LOGO REQUIREMENTS

FOODSERVICE

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Updated September 2023

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YOUR AGREEMENT WITH NESTLE COFFEE PARTNERS

When you sign your agreement with Nestle Coffee Partners, you agree to adhere to our brand requirements outlined within this document.

These requirements are here to ensure that you offer a consistent, high quality We Proudly Serve Starbucks® brand and beverage experience to your customers.

We are pleased that you have chosen our We Proudly Serve Starbucks® program. It allows you to serve Starbucks® coffee or beverages to your customers and we're delighted to provide you with resources to promote our coffee. To help you, we have created these logo requirements to ensure you're getting the full advantage of your association with Starbucks Coffee Company, as well as guidelines for the correct and appropriate usage of the We Proudly Serve Starbucks® logo and brand identity.

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WE PROUDLY SERVE STARBUCKS® LOGO & BRAND REQUIREMENTS

Our We Proudly Serve Starbucks® program provides our operators the opportunity to offer a familiar selection of globally loved Starbucks beverages in your environment.

To do this, we provide operators with clearly defined beverage and brand solutions, which have been designed and aligned with Starbucks® Coffee Company. It is imperative that your operation is represented by your identity first (the café name) with the We Proudly Serve Starbucks® logo/brand secondary. Following the requirements outlined in this resource guide will ensure a successful brand experience for both you and your consumers.

STEPS TO SUCCESSFUL WE PROUDLY SERVE STARBUCKS® LOGO REQUIREMENTS USAGE

1. The Starbucks Siren logo **may not** be used independently of the "We Proudly Serve" text. The **logo lock up can never be separated**.

2. **Ensure your location identity or logo is always the primary/most prominent identity.** This will help set customer expectations and contribute to a better experience by ensuring customers understand that your venue serves Starbucks® coffee but is not a Starbucks® retail location.

3. **Re-creation of the We Proudly Serve Starbucks® logo for any stand-alone branded signage use in your operation is not permitted.** Operators can leverage existing branded signage provided by Nestle Coffee Partners Solutions Lab for logo signage in your operation.

4. Ensure the amount of We Proudly Serve Starbucks® branded **signage does not exceed the required allotment**. Maximum branded We Proudly Serve Starbucks® signage instances per location includes:
   - **1 Blade Sign** – used as a directional way finder for your operation
   - **1 Wall Sign** – used with primary location identity to signify WPS Starbucks program
   - **1-3 Menu Board panels**
   - **2 Poster Frames**
   - **2 Counter Cards**

5. Review and follow approved **Do and Don'ts** when leveraging the We Proudly Serve Starbucks® logo to promote, communicate, and market your location.

6. Ensure you are leveraging our Operator Brand Experience Toolkit on our **Customer Portal.** Logo Requirements, Menu Board Templates (digital and printed) and approved photo assets for operators to leverage are available to download.

7. To ensure requirements are met, all additional assets, marketing and communications created by the operator and using the We Proudly Serve Starbucks® logo must be approved by Nestle Coffee Partners Solutions Lab and submitted for review to FS Marketing for Solutions Lab.

Full details for each of the above requirements are documented on the following pages

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WE PROUDLY SERVE STARBUCKS® LOGO USAGE

1 The primary WPS Starbucks® logo is composed of the Siren symbol and the phrase “We Proudly Serve.” The Starbucks Siren logo may **never** be used independent of the “We Proudly Serve” text.

The WPS Starbucks® wordmark is composed of the phrase “We Proudly Serve” locked up with the Starbucks wordmark. **It must always appear vertically, reading upward.**

PRIMARY WPS Starbucks® LOGO

WPS Starbucks® WORDMARK

WE PROUDLY SERVE STARBUCKS™

INCORRECT usage examples

Don't re-create type

Don't stretch or alter our logo in any way

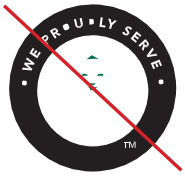
Do not overlap on top of other graphics

Do not add a ring around the Siren

Always use the wordmark vertically, reading upward

Do not rearrange the wordmark or change the size of "We Proudly Serve" in proportion to "Starbucks"

Don't combine the primary logo with the wordmark



Do not put logo in a shape

Do not use Starbucks logo without “We Proudly Serve”

