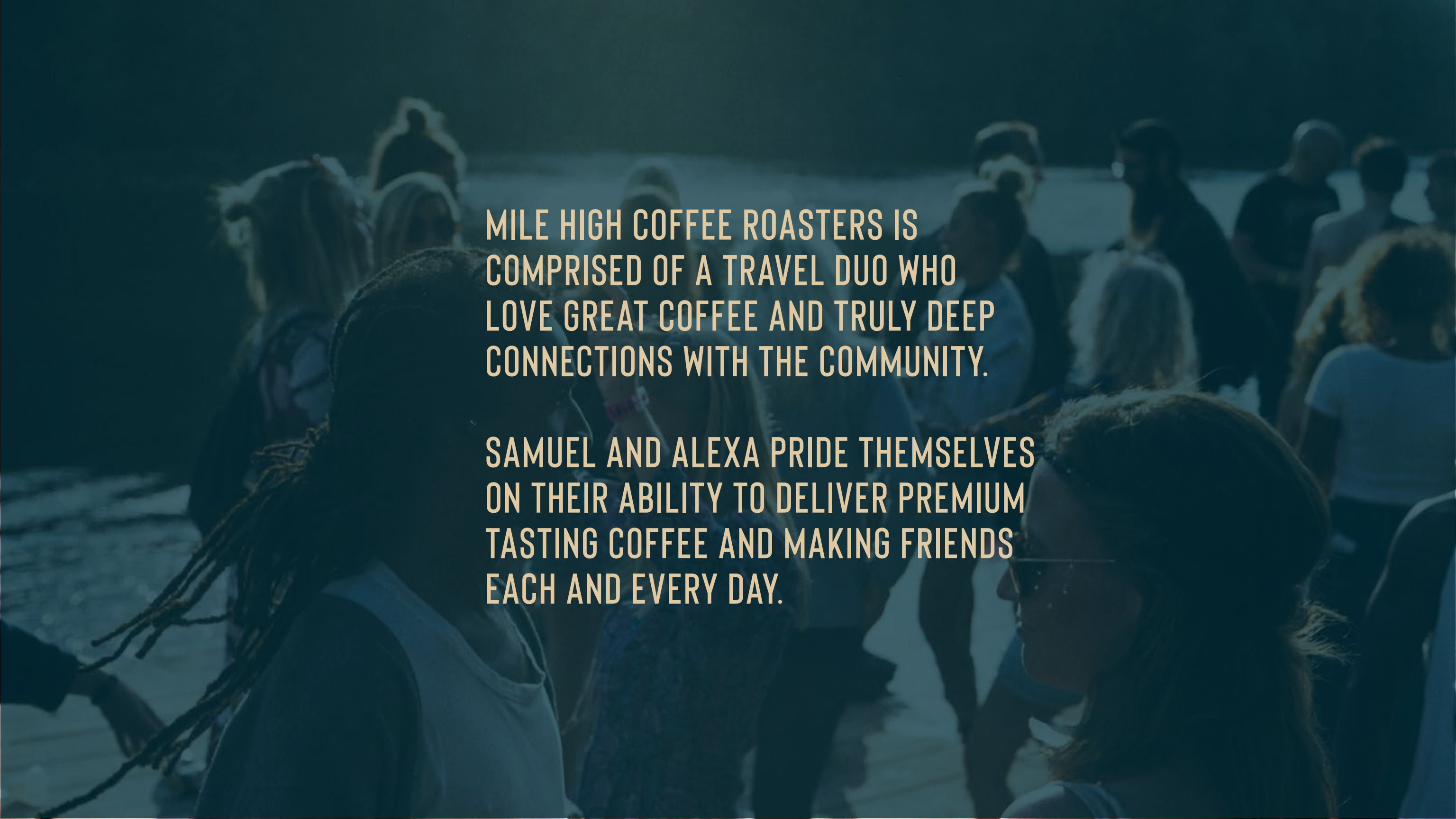




BRANDING CASE STUDY

A crowd of people is gathered outdoors, possibly at a festival or community event. The image is heavily filtered with a dark blue color, making the details of the people and background less distinct. The text is overlaid in a clean, white, sans-serif font.

