

Friendly Grounds Coffee

BRAND GUIDE





Mission Statement

We are committed to delivering the best roasted coffee bean and coffee drink products in our local neighborhood and beyond.

We are committed to our delivering a smile to every customer's face and thereby helping to make the world and neighborhood a better place.



Creative Brief

Mission Statement Developed from these noteworthy questions and answers:

What do we do?

Roast coffee beans, make great coffee drinks and give locals a friendly place to come and hang out for a little while, give back to the neighborhood and the community, we keep our customers caffeinated.

Who do we do it for?

Our customers, ourselves (because we love it!), our families, the community, the industry

Why do we serve our clients or customers the way we do?

To build something for the community

.

How do we best serve them?

By committing to our values, being open when we say we are open, consistency in product delivery.

Why are we in this industry?

To make a living and make a difference in this world.

Why did we start this business?

A passion for roasting and drinking coffee.

What is the brand image we want to convey?

Friendliness, trust, committed, smiles.

PROJECT SCOPE

What is the project?

Design a brand and suite of identity designs for a new local coffee roaster

What skills does your client need?

My client is relying on my design and branding expertise to plan and design the brand's personality, target audience, mission statement, a set of identity designs, and a style guide.

How will the final deliverables(s) be used?

The color scheme, typescale, imagery, logo, icons, social media header, and brand style guide will be used to create a company website, print menus and flyers, signage, online and print promotions, and promotional t-shirts.

PROJECT GOALS

What are the objectives of the project?

To design and develop the brand identity for Scoop, including brand personality, mission statement, target audience, logo, colors, typography, imagery, icons, and social media header, and brand style guide

What does success look like to your client?

Success to my client means understanding who her target audience is, what their mission statement is, and having a complete brand identity that matches her vision of a fun, welcoming, and happy shop atmosphere that attracts her ideal customers. Also, success looks like Iggy Pop and David Bowie riding in a car around Berlin

YOUR CLIENT

Who is your client and what does his or her company do?

My client is a neighborhood local who has spent the past few years planning to open up a shop, but wasn't sure what the neighborhood really needed. She signed the lease and has a little extra money to pay for this job. As someone highly invested in the neighborhood, she is really putting her heart and soul into building Friendly Grounds

TARGET AUDIENCE

What are the demographics of the ideal customers?

ideal customers are young professionals that are starting to move into and frequent the neighborhood.

COMPETITION

Who is the competition?

Starbucks in the local grocery store, McDonald's and a small coffee stand in the parking lot of a tire store.

Are there any anticipated competitors in the near term?

Once the newly built condo and apartment structures begin to fill up, some of the abandoned retail complexes will start to fill up with larger name coffee companies.

LOOK & FEEL

What is the overall brand image?

For now, we are branding with friendliness and happiness and confidence, random Smiley faces found in funny places

What is the brand personality, mood, and tone?

For now, we are branding with friendliness and happiness and confidence

DESIGN SOLUTION

What is your design strategy to meet your client's needs?

My strategy is to build the perfect color scheme, typescale, and imagery to complement the brand's personality, along with a compelling and attractive logo to capture the cheerful environment of the shop. With this foundation, I'll create a strong brand identity that the target audience will love, inspiring trust and loyalty that boosts business and attracts Scoop's ideal customers.

BUDGET

Did you discuss the total project budget, payment requirements (hourly rate or flat fee, plus expenses), and estimated number of hours with your client? If so, was it accepted?

Yes, we have discussed my hourly rate, additional expenses I'll need covered, and the number of hours per week needed to finish the project. She agrees and has signed off on these terms and budget.

Are there any additional expenses (e.g., printing or web development fees) the project will require?

Yes, there will be several other costs to develop the website, print menus and flyers, order signage, set up online and print promotions, and order promotional t-shirts, but they are not included in the scope of this project. The client will handle these expenses after the completion of this project.

DELIVERABLES

What are you delivering to your client and how?

I will be delivering the following design deliverables as PDF's and as original Adobe files:

Brand personality profile

Target audience profile

Mission statement

Color scheme

Typescale

Collection of brand images

Logo

Icon pair

Social media header

Brand style guide

SCHEDULE

What is the project timeline?

