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# AB ST RA CT.

I will work on a branding project for Queens Cupping that sources beans from women-powered roasters and educates its customers about gender equality in the coffee industry; the brand concept will focus on the following qualities: women-oriented, expensive, upscale, artisanal, and sustainable. I will use the full length and portrait photography of women in the coffee industry, flat and geometric illustration, minimalist design style, and recyclable packaging material. I will target mainly women in their early 20s to late 30s. I will design an identity system (logo/business card/letterhead/envelope), infographic poster, three Woman of the Month posters, the Tasting Wheel poster, menu, retail packaging (coffee bags, cups, stickers), website, Instagram page, the branding guide, and environmental graphics mockup.

# EXPANDED PROJECT STATEMENT

I will work on a branding project for Queens Cupping that sources beans from women-powered roasters and educates its customers about gender equality in the coffee industry; the brand concept will focus on the following qualities: women-oriented, expensive, upscale, artisanal, and sustainable. I will use the full length and portrait photography of women in the coffee industry, flat and geometric illustration, minimalist design style, and recyclable packaging material. I will target mainly women in their early 20s to late 30s. I will design an identity system (logo/business card/letterhead/envelope), infographic poster, three Woman of the Month posters, the Tasting Wheel poster, menu, retail packaging (coffee bags, cups, stickers), website, Instagram page, the branding guide, and environmental graphics mockup.

Queens Cupping is the name of the coffee shop I will brand. The mission of Queens Cupping is to **serve artisanal coffee** and to provide information about small-batch roasters and farms led by women, to understand coffee production, and **recognize the challenges that women face in a male-dominated business**. This is a