

# 2 Cents Coffee

BRAND IDENTITY 2025  
CONCEPTS PITCH DECK

# Mission

Inspired by creativity, community, and a laid-back approach to great coffee, our mission is to create a space where everyone feels welcome to share their two cents.

Whether you're out of office, on the go, or posting up for the day, we offer thoughtfully brewed beverages and bites in a space designed for connection, comfort, and a touch of nostalgia.

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# Mood board



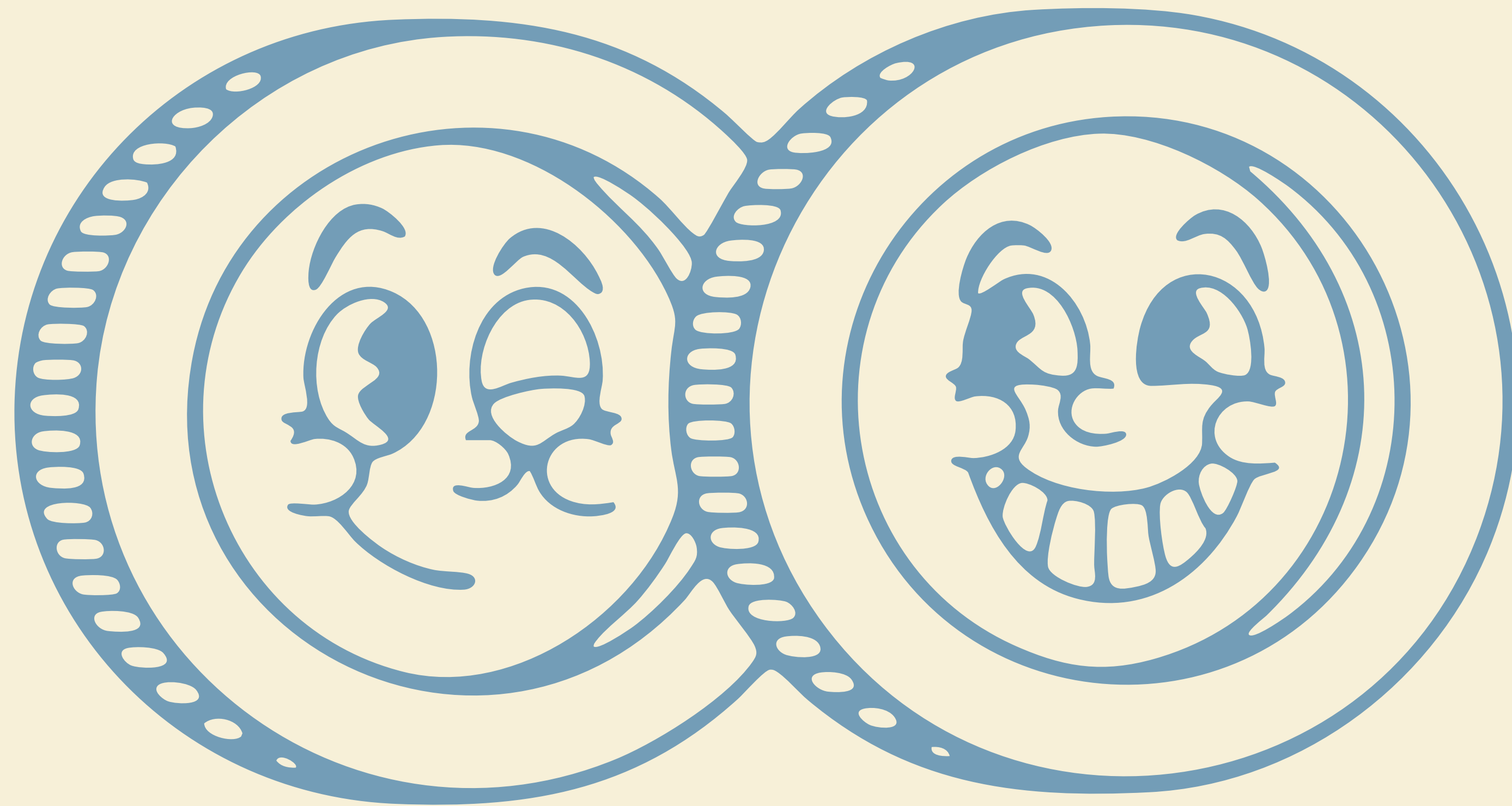


# Option 1

Logo/illustration

Option 1

# Logo/Illustration





# Option 2

Logo/illustration

Option 2

# Logo/Illustration





**Type** Wordmark

# Typographic System

PRIMARY  
CCMatineedol - (Modified, Numerical)

2¢ Cents

SECONDARY  
Franklin Gothic Demi

Coffee

LOCKUP

2¢ Cents  
Coffee

CCMatineedol - (Modified, Spelled out)

