

WE PROUDLY SERVE  
STARBUCKS™

# LOGO GUIDELINES



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# Introduction

We are pleased that you have chosen to serve Starbucks® coffee or beverages to your customers, and delighted that you wish to use your time and resources to promote our coffee. To help you, Starbucks Coffee Company has created the Customizable Marketing Toolkit templates available on the We Proudly Serve Foodservice website.

This is to ensure you're getting the full advantage of your association with Starbucks Coffee Company, as well as help you avoid any incorrect and/or inappropriate usage of the We Proudly Serve Starbucks™ logo and brand identity. For further details, please see the Approval Process on page 11. Note also that the Starbucks Siren logo may never be used independent of the “We Proudly Serve” text.

## THE WE PROUDLY SERVE (WPS) STARBUCKS™ LOGO AND WHAT IT REPRESENTS

The Starbucks brand is one of the most recognized and admired in the world. We believe our people and our products form the foundation of our marketing strategy. The uncompromising quality of our products and our focus on making a genuine, personal connection with our customers have enabled us to create uplifting experiences that currently define and differentiate us. And this has enabled us to inspire moments of connection that create a brighter outlook for ourselves and our world. That is the brand promise of Starbucks and the heritage entrusted to those who market the brand.

**Note:** Whether you customize a template or design your own art, remember that **Starbucks must review and explicitly approve all artwork prior to production.** Please email all artwork submissions to [fsmarketing@starbucks.com](mailto:fsmarketing@starbucks.com) or [fsmarketingcanada@starbucks.com](mailto:fsmarketingcanada@starbucks.com).

# Overview

The primary WPS logo is composed of the Siren symbol and the phrase “We Proudly Serve.”

The WPS wordmark is composed of the phrase “We Proudly Serve” locked up with the Starbucks wordmark. It always appears vertically reading upward.

See page 8 for all logo variations, including Canada dual-language versions.

PRIMARY WPS LOGO



WPS WORDMARK



## LEGAL MARKS ON THE WPS STARBUCKS LOGO DIFFER FROM MARKET TO MARKET

If appearing in more than one location listed below, the ™ trumps the ®.

U.S. = ®



CANADA = ®



INTERNATIONAL = ™



## INCORRECT USAGE EXAMPLES



Don't re-create type



Don't stretch or alter our logo in any way



Do not overlap on top of other graphics



Always use the wordmark vertically, reading upward



Do not rearrange the wordmark or change the size of “We Proudly Serve” in proportion to “Starbucks”



Don't combine the primary logo with the wordmark

# Colors



## PREFERRED USE

Starbucks Green and white, on a white or light-colored background.



PMS: 3425C  
 CMYK: 100/0/78/42  
 RGB: 0/112/74  
 HTML: 00704A

Preferred use on a dark or black background.



## OPTIONAL USE

Limited to one-color or two-color printing when Starbucks Green is not available.



PMS: Black  
 CMYK: 0/0/0/100  
 RGB: 0/0/0  
 HTML: 000000

Optional use on dark background, limited to when Starbucks Green is not available.



## BACKGROUND CONTROL

Apply the logo on light-color backgrounds whenever possible. Avoid darker background values and colors that provide insufficient contrast (e.g., Starbucks Green).



0% black value —————> 60% —————> 80% —————> 100%



## INCORRECT USAGE EXAMPLES



Do not change logo color

Do not use the inverse Siren

Do not add a ring around the Siren

Do not put logo in a shape

Do not use graphic effects or outlines

# Technical Requirements

## PRIMARY WPS LOGO CLEAR SPACE

25% of the Siren logo diameter



### MINIMUM SIZE

Siren minimum widths:  
Print size: .375" (9.5mm)  
Web size: 50 pixels



The ® or ™ scales independently of the Siren when enlarged or reduced dramatically.

