
CALIBER COFFEE ROASTERS

BRAND GUIDELINES

OCTOBER 2021

CALIBERCOFFEE.CA

brand guidelines



Caliber
COFFEE ROASTERS

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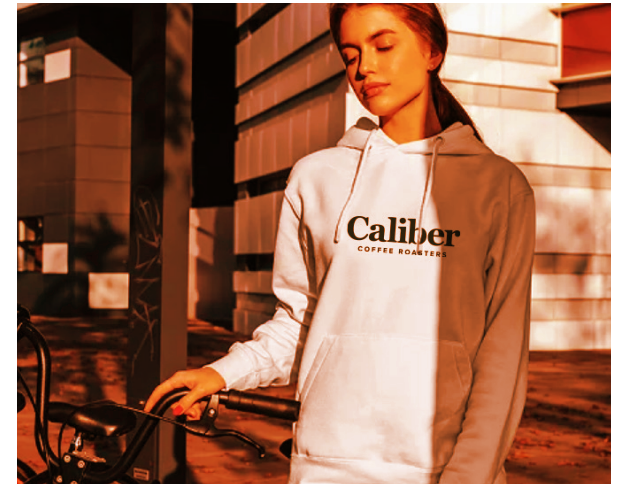
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Our brand

Our brand is everything we say and how we say it, everything we do and how we do it, and how we make people feel every time they interact with us. Our brand is the immediate intangible feeling that people get when they think of us. Our brand is a promise we make to our customers, our suppliers, and our staff. We deliver on this promise through clear and consistent application of our branding elements in all forms of marketing and communication, as well as every single interaction we have with our stakeholders.

The following brand guidelines provide clear direction for every piece of marketing material and communications that we produce. The guidelines offer detailed descriptions of our various branding elements, and provides examples of how best to apply them. The overall success of our brand relies on our ability to correctly and consistently apply our branding guidelines in all forms of marketing and communications.



Whether through our words, designs, imagery, or actions, our brand needs to convey a consistent personality. If we do not know ourselves, how can we expect others to know us?

brand attributes

OUR PERSONALITY

Well defined brands develop their own unique personality. Caliber Coffee Roasters consistently conveys the following personality traits:

Knowledgeable
Experienced
Friendly
Sophisticated
Reliable
Sincere
Passionate
Customer-focused
Hardworking

OUR TONE OF VOICE

Well defined brands have a clear and consistent voice. This tone of voice determines how we talk to our audience, and therefore impacts how they perceive our messaging. Our tone of voice represents our brand personality and values. Using a consistent voice builds brand trust, helps us connect with our target, and sets us apart from our competitors. The tone of voice used by Caliber Coffee Roasters is:

Friendly
Upbeat
Casual
Conversational
Smart
Direct
Simple
Informative
Fun



brand attributes

OUR CORE VALUES

Our core values are a set of beliefs that support our company's vision and help shape its culture. Every brand must have a clear understanding of their core values. Our core values define our company's purpose, improve team cohesion, and create a sense of unified commitment in the workplace. Caliber Coffee Roasters holds the following core values:

Knowledgeable
Experienced
Friendly
Sophisticated
Reliable
Sincere
Passionate
Customer-focused
Hardworking

OUR BRAND PROMISE

A brand promise is the value or experience a company's customers can expect to receive every single time they interact with that company. The more a company can consistently deliver on this promise, the stronger the brand value in the mind of customers and employees alike. Our brand promise can be defined by asking: "What do we do for whom, and how do we do it?" At Caliber Coffee Roasters, our Brand Promise can be defined as:

"We consistently offer high-quality, expertly-roasted, great-tasting coffee to the people of Saskatchewan. We do this in a friendly, authentic, and sustainable manner."



customer segmentation

THE LOYAL CUSTOMER

The loyal segment skews slightly male, is between the ages of 25 and 51+, and has been a customer of Caliber Coffee Roasters for more than two years. Our loyal customers purchase directly from our store on a monthly basis and prefer to use pour over, auto drip, and espresso machines to brew their coffee. Our loyal customers are overwhelmingly motivated to purchase coffee based on taste, roasting style, and ethically sourced beans.

