

COCO CAFE

Ronalene Daniel

MDIA 2166 - Illustration for New
Media

COCO CAFE

Online platform dedicated to coffee enthusiasts.
Discover a virtual coffee shop where you can express
your passion for coffee.

CONCEPT



CONCEPT

Coffee Exploration

- explore the origins, flavours, and brewing techniques
- artistry of coffee craftsmanship

Shop Drinks

- tea, coffee, etc

FEATURES



FEATURES

Coffee Catalog

- catalog of coffee beans, blends, and roasts from various regions and producers

Educational Resources

- brewing guides, tutorials, and troubleshooting tips
- learn how to brew coffee using pour-over, French press, and espresso.

IDEAS & CONCEPTS

Competitive Analysis

- name: Breka Bakery & Cafe
- customer reviews, photos, and promotions
- offering easy access to bakery services and information
- simple layout of products

The image shows two screenshots of the Breka Bakery & Cafe website. The left screenshot displays a promotional banner for gluten-free desserts, featuring five different cakes and pastries. The right screenshot shows a grid of various baked goods, including donuts, tarts, and muffins, each with its name and price.

Gluten-free? Absolutely!
What do these 5 desserts have in common? They're all made without any gluten!

Item	Description	Price
LEMON CREAM COCONUT DONUT	LEMON CREAM COCONUT DONUT	\$ 3.50
PASSIONFRUIT & PISTACHIO GANACHE TART	PASSIONFRUIT & PISTACHIO GANACHE TART	\$ 5.75
SWEET BACON & CHICKEN PANINI [on Jalapeño Cheddar Sourdough]	SWEET BACON & CHICKEN PANINI [on Jalapeño Cheddar Sourdough]	\$ 11.50
PISTACHIO CHERRY LOAF [with White Chocolate Rose Frosting]	PISTACHIO CHERRY LOAF [with White Chocolate Rose Frosting]	\$ 9.50
CHOCOLATE BANANA MUFFIN [GLUTEN FREE]	CHOCOLATE BANANA MUFFIN [GLUTEN FREE]	\$ 4
CHOCOLATE DIPPED DONUT BITE	CHOCOLATE DIPPED DONUT BITE	\$ 1.75 each

OUR SELECTION

IDENTITY



IDENTITY

MISSION

- create a welcoming space
- artistry of coffee
craftsmanship
- promote sustainability

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COCO
CAFE

STYLE GUIDE



LOGO



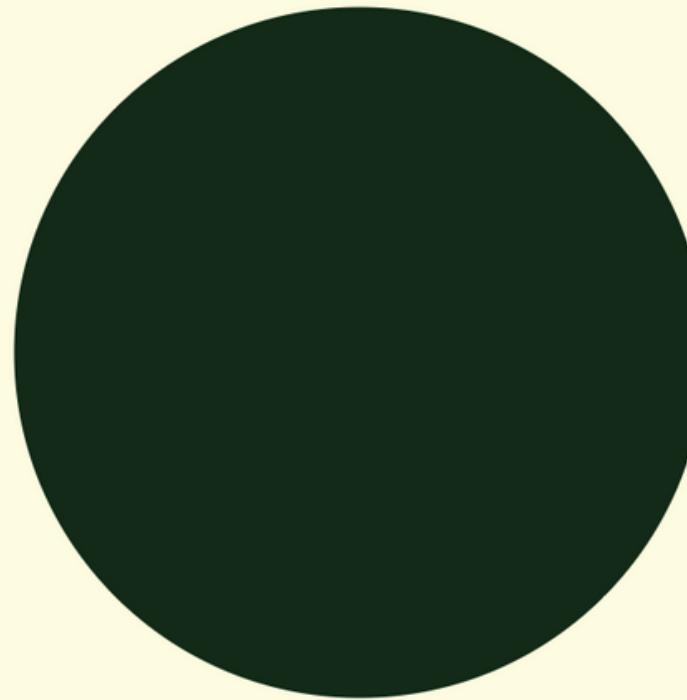
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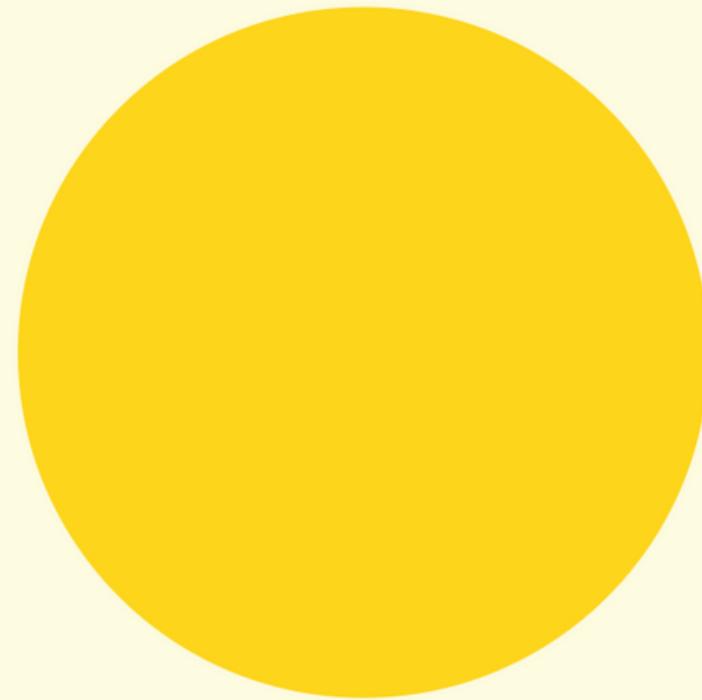
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COLORS

