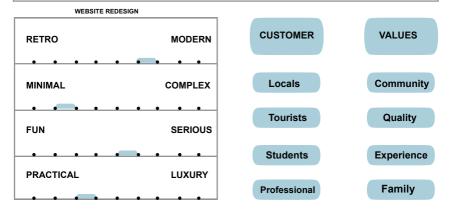
Antigua Coffee Design Brief

COMPANY NAME: ANTIGUA COFFEE CO

SLOGAN: AN EXCUSITE CUP OF COFFEE

Antiqua Coffee is a local SF coffee shop that specializes in south american coffee, and a strong community bond.

They need a new redesign of their website that emphasizes their core values of: Community, Quality, and Experience



We specialize in our South American coffee bean sourceing. We wanted to have culture themes of these south american cultures in our branding. Also, "antigua" means ancient. We wanted to reflect the old culture with the new. We choose the Andean Motmot as our logo because it represents the beautiful connection between where our coffee is souced and the beauty of the area.

Call to Action

We want customers to have the best eperience possible. If that means serving the best coffee, or having a clean resturat we want to do that. We are branded to be a great local cafe where people can come enjoy great coffee or food, and, and be in a safe, comfortable area

customer retention

We focus allot of our attention to building a community and intereacting with our customers on social media. We have a good following on instagram and we use it to find new costumers and for announcments.

Who are their direct competitors

Our direct competitiors are the big chain coffee companies. Starbucks, Petes Coffee and even Philz Coffee.

Who are their indirect competitors

Our biggest indirect competitors are Mcdonalds and other fast food.