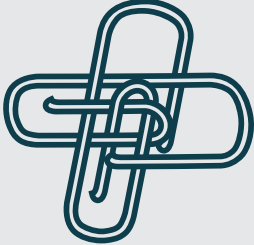
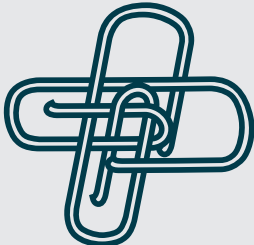


urban
coffee  office

urban
coffee  office

urban
coffee  *office*

Logo



Lock-up

Two lock-ups provided:
Horizontal
Circular



Clearspace

The clearspace is equal to the height of "o" around all sides.

Color

The logo should only be presented in approved color options given below.

Primary Logo

1 Color Process



Color Reverse



Colors

Primary Brand Colors

PMS: 548
CMYK: 100 64 50 43
RGB: 0 59 76
Hex: #003B4C

PMS: 656
CMYK: 11 6 3 0
RGB: 223 227 235
Hex: #DFE3EB

PMS: 1815
CMYK: 30 92 82 35
RGB: 128 37 40
Hex: #802528

Secondary Palette

PMS: 322
CMYK: 100 35 50 13
RGB: 0 112 120
Hex: #00006f

PMS: Black
CMYK: 65 63 67 67
RGB: 46 42 37
Hex: #2E2A25

PMS: 7621
CMYK: 20 100 95 12
RGB: 178 30 40
Hex: #B21E28

Don'ts



urban
coffee + office

The logo is shown in a light blue outline style. A thick red diagonal line is drawn across the entire logo from the top-left to the bottom-right.

Do not stroke the logo.



urban
coffee + office

The logo is shown in a dark blue, italicized script font. A thick red diagonal line is drawn across the entire logo from the top-left to the bottom-right.

Do not distort the logo in any way.



urban
coffee + office

The logo is shown in a solid blue, bold sans-serif font. A thick red diagonal line is drawn across the entire logo from the top-left to the bottom-right.

Do not use unapproved colors on the logo.

Typefaces and Styles

Overlock

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”

Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”*

Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”**

Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”***

Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”**

Black Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”***

Maven Pro

regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”

Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”**

Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @ \$ % & ? “ ”**