

# Little-r

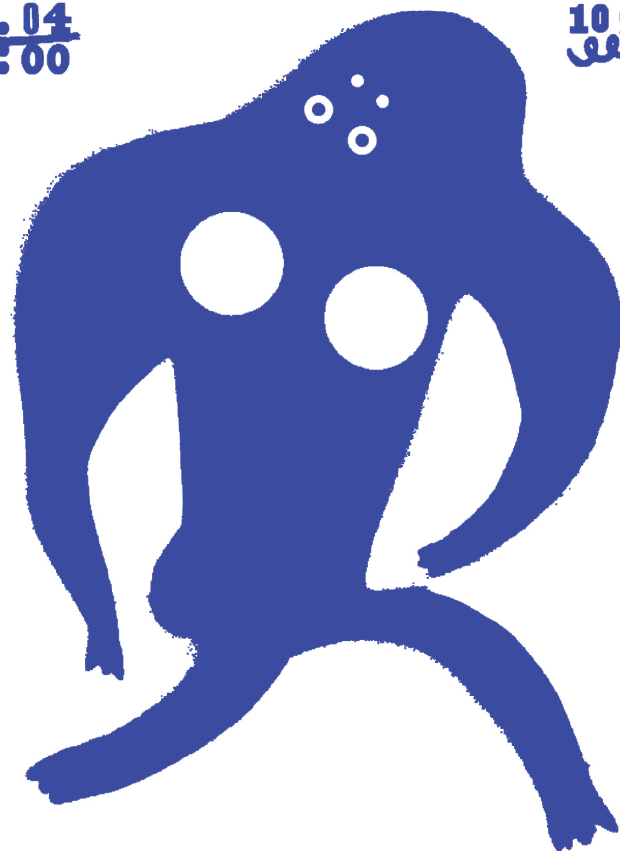
**“Little-r” is a phrase commonly used at Dropbox to break a larger email conversation into a smaller discussion between two people. It's like leaving a party full of people to grab a coffee with a close friend.**

# Concept

- Dropbox is known for personifying objects, playful illustrations and stick figures, this abstract concept relates most directly to this part of the Dropbox voice.
- We could give Little-r even more substance by Little-r even more by creating a story about a character or monster “Little-r”, which keeps jumping into all of the elements of the brand.
- The saturated blue will create a strong visual contrast to the other more natural elements in the space.

