

EXTRACT

Brand Guidelines



EXTRACT

The essence of good coffee!

Exclusive to Northern Ireland and Ireland, Extract creates a coffee to go experience that stands up to barista made coffee. Our Fairtrade beans are carefully selected and perfectly roasted, then freshly ground and extracted for great coffee every time.



PRIMARY LOGO

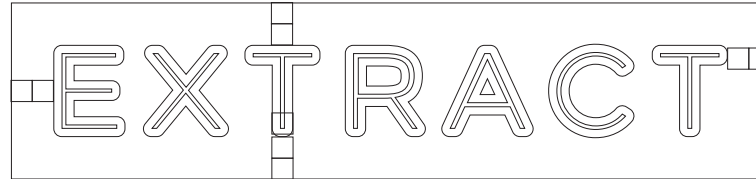
EXTRACT

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LOGO CONSTRUCTION



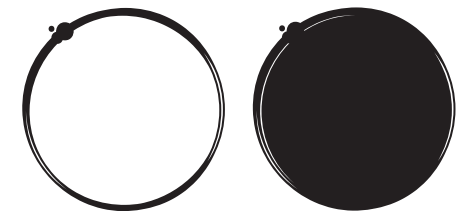
LOGO & RING



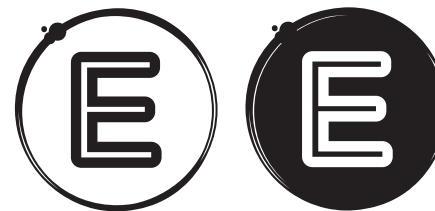
TILE



RING ELEMENT



MONOGRAM



PRIMARY COLOURS



ACCENT COLOURS



PRIMARY TEXTURES



LOEW BLACK

LOEW BOLD

LOEW REGULAR

HEADER

SUB HEADER

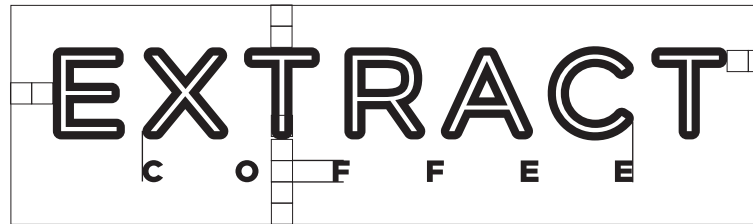
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Smooth Stone

Accent Text

EXTERNAL SIGN



NOTE: 'EXTRACT COFFEE' ONLY TO BE USED ON EXTERNAL SIGNAGE WHEN
NO OTHER REFERENCE TO COFFEE (I.E. CUP) IS VISABLE



TRIANGLE
BOLLARD COVER



EXTERNAL BANNER



EXTERNAL
POSTER

HANGING SIGN



SALES STAMP



PAVEMENT SIGN



BUILDING SIGN





WINDOW DOTS



FROSTED VINYL

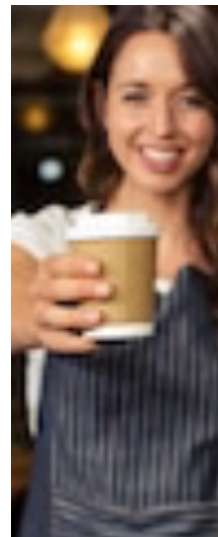
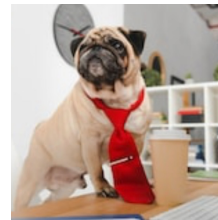