THE CASUAL CUSTOMER

The casual segment skews slightly female, is between the ages 25 and 51+, and prefers to purchase whole beans over ground. The casual customer typically brews with an auto drip, pour over or French press method. Our casual customers are motivated to purchase coffee based on taste, ethically sourced beans, and price point.

THE POTENTIAL CUSTOMER

The potential convert includes daily coffee drinkers who have tasted Caliber coffee and rated it above average. These are customers who are interested in shopping local, but are without a current preferred brand, and therefore with the highest potential for acquisition. The potential convert customer skews male, and is between the ages of 25 and 40. This particular customer typically purchases their coffee from grocery stores or coffee shops, and prefers to purchase whole over ground beans. This segment tends to brew using auto drip or French press method. The potential convert values taste above all else, but is also motivated by cost, convenience, and ethically-sourced beans.



unique selling proposition

A unique selling proposition (USP) is what sets our brand apart from the competition. Our USP determines what we can do better than our competitors. It is the reason why customers choose to purchase our products and become loyal to our brand.

OUR USP IS:

We established Caliber Coffee Roasters with a simple vision—to roast really good coffee on the prairies. We begin each day with green beans harvested from exceptional coffee farms around the world, & then roast meticulously in small batches to exacting standards. This ensures every bit of fresh, delicate flavour ends up in your cup! Crafted on the prairies for prairie folk—like us!

This USP speaks to the quality of our bean roasting and the resulting taste of our coffee. Achieving consistency in coffee roasting is extremely difficult and requires in-depth knowledge of the roasting process combined with years of experience and a heaping spoonful of talent. While the average coffee consumer may not understand the complexities of achieving a consistent roast, they can and do understand the value of a consistently good tasting cup of coffee. When a customer of Caliber Coffee Roasters takes a sip of our coffee, they are guaranteed an excellent taste – every single time. This consistency is what customer's love about our brand, and why we become their coffee roaster of choice.

Our USP also speaks to the consistently positive experience our customers can expect whenever interacting with our company. Our service is consistently friendly, helpful, and courteous.



competitor analysis

Research has identified a number of local and national competitor brands. The following list includes the competitor brands most often mentioned by Caliber Coffee Roasters' customers (both current and potential). In addition, a collection of local roasters occupying similar market space has been included for consideration.



TOP 5 LOCAL COMPETITORS:

33 1/3 Coffee Roasters
33coffee.ca

Rampage Coffee Co.
rampagecoffee.com

Road Coffee Roasters
roadcoffeeco.com

Rockpapercoffee Food & Beverage Co.
rockpapercoffee.com

Duck Mountain

Coffee Roasting Co.
duckmountaincoffee.com

TOP 5 NATIONAL COMPETITORS:

Starbucks
starbucks.ca

Kicking Horse
kickinghorsecoffee.com

McDonalds
mcdonalds.com

Tim Hortons
timhortons.ca

Kirkland (Costco)
costco.ca

brand voice



LOCAL BRAND KEY MESSAGING:

- Free local delivery
- Free shipping on all orders over (\$)
- We are your local roaster/roasted by locals
- 100% compostable packaging/sustainable packaging
- Premium quality
- Great taste
- Roasted fresh
- 100% satisfaction guarantee (or your money back)
- Free tasting
- Ethically sourced/Fair Trade
- Direct from farmer to cup
- We support community

NATIONAL BRAND KEY MESSAGING:

- 100% certified organic
- 100% Fair Trade
- Ethically sourced
- Freshly ground
- Canada's favourite brand for over 50 years
- Sourced from the world's best coffee growing regions
- Excellent flavour
- State-of-the-art grinding methods
- Free delivery on orders over (\$)
- Delivery right to your door
- Your health & safety is a key priority
- Canada's #1 selling whole bean coffee
- Use the app and earn rewards
- Supporting our community
- (free coffee for frontline workers)
- Bolder, more complex flavours

tagline

Taglines provide a simple yet critical part of an overall brand identity. A strong tagline quickly and efficiently sums up what a company is all about. A clear tagline should promote your USP in a concise and memorable manner. While not all marketing materials offer the real estate required to include a tagline, this key branding element should be included where room permits, such as websites, packaging, and certain company swag.

