

Process Book

*Social
Coffee &
Supply Co.*



Carolyn Hellman

Creative Brief

Social Coffee & Supply Co.

socialcoffeesupply@gmail.com

socialcoffeesupply.com

910-408-6238

5317 Wrightsville Ave
Wilmington, NC 34803

Company Bio

"Social Coffee & Supply Co is an independent craft coffee shop, located in the lovely small town of Wilmington, NC. Our mission is to serve others through coffee. Come hang out with us and get social!"

"Social Coffee & Supply Co. began with the goal of giving back locally and globally. The current global nonprofit we support, Global Education Ministries, helps provide quality education to children in need. We have had the privilege of personally visiting and working with the Manantial school in Mexico. The children above are current students in the Manantial school that our customers support daily by purchasing coffee."

"We believe in our city and want to make a positive impact here. Locally, we desire to partner with various nonprofits to help fight issues here in the Wilmington area, such as human trafficking, hunger, homelessness, etc."

Products & Services

Craft Coffee

Coffee Beans

Plants

Shirts

Hats

Community Events

Owners

Rachel & Giovanni Ellzey

Target Audience

Whoever enjoys a hand-crafted latte in a cozy, organic environment.

A great place to enjoy with friends or college students who need a good study session.



Plans for Redesign



Premise for Redesign & Goals

Social Coffee & Supply Co has done well with establishing their style and branding, but there is some room for improvement.

I'd like to create a new logo that succeeds in communicating their heart for the community and inspires curiosity from the public. I'm thinking of using an organic theme that involves a green color palette. I also want the logo to relate to the website and create more unity among the typefaces.

warm

BRIGHT

natural

hand-crafted

ORGANIC

espresso

global

BOLD

modern

coffee

calm

COMMUNITY

Logo Sketches

Community

ripple



arrow



globe

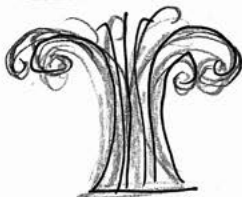


Rockwell font



organic

leaf "s"



