

# **THE SILENT CAFE**

# **WHAT YOU CAN SEE IN THIS PRESENTATION?**

- Complete redesign of the Silent cafe
- The whole story about designing the Silence cafe
- Icons, Posters, Packaging, Merchandising



# ABOUT

- ▶ The cafe was founded in 2011
- ▶ There are exhibitions and various cultural events
- ▶ The deaf will offer you delicious pancakes, cakes, coffee and homemade lemonades
- ▶ The cafe offers a pleasant and quiet space for everyone
- ▶ If you are student, this is the best place for studying
- ▶ I was there with my mum a month ago and there was completely silence



## MY GOAL

- Connect two different groups
- Bring Silent cafe to social networks  
▸ (INSTAGRAM, FACEBOOK)
- Complete redesign



# **WHY I CHOSE THIS TOPIC?**

- I chose this topic, because my aunt is deaf
- And this is really interesting handicap
- With this bachelor thesis I wanted to spread a better awareness about these people



# **LET'S GET STARTED!**

## OLD LOGO / NEW LOGO



# WHY GALANO GROTESQUE?

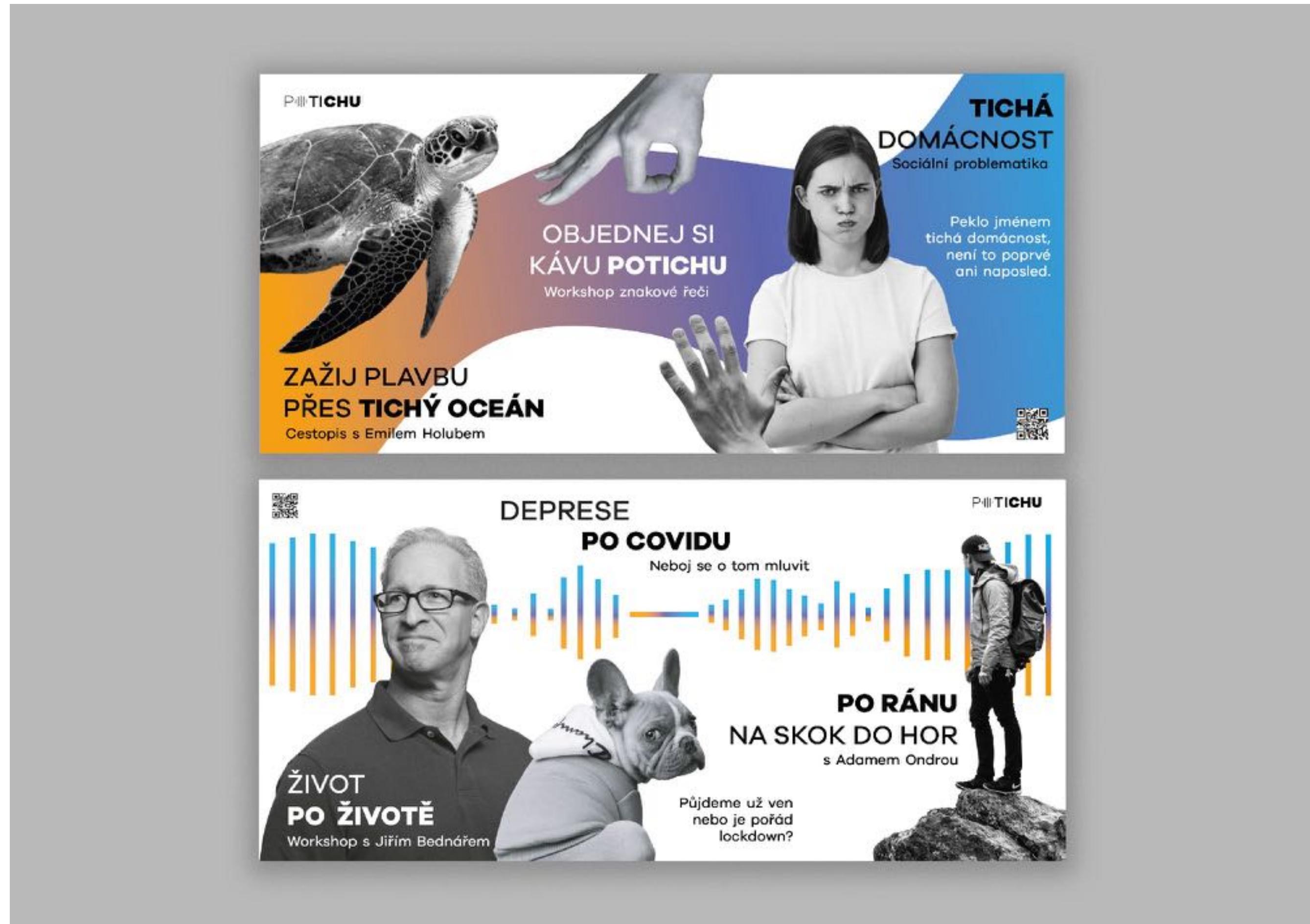
