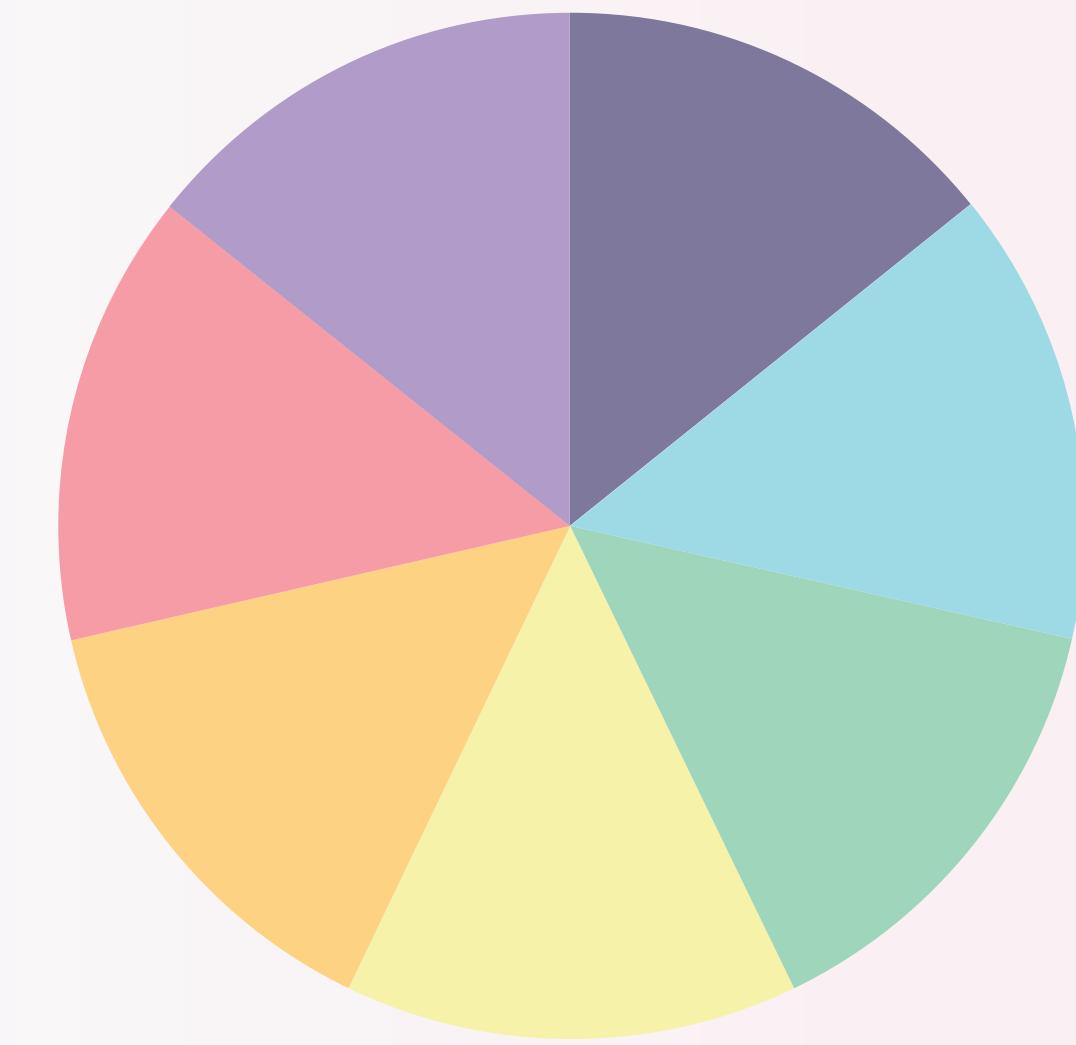




a-sprinkle-of-pretty.tumblr



*~ Peace and Happiness ~*

**WELCOME TO PASTELS**

# About the Cafe

The Cafe that provides a calm cool corner to sit and relax.

The Cafe that gives the confectionery with such sweetness that it dissolves all your stress.

The Cafe that is themed to be peaceful.

*Welcome to Pastels! Where you will find peace and happiness.*

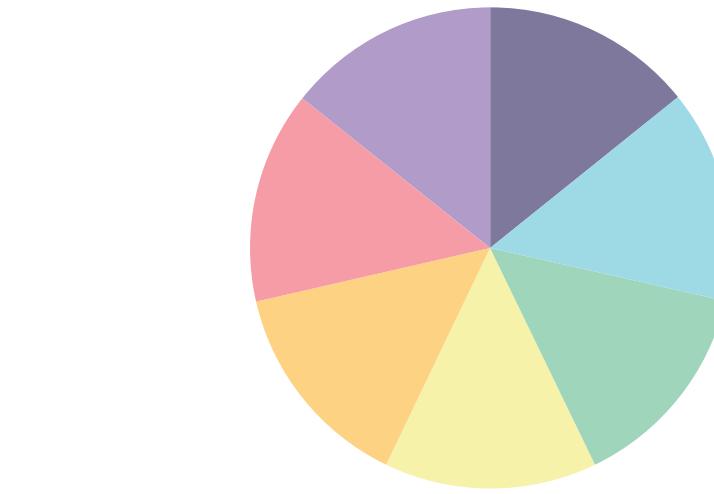
## Logo

The cafe logo is Pastel shades of colors of Rainbow (VIBGYOR)

There are two variations of the logo:



*Rectangular to be used for formal events like letters, magazine ads, etc.*



*Circular for stationery items and Cafe decor.*

The pallet used is:



#b19cd9

#7e789b

#99e3ec

#96e6c1

#f9f0a8

#ffd283

#fe9ea8

The fonts used are: Open Sans variations and Queen of Heaven.

