



BRAND STANDARDS

O 1 *story*



It all started with a dog. Two dogs, actually. Azula was a rescue dog from the Texas/Mexico border, Kato was a family dog plucked from a small breeder. Azula naturally came with some trust issues; she doesn't like most dogs or people (relatable), but she LOVES Kato.

After living with 2 huskies for two years, you start to learn a thing or two about how they behave. They're up early. They're bouncing off the walls. Always ready for a walk or a romp in the yard.

Kind of sounds like me after a cup of coffee. As an avid coffee drinker (3 cups a day is a normal amount, right?), I was seeking my own kind of brew with a little bit of inspiration drawn from my two pups. Thus, Husky Brew came to fruition.

02 *inspiration & iterations*



03 *final logo & variations*



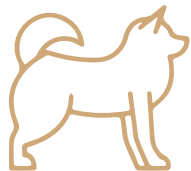


5463 C
R6 G38 B45

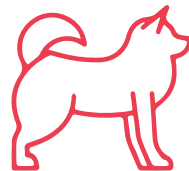


466 C
R200 G169 B119

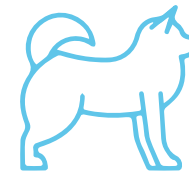
VARIETAL COLORS



466 C
R200 G169 B119



710 C
R229 G62 B81



297 C
R107 G196 B232

05 *fonts*

C R A F T E R

A B C

R O U G H

A B C

R E G U L A R

Emily Austin

Aa Bb Cc
Regular

M O N T S E R R A T

Aa Bb Cc

Regular

Aa Bb Cc

Medium

Aa Bb Cc

Semi Bold

Aa Bb Cc

Bold

06 *coffee varieties*



AWOO BREW
light roast



AZULATTE
espresso roast



KATO COLD BREW
dark roast

07 *packaging*

