



**Coffee**  
& Specs

# Hierarchy

02

18

# Coffee

**Heading**

**Typeface**

Bressay Bold

**Point Size**

122pt

**Colour**

CMYK: 0, 0, 0, 27

*Chapter two*

**Sub Heading**

**Typeface**

Bressay Regular

**Point Size**

24pt

**Main Colour**

CMYK: 0, 0, 0, 27

# Europe

It was during the mid 17th century when coffee was taking Europe by storm, after a unique advertising campaign had ensued crossed cities around Europe captivated by muscular men causing the ladies heart to race or maybe it was the caffeine. Little did the audience realize that the men were so muscular due to the amount of hard work put into drying, roasting and grinding the beans ready for consumption. During this period of time coffee was sold fresh increasing its weight leading to higher prices, these businessmen knew exactly what they were doing.

19

03

**Ampersand**

**Typeface**

Baskerville Italic

**Point Size**

420pt

**Main Colour**

CMYK: 0, 0, 0, 27

**Heading**

**Typeface**

Bressay Regular

**Point Size**

112pt

**Colour**

CMYK: 84, 41, 35, 6

**Body**

**Typeface**

Bressay Regular

**Point Size**

9pt

**Leading**

13pt

**Colour**

CMYK: 60, 50, 50, 100

04

to try it again

**Sub Headline**  
 Typeface: Bressay Italic  
 Point Size: 17pt  
 Colour: CMYK: 13, 46, 35, 6

**SOON**

**Lead In**  
 Typeface: Futura Bold  
 Point Size: 17pt  
 Leading: 20pt  
 Colour: CMYK: 13, 46, 35, 6

14

Experiencing the world's first every caffeine buzz in a society that prohibits drinking alcohol

Will someone think the first ever coffee decided to try it once again, he crushed it and boiled it in clean water creating a little paste, it still tasted terribly bitter. Then out of the blue, he had the idea of roasting the beans, the way they would make coffee taste more appetizing. He placed it in the embers and noticed a delightful aroma before crushing it once again and boiling it into a bitter black liquid which he sweetened with honey. He sips it slowly, then after a few moments, his heart began to race, each beat feeling faster than before. The holy man had to lay down to which he did not feel tired instead quite the opposite, he felt incredible lucid, it was as if he was uncovering the meaning of the universe.

05

**follow**

15

Imagine experiencing the world's first every caffeine buzz in a society that prohibits alcohol, discovering what has been emerging the gods and soon the majority of the world. There is not much written about the farmer and his gods and the Imam after the discovering of its euphoric effect. Many historians and academics believe that coffee has been used for long before this story, while some may argue that it was never discovered by a Goat farmer and his Imam due to the legend being written in books hundreds of years after it occurred. What we do know is that coffee, since it was first drunk by man, had had an influential effect on our culture.

The Imam was always a very clever man, however, this new concoction allowed him to become much more insightful, after staying awake all night getting lost in deep thoughts with the fellow gods.

He attended the morning prayers without feeling tired after his first night of euphoria and carry on indulging throughout the day, by the midnight prayers while everyone was feeling tired the Imam was still feeling wired. He offered the drink to his fellow men so they could discover the perks of this fruit.

**Headline**

Typeface: Bressay Bold  
 Point Size: 146pt  
 Colour: CMYK: 84, 41, 35, 6\*  
 \*50-100% tint

**Page Number**

Typeface: Bressay Bold Italic  
 Point Size: 40pt  
 Colour: CMYK: 0, 0, 0, 100\*  
 \*50% tint

**Body**

Typeface: Bressay Regular  
 Point Size: 9pt  
 Leading: 13pt  
 Colour: CMYK: 60, 50, 50, 100

06

32

**Page Numbers****Typeface**

Bressay Bold Italic

**Point Size**

40pt

**Colour**

CMYK: 0, 0, 0, 27

07

33

**Ampersand****Typeface**

Baskerville Italic

**Point Size**

1296pt

**Main Colour**

CMYK: 0, 0, 0, 27

**Sub Heading****Typeface**

Bressay Bold

**Point Size**

40pt

**Leading**

48pt

**Colour**

CMYK: 13, 46, 89, 1

**Arabic Beans**

Arabic beans are viewed as the inferior coffee bean, they contain lower quantities of caffeine than most varieties. They also produce a much more balanced flavour while they are also considered to be much more aromatically pleasing. The Arabic beans are more expensive due to the difficulty in growing, they are grown in high altitudes while once lowered they will provide very few coffee beans, however, most would agree they are worth the challenge to grow.

**Robust Beans**

Robust beans contain the highest caffeine content of all the coffee bean varieties, they are also the easiest coffee plant to grow. It can withstand low altitude, hot climate and little moisture making it the perfect to sell in commercial settings. The robust variety tends to have a pungent aroma and very harsh flavour. If you find coffee too bitter it might be this little bean that's been lurking in your cup or coffee. While robust contains the highest level of caffeine, it also contains the highest levels of heart disease preventing chemicals.

**Like most people's experience with coffee a lingering temptation.**

12

13

Later that day the imam noticed that the goats were eaten these vibrant red berries and kernels that were growing on the bushes at the edge of the field. However, they didn't look like the usual wild bushes that grow around the land as they were perfectly arranged in lines. Did the religious man dare to try one of those tiny red berries? He decided to gather a few branches with the berries, return to the monastery and search his library for books on botany. There was no recollection of the plant ever existing yet why did it seem it was once planted by man?

After a few days of contemplation and watching the farmer becoming exhausted from chasing his goats around the farm late into the night, he decided to bite the bullet or in this case the berry. He collected a good amount of the what could be poison fruit and sat down on the grass where he had his first taste. It was horrendously bitter, something only a goat could stomach! The imam did not attempt to eat any more of the horrendous tasting fruit, but like most people's experience with coffee, a lingering temptation to try it again soon follows.

