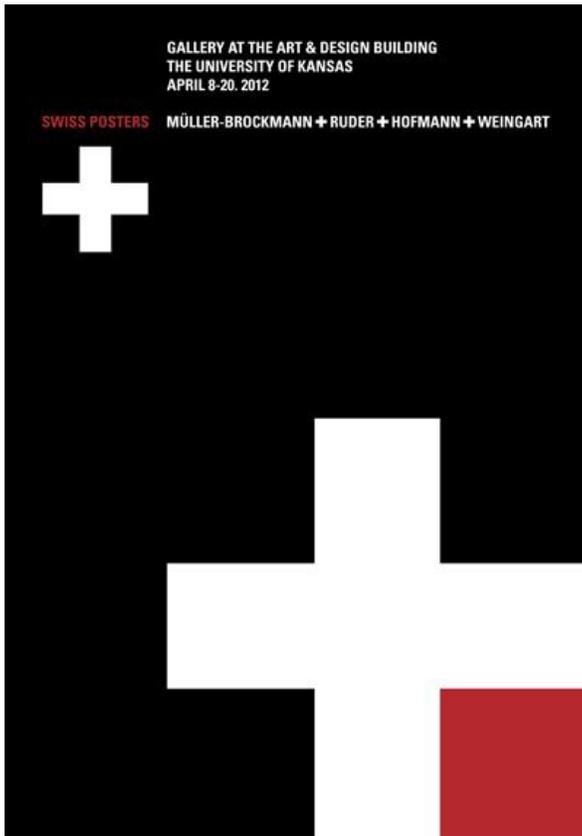


# WHAT I LOVE ABOUT THE I.T.S.

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## Large Geometric Shapes

Creating simplicity with easily recognizable geometric forms.

Big ideas can be transmitted quickly with the proper combination of shapes and text.



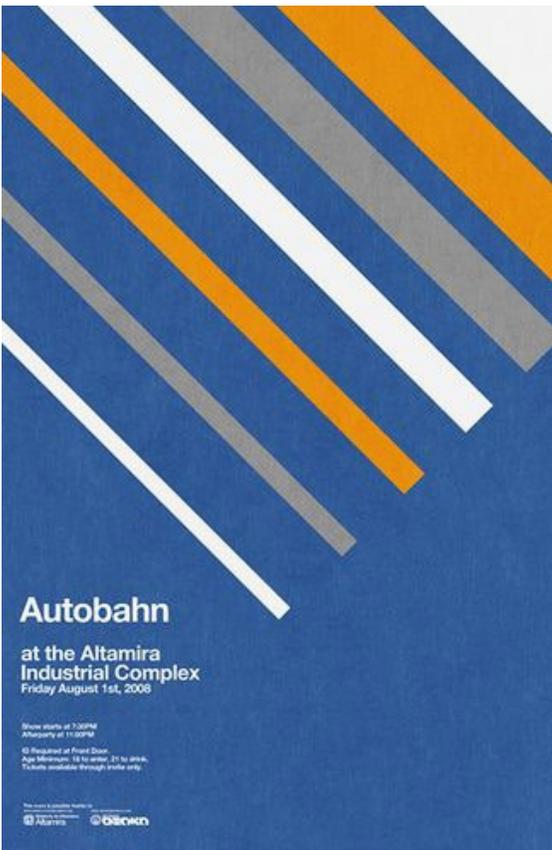
# WHAT I LOVE ABOUT THE I.T.S.

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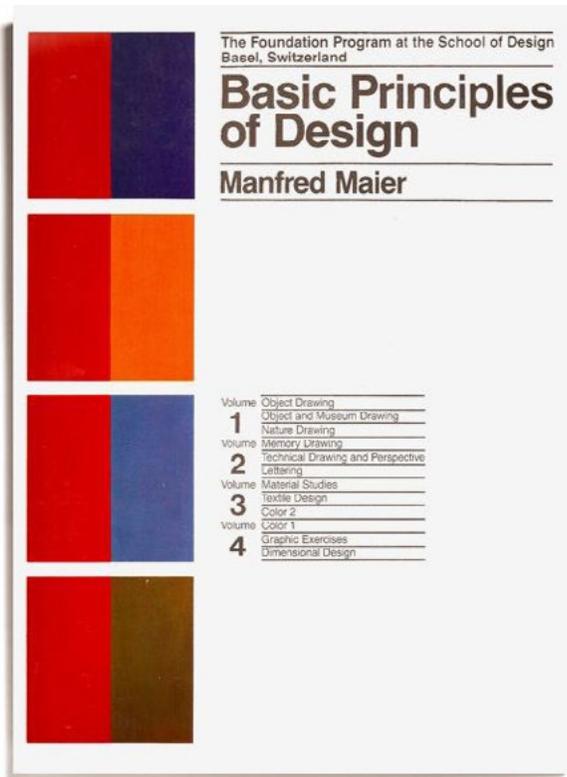


## Simple & Clean

The posters are kept very minimal. The least amount of decoration. Just enough to convey the idea .



# WHAT I LOVE ABOUT THE I.T.S.



## Grids

Grids (of all types) help organize complex data into easily digestible chunks of information, and guide the eye between elements.