Two Cents

SECONDARY  
Ad Gothic

coffee

LOCKUP

Two Cents  
coffee

CCMatineedol - (Modified, Spelled out)

"Two Cents"

SECONDARY  
Editorial New

coffee

LOCKUP

"Two Cents"  
coffee



# Typographic System

PRIMARY  
CC Spaghetti Western (Modified, Spelled)

TwoCents

SECONDARY  
Franklin Gothic Demi

Coffee

LOCKUP

TwoCents  
Coffee

CC Spaghetti Western (Modified, Spelled)

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SECONDARY  
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coffee

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coffee

LOCKUP

2¢

# Mockups



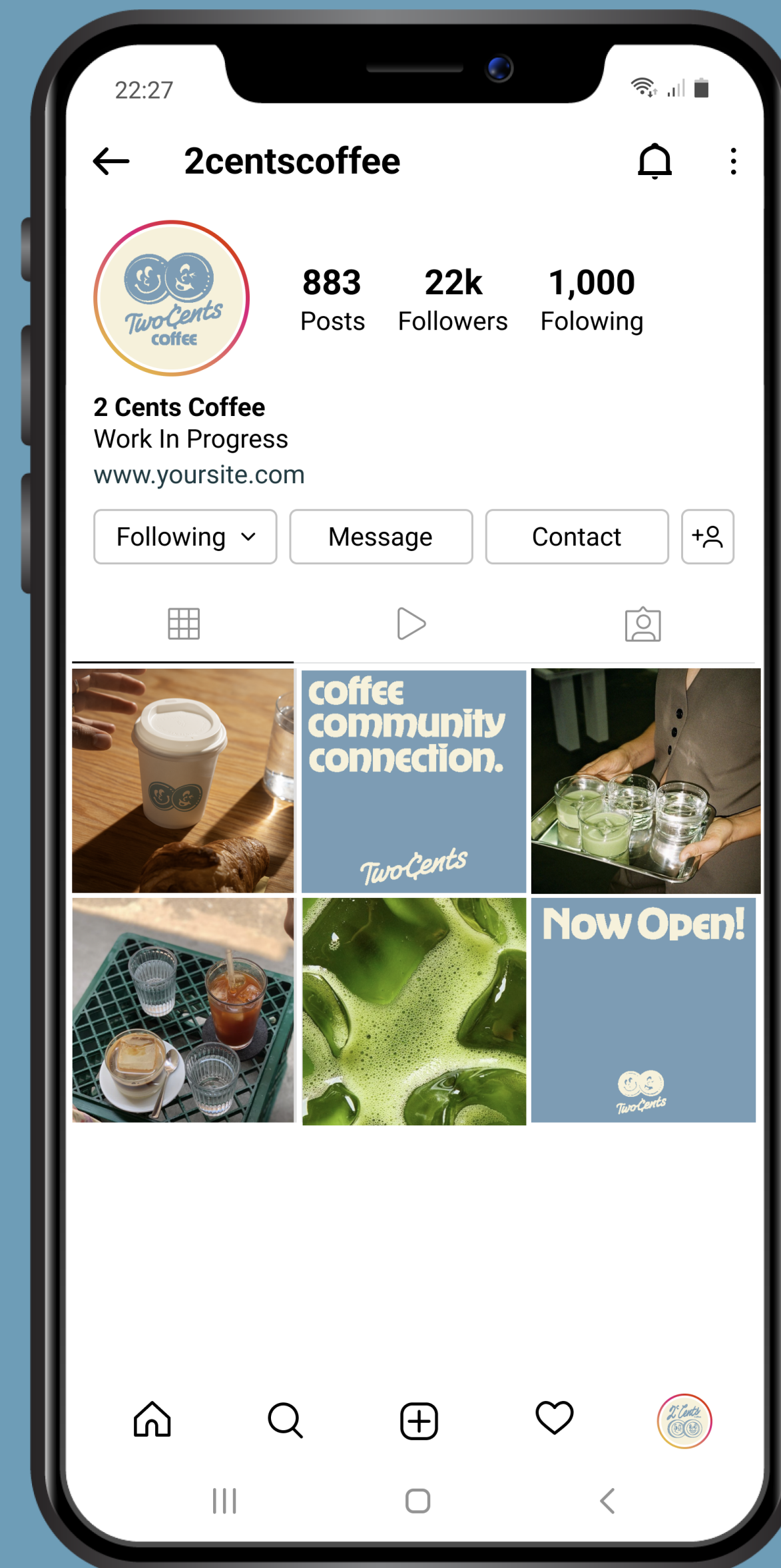
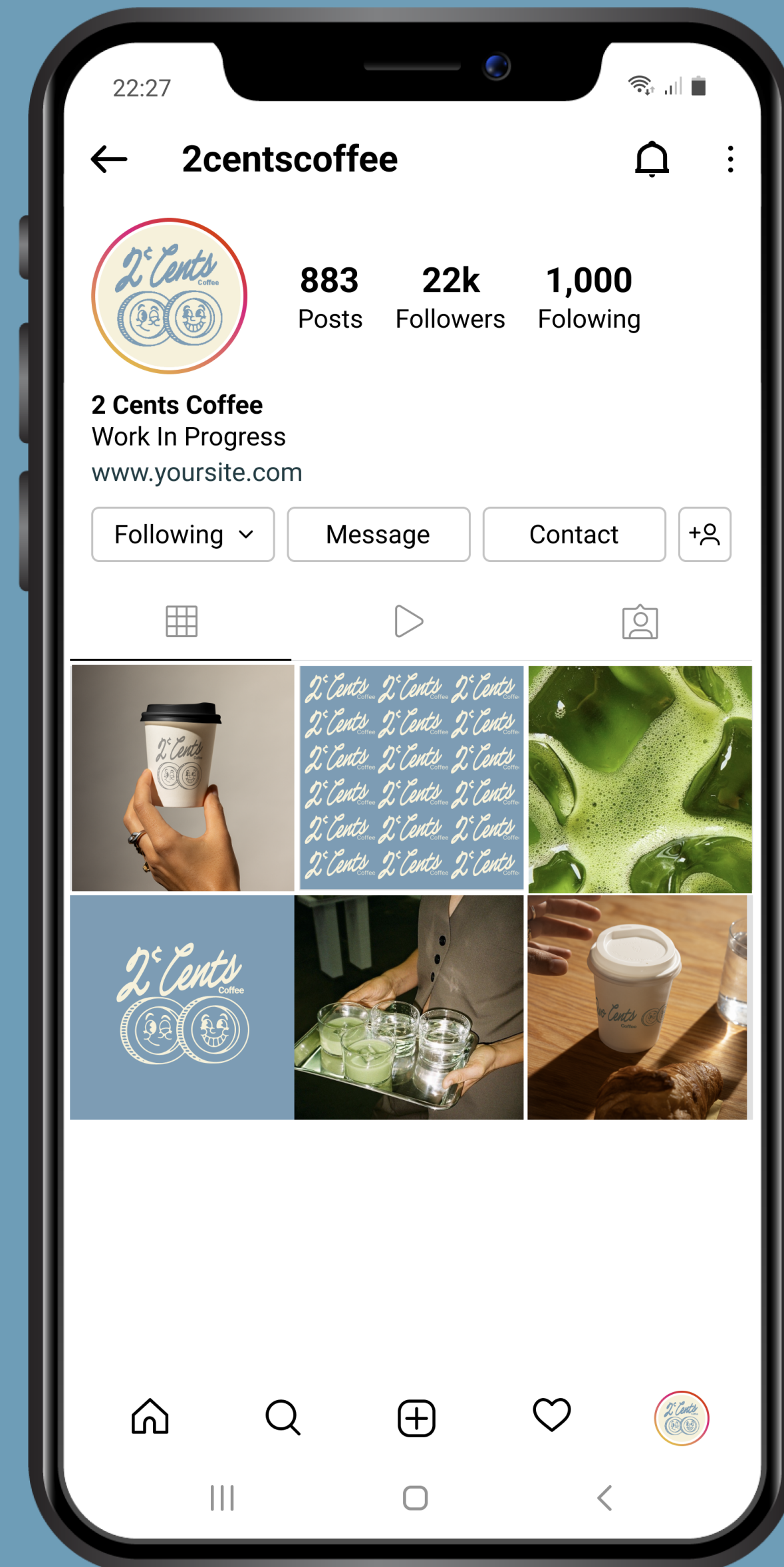


2 CENTS



GOOD IMAGES™









**TwoCents**

**CLASSICS**

- Espresso — Bold & balanced, two shots deep
- Americano — Espresso + hot water, simple and sharp
- Cappuccino — Velvety foam meets rich espresso
- Latte — Smooth, steamed milk with a soft espresso finish
- Flat White — Less foam, more flavor

**SIGNATURES**

- Dirty Matcha — Matcha latte with a shot of espresso
- Burnt Honey Latte — Sweet, smoky, and creamy
- Cardamom Cold Brew — Spiced, slow-brewed, and chilled
- Espresso Tonic — Bright, bitter, bubbly
- Midnight Mocha — Dark chocolate, sea salt, and espresso

**COLD**

- Iced Americano
- Iced Latte
- Cold Brew
- Oat Draft Latte — Housemade, nitro-style smooth

**NON-COFFEE**

- Matcha Latte
- Chai Latte
- Hot Cocoa
- Seasonal Tea (ask what's steeping)

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**Thank you!**