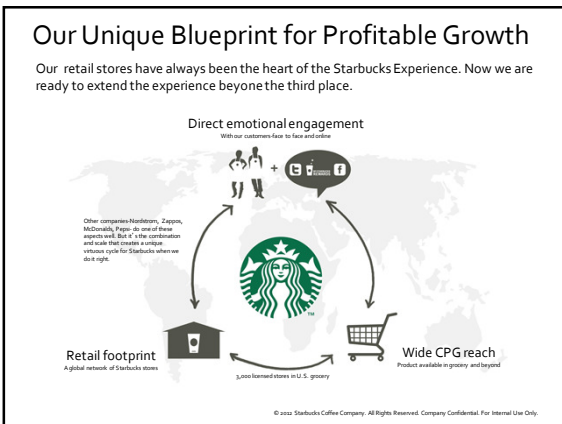
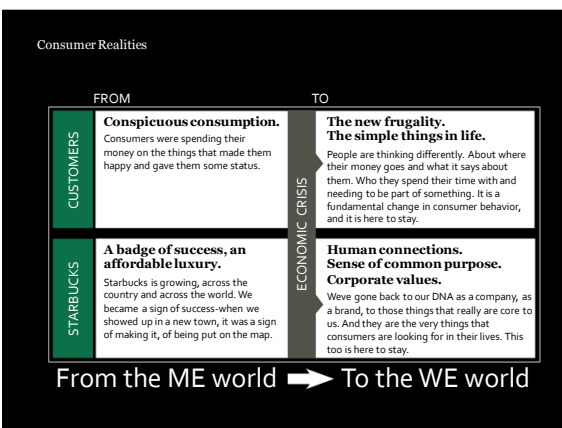






What has changed
that requires our brand
to evolve?

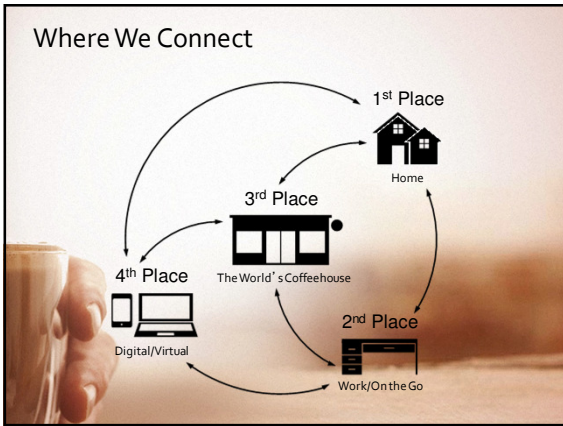




An evolved brand promise

Moments of Connection

A shared moment of genuine connection over coffee is a simple act that helps provide an uplifting part of someone's day. Getting that moment right—every time, every cup, everywhere we are—creates a brighter outlook for ourselves and our world.







The Brief

Starbucks stands for coffee – and much more.

Every interaction we have with our customers—in every place, in every product, in every moment—is an opportunity to connect with them. And allowing us to nurture humanity in a way that grows quickly from one-to-one to a truly global scale.







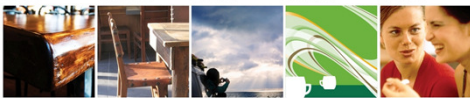


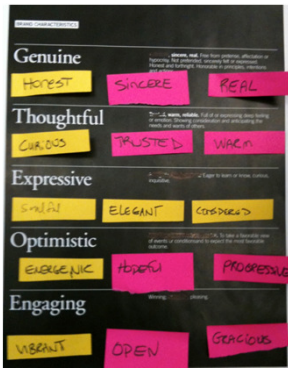
Where do we explore?

Brand characteristics

Our brand characteristics are the words and sensibilities that define who we are as a company – how we think, act and express ourselves.

GENUINE THOUGHTFUL OPTIMISTIC EXPRESSIVE ENGAGING






Genuine
HONEST SINCERE REAL

Thoughtful
CURIOS TRUSTED WARM

Expressive
SMALL ELEGANT COSMOPOLITAN

Optimistic
ENERGETIC HOPEFUL PROGRESSIVE

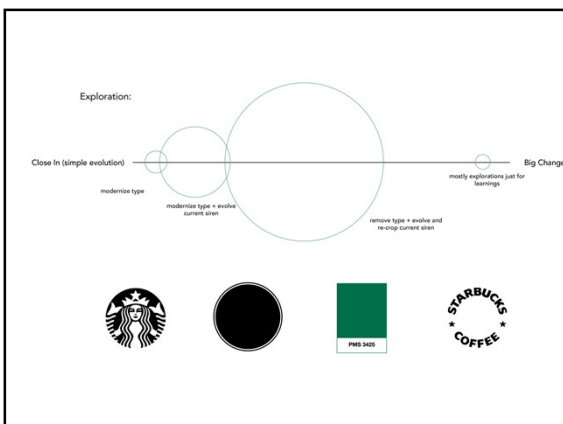
Engaging
VIBRANT OPEN GRACIOUS



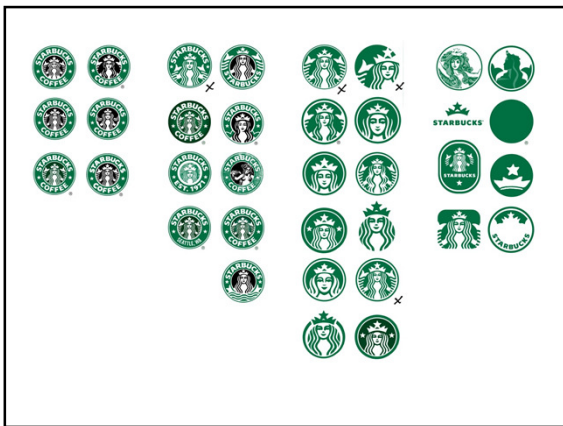
1971 1978 1985 Solo Swoosh















In 2010, Starbucks announced its blueprint for growth which outlines the company's plan to evolve the business.