Scoop is launching in 3 months, so the design for the initial branding identity will need to be completed in one month.

When are milestone tasks due?

I will deliver each completed task for review as follows:

Brand personality profile - completed

Target audience profile - completed

Mission statement - completed

Color scheme - by next week

Typescale - by next week

Logo - by next week

Image collection - in 2 weeks

Icons - in 2 weeks

Social media header - in 2 weeks

Brand style guide - in 2 weeks

Image Collection





Target Audience Summary

DEMOGRAPHICS

GENDER: All

AGE: 16+

LOCATION: here in town, for now

OCCUPATION: All

EDUCATION: All

INCOME: \$50K and up, or those with disposable income

FAMILY STATUS: any

DAY-TO-DAY LIFE

PERSONALITY TRAITS: habitual

TYPICAL WEEKDAY INVOLVES: get up, get a coffee, go to work, get a coffee, go back to work, depending on what kind of evening plans they have, they might need a third coffee

CARES MOST ABOUT: quality of their coffee drink

CURRENT CHALLENGE: consistency with their coffee drinks

CURRENT GOAL: to make sure they get a coffee

TOP 3 BOOKMARKED SITES: <https://www.burialgroundscoffee.com/>,
<https://www.ghosttowncoffee.com/>, <https://www.iwcoffeeandchai.com/>
<https://scarygoodcoffee.com/pages/media>

WHAT I DO IN MY FREE TIME: meet up with friends, eat good food, live life as best as can be.

Logo Design Ideas

Keywords to describe the brand’s personality

Adjectives

- friendly
- happy
- smiley
-

Nouns

- coffee
- roaster
- cup
- place

Logo Design Inspiration comes from word groupings

Group 1:	Group 2:	Group 3:
<ul style="list-style-type: none">• friendly• place• • 	<ul style="list-style-type: none">• Happy• coffee• • 	<ul style="list-style-type: none">• smiley• cup• roaster•

This inspired the logo!

Color Scheme

Main Color

Hex Number: #00b3f5
RGB: [6, 179, 295]
CMYK: [68, 12, 0, 0]

Accent Color 1

Hex Number: #fdf55f
RGB: [253, 455, 45]
CMYK: [4, 0, 73, 0]

