

# Cafe Expressions

## Artwork Design Guidelines

Our free design service offers four options:



**Option 1:** Plain text, up to three lines, in any font or colour



**Option 2:** Text enhanced using a simple effect.



**Option 3:** Text combined with background shape



**Option 4:** Your own logo reproduced from supplied artwork.

**Option 1 - Plain Text:** Select a font from the supplied list. Fonts can easily express the style of your business, traditional or modern, and the more fancy ones can create a logo brand without any further additions. Select a colour that tones with your existing colour scheme. If you have a specific colour requirement and can specify the Pantone number, then we will try to match it as closely as possible. The name can be spread over 1,2 or 3 lines. The overall logo should have approximately a 2:1 aspect ratio to fit well on cups and mugs. If you wish to decorate plates, then we can curve the logo to match plate sizes—up to a maximum of three different logo sizes/curves in any minimum order of 48 items. Maximum logo size is 20 sq. cm.

(If you cannot see the font you would like and know its name, then contact us and we will try to source it.)

**Option 2 - Enhanced Text:** As for option 1 but with a simple effect applied to the text. These effects tend to work best with simple capital fonts (e.g. Times, Arial etc.). The more complex fonts don't always look right after they have been "bent"!

CAFE  
ITALIA

Flag Effect  
Times font

THE CRAZY  
COFFEE BEAN

Wave Effect  
Stencil font

LORENZOS

Rising Effect  
Abduction font

DUNE  
CAFE

Arch Effect  
Arial Rounded font

BEACH  
BISTRO

Bulge Effect  
Elementary Hv font

**Option 3 - Text with background :** As for either option 1 or 2 but with the text superimposed on a coloured background shape. We offer oval/circle and square/rectangle shapes as standard, but if you have a specific shape idea then we can see if it can be accommodated.



**Option 4 - Own artwork:** You supply the artwork for the brand logo. We can accept most digital formats (jpeg, pdf, tif, psd etc.) or alternately we can scan a hard copy image. We can crop the artwork to create the logo if necessary, e.g. crop a billboard logo into an oval version for decoration.

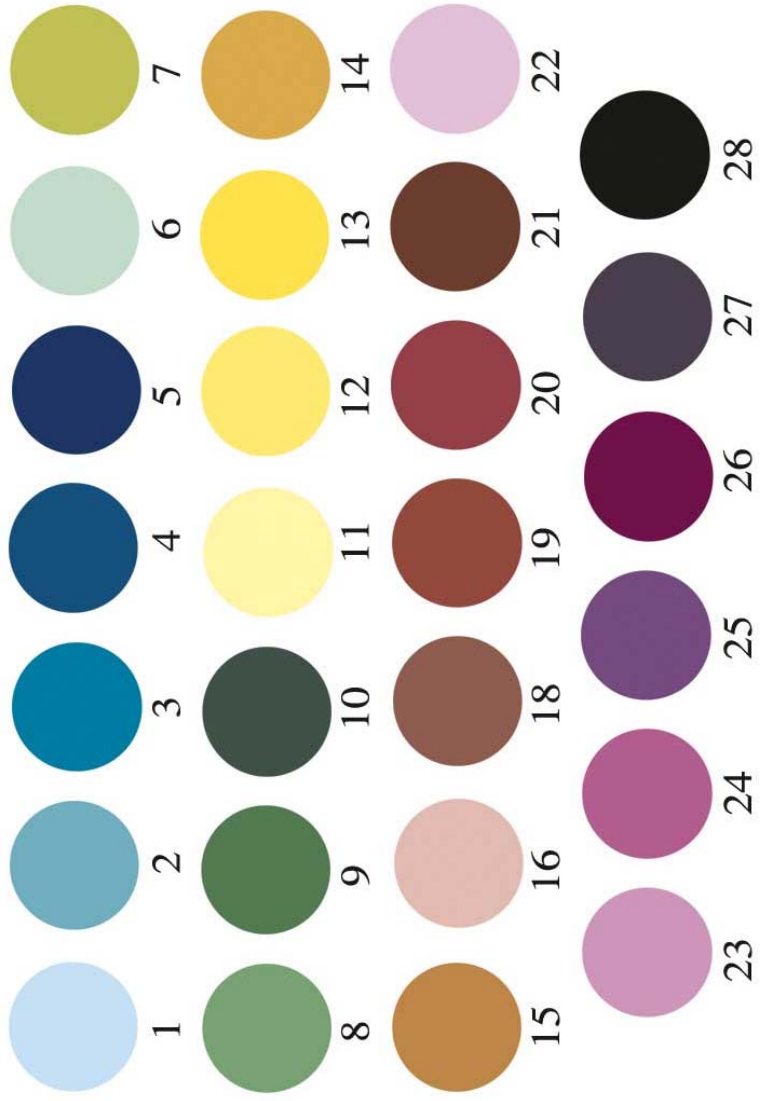


# *Cafe Expressions* Colours and Fonts

**Colours:** This is our standard colour range, use the colour number in your artwork design. Other colours are possible provided they fall within the range that can be reproduced by the CMYK colour model of our ceramic transfer process. To check whether another colour is possible to reproduce, please supply it's Pantone reference.

(Note: Your monitor/printer settings may cause slight variations in the colour you see/print compared to our reference colours.)

**Fonts:** This is our standard font range. Where the example text is all in capitals it means that this font does not support lower case letters. Other fonts are possible if you know the font name and we can locate a TrueType font file for it.



## Example Font Name

### **CAFÉ EXPRESSIONS**

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**CAFÉ EXPRESSIONS**

Café Expressions

Abduction  
 Algerian  
 Ancestory  
 Arial  
 Arial Rounded Bold  
 Britannic Bold  
 Broadway  
 Copperplate Gothic  
 Duality  
 Elementary Heavy  
 Goudy Stout  
 Hang the DJ  
 Harlow Solid Italic  
 Heavy Heap  
 Imprint MT Shadow  
 Lucinda Handwriting  
 Mackintosh  
 Monotype Corsiva  
 Magneto  
 Old English Text  
 Rage Italic  
 Seabird SF  
 Stencil  
 Times Roman