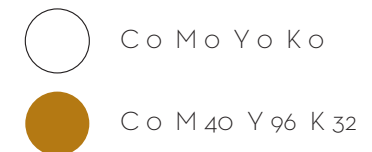
ON GLOSS BLACK STOCK - PANTONE



ON MATT BLACK STOCK - CMYK



ON GLOSS BLACK STOCK - CMYK



When using CMYK it is important to use the 100K black stipulated in our guide. Please do not use CMYK conversions of any of the pantone colours, rather use the CMYK breakdowns advised on this page.

When using Pantones please use the correct Pantone colours for stock finish. Use Pantone U with Matt stock and Pantone C with Gloss stock. On Satin finish either or may be used depending on the effect desired.

COLOUR - SECONDARY BRAND COLOURS



PMS 7551C



PMS 287C



PMS 199C



PMS 368C



PMS BLACK C

SECONDARY BRAND ICONS

Certain other logo forms have been developed to be used on Altura Coffee packaging, e.g. Est. 91 and NZ 100%, these are also not to be distorted but to be scaled proportionally.

Versions of some are available for both white and black backgrounds, when not available they will only appear on white or be the same across both backgrounds.

Please ensure when scaling these elements that any stroked lines are scaled accordingly in terms of their thickness.



#SHARE THE LOVE



#SHARE THE LOVE



FONTS

Fonts to be used at 100% horizontal and vertical scale.
Tracked to a maximum of -20 or +10.
Never stretch or condense the type.
If space is limited select a smaller point size.

Never hyphenate text over two lines.

PRODUCT NAME & DESCRIPTION

UPPER & LOWER CASE

EDMONDSANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

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UPPERCASE

GEOGROTESQUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BRAND INFORMATION

(back of bags/editorial body copy)

UPPER & LOWER CASE

NEUTRAFACE TEXT BOOK ALT

MAIN BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

NEUTRAFACE TEXT DEMI ITALIC ALT

SUB HEADINGS/PULLOUT QUOTES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

NEUTRAFACE TEXT LIGHT ITALIC ALT

SUB HEADINGS/PULLOUT QUOTES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

For most text the font family Neutraface Text Book Alt is to be used, with Neutraface Text Demi and Light as accents, subheadings, pullout quotes bolded and italicised text. Please do not force italicise or bold text. Body copy text no smaller than 6 points to be used. Leading no less than the point size of the body copy to be used, preferably 1 pt greater.

ALTURA LOGO - DO NOT

This guide serves as a benchmark for how the brand is to be applied across several different formats. When using the Altura Coffee logo it is crucial the logo is not distorted in any way.

Never stretch the logo, always scale proportionally.

The colour version should be used wherever possible and the black and white versions only if using one colour printing.



ALTURA TAKEAWAY CUP



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altura
coffee co.

CUP OF COFFEE HERE

ALTURA RETAIL BAG



Front



Back

Matt white bag with gloss black side panel

TASTING NOTES

altura
coffee co.

SUPREME

CUP PROFILE:

Honey
Stonefruit
Toffee
Medium/high sweetness



www.alturacoffee.co.nz

altura
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ORGANIC

CUP PROFILE:

Certified organic Arabica beans
Sweet
Herbal
Smooth lingering finish



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ECLIPSE

CUP PROFILE:

Blackcurrant
Maple syrup
Caramel
Balanced



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ALTITUDE

CUP PROFILE:

Dark chocolate
Caramel
Malt
Lower acidity and full body



www.alturacoffee.co.nz

BUILDING CONCEPT



BUSINESS CARD



Chris Bretherton

Sales and Marketing Manager

021 902 580

c.bretherton@alturacoffee.co.nz

Roasting HQ

23 Douglas Alexander Parade
Albany, Auckland 0632

PO Box 303 050, North Harbour
Auckland 0751, New Zealand

P. 09 448 1414 F. 09 448 1415



COMP SLIP



Roasting HQ: 23 Douglas Alexander Parade, Albany, Auckland 0632 P. +64 9 448 1414 F. +64 9 448 1416 www.alturacoffee.co.nz

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T-SHIRT DESIGN



100% NZ
owned & operated

A dark silhouette of the New Zealand archipelago, including both the North and South Islands, is positioned behind the text. The entire graphic is set against a background of a coarse, tan-colored burlap fabric.

ALTURA APPROVAL PROCESS

Altura 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 Altura 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 the artwork to Altura, (Submit your artwork for proofing to Altura Coffee Co.)
2. For a review of your project, allow at least ten working days from receipt by Altura. We will let you know of any changes that are needed. If the artwork is approved, we will email, call or fax 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 C.Bretherton@alturacoffee.co.nz

Submit your artwork to Altura Marketing Manager

E-mail C.Bretherton@alturacoffee.co.nz
Mail 23 Douglas Alexander Parade,
 North Shore, Auckland 0632

For a review of your project, allow at least ten working days from the day Altura receive the artwork.