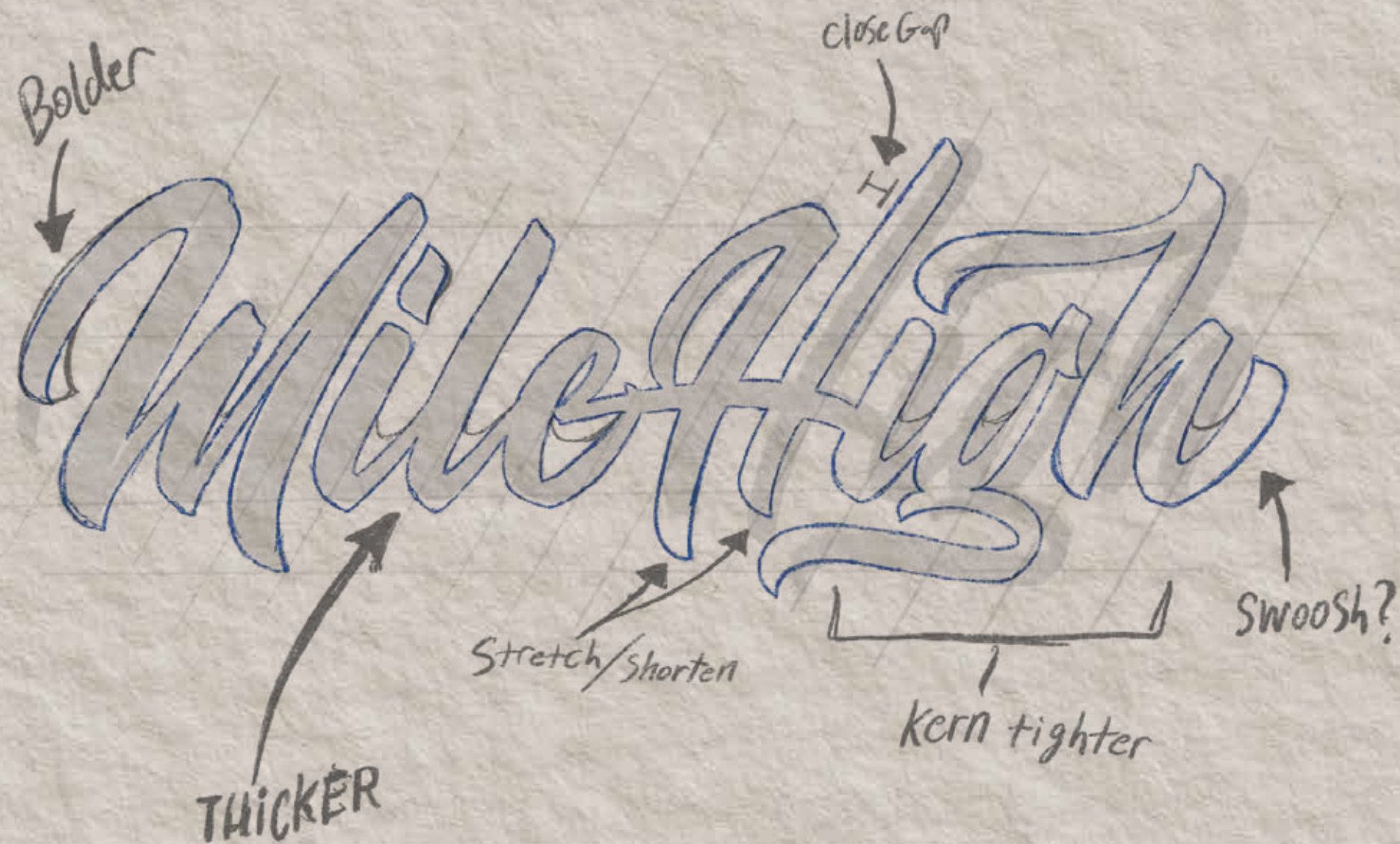
MILE HIGH COFFEE ROASTERS IS
COMPRISED OF A TRAVEL DUO WHO
LOVE GREAT COFFEE AND TRULY DEEP
CONNECTIONS WITH THE COMMUNITY.

SAMUEL AND ALEXA PRIDE THEMSELVES
ON THEIR ABILITY TO DELIVER PREMIUM
TASTING COFFEE AND MAKING FRIENDS
EACH AND EVERY DAY.

