

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



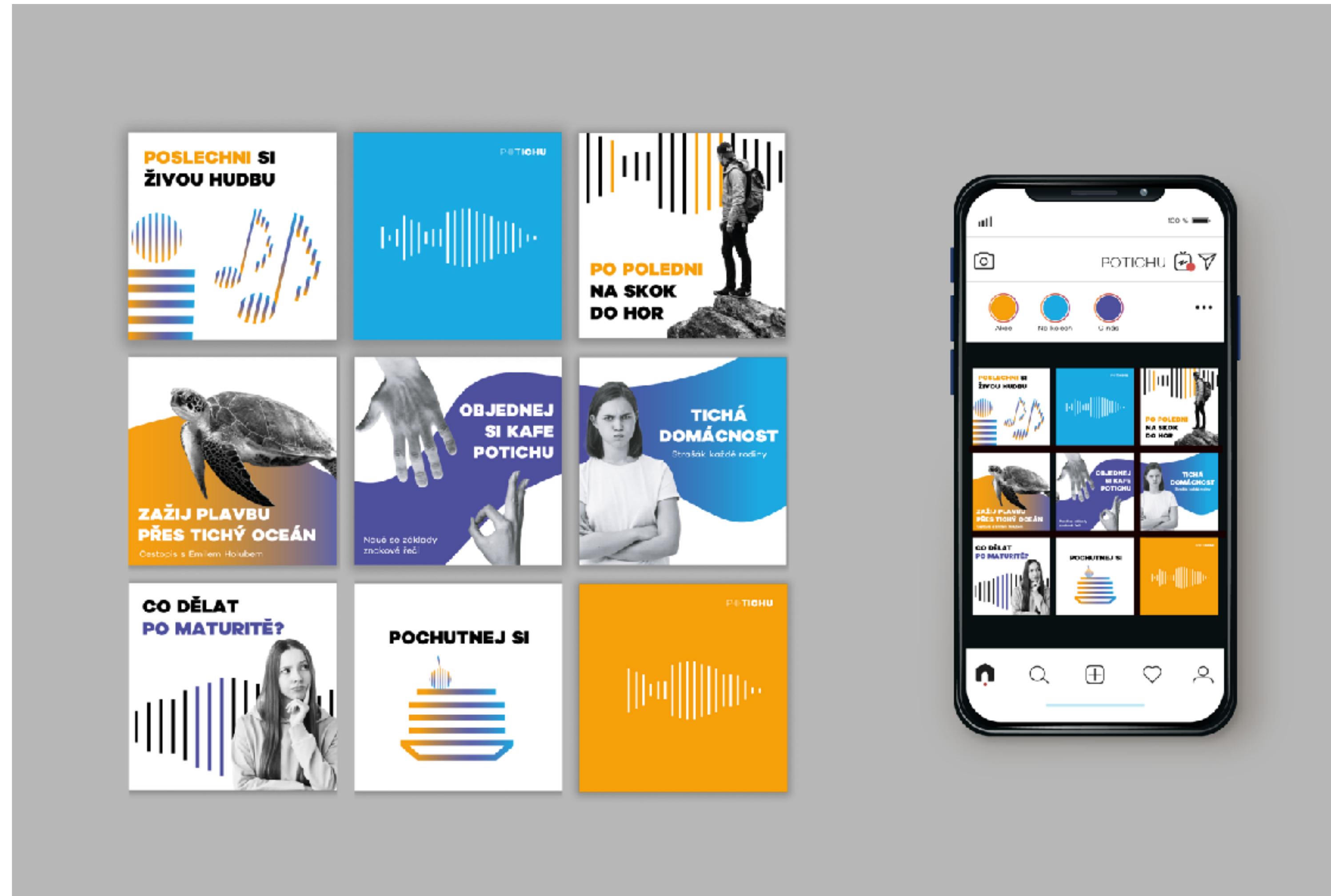
CONNECTION BETWEEN COUPLE



SMALL THINGS ARE IMPORTANT



CONNECTION ON INSTAGRAM



IT IS STILL WARM?



MENU

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

PiPiTICHU

TEPLÉ POKRMY		CHUŤOVKY		STUDENÉ POKRMY	
PALAČINKY GALETTE		NAKLÁDANÝ HERMELÍN	68 Kč	BROSKVOVÝ POHÁR	50 Kč
Borůvková horké borůvky / zmrzlina / šlehačka	60 Kč	KUKUŘIČNÉ NACHOS	58 Kč	zmrzlina / broskev / šlehačka	
Kubánská banán / čokoláda / mandle	65 Kč	Jemné	58 Kč	ALŽÍRSKÝ POHÁR	60 Kč
Babiččina jíbka / skořice / ořechy	70 Kč	8 čerstvým chilli	58 Kč	zmrzlina / banán / vaječný likér	
Polštá niva / sметana / červená řepa	70 Kč	UZENÉ MANDLE	40 Kč	BORŮVKOVÝ POHÁR	55 Kč
Mediterránská mozzarella / tuňák / rajče / cibule	80 Kč			zmrzlina / borůvky / šlehačka	
Veganeská uzené ūstou / česnek / rajče / cibule	80 Kč			MALINY SE ZMRZLINOU	55 Kč
				KOKOSOVÝ MILKSHAKE	50 Kč
				BANÁN S ČOKOLÁDOU	45 Kč

PiPiTICHU

COLORFUL PACKAGING



THE END!

**THANK YOU
FOR YOUR ATTENTION**