Do not separate the We Proudly Serve from the top of Starbucks logo

Do not change logo color

Do not use the inverse Siren

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PRIMARY OPERATOR IDENTITY RELATIONSHIP

2

The visual appearance of your venue and the balance of branding messages (size, quantity, placement and relative weight) **must reinforce your venue name or logo as the primary means of identification**. This will help set customer expectations and contribute to a better experience by ensuring customers understand that your venue serves Starbucks® coffee **but is not a Starbucks® retail location.**

If the WPS Starbucks® logo or wordmark are used on operator created materials, **the operator's name or logo must be present with WPS Starbucks® clearly secondary.** Follow the requirements below to reinforce the relationship (e.g., it's Daylight Café first, with WPS Starbucks playing a supporting role).

CORRECT branding

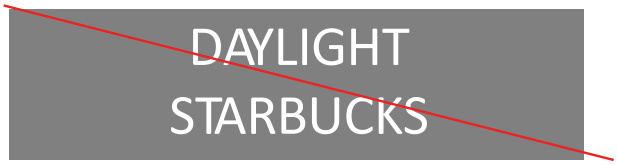
Pieces larger than 8.5" x 11": The operator logo must be at least 4x larger than the WPS Starbucks® logo or wordmark. Size is determined by overall area - height & width. Ex. Menu Boards, Posters

Pieces smaller than 8.5" x 11": The operator logo must be at least 2x larger than the WPS Starbucks® logo or wordmark. Counter cards – Opening Soon, Hours of Operation, special operator promotion

INCORRECT usage examples

The WPS Starbucks® logo cannot come first and cannot be larger than the proportions indicated.

The WPS Starbucks® logo must hold its own space, apart from your logo, and may not be incorporated into the design of your operation's logo, nor can Starbucks be incorporated into your operation's name.



We Proudly Serve Starbucks® logo or wordmark must never be incorporated into the design of your own logo.

The following pages provide examples of DO's and DON'Ts for WPS Starbucks® logo usage

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DON'Ts: NOT APPROVED Re-Creation of We Proudly Serve Starbucks® logo signage

3 **Re-creation of the We Proudly Serve Starbucks® logo for any branded signage use in your operation <u>is not permitted</u>.** Operators can leverage existing branded logo signage provided by Nestle Coffee Partners Solutions Lab for logo signage in your operation.

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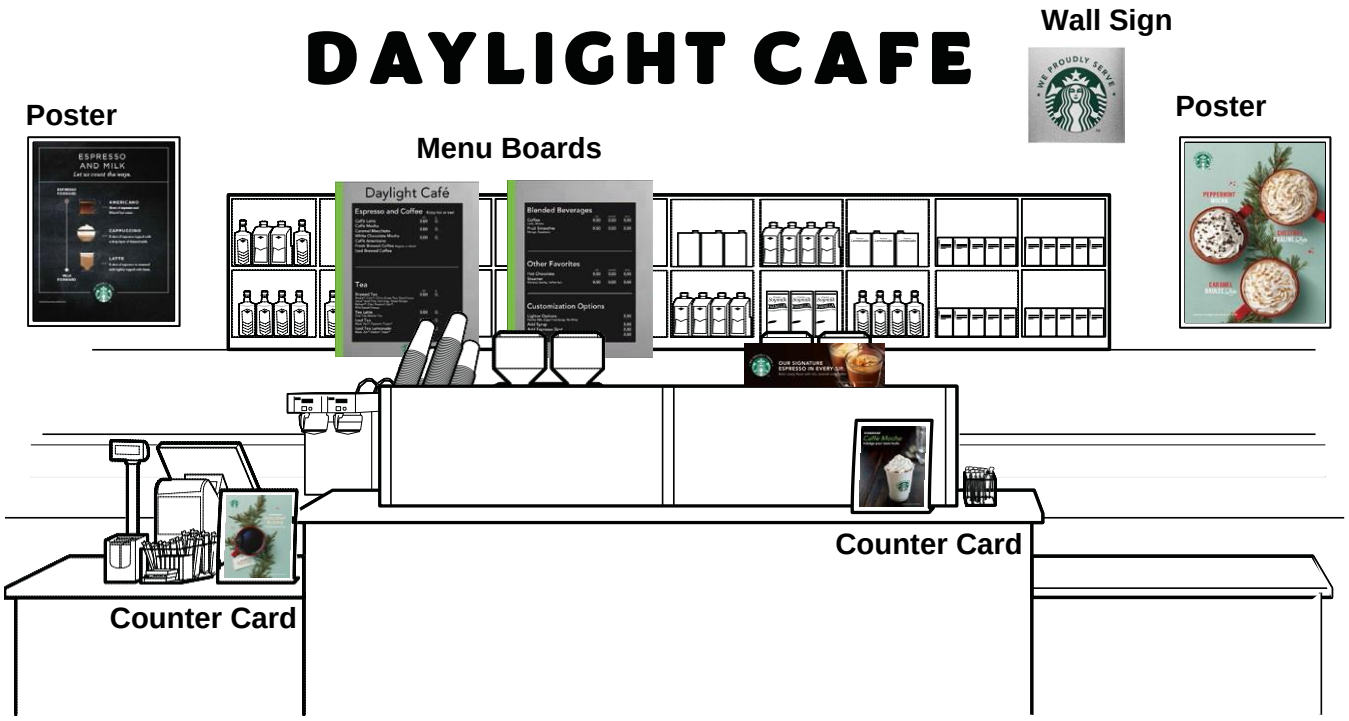
DO's: APPROVED WE PROUDLY SERVE STARBUCKS® SIGNAGE FOR YOUR OPERATION