SOCIAL

rain drop



coffee bean



bright



SOCIAL
COFFEE
SUPPLY
& CO



SOCIAL COFFEE & SUPPLY

bold



Social
Serve

SOCIAL
COFFEE
SUPPLY



SERVE
LOVE

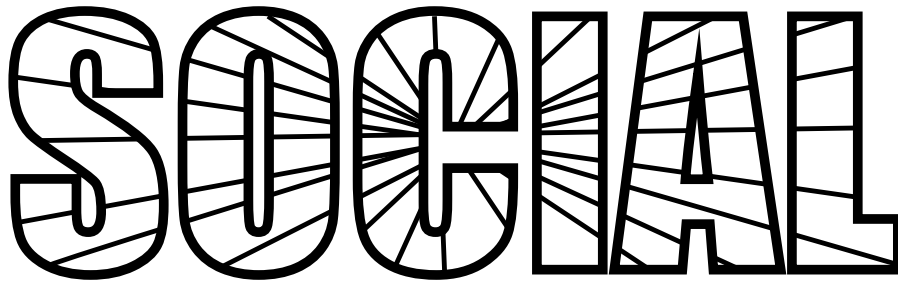
Logo Redesign



SOCIAL

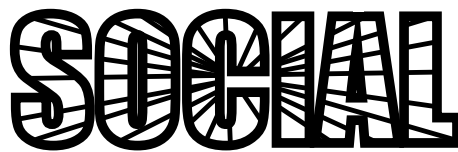


SOCIAL



SOCIAL

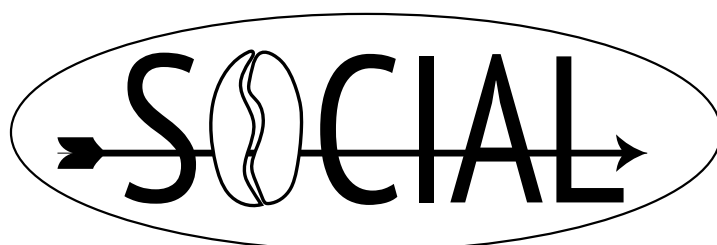
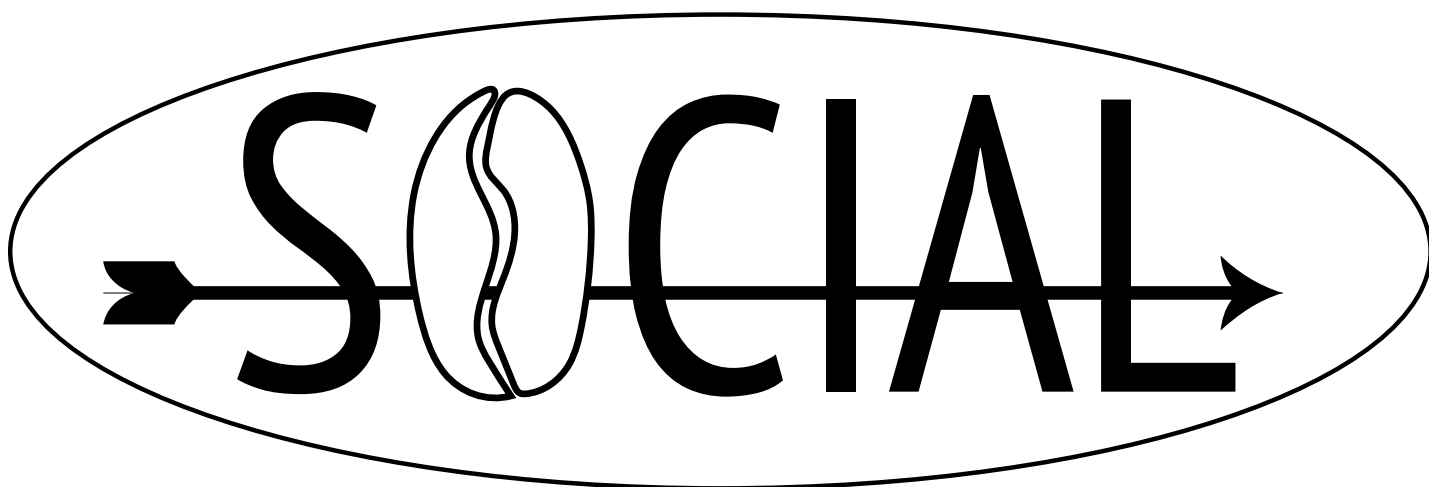
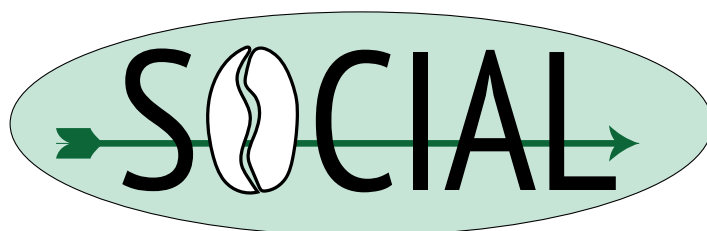
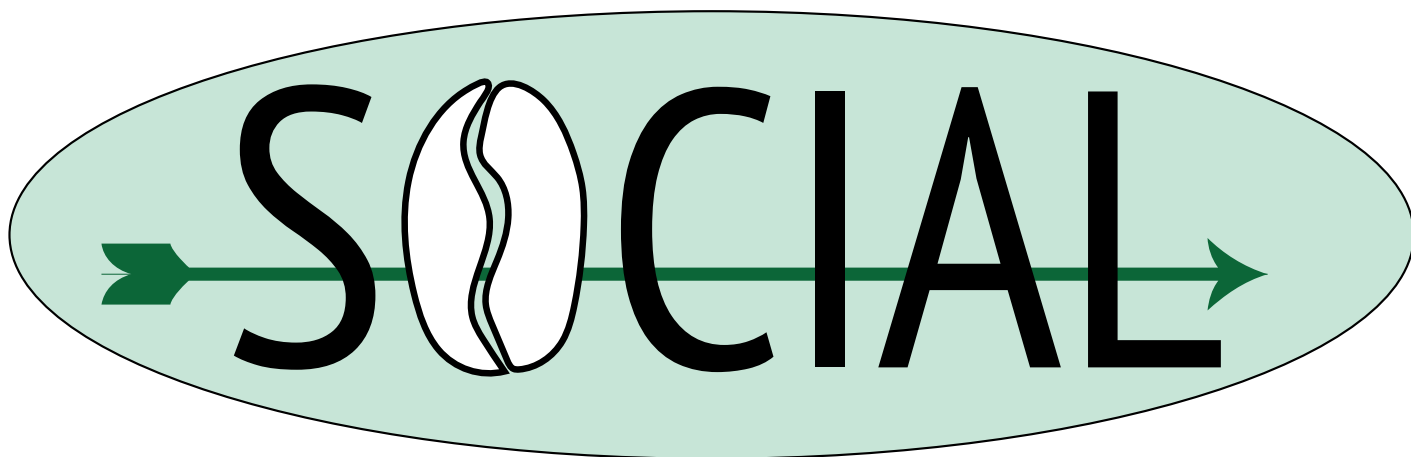
COFFEE & SUPPLY CO