15.04  
21:00

10 zł  
*złote*



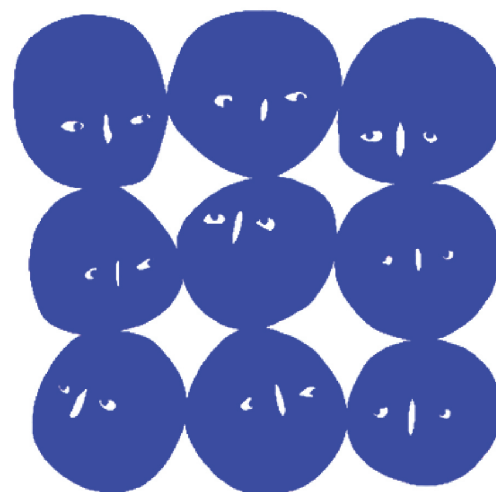
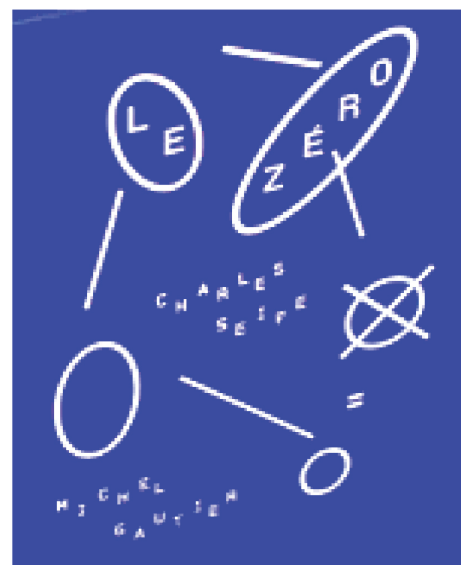
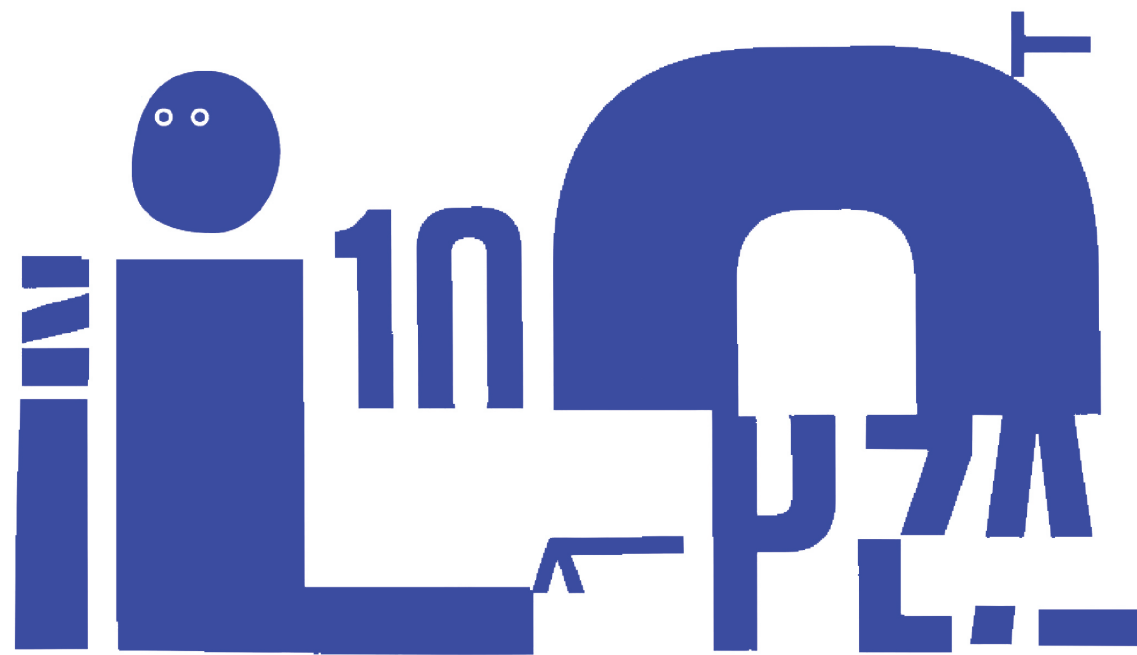
ARTUR8 KING OF KONG / BOY DIVISION GSTQ / CLUB COLLAB / DJ STANISŁAW  
JEALO SIDEONE CREW / JICK MAGGER BANG, OUT OF TUNE / J-SON GRUPA BIZNES,  
NA STARE MILION / NOVKA & LEXUS BEATS FRIENDLY / KOSAKOT SORRY GHETTO-  
BLASTER / MOTYL RECOGNITION / PIOTREK WAXBOX / PROJEKT WARSZAWIAK - DJ SET