4



To promote your relationship with Starbucks while setting appropriate customer expectations, please ensure you're following approved We Proudly Serve Starbucks® logo requirements when setting up your location. Correct ratio sizing of the We Proudly Serve Starbucks® logo to your location's logo – along with placement in the café is key. This ensures customers approaching your venue understand that it serves Starbucks® coffee *but is not a Starbucks® retail location*. This may help to avoid confusion over promotional offerings or payment features that are specific to Starbucks® retail stores, and ultimately contribute to a better experience for your customers.

Ensure the amount of We Proudly Serve Starbucks® branded signage doesn't exceed the required allotment. The maximum branded We Proudly Serve Starbucks® signage instances per location includes:

1 Blade Sign – used as a directional way finder for your operation
1 Wall Sign – used with primary location identity to signify WPS Starbucks program
1-3 Menu Board panels
2 Posters in frames
2 Counter Cards

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SUMMARY OF APPROVED AND PROVIDED BRANDED MATERIALS FROM NESTLE COFFEE PARTNERS SOLUTIONS LAB

The below chart provides a high-level summary of the various marketing materials and appropriate usage available from NCP SL. Work with your Solutions Lab Rep to align on the right materials for your location.

Tool	Maximum Use	Key Notes
Wall Sign	1	Must be mounted to wall – used as the main logo signage for your operation.
Blade Sign	1 from each direction	May only be used as a way finder when café is not immediately visible. Post in locations that help direct customers to your location.
Espresso Machine Sign	1	Place near, or in front of espresso machine.
Menus	1-3 panels	Use templates provided by Solutions Lab or approved menu board vendor – VGS. Access **here**
Posters	2	**Must be current signs, mounted to wall**. Use one for core and one for seasonal marketing.
Counter Cards	2	**Must be current.** Use one for core message and one for seasonal marketing.
Airpot Rack Sign	1	May only be used with airpot rack; **cannot be affixed to wall.**
Shuttle Back Panel	1 - 3 Panels	Use combination of 1 to 3 panels, based on space available. Panels to be used behind coffee shuttles only. **Cannot to be affixed to wall.**

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DO's: AUTHORIZED USE OF THE WE PROUDLY SERVE STARBUCKS® LOGO

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We understand it is important to be able to promote and market your operation as *proud to be serving* Starbucks® Coffee. It is also important to follow the logo requirements outlined in this document to ensure your location maintains primary/prominent identity.

The following examples of appropriate logo use are applications that can help you align with the Starbucks brand image and advertise the presence of Starbucks® coffee in your establishment, while first and foremost promoting your own operation. Please refer to page 11 for more details on the branding relationship.

ALL CUSTOM MATERIALS MUST BE APPROVED PRIOR TO EXECUTION.
To request approval, please submit all to *FS Marketing for Solutions Lab* for review.

