

COFFEE 'N CODE

SPRING 2018 BRAND VISUALIZATION

MOOD BOARD FOR
BRANDING & WEBSITE INSPO

UWCOFFEENCODE.COM

BUT FIRST, COFFEE...

Coffee is more than just a drink, it's a way to connect with friends & colleagues.

It's a conversation starter.
A productivity booster.
It brings people together.

Coffee 'N Code provides a community for people of all skill levels passionate about connecting, learning, and creating.



THINGS THAT INSPIRE US



- TRENDY & COOL: targeted towards students in University of Waterloo
- SIMPLE & MODERN design: satisfying user experience
- BRIGHT & FRIENDLY: pastel tones, calming yet energizing colour palette
- VERSATILITY: Coffee 'N Code is daring - we explore various popular themes for FB Events each week - this reinforces our playfulness & attractiveness to different audiences



DO SOMETHING GREAT

FOCUS FOR SPRING 2018

WEBSITE CONTENT

"JUST GET IT UP AND RUNNING!"

- Landing Page - hero banner, blogs, recent events, news
- About Coffee 'N Code
- Our Team
- Resources - FB, Instagram, and GitHub links as click-on actions

FOCUS FOR SPRING 2018

LOGO DESIGN

**FEEDBACK &
POINTS FOR IMPROVEMENT**



- Lines should be a bit 'thinner' - clean lines reinforce simple & modern feel
- VERSATILITY: logo should be visible on both black and white backgrounds
- Use minimal color to enhance the features and create a bold image
- Incorporate the text 'Coffee 'Code into logo itself



ULTRA VIOLET



PRIMROSE
YELLOW



GREENERY

Color of
the Year
2017

PANTONE®

Greener

LET'S TALK
ABOUT COLOR...