V1

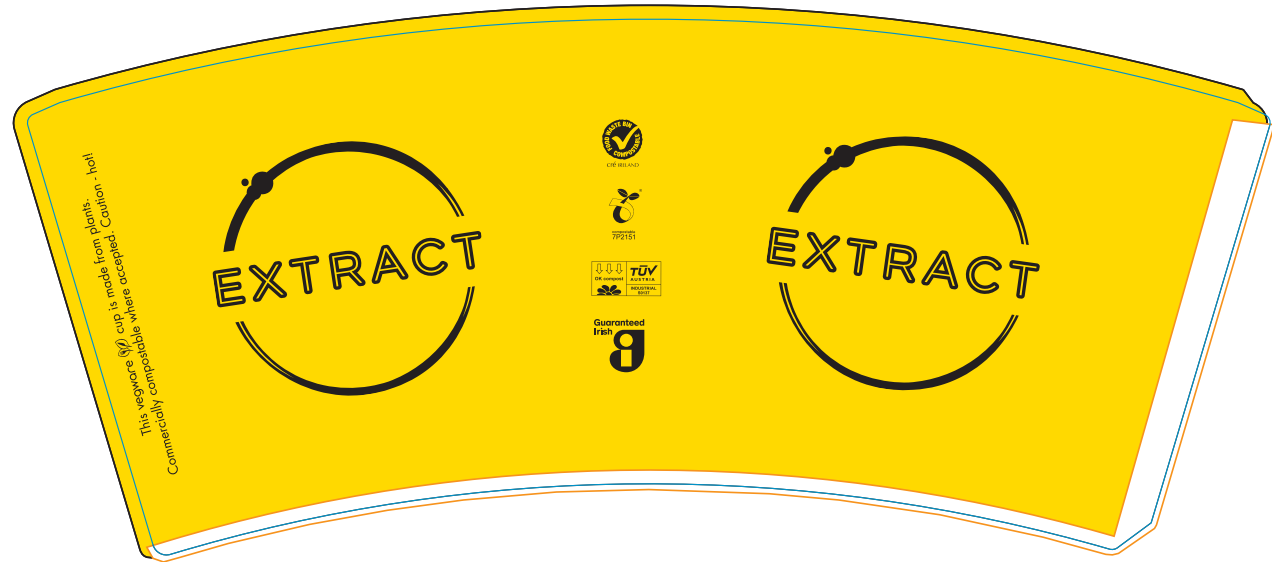


V2

WINDOW STICKER



VEGWARE CUP TEMPLATE

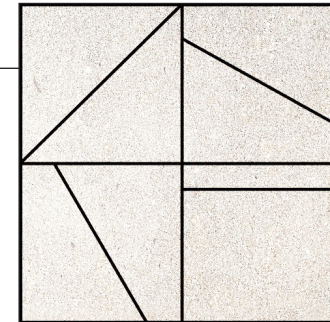




LIT HEADER



GEOMETRIC TILE



DARK WOOD





AMERICANO

HOT WATER TOPPED WITH ESPRESSO.

CAPPUCCINO*

ESPRESSO TOPPED WITH EQUAL MEASURES OF STEAMED AND FOAMED MILK.

CAFFÈ LATTE

ESPRESSO WITH STEAMED MILK AND CAPPED WITH FOAMED MILK.

FLAT WHITE*

DOUBLE ESPRESSO TOPPED WITH STEAMED AND FOAMED MILK.

HOT CHOCOLATE*

A RICH AND VELVETY SMOOTH CHOCOLATE INDULGENCE.

TEA

RANGE OF TEAS AVAILABLE.

ALL DRINKS
€2.00

* CONTAINS MILK



EXTRACT

ESPRESSO

SHORT AND STRONG COFFEE
PREPARED THE ITALIAN WAY.

€1.60

AMERICANO

HOT WATER TOPPED WITH ESPRESSO.

€2.40

FLAT WHITE

DOUBLE ESPRESSO TOPPED WITH
STEAMED AND FOAMED MILK.

€3.00

CAPPUCCINO

ESPRESSO TOPPED WITH EQUAL MEASURES
OF STEAMED AND FOAMED MILK.

€3.00

CAFFÈ LATTE

ESPRESSO WITH STEAMED MILK AND
CAPPED WITH FOAMED MILK.

€3.00

CAFFÈ MOCHA

ESPRESSO AND CHOCOLATE TOPPED
WITH STEAMED AND FOAMED MILK.

€3.40

HOT CHOCOLATE

A RICH AND VELVETY SMOOTH
CHOCOLATE INDULGENCE.

€3.00

TEA

RANGE OF TEAS AVAILABLE.

€1.60

The essence of good coffee





WMF 1300



DRINK SELECTION



SCREENSAVER



HOT
CHOCOLATE



BLACK
COFFEE



CAFFÈ LATTE /
FLAT WHITE



ESPRESSO /
AMERICANO



CAPPUCCINO /
CAFFÈ MOCHA

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