If you choose to supplement existing marketing assets and resources provided by NCP SL, the following marketing are approved for operators to leverage:

- ✓ Café Menus or in-house menu board
- ✓ Counter card signage (featuring beverages, operation identity)
- ✓ Interior directional signage on venue premise within captive area: inside hotel, hospital, college campus, inside casino, elevators, etc**. (External, street facing signage in sign holders, on walls or in windows are NOT approved.)**
- ✓ Advertising of WPS Starbucks® café within location/venue (closed circuit hotel TV, conference centers, casinos, elevators)
- ✓ Venue Social Media – property website, Instagram, Facebook
  - Ensure you're using appropriate hashtags - #weproudlyserve, #weproudlyservestarbucks. U**sage of #starbucks on its own is not approved.**
  - **Leverage our We Proudly Serve Starbucks® Social Media Requirements for more direction on posting for your operation.**
- ✓ Photography used from our Brand Operator Toolkit and following WPS Starbucks® logo requirements.

Reference page 16 for visual examples of approved usage

Legal Marks & Requirements

Any copy using the Starbucks name must comply with these basic requirements and must be approved by Starbucks:

1) "Starbucks" never has an apostrophe, even when used in possessive form

2) When using product names, attach the proper registration symbol ® or trademark symbol ™ to the name at least one time per document, when the mark first appears and/or when it is most prominent

3) To the extent it is necessary to explain your relationship with Starbucks Coffee Company, please refer to yourself as an authorized purveyor of Starbucks® coffee.

DO's: APPROVED USE OF THE WE PROUDLY SERVE STARBUCKS® LOGO

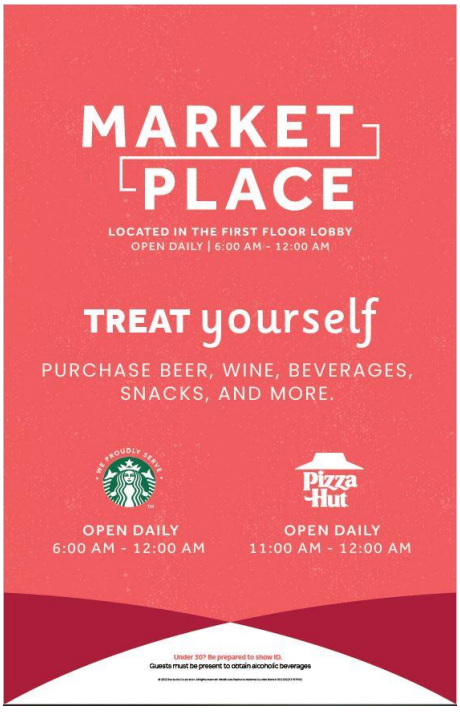
In house menu boards created by operator

Brochure distributed on venue premise

Use of QR code with operator logo and WPS logo

Restaurant or Café menus

Directional signage on venue premise - Elevator



Directional signage on venue premise

Signage approved since location name is prominent and its directional signage within venue

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DON'Ts: NOT APPROVED USE OF THE We Proudly Serve Starbucks® logo

5 To uphold the premium positioning of your venue and the Starbucks brand, and in order to ensure your relationship with Starbucks is appropriately represented, **the logo use applications outlined below are not allowed**. This is not a comprehensive list. We reserve the right to update guidelines, as needed.

- ✗ Any reproduction of the We Proudly Serve Starbucks® logo by any means other than printed materials leveraging approved operator identity ratio (e.g. etched, engraving, painting, embroidery). **Producing your own WPS Starbucks® logo signage isn't approved.**
- ✗ Logo usage on delivery truck or vehicles, Billboards, highway/roadside signs
- ✗ Street-level branding (windows, doors, awnings, freestanding signs), which includes the exterior of the operation visible to general public
- ✗ Logo creation of transparent signs with backlighting & neon signage
- ✗ Gift Cards, Frequency Cards, created by operator incorporating the WPS Starbucks logo. Operator can create with their own identity **only**.
- ✗ Hand drawn Logos
- ✗ Starbucks logo without We Proudly Serve included
- ✗ Excessive logo usage within café interior
- ✗ Mass advertisements – TV, press-releases, newspaper, mailings, email
- ✗ Packaging and other consumer goods
- ✗ Customer designed co-branding for cup/sleeves/napkins using We Proudly Serve Starbucks® logo or watermark logo
- ✗ Apparel (hats, aprons, t-shirts) with We Proudly Serve Starbucks® logo
- ✗ Letterhead or business cards
- ✗ Giveaway items – keychains, pens, mugs, tumblers, etc.
- ✗ Social media posts using photography with Starbucks only logo or other assets pulled from Starbucks.com or the web. Only approved photography from Nestle Coffee Partners Solutions Lab is permitted.

