

PROJECT ONE

INDEPENDENT COFFEE / TEA SHOP

PROJECT START | **24 JANUARY**

PROJECT CLASS CRIT | **17 FEBRUARY**

PROJECT DUE | **22 FEBRUARY**



project overview

This project will focus on an independent coffee or tea shop. You are asked to develop the branding around a fictitious shop where the logo integrates an icon with the type name. This icon could then become the staple in all other designed elements. Focus solely on either coffee or tea, but not both [or another similar business you feel would work - but must get approval on project scope]. Think about the imagery that is synonymous with these industries. Think about the colors and typefaces that would connect to a bean or leaf for instance. Once the logo has been solidified, apply the rules you have developed and the identity to the required items.

five full color logo option



black and white logo option



one color logo option*



black and white logo option



project requirements

- new logo development
 - no more than 3 spot colors
 - black and white logo
 - one color version
 - reversed on black background
- window treatment
- signage that portrays a unique shape playing off the logo / icon
- invitation to grand opening event postcard 9 x 6½ - eddm
 - www.usps.com/business/every-door-direct-mail.htm
 - www.psprint.com/layout-templates/eddm-postcards-printing/~pdf~6.5x9/
- invitations to grand opening social media post graphic
 - <https://blog.hootsuite.com/social-media-image-sizes-guide/>
- 2 cup designs - one for hot and one for cold - different material
- sleeve design for hot cup - one color screen - how this covers the design
- small pastry bag - one color screen
- small pastry box - one color screen
- shirt design - screen printed
- complimenting smock design - embroidered

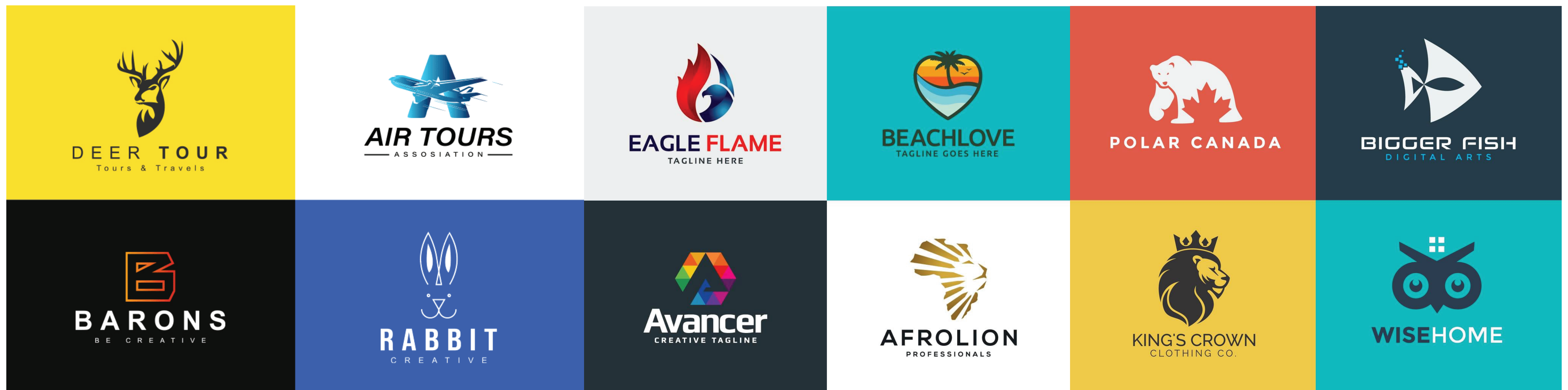
*only used to illustrate this project requirements, this is not an option under their branding guidelines

gained knowledge

At the conclusion of this project, you will have developed the identity of a shop that is specific to their services and what they offer their customers. You will have focused on a logo design that speaks to these services and isolated an icon that was used across multiple designs echoing their brand. Applying the design across print, signage and screen printing will be explored with tight requirements when it comes to typeface usage and spot colors. You will have looked into developing a logo that can respond to any size and orientation. Breaking down the logo elements in a way that all connect to a person seeing the logo in different applications.

grading scheme

- ● ● ● ● the quality and aesthetic appeal of the logo itself
showed three versions of the finished logo
- ● ● ● ● milestone | showing 3 different renditions for logo development
- ● ● ● ● the uniqueness & creativeness of all the pieces
window treatment - signage - print & digital invitation - packaging - apparel
- ● ● ● ● milestone | showing the window treatment in an image
- ● ● ● ● strength of all the pieces as a whole - consistency
- ● ● ● ● research/process of the project - mood board development
- ● ● ● ● participation in class crit



schedule for project 01



a useful site to look at for revamped branding logos

<https://www.underconsideration.com/brandnew/>

24 01

project one overview | begin looking at other coffee or tea shops brands. look at how their design attracts and speaks to their customers. what coloring schemes are used? what typefaces are implemented in the designs? what is the tone or direction of their designs and is there any connection across the brands?

choose a unique name for your shop

27 01

class 02 of 08 | come to class with a name chosen

start looking at existing coffee or tea shops - they are your competition

begin thinking about the play with glyphs in your name and how an icon can compliment the name

31 01

class 03 of 08 | come to class with progress on your logo design

look at both caps or mixed or all minuscule glyphs

start developing your logo and integrating an icon

start working on the logo and integrating an icon through sketching and notes first, then bring into the computer

think about how this logo can transform into different orientations and still hold the brand intact

start thinking what color schemes will place your shop into the scene while providing separation from competitors

03 02

class 04 of 08 | come to class with progress on your logo design showing three **UNIQUE** ideas

continue developing your logo and integrating an icon

start thinking about the other design elements

finalize the color scheme

think about the unique shaped signage you will explore - set up the file and begin designing

milestone one | upload your one completed logo at the end of class time to the google drive

you will receive a short quick feedback before next class



07 02

class 05 of 08 | come to class with progress on the sign design

- finalize the logo and begin thinking how the logo can respond to different orientation applications
- finalize the sign design
- work on playing off the signage in creating a complimenting window treatment composition
- begin breaking down the elements of the logo and icon and start designing the cup, sleeve, box and bag

10 02

class 06 of 08 | come to class with progress on the window treatment

- begin working on the eddm postcard - grab the necessary dimensions for the postcard - look at indicia guidelines
- begin working on the layout for the social media layout - the postcard and social media post should be very similar
- how can your design capture the potential consumer's attention and showcase the branding of your new shop?

milestone two | upload your a photo mock up rendition of the window treatment to the google drive

- you will receive a short quick feedback before next class



14 02

class 07 of 08 | come to class with ideas on how the apparel and packaging will strengthen the brand

- finalize the postcard mailer
- breakdown the information into a hierarchy from both the front design to capture attention and back for details
- information about the shop, date for the grand opening, location, hours, phone, web address should be included
- using all existing designs - especially the cup, bag and box - design a shirt and smock that work together

17 02

class 08 of 08 | class crit second half of class

- take time during the first half to wrap up your work and prepare for the crit.
 - every single piece must be completed to receive credit for participation** - there is no need for printed pieces for this crit.
- allow time to reflect on the feedback and how it may help strengthen your overall branding and individual pieces
 - remember the sponge and brick metaphor

<http://responsivelogos.co.uk>

22 02

projects are due - uploaded to the google drive

- upload your designs to the google drive AS A SINGLE PDF