It turned out to be so much more than a logo

Brand Elements Overview

Our brand elements are the ingredients that we use to create a unique Starbucks visual experience.

- Identity
- Photography
- Illustration
- Typography
- Materials
- Voice
- Color
- Store Design



How do you share the brand work with 5,000 partners?

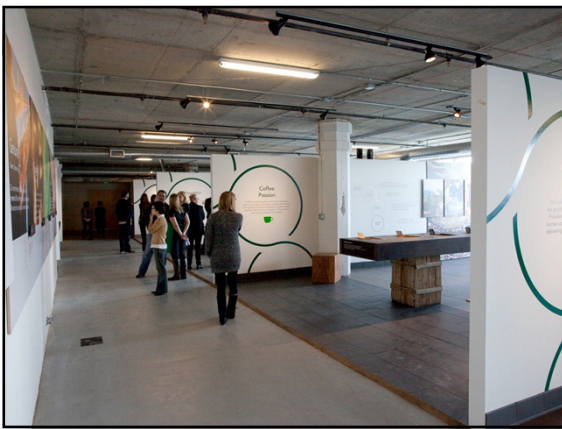








































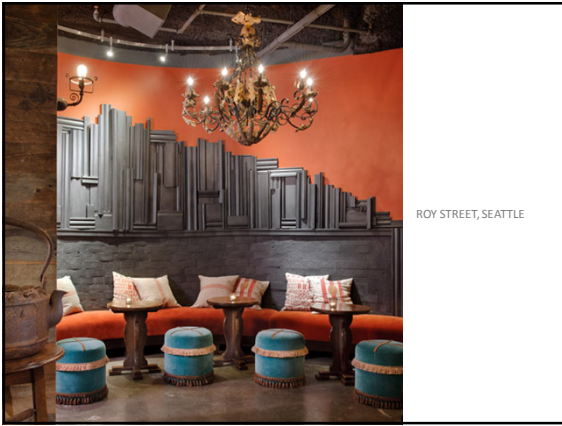


REDACTED BY LAW AND
CORPORATE AFFAIRS

STORE DESIGN

One size does not fit all.
Store designs are
innovations too.









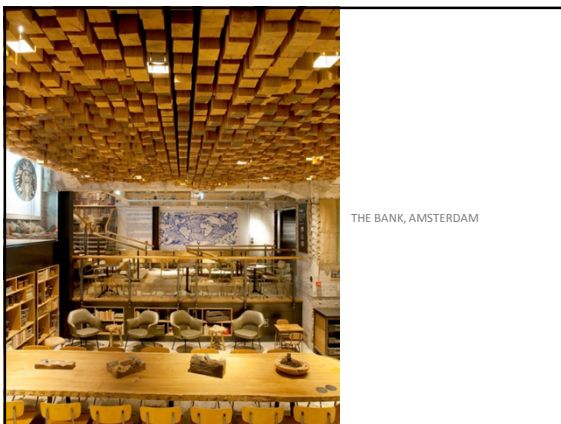




















One store at a time.
Or 17000.



and students • \$250 million Starbucks WA® systemwide sales • Youth Action Grants engaged more than 20,000 young people in community activities • Opened 520th store in mainland China • Signed agreement to launch Starbucks® K-Cup® Packs • Create Jobs for USA, inspired Starbucks customers, partners and concerned citizens to support community business lending • Opened 899 new stores around the world • Guatemala Education Initiative collaborated with Save the Children to help farmers' children and schools • 20 million mobile payments • Developed Cronshaw and Starbucks will make a contribution to local nonprofits— for each transaction in these Card members • Reached 2 million Gold blended beverages globally • Launched personalized Frappuccino® Braille • Achieved record Starbucks Card in operating margins and EPS • Tazo CHAI Project: strengthened communities in tea-growing districts of Darjeeling, India, with a renewed three-year commitment of \$750,000 • Established Japan Earthquake Relief Fund as well as Starbucks Cup Fund in Japan • Joined with American Red Cross for ongoing relief of U.S. communities experiencing natural disasters with a groundbreaking initiatives with a groundbreaking million customers per week • Built Cup Summit • Served nearly 60 new company-operated stores to the LEED® green building standard • Seattle's Best Coffee introduced coffee-aside game-changer with new "Level" system for packaged coffee • Recognized by EPA as one of Top 5 Green Power Purchasers in the U.S. • Successfully transitioned our packaged coffee and tea business in-house to a direct distribution model • Implemented front-of-store recycling across British Columbia, Canada • Opened 900th store in Japan • Ethically sourced more than 80% of coffee through C.A.F.E. Practices • Celebrated 40th Anniversary • Advanced China's

WE HAVE ALWAYS BELIEVED THE WAY TO BUILD A GREAT, ENDURING COMPANY IS TO STRIKE A BALANCE BETWEEN PROFITABILITY AND SOCIAL CONSCIENCE







Hey, thanks very much.