DON'Ts: NOT APPROVED USE OF THE WE PROUDLY SERVE STARBUCKS® LOGO

Gift Cards created by operator with WPS logo

Delivery trucks or vehicles

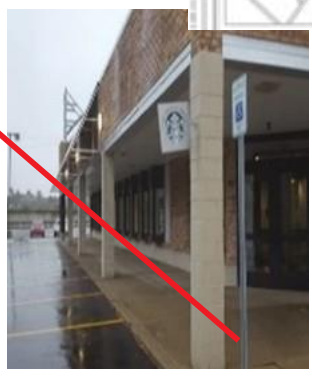
Billboards

Use of the logo without WPS Starbucks®

Creation of WPS Starbucks logo signage by operator. Must leverage logo signage provided by NCP SL.

Use of the WPS Starbucks® logo on custom materials without the operator logo

Street level branding



Separation of WPS from Starbucks logo or creation of logo branded signage as the location identity

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WE PROUDLY SERVE STARBUCKS® BRANDING RESOURCES

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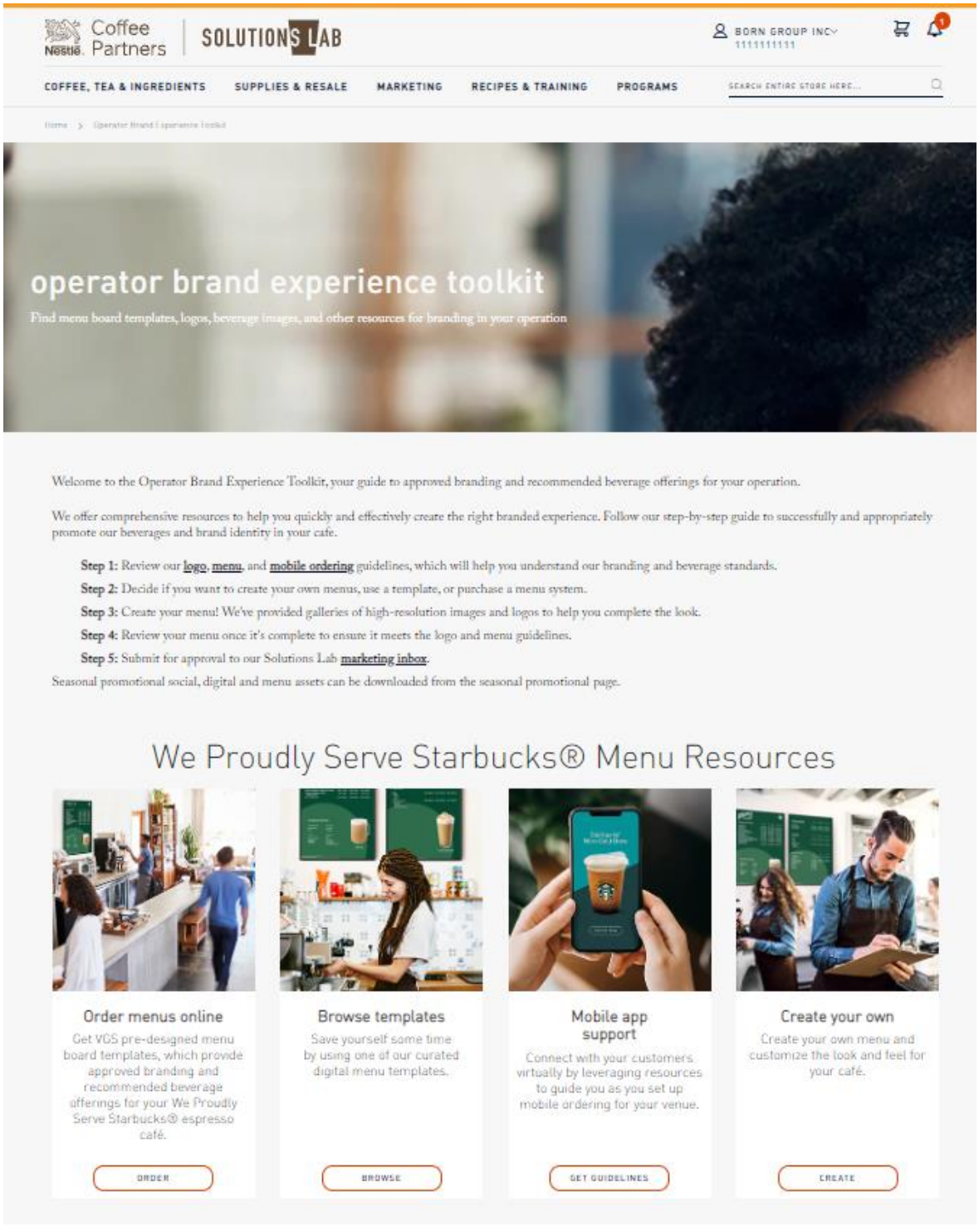
Leverage our **Operator Brand Toolkit** on our Nestle Coffee Partners Solutions Lab Customer Portal to review and download menu board templates, logos and other approved assets to use for your operations.

