



MAS

Branding Concept Pack H

Date Issued: 05/12/2018

Site Address: TBC

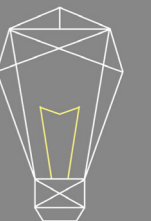
Designers: Hayley Roy, Eleanor Rutherford & Tanya Dauns

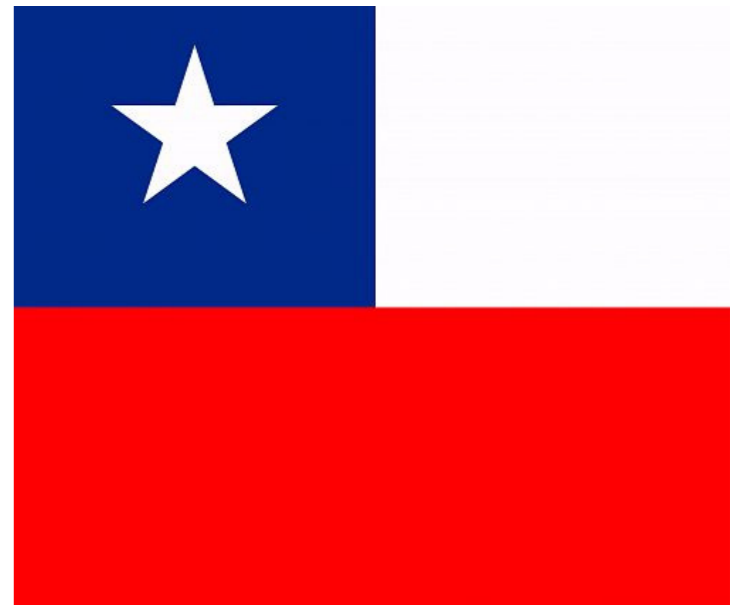
Revision	Summary
A	Initial concepts of Branding Design along the theme of Latin American
B	Acting on clients first comments from Concept Pack A
C	Acting on clients comments from Concept Pack B
D	Further developed logo with the options on in between words deviations styles
E	Working on the designs for the business cards, napkins, etc.
F	Designs for food packaging, new designs for the logo and business cards
G	Further logo development, finalising business card and food packaging design
H	Refining final design ideas



BRANDING DESIGN PACK CHECKLIST:

- | | |
|----------------------------|---|
| - Logo Design | ✓ |
| - Symbol Design | ✓ |
| - Research and Development | ✓ |
| - Concept Boards | ✓ |
| - Cup Design | ✓ |
| - Loyalty Cards Design | ✓ |
| - Business Card Design | ✓ |
| - Packaging Design | ✓ |
| - Napkin Design | ✓ |
| - Coffee Board Design | ✓ |





LANDMARKS: CONCEPT BOARD



M A S

FONT TYPE: SWSIMP, REGULAR

M A S

FONT TYPE: COPASETIC NF, REGULAR

M A S

FONT TYPE: AC MOUNTAIN, REGULAR

M A S

FONT TYPE: PARK LANE NF, REGULAR

M A S

FONT TYPE: BITTERSWEET NF, REGULAR

M A S

FONT TYPE: MARQUEE MOON, REGULAR

FONT TYPE: CONCEPT BOARD



B L U E



G R E E N



M U L T I



C O L O U R M E A N I N G

DARK GREEN IS ASSOCIATED WITH AMBITION, GREED AND JEALOUSY. **YELLOW-GREEN** CAN INDICATE SICKNESS, COWARDICE, DISCORD AND JEALOUSY. **AQUA** IS ASSOCIATED WITH EMOTIONAL HEALING AND PROTECTION. **OLIVE GREEN** IS THE TRADITIONAL COLOUR OF PEACE.

LIGHT BLUE IS ASSOCIATED WITH HEALTH, HEALING, TRANQUILITY, UNDERSTANDING AND SOFTNESS. **DARK BLUE** REPRESENTS KNOWLEDGE, POWER, INTEGRITY AND SERIOUSNESS.

L A T I N A M E R I C A N : C O L O U R C O N C E P T B O A R D



RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
MEANS: passionate active EXCITING bold energy youthful physical PIONEERING leader willpower confidence ambition POWER	MEANS: love calm respect WARMTH longterm feminine intuitive care assertive sensitive NURTURE possibilities UNCONDITIONAL	MEANS: DEEP creativity unconventional original stimulation individual WEALTHmodesty compassion DISTINGUISHED respectable fantasy	MEANS: trust order LOYALTY sincere authority communication confidence PEACE integrity control responsible success CALM masculine	MEANS: BALANCE growth restore sanctuary EQUILIBRIUM positivityNATURE generous clarity prosperity good judgement safety stable	MEANS: spirit perspective CONTENT control rescue determination self-sufficient modern goals awarePURPOSE OPEN ambition	MEANS: INSTINCT WARMTH gut reaction optimistic spontaneity extrovert social NEW IDEAS FREEDOM impulse motivation
BRANDS: 	BRANDS: 	BRANDS: 	BRANDS: 	BRANDS: 	BRANDS: 	BRANDS:

