

# World Coffee Events

## World Barista Championship & World Brewers Cup Boston 2019 Branding

### Brief:

World Coffee Events is soliciting interest to design the Brand Theme to be applied to all aspects of the 2019 World Barista Championship & World Brewers Cup in Boston. This event-specific graphic theme will be used to create a cohesive visual experience from stage graphics and signage to merchandise and online presence.

World Coffee Events seeks to develop an event brand that is able to represent the host city in a way that feels culturally relevant and engaging to consumers and coffee professionals in the United States, while also being a brand that is universally sensitive and engaging to the 60+ places that will send national champions to compete. A strong awareness of the current regional aesthetic, cultural, and political climate is crucial, and so WCE is soliciting US designers for this work.

A core requirement of the commissioned brand is that it be made up of vector components to be provided to WCE for the creation of digital assets and other iteration needs, in addition to the fully designed assets listed below. Examples of iteration from Seoul & Budapest 2017:

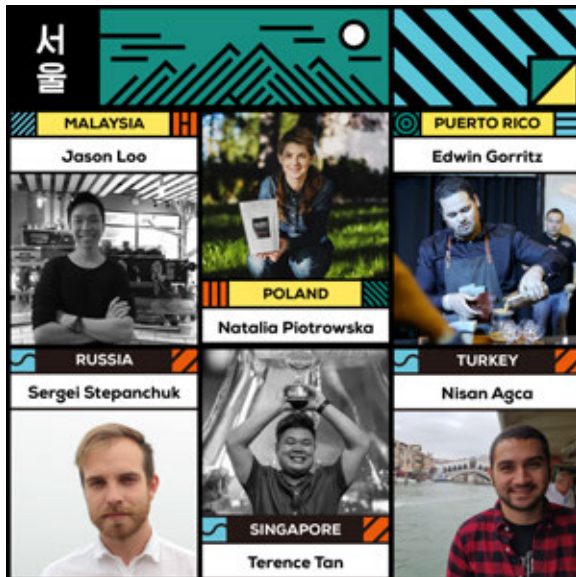


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*World Coffee Events is a subsidiary of the Specialty Coffee Association*

[www.worldcoffeeeevents.org](http://www.worldcoffeeeevents.org)

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The brand must also be functional and recognizable from the scale of social media on a smartphone screen all the way up to a 5 meter high wall. Preference will be given to designers with previous large-format print and/or stage-design experience.

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The 2019 World Barista Championship & World Brewers Cup takes place at the 2019 Expo. The branding should complement the host show branding, but be distinct and more globally-oriented.

In contrast to previous year's branding, an event-specific logo mark will not be developed as part of the Brand Identity, and instead a separately developed key logo will be used.

**Interested designers are requested to submit a portfolio, initial quote, and any other materials directly to [Alex@worldcoffeeeevents.org](mailto:Alex@worldcoffeeeevents.org).** The project will take place in two phases, as outlined below.

## Timeline:

### Phase 1:

Research and direction for Brand Identity to be presented as soon as possible, with the goal of a set event graphic theme in December. The final Brand Guidelines & Brand Toolkit files to be presented by the beginning of the year.

### Phase 2:

Application of Brand to print assets (Stage Graphics, Schedule Banner, Poster) to be completed once physical layout and final measurements are determined—estimated beginning of January. Delivery of print-ready art for large walls end of February, with smaller items in March.

Payment of the fee will be made 50% at completion of Phase 1, and 50% at completion of Phase 2.

## Deliverables:

### 1. Brand Guidelines

Document representing the rules and application of the Brand Identity and Theme. This includes a flexible set of graphic patterns that create a coherent theme, system colors (CMYK/PANTONE), and system fonts. A logo or mark is not included or required.

### 2. Brand Toolkit

.AI/.EPS files containing all components of the Brand Theme, including graphic motif components for application and iteration by WCE in promotional materials.

### 3. Stage Graphics

Production-ready files with application of Brand to large-format event walls (~10m+ wide by ~4m+ high) to create cohesive on-site visual experience, including the following three areas:

- WBC Stage
- WBrC Stage
- Espresso / Team Bar

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Blank boxes will be left for sponsor recognition, which WCE will then fill in and send to print. Please see attached sample files from previous years.

## **4. Schedule Banner**

Production-ready file with application of Brand to freestanding meterboard-style schedule sign

## **5. Poster**

Production-ready file with application of Brand to promotional/commemorative poster.

## **6. Merchandise**

Proposed design application for commemorative Merchandise styles, such as T-shirts, Aprons etc.