SOCIAL

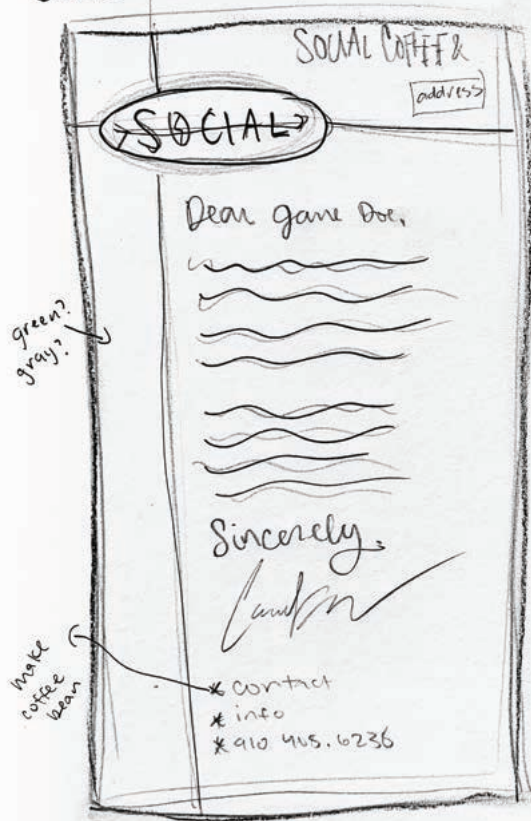
COFFEE & SUPPLY CO

Final Logo

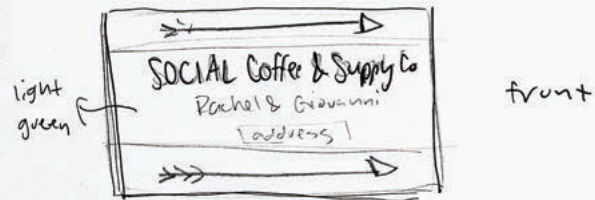


Stationary Sketches

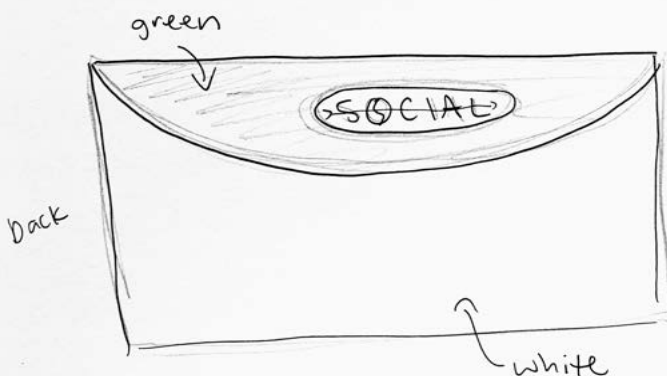
* Letter head:



