STYLE GUIDE

Overview

AeroPress's **brand** is the collection of perceptions people have about our company. It is the big picture impression that is left on our customers and those who interact with us.

AeroPress's **branding** exists to differentiate our company from others in the marketplace, as well as connect with a target audience. It creates trust and recognition by communicating in a consistent way across all teams and channels.

This **style guide** is the visual translation of AeroPress's mission, vision and values. It is the framework that specifies how to communicate the AeroPress brand. The design assets presented within are the tangible visual elements that determine how our brand is perceived by, and how it interacts with, the world.

Navigate to a section below.

Brand Story	Logo	Color
Typography	Imagery	Voice

Brand Story

The company was founded in 1984 by Alan Adler, a renowned inventor and Stanford University engineering instructor, to manufacture and sell his revolutionary sporting goods inventions, including the Aerobie Pro flying ring, which set a Guinness World Record for the longest throw. In 2004 Alan began studying the coffee brewing process and analyzing coffee maker designs in order to create a truly innovative device that would brew a superior cup of coffee. At a coffee industry trade show in November 2005, he debuted the breakthrough AeroPress coffee maker. Since then, the AeroPress has become a beloved brewer in dozens of countries around the world and has even inspired its own slate of World AeroPress Championships. In 2019, he added the AeroPress Go travel coffee press to the product line.

Our Mission

AeroPress, Inc. is the manufacturer of AeroPress coffee makers, innovative coffee presses beloved by a multitude of global fans.

Our Vision

We're focused on engineering breakthroughs in the brewing process to make the best coffee you have ever tasted.

Our Values

We are committed to providing the highest level of performance and quality for our products and customer service.

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Logo Identity

AeroPress's logo is the cornerstone of our brand identity. It clearly communicates who we are, our values, is visually appealing, and makes a lasting impression on AeroPress's audience.

The AeroPress logotype design and its variations are property of AeroPress, Inc. All rights afforded under U.S. copyright law are retained by the owner.

Correct and incorrect versions of our company name include:

Correct:

AeroPress
AeroPress, Inc.

Incorrect:

Aeropress
Aero Press
Aero Press, Inc.

Permission Required. Written permission is required by any individual, persons, or company desiring to use our identity graphics in conjunction with a commercial product, business name or unaffiliated service.

Distribution. Do not redistribute without our expressed consent as files are subject to change without notice.

Right of Refusal. The owner retains the right to revoke permission and use of graphic assets for any reason.

Download Logo Kit

Approved Logo Variations

Primary Logo Variations

AEROPRESS, INC.

AEROPRESS, INC.

AEROPRESS, INC.

Secondary Logo Variations

AEROPRESS® The Better Coffee Press

AEROPRESS® The Better Coffee Press

AEROPRESS® The Better Coffee Press

AEROPRESS®

AeroPress®

AeroPress®

AeroPress®

AeroPress
The Better Coffee Press

AeroPress®
The Better Coffee Press

AeroPress®
The Better Coffee Press

Usage Specifications

How to use our logo assets:

Provide an adequate amount of space around the logo to prevent overcrowding.

How not to use our logo assets:

Do not use our logo designs in unapproved colors. Our logotype should never purposely be tilted or oriented differently than what's shown here.

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Color Palette

AeroPress's official palette is comprised of a variety of swatches, each functioning as an essential component to our brand's web presence and print design materials.

AeroPress Navy

RGB 45 / 52 / 114
HEX 2C3472
CMYK 92 / 84 / 7 / 15
Pantone 534 C

Used for buttons.

AeroPress Red

RGB 121 / 35 / 33
HEX 792221
CMYK 19 / 88 / 82 / 38
Pantone 1815 C

Used as the logo color and for header notifications.

Tuscan Brown

RGB 169 / 127 / 95
HEX A97F5F
CMYK 27 / 47 / 63 / 6
Pantone 479 C

The primary accent color for call to action buttons and links.

Jet Black

RGB 51 / 47 / 48
HEX 332F30
CMYK 77 / 77 / 69 / 42
Pantone 440 C

Used for certain backgrounds where additional contrast is needed.

