

coffee<sup>3</sup>

SAVOR THE  
FLAVOR  
COFFEE<sup>3</sup>

# Branding Competition

## Letterhead and Company Description:

Wantagh High School  
3297 Beltagh Ave.  
Wantagh, NY 11793  
[coffeecubed.ny@veinternational.org](mailto:coffeecubed.ny@veinternational.org)



Coffee<sup>3</sup> is intended to bring every coffee drinker a stress-free morning, a productive day, and a green planet. The daily consumption rate among 18 to 24-year-olds increased by 14%, from 2008 to 2016. Our brand will make your morning rush less stressful. Coffee<sup>3</sup> offers a custom rechargeable thermos, which will heat contents of any temperature in 2 minutes or less. Our coffee cubes are put into the thermos tray, and dissolve into the water making the perfect cup. The great thing about the cubes, they are biodegradable, and will not pollute the earth. In 2013, Keurig Green Mountain produced 8.3 billion K-Cups – enough to circle the Earth 10.5 times. Coffee<sup>3</sup> is the answer. It's quick, efficient, and 100% green.

## Sample Product List:

Wantagh High School  
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### Coffee³ products

#### Package #1

15 cubes of each of our rich pumpkin spice,  
green mountain tea and sweet french vanilla blend \$ 85

#### Package #2

Our started pack contains a high tech rechargeable  
thermo and 3 packs of our delicious fresh coffee cubes \$ 150  
of your choice

#### Package #3

6 month supply of our best selling coffee cubes. \$ 500  
Contains 20 packs of our delicious hottest selling coffee



Logo:



coffee<sup>3</sup>

Slogan:



Savor The  
flavor  
COFFEE<sup>3</sup>

Mission Statement:

To bring every coffee drinker a stress-free morning, a productive day, and a green planet.

## Business Card

### Front:



### Back:



# Font: Happy Monkey

## Color Palette:

**Brown**  
R 154  
G 104  
B 66  
#9A6842

**White**  
R 255  
G 255  
B 255  
#FFFFFF

**Mint Green**  
R 204  
G 255  
B 204  
#CCFFCC

**Black**  
R 0  
G 0  
B 0  
#000000