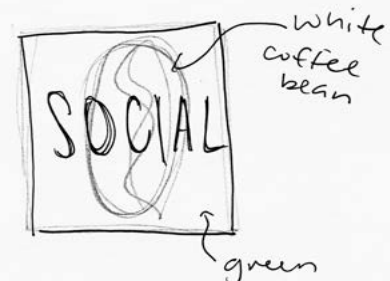
* Business Cards:



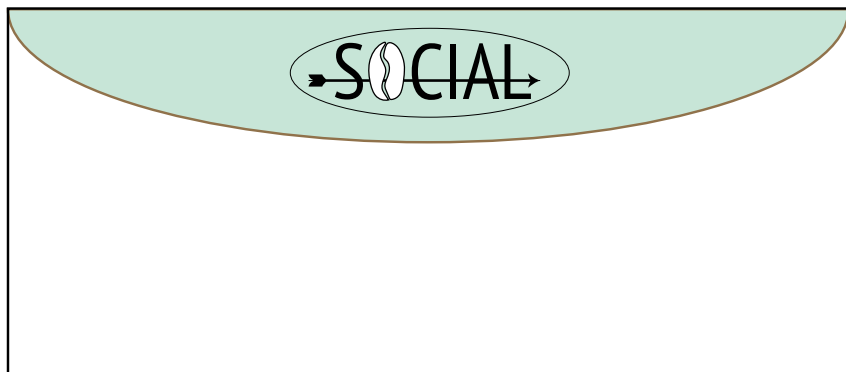
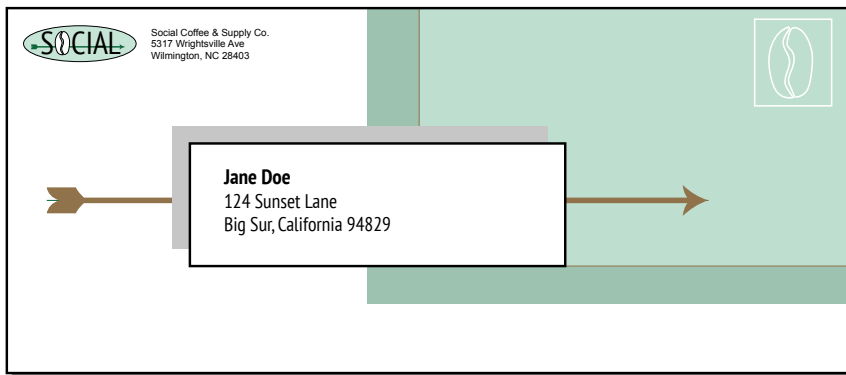
* Envelope:



* Mobile App:

