



**CIRCO COFFEE**

since 2017

# BRAND STRATEGY

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# 未來辦公室咖啡專家



辦公室精品咖啡的專家  
迎接 Workstyle 的到來

### 以人為本

以需求出發創新服務打造

People-oriented

內部文化

從每一杯咖啡，  
回到真實使用者  
的生活節奏與需要。

### 科學精準

以數據打造穩定高品質

Science-Driven Quality

工作哲學

以數據與研發為基礎，  
從產地、烘焙到沖煮，  
為每一次萃取建立標準。

### 尊重合作

尊重每一個專業與創新的可能

Respectful Collaboration

內部文化

團隊與客戶互為夥伴，  
彼此的尊重與信任。  
在合作之中找到更好的答案。

### 低調不凡

以感官設計打造不凡體驗

Quiet Luxury Experience

服務原則

用內斂的設計與穩定的風味，  
讓日常悄悄超越普通。

商務精品咖啡的先驅者

The Pioneer in Business Specialty Coffee

我們與工作相處的模式正在改變，面對變動的世界，工作者必須以更彈性的模式，促進更頻繁的交流。CIRCO COFFEE 是專為企業用戶量身打造的咖啡品牌，除了與您共築幸福的工作氛圍，更協助您在多元的商務時刻，激盪工作靈感，令工作表現更加成功卓越。

以精品咖啡，提升辦公空間的日常體驗。

Bring Specialty coffee  
into the well-being workplace.

