

03

STARBUCKS® GLOBAL

BRAND IDENTITY

Building and reinforcing our brand recognition.

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This Siren of ours, she is a storyteller.

And one with an irresistible tale. Living somehow between the worlds of myth and the everyday, she invites us to connect—with each other, with what we know and what we can't foresee. She draws us in.

Because here is her secret: What she means to me may very well be different from what she means to you. You see, our Siren is also a promise. An invitation to each of us—to find exactly what we're looking for, what we need and what we haven't yet imagined.

Handing down stories from day to day, from me to you, from us to them. Always calling us to the next chapter, urging us forward with her constant song: "Come, let's go."

The Correct Siren Logo

The refreshed Siren logo may look like a subtle change, with the Siren pulled out from the center of the circle. But long hours of work went into the evolution of the logo, with some changes much more subtle than others. Always use the approved logo, available from the Asset Links page.



OLD



HOW TO TELL THE DIFFERENCE

NEW

- Finer points on the crown
- Hair curves farther in
- Smile is slightly more curved
- Scales change weight: from thicker at the top to thinner at the bottom




A WORD OF CAUTION

Don't try to create the new logo by simply removing the words and green ring from the old logo.

NOT SYMMETRICAL

The Siren is not exactly symmetrical and should not be used reversed or mirrored.

HOW TO TELL?

 **RIGHT SIDE:** The nose line is a little longer.

Logo: Overview

The Starbucks logo has two elements: the green Siren logo and the black Starbucks wordmark. When these two are used together, they form the logo lockup.

With our recently evolved logo, the intent is to *free* the Siren from the words “Starbucks Coffee,” which surrounded her in the old logo. So this is how the logo should usually appear now, with the Siren separate from the wordmark. This is especially the case in mature markets, where Starbucks has had a presence for years.

SIREN LOGO



STARBUCKS WORDMARK

STARBUCKS®

LOGO LOCKUP



NEW MARKETS VS. MATURE MARKETS

The logo lockup should always be used to establish or reinforce brand identity in new markets. In mature markets, the Siren logo should be used alone as the primary mark.

Logo: Siren

When we use the Starbucks Siren logo and Starbucks wordmark consistently, it builds and reinforces our brand recognition, sets us apart from our competition and protects the strength of our marks.

The preferred approach is to use the Siren logo by itself, unlocked from the wordmark. This allows flexibility to present the Siren with greater prominence while maintaining a considered, open and modern presentation.

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

CLEAR SPACE

20% of the Siren logo diameter



OPTIONAL USE

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



PMS: Black
CMYK: 0/0/0/0
RGB: 0/0/0
HTML: 0000

MINIMUM SPACE

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

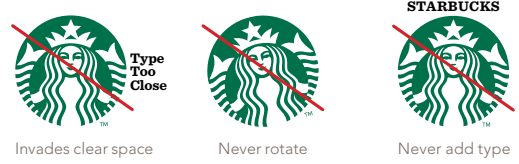


The trademark symbol scales independently of the Siren when enlarged or reduced dramatically.

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



INCORRECT USAGE EXAMPLES



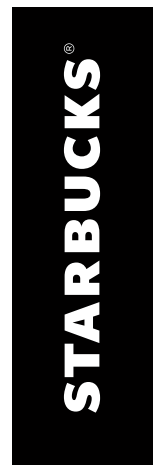
Logo: Wordmark

The preferred application of the wordmark is vertical. This provides a more uplifting look to the mark.

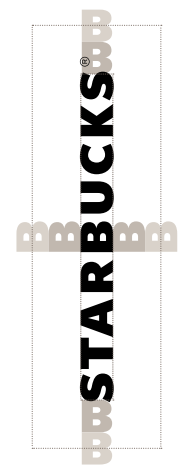
The wordmark should most often be used in black or white. One exception is when it is paired with a sub-brand (e.g., Frappuccino® blended beverages) when it can be the same color as the sub-brand logo.

PREFERRED USE

STARBUCKS®



CLEAR SPACE



OPTIONAL USE

STARBUCKS®



MINIMUM SIZE

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



The registration mark 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



INCORRECT USAGE EXAMPLES



Never use "Starbucks Coffee"
(see page 14)

Logo: Lockup

The Starbucks logo lockup is composed of the Siren logo and the Starbucks wordmark. The logo lockup should always be used to establish or reinforce brand identity in new (emerging) markets. In mature markets, the Siren logo should be used alone as the primary mark.