® or ™ minimum height is 4 pt Avenir Medium  
Print size: .04" (1mm)  
Web size: 10 pixels

## WORDMARK CLEAR SPACE

150% of the height of the "B" letterform



### MINIMUM SIZE

Wordmark minimum widths:  
Print size: .5" (12.7mm)  
Web size: 200 pixels



The ™ scales independently of the wordmark when enlarged or reduced dramatically.

™ minimum height is 4 pt Avenir Medium  
Print size: .04" (1mm)  
Web size: 15 pixels

## COMPANY AND PRODUCT NAME GUIDELINES

1. Any copy using the Starbucks name must comply with these basic guidelines and must be approved by Starbucks.
2. "Starbucks" never has an apostrophe, even when used in possessive form.
3. When using product names, attach the proper registration symbol ® to the name at least one time per document when the mark first appears and/or when it is most prominent.
4. To the extent it is necessary to explain your relationship with Starbucks Coffee Company, please refer to yourself as an authorized purveyor of Starbucks® coffee.
5. *U.S. and Canada*  
Include the following copyright language: "© [20XX] Starbucks Corporation. All rights reserved. Starbucks and the Starbucks logo are registered trademarks of Starbucks Corporation.  
Approval code: \_\_\_\_\_"

### *International*

Include the following copyright language: "© [20XX] Starbucks Corporation. All rights reserved. Starbucks and the Starbucks logo are trademarks or registered trademarks of Starbucks Corporation. Approval code: \_\_\_\_\_"

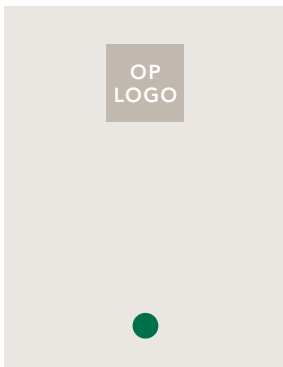
# Branding Relationships

The operator logo must be present on collateral with the WPS logo as the secondary logo. Follow the guidelines below to reinforce the relationship (e.g., it's Joe's Café first, and Starbucks plays a supporting role).

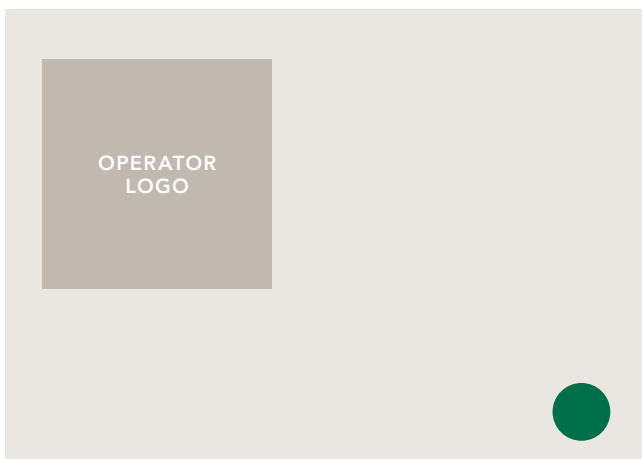
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## PRIMARY WPS LOGO IN RELATION TO OPERATOR LOGO

Pieces 8.5"x11" and SMALLER: The primary WPS logo should be  $\frac{1}{3}$  of the operator logo.



Pieces LARGER than 8.5"x11": The primary WPS logo should be  $\frac{1}{4}$  of the operator logo.



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## PLACEMENT GUIDELINES

1. The primary WPS logo or WPS wordmark must be presented in conjunction with your operation's own name or logo to be a complete message. However, the WPS logo or WPS wordmark must be clearly secondary to your name and branding. Your name or logo identifies the "We" who is brewing and serving Starbucks® coffee.
2. While the primary WPS logo or WPS wordmark should never stand alone, it must still hold its own space, apart from your own logo.
3. The primary WPS logo or WPS wordmark must never be incorporated into the design of your operation's logo. Customers approaching your venue must immediately understand that it serves Starbucks® coffee, but is not a Starbucks® retail location.
4. The visual appearance of the venue and the balance of branding messages (size, quantity, placement and relative weight) must reinforce your venue name or logo as the primary means of identification.
5. If you plan to use the primary WPS logo or WPS wordmark on your venue's website, please keep in mind that Starbucks must approve the size and placement, and any related copy, just as we would a printed piece.

