

# FOLIGERS BRAND PRESENTATION

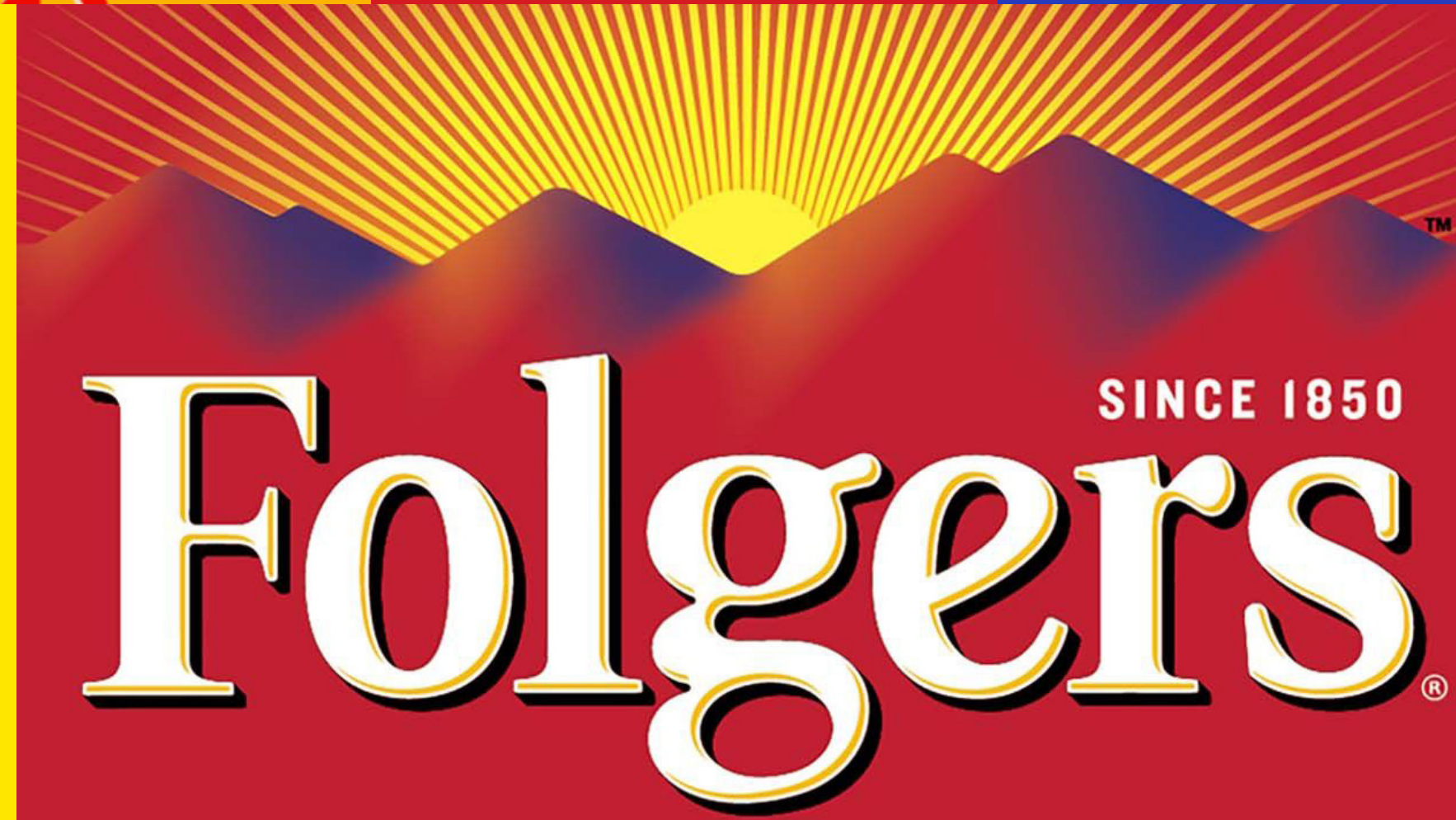


# ABOUT THE BRAND

Folger's is a well known coffee manufacturer that produces coffee grounds and instant coffee from mountain grown coffee beans. Folger's welcomes all coffee drinkers to try their product and find the right coffee grounds for you.

