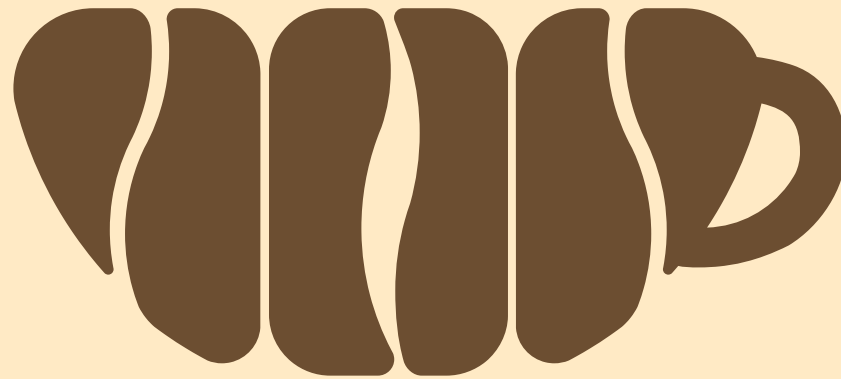


COFFEE HOUSE

Brend Qo'llanmasi

Logotip



COFFEE HOUSE

Brend haqida

Logo – Coffee House brendining asosiy ramzi, qahva chashkasi shaklida yaratilgan, ichida qahva donasi elementi ishlatilgan, asosiy rang – Jigarrang , fon rangi – maloshniy, yozuv – “COFFEE HOUSE” serif uslubida, qalin shaklda, logotip faqat belgilangan ranglarda ishlatiladi, fon logoni aniq ko'rsatib turishi kerak, logotipni cho'zish, burish yoki effekt qo'shish mumkin emas, minimal o'lcham – 2 sm (bosma materiallar uchun), logotip Coffee House qadriyatlarini – ilqlik, tabiiylik va do'stona muhitni ifodalaydi.

Asosiy ranglar

Jigarrang rang kofening asosiy rangi bo'lib, qovurilgan donalar va yerli tuproqni eslatadi, tabiatning issiqligi va yangilanishini ifodalaydi.

Psixologiyada u qulaylik, ishonchlilik va mehribon issiqlikni ramziy qiladi, odamlarga issiq stakan kabi xotirjamlik hissi beradi.

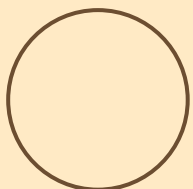
Coffee house logolarida u quvvatli aromani va mehmondo'st muhitni ta'kidlab, mijozlarni jozibali va uzoq muddatli brendga bog'laydi.

Koffee	Barqarorlik	Issiqlik	Quvvat
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Brend rangi / To'q jigarrang

HEX | #6C4E31



Qo'shimcha rang / Maloshniy

HEX | #FFEAC51



QAHVA

Tipografiya

Logotip fonti

Aa

Aloha Nineties

Qq Ww Ee Rr Tt Yy Uu Ii Oo Pp

Aa Ss Dd Ff Gg Hh Jj Kk Ll

Zz Xx Cc Vv Bb Nn Mm

! @ # \$ % ^ & * ? /)

1 2 3 4 5 6 7 8 9 0

Tipografiya

Asosiy font

Aa

Poppins

Qq Ww Ee Rr Tt Yy Uu Ii Oo Pp

Aa Ss Dd Ff Gg Hh Jj Kk Ll

Zz Xx Cc Vv Bb Nn Mm

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1 2 3 4 5 6 7 8 9 0

Mockups



COFFEE HOUSE



DIZAYNER: Odilbek Abdullajanov

Mockups



COFFEE HOUSE

DIZAYNER: Odilbek Abdullajanov

E'tiboringiz uchun
raxmat