



VISUAL STUDIES

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1.0 JAMES COFFEE CO. SAN DIEGO



James Coffee Co. is a company specializing in producing handcrafted in producing handcrafted artisan roasted coffee which owned and operated from San Diego, California. This company was founded by a famous American, David James Kennedy (2014) and primarily sells single-origin and exclusive exclusive James Coffee blends of coffee beans to an international market on their website, www.jamescoffeeco.com

PACKAGING DESIGN



The packaging design is very minimalistic which what we are looking for when we want to make our branding in the future progress of this assignment. For the packaging they use a large bag that can be rolled when it is opened . They only use a couple of color palettes which only consists off blacks and whites and also some gold in their special blend packaging below.



For this packaging, they mix-matched the fonts used which consists of Sans Serif Fonts for the brand and then Script Fonts for the type of the coffee blend to really give that handwritten feel to the packaging.

The special blend, James Coffee X Peter Mckinnon, known YouTuber content creator, majorly in photography and videography.



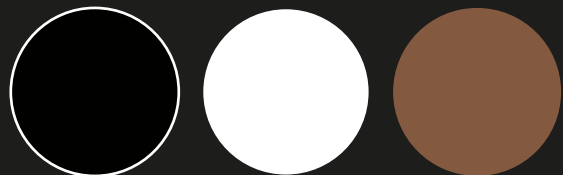
LOGO DESIGN

JAMES COFFEE CO.
SAN DIEGO

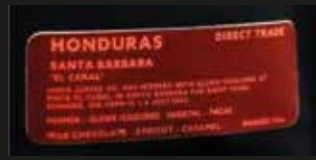


The logo uses a simplistic design where the symbol of the brand is a silhouette of an owl which called pictorial marks and the font used is a Sans Serif font which conveys simplicity and a clean look to the customers of the product which most people these days preferred with their choice of design.

COLOR PALETTE



This is the color palette that they generally use for their packaging design. It is very consistent throughout their design for the packaging. The only difference in their packaging is the color used to differentiate the specific blend.



The fonts used here are the same as before which is Sans Serif Fonts. The only difference is they used different sizes of font for the main type of the blend for the description of the blend. The downside of this packaging is that they use stickers for the blend type instead of painting it on the packaging itself which will probably save some time when packaging the product.

2.0 PERK COFFEE MALAYSIA

Perk was started by coffee-crazy couple Paul and Serena. Their coffee journey began much earlier in Africa, where they both lived for several years. It's in Kenya that they fell in love with coffee and developed an appreciation for its delicious "fruity" coffees and the beautiful highland plantations. From Kenya, they spent two years in Hawaii. Their search for great coffee continued as they explored the stunning sea view plantations of Kona, Big Island. Their spirit of adventure finally brought them to Asia where they decided to put their roots down. Perk was born out of their passion for great coffee and travel.

LOGO DESIGN

Their logo is as simple as the name of their brand, called wordmarks. They use decorative fonts for the logo as we can see which really establishes some mood and style in the brand. Now let us look into the packaging of their brand.

Perk.



PACKAGING DESIGN

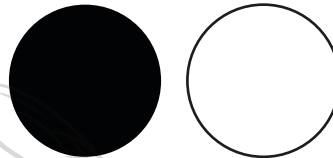
Their packaging is very simple compared to James Coffee Co.'s packaging which nothing much is really there. No patterns or anything, just straight up the name of their brand and then the colored label to differentiate between the different blends. As for their bag, they use a ziplock bag which will be really easy to close back after using it compared to the ones that James Coffee Co. using. They also have other packaging for their drip bag:



Their design is very simplistic and minimal, same with James Coffee which is really nice to have in-display when you buy one of their products. And the use of black as their main color really emphasizes the bold and strongness of coffee as we coffee lovers know., and the first thing that we search for in the morning.



COLOR PALETTE



There is nothing simple as the color palette that they chose to use for their brand. But on their website, their accent color is Yellow which really harmonizes with their choice of color. And like I've said before, they also use different colors for the different blend that they offer:



Their choice of color for their blends is really cheerful compared to James Coffee Co. which only uses white as their base color then another color as an accent to differentiate. But Perk really just makes it a base color as we can see above. But they still use stickers which we really lack interest in.



3.0

CONCLUSIONS

PACKAGING DESIGN

From the analysis that we've made, we decided that more colors and complex design don't mean for the packaging to be more engaging. Which we have chosen to make our packaging and our branding overall a little bit more simplistic or 'minimalistic' as you call it with a minimal color palette as possible and an attractive yet simple design on the packaging.

As for the fonts, all designs based on our analysis should only consider and use at most 2 types of fonts in their design to make the customer easily read and not be overwhelmed with the excessive use of font designs on the packaging. Those fonts should be able to easily read and harmonize with each other. For a modern design, Sans Serif and Script fonts are more suitable for the aesthetic look.

