

BRANDING TOOL KIT

JIMMY BEANS

JIMMY BEAN'S

The fedora hat, which is part of it's current logo, brings a classy, retro vibe to the brand and the nam Jimmy Beans. I would like to incorporate the fedora into the website in a more updated way and create a cleaner logo to use on the website.



The atmosphere of Jimmy Beans is very comfortable to other breakfast joints in the area, such as Bette's Oceanview Diner which is also located in berkeley. I would like for the website to emanate the true cafe appeal that Jimmy Beans has.

The Silver Dollar Pancakes are a popular dish at Jimmy Beans for all ages. So, the appeal of the website must reach out to all ages.



Jimmy Beans is very much a cafe at heart rather than your typical restaurant. Menus and other signs written on chalkboards cover the walls. So, for the menu on the website would feature the same hand-written appeal as a chalkboard menu.

The color palette reflects that of something modern, friendly, and classic. The green and black which bring the chalkboard colors to the website and the purple which brings a fun, friendly vibe.