CIRCO COFFEE 想為您共築一份企業的幸福感；除了對員工的細膩呵護，更傳遞一種以客為尊的服務態度。

研究指出，好的咖啡有助於提升工作的專注力，進而提升企業的盈利能力。

外在個性

**穩定**

用穩定、講究的每一杯咖啡

**條理**

科學分析、原料與材質講究

**靈活**

能快速回應、應變能力強、客製化解決方案

**自信**

展現現代化、前瞻性，勇於嘗試新方法與技術



內在個性

**負責**

重視與客戶的長期關係

**理性**

低調不張揚，決策理性、實際，重視結果

**細心**

以人文本的服務精神，在乎客戶需求

**美學**

將感知、創意與秩序融入工作環境



**CIRCO COFFEE**

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Escaping From Ordinary

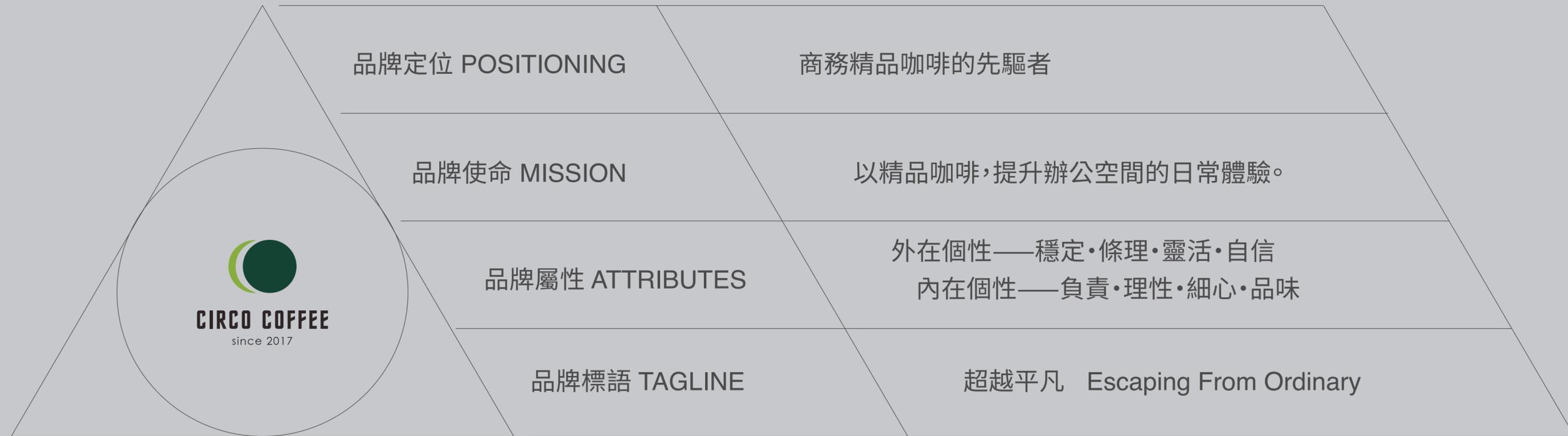
超越平凡

品牌標語 | BRAND TAGLINE



未來辦公室咖啡專家

願景 VISION



品牌定位 POSITIONING

商務精品咖啡的先驅者

品牌使命 MISSION

以精品咖啡, 提升辦公空間的日常體驗。

品牌屬性 ATTRIBUTES

外在個性——穩定·條理·靈活·自信  
內在個性——負責·理性·細心·品味

品牌標語 TAGLINE

超越平凡 Escaping From Ordinary

目標 GOAL

辦公室精品咖啡的專家, 迎接 Workstyle 的到來

價值 VALUE

· 以人為本 · 科學精準 · 低調不凡 · 尊重合作

Escaping From Ordinary

CIRCO COFFEE SINGLE ORIGINS



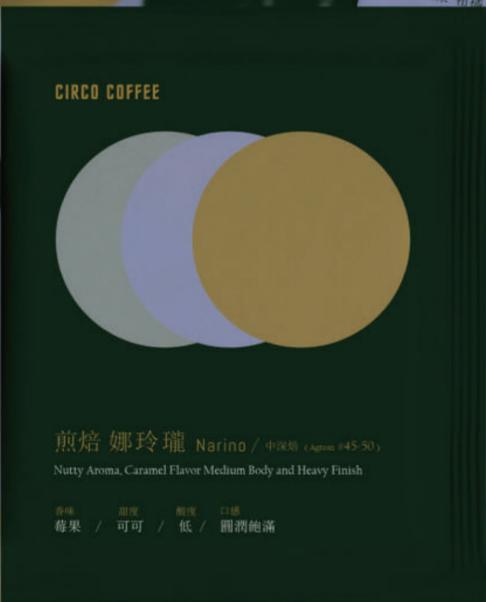
Compostable Coffee Capsule

Single Origin x 10



Escaping From Ordinary

CIRCO COFFEE SINGLE ORIGINS





**CIRCO COFFEE**  
since 2017



# Graphic System

## Design Elements



**CIRCO COFFEE**  
since 2017



**CIRCO COFFEE**  
since 2017

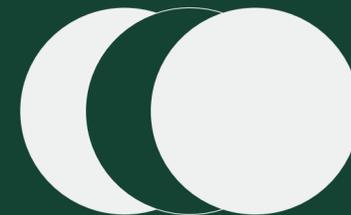


Abel Regular



**CIRCO COFFEE**  
Escaping From Ordinary

Escaping From  
Ordinary



[circo.com.tw](http://circo.com.tw)

