

# Branding Competition



“Savor the Flavor with Coffee<sup>3</sup>”

Logo:



Slogan: “Savor the Flavor”

Mission Statement: “To bring every coffee drinker a stress-free morning, a productive day, and a green planet.”

# Font: Happy Monkey



# Color Palette:

White  
R 225  
G 255  
B 254  
#ffffff

Burgundy  
R 125  
G 10  
B 10  
#7d0a0aff

Black  
R 23  
G 23  
B 23  
#171717ff

Brown  
R 88  
G 49  
B 10  
#58310aff

## Letterhead and Company Description

Coffee<sup>3</sup>

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 the 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. Email us: [coffeecubed.ny@veinternational.org](mailto:coffeecubed.ny@veinternational.org)

Check out our Social Media:



@coffee\_cubed\_

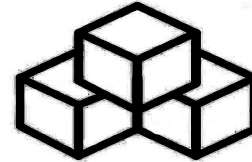
# Business Card

JAKE BODEN  
CEO

Wantagh High School  
3297 Beltagh Ave.  
Wantagh, NY 11793

coffeecubed.ny@veinternational.org  
Instagram: coffee\_cubed\_

**COFFEE<sup>s</sup>**



EST.

2018

**SAVOR THE FLAVOR!**

**COFFEE<sup>s</sup>**



2018

EST.

**SAVOR THE FLAVOR!**

# Sample Product List:



Dark Cubed

Buy Now



French Vanilla Blend

Buy Now



Pumpkin Spice

Buy Now



Hot Cocoa

Buy Now



Coffee ³ Signature  
blend

Buy Now



Breakfast Special

Buy Now



Mountain Fresh Tea

Buy Now



High Tech  
Rechargeable Thermos

Buy Now



# Monthly Specials:

Every month our marketing team comes up with monthly specials in order to offer special prices to our customers. At Coffee<sup>3</sup> we pride ourselves with giving our customers a quick, efficient, and affordable cup of coffee.

**COFFEE<sup>3</sup>**

EST. 2018

**SAVOR THE FLAVOR!**

**Wantagh High School**

**Come see our specials!**

<https://coffeecubedny.wixsite.com/home>

**Follow us @: Coffee\_Cubed\_**

**USE PROMO CODE PUMPKIN FOR 15% OFF YOUR NEXT ORDER!**



# Our Promotional Page:



**HALLOWEEN SPECIAL** ✕

PROMO CODE: PUMPKIN  
FOR 15% OFF YOUR ENTIRE  
ORDER

Shop Now

The banner features a dark blue background with a misty, atmospheric effect. In the foreground, four carved jack-o'-lanterns are illuminated from within, casting a warm orange glow. A small lit candle sits on the surface in front of the first jack-o'-lantern. The text is centered and uses a bold, serif font. A white button with rounded corners is positioned at the bottom center.