Having been in business since 1850, Folger's has perfected their craft and is able to consistently produce quality products their audience loves.





## MOOD BOARD

The mood board shows what was agreed upon for the direction of the brand. It is a great starting point and allows us to nail down the vision in which the brand will evoke.

It includes photography and color that aligns with the direction and vision the brand will convey.

## BRAND DIRECTION

Fresh, elevated, retro, and inviting are a few words that came to mind when beginning to flesh out the brand and guides the direction in which we are moving toward.

I collected a series of photos that would help inform design decisions moving forward. The goal is to create a brand that draws inspiration from Folger's past history and continuing to elevate and carry that wonderful history in a fresh and new way.

# PRIMARY LOGO

Your primary logo is the main signature of your brand. This should be used most frequently when space allows.

Think of your primary logo as the trunk of a tree with all other variations as the branches



# secondary LOGO

The secondary logo (alternative logo) still uses components from your main logo but in a different layout.

Having this logo allows for more flexibility for your brand in different settings.

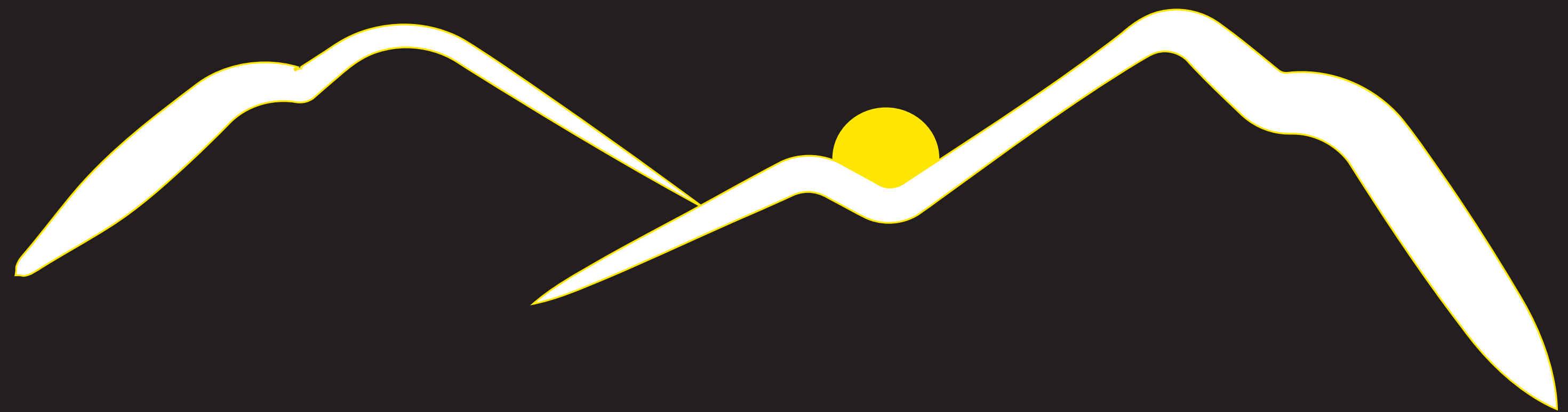
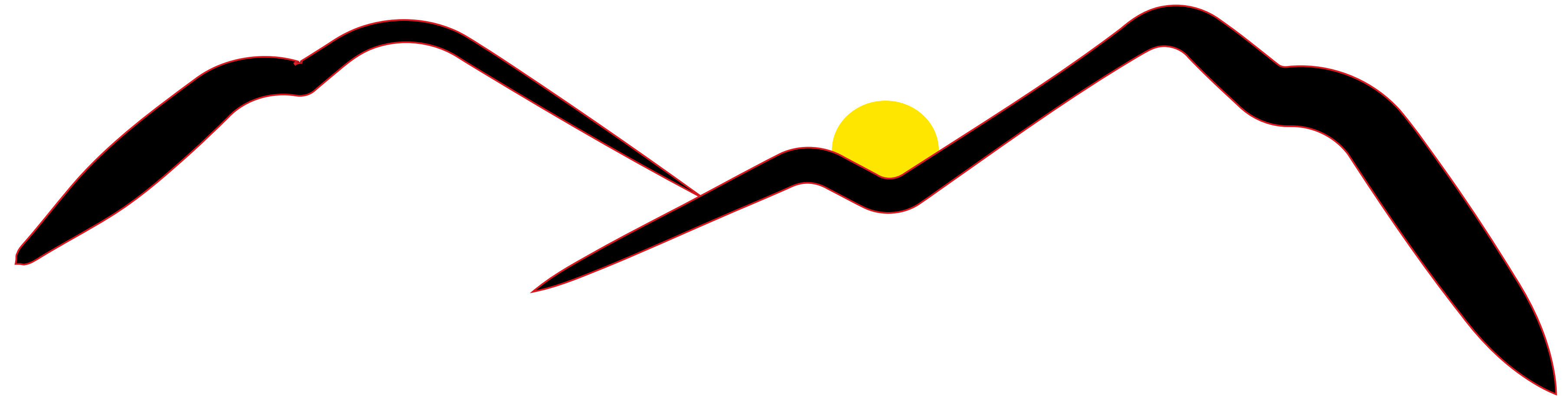