PASTEL, MODERN, AND FRESH



ULTRA VIOLET



PRIMROSE
YELLOW



GREENERY

Color of
the Year
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PANTONE®

Greenery



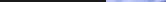
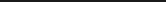
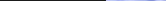
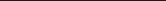
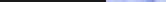
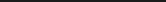
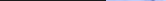
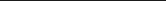
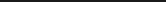
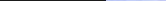
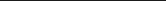
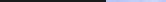
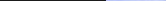
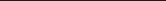
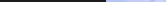
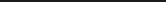
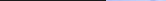
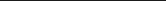
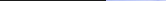
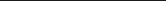
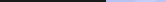
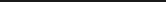
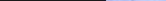
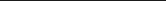
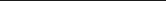
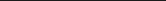
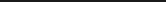
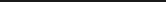
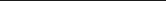
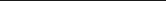
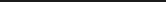
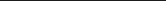
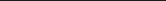
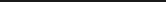
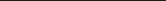
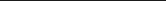
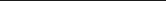
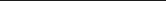
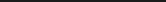
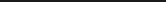
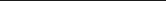
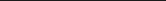
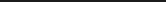
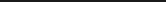
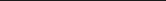
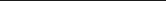
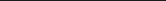
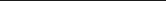
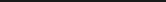
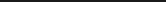
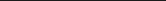
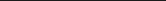
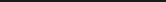
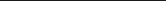
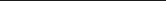
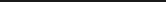
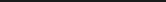
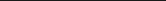
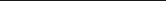
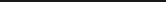
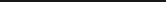
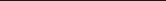
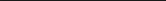
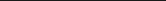
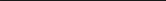
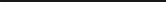
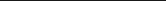
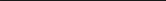
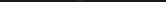
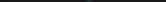
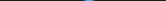
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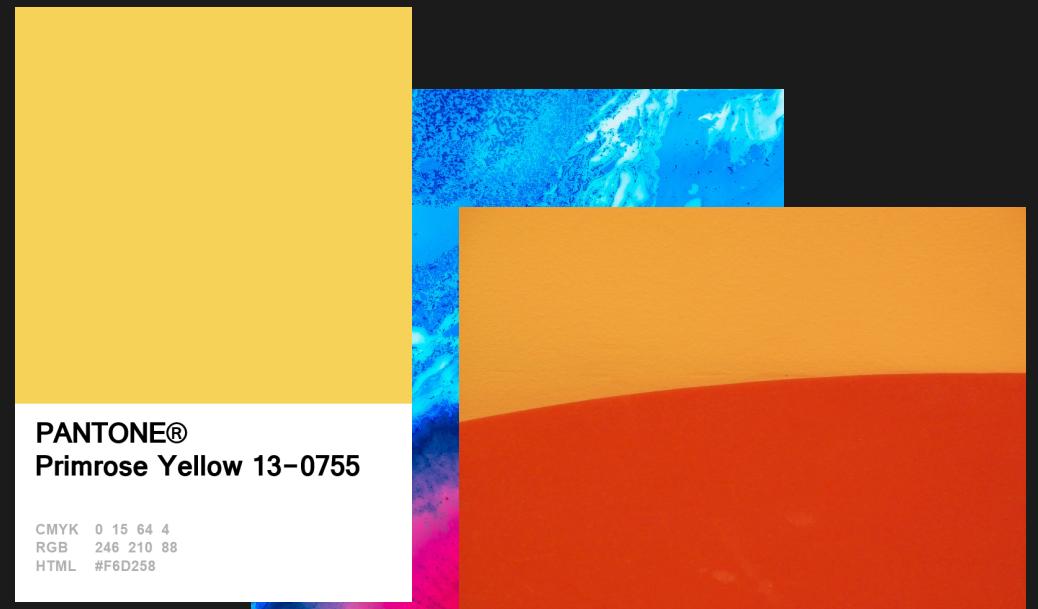
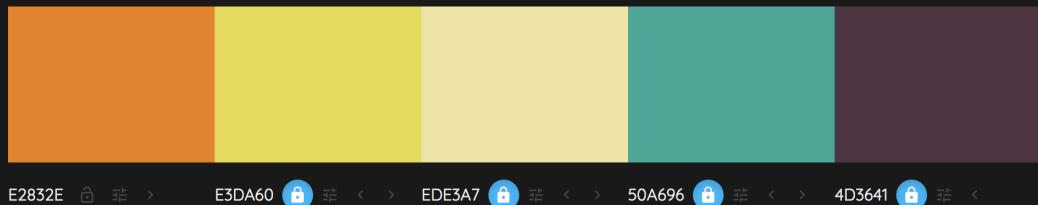
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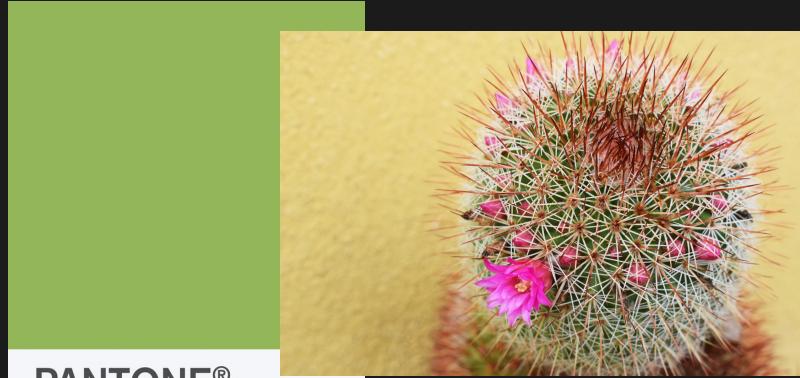
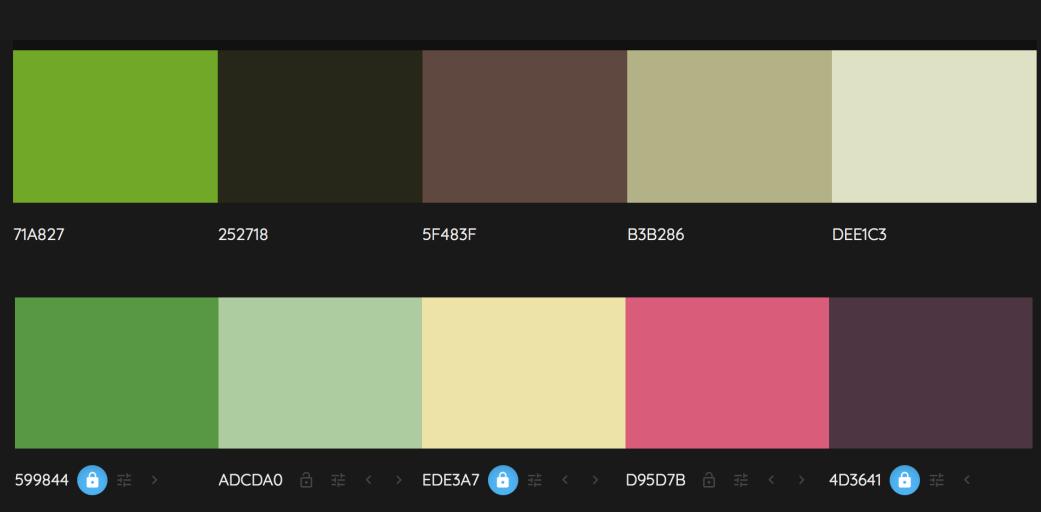
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PANTONE®
15-0343 TPG
Greener



FOCUS FOR SPRING 2018

FONTS

COFFEE 'N CODE

OSWALD (42 PT.)

COFFEE 'N CODE

MONTserrat LIGHT (19.4 PT.)

coffee 'n code

MONTserrat HAIRLINE (24 PT.)