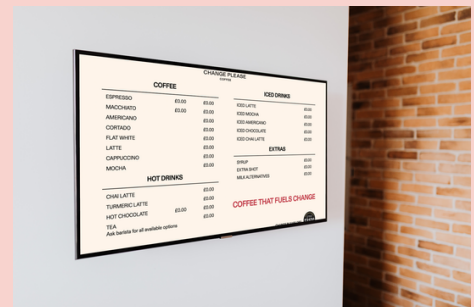




CHANGE PLEASE COFFEE



USA POINT OF SALE COLLATERALS JANUARY 2024



CHANGE PLEASE
COFFEE

100% of Change Please profits helps people experiencing homelessness by training them to become baristas, supporting them with everything they need to turn their lives around – a living wage job, housing, therapy, bank account and onward employment opportunities.

IT ALL STARTS WITH A CUP OF COFFEE!

PROUD TO SERVE ENVIRONMENTS GUIDELINES

- The Change Please brand will be used as a sub-brand within another environment.
- The name of the café, the furniture and the overall design of the space is dictated by the partner operating the space.
- Change Please point-of-sale collaterals will help promote that the space is 'Proud to serve Change Please coffee'.
- We can resize any POS material upon request.
- Please use the Change Please POS exactly as labelled e.g. flyers, table talkers, panels, pull-up banners etc.
- Co-branding is not permitted.
- For additional or bespoke branding, please contact your account manager with a brief as well as photos of the space.
- All bespoke designs need to be designed and approved by Change Please before production.

VISUAL IDENTITY

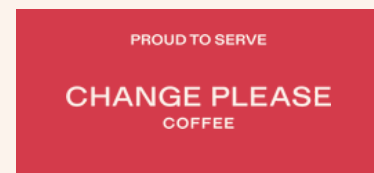
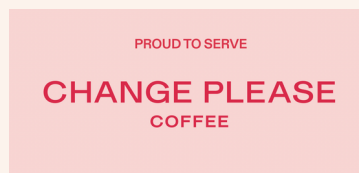
TOOLKIT

For specific logo use, please contact Change Please marketing team

PROUD TO SERVE LOGO

This is our 'Proud to Serve' logo and should only be used in B2B 'Proud to Serve' environments.

PROUD TO SERVE
CHANGE PLEASE
COFFEE



OTHER CHANGE PLEASE LOGO

This is our main brand logo and should only be used in retail sites which are fully operated by Change Please coffee.

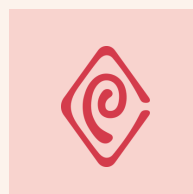
CHANGE PLEASE
COFFEE



CHANGE PLEASE ICON

This is our main icon and is used to support our main brand logo.

In 'Proud to Serve' environments, the icon should only be used as designed in this catalogue.



POS COLLATERAL MENU TEMPLATES

DIGITAL FORMAT - 1920x1080px and 1080x1920PX

PRINT STANDARD - 60X40cm 40x60cm

To support 'Proud to Serve' environments, we are able to provide menu templates. The menu should be located close to the coffee service area.



| PROUD TO SERVE CHANGE PLEASE COFFEE | | |
|---|--------|--------|
| COFFEE | | |
| ESPRESSO | \$0.00 | \$0.00 |
| MACCHIATO | \$0.00 | \$0.00 |
| AMERICANO | | \$0.00 |
| CORTADO | | \$0.00 |
| FLAT WHITE | | \$0.00 |
| LATTE | | \$0.00 |
| CAPPUCCINO | | \$0.00 |
| MOCHA | | \$0.00 |
| HOT DRINKS | | |
| CHAI LATTE | | \$0.00 |
| TURMERIC LATTE | | \$0.00 |
| HOT CHOCOLATE | \$0.00 | \$0.00 |
| TEA | | \$0.00 |
| Ask barista for all available options | | |
| ICED DRINKS | | |
| ICED LATTE | | \$0.00 |
| ICED MOCHA | | \$0.00 |
| ICED AMERICANO | | \$0.00 |
| ICED CHOCOLATE | | \$0.00 |
| ICED CHAI LATTE | | \$0.00 |
| EXTRAS | | |
| SYRUP | | \$0.00 |
| EXTRA SHOT | | \$0.00 |
| MILK ALTERNATIVES | | \$0.00 |
| COFFEE THAT FUELS CHANGE | | |
| CHANGEPLEASE-US.ORG @CHANGEPLEASEUSA | | |