K  
MAG

VICE



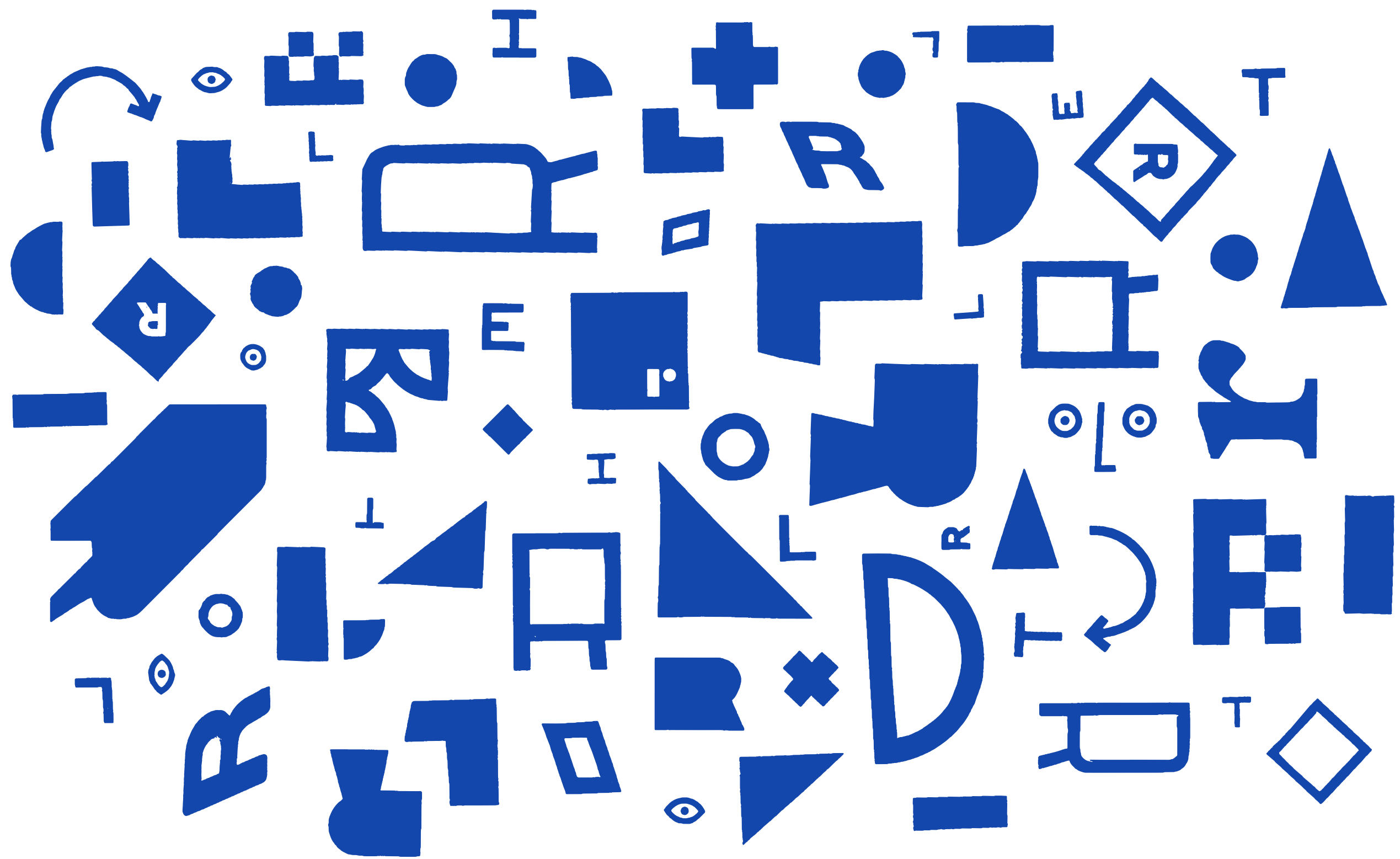
Mokotowska 17  
Plac Zbawiciela

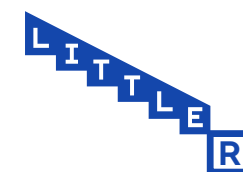


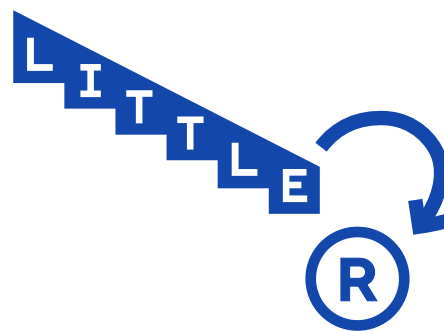














Logo



PMS Blue 072 U

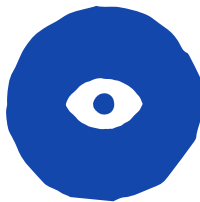


PMS White

Color Palate



Wordmark (Zirkel Bold)