Accent Color 2

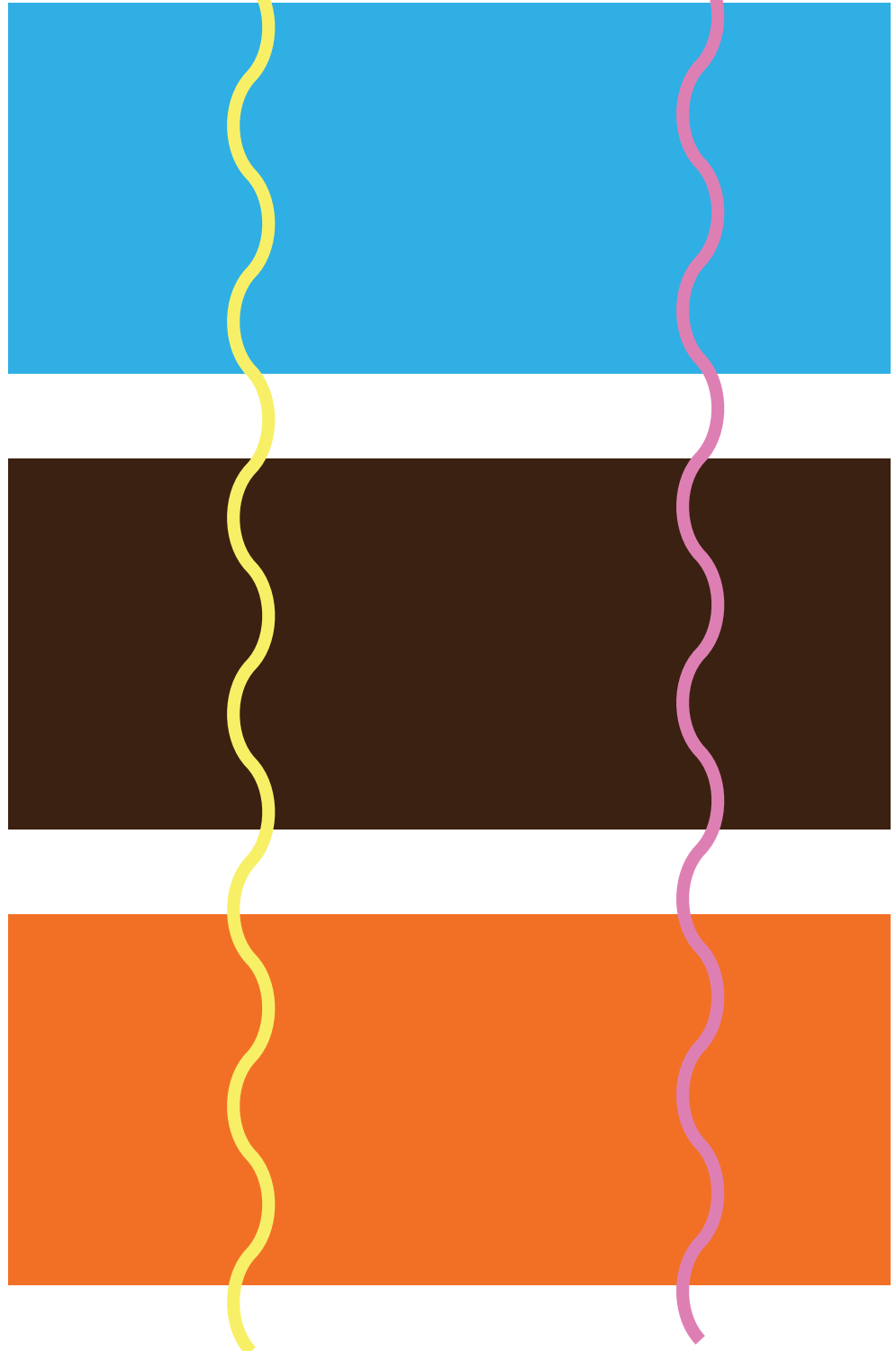
Hex Number: #ff77e0
RGB: [255, 119, 224]
CMYK: [9, 61, 0, 0]

Secondary Color

Hex Number: #3e210d
RGB: [62, 33, 13]
CMYK: [50, 72, 83, 70]

Tertiary Color

Hex Number: #f37225
RGB: [243, 114, 37]
CMYK: [0, 69, 97, 0]



Fonts & Type Scale

Headers & Main Text

Lucy the Cat, found
somewheres on the innernet

*Sweet Lucy the Cat, Let
me Go*

Body & All Other Text

Sitka, Part of Adobe Cloud
Fonts

Sitka, does the trick-a

TYPE SCALE FOR: Friendly Grounds

60pt *Friendly Grounds-* *Lucy the Cat*

36pt Large blocks of text - Sitka

18pt NAVIGATION MENU - Sitka

16pt Paragraph body text - some extra text here so that we can get a
sense for the sizing! - Sitka

Logo

**Final Version Approved
5/27,23 by Jafar Dev**



**Alt Version - everyone
else wanted this one**

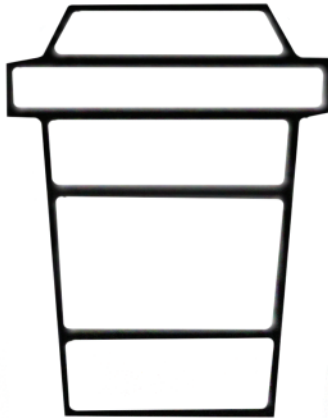


Iconography

Use the icons for the current trend of substituting the words “cup of coffee” or “coffee” any time.

Can be utilized in any of the brand colors or accent colors for the trend of Overstimulation.

**Owners wanted some type of placeholders and are happy with these but feel they could be more fun. Still working on other variations.



Social Media Header

