



BRAND IDENTITY

TABLE OF CONTENTS

LOGO	03
BRAND COLOURS	07
TYPOGRAPHY	09
MOCK UPS	11



LOGGO



FULL LOGO



REGULAR LOGO



BLACK & GOLD



GOLD & WHITE



WHITE ONLY



BLACK ONLY





HORIZONTAL LOGO



REGULAR LOGO

BLACK & GOLD

GOLD & WHITE



WHITE ONLY

BLACK ONLY





ICON & TYPE LOGO



REGULAR LOGO



KIFF KOFFEE
COFFEE WITH A KIFF

BLACK & GOLD



KIFF KOFFEE
COFFEE WITH A KIFF

GOLD & WHITE



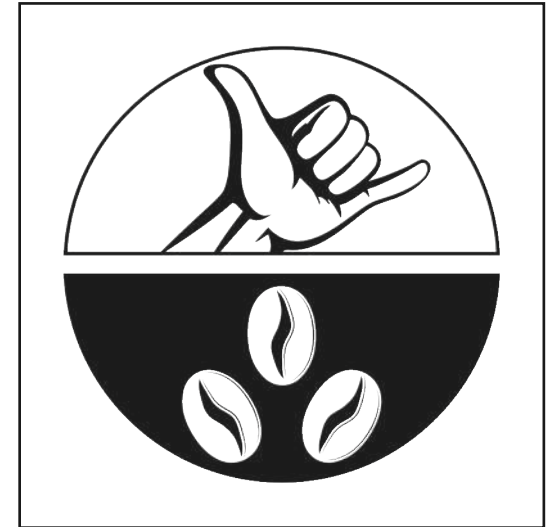
KIFF KOFFEE
COFFEE WITH A KIFF

WHITE ONLY



KIFF KOFFEE
COFFEE WITH A KIFF

BLACK ONLY



KIFF KOFFEE
COFFEE WITH A KIFF



BRAND COLOURS



MAIN PALETTE



BLACK

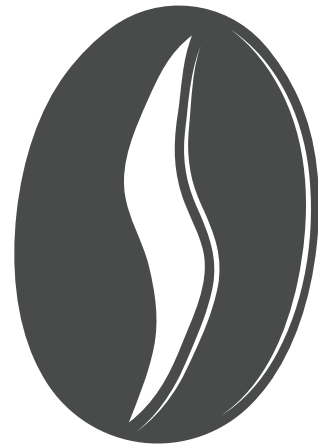
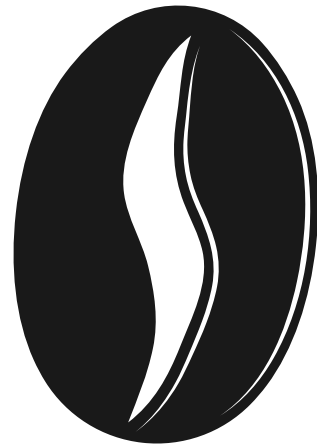
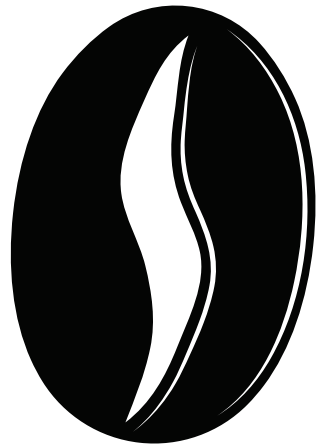
SHARK

OUTER SPACE

SUNGLOW

GOLDENROD

MERCURY



#010101

#1C1C1C

#4A4A4A

#D9AC00

#E8CD66

#E6E6E6



TYPOGRAPHY



PRIMARY TYPEFACE



Aa

**THE QUICK BROWN
FOX JUMPS OVER
THE LAZY DOG**

**TELUGU SANGAM MN
BOLD + UPPERCASE**

**A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0**

**A b c d e f g h i j K l m n o p q r
s t u v w x y z 1 2 3 4 5 6 7 8 9 0**



SECONDARY TYPEFACE



Aa

THE QUICK BROWN
FOX JUMPS OVER
THE LAZY DOG

SIGNPAINTER - UPPERCASE

ABCDEFGHIJKLMN O P Q R
S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

ABCDEFGHIJKLMN O P Q R
S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0



MOCK UPS



COFFEE CUPS





TUK TUK



BACK



FRONT



SIDES

