BRAND BIBLES · PACKAGING · RETAIL POS · GOVERNANCE

TWO WORLDS. ONE SYSTEM-FIRST DISCIPLINE.

Complete brand bibles, raster-to-vector rebuilds, packaging specs, retail POS, and organized print-ready handoff systems.

BRAND 01 — CONSUMER F&B

THE CAFFEINE PLUG

Streetwear coffee Brand Bible, 1-color halftone print specs, cups, outdoor POS & social drops.

BRAND 02 — 24-PAGE BIBLE V1.0

Odyssey IT Solutions

Raster-to-vector rebuild, 24-page Brand Bible v1.0, print & social collateral, and structured handoff.

BRAND BIBLE v1.0 · PRINT & DIGITAL

THE CAFFEINE PLUG

"YOUR DAILY DOSE, STRAIGHT FROM THE PLUG"

Underground streetwear discipline applied to mobile specialty iced coffee.

FIG 01 // CORE MASCOT · 45-65 LPI



01 // COLOR & INK GOVERNANCE WCAG 2.2 CHECKED

#0D0D0D	#F4F1EA	#FFD100
Ink Black	**Paper Stock**	**Live Wire**
Primary structure	Warm print ground	Ink-only · Max 10%

02 // TYPOGRAPHY 1.333 PERFECT FOURTH

ANTON DISPLAY

Headlines, menu items, drop numbers & outdoor cart signage.

Archivo + Mono

UI copy, flavor notes, SKU tags, pricing tables & print specs.

03 // BRAND BIBLE DELIVERABLES 11 PRODUCTION SPECS

- Logo clear-space, min-size & misuse matrix
- Cart wrap & outdoor glare-safe menu board
- Mascot pose, prop & expression rules
- Halftone dot density & LPI print recipes
- Cups, sleeves, bean bags & die-cut stickers
- Modular social drop & story templates



1-COLOR PRINT READY

Built from the start to screen-print cleanly on cups, sleeves, cartons, and merch without muddying.

BUILT FOR THE COUNTER.

Every asset is engineered for high visibility under outdoor glare, fast barista workflows, and instant shelf recall.

01 // PACKAGING — CUPS · SLEEVES · STICKERS



16 OZ ICED CUP SPEC

SUBSTRATE: Clear PET
LABEL: 70mm Die-Cut
INK: 1C Matte Black
FINISH: Cold-Condense Vinyl

Packaging System: Die-cut waterproof cup labels, 1-color sleeves, bean pouches, and merch capsule tags.

02 // RETAIL POS — OUTDOOR MENU BOARD

THE STAPLES

ICED ONLY // 16 OZ

PLUG BLACK	Double-shot Americano	PHP 110
WHITE LABEL	Classic Iced Latte	PHP 130
SIDE HUSTLE	Spanish Latte	PHP 140
COLD CONNECT	18-Hr Small-Batch Cold Brew	PHP 140

POS Legibility: High-contrast typography sized for 3-meter queue readability under direct sunlight.

03 // COUNTER POS — PHYSICAL NFC + QR STAND

THE CAFFEINE PLUG

NFC TAP CARD

Tap phone to collect stamp

10 STAMPS = 1 FREE DOSE · NO APP

Interactive POS: Counter-side matte NFC tap cards paired with branded mobile loyalty wallets.

04 // SOCIAL CREATIVE — DROP & STORY TEMPLATES

DROP 014 · LTD / 100 CUPS

UBE COLD FOAM

16 OZ ICED · NO RESTOCKS PHP 150



Campaign System: Modular feed statics, stories, weather/location drops, and merch spotlights.

EVOLVING AN EXISTING BRAND · RASTER JPG TO GOVERNED SYSTEM APPROVED PROPOSED

Odyssey IT Solutions

Rebuilt an existing raster JPG logo into a measured vector master and expanded it into a 24-page Brand Bible covering strategy, WCAG 2.x color governance, Poppins/Inter type, and misuse rules.

STARTING POINT

Raster JPG Mark Only

Supplied as a flat raster JPG with two colors—no vector paths, no clear-space or minimum-size rules, no contrast guardrails, and no layout system.

→

EVOLVED · 24-PAGE BRAND BIBLE V1.0

True Vector Master & Governance

Rebuilt in pure vector paths (1 u = 1/360 height), 5 colorways, 10 color tokens (adding Ember for accessible light text), and APPROVED / PROPOSED / CONFIRM audit tags.

