

2.0

LOGO

2.1 FORMATS

2.2 MINIMUM SIZE + CLEARANCE

2.3 IMPROPER USAGE

2.1 FORMATS

A 2nd Cup's brand ambassador is the phoenix (lovingly referred to as Joaquin), representing a strong, powerful rise from the ashes that were intended to destroy her.

WITH TAGLINE (PREFERRED)



WITHOUT TAGLINE (USE ONLY WHEN TAGLINE WOULD BE REDUNDANT)



2.2 MINIMUM SIZE + CLEARANCE

Due to the complex nature of the logo, it must not be scaled smaller than the minimum size in order to maintain its integrity and legibility.

On occasion, the simplified logo icon may be used to function as an “A2C signature” when the full logo will appear soon after in the same application.

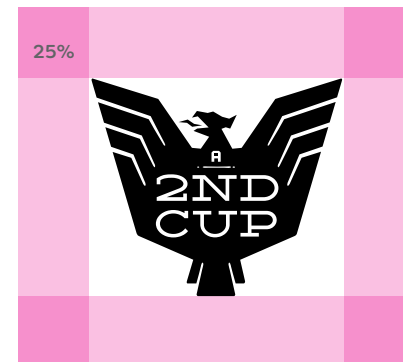
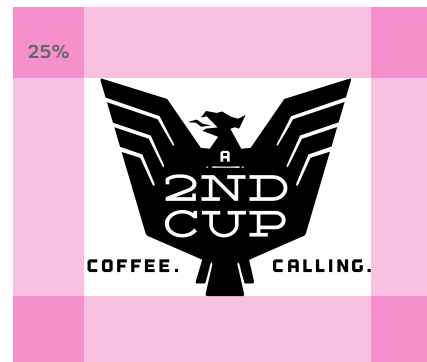
SIMPLIFIED LOGO ICON



MINIMUM SIZE



MINIMUM CLEARANCE



2.3 IMPROPER USAGE

- 1 Do not attempt to recreate the logo.
- 2 Do not scale disproportionately.
- 3 Do not reduce opacity.
- 4 Do not crop.
- 5 Do not rotate.
- 6 Do not color beyond approved palette.
- 7 Do not place over complex imagery.