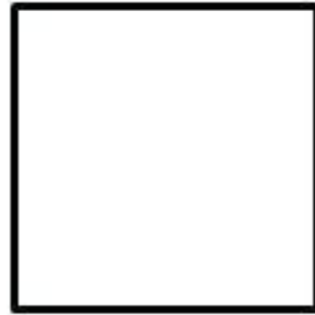
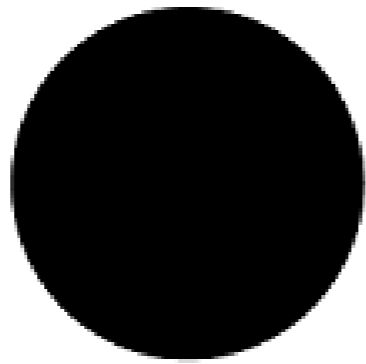
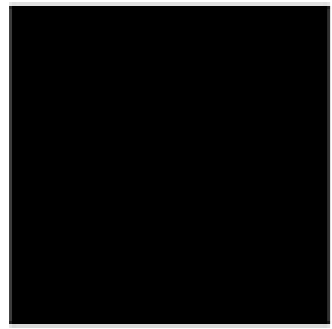
ABOVE SHOWS FURTHER MEANINGS AND UNDERSTANDING OF THE PERCEPTION OF A BRAND THROUGH COLOURS.

FURTHER COLOUR MEANINGS

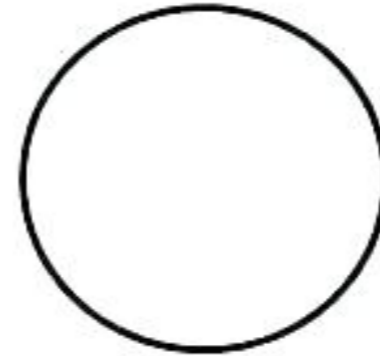




INSPIRING LOGOS: CONCEPT BOARD



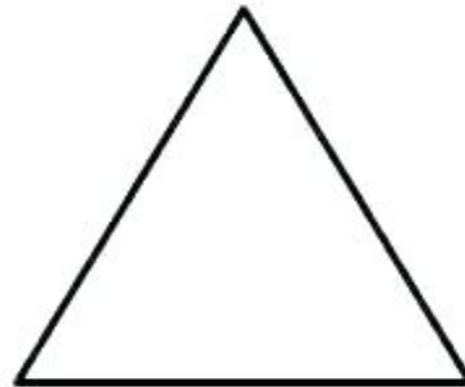
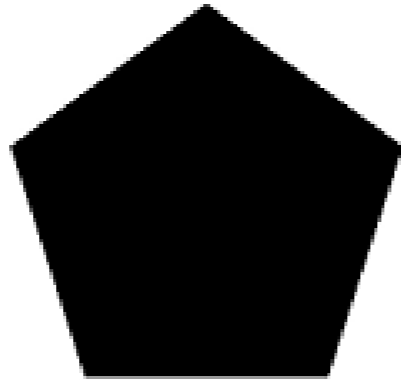
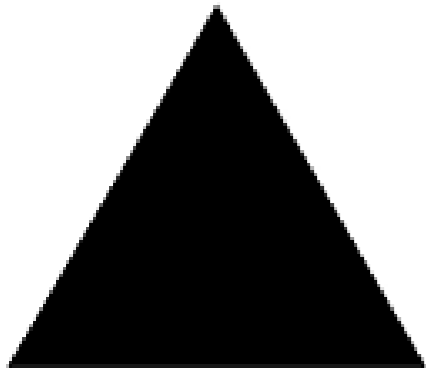
Square



