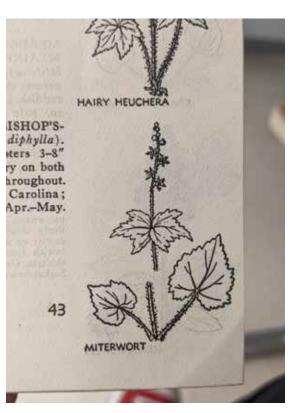


Brand presentation









#### Inspiration

This coffee shop is located in Dollywood. It is inspired by the wider smoky mountains area rather than Dolly Parton or the amusement park, for a calming atmosphere. To go with Dollywood's butterfly, I chose to make nature and flowers the central theme. A book of botanical illustrations,

Beginner's guide to wild flowers by Ethel Hinckley Hausman, was used throughout the project.





### **POBO**

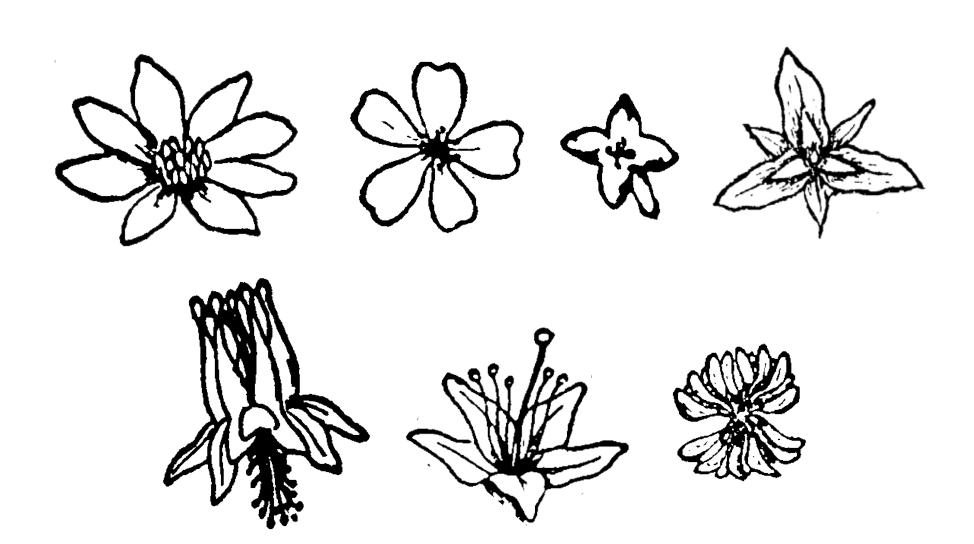
Fonts: SOQİQE MİTA9E MONO

DM Mono Regular

7 variable flower options.

Flower goes behind the L in Azalea.

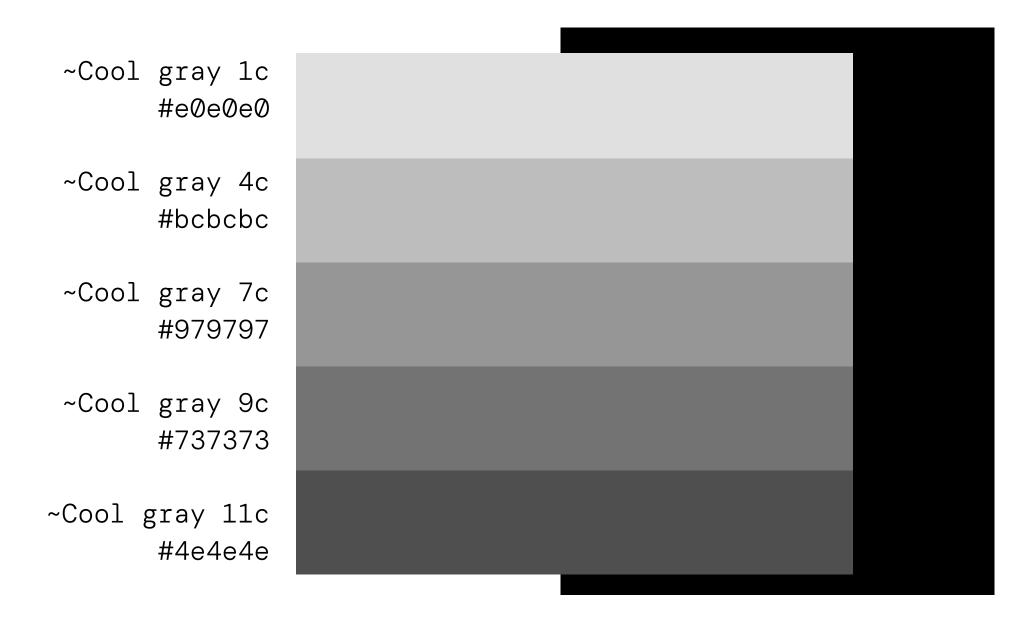
# 



## SM222 2090

Same variable flower options, but no stem or leaves are shown.