USA_menuboard_40x60cm

| PROUD TO SERVE CHANGE PLEASE COFFEE | | | |
|---|--------|--------------------------------------|--------|
| COFFEE | | ICED DRINKS | |
| ESPRESSO | \$0.00 | ICED LATTE | \$0.00 |
| MACCHIATO | \$0.00 | ICED MOCHA | \$0.00 |
| AMERICANO | | ICED AMERICANO | \$0.00 |
| CORTADO | \$0.00 | ICED CHOCOLATE | \$0.00 |
| FLAT WHITE | \$0.00 | ICED CHAI LATTE | \$0.00 |
| LATTE | \$0.00 | | |
| CAPPUCCINO | \$0.00 | EXTRAS | |
| MOCHA | \$0.00 | SYRUP | \$0.00 |
| | | EXTRA SHOT | \$0.00 |
| | | MILK ALTERNATIVES | \$0.00 |
| HOT DRINKS | | COFFEE THAT FUELS CHANGE | |
| CHAI LATTE | \$0.00 | CHANGEPLEASE-US.ORG @CHANGEPLEASEUSA | |
| TURMERIC LATTE | \$0.00 | | |
| HOT CHOCOLATE | \$0.00 | | |
| TEA | \$0.00 | | |
| Ask barista for all available options | | | |

USA_menuboard_60x40cm

Please note colours may vary on this document. Please ask your account manager for print ready and digital files.

POS COLLATERAL CAFE PANELS

PANEL STANDARD FORMAT - 55x55cm



USA_Panel_1

| PROUD TO SERVE | | | | | |
|---|--------|--------|------------------------------------|---------------|---------------|
| CHANGE PLEASE COFFEE | | | | | |
| COFFEE | 4oz | 8oz | 12oz | HOT DRINKS | 8oz 12oz |
| ESPRESSO | \$2.20 | | | MOCHA | \$3.15 \$3.55 |
| MACCHIATO | \$2.40 | | | HOT CHOCOLATE | \$3.00 \$3.40 |
| AMERICANO | \$2.55 | \$2.95 | | CHAI/LATTE | \$2.65 \$3.05 |
| CORTADO | \$2.80 | | | TEA | \$1.85 |
| FLAT WHITE | \$2.50 | | | SPECIALTY TEA | \$1.95 |
| LATTE | \$2.55 | \$3.30 | | | |
| CAPPUCCINO | \$2.85 | \$3.30 | | | |
| COLD DRINKS | | | EXTRAS | | |
| ICED AMERICANO | \$2.85 | \$3.25 | EXTRA SHOT | \$0.50 | |
| ICED MACCHIATO | \$2.70 | \$3.30 | SYRUP SHOT | \$0.50 | |
| ICED LATTE | \$3.05 | \$3.60 | PLANT BASED ALTERNATIVES AVAILABLE | \$0.50 | |
| ICED MOCHA | \$3.45 | \$3.95 | DECAF AVAILABLE | | |
| ICED CHOCOLATE | \$3.30 | \$3.70 | | | |
| ICED CHAI/LATTE | \$2.95 | \$3.35 | | | |
| <small>For calories and allergen information, please ask a member of staff.</small> | | | | | |
| COFFEE THAT FUELS CHANGE | | | | | |

