

## Starbucks Brand Standards Manual

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### How Starbucks Became An \$80B Business

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Here we introduce a fresh new design system that maintains the core elements of our brand while keeping our customers' experience central to creative expression. To achieve this, we're thoughtfully incorporating beautiful, expressive moments with calm confidence in ways that are optimistic, joyful and recognizably Starbucks.

### Starbucks Creative Expression

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The Starbucks Coffee Company Guidelines for Food Suppliers have been established to: clarify the minimum requirements for any business entities manufacturing, processing, packing or holding food to Starbucks Company; and to ensure that suppliers consistently deliver products that are safe, legally compliant with all applicable codes and regulations (locally and in countries where the products are intended to be commercialized), and conformed to agreed quality specifications.

### Starbucks Standards for Food Suppliers

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### Starbucks Brand Standards Manual

Welcome to the Starbucks Standards of Business Conduct. Here, you'll discover an overview of some of the legal and ethical standards we are each expected to follow every day. If you are unsure of what to do in a situation, you have support. Please view the Speak Up page for additional guidance. Let's get started.

### Welcome to the Starbucks Standards of Business Conduct ...

The Starbucks brand guidelines covers 6 elements: Logo — How to use the Siren logo and the logotype. Color — Primary green and complementary color palette. Voice — The use of functional and expressive voice.

### 7 Best Examples of Brand Guidelines - Ebaqdesign™

About Starbucks, Business Standards & Policies. Mission Statement; Who We Are; Ethical Sourcing; California Supply Chain Act

### Supplier Guidance | Starbucks Coffee Company

From a perfectly pulled espresso to a licensed store, Nestlé Professional offers premium solutions and brands to help your business succeed.

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The Starbucks Coffee Company Standards for non-Food Suppliers have been established to: clarify the minimum requirements for any business entities manufacturing merchandise, supplies, furniture, fixtures and/or finishes for Starbucks Coffee Company, and to ensure that suppliers consistently deliver

### Starbucks Standards for non-Food Suppliers

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