

MONCAFFÉ EST. 1984



El millor café, ara a casa.

**Dossier
proposta de
branding.**



Essència de marca.

IDEA I PROPÒSIT.

Transformar l'identitat visual
Crear un nou concepte

Nou disseny.

**valors
de
marca.**

APSTITUTS I QUALITATS

FRESH, FORT, PREMIUM



Logotips.

PROTOTIPS 2.0





Tipografia.

-

Moncaffé

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Nñ
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Libre Franklin
black

Libre Franklin
bold

Libre Franklin
medium

Libre Franklin
light

Libre Franklin
thin

Tipografia.

-

Cafè de qualitat

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Ññ
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Libre Franklin
black

Libre Franklin
bold

Libre Franklin
medium

Libre Franklin
light

Libre Franklin
thin

ESTIL VISUAL.

GAMMA CROMÀTICA, ESTIL
FOTOGRÀFIC.

**paletes de
colors.**

FFFFFF

AA772A

2A8A84

8E2B24

000000

Palette #1.

#502F1B

Palette #2.

#2A7E79

#F8FCF7

#86362D

#B4843C

#13060C

#502F1B

Palette #3.

FFFFFF

AA772A

2A8A84

8E2B24

000000

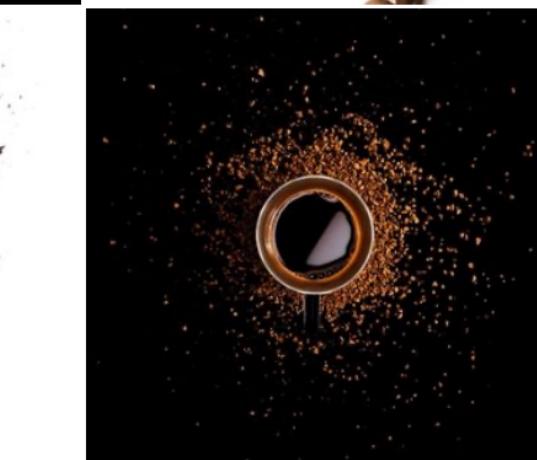
FOTO- GRAFIA



WELCOME TO MINIMALISM.

new feed.

PROTOTIP DE PUBLICACIONS EN
XARXES SOCIALS.







In coffee we trust.



Making
some
changes.





You can't buy happiness, but you can buy our coffee.
(and that's close enough).

So...

Are you ready for a
coffee shot?

;) ;)