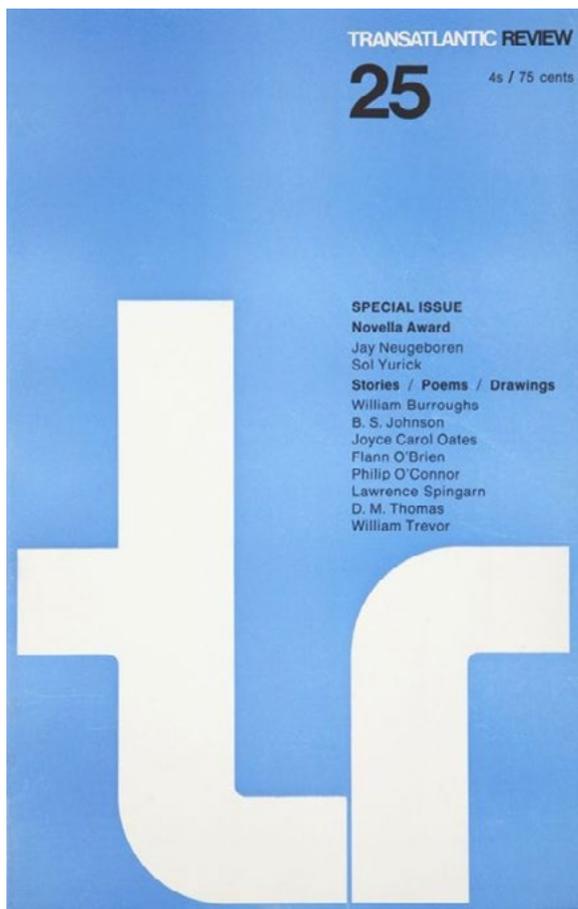


# WHAT I LOVE ABOUT THE I.T.S.



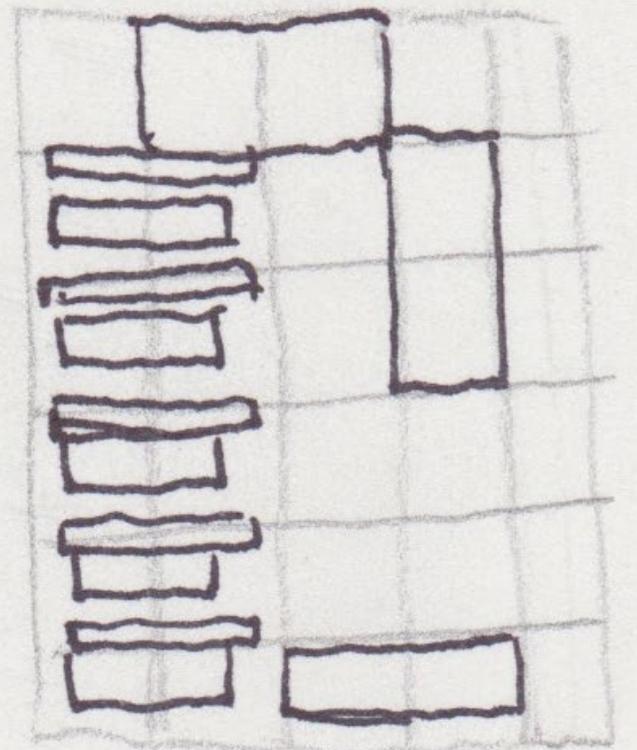
