

MOCHA CREATIVE SERVICES - HARLEY WILTSEY

STANDARD LOGO



IMAGE-ONLY



OTHER VARIATIONS



CREATIVE SERVICES



NAMEPLATE



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TYPOGRAPHY

The dominant word "mocha" uses **BROMELLO** regular. Bromello can be downloaded at dafont.com. Bromello is a modern, handwritten script typeface and is free for personal and commercial use.

The secondary type for "Creative" is **RALEWAY** Light tracked out to 217. Raleway can be downloaded at [Font Squirrel](http://FontSquirrel.com). It is a clean, sans serif font that is free for personal and commercial use.

COLORS



CMYK: 55, 65, 68, 16
RGB: 118, 91, 82
HSB: 15.16, 30.64%, 46.39%



CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HSB: 346.5, 10.67%, 13.74%



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HSB: 346.5, 0%, 100%

COMPANY & MISSION STATEMENT

Mocha Creative Services is a design studio that produces material for various clients and companies. Mocha aims to provide high quality designs in marketing and promotional material and publications. The company is based in Austin, Texas. According to Bustle.com, Austin ranks #6 in the best cities for coffee. Mocha also publishes its own monthly magazine about coffee, roasting and brewing. The target audience for Mocha are up-and-coming businesses, specifically those in food and beverage. Mocha Monthly is targeted at coffee shop owners, coffee bean roasters, and coffee bean growers.