VERTICAL LOGO LOCKUP



HORIZONTAL LOGO LOCKUP



CLEAR SPACE



MINIMUM SIZES

Siren logo minimum width .375" (9.5mm)



Wordmark minimum width .5" (12.7mm)

® minimum height 4 pt Avenir Medium .04" (1mm)



™ minimum height 4 pt Avenir Medium .04" (1mm)

Brand Colors

Our corporate palette consists of green, black and white, with minimal use of the accent green.



Accent Color



SIREN LOGO AND SUPERGRAPHIC COLOR

Preferred Color Usage:
PMS 3425 & White on White



Preferred Color Usage:
PMS 3425 & White on Black



Alternate Color Usage:
Black & White on White



Alternate Color Usage:
Black & White on Green



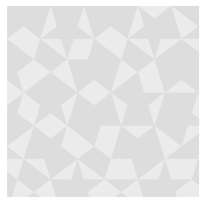
WORDMARK COLOR

The wordmark should most often be used in black or white.



STAR BRAND PATTERN COLOR

The Star brand pattern should be used in a subtle, low-contrast way.



INCORRECT USAGE EXAMPLES



Black & White on Black



PMS 3425 & White on Green



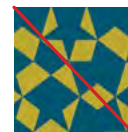
Incorrect color



Incorrect background color



Incorrect color



Contrasting bright colors

Finishes

Our logo should not be embossed or etched into a material that doesn't represent our core values (e.g., Styrofoam). Avoid darker background values and colors that provide insufficient contrast (e.g., Starbucks Green or black). When using the one-color logo as a debossed treatment, the material must always be untreated or of expected coloration, never colored or dyed.



DEBOSSED



Only when not combined with printed elements.

Be sure that it is the green portion of the logo that is debossed.

ETCHED



Logo must be etched darker than substrate. **The Siren face should always read positive not negative (inversed Siren).**

PRINTED



Knocked out to light substrate to reveal true material, on unbleached paper and neutral colors. All other printed logos should have the white in the logo.



EMBROIDERED



Exceptional use on Starbucks Green background. Because of concerns about green on green, be sure to use a thread that sets itself apart from the base fabric.

FROSTED



Logo must be frosted darker than substrate. **The Siren face should always read positive not negative (inversed Siren).**

VARNISH



Exceptional use on Starbucks Black or Green backgrounds. **The circle must always be present.** Be sure to use a varnish or effect that distinguishes the circle from the background.



INCORRECT USAGE EXAMPLES



Etched on surface that is not a brand-approved color.



Never use the inversed Siren.



Never redraw, use filters or distress the logo.



Do not add drop shadows or effects to the Siren.

Legal Protection

The Starbucks Law and Corporate Affairs department will help you determine which trademark designation should be used. If, after reading the instructions provided below, you are uncertain about when or how a trademark designation should be used, don't hesitate to contact our legal department. Trademark designations must always be used exactly as determined by Starbucks Law and Corporate Affairs.

When using a third-party brand in text, refer to guidelines established by that third party for correct use.

All of our trademarks should be designated with one of these two symbols:



For trademarks that have been granted registration by the U.S. Patent and Trademark Office, use the ® symbol.

As a general rule, the ® symbol should be used on the first or most prominent usage of the registered mark in copy.

In long documents, occasional use of the ® symbol will reinforce the importance and proprietary nature of the trademark to the reader.

The ® symbol should be placed immediately after the trademark—not after descriptive names.

TM

For trademarks that have not yet been granted registration by the U.S. Patent and Trademark Office, use the ™ symbol.

As a general rule, the ™ symbol should be used on the first or most prominent usage of a trademark in copy.

In long documents, occasional use of the ™ symbol will reinforce the importance and proprietary nature of the trademark to the reader.

The ™ symbol should be placed immediately after the trademark—not after descriptive names.

CONFIDENTIALITY STATEMENT

This is an evolving document—images and information are provided as examples only. Do not use images for any purpose other than inspiration. Please check for updates at www.starbucks.com/brand during Q2 and Q4.

Actual brand assets can be downloaded from Vertis at <https://starbucks.qg.com>. If you need access, please email Vertis@starbucks.com.

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