

# Mr. Brown Coffee Logo Usage Guidelines

King Car Group | 2024.07.09

## Logo Usage Policies

- **All logos must include the text “MR.BROWN”**

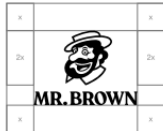
Do not remove “MR.BROWN” from the logo.

- **Do not change the logo’s colors.**

We have provided 8 versions of the logo to ensure that our logos would work with most designs. If your design requires changing the logo colors, please send the file to your MR.BROWN manager to be approved by MR.BROWN Headquarters.

## Logos for Light-Colored Backgrounds

The 4 logos below are designed to be used on light-colored backgrounds.



## Logos for Dark-Colored Backgrounds

The 4 logos below are designed to be used on dark-colored backgrounds.



## Logo Usage: Social Media

To better align MR.BROWN's global brand image, we would like to kindly request that all MR.BROWN social media accounts' logos be changed to one below. Please contact your MR.BROWN manager if you do not have the file.