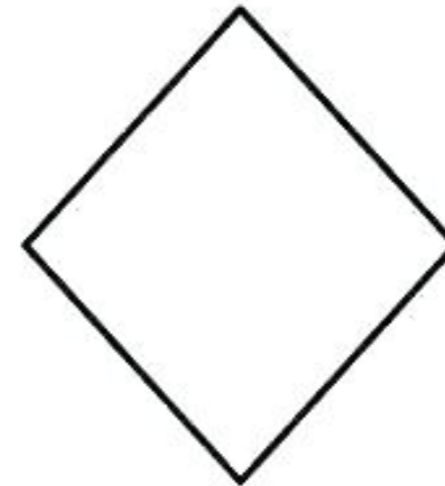
Circle



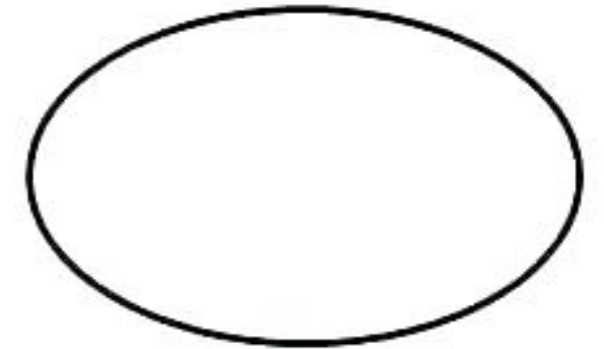
Rectangle



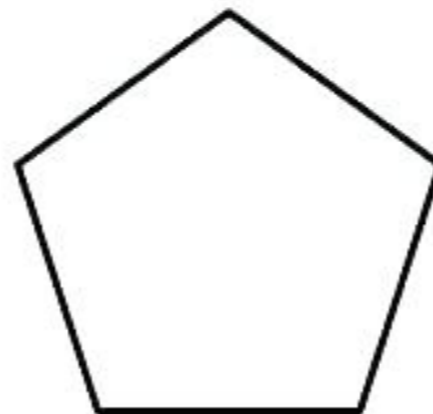
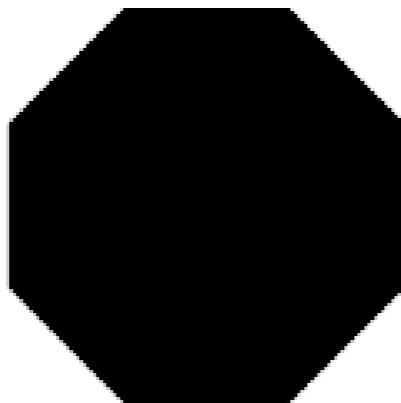
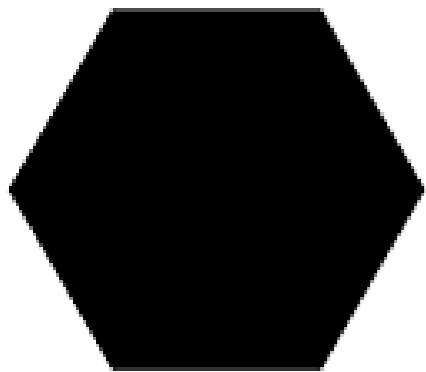
Triangle