The flower goes on the left of the text and matches the height of the text.



#### COLOIS

Colors are also variable.

5 colors should be used in a gradient that becomes lighter and less saturated.

Applying a colored Soft Light layer at full opacity over these shades of gray will give a consistent set of colors.









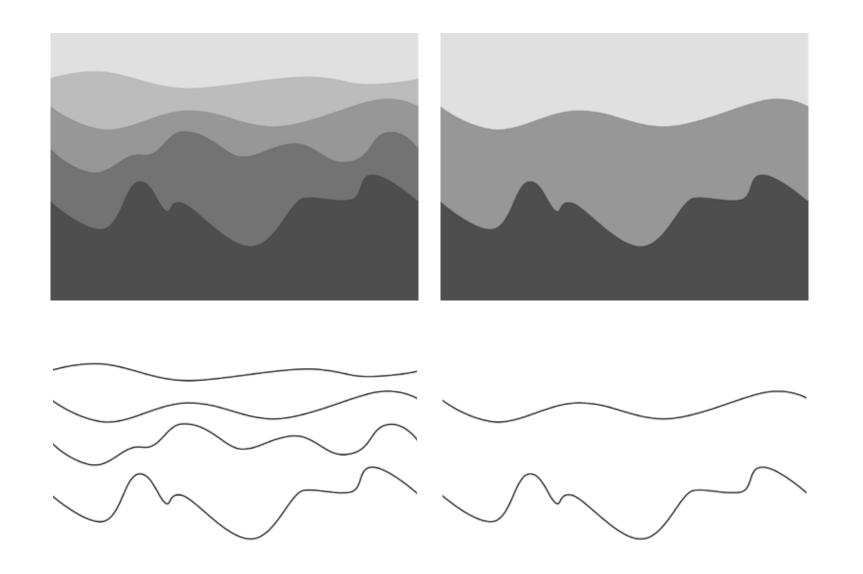
### CO2OTED 2090

When coloring the logo, use the 3 middle colors in the gradient.

If on a dark background, header will be lightest, subheader will be darker, and flower will be darkest.

If on a light background, header will be darkest, subheader will be lighter, and flower will be lightest.

Logo can also be used in black or white.





# Mountain View

5 or 3 layers.

Fill or outlines.

Tileable.

Colors should be applied with the lightest on top.



### MOCAUPS

Coffee bag





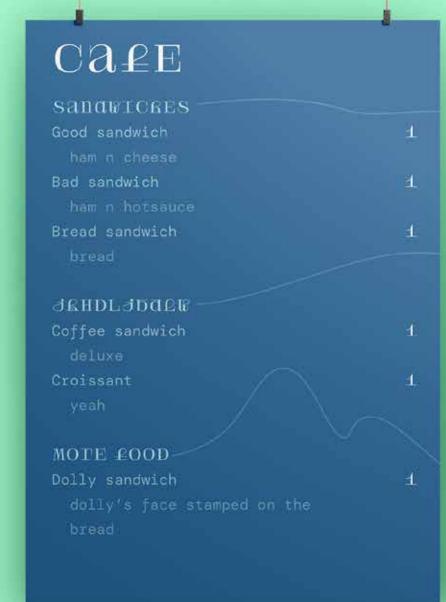
Website





Mugs





Menu





HAME AZALEA, VELLOW AZALE, Rodudendren colendulaceum). Finnet Azacta-villow or assosine, 2° across; cocoli obe glandollar-hairy, slightly fragram acres 2–4° long, contered hair above, bass rith hairs beneath. Plants 4–15° high. Wood outhern New York swelt in moustains or consplyatoia, Georgia, Tennessee, May use, IRATH FAMELT.

azalea.dollywood.com





BLUETS, INNOCENCE, QUAKER LADIES (Hessionia carrales). Flowers pair BAU 67 PAIR YOUGH, center yellow, 36-56° areas. Leaves 36° long, sometimes hairy, Planis 3-7° high, in doese toffic stems smooth Most gramy or sandy places. New Scotia south to Georgia, Alabama; west to Grazzio, Mickigen, Missouri, Apr.-July, Macous Paritt,

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WHITE CLOVER, DUTCH CLOVER (Trifolium repens). Flowers whith or risking, M-5% long; bends 16" across; sepals brintstipped. Leaflers 16-16" long; usually 1, rarely 4-5; dark green faintly marked with lighter triangle. Plants 4-12" long; stem smooth, erec, or creeping, resoing at the nodes. Fields, lawns, readsides. Throughout temperate regions. May-Dec, PULS FAMILT.

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#### MOCRUPS

Business cards
Collectible :)



Beanie



#### MOCAUDS

Signage