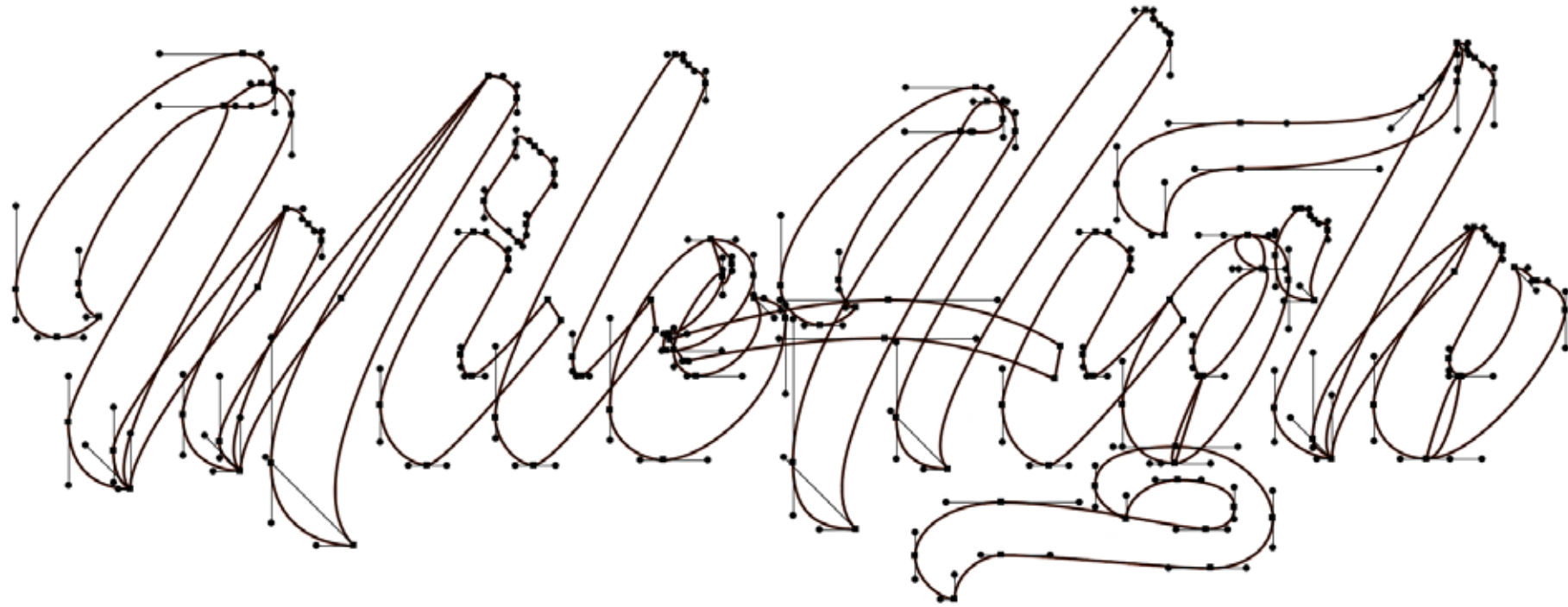
A photograph of the Machu Picchu ruins, showing stone terraces, walls, and a central plaza, set against a backdrop of steep, forested mountains. The image is overlaid with a semi-transparent blue filter.

DELICATELY ROASTED AT A MILE HIGH
ELEVATION FOR COFFEE ENTHUSIASTS WHO
LOVE THE CRISP TASTE OF BEANS HARVESTED
FROM MEXICO AND SOUTH AMERICA.

THE SKETCH



THE VECTOR



LOGOTYPE

Midnight

MONOGRAM

THE TWO STEMS IN THE MARK
REPRESENT TWO PEOPLE, WITH THE
CROSSBAR SHOWING THE ACT OF
GIVING AND CONNECTING WITH OTHERS.
A RING WAS ADDED AROUND THE
ENTIRE MONOGRAM TO SYMBOLIZE
THE GLOBE AND HOW WE'RE ALL
CONNECTED EVEN IF WE DON'T SEE IT.



LOGO BADGE

THE TWO STEMS IN THE MARK
REPRESENT TWO PEOPLE, WITH TH