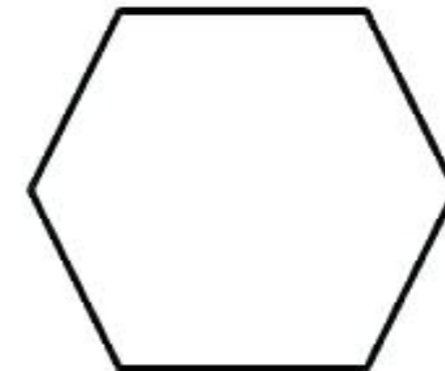
Diamond



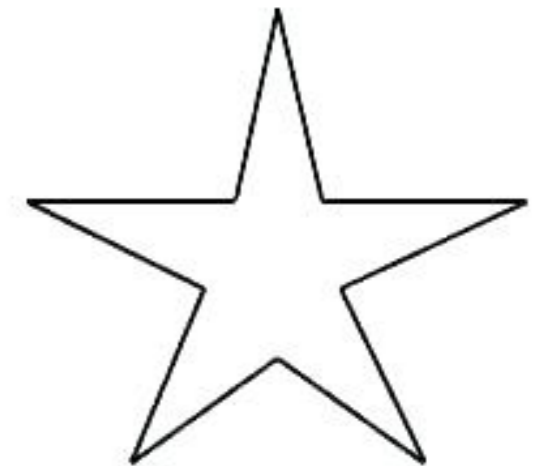
Oval



Pentagon



Hexagon



Star

SIMPLE SHAPE: CONCEPT BOARD





INSPIRATION



MAS LOGO: EXPERIMENT 1



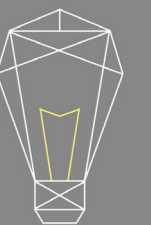


EXPERIMENT 1: TAKEN FURTHER



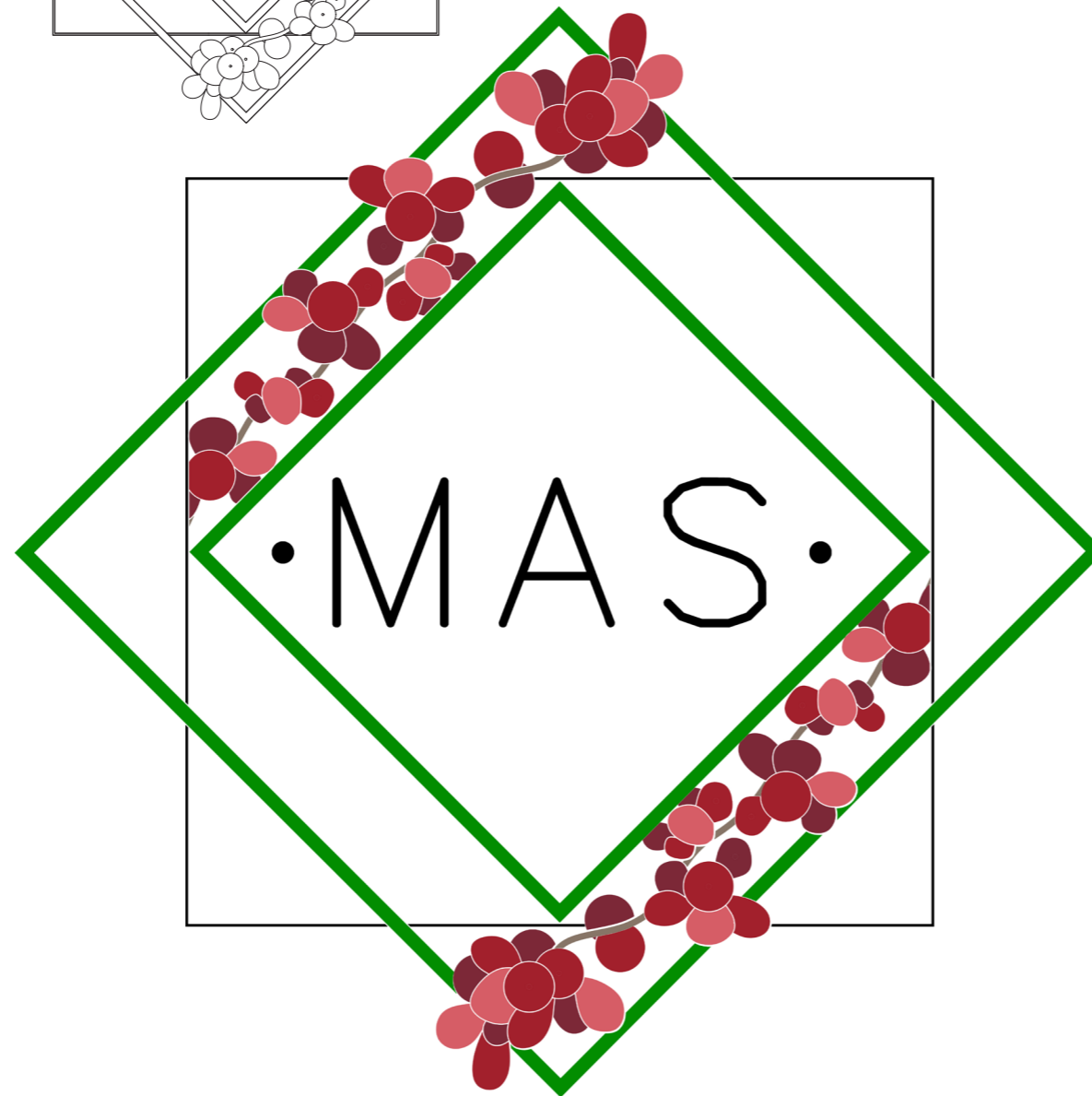
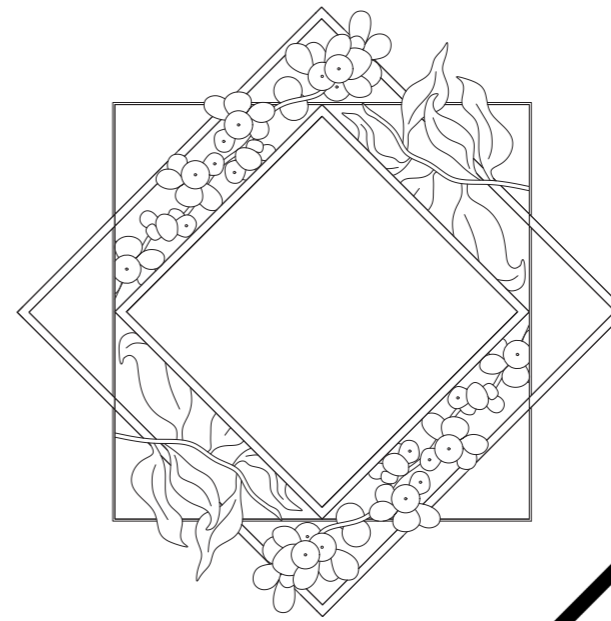
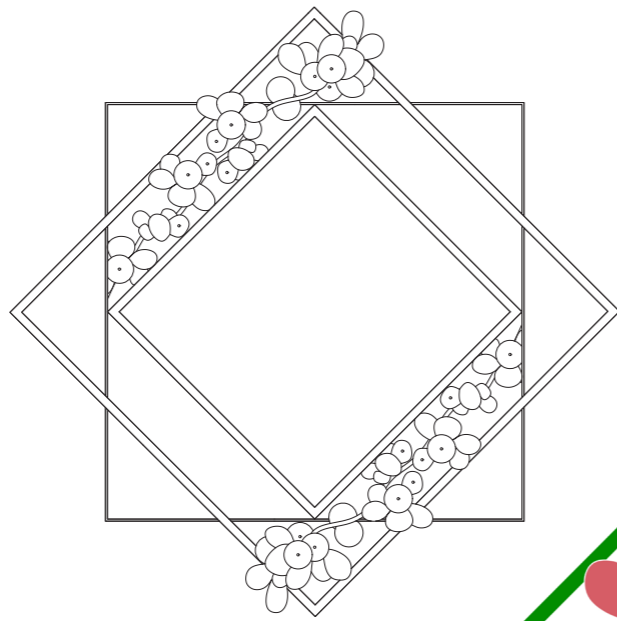