Any/all assets or marketing that is created by operators must be submitted for approval to **FS Marketing for Solutions Lab**. We have a 5-day business day turnaround on submission responses. Please ensure you are allowing ample time from submission, prior to producing assets for requested use.



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WE PROUDLY SERVE STARBUCKS® APPROVAL PROCESS

7

To help you ensure these requirements are met, Nestle Coffee Partners Solutions Lab must review and approve all artwork created by the operator prior to production. Please submit all artwork submissions at **FS Marketing for Solutions Lab**

For a review of your project, **allow at least 5 business/working days from receipt** by Solutions Lab. For new accounts, we recommend **submitting 4 weeks in advance of opening**. We will let you know of any changes that are needed. If the artwork is approved, we will email you with approval. If you do not hear from us within 1 week, assume your artwork has not been approved, and that you may not proceed with production. In this case, please contact us again.

Before printing, insert the Solutions Lab approval code into your piece. This code will be provided by Solutions Lab Foodservice Marketing Services and will signify approval.

Solutions Lab reserves the right to decline usage of the Starbucks name or brand representation in any situation the company deems inappropriate for any reason even if the WPS Starbucks® logo usage meets initial requirements. Please remember that anything Solutions Lab doesn't expressly approve in writing is not considered approved. Solutions Lab and Starbucks Coffee Company may also require you to recall and/or reprint any marketing materials that do not meet with current brand standards.

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ADDITIONAL WE PROUDLY SERVE STARBUCKS® LOGO USAGE REQUIREMENTS

As you leverage the logo requirements mapped out in this resource for your operation, there are additional technical, space and color requirements you must maintain when using the logo for authorized usage.

Logo background

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

Preferred use on a dark or black background.

OPTIONAL USE

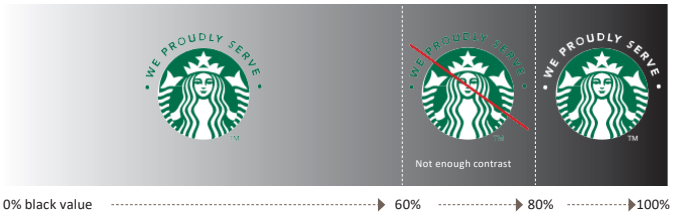
Limited to one-color or two-color printing when Starbucks Green is not available.

PMS: Black CMYK: 0/0/0/100 RGB: 0/0/0 HTML: 000000

Optional use on dark background, limited to when Starbucks Green is not available.

BACKGROUND CONTROL

Apply the logo on light-color backgrounds whenever possible. Avoid darker background values and colors that provide insufficient contrast (e.g., Starbucks Green).



Primary WPS Starbucks® Logo

CLEAR SPACE

25% of the Siren logo diameter

MINIMUM SIZE

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

The ® or ™ scales independently of the Siren when enlarged or reduced dramatically.

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

Wordmark WPS Starbucks® Logo

CLEAR SPACE

150% of the height of the "B" letterform

MINIMUM SIZE

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

The ™ 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

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Thank You

We appreciate the time and energy you put into maximizing your relationship with Starbucks and Nestle Coffee Partners to deliver the experience our customers know and love.

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