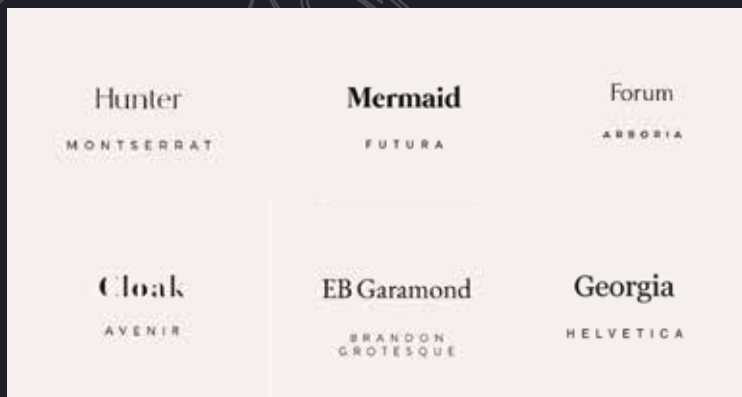
Fonts

LOGO DESIGN

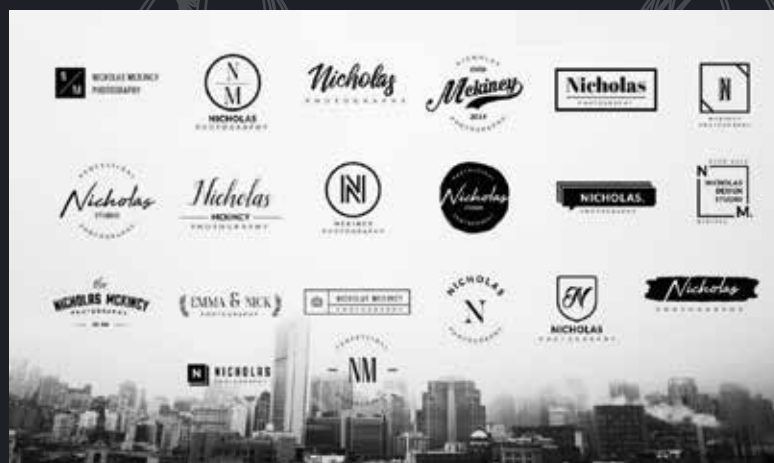
Now for the logo, from what we have looked through, the majority of today's design for the logo which is more to the modern side of the design is the one that people really looking for these days. A modern logo design consists of simple font designs which we called wordmarks, where the name of the brand is used for identification and branding or they use pictorial marks, an icon, or a graphics-based logo. And to add all to that, all of those designs implement a minimalist and simplistic design that refers to a clean aesthetic that takes the "less is more" approach that just overall removes all the fancy embellishments and just favor clean, bold, and simple composition with only one or two colors.

last but not least is about the color palette. As for the color palette, a lot of modern design trends that is very widely used these days by all company that follows with the trend uses muted color palettes. Muted colors are colors that have low saturation as opposed to vivid colors which convey a safe and secure or even a nostalgic feel. Some of them also use monochromatic colors. This means they use the same hue of color but used different saturation of said color. Or some just use one or two colors that harmonize with each other.

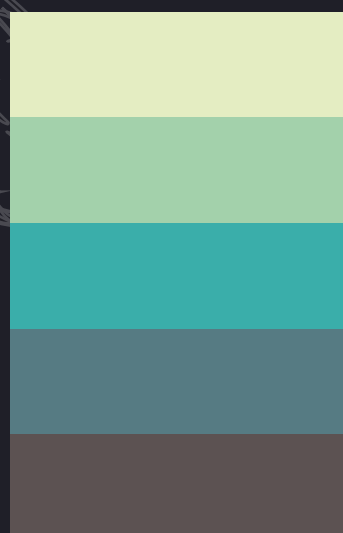
COLOR PALETTE



These are the example of harmonized fonts:



This is some of the examples for minimalist logo:



These are some of the color palette examples:

For our own branding and design, these are some of the recommendations that we will use for the future progress:

PACKAGING DESIGN

And for the packaging, we will be using the coffee bag that James Coffee Co. uses for their packaging with a paper bag-like texture to really convey that aesthetic feels when our customers buy our product. Even though we said that the bag that they used is not as functional compared to the one that Perks used, which is a ziplock bag, but we have chosen the former one because of the classic look of what the coffee bag looks like.

FONTS

For our font options, we want to use two harmonized fonts which are Script fonts and San Serif fonts to show modern design in our branding.

LOGO DESIGN

For our logo, we will be using pictorial marks and in silhouette and simple form to convey our brand identity that can be easily recognize by other people without the use of flashing colors that will be distracting.

COLOR PALETTE

The color palettes that we have chosen to use are just as simple as probably two colors majorly from the muted color palettes because we liked the aesthetic of said color conveys.