OUR TAGLINE IS:

"Consistently Good Coffee."

This concise statement speaks to the consistent roast quality achieved by our expert roasters. It also speaks to the consistent quality of flavour, and the consistently excellent service that customers of Caliber Coffee Roasters have come to know and expect.



IT'S JUST REALLY

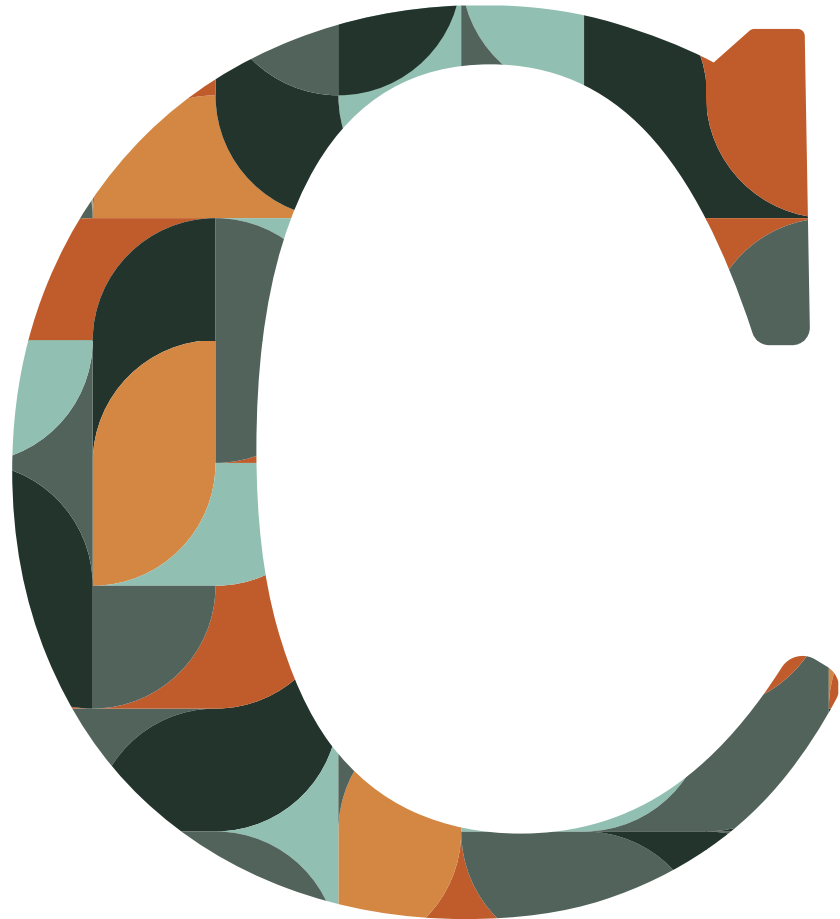
good
coffee

visual identity

Consistent and accurate application of our visual identity standards helps build a strong and easily recognizable brand. It is essential that the visual identity standards developed for Caliber Coffee Roasters are correctly applied across all marketing and communications collateral. The consistent and accurate application of these visual standards ensures a professional and polished appearance for the company.

Those making use of the Caliber Coffee Roasters visual elements must strictly adhere to the standards set out in this guide in reference to logo treatment, typography, colour palette, as well as additional brand application examples.

This document serves to provide clear guidance on the correct usage of all visual identity elements for the Caliber Coffee Roasters brand.



PROUDLY ROASTED FOR
· PRAIRIE FOLK ·

logo treatment

The Caliber Coffee Roasters logo must be legible at a range of sizes. Care should be taken to ensure the logo is properly presented when used.