Aa  
light

Aa  
medium

Aa  
extra  
bold

Aa  
black

# TWO GROUPS CONNECTION



# THE REAL CONNECTION



# CONNECTION BETWEEN FRIENDS



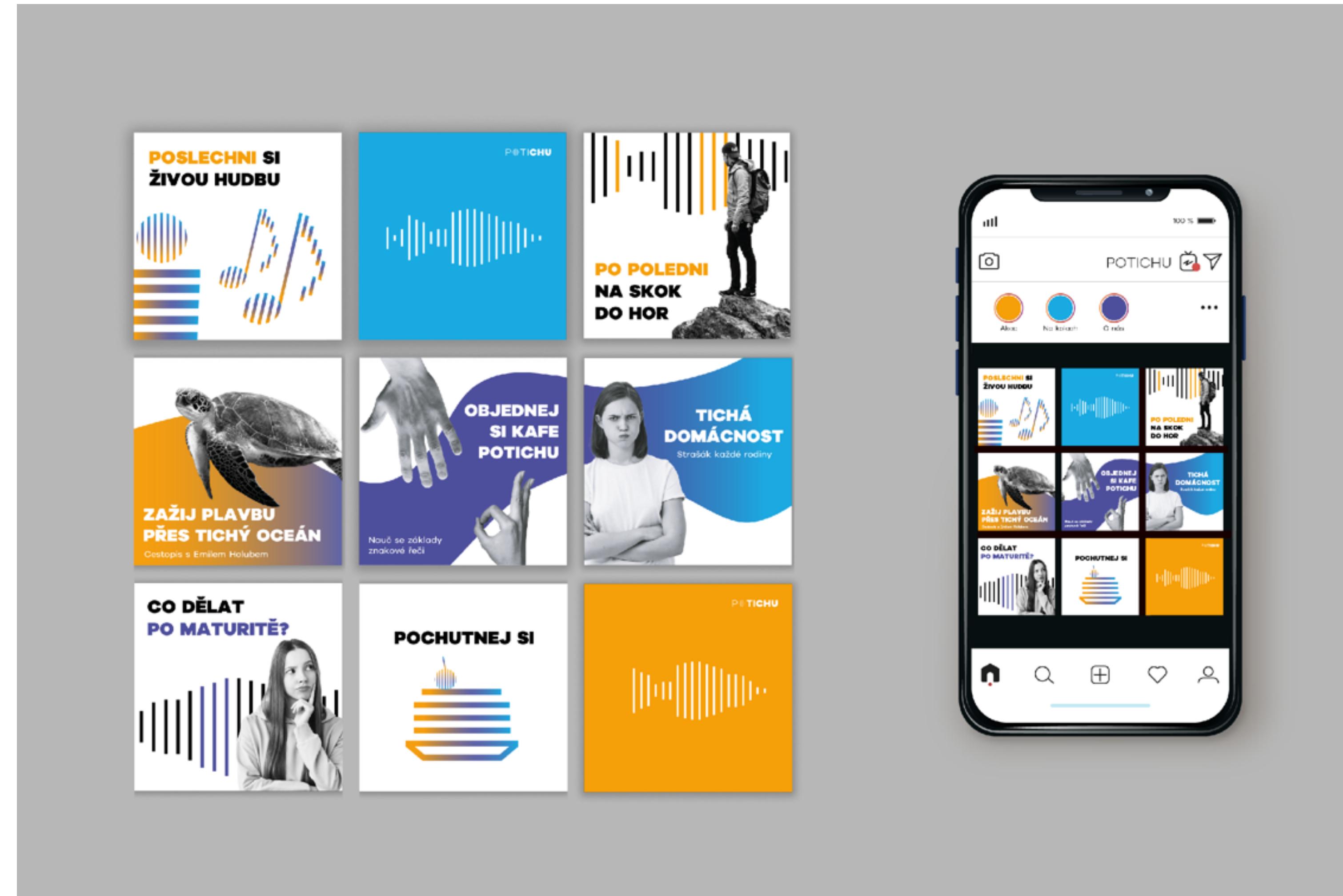
# CONNECTION BETWEEN COUPLE



# SMALL THINGS ARE IMPORTANT



# CONNECTION ON INSTAGRAM



# IT IS STILL WARM?



# MENU

HORKÉ NÁPOJE		NEALKO NÁPOJE		VYCHLAZENÉ LIMONÁDY	
<b>MEDOVINA</b>	45 Kč	<b>ČEPOVANÁ KOFOLA (1dl)</b>	6 Kč	<b>F. H. PRAGER</b>	
<b>HORKÁ HRUŠKA</b>	35 Kč	<b>COCA - COLA</b>		zázvorová	35 Kč
<b>ČAJE</b> lesní plody / hořmánek zážvor / máta	35 Kč	zero (0,5 l)	40 Kč	maté	35 Kč
<b>ČOKOLÁDA</b> tradiční / hořká	45 Kč	royal crown (0,25 l)	38 Kč	jablečný originál	35 Kč
<b>HORKÉ BOBY</b> (kakový nápoj)	40 Kč	royal crown slim (0,25 l)	38 Kč	šípková	35 Kč
<b>SVAŘENÉ VÍNO</b>	48 Kč	<b>VINEA</b>	30 Kč	<b>SEDM BYDLIN</b>	35 Kč
		bilá / červená (0,25 l)		<b>MY HOMEMADE LIMONADE</b>	
		<b>MINERÁLNÍ VODY</b>	25 Kč	rakytník	40 Kč
		neperlivá / perlivá jemně perlivá		okurka	40 Kč