Graphic System  
Design Elements



**CIRCO COFFEE**

since 2017



**CIRCO COFFEE**

since 2017

Brand LOGO



**CIRCO COFFEE**

since 2017



**CIRCO COFFEE**

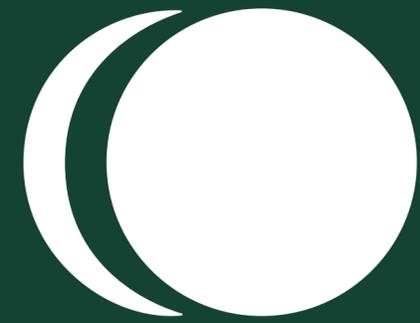
since 2017

Graphic System  
Design Elements

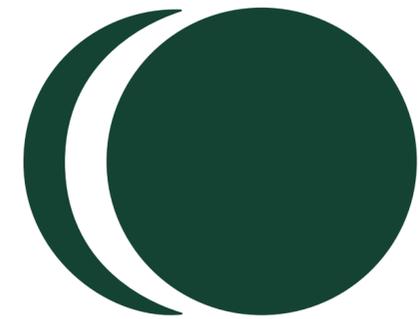
Brand LOGO



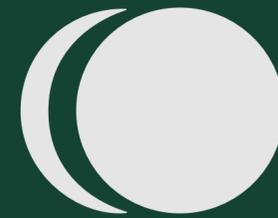
**CIRCO COFFEE**  
since 2017



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since 2017

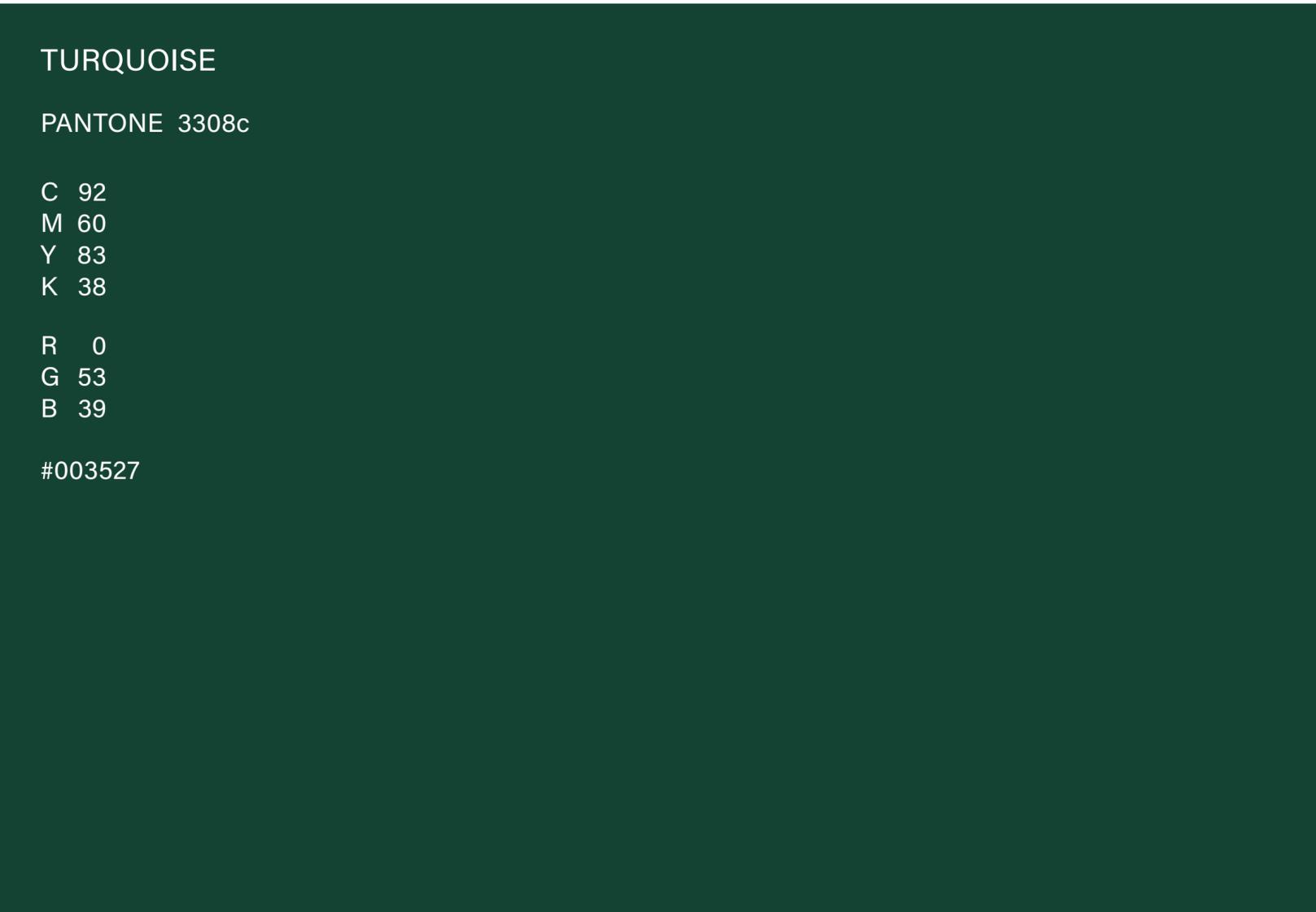
**CIRCO COFFEE**  
since 2017

# Graphic System

## Design Elements

### Brand Color

Primary Base