The primary logo should never be scaled below a minimum of .75" wide to ensure readability.

The logo should only be placed on a background that has sufficient contrast with the logo being used (for example: the black logo should be used on a white or light background and the white logo used on a dark background).

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

DO NOT:

- Change logo orientation
- Add extraneous effects to the logo including, but not limited to: bevel and emboss, lighting effects and drop shadows
- Change logo typefaces
- Scale / skew the logo disproportionately

PRIMARY LOGO

Caliber
COFFEE ROASTERS

0.75" MINIMUM SIZE

Caliber
COFFEE ROASTERS
0.75"

REVERSE LOGO FOR DARK / CONTRAST FRIENDLY BACKGROUNDS



LOGO CLEAR SPACE



DO NOT DISTORT



typography

Typography is a strong extension of a brand's personality, and plays a major role in creating a consistent look across all corporate communications, advertising, and promotional materials.

PRIMARY TYPEFACE

Expressway is the primary font family to be used on all Caliber Coffee Roasters' applications.

Expressway Regular should be used for body copy.

Expressway Light should be used for fine-print.

Expressway Bold should be used for headlines.

ACCENT TYPEFACE

Georgia Bold can be used in certain instances for headings and graphic purposes.

Attention to leading, kerning and tracking should be carefully considered when using all typefaces.

PRIMARY TYPEFACE

Aa

abcdefghijklm-
nopqrstuvwxyz
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
0123456789

ACCENT TYPEFACE

Aa

abcdefghijklm-
nopqrstuvwxyz
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
0123456789

examples of type use

I'm a headline (1)

Expressway Regular: Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem

consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

I'M A HEADLINE (2)

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.

consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam.

ORDER NOW!

Place your orders by Sunday, October 24, 2021*

brand colours

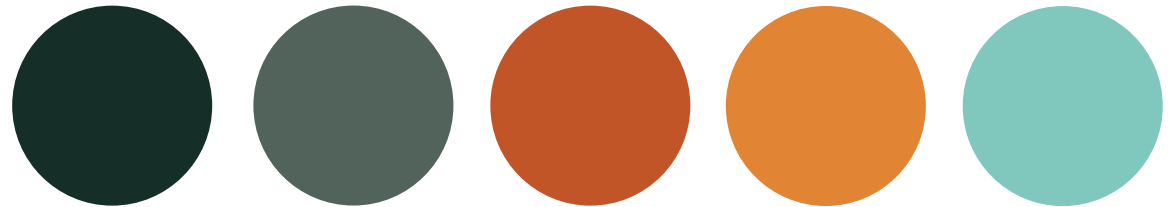
Carefully chosen colours can help set the tone for the entire brand. It is critical that official brand colours are applied consistently across all mediums. The Caliber Coffee Roasters colour palette was chosen to provide visual interest by breaking up the monotony of a primarily black and white brand. In addition, colour can also be used to help differentiate between coffee flavours or roast styles at a glance. The colours are broken into primary and secondary groupings.

PRINT

Pantone colours should be used when designs are being ran on an offset press to achieve the maximum amount of consistency. In instances where designs are printed on a digital printer, CMYK values can be used.

SCREENS

Not all RGB colours render the same online. Therefore, it is recommended to use HEX colour codes when applying colours to screen.