# Running Campaign

The Cafe focuses on User Experience along with the quality of products.

To give better experience to their customers, the cafe has come up with a campaign.

The Campaign is to engage the customers while they wait for their orders to arrive.

The campaign is to provide a letterpad to the customers on which they can draw.

Later on, winners are announced on their site.

*The Cafe is calling this campaign as "Nibble and Scribble".*

Perks of this Campaign:

- The customer is occupied while their order is getting ready.
- To check the winners people will visit their site, which in turn will increase their site visitors number.
- The letterpads, on which the customer draws, have space to collect their basic information, which in turn strengthens their Customer Database.
- It is easier to maintain and continue with this campaign
- Cost of the campaign is low.

The punchline is: "*Express-o-yourself*"

## Table tents

- Table tents will be used in place on Danglers





## Stationery Letterpad

- It has placeholders to obtain Name and Email ID
- *The Pastels' Logo colors around the border give it a good brand*

## Letterhead



- Starts with Formal Rectangular Logo

- Circular logo acts as the divider between content and address



## Envelope

- Used along with formal letters
- Different colors in the interior defines different usage of the letter

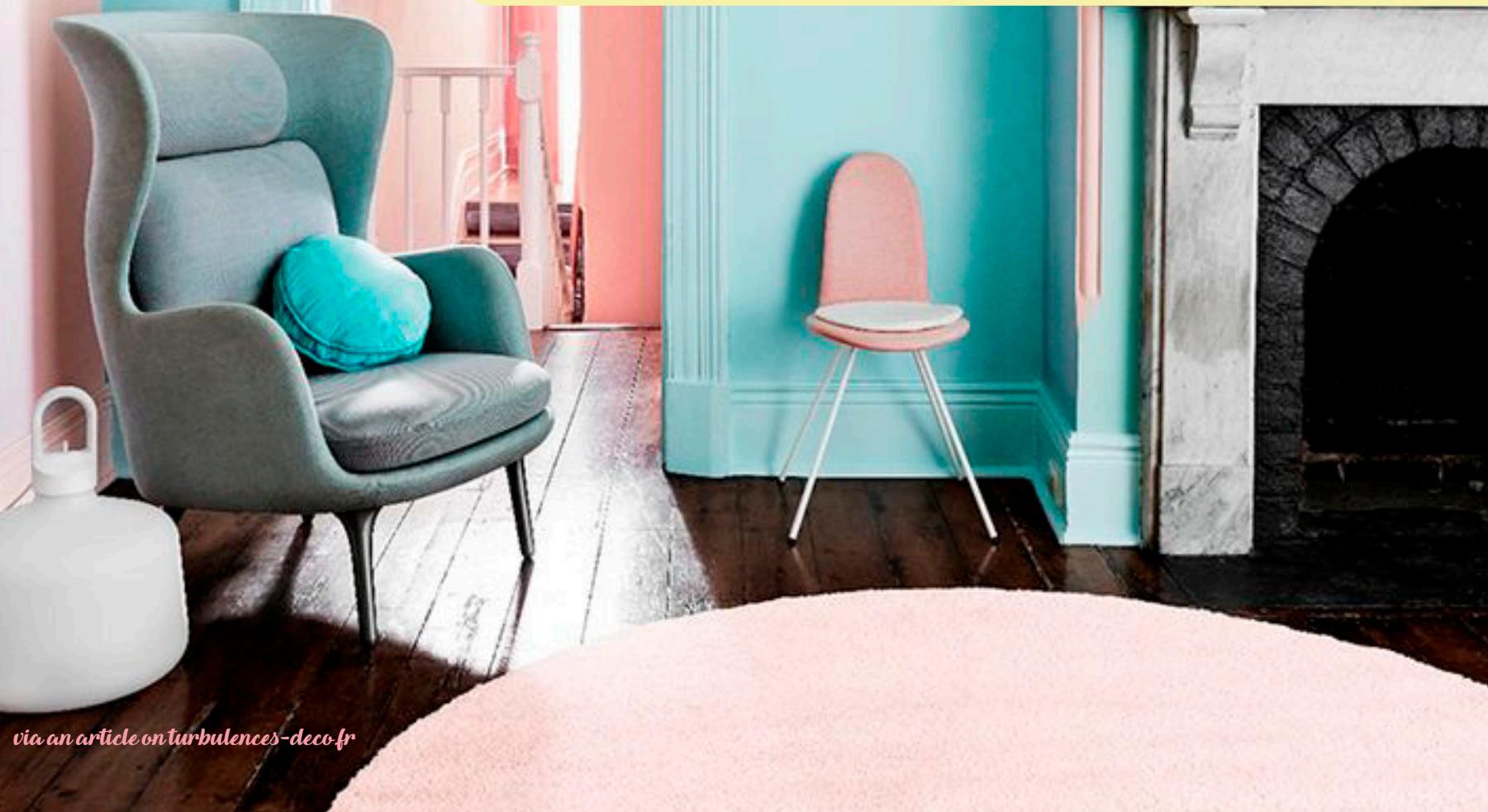
## Personal Business Cards

- Different colors depict different positions





**Take a break from all the stress  
Grab a seat in any of our Pastel themed rooms  
Let us serve wonderful Coffee**





## Magazine Ad

- Tearable cutout of coupon will be advertised
- Customers with these coupons will be given attractive discounts.



## Posters

- Various posters in simple format
- Used to advertise new Products in the Cafe



## Paper Bag

- Disposable paper Bags
- With distinct Logo colors border



## Cake Box

- Disposable box
- Can be reused for decoration
- Can be reused as Doll House