MAS LOGO EXPERIMENT 1: MOCK-UPS





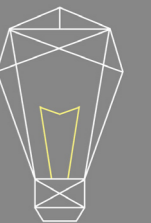
INSPIRATION

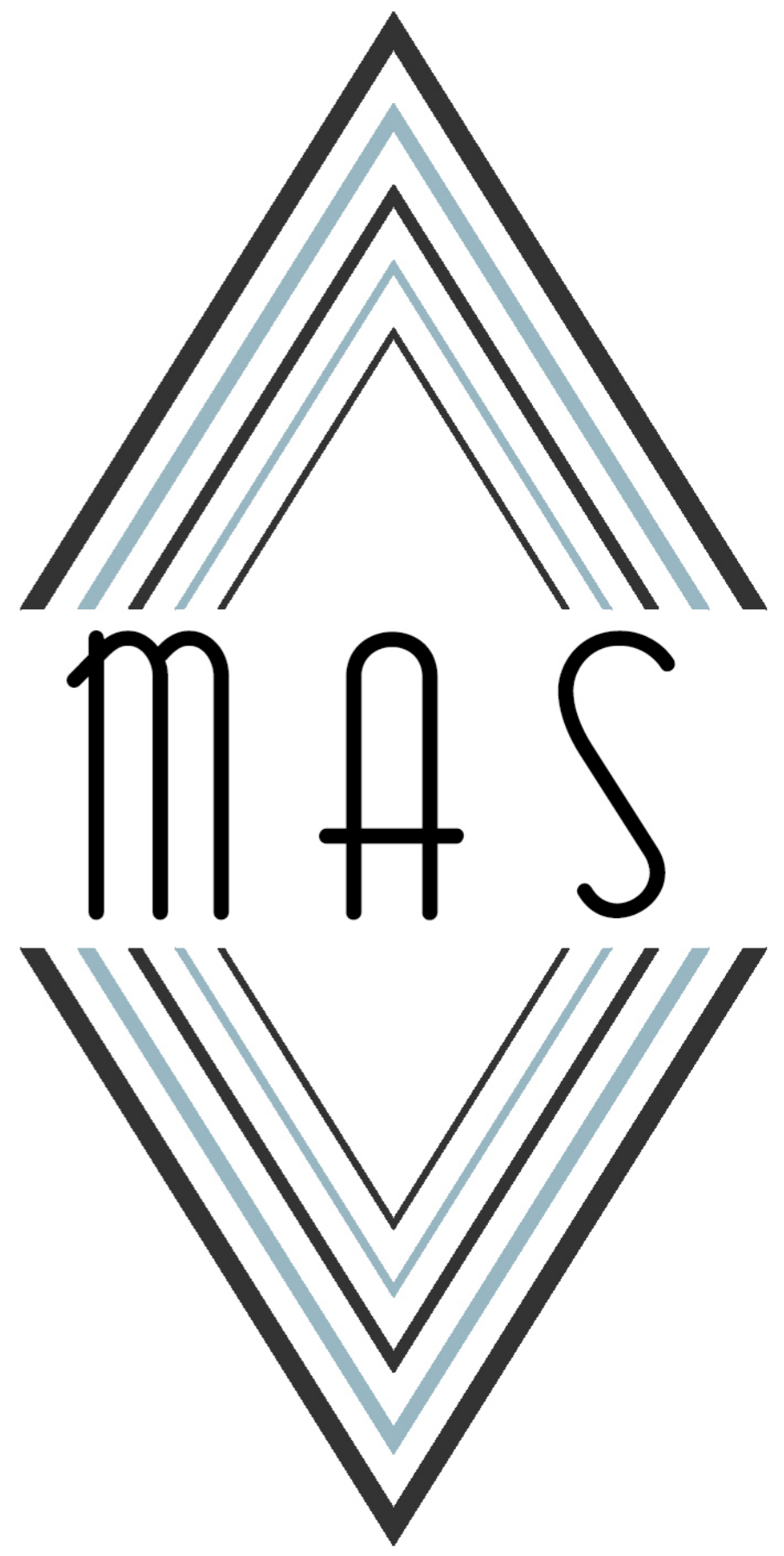
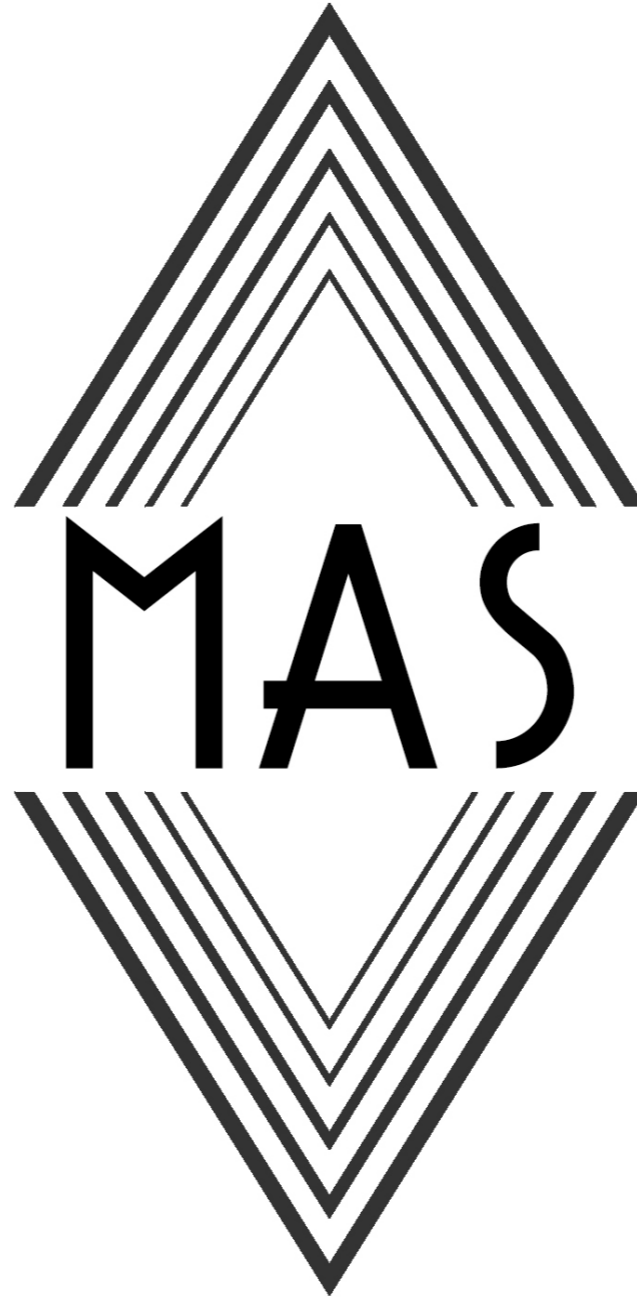