PRIMARY

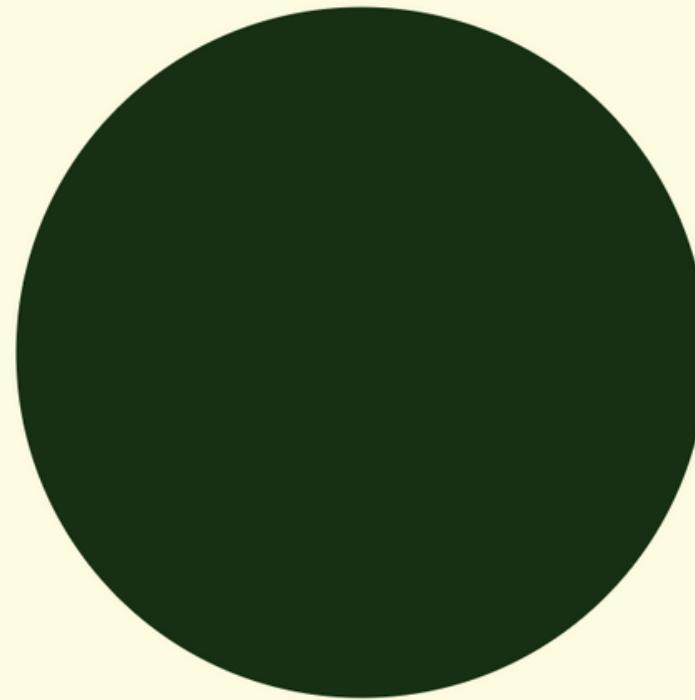


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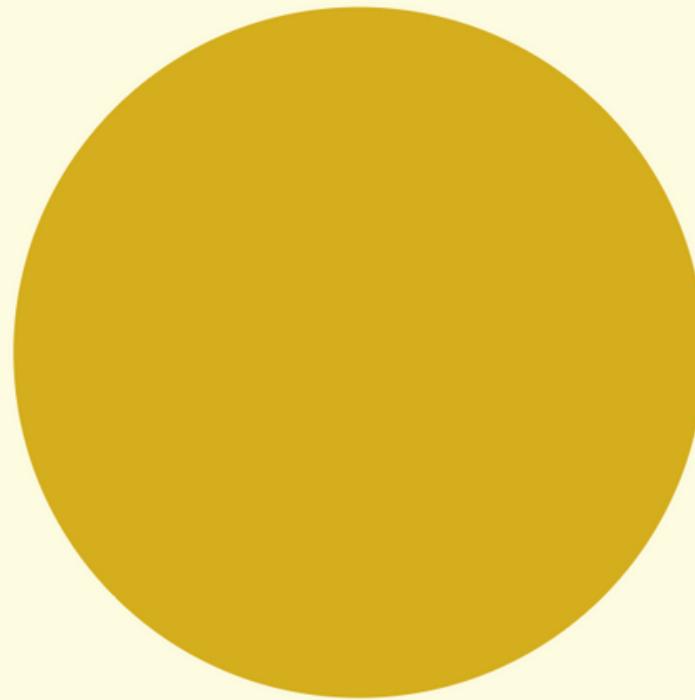