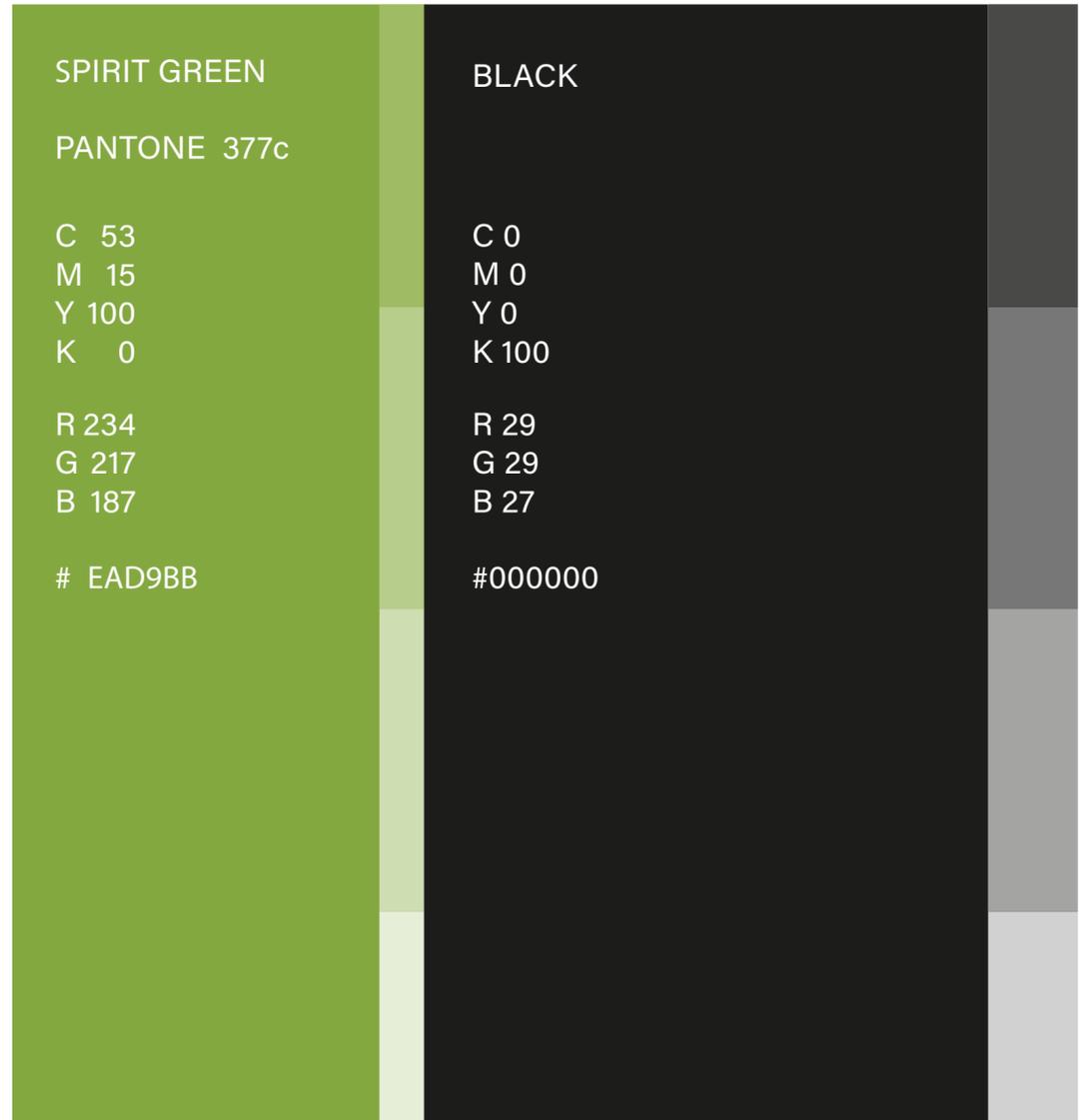


### SIMPLE WHITE

C 0  
M 0  
Y 0  
K 0

R 255  
G 255  
B 255

# FFFFFFFF



80%

60%

40%

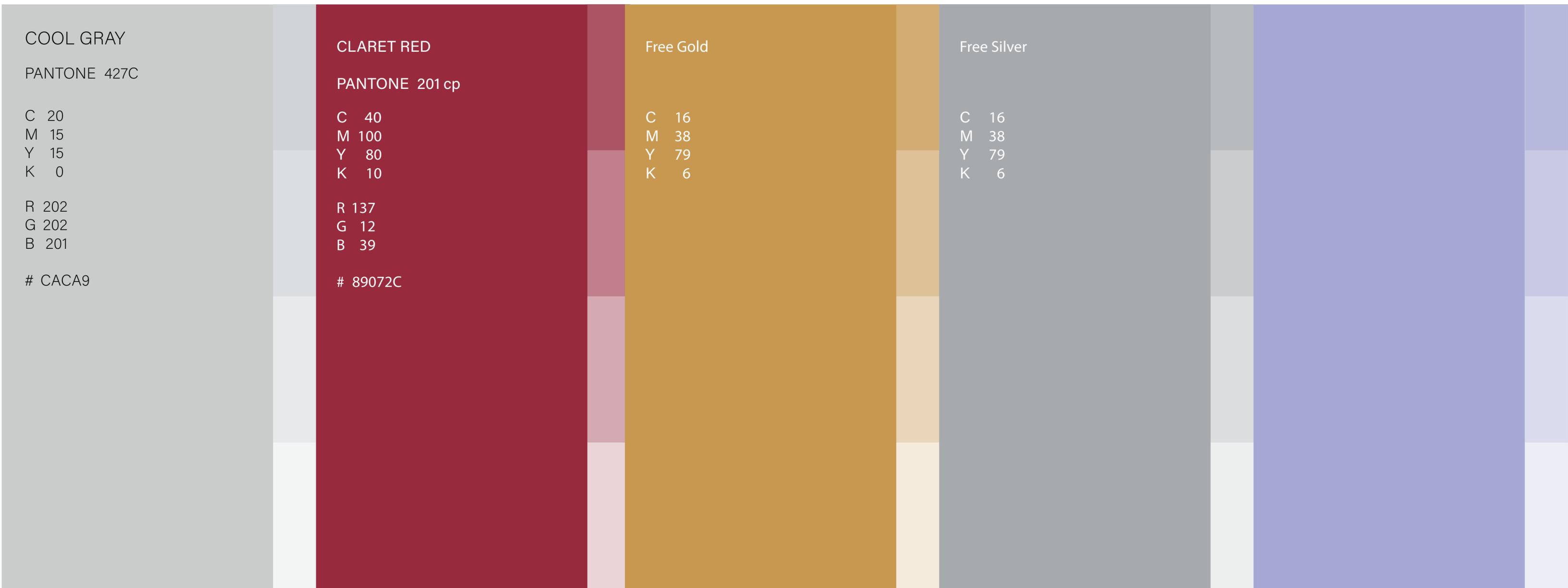
20%

# Graphic System

## Design Elements

### Brand Color

Complimentary



# Graphic System

## The Spencerian Script

### Preserving an Icon



Safe Area



Bounding Box

Center Line



Bounding Box

Center Line



Minimum Size  
20mm wild



Minimum Size  
20mm wild

# Graphic System Design Elements

## Packaging Color



# CIRCO COFFEE

## Daily Selection

Single Origin

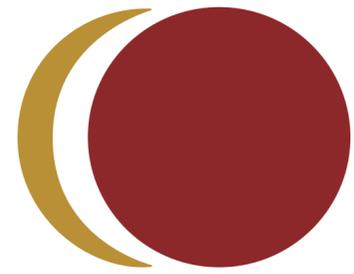
哥倫比亞 Colombia



/ 中焙 (Agtron # 48-52)

Nutty Aroma, Caramel Flavor Medium Body and Heavy Finish.

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# CIRCO COFFEE

## Special Selection

Single Origin

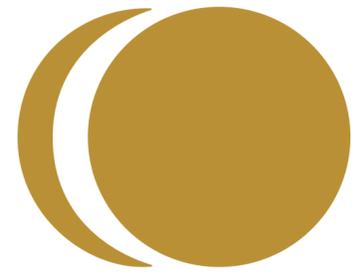
黃金曼特寧 Golden  
Mandheling



/ 中淺焙 (Agtron # 45-50)

Herbal Tea Aroma, Spices and Nutty Cream Flavor.  
Rich and Thick Body with unobserved Acidity.

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# CIRCO COFFEE

## Limited Selection

Single Origin

藝妓 Geisha



/ 中焙 (Agtron # 60-65)

Pomelo and Orange Aroma, Honey and Sugar Flavor.  
Well-Developed Body with Peach Taste.