Secondary Mark

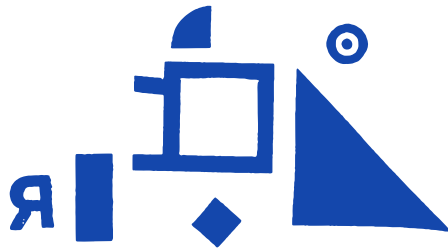
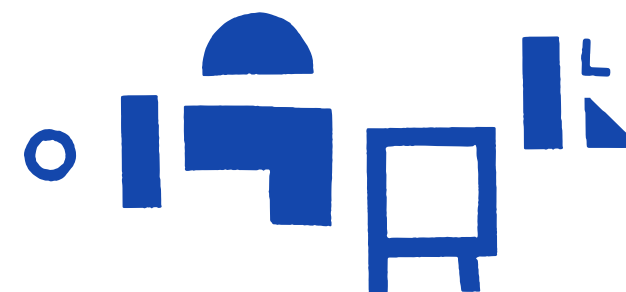
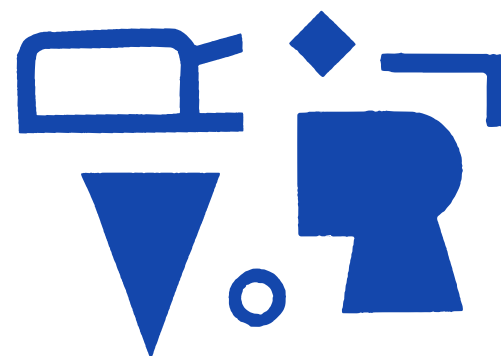
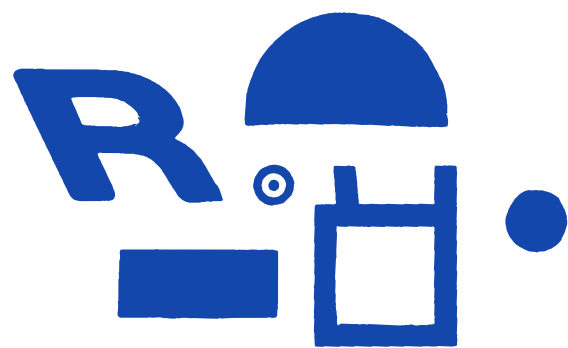
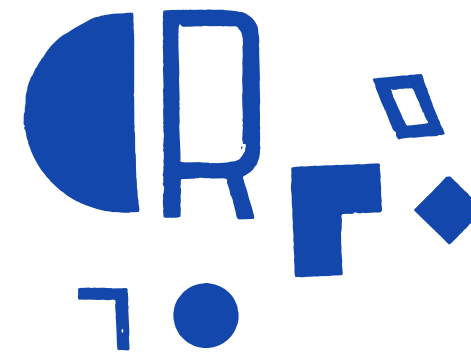
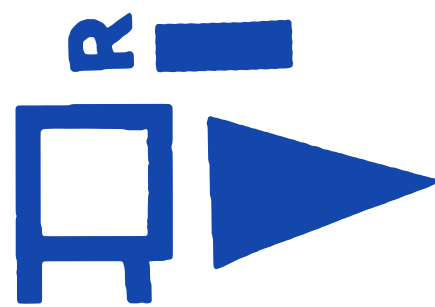
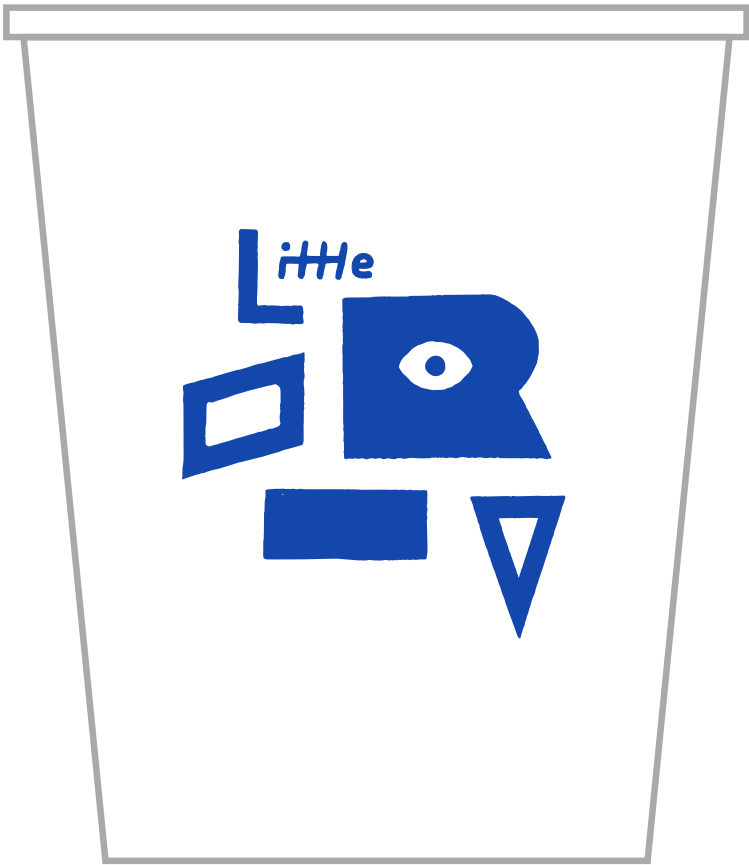


