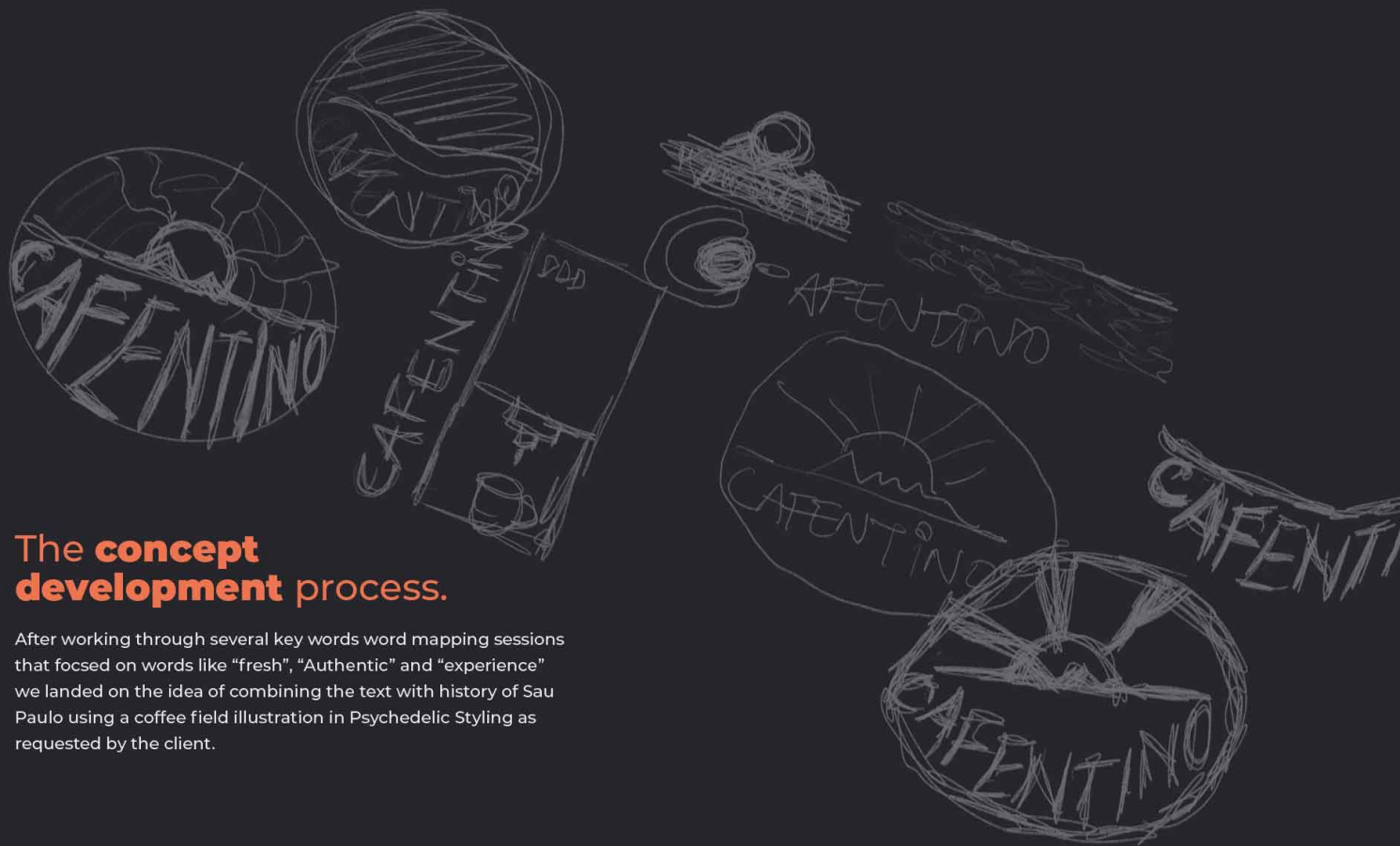




TASTE THE HISTORY





## The **concept development** process.

After working through several key words word mapping sessions that focused on words like "fresh", "Authentic" and "experience" we landed on the idea of combining the text with history of Sao Paulo using a coffee field illustration in Psychedelic Styling as requested by the client.

# menus made for **keeping.**

After lots of research, we found that most menus in the post-COVID era are disposable. We wanted to create a menu that can be included in delivery that can be worth keeping with its dark rich colors and thick quality paper.



Traditionally all these coffee flavors have an emphasis on the rich taste. We want to make sure you get to taste real authentic coffee the way it was originally intended to be tasted. Fresh, simple and flavorful.



## Mundo Novo

(Combo of Red Bourbon and Typica)

Apple & Cinnamon extracts  
Caramel  
Dark Chocolate

## Caturra

(Hints of orange peel)

Caramel  
Dark chocolate

## Red Catuai

(Hints of Orange Extracts)

Chocolate  
Honey  
Almond  
Nutmeg

## Pacamara

(Hints of jasmine aroma)

Candied fruits  
Grapes  
Almond  
Nutmeg



<b>Primary Color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054					
<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054
<b>Primary Color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054			<b>Primary Color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054		
<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054	<b>secondary color</b> Pantone #142 C RGB: 253, 253, 33 CMYK: 3,15,245,0 Web #52054



Colors **inspired** by  
the **beauty** of fresh  
coffee & **history**  
of Sao Paulo.

The vibrant fresh palette is an ode to the various coffee flavors. The four strong primary color hues and several secondary color options provide a deep versatile color palette with flexibility.



# headlines are soft & lowercase

Subheadings are slightly  
smaller but medium weight

Smaller headings are medium weight  
still but continue to get smaller in size

**Bold smaller item, great for labels or menu items**

AN ALL CAP OPTION IN MEDIUM WEIGHT

The vibrant fresh palette is an ode to the various  
coffee flavors. The four strong primary color hues  
and several secondary color options provide a deep  
versatile color palette with flexibility.

*The vibrant fresh palette is an ode to the various coffee flavors. The four strong primary color  
hues and several secondary color options provide a deep versatile color palette with  
flexibility.*

## Primary Typeface

Montserrat Extra Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 10 @ # \* < > ( ) \$ % & !

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 10 @ # \* < > ( ) \$ % & !



photos that  
keep us  
yearning for  
**more.**

We have curated a library of photos that match with the brand language, ethos, personality and voice. They all have the following characteristics:

**Simple  
and  
Professional  
Colors**





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**see you at the caféntino.**