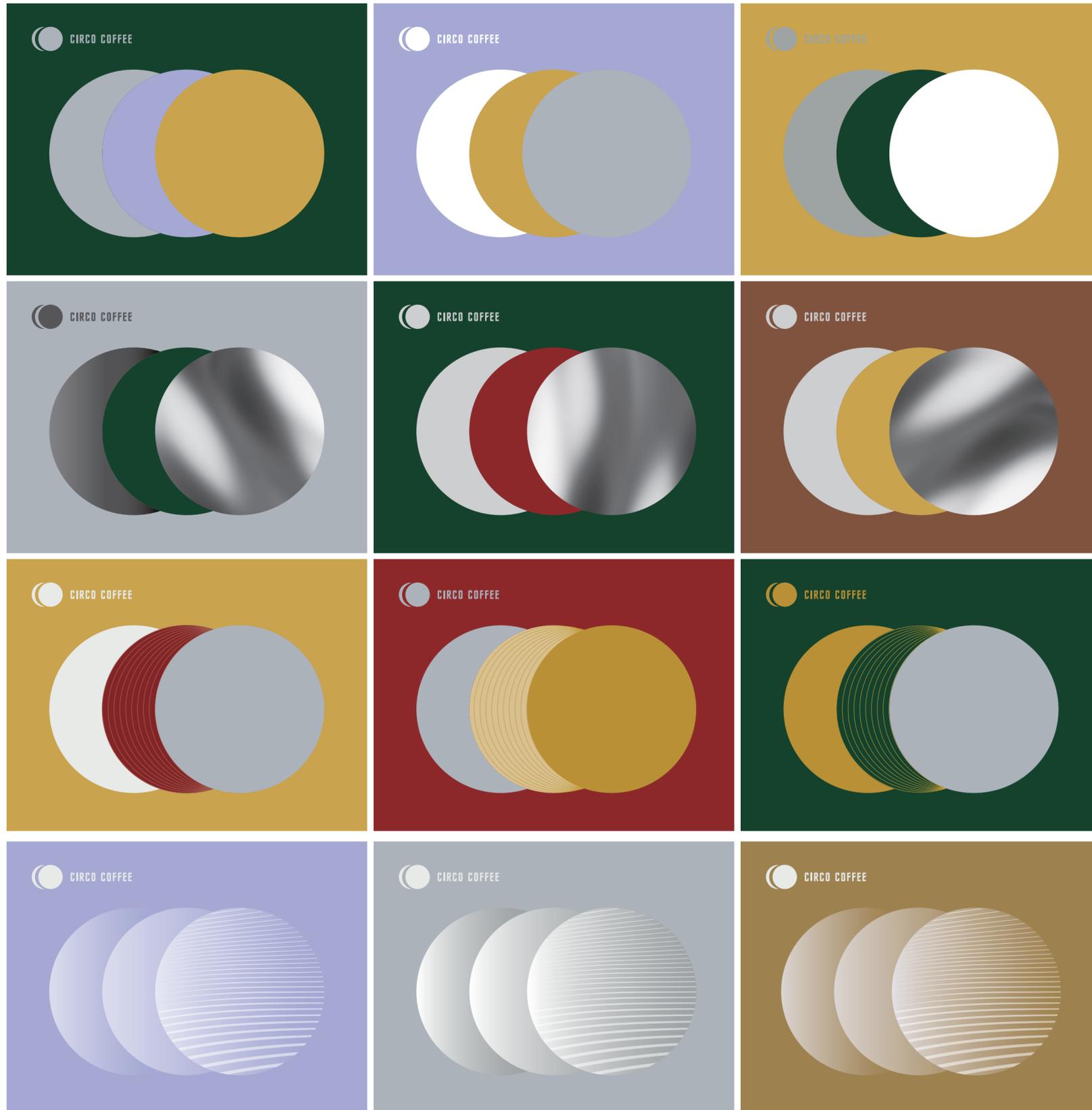
# Graphic System Design Elements

## Packaging Color



# Graphic System Design Elements

## Product Colors



Particular

Brand Main Color

Luxury





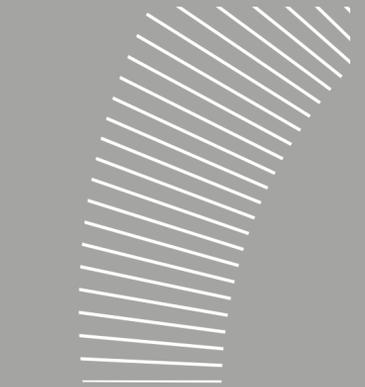
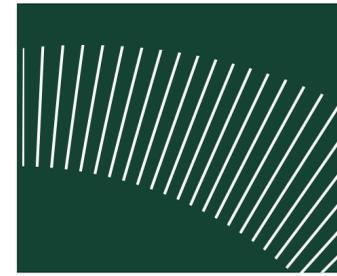
**Graphic System**  
Design Elements