PANTONE
P 5535 C
P 5535 U

CMYK (C)
82 / 56 / 70 / 65

CMYK (U)
72 / 51 / 57 / 30

RGB
24 / 48 / 41

HEX
183029

PANTONE
P 4200 C
P 5555 U

CMYK (C)
67 / 47 / 58 / 26

CMYK (U)
57 / 34 / 45 / 5

RGB
83 / 99 / 92

HEX
596C62

PANTONE
P 167 C
P 1525 U

CMYK (C)
18 / 79 / 100 / 7

CMYK (U)
20 / 70 / 89 / 6

RGB
190 / 83 / 28

HEX
BE531C

PANTONE
P 7413 C
P 124 U

CMYK (C)
9 / 57 / 92 / 0.5

CMYK (U)
13 / 48 / 95 / 0.69

RGB
220 / 134 / 51

HEX
DC8633

PANTONE
P 564 C
P 564 U

CMYK (C)
49 / 3 / 30 / 0

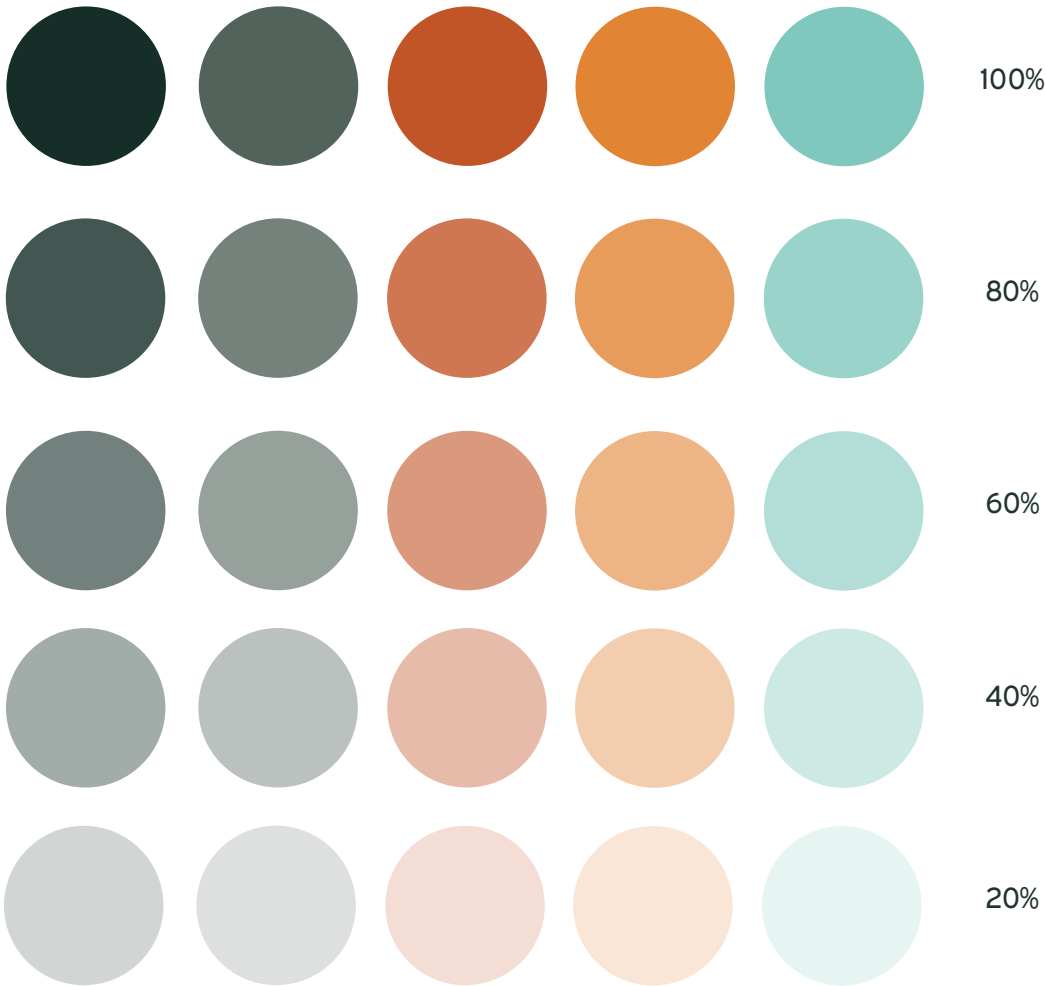
CMYK (U)
48 / 4 / 28 / 0

RGB
134 / 200 / 188

HEX
86C8BC

colour tints

If there is an occasion where you need to create contrast without adding extra colours, you can use incremental tints. These tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.



colour hierarchy

This graph demonstrates the colour hierarchy within the Caliber Coffee Roasters brand – with level of importance from left to right.