Mocha Creative
123 Main Avenue
Suite 123
Austin, Texas
12345

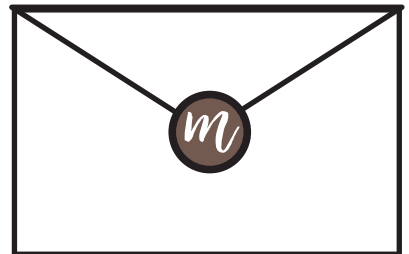
Dear Jane Doe,

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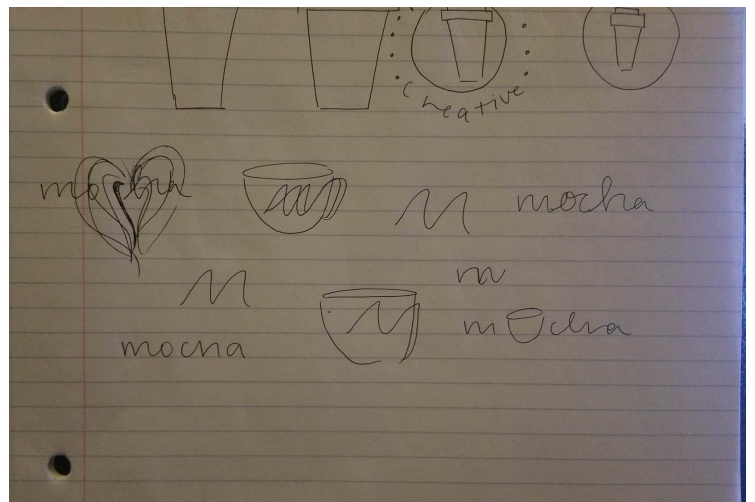
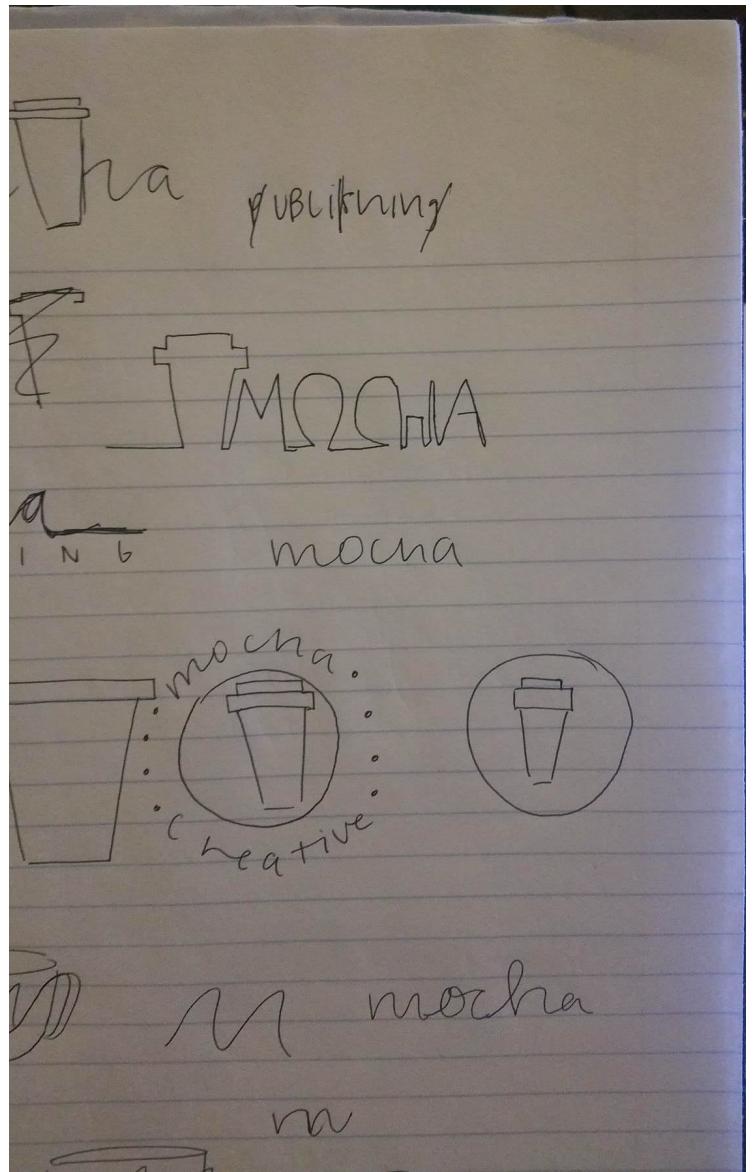
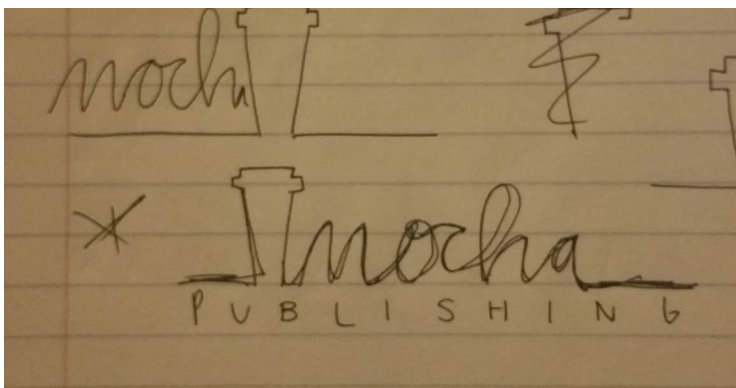
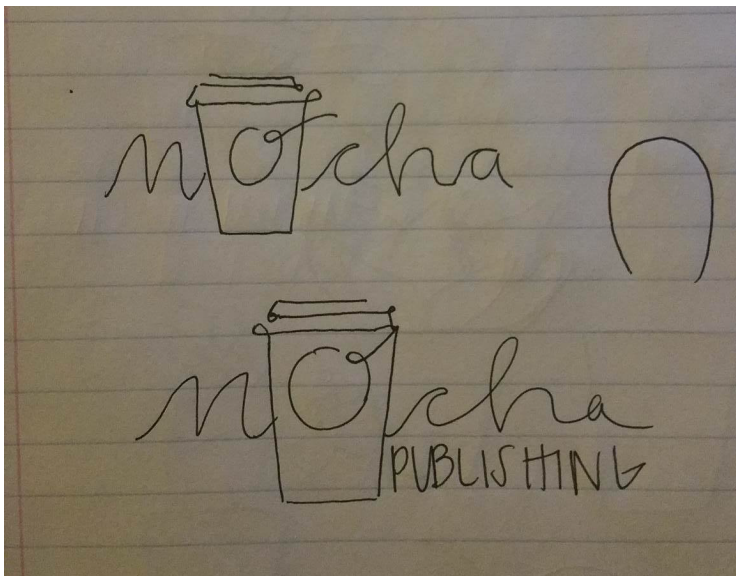
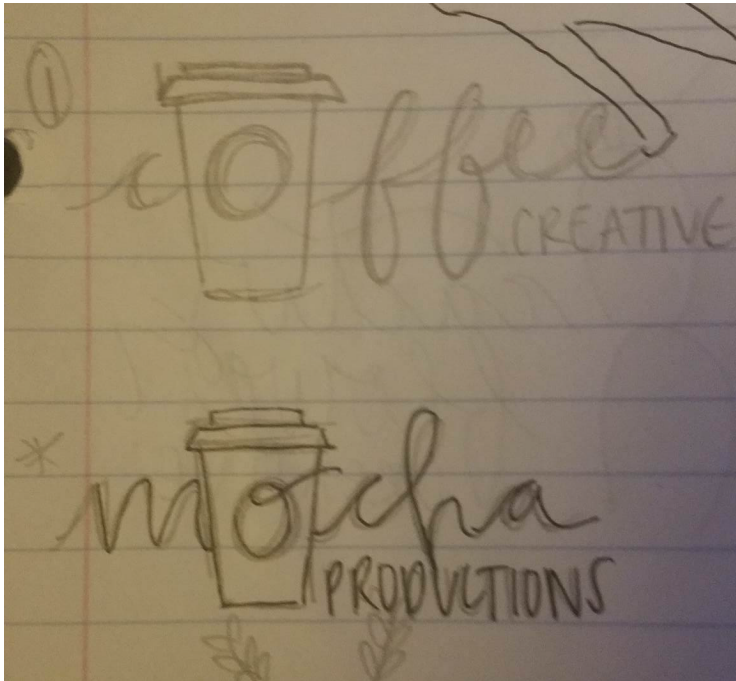


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PAPER SKETCHES



ILLUSTRATOR SKETCHES



I originally had this green shade, but chose to go with the brown after I realized it really screamed Starbucks, which isn't exactly what I wanted.