**Pattern**

Typeface  
Bressay Italic

Point Size  
42pt

Leading  
50pt

Colour  
CMYK: 13, 46, 89, 1\*  
\*80% tint

**Callout**

Typeface  
Bressay Regular

Point Size  
99pt

Leading  
119pt

Colour  
CMYK: 84,41,35,6\*  
\*80% tint

**Callout**

Typeface  
Bressay Bold

Point Size  
99pt

Leading  
119pt

Colour  
CMYK: 84,41,35,6

10

30

# The two most common coffee beans are ...

## Callout

### Typeface

Bressay Bold

### Point Size

40pt

### Main Colour

CMYK: 0, 0, 0, 27

Food scientists have discovered that the best coffee bean varieties for the health and flavour. There are at the moment over 74 coffee producing plants — Coffees — which all provide unique taste, aroma, and effects. The plants take over 5 years to grow before producing the coffee beans while most varieties need between 1500 to 3000 hours of sunlight per year to grow. The two most commonly used coffee beans are the Arabica and the Robusta.

Along with the coffee beans, there is a variety of roasting methods that turn the green beans into deliciously roasted beans, before they get roasted in chemicals or ground down for beverages. Each method of roasting will bring out a variety of flavours or chemicals while certain methods can cause the coffee to become less nutritional.

## Body

### Typeface

Bressay Regular

### Point Size

9pt

### Leading

13pt

### Main Colour

CMYK: 0, 0, 0, 27

11

## Light Roasts

Light roasts are the lightest in colour and provide the most delicate of flavours while often being quite acidic. They have a much more original coffee bean flavour and are most likely to be from a high-quality coffee plant. The light roasts tend to taste much drier due to being roasted for a short duration of time which prevents fewer oils to become extracted from the bean. If you are looking for the healthier coffee bean and most luxurious flavour, light roasts are the best choice.

## Medium Roasts

Medium roasts tend to have a chocolate to nutty colour, dryness and full-bodied flavour. They also tend to have less acidity than the light roasts while providing a sweeter and tastier flavour. The balance flavour and acidity make this roast the most popular choice for most individuals and coffee shops.

## Dark Roasts

The darker roasts will cause the sugars in the bean to caramelize and the oils within the bean to rise to the surface. The beans will be roasted for a very long duration over a high heat which causes them to appear very oily or have a slight sheen. The true coffee bean flavour that would be tasted in a light roast is almost completely lost and will become overpowered with the dark roast, leading to a strong smokey and spicy essence as it hits your taste buds. Due to the lack of coffee flavour, lower quality beans would be used in the process.

31

## Folio

### Typeface

Bressay Bold

Baskerville Italic

Bressay Regular

### Point Size

8pt

### Colour

CMYK: 0, 0, 0, 100

## Body

### Typeface:

Bressay Regular

### Point Size

9pt

### Leading

13pt

### Colour

CMYK: 84, 41, 35, 6\*

\*50-100% tint

Columns: 8 with 4mm gutter

Rows: 8 with 4mm gutter

12

13

## Sub Header

Typeface  
Bressay Bold  
Point Size  
152pt  
Colour  
CMYK: 84,41,35,6

## Page Numbers

Typeface  
Futura light  
Point Size  
18pt  
Colour  
CMYK: 13, 46, 89, 1

# Weight Adjustments

“Good communication is  
just as stimulating as black  
coffee, and just as hard to  
sleep afterwards”

Typeface: Bressay Bold

Typeface: Bressay Italic

Typeface: Bressay Bold Italic

Typeface: Bressay Regular

— Anne Morrow Lindbergh

14

15

## Quotation

Point Size

21pt

Leading

25pt

Colour

CMYK: 84, 41, 35, 6

## Page Numbers

Typeface:

Futura Light

Point Size

21pt

Leading

25pt

Colour

CMYK: 84, 41, 35, 6



# Alternative Layouts

16



17

## Coffee Poster

### Typeface

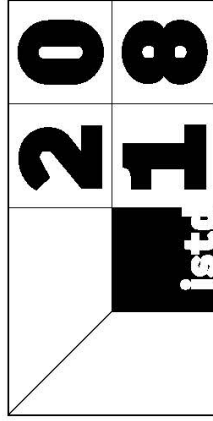
- Futura Light
- Futura Book
- Futura Medium
- Futura Demi
- Futura Heavy
- Futura Bold

### Point Size

Min: 14pt  
 Max: 240pt

### Colour

CMYK: 13, 46, 89, 1  
 CMYK: 84, 41, 35, 6



**Print production specifications/samples**

**Click in the area you wish to enter information.**

**On completion, print out, attach samples and include in your submission.**

This interactive form allows you to detail the processes and materials that would be required to commercially produce your proposals.

- **finished dimensions** – For each item state –
- **printing process(es)** – litho/screen/letterpress/gravure . . .

- **material/stock/papers, manufacturer/ range/weight** (materials should be identified and samples fixed to this sheet)
- **colour** (process colour/spot colour and/or specials)
- **binding/finishing** (case/perfect/saddle-stitched/laminating/embossing/ etc.)

REGISTRATION NUMBER	NAME	PRODUCTION/MATERIAL SPECIFICATIONS	PROJECT NUMBER
182-012	James Neale		5
DESCRIPTION/SIZE	SAMPLES (attach)		
Magazine Cover	Keaycolour Embessing Buckram Snow White 300g		
Inside Pages	Opale Reference Fabric Pure White 100g Watermarked		
A2 Poster	Rives Design 100% Recycled Bright White Recycled 120g		
Binding Method	Saddle Stitch		