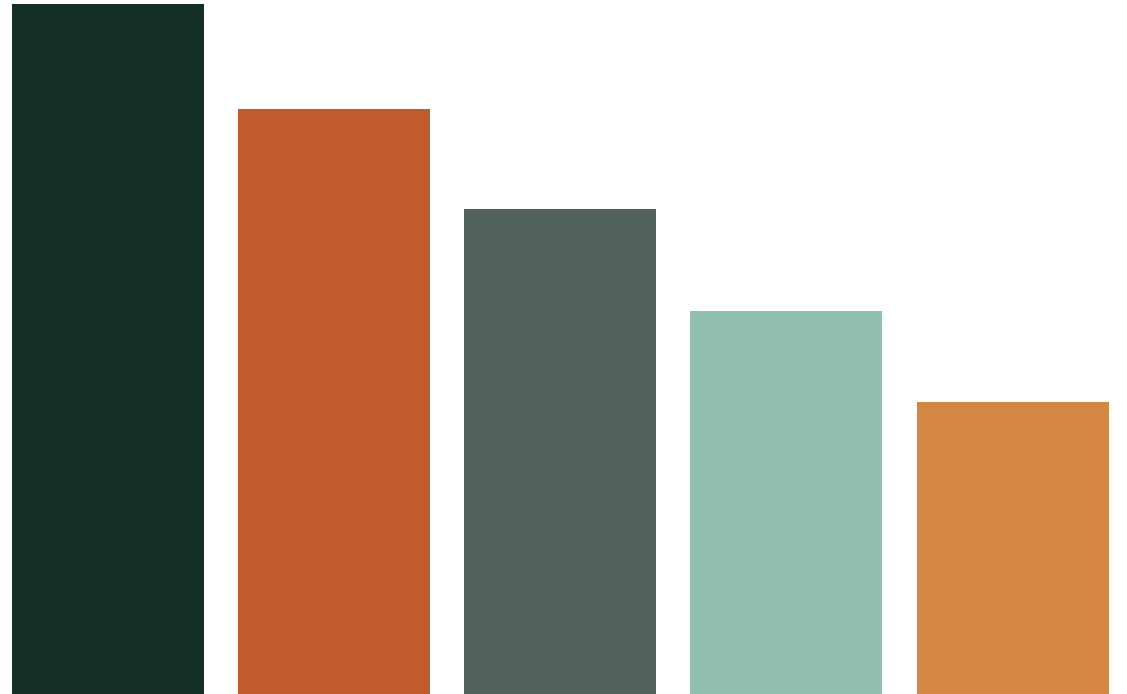
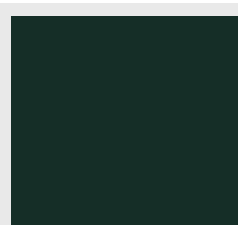
LEVEL 1: Dark Green (Hero Colour)

LEVEL 2: Orange

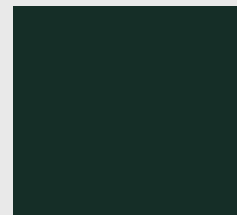
LEVEL 3: Pale Green

LEVEL 4: Teal

LEVEL 5: Light Orange



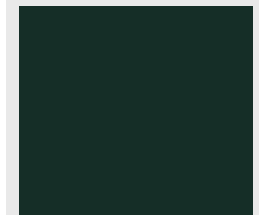
PANTONE®
P 5535C



CMYK
82 / 56 / 70 / 65



RGB
24 / 48 / 41



HEX
183029



brand applications

The following brand applications demonstrate the cohesiveness of the brand. All materials should clearly represent the Caliber Coffee Roasters brand to help increase brand awareness, loyalty and allows the true essence of the brand to shine. It's crucial all applications work together for consistency purposes.



brand applications



Caliber Coffee Roasters
calibercoffee.ca
1400 St. John Street
Regina, SK
@calibercoffeeqr

Caliber