**Elevating work spirits**

# Graphic System

## Design Elements

Elevating work spirits



# Graphic System Design Elements



# Graphic System Design Elements

## STAY IN GREEN



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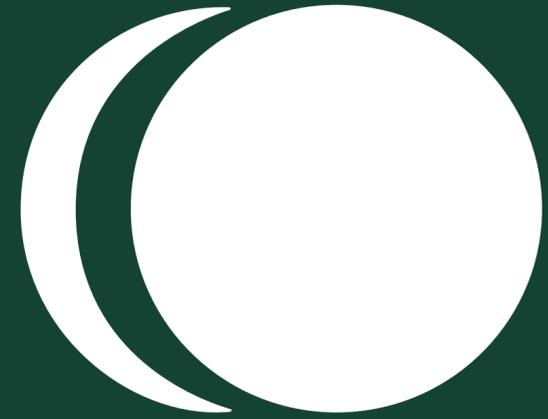
circo.com.tw

A a B b C c

1 2 3 4 5 6

**Graphic System**  
Design Elements

Brand LOGO



**CIRCO COFFEE**

Primary Font

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**Abel** / Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm 1234567890  
OoPpQqRrSsTtUuVvWwXxYyZz !? \$%#

Secondary Font

---

宋體 / Regular

Californian FB 42pt

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AaBbCcDdEeFfGgHhIiJjKkLlMm 1234567890  
OoPpQqRrSsTtUuVvWwXxYyZz !? \$%#

Graphic System  
The Typeface

Primary Font

Secondary Font



宋體 38pt

泰國 清萊府

宋體 33pt

Californian FB 20pt # 30pt

宋體 55pt

大象山 日曬 / 中淺焙 (Agtron #60-65)

Californian FB 42pt

Chang Mountains, Chiang Rai, Natural

宋體 25pt

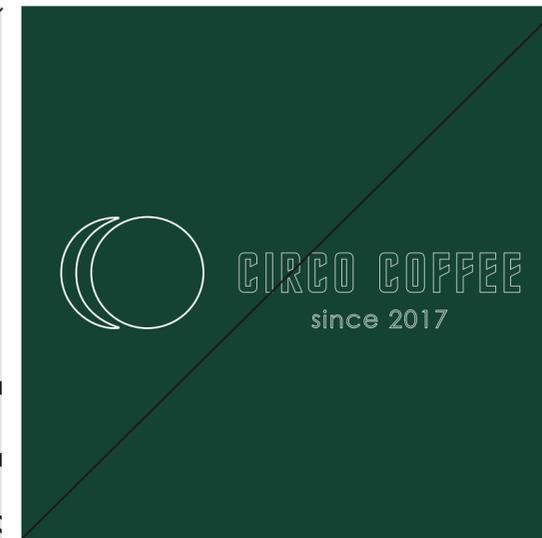
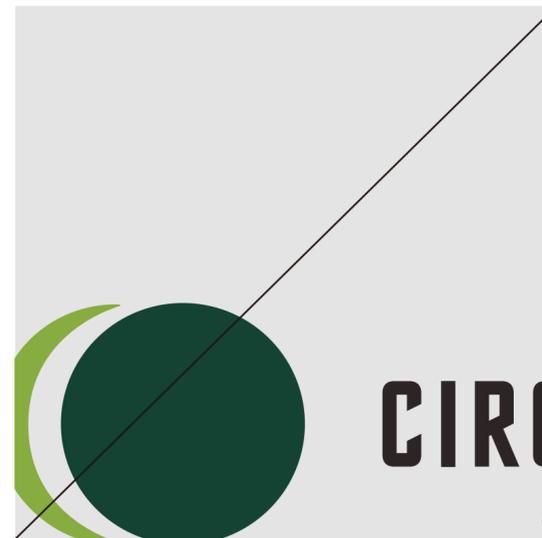
香味            甜度            酸度            口感