That is all for our visual study and what are the recommendations that we will be using in our future design concepts which will be shown through our next booklet. Stay tune!



OUR PLANNINGS

For our official brand, as we have already decided in the previous 'Visual Study', we want to make a coffee bean brand where we would be selling the finest coffee beans to our coffee-loving customer. Who wouldn't want a fresh cup of joe first thing in the morning? So, in this proposal, we will show you the process of how we get our name and logo for the sake of our identity and brand.

THE COMPANY BLUE MOON COFFEE

For the name of our brand, we have chosen "Blue Moon". Blue moon is actually a very rare occurrence that happens. We actually took the name from the idiom, "Once in a blue moon" which means to be extremely rare.

THE STAGES

01

THE COMPANY

The theme
of our brand

02

TYPEFACE

Evokes emotions
and personality

03

COLOR PALETTE

Successful
corporate identity

04

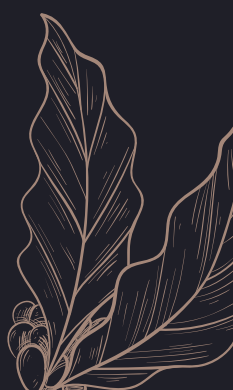
LOGO

Our trademark
that's memorable

05

LOGO

Essentials in
making a name





A ONCE IN A LIFETIME FLAVOUR

THEME

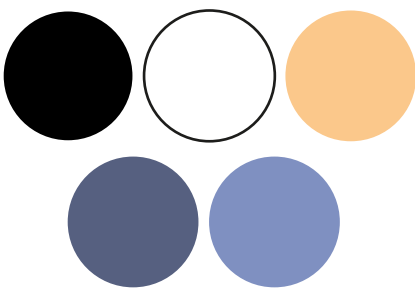
We want to portray in our product the symbol of minimalistic design and the feeling of hand-made to make our customer feel as if at home. So to make our coffee bean product feel special to the customer, we need to make our product as memorable as possible. For example, readable typeface and properly design logo that our customer will easily notice.

TYPEFACE

For our typeface, we have looked up a couple of fonts that may be suitable for our product, which is one script fonts to show the style of a handwritten and elegant design, to really attract the heart of our customer and one sans serif font to convey the feeling of simplicity and modernity in our product to really suit the taste of our customer these days. The fonts are listed below:

Montserrat
Bernadette (da font)

MONTSERRAT EXTRA LIGHT
MONTSERRAT EXTRA-BOLD



COLOR PALETTES

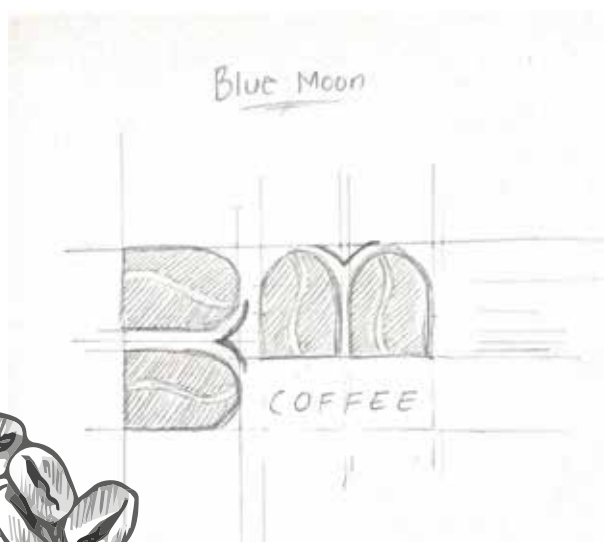
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LOGO





ideas



To really get the idea of what our brand's identity really is, this are some of the sketches of idea for our logo.

From the skkecthes, These are some of the digitized ones from the sketches that we have chose. But they were, a little bit on the boring and straightforward side. So we tried some more sketches and found the perfect one for our branding.



We also made some other variants of our logo which is black and white variants as shown above.

With all that done, we have decided that this logo will be the visual representation of our brand to all of our customers. Now, let us move on to the other essentials in making our brand identity.



CORPORATE BRANDING IDENTITY



BUSINESS CARD



To complete the process of our branding identity, this is what we have come up with for our business card, merchandise, letterhead, envelope, and lastly, the most important part is our packaging.

For our merchandise, we have decided in making a mug for our customers to buy as a memory or a gift for their loved ones.



MERCHANDISE



LETTERHEAD



ENVELOPE

D-01-01, Menara Mitraland,
Kota Damansara, PJ, Selangor
BlueMoon@coffee.com
(+60) 1174839876
www.BlueMoonCo.com



PACKAGING



MAIN
PACKAGING

LIMITED ROASTED BEAN
EDITION

We wanted to make 2 types of our packaging design, one is the normal one while the other is a limited edition. This creates a variety in our brand and creates that special feeling in our customer's hearts.