02 // MEASURED VECTOR GEOMETRY VECTOR MASTER

2X CLEAR SPACE (X = 40 u NAVY WALL) · WIDTH 736 u

ODYSSEY

WORDMARK 618 u (84% MONOGRAM) · POPPINS BOLD OUTLINES

Letter height	360 u	Navy wall (X)	40 u
Orange rim	18 u	Mast · gap	14 u · 9 u
Concentric radii	128·88·70 u	Min stacked	56 px / 22 mm

ODYSSEY

Full Colour on Warm White #F9F8F3 14.16 : 1 AAA

ODYSSEY

Reversed on Odyssey Navy #152839 14.16 : 1 AAA

ODYSSEY

Single Colour Black (Print / Legal) 21.00 : 1 AAA

04 // ENFORCED COLOR BALANCE · CMYK + WCAG 2.X

EMBER #B8470A FOR LIGHT TEXT (5.01:1 AA)

60% Warm White #F9F8F3 **25%** Odyssey Navy #152839 **10%** Slate / Mist / Sand **5% Max** Voyage Orange #FF6F07

BRAND BIBLE PAGES 15-24 · APPLICATIONS & PRODUCTION FILES

Print, Social & Clean Handoff.

Derived reusable motifs directly from the ODC monogram and applied them across A4 proposals, business cards, 1:1 social posts, sub-brands, and print-ready vector folders.

COUNTER FRAME

CONCENTRIC CORNERS

Navy outer + thin orange inner line for cards & callouts.

SAIL CURVE

Plan · Build · Grow

The sail's leech as a corner accent. Max one per layout.

MAST RULE

Vertical anchor for quotes & posts

Drawn directly from the mast inside the D.

SUB-BRAND LOCKUP

ODYSSEY | Loyalty Card

2X divider spec scaling to Odyssey Digital Loyalty.

08 // PRINT & SOCIAL APPLICATIONS

PAGES 20-21

ODYSSEY

PROPOSAL · A4

Customer booking and billing system

Prepared for [Client name] · Navy ground with single Sail Curve accent.

A4 PRINT · CMYK PROOF READY

ODYSSEY

[Full name]

[JOB TITLE]

[phone]
[email]
85 × 55 mm

Three spreadsheets and a group chat?

One booking system can bring it all into one place. Plain-language B2B social template (1:1).

1:1 SOCIAL · MAST RULE

16:9 PRESENTATION COVER · PAGE 21

From spreadsheets to one shared system

Warm White title slides + horizontal lockup + single Sail Curve accent.

ODYSSEY

Real-World Collateral: A4 proposal covers, 85×55 mm business cards, A4 letterheads, 16:9 decks, 1:1 social statics, and client trade brochures.

09 // ASSET HANDOFF

PAGE 23

```
odyssey-brand-assets/
├ svg/ vector masters
├ pdf/ print suppliers
├ png/ light/ + dark/ 1x·2x
└ icons/ app icon · favicon
```

Poppins
Headings · 500, 700
Echoes monogram

Inter
Body & UI · 400-600
16/26px · 10-11pt

Strict Naming Convention
odyssey-logo-[layout]-[colourway].[ext]
Zero embedded PNGs in vector files

PRE-FLIGHT BRAND CHECKLIST

- [✓] Correct colourway & 2X clear space
- [✓] True vector paths (no raster embed)
- [✓] Ember text on light · Navy on orange
- [✓] CMYK drawdown verified with printer

Production Discipline: Every print PDF and @2x PNG exports cleanly from one verified vector master.

TWO BRANDS. ZERO TEMPLATES.

From expressive F&B packaging and outdoor retail POS to a 24-page B2B Brand Bible with measured vector geometry and organized print-ready handoffs.

CONSUMER F&B
0-TO-1 IDENTITY

THE CAFFEINE PLUG

- Complete streetwear Brand Bible & 1-color halftone print specs (45–65 LPI)
- Packaging: 16 oz cup labels, sleeves, bean bags & die-cut sticker sheets
- Retail POS: cart wrap, glare-safe outdoor menu & NFC counter cards
- Modular social drops, stories, menu boards & merch campaign pack

EXPRESSIVE · TACTILE · COUNTER-READY

ODYSSEY

24-PAGE BIBLE V1.0
BRAND EVOLUTION

Odyssey IT Solutions

- Rebuilt raster JPG logo into a measured 360 u true vector master
- 24-page Brand Bible: Poppins/Inter, WCAG 2.x matrix & 60/25/10/5 balance
- Derived visual motifs: Counter Frame, Sail Curve & Mast Rule
- Print, social & handoff: A4 proposals, 85×55 mm cards, 1:1 posts & SVG/PDF packs

STRUCTURED · ACCESSIBLE · PRINT-READY

BRAND BIBLES · PACKAGING · RETAIL / POS · SOCIAL CAMPAIGNS · VECTOR & PRINT HANDOFF