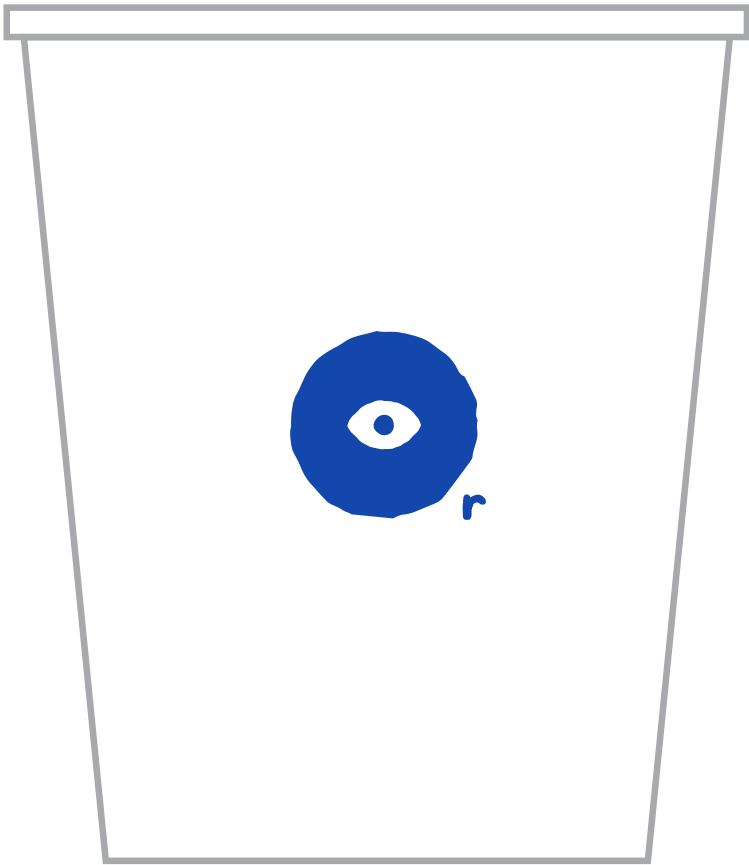
Illustration Styling



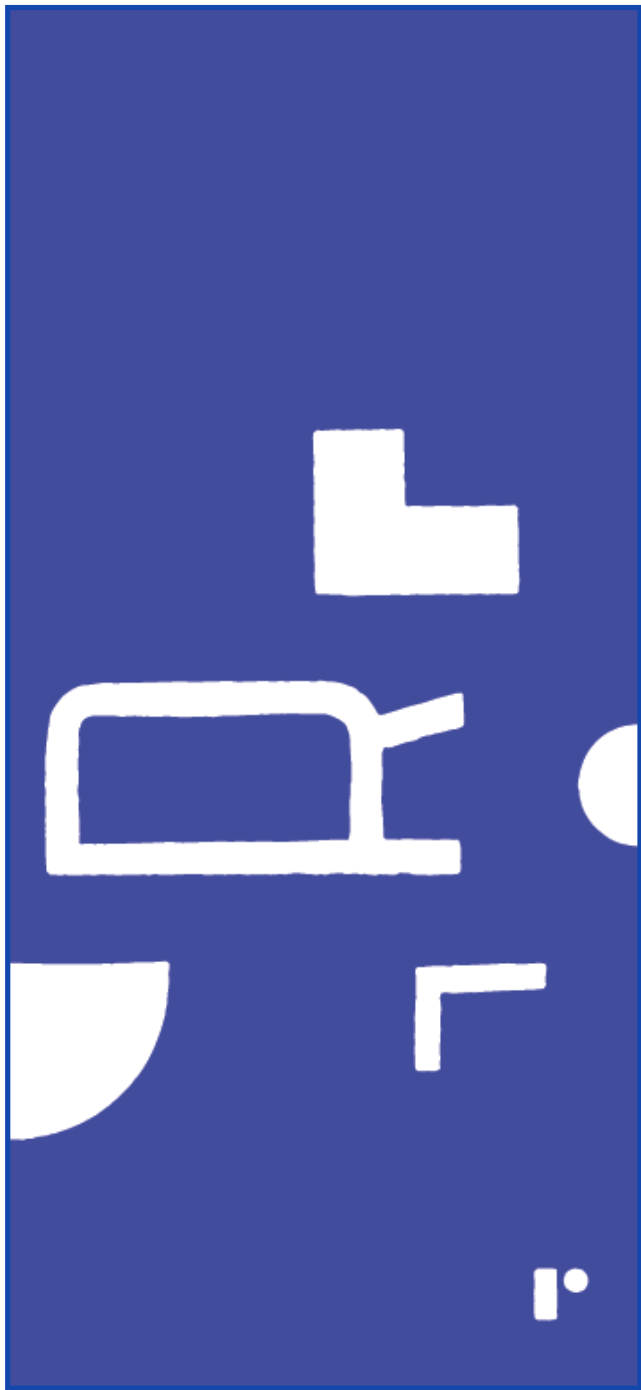




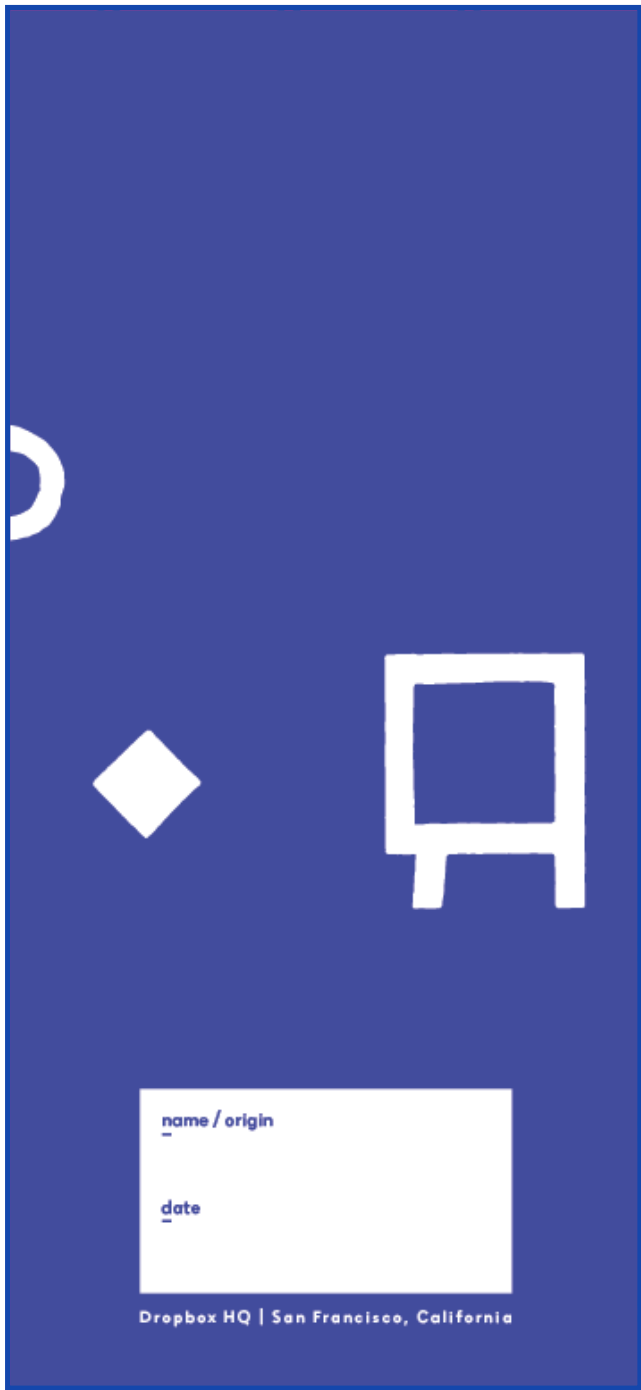
Front



Back



Front




Back