# LOGO MARK

Logo marks are a simplified version of your main logo.

This sometimes consists of two letters or a symbol that fits in with your brand.

Having something simple works well when you have a more confined space to fill.



Using the right typography for your brand is going to be pivotal because it sets the tone.

Your fonts have been chosen to pair perfectly with each other as well as your brand identity. Having different sets of fonts allows for the design to not be repetitive.

Using consistent typography across your brand will make you recognizable and memorable.

# Title

## Sub-Heading

### Body-copy

### PRIMARY FONT

**Bright**

Your primary font is your default typeface and a reflection of your overall identity.

### SECONDARY FONT

Helvetica Neue

Your secondary font compliments your primary font and can be used alongside each other.

### SUPPORTING FONT

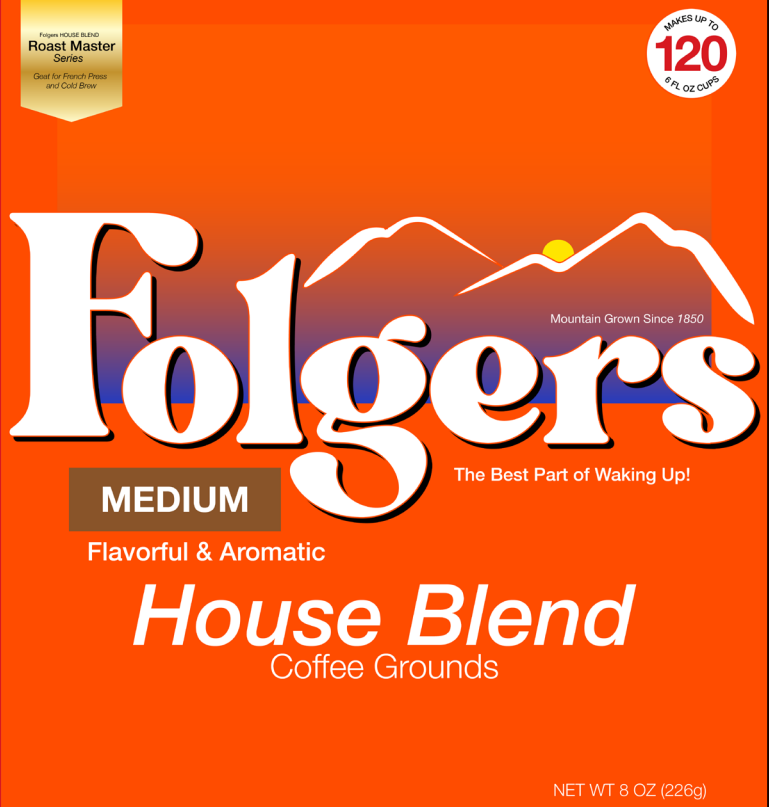
Helvetica Neue

Your Supporting font fits nicely with both the primary and the secondary font and is there as needed.