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TYPOGRAPHY

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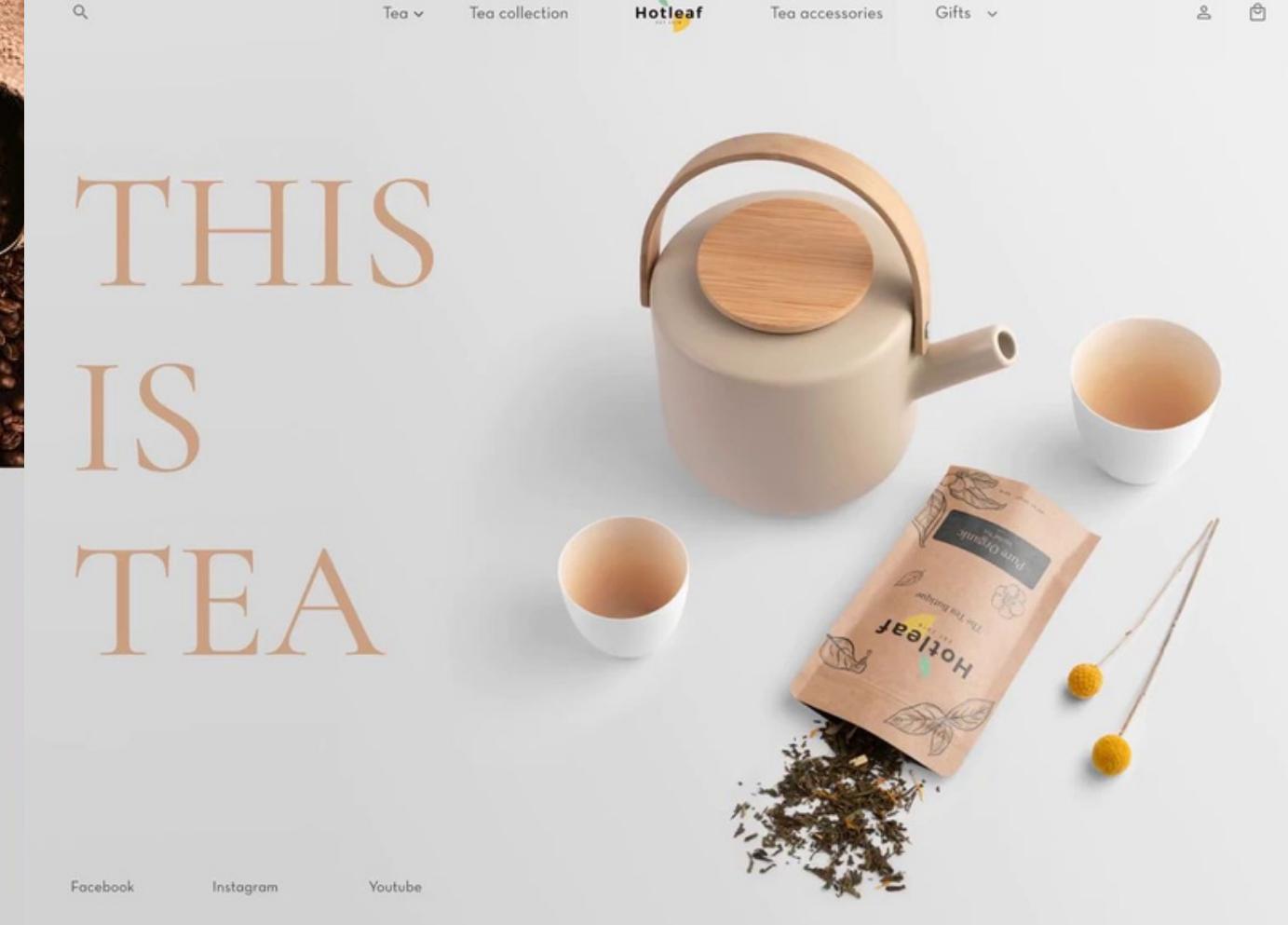
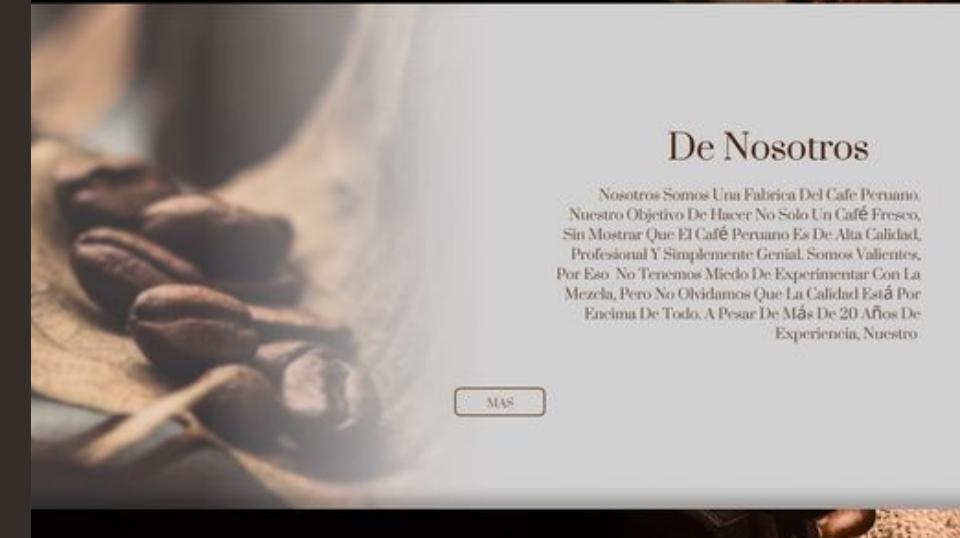
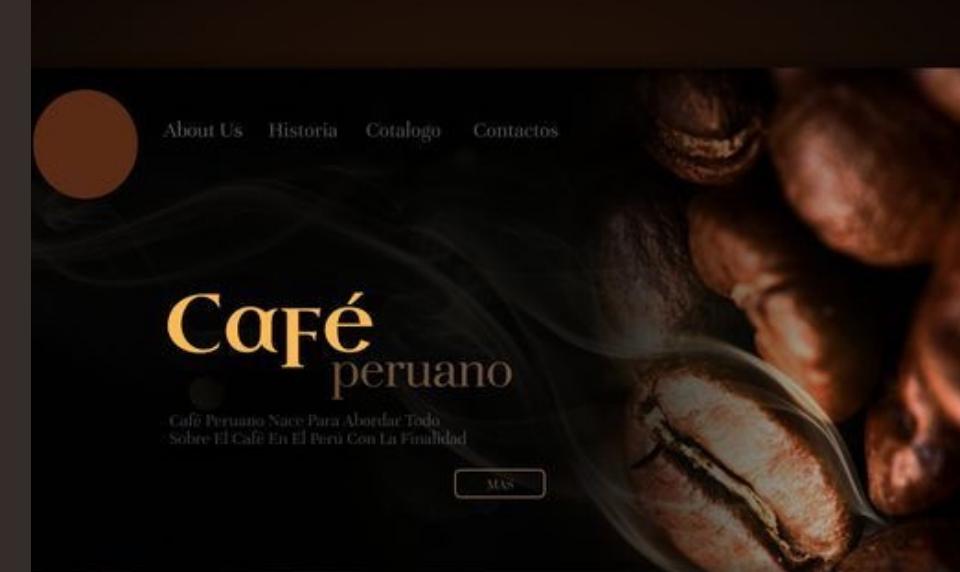
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IMAGES



