



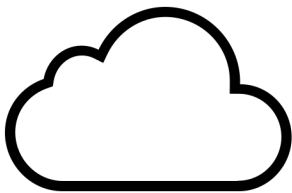
**Caffeine Dreamin'**

**Branding  
Guide**

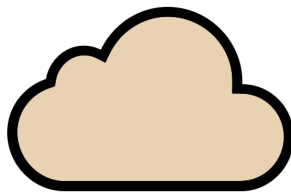
## Logo



## Color



#ffffff



#e8d2b4



#3f2d22



#000000

## Font

**Hoefler Text** - Used for logo, titles and headings

**Helvetica Neue** - Used for descriptions and subtitles

# Business Card

Front



Back



**Caffeine Dreamin'**

300 Charles Street  
Lindenhurst, NY 11757

[caffeinedreamin.ny@veinternational.org](mailto:caffeinedreamin.ny@veinternational.org)

Instagram: @CaffeineDreamin

Twitter: @CaffeineDreamin

[caffeinedreaminn.wixsite.com/mysite](http://caffeinedreaminn.wixsite.com/mysite)

# Company Letterhead



## Caffeine Dreamin'

caffeinedreamin.ny@veint  
ernational.org

300 Charles St  
Lindenhurst, NY  
11757

October 22, 2018  
VE International  
112 Amsterdam Ave  
New York, NY 10023

Dear VEI,  
Caffeine Dreamin' aims to boost your energy with a fresh cup of coffee delivered to your doorstep every morning. We offer a coffee subscription service. Our customers work long hours and need that boost of every to get through their day. With our coffee, your productivity will dramatically increase and you will live your dreams.

Our company utilizes electric vehicles to ensure that your coffee will arrive on time, convenient, fresh, fast and efficient. We will also provide freshly baked goods that satisfy your hunger. Caffeine Dreamin' is convenient for the average working person who can save time by not having to worry about making themselves coffee and breakfast in the morning. Our environmental footprint is minimal as we use recyclable materials and clean energy.

Our target market is consumers who enjoy a well made product and need help in quickly getting energy to achieve their dreams.

Dream big.  
Sincerely,

Caffeine Dreamin' Team



# Branding Applications

Flyer



# Branding Applications

## Social Media



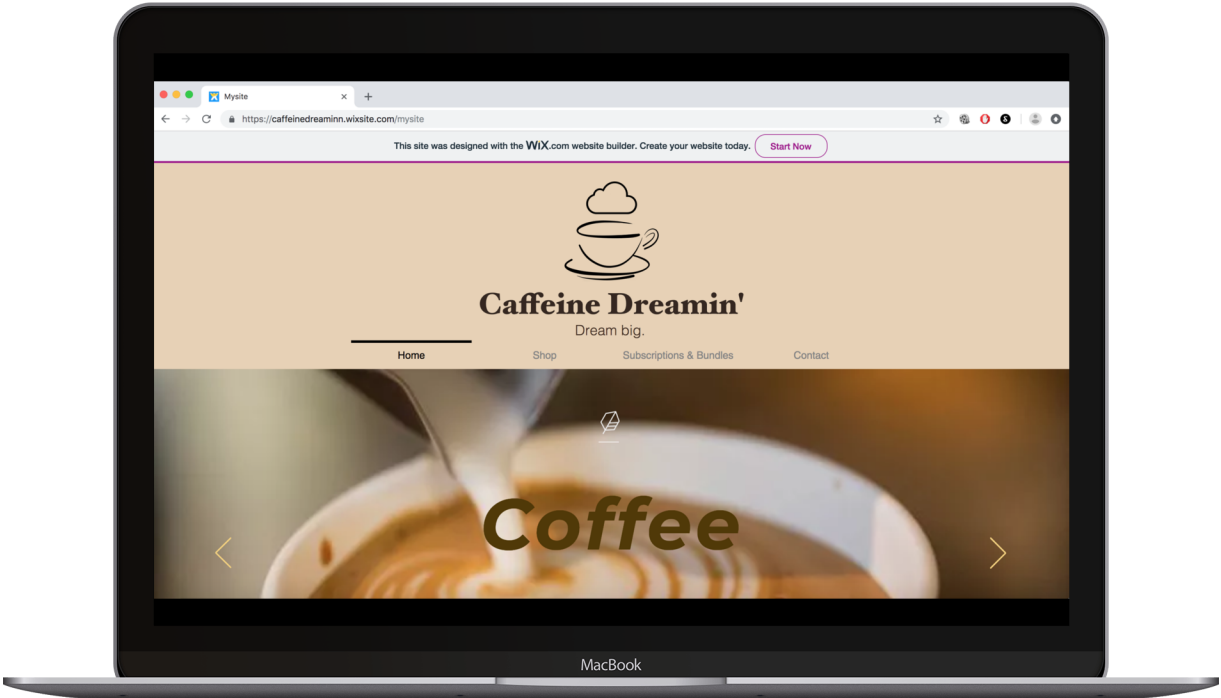
Instagram



Twitter

# Branding Applications

## Website



# Branding Applications

## Merchandise