MAS LOGO: EXPERIMENT 2

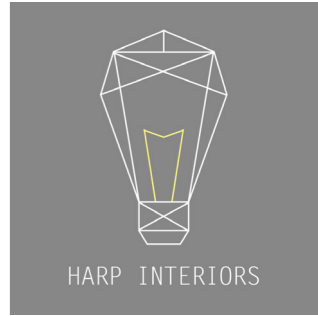


MAS LOGO EXPERIMENT 2: MOCK-UPS





M A S L O G O : E X P E R I M E N T 3





INSPIRATION





MAS LOGO: EXPERIMENT 5





EXPERIMENT 5: TAKEN FURTHER



ORNAGE BACKGROUND



EXPERIMENT 5: TAKEN FURTHER

BLUE BACKGROUND



TAKING THE LOGO FURTHER





FONT TYPE: MARQUEE MOON, REGULAR



FONT TYPE: COPASETIC NF, REGULAR

TAKING THE LOGO FURTHER



BACKGROUND & TEXT COLOURS



COLOUR: HARVEST FRUITS 1



COLOUR: MOROCCAN SANDS 1



COLOUR: EASTERN SPICE 2



COLOUR: EASTERN SPICE 1



TAKING THE LOGO FURTHER



MOUNTAIN AS AN 'A'



CIRCLE LOGO





REPLACED: HEALTHY EATING ORGANIC FOOD
WITH: HEALTHY, FRESH ORGANIC

FURTHER DEVELOPED LOGO



DASHES IN BETWEEN THE WORDS



DOTS IN BETWEEN THE WORDS



SUNS IN BETWEEN THE WORDS



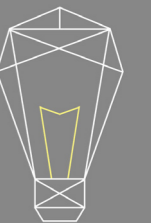


CONFIRMED LOGO





CIRCLE: MOCK UPS





* Text ORGANIC COFFEE is bigger than HEALTHY FOOD, so the sun/dot is not in the middle/close to the middle of the logo background.
As a solution to this HEALTHY word can be changed to something like DELICIOUS.
Please see page 29.