IDEAS & CONCEPTS

- site examples
- references
- inspiration



ILLUSTRATOR TOOLS



ILLUSTRATOR TOOLS

- pen tool
- rectangle
- triangle
- eyedropper
- gradient
- drop shadow

WELCOME

Welcome to our COCO Café!
Step into a world where every sip tells a story.
Explore our brews, indulge in our delights, and let
the warmth of our café embrace you. Start your
coffee journey here.



WHAT'S NEW?

Exciting news awaits! Discover the latest additions to our menu, from tantalizing seasonal brews to irresistible treats. Dive in and indulge your senses with our newest offerings.

FEATURED



SIGN UP NEWSLETTER

CONTACT

Contact Us

FAQ

ABOUT

History

Team Members

HOME PAGE

- welcome message
- news
- featured drinks

COFFEE

CATEGORIES



OUR COFFEE

At our café, our beans are hand-selected from the finest sources around the globe to the precise roasting process that unlocks their full flavor potential; excellence is our unwavering standard. Our commitment to quality extends beyond taste; it's a dedication to sustainability, ethical sourcing, and fostering meaningful relationships with our suppliers and local communities. With every pour, we invite you to savor the richness of our coffee.

COFFEE PAGE

- Coffee Types
- Information about our coffee

MENU

SPECIALS



HOT COFFEE



MENU PAGE

- specials
- coffee

ABOUT

COCO Cafe is more than just a coffee spot; it's a place where connections are made over exceptional brews. Founded on a simple vision, our café has become a cozy haven where every cup tells a story. You're always welcome to join our community.



At COCO Cafe, our passion is to elevate your coffee experience. From bean to brew, we're committed to excellence, ensuring every sip is a celebration of flavor. We aim to create a welcoming space where everyone feels valued and inspired to enjoy life's simple pleasures.

As soon as you step inside, you're family. We promise to greet you warmly, serve you with care, and delight you with the finest coffee and treats. Whether you're a regular or a newcomer, we invite you to relax, recharge, and experience the warmth of COCO Cafe. Welcome!

ABOUT PAGE

- about us information
- history
- mission

CONTACT

Welcome to our COCO Cafe!

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Explore our brews, indulge in our delights, and let
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coffee journey here.

CONTACT INFORMATION

Address: 123 Main Street, Anytown, USA

Phone: (555) 123-4567

Email: info@cococafe.com

Hours of Operation:
Monday - Friday: 7:00 AM - 7:00 PM
Saturday - Sunday: 8:00 AM - 6:00 PM

Social Media:

Facebook: [@cococafe](#)
Instagram: [@cococafe_official](#)
Twitter: [@cococafe_tweets](#)

CONTACT PAGE

- coco cafe message
- contact information

CHALLENGES



CHALLENGES

- organizing the layout
- learning and getting used to the tools

THANK YOU

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