Espresso

Americano

Macchiato

Gibraltar



Cappuccino

Latte

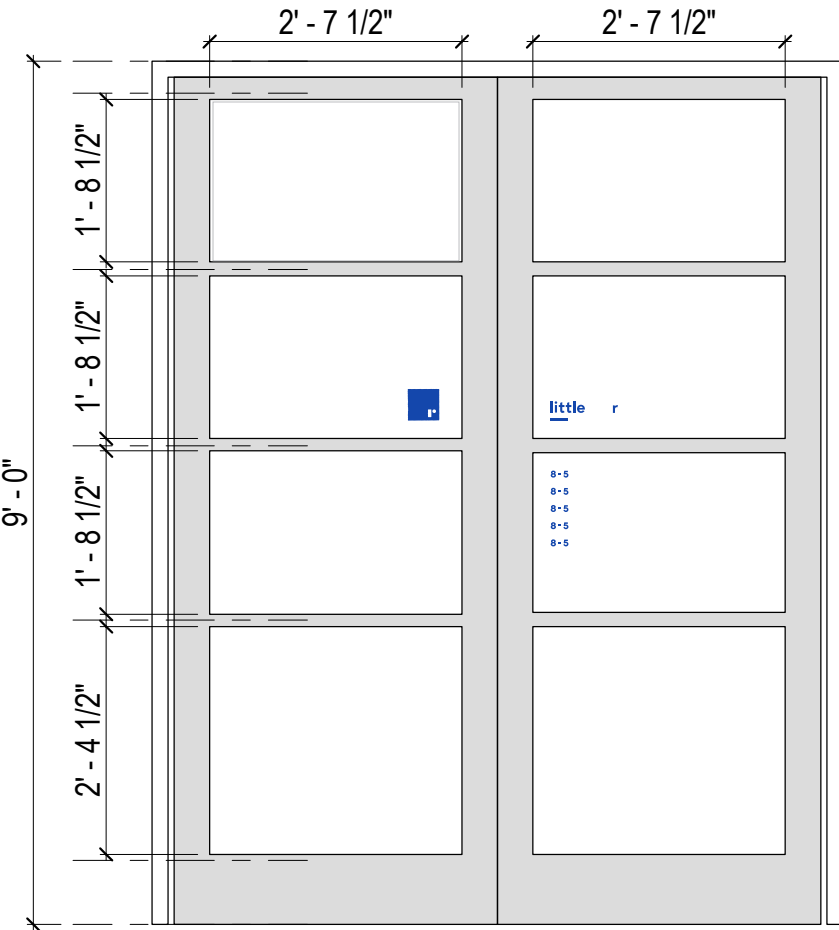
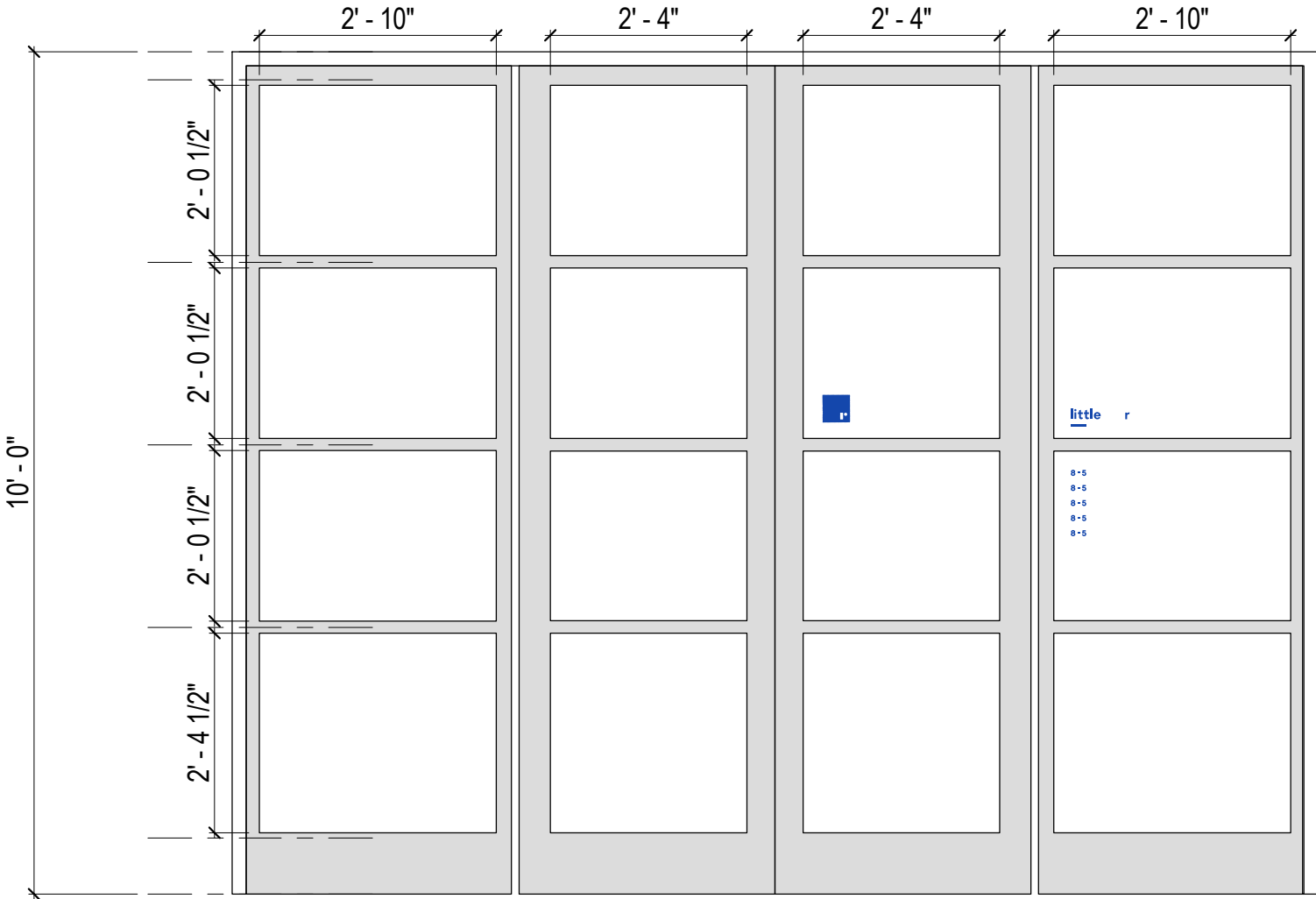
Mocha

Iced Coffee (on tap)


Hot Tea (on tap)







1 COFFEE BAR DOORS  
1/2" = 1'-0"

TITLE:	COFFEE BAR DOORS	SCALE:	1/2" = 1'-0"	DROPBOX/BRANNAN STREET 333 & 345 BRANNAN STREET, SAN FRANCISCO, CA	RAPT STUDIO SAN FRANCISCO 111 Maiden Lane, Suite 350 San Francisco, CA 94108 LOS ANGELES 8524 Washington Boulevard Culver City, CA 90232	
PROJECT FILE NAME:	DROPBOX	DATE:	01/07/16			
PROJECT NUMBER:	1503800	SHEET NUMBER:	REF-40			