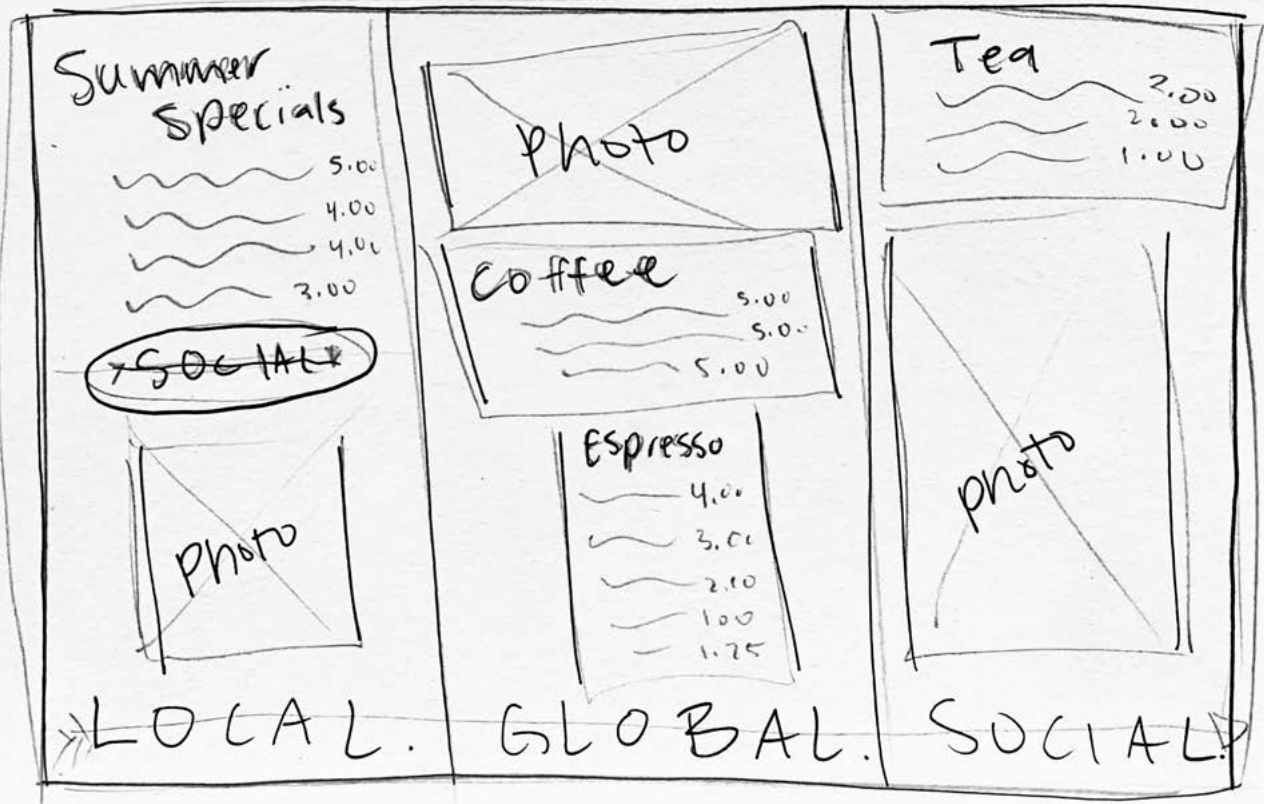
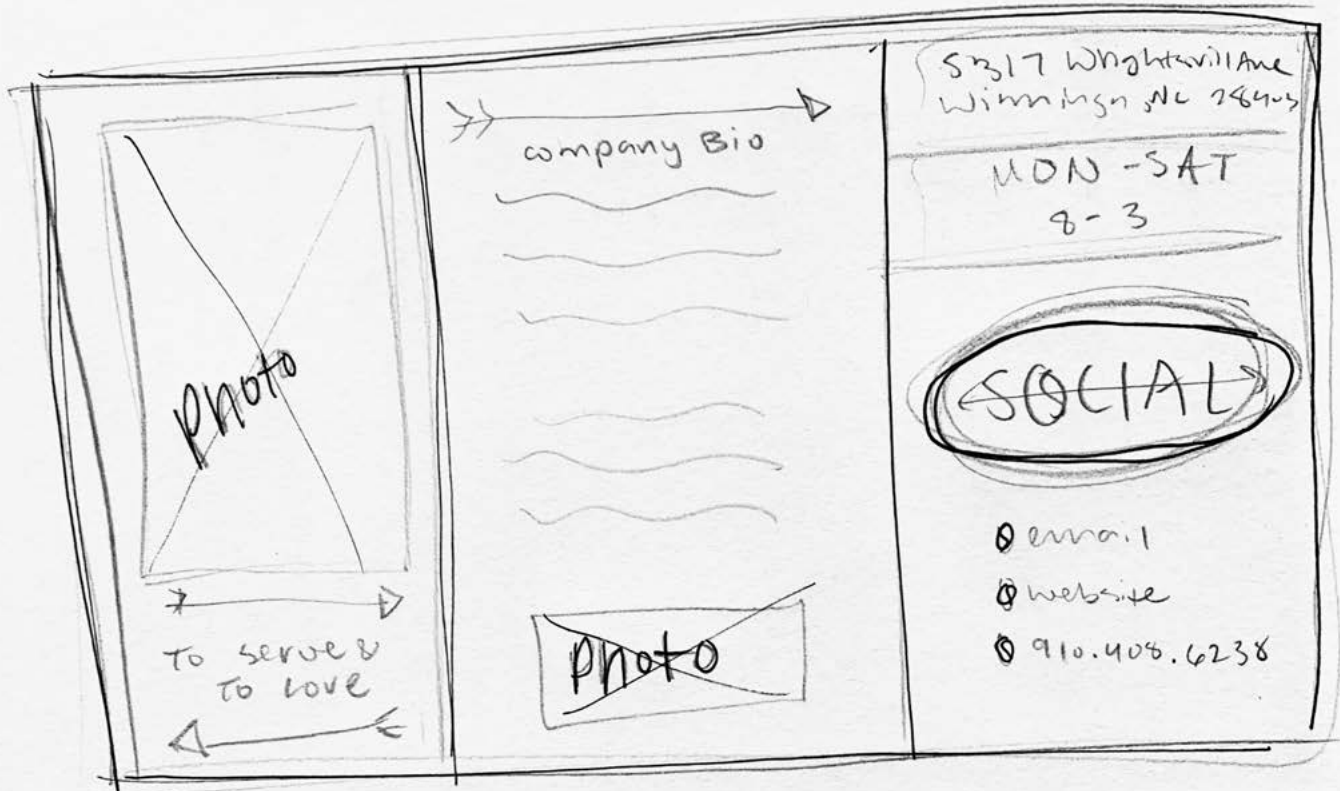