		<b>JABLEČNÝ MOŠT</b> (100% - 1dl)	10 Kč	citron	40 Kč
				černý rybíz	40 Kč
				jahoda s mátou	40 Kč
				marakuja	40 Kč

PILLITCHU

TEPLÉ POKRMY		CHUŤOVKY		STUDENÉ POKRMY	
<b>PALAČINKY GALETTE</b>		<b>NAKLÁDANÝ HERMELÍN</b>	58 Kč	<b>BROSKVOVÝ POHÁR</b>	50 Kč
Borůvková horké borůvky / zmrzlina / šlehačka	60 Kč	<b>KUKUŘIČNÉ NACHOS</b>	58 Kč	zmrzlina / broskev / šlehačka	
Kubánská banán / čokoláda / mandle	65 Kč	Jemné s čerstvým chilli	58 Kč	<b>ALŽÍRSKÝ POHÁR</b>	60 Kč
Babiččina jablko / skořice / ořechy	70 Kč	<b>UZENÉ MANDLE</b>	40 Kč	zmrzlina / banán / voječný likér	
Polštá niva / sметana / červená řepa	70 Kč			<b>BORŮVKOVÝ POHÁR</b>	55 Kč
Mediteránská mozzarella / tuňák / rajče / olivy	80 Kč			zmrzlina / borůvky / šlehačka	
Veganská uzené tofu / česnek / rajče / cibule	80 Kč			<b>MALINY SE ZMRZLINOU</b>	55 Kč
				<b>KOKOSOVÝ MILKSHAKE</b>	50 Kč
				<b>BANÁNS S ČOKOLÁDOU</b>	45 Kč

PILLITCHU

# COLORFUL PACKAGING



**THE END!**

**THANK YOU  
FOR YOUR ATTENTION**