FURTHER UPDATED LOGO

Space for stamps or scan to be able to collect rewards over repeat visits to the cafe



Doodle style drawings



Use of brands colours





- When people get coffee they can get a 'coffee stamp'. When they collect 8 stamps, a complimentary free coffee can be received.

*Please note, all of the information will be changed ones its known

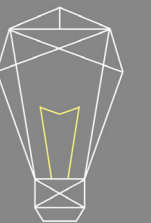
BUSINESS CARDS DESIGN





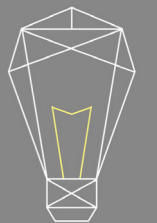
* Different bottom line wording

BUSINESS CARD MOCK-UPS 2





BUSINESS CARD MOCK-UPS



COLD DRINKS

	DRINK IN	TAKE OUT
ICED TEA	£...	£...
GOYA NECTARS	£...	£...
MILKSHAKES (strawberry, banana, vanilla, chocolate)	£...	£...
CHAI LATTE	£...	£...
SMOOTHIES (strawberry, banana, vanilla, chocolate)	£...	£...
FRESHLY SQUEEZED JUICES	£...	£...
MINERAL WATER	£...	£...
LEMONADE	£...	£...
PROTEIN SHAKE (strawberry, banana, vanilla, chocolate)	£...	£...



Tiled wall at the back of the menu boards

COFFEE

	DRINK IN	8oz	12oz
FLAT WHITE	£...	£...	£...
LATTE	£...	£...	£...
LONG BLACK	£...	£...	£...
SHORT BLACK	£...	£...	£...
CAPPUCINO	£...	£...	£...
MOCHA	£...	£...	£...
MACCHIATO	£...	£...	£...
PICCOLO	£...	£...	£...
HOT CHOCOLATE	£...	£...	£...
AFFOGATO	£...	£...	£...
ICED COFFEE	£...	£...	£...



Upsycled, white washed wood with engraved (black colour) menu writing

Beautifully rustic style with eco friendly feel to it would fit the interior nicely

SPECIALITIES

	DRINK IN	8oz	12oz
CHAPLAIN (double espresso, vanilla + milk over ice)	£...	£...	£...
SHOT IN THE DARK (espresso, chocolate + whipped cream)	£...	£...	£...
CHOCOLATE SITCH (espresso, chocolate +milk blend with ice)	£...	£...	£...
STEAMER (steamed milk with any flavor or honey)	£...	£...	£...
CARAMEL CASCATA (double espresso, caramel + milk)	£...	£...	£...
TERRAPIN (double espresso, steamed milk, chocolate, hazelnut, caramel + whipped cream)	£...	£...	£...

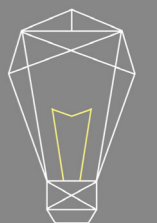
TEA

	DRINK IN	8oz	12oz
BLACK	£...	£...	£...
GREEN	£...	£...	£...
WHITE	£...	£...	£...
OBLONG	£...	£...	£...
HERBAL	£...	£...	£...
FRUITY	£...	£...	£...

Artist to create a MAS style image with the coffee health benefits

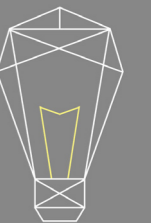
*Please note, all of the information will be changed once the menu is known.

COFFEE BOARDS DESIGNS



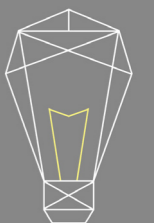


PAPER NAPKINS DESIGN IDEA



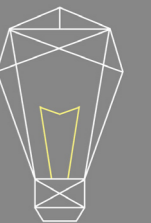


CUP DESIGN IDEA





JUICE BOTTLE BRAND DESIGN





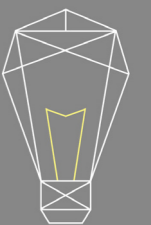
*Ingredients information, food description to be added when the menu is known

PACKAGING DESIGN



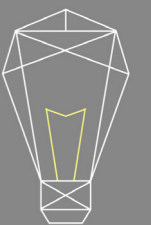
*Ingridients information, food description to be added when the menu is known