**When in doubt** about whether your artwork falls within our placement guidelines, ask yourself, "Is my operation's brand/logo most prominent in this representation?" "Will a customer think that my operation is only serving Starbucks® beverages?" If your answer is "yes," then you are on track! If you answer "no," then you must make some placement or proportion changes to ensure that your brand takes center stage.

# Asset Links

Starbucks can provide you with electronic files of the primary WPS logo and WPS wordmark in several styles and graphic formats. Contact us at [fsmarketing@starbucks.com](mailto:fsmarketing@starbucks.com) or [fsmarketingcanada@starbucks.com](mailto:fsmarketingcanada@starbucks.com).

## U.S. LOGOS

### PRIMARY WPS LOGO



WPS Logo\_US\_color\_circle R



WPS Logo\_US\_cw\_circle R



WPS Logo\_US\_cw\_circle R



WPS Logo\_US\_kw\_circle R

### WPS WORDMARK

WE PROUDLY SERVE **STARBUCKS**™

WPS wordmark\_US\_black

WE PROUDLY SERVE **STARBUCKS**™

WPS wordmark\_US\_white

## CANADA LOGOS

### PRIMARY WPS LOGO



WPS Logo\_Dual\_color\_circle R



WPS Logo\_Dual\_black\_circle R



WPS Logo\_French\_color\_circle R



WPS Logo\_French\_black\_circle R



WPS Logo\_Dual\_cw\_circle R



WPS Logo\_Dual\_kw\_circle R



WPS Logo\_French\_cw\_circle R



WPS Logo\_French\_kw\_circle R

### WPS WORDMARK

WE PROUDLY SERVE **STARBUCKS**™  
FIERS DE VOUS SERVIR

WPS wordmark\_Dual\_black

FIERS DE VOUS SERVIR **STARBUCKS**™

WPS wordmark\_French\_black

WE PROUDLY SERVE **STARBUCKS**™  
FIERS DE VOUS SERVIR

WPS wordmark\_Dual\_white

FIERS DE VOUS SERVIR **STARBUCKS**™

WPS wordmark\_French\_white

## INTERNATIONAL LOGOS

### PRIMARY WPS LOGO



WPS Logo\_INTL\_color\_TM



WPS Logo\_INTL\_cw\_TM



WPS Logo\_INTL\_black\_TM



WPS Logo\_INTL\_kw\_TM

### WPS WORDMARK

WE PROUDLY SERVE **STARBUCKS**™

WPS wordmark\_US\_black

WE PROUDLY SERVE **STARBUCKS**™

WPS wordmark\_US\_white



## *Applying the Guidelines*

Because your relationship with Starbucks is specific to brewing and serving our coffee, it is important that your use of the primary WPS logo or WPS wordmark clearly conveys that message to your customers, while also aligning with Starbucks brand image. The following examples of appropriate logo use are applications that directly support the presence of Starbucks® coffee in your establishment, and protect the integrity of the Starbucks brand.

In addition, keep in mind that all of your marketing initiatives should first and foremost promote **your own** operation, with only a secondary focus on Starbucks as your coffee provider. The primary WPS logo or WPS wordmark should function to identify the coffee you serve and/or as a feature of your operation. It should never function as your operation's identity. Also remember, if your number of "authorized" uses or the relative significance of any one use makes it seem like Starbucks® coffee or beverages are more than just featured items with your operation, it may still be an inappropriate overall use. Please note that your overall application of "appropriate logo" uses may still be deemed inappropriate if the numerosity of your uses or significant placement of use conveys a closer affiliation with Starbucks than appropriate. Starbucks reserves the right to disapprove any use or uses for any reason.