Stationary Set & Mobile App



Brochure Sketches

* Brochure Sketches



Brochure Design



Social Coffee & Supply Co.

To serve & to love others
through coffee & community.

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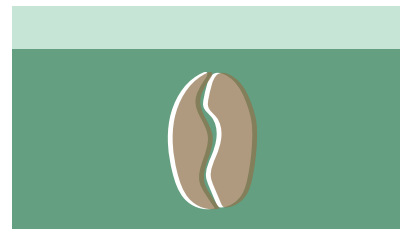
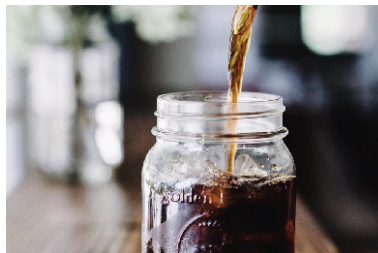
MON - SAT
8am-3pm



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Summer Specials

CAROLINA MAGIC - 4.65
cheerwine // cold brew coffee // vanilla // cherry

SHAKA LATTE - 4.75
whipped espresso // brown sugar // milk // served over ice

AFFOGATO - 3.99
local gelato // espresso // mocha or caramel sauce



Coffee

DRIP COFFEE - 2.10 | 2.60

POUROVER - 3.00

COLD BREW - 3.60

LATTE - 3.95



Espresso

ESPRESSO - 2.15

AMERICANO - 2.25

MACCHIATO - 3.25

CAPPUCCINO - 3.50

FLAT WHITE - 3.65

MOCHA - 4.35

Tea

MATCHA LATTE - 4.00

CHAI LATTE - 3.95

LOOSE LEAF - 2.95



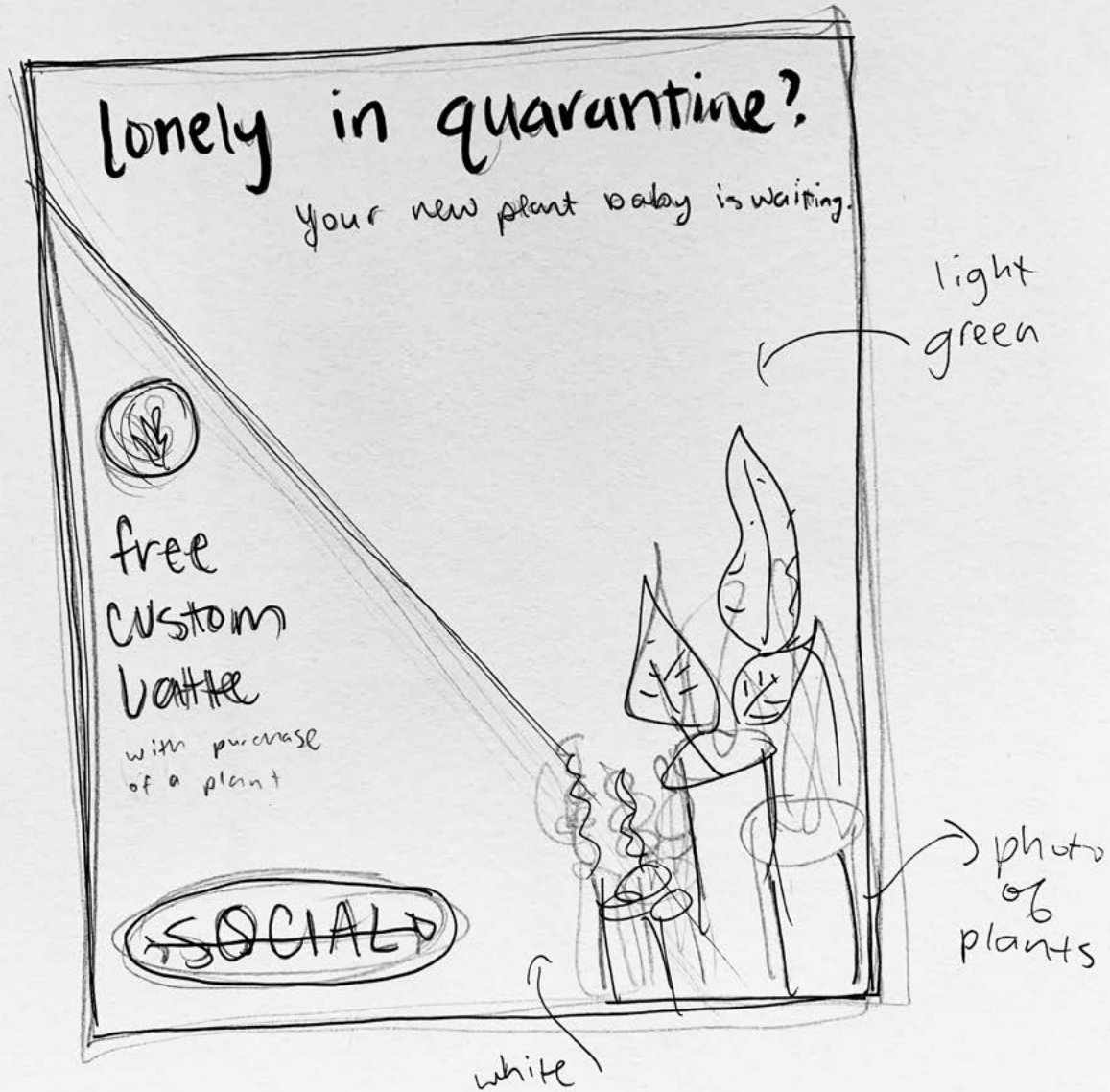
LOCAL.

GLOBAL.

SOCIAL.

Ad Sketches

* Ad Sketches:



* Headline: Lonely in Quarantine?

your new plant baby is waiting.

* Deal: free custom latte w/ purchase of plant

Ad Design

lonely in quarantine?

your new plant baby is waiting.



free
custom
latte

with purchase
of a plant



Thank you for viewing!

Carolyn Hellman