宋體 33pt

花香 / 龍眼 鳳梨 / 柑橘 / 酒韻

# Graphic System The Spencerian Script

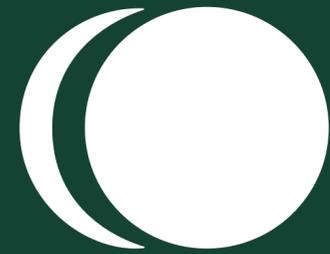
Show some respect



# Brand Extensions Design Application



# Escaping From Ordinary



# Escaping From Ordinary

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Escaping From  
Ordinary 



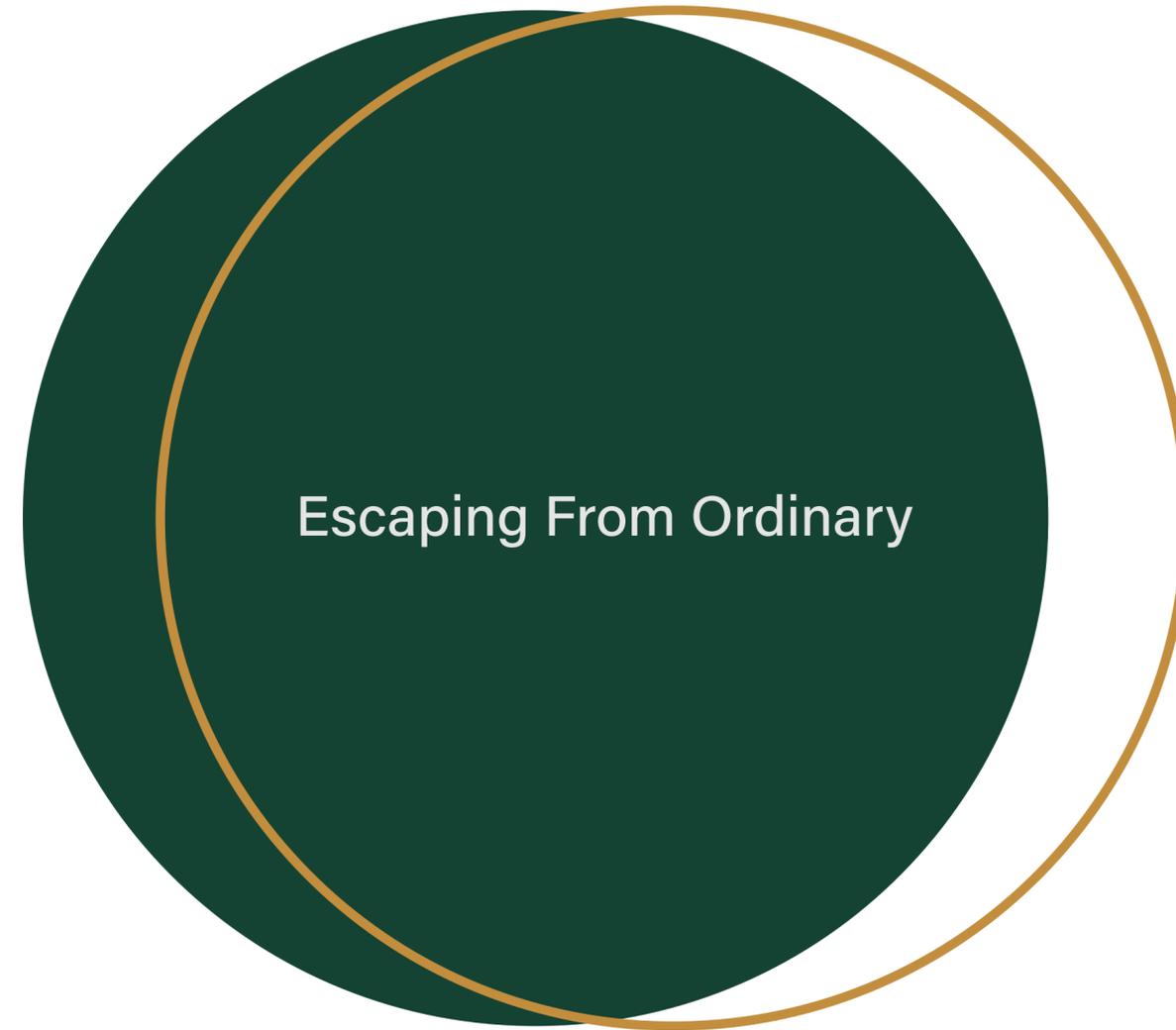


## Brand Core

Science  
Quality, Integrity &  
Professionalism

## Brand Commitment

From Seed To Cup  
  
Bring Specialty coffee into the  
well-being workplace.



## Brand TA

B2B  
Tomorrow Workstyle

## Brand Vibe

New Luxury



Escaping From Ordinary