



# "We Proudly Serve" Digital Usage Guidelines

Starbucks Coffee Company  
Winter 2014

# Starbucks Digital Guidelines

Welcome to your We Proudly Serve digital toolkit. We hope this guide will make it a bit easier to extend the Starbucks experience to your operation by offering you digital co-branding guidelines for your online and social media channels. Thanks for choosing to partner with Starbucks.

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# Brand Description

Use this brand description on your website to help visitors better understand the kind of beverages you offer and the company they come from.

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## **We Proudly Serve Starbucks Online Brand Description**

At **[INSERT LOCATION HERE]** We Proudly Serve premium Starbucks® coffees. Every coffee we offer is expertly roasted and handcrafted all the way from the farm to you. It's a commitment to quality that's evident in every single cup. Stop by and enjoy a great tasting cup of freshly brewed coffee and see for yourself.

# Logo Guidelines

## Things to consider:

**If you are unable to visually match green to HTML 00704A, you must show the We Proudly Serve logo in black and white.** Minimum size is 50x50 pixels at 72 dpi (the TM will have to be created separately to read clearly).



Minimum size:  
50x50 pixels at 72 dpi

Pantone	CMYK	RGB	HTML
 Black	C0 M0 Y0 K100	R0 G0 B0	000000
 3425	C100 M0 Y78 K42	R0 G112 B74	00704A
 White	C0 M0 Y0 K0	R255 G255 B255	FFFFFF

All graphics on the Starbucks.com website are property of Starbucks Corporation. Please do not take logos, photographs or any other artwork from the Starbucks website.

Starbucks Coffee Company reserves the right to decline usage of the Starbucks name or brand representation in any situation the company deems inappropriate for any reason even if the We Proudly Serve logo usage meets these guidelines. Please remember that anything Starbucks doesn't expressly approve in writing is considered not approved.

If final designs are not submitted for review or are used without our approval, you will be responsible for removing unauthorized materials or correcting any mistakes at your own cost.

**Keep in mind that all of your marketing initiatives should first and foremost promote your own operation, with only a secondary focus on Starbucks as your coffee provider.** The primary We Proudly Serve Starbucks logo or wordmark should function to identify the coffee you serve. It should never function as your operation's identity. Also remember, if your number of "authorized" uses or the relative significance of any one use makes it seem like Starbucks® coffee or beverages are more than just featured items with your operation, it may still be an inappropriate overall use.

If you have any questions or concerns, contact Foodservice Marketing Services or your Starbucks account manager and we'll be happy to help. You can also contact Foodservice Marketing Services for a graphic file of the "We Proudly Serve" logo formatted for Web use. For placement and usage guidelines, please reference our Logo Usage Guidelines provided by your account service manager.

# Online Messaging

Promote Starbucks through your Twitter or Facebook account with these template messages. Some messages are general and can be used for almost any type of operation and some are meant to be more specific to certain segments. The messages you will find below are pre-approved. However, we encourage you to edit and customize them to better fit your brand voice. If this is done, just be sure to send any new messages regarding Starbucks to [FSMarketing@starbucks.com](mailto:FSMarketing@starbucks.com) for approval prior to use.

## Helpful Tips:

- 1 Keep messaging short, simple and relevant.
- 2 Try to link to a website, picture or video to engage the user.
- 3 Keep an eye out for comments and be sure to respond to everyone that posts on your wall.
- 4 Consider when your audience is most likely to be online and post during that time.
- 5 For Facebook, posts 3–5 times a week; no more than 1 per day. For twitter, make it conversational.

## General

### Winter

Warm up with a delicious Starbucks® coffee at [\[INSERT LOCATION HERE\]](#).

It's the most flavorful time of the year. Make sure to stop by for your favorite seasonal Starbucks® coffee at [\[INSERT LOCATION HERE\]](#).

### Summer

It's summer! Stop in and celebrate with your favorite Starbucks® coffee at [\[INSERT LOCATION HERE\]](#).

Need a break from the heat? How does a Starbucks® iced coffee sound? Well, it tastes even better. Enjoy one at [\[INSERT LOCATION HERE\]](#).

### Other

Your favorite Starbucks® coffee might be closer than you think. Stop by [\[INSERT LOCATION HERE\]](#) and see for yourself.

Why not start (or end) your day with your favorite Starbucks® coffee at [\[INSERT LOCATION HERE\]](#)?

There's coffee and then there's Starbucks® coffee. Why not have some of the latter at [\[INSERT LOCATION HERE\]](#)?

It's a brand new year! Kick it off with your favorite Starbucks® beverage at [\[INSERT LOCATION HERE\]](#).

# Online Messaging: By Channel

## College & University

Why not make sure your next study session includes your favorite Starbucks® coffee. Stop by [\[INSERT LOCATION HERE\]](#) and pick one up.

An 8 a.m. class doesn't seem so bad when you have a fresh Starbucks® coffee from [\[INSERT LOCATION HERE\]](#) in your hand.

Finals time = Starbucks® time. Stop by [\[INSERT LOCATION HERE\]](#) for a freshly brewed Starbucks® coffee.

Time to head back to school and all your favorite Starbucks® beverages served at [\[INSERT LOCATION HERE\]](#).

## Healthcare

Connect over a cup of coffee. Stop in [\[INSERT LOCATION HERE\]](#) for your favorite Starbucks® beverage.

Enjoy a special moment. Stop by [\[INSERT LOCATION HERE\]](#) and have a fresh cup of Starbucks® coffee.

No need to leave the hospital for a great cup of coffee. Stop by [\[INSERT LOCATION HERE\]](#) for your favorite Starbucks® coffee.

Long day? Our remedy: A freshly brewed cup of Starbucks® coffee at [\[INSERT LOCATION HERE\]](#).

## Business & Industry

Coffee breaks have never sounded so good. Stop by for your favorite Starbucks® beverage at [\[INSERT LOCATION HERE\]](#).

9 to 5 doesn't seem so long when you have some fresh Starbucks® from [\[INSERT LOCATION HERE\]](#) at hand.

Coffee makes every work morning better. Stop by [\[INSERT LOCATION HERE\]](#) for your favorite Starbucks® coffee.

Suddenly working overtime doesn't seem so bad. Come on in [\[INSERT LOCATION HERE\]](#) for a freshly brewed Starbucks® coffee.

## Lodging

The wake-up call people dream about. Start your day with a freshly brewed cup of Starbucks® coffee at [\[INSERT LOCATION HERE\]](#).

Make your stay a bit more delicious with a cup of Starbucks® coffee at [\[INSERT LOCATION HERE\]](#).

Make your suite a little bit sweeter with a freshly brewed cup of Starbucks® coffee at [\[INSERT LOCATION HERE\]](#).

Relax with a cup of your favorite freshly brewed Starbucks® coffee at [\[INSERT LOCATION HERE\]](#).

# Steps for Approval

## Steps for approval

1. Please refer to these guidelines before putting our logos on your website. If you plan to use the “We Proudly Serve” logo on your venue’s website, please keep in mind that Starbucks must approve the “We Proudly Serve” logo size and placement and any related copy.
2. Before posting, submit a link to your staging site to [FSMarketing@starbucks.com](mailto:FSMarketing@starbucks.com) for approval. Please allow up to 5 business days for approval.
3. Once files are approved, Starbucks will provide you with an approval code. At this point, all approved artwork and/or copy can now be posted online.