Dark Coffee

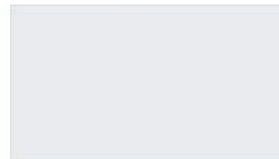RGB 48 / 28 / 20
HEX 301C14

Cool Rust

RGB 152 / 84 / 69
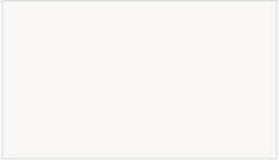HEX 985445

Light Slate Gray

RGB 116 / 130 / 155
HEX 74829B

Isabelline Gray

RGB 234 / 236 / 239
HEX EAECEF

HEX 301C14	HEX 985445	HEX 74829B	HEX EAECEF
CMYK 50 / 73 / 75 / 68	CMYK 28 / 71 / 72 / 14	CMYK 57 / 40 / 17 / 2	CMYK 7 / 4 / 2 / 0
Pantone Black 4 C	Pantone 7524 C	Pantone 7544 C	Pantone 7544 C
Used for the body copy and headers.	Used for leads and certain backgrounds where additional contrast is needed.	Used for call to action button hovers and link hovers.	Used for certain backgrounds where additional contrast is needed.

Warm White

RGB 249 / 248 / 247

HEX F9F8F7

CMYK 2 / 2 / 1 / 0

Pantone 7544 C

Used as the default background color and areas of inverted text.

Typography

Typography -- the visual art of creating written words -- is an essential building block of AeroPress's brand identity. AeroPress utilizes the following defined typefaces for all content displayed on our website at https://aeropress.com.

Primary Typeface: Roboto

Clean, bold and robust, Roboto is a grotestk sans-serif that features friendly and open curves. It provides a high level of contrast, especially at display sizes.

H1 heading
H2 heading
H3 heading
H4 heading

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? . , : ; ' " ^ < >
@ # $ % & * ( ) [ ] { } / \ | _ + = - ~ `

How quickly daft jumping zebras vex.

The quick brown fox jumps over the lazy dog.

This is a paragraph that uses every single letter in the alphabet. Now, that doesn't mean this can be a paragraph with no story, but it does mean that every single letter is used. You can make it as generic or fanciful as you'd like. You can talk about anything from quilts to jets to xylophones. Oh yeah, and you can use whatever language you want, from Afrikaans to Zulu.

Directions for use:
Used for primary headers H1 - H6.

View Roboto at Google Fonts.

Secondary Typeface: Libre Franklin

Libre Franklin is an updated version of the classic Franklin Gothic typeface. It is highly versatile in its presentation and can be used for either display

or body text purposes.

H1 heading
H2 heading
H3 heading
H4 heading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?.,:;'"^<>
@#$%&*(){}[]{}/\|_+=-~`

How quickly daft jumping zebras vex.

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Directions for use:
Used for body copy, links, and CTA buttons.

View Libre Franklin at Google Fonts.

Imagery

AeroPress's on-brand images help to convey our best practices, aspirations and moods. The following images have been selected to communicate AeroPress's values associated with our brand.

Voice

AeroPress's brand voice strongly impacts how our audience feels about our products and services. The following words and phrases depict our best practices, personality and what does and does not demonstrate the voice of our AeroPress brand.

Words we like:

Delicious, brewing process, breakthrough, community, easy to use, best coffee, smooth, low acidity, travel friendly, easy cleanup, BPA free materials, friendly competition, recipes, optimized, convenient, made in the USA.

Words we don't like:

Bitterness, grit, high acidity, stationary, long brewing time, slow, counterfeit, complexity, waiting time, BPA plastic, leeching.

SIGN UP FOR OUR NEWSLETTER

Join to receive new recipes and AeroPress news!

Email Address *(Required)*

[   ] [Join]

AeroPress®
The Better Coffee Press

[Contact Us]

ABOUT
About AeroPress
Evolution of Materials
Press Mentions
Importer-Distributors
Photo Credits

PRODUCTS
Why AeroPress
Buy AeroPress Now
Replacement Parts
Find in Online Stores
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