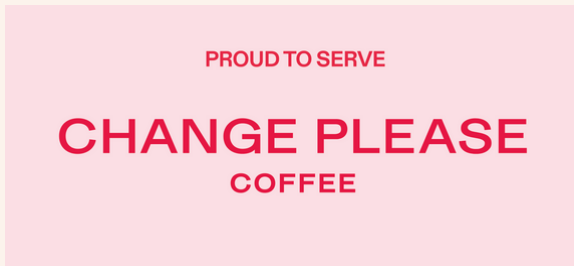
USA_Panel_2



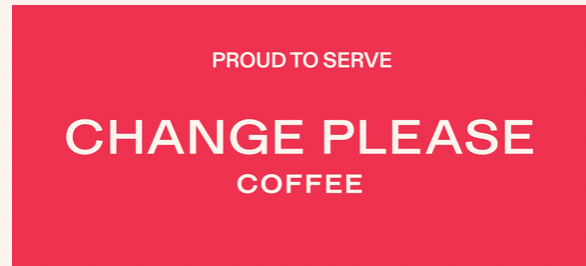
USA_Panel_3

To support 'Proud to Serve' environments, we are able to provide cafe panels. The panels should be located close to the coffee service area.

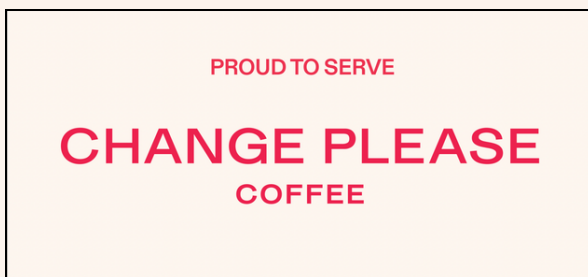
PROUD TO SERVE LOGO PANELS



USA_PROUDTOSERVE_SIGN_3



USA_PROUDTOSERVE_SIGN_4



USA_PROUDTOSERVE_SIGN_5



USA_PROUDTOSERVE_TRANSPARENTSIGN_BLACK_1

Transparent background panel also available in white.

To support 'Proud to Serve' environments, we are able to provide logo panels. The panels should be located close to the coffee service area.

Please note colours may vary on this document. Please ask your account manager for print ready and digital files.

POS COLLATERAL SITE EXAMPLE



Please note colours may vary on this document. Please ask your account manager for print ready and digital files.

POS COLLATERAL POSTERS & FLYERS

THE POSTERS CAN BE PRINTED IN A3 OR SMALLER



USA_POSTER_1



USA_POSTER_2



USA_POSTER_3



USA_POSTER_4



USA_POSTER_5



USA_POSTER_5

DOUBLE SIDED FLYERS - A5



USA_GenericFlyer_crop



Please note colours may vary on this document. Please ask your account manager for print ready and digital files.

POS COLLATERAL

STREET ART POSTERS

THE POSTERS CAN BE PRINTED IN A3 OR SMALLER

This selection of street art posters is a temporary option. New Change Please assets will be available in 2024.



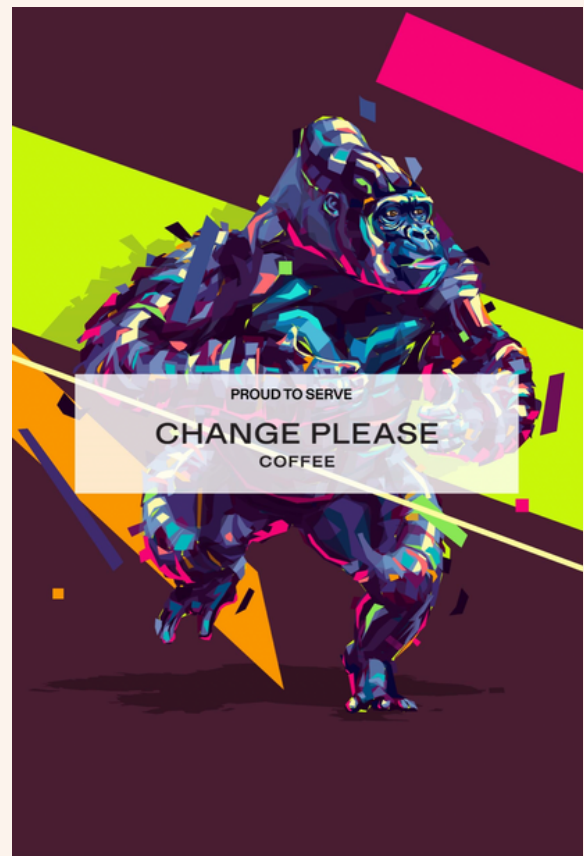
USA_LemurPoster



USA_TanagerPoster



USA_CheetahPoster



USA_GorillaPoster

Please note colours may vary on this document. Please ask your account manager for print ready and digital files.

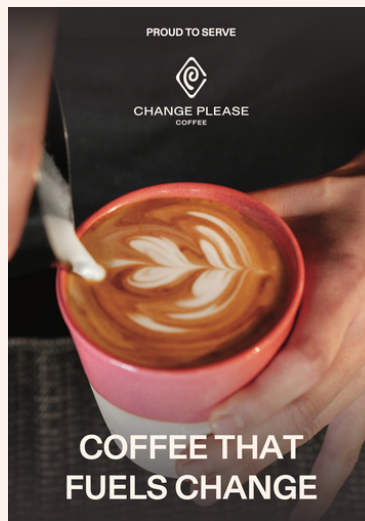
POS COLLATERAL

A-BOARDS

THE A-BOARDS CAN BE PRINTED IN A1 OR SMALLER



USA_ABOARD_1



USA_ABOARD_2



USA_ABOARD_3



USA_ABOARD_4



USA_ABOARD_5



USA_ABOARD_6

Please note colours may vary on this document. Please ask your account manager for print ready and digital files.

POS COLLATERAL

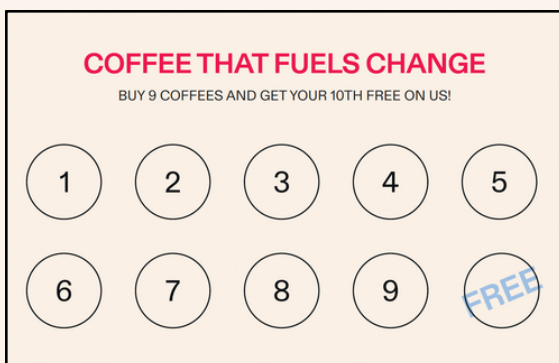
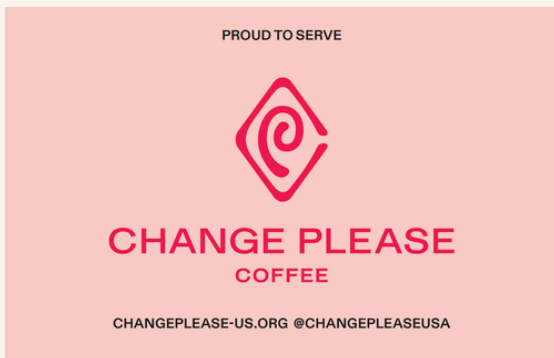
TABLE TALKERS AND LOYALTY CARDS

TABLE TALKER FORMAT - A4



USA_TableTalker_2

LOYALTY CARD FORMAT - 85x55mm



USA_LoyaltyCard

Please note colours may vary on this document. Please ask your account manager for print ready and digital files.

POS COLLATERAL PULL UP BANNERS

STANDARD FORMAT- 80x200cm



USA_PULLUPBANNER_1

USA_PULLUPBANNER_2

USA_PULLUPBANNER_3

USA_PULLUPBANNER_4

Please note colours may vary on this document. Please ask your account manager for print ready and digital files.

POS COLLATERAL

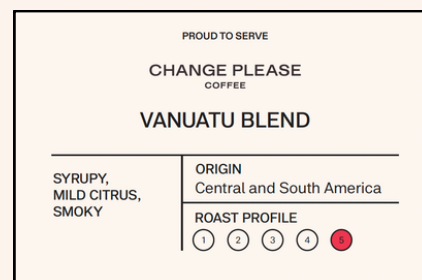
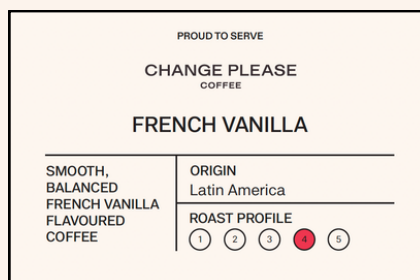
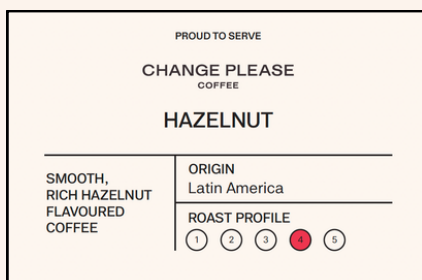
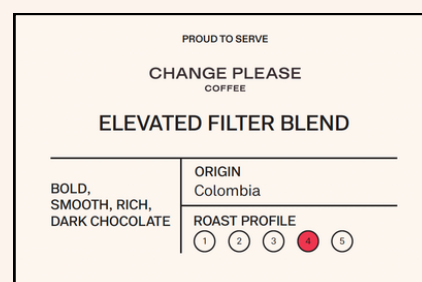
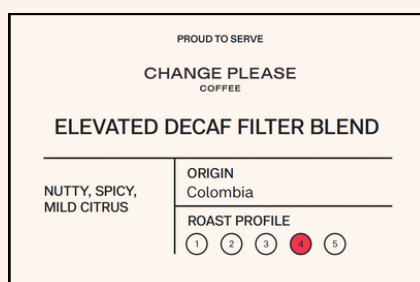
STICKERS AND COFFEE TAGS

COFFEE POT STICKER FORMAT - A5



USA_ ShuttleStickers

COFFEE ID TAG FORMAT - 85x55mm



USA_ tasting ID tags_85x55mm

POS COLLATERAL

DIGITAL SCREENS

AVAILABLE FOR COFFEE MACHINES AND GENERIC SCREENS.



COFFEE MACHINE DIGITAL SCREENS - 600X800PX



USA_CoffeeMachineScreen1_600x800



USA_CoffeeMachineScreen2_600x800



USA_CoffeeMachineScreen3_600x800



USA_CoffeeMachineScreen4_600x800

Please note colours may vary on this document. Please ask your account manager for print ready and digital files.

POS COLLATERAL

DIGITAL SCREENS

CHANGE PLEASE GENERIC SCREENS - 1920X1080PX



USA_GenericSlideshow-01



USA_GenericSlideshow-02



USA_GenericSlideshow-03



USA_GenericSlideshow-04



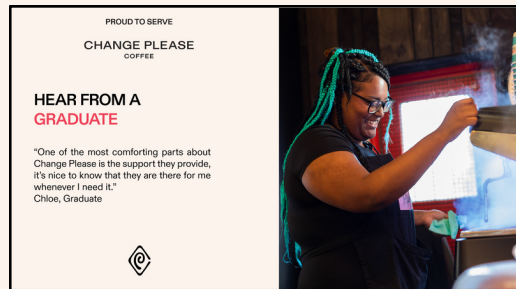
USA_GenericSlideshow-05



USA_GenericSlideshow-06



USA_GenericSlideshow-07



USA_GenericSlideshow-08



USA_GenericSlideshow-09



USA_GenericSlideshow-10

AVAILABLE MERCHANDISE

REUSABLE CUPS



THANK YOU