For questions regarding logo usage, please contact Foodservice Marketing Services at [fsmarketing@starbucks.com](mailto:fsmarketing@starbucks.com) or [fsmarketingcanada@starbucks.com](mailto:fsmarketingcanada@starbucks.com).

### APPROPRIATE LOGO USE

- menus
- in-house menu boards
- counter sign messaging (featured beverages, etc.)
- promotional brochures
- bag / box stuffers
- closed-circuit television ads (as in hotels, conference centers)
- directional signage on venue premises (either permanent signage or elevator inserts)
- venue website
- surprise and delight programs
- grand opening complimentary product offers

## *Unauthorized Logo Use*

The following examples of unauthorized logo use could misrepresent your relationship with Starbucks by potentially causing customers to confuse your operation with a Starbucks® retail operation, or by devaluing the premium positioning of the Starbucks brand.

- logo usage on delivery trucks or vehicles
- street-level branding (windows, doors, awnings, freestanding signs), which includes the exterior of the operation\*
- transparent signs with backlighting
- billboards, highway/roadside signs
- neon signs
- packaging
- customer-designed cups/sleeves/napkins, co-branded with the primary WPS logo or WPS wordmark
- apparel (hats, T-shirts, aprons)
- letterhead, business cards
- magnets, keychains, pens, etc.
- any hand-drawn logo
- telephone book ads
- any reproduction of the WPS logo by any means other than printing (e.g., etching, engraving, painting, embroidery)
- use of Starbucks Coffee logo alone (must be WPS version)
- discounting offers—see additional notes to the right

*\*Exception is approved directional signage.*

### **DISCOUNTING GUIDELINES**

The WPS logo is prohibited from being used in discounting offers. This includes:

- generic cents-off, percent-off, free-offer or bundling coupons
- Starbucks® products used as premiums in customer acquisition programs for other brands or as gifts with purchase (e.g., “Buy a muffin, get a complimentary cup of Starbucks® coffee.”)
- operator-created customer frequency cards with logo (e.g., “Buy 10, get 1 free.”)
- discounting Starbucks® espresso-based beverages
- offers associated with or timed with a Starbucks® retail promotional offer

You are solely responsible for legal reviews and compliance of any discounts/offers with any laws/rules.

# Approval Process

When your artwork is relatively complete, you are ready to submit the piece to Starbucks Foodservice Marketing Services 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 artwork to the Foodservice Marketing Services address in your country. Whether you customize templates or design your own art, remember that **Starbucks must review and explicitly approve all artwork prior to production**. Please email all artwork submissions to [fsmarketing@starbucks.com](mailto:fsmarketing@starbucks.com) or [fsmarketingcanada@starbucks.com](mailto:fsmarketingcanada@starbucks.com).
2. For a review of your project, allow at least five working days from receipt by Starbucks. We will let you know of any changes that are needed. If the artwork is approved, we will email 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 [fsmarketing@starbucks.com](mailto:fsmarketing@starbucks.com) or [fsmarketingcanada@starbucks.com](mailto:fsmarketingcanada@starbucks.com).
3. Before printing, insert the Starbucks approval code into your piece. This code will be provided by Starbucks Foodservice Marketing Services and will signify approval.

*Starbucks Coffee Company reserves the right to decline usage of the Starbucks name or brand representation in any situation the company deems inappropriate for any reason even if the WPS logo usage meets these guidelines. Please remember that anything Starbucks doesn't expressly approve in writing is considered not approved. Starbucks Coffee Company may also require you to recall and/or reprint any marketing materials that do not meet with Starbucks current brand standards.*

# *Thank You*

We realize these guidelines may seem complicated and challenging to follow. And we appreciate the energy you put into protecting the brand we hope you are proud to have in your venue—and the brand we are proud to share with you.