Dear Huihui,

Thank you for reaching out to me in regards to helping create a visual brand for your company.

In the spirit of my Ted Talk, I aimed to do something I did not have much experience doing: integrating pictures into my graphic design. [This is from Brett’s perspective. I have not used photos in my graphic design much in the past.]

I decided upon this design because it fit with the concept of the “third place.” In my friend Brett’s research, his interviewees often mentioned this concept and described it as desirable. It was also frequently mentioned in Starbucks annual report. I wanted to create a design which designated your branch as the ideal third place. Along those lines, I aimed to depict the home and workplace (the second and first “places”) unromantically so that your shop looked like the best alternative.

On a separate note, I don’t think that you mentioned your company’s name, so I included a placeholder text for the time being.

The one major issue that I have with this poster is that it leans heavily on one’s understanding of the “third place” concept. For this reason, it would probably be best deployed as an auxiliary material to an existing visual campaign centered around similar themes. I feel like this concept could be communicated in a manner that does not require one to mention that concept by name and still work.

Thank you for this opportunity.

Sincerely,

Paula