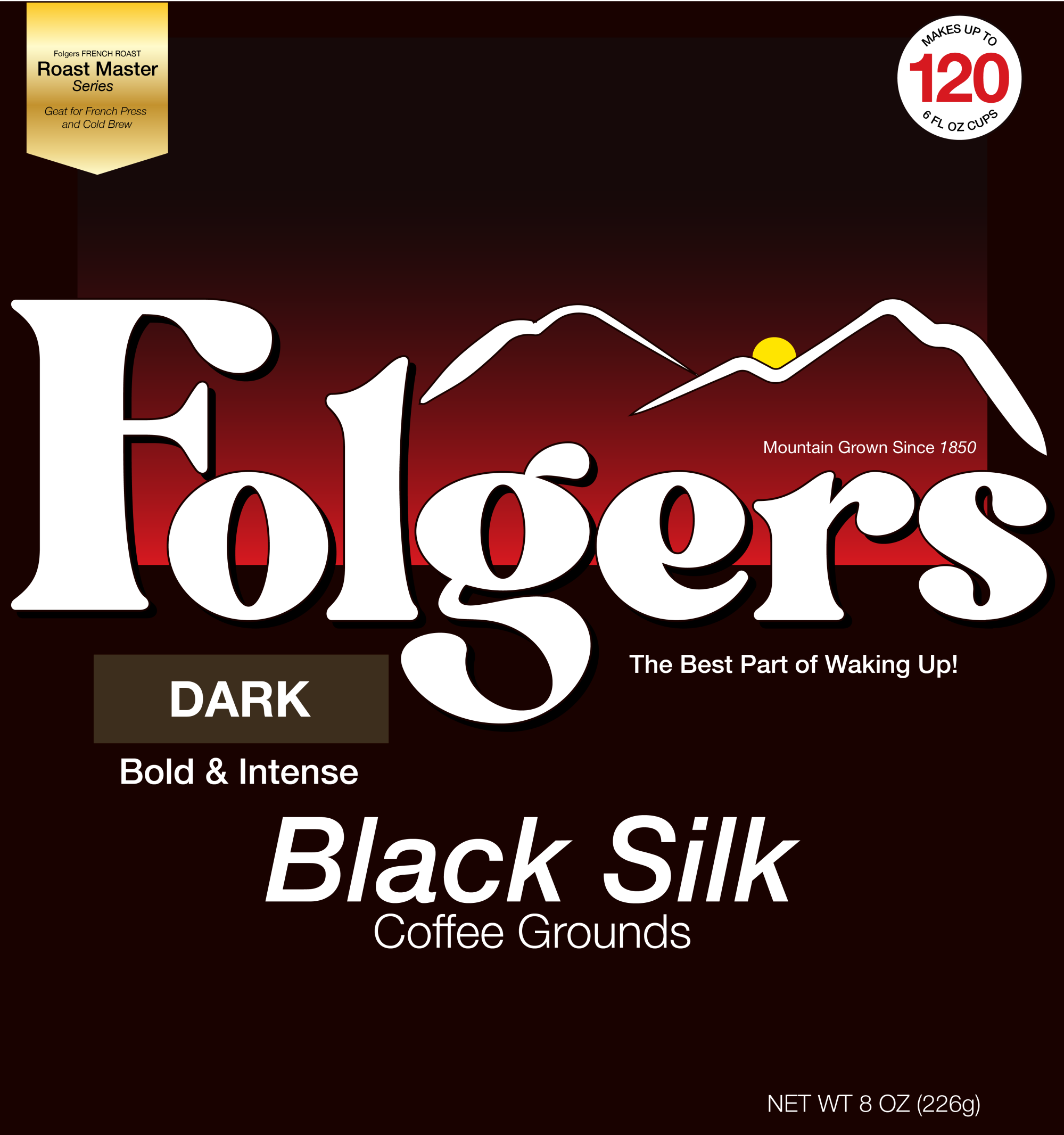
In this case the supporting and the secondary fonts are the same.

Folgers CLASSIC ROAST  
America's  
#1 Packaged  
Ground  
Coffee

MAKES UP TO  
**120**  
6 FL OZ CUPS



Example of Font Hierarchy Displayed on Packaging Label



# Folgers

Mountain Grown Since 1850

The Best Part of Waking Up!