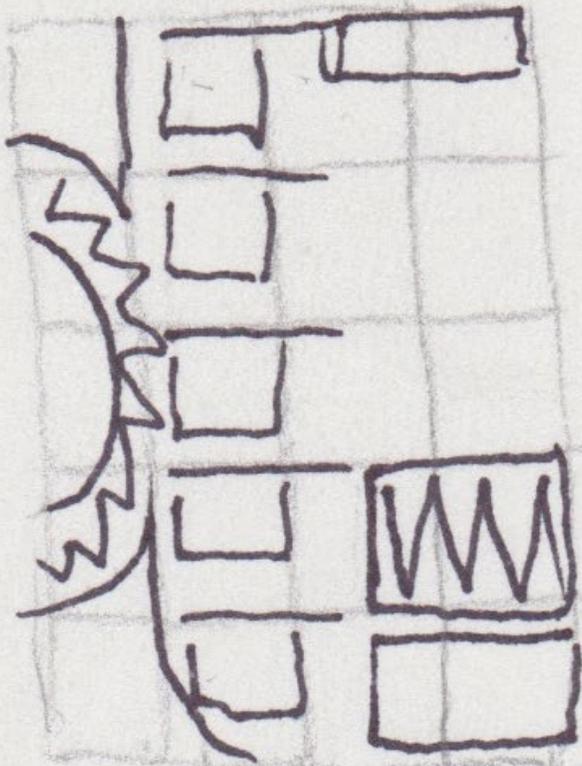
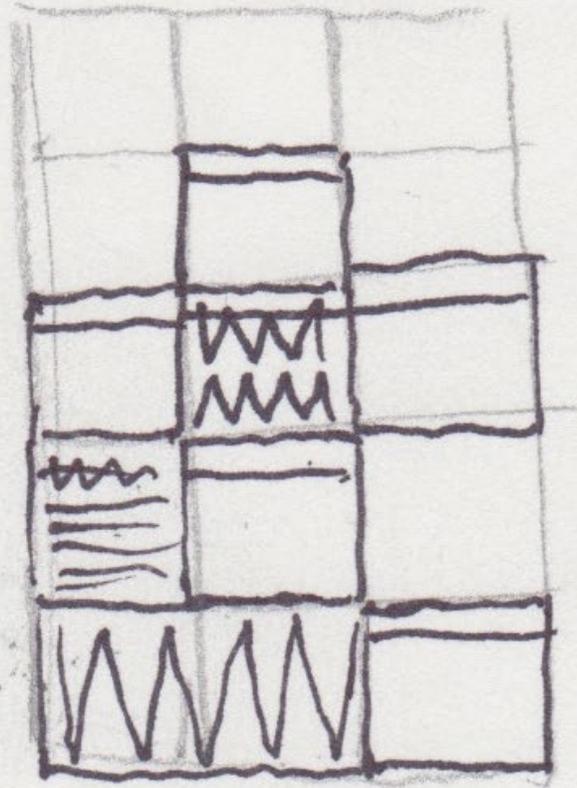
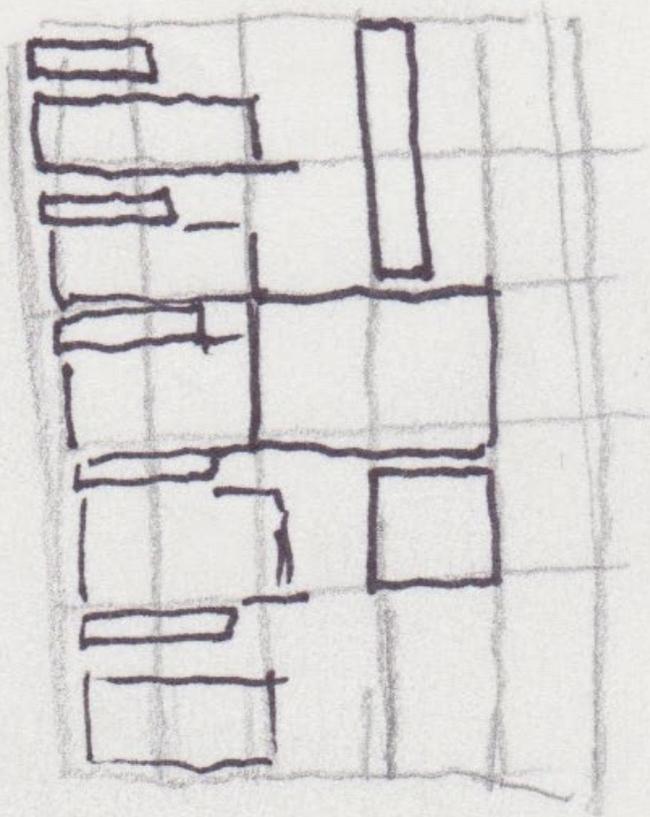
## Font-size contrast