PACKAGING DESIGN - SALAD BOXES



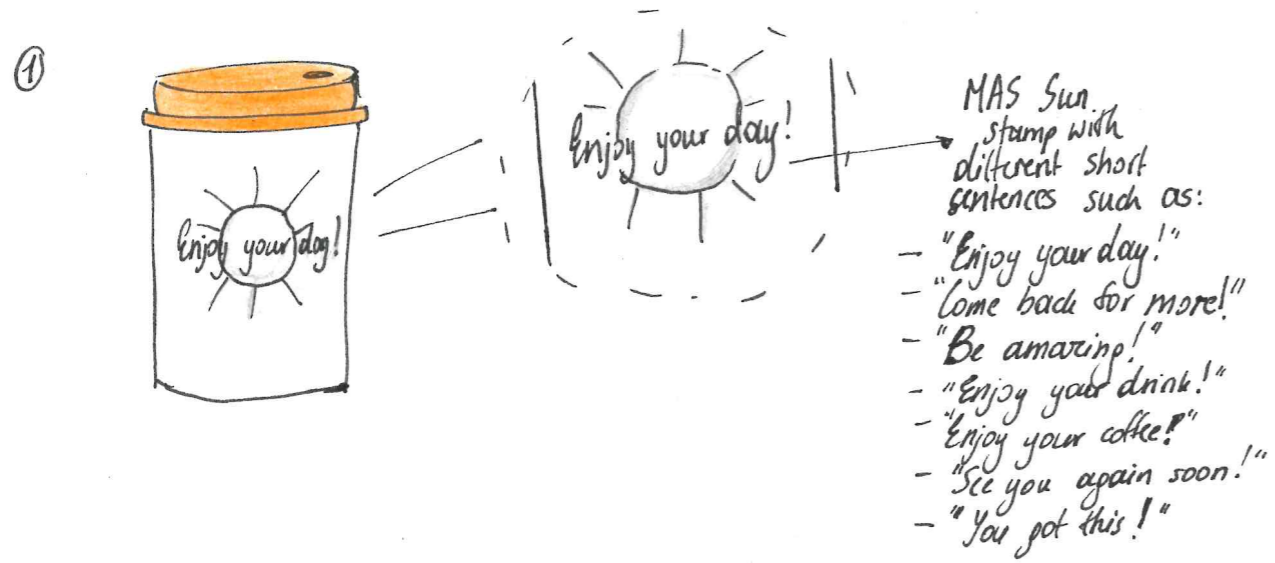


PACKAGING DESIGN - PASTRIES BAGS

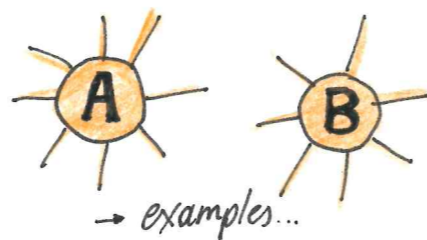
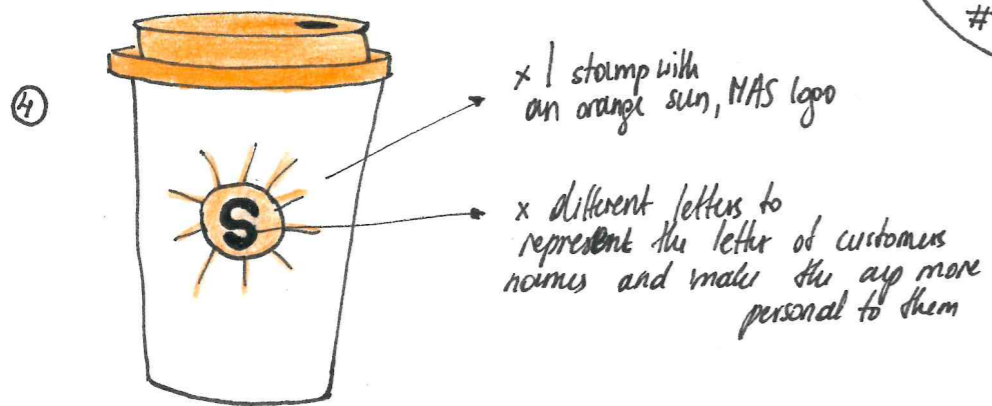
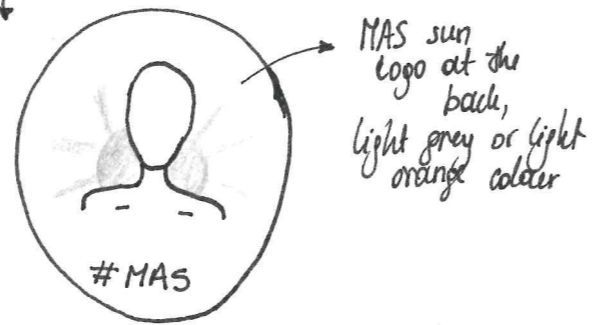




FOOD LABELS CONCEPT BOARD



② OR Have stamps with latin american coffee facts. x 2 / 3 different ones.



IDEAS ABOUT CUPS PERSONALISATIONS