**MEDIUM**

Rich & Smooth

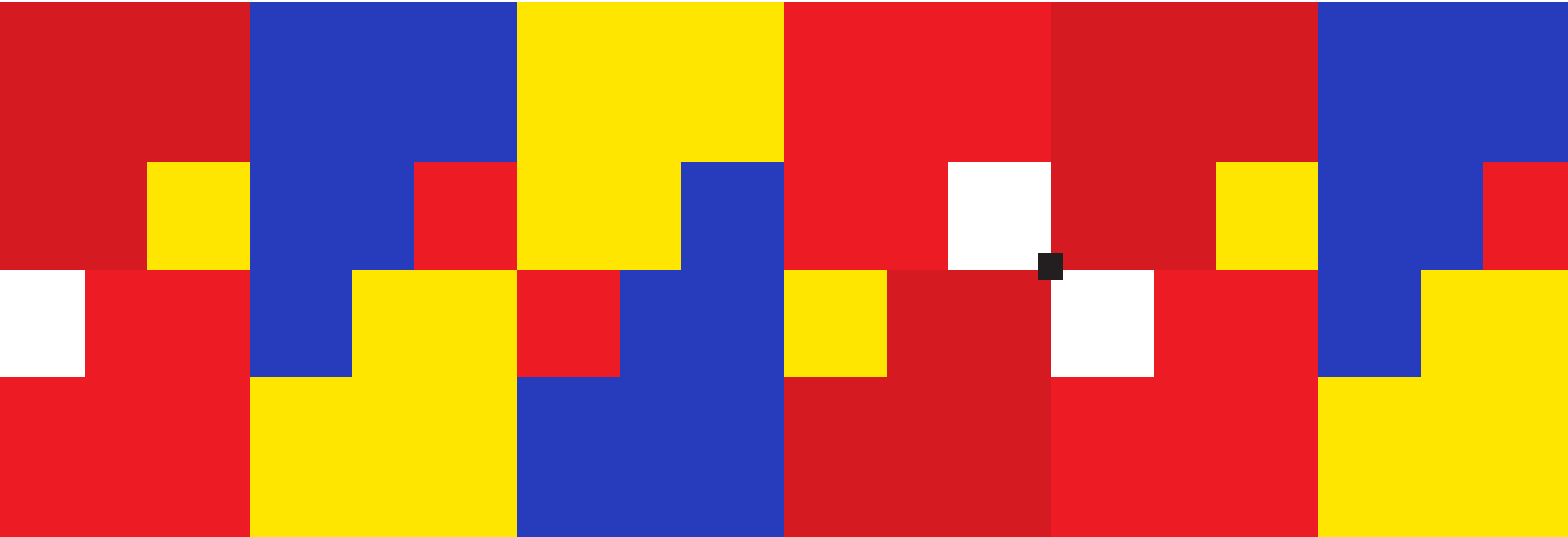
**Classic Roast**  
Coffee Grounds

NET WT 8 OZ (226g)

Fonts in action



# COLOR PALLETTE



Hex: #FFFFFF

Hex: #000000

Hex: #D61A21

Hex: #ED1C24

Hex: #FFE500

Hex: #263BBD



Including photography within your brand is going to set the tone.

We have included some direction in which your branding photographer should follow on your socials, website, and future shoots.

Having a certain style within your brand will make you more recognizable to your audience.

This direction can be used on your website, social media, stationary, and more.

All photos were sourced from Unsplash.

Photo by Clay Banks on Unsplash

Photo by Bling Coffee on Unsplash

Photo by Brigitte Tohm on Unsplash

Photo by Priscilla Du Preez on Unsplash

















# FEEDBACK

Super excited to hear from you about the direction of the brand.

Receiving effective feedback is pivotal to the process. To make sure we are keeping on track with the project timeline; feedback needs to be within three business days from when the presentation was sent.

Please make sure feedback is clear and in-line with what we have discussed.

If you are unsure about anything, please feel free to reach out to me. I want to make sure you love your branding and aren't afraid to speak up if there's something you're not sure on.

***Looking Forward to Hearing from You!***