The dramatic contrast between headline and body copy, sometimes to extreme proportions.



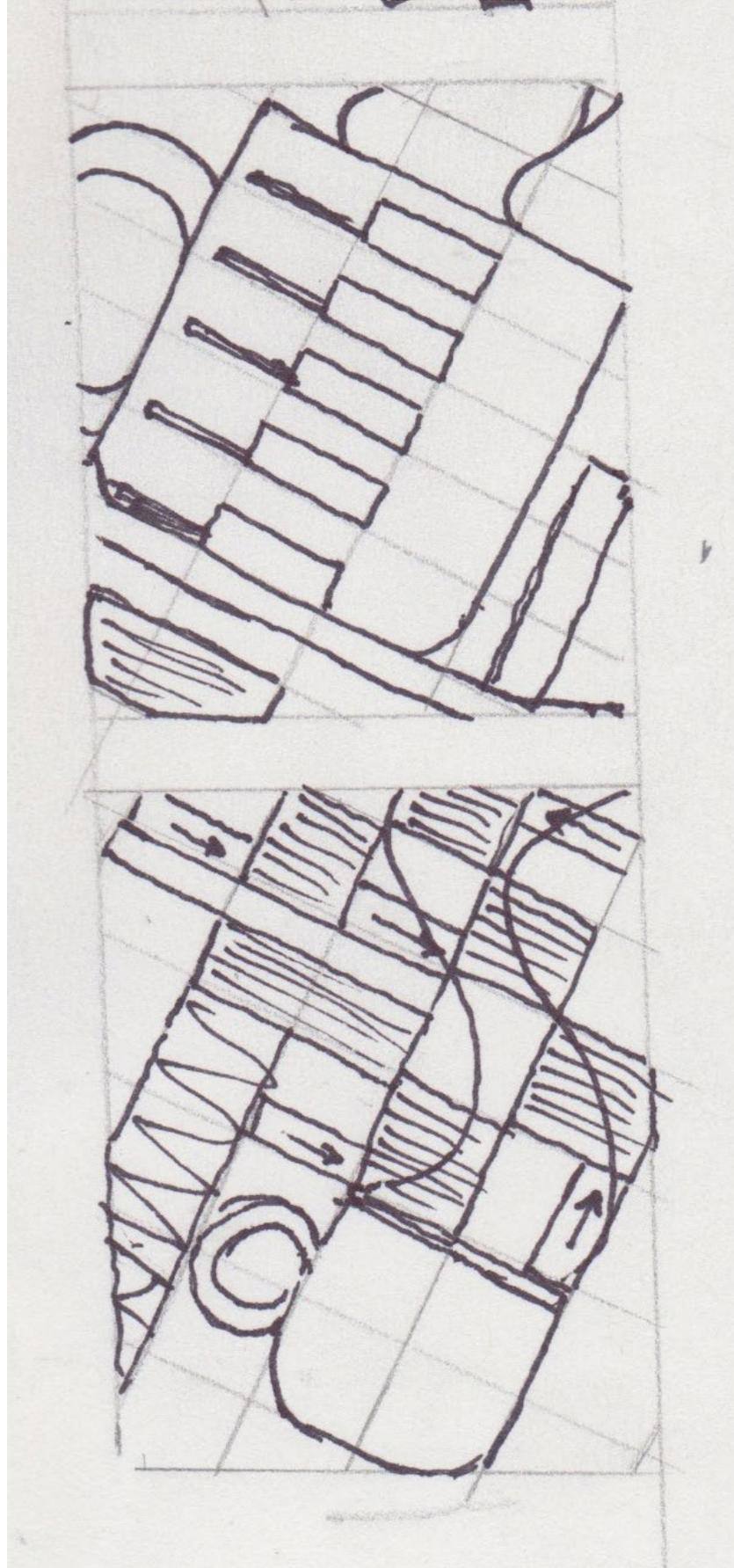
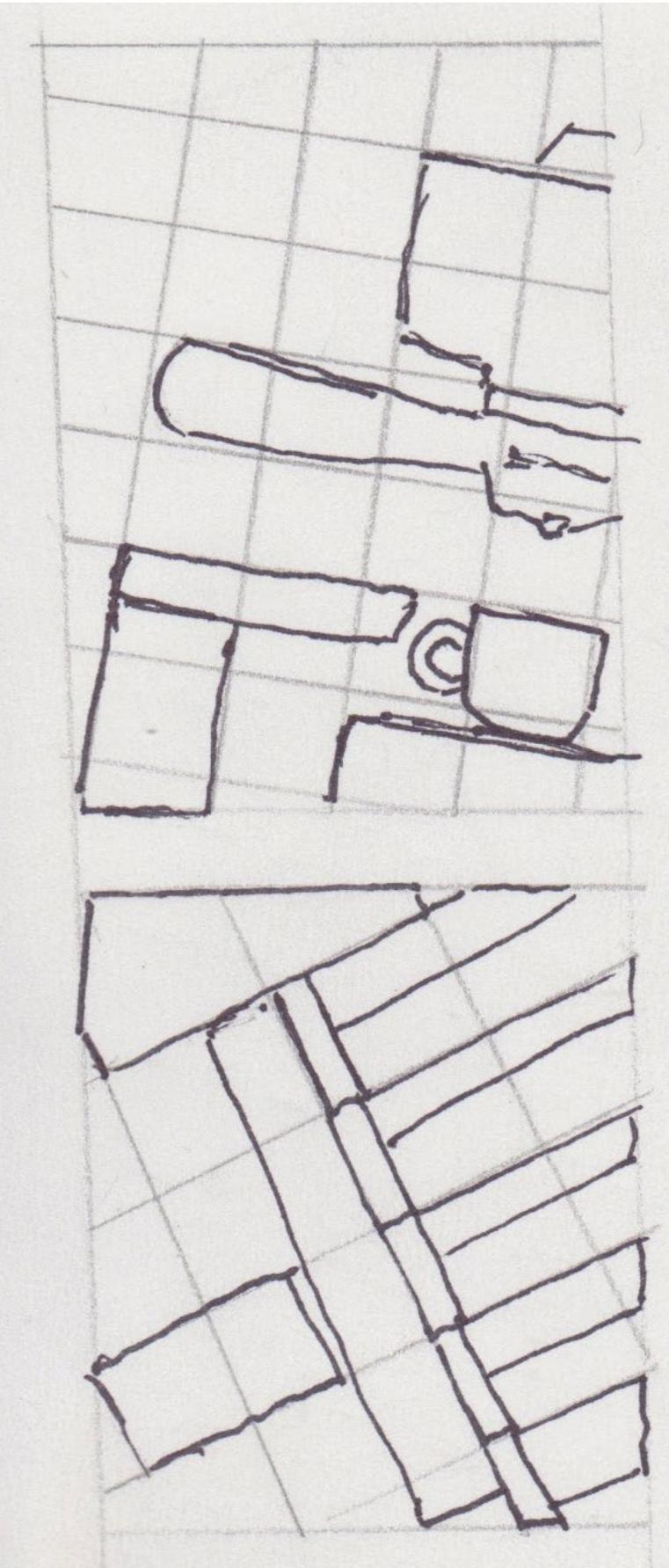
# Rough Sketches

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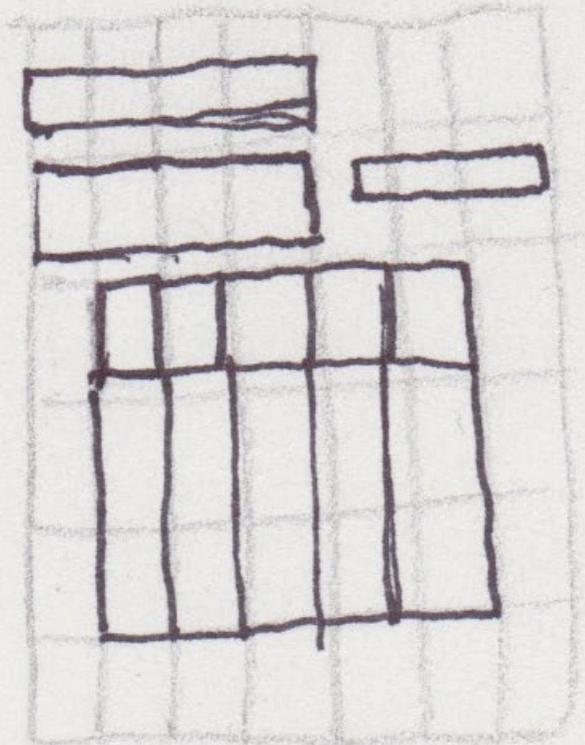
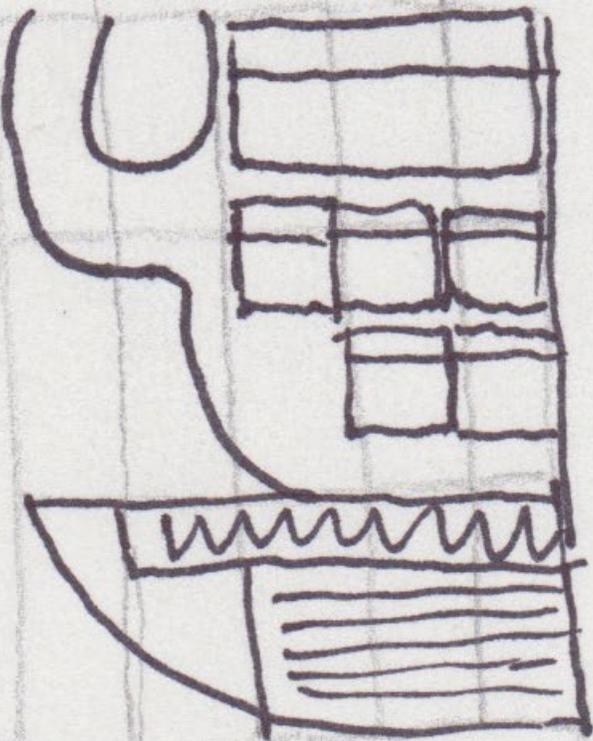
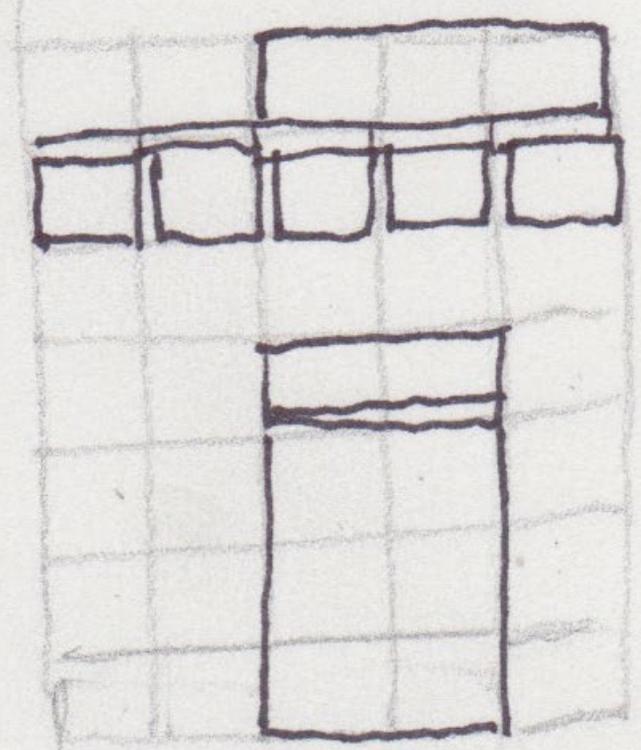
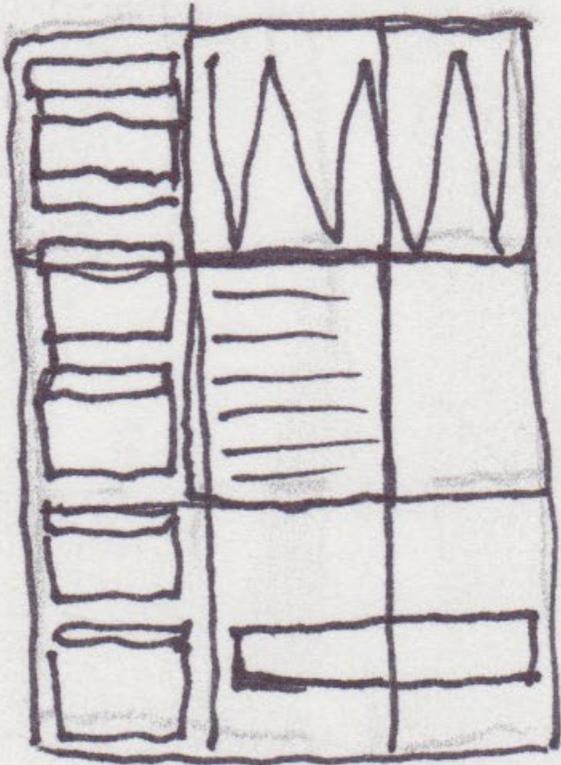
# Rough Sketches

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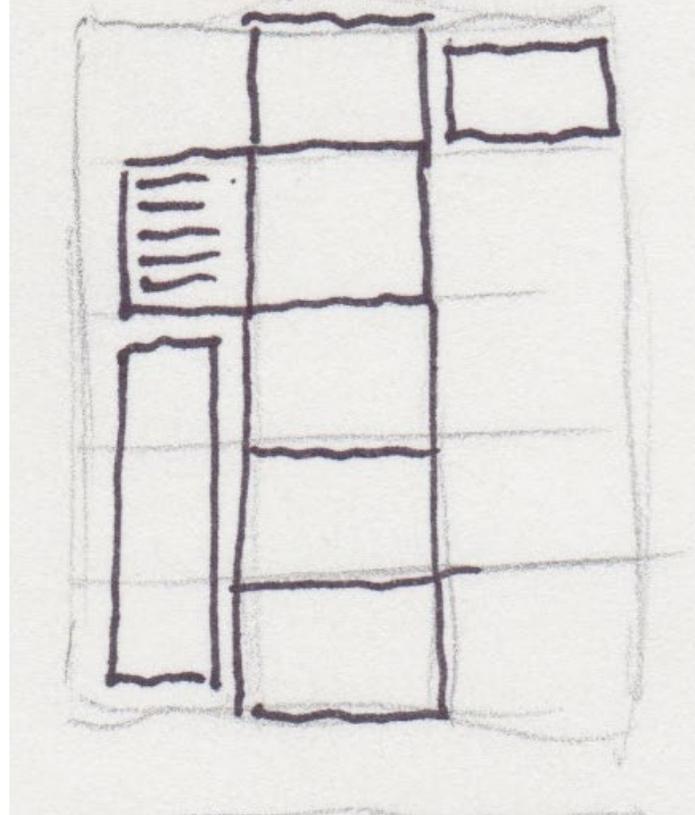
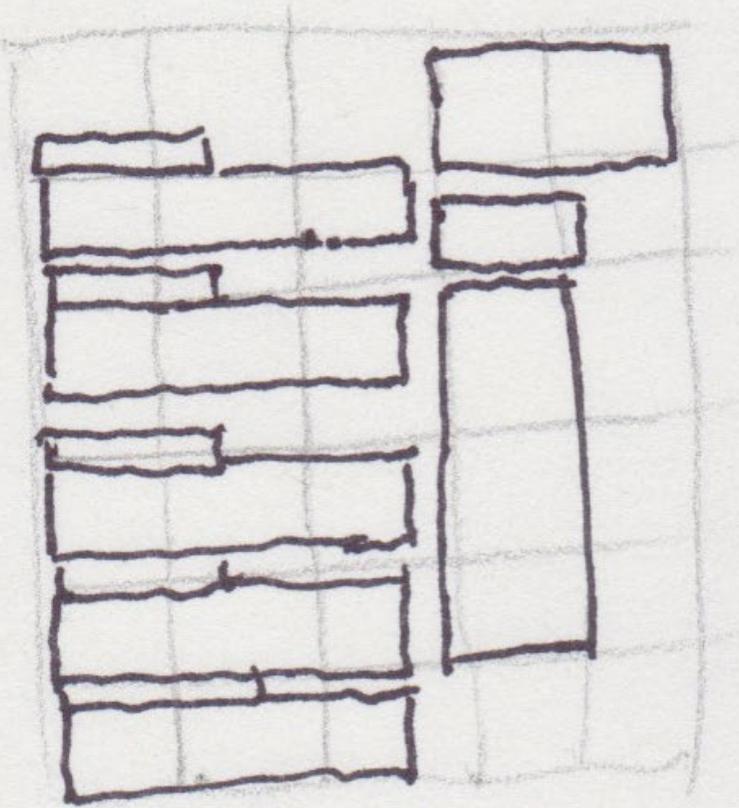
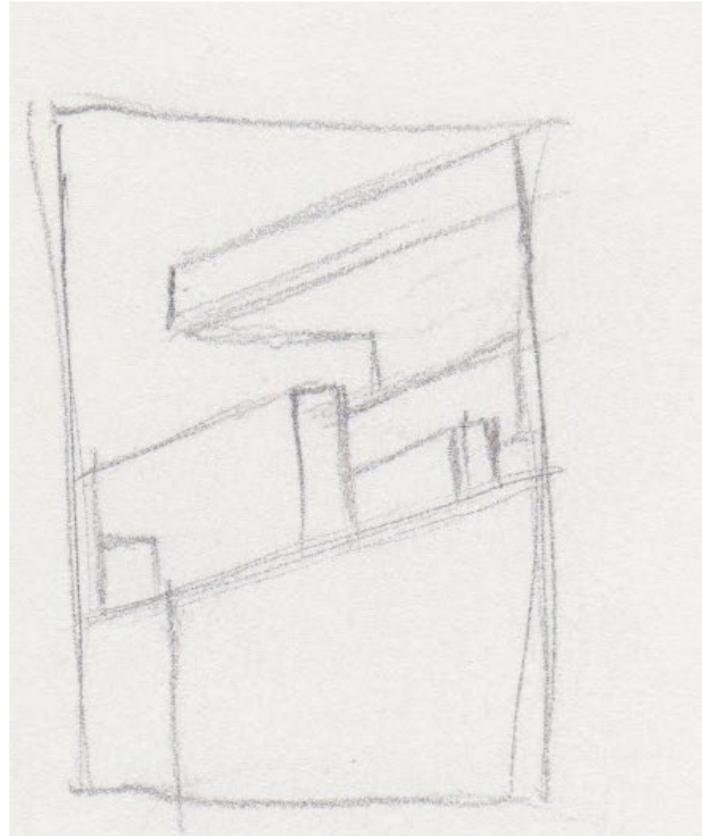
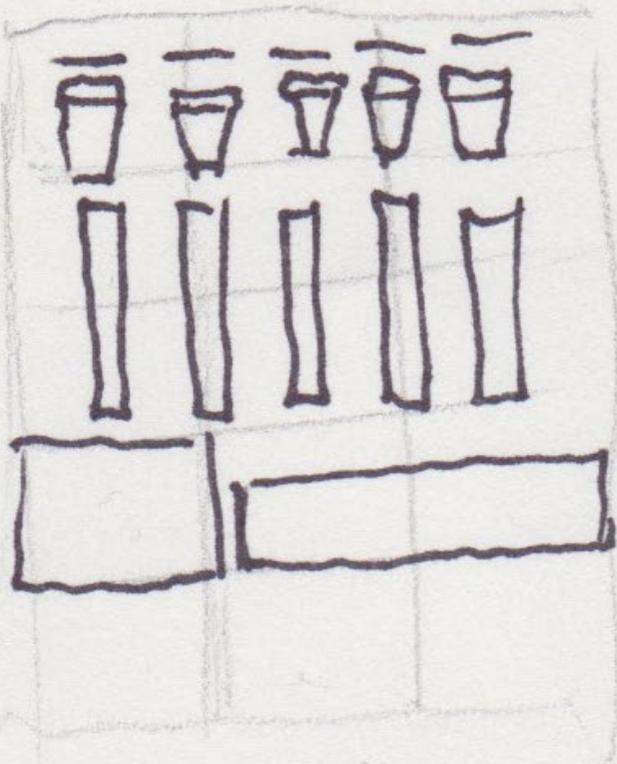
# Rough Sketches

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# Rough Sketches

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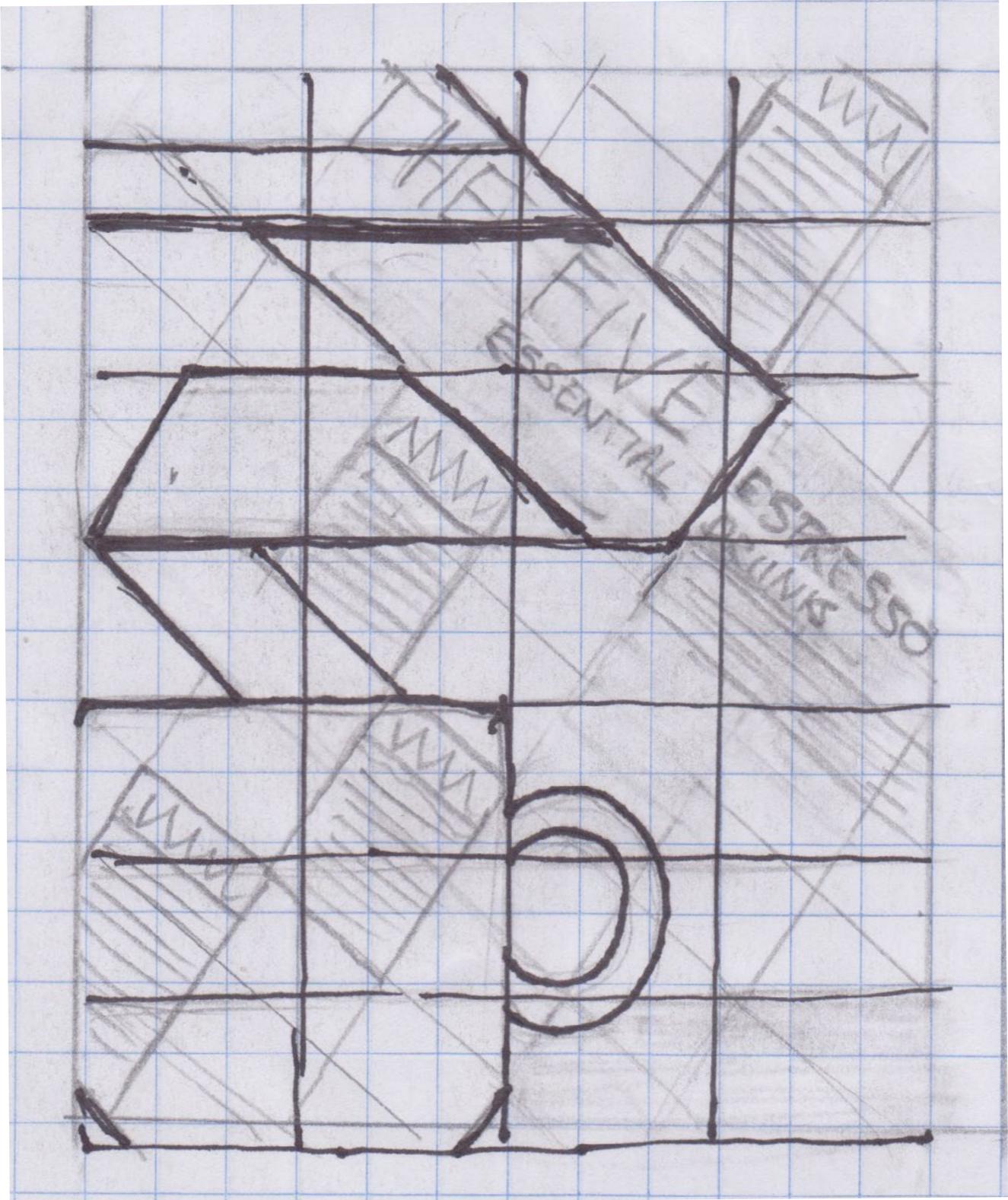
# Refined Sketches

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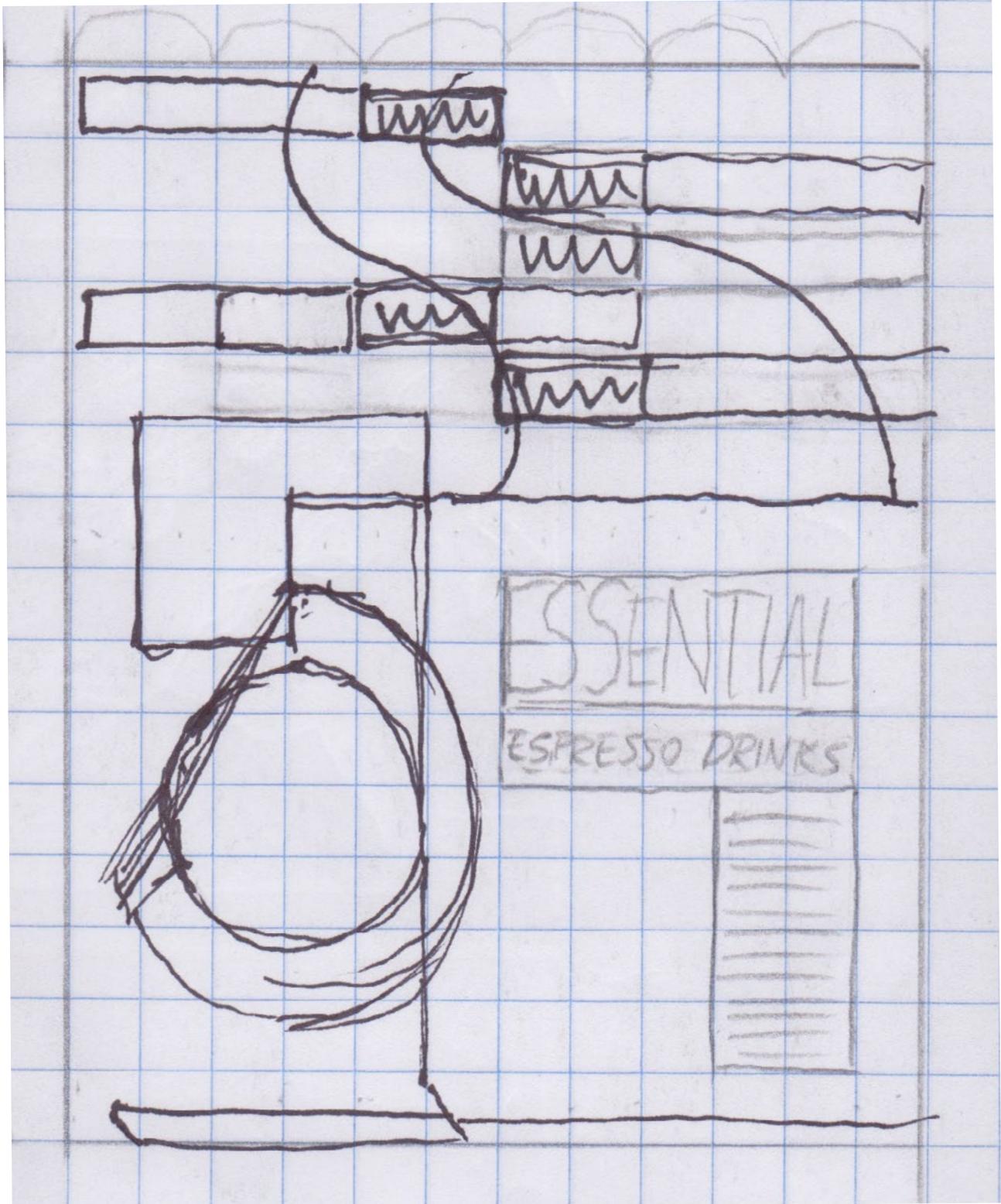
# Refined Sketches

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# Refined Sketches

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## Caffe Latte

This popular Italian beverage requires you to first pull two shots of espresso. Use a nice ceramic bowl-shaped cup. For a latte you want to add about three times as much steamed milk as there is espresso. As you pour the steamed milk hold back the foam using a spoon. Once the cup is about three-fourths full then put a nice dollop of foam atop the latte. If you want to be fancy pour the espresso and the steamed milk into the cup simultaneously from each side.

## Cappuccino

A fine espresso is typically uses coffee beans of the Arabica Coffee bean varietal (*Coffea arabica* var. *arabica*), perhaps with some Robusta coffee beans (*Coffea arabica* var. *robusta*) used in an espresso blend to create a specific flavor. Once you determine the proper espresso grind size and use the proper technical specifications for pulling a perfect espresso shot, and also practice your techniques on steaming and frothing milk to create rich and velvety steamed milk and foam, then you are ready to brew the five essential espresso drinks!

## Latte Machiatto

This fine Italian beverage is made by filling the cup up first with the steamed milk and then pouring the espresso on top. This leaves the surface macchiato, or "marked" with the espresso. Make sure to pour the espresso in very slowly so as to leave an attractive dark swirl atop the drink.

## Mocha

Two shots of espresso are poured into a tall glass and then one ounce of chocolate syrup is added. You can use chocolate powder instead if you wish. Now fill up the rest of the cup almost to the top with the steamed milk. Now use some very rich whipped cream to cap it off and then sprinkle some chocolate flakes on top.

## Cafe Creme

This specialty coffee drink pleases the palate with a rich taste. The cafe creme is made by first pulling either one or two shots of espresso into a cup. Then add to the beverage one ounce of heavy cream. Some people refer to this drink as an Espresso Creme.

### Fine espresso typically

uses coffee beans of the Arabica Coffee bean varietal (*Coffea arabica* var. *arabica*), perhaps with some Robusta coffee beans (*Coffea arabica* var. *robusta*) used in an espresso blend to create a specific flavor.

# 5

## Essential ESPRESSO DRINKS

### Once you determine the

proper espresso grind size and use the proper technical specifications for pulling a perfect espresso shot, and also practice your techniques on steaming and frothing milk to create rich and velvety steamed milk and foam, then you are ready to brew the five essential espresso drinks!

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This specialty coffee drink pleases the palate with a rich taste. The cafe creme is made by first pulling either one or two shots of espresso into a cup. Then add to the beverage one ounce of heavy cream. Some people refer to this drink as an Espresso Creme.

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## Essential

### ESPRESSO DRINKS

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**SPECIALTY**  
**COFFEE ASSOCIATION**  
OF AMERICA®

# 5

## Essential ESPRESSO DRINKS

### Caffe Latte

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### Mocha Latte

This specialty coffee drink pleases the palate with a rich taste. The cafe creme is made by first pulling either one or two shots of espresso into a cup. Then add to the beverage one ounce of heavy cream. Some people refer to this drink as an Espresso Creme.

### Cappuccino

For a fine Italian cappuccino you will need to pull two shots of espresso. Next add twice as much volume of steamed milk atop the espresso, and then top the drink off with velvety foam. You can alter this a bit to your personal tastes. Many people prefer an even one-third espresso, one-third steamed milk and one-third foam. Others like the espresso itself to comprise half of the espresso drink.

### Cafe Creme

Two shots of espresso are poured into a tall glass and then one ounce of chocolate syrup is added. You can use chocolate powder instead if you wish. Now fill up the rest of the cup almost to the top with the steamed milk. Now use some very rich whipped cream to cap it off and then sprinkle some chocolate flakes on top.

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# 5

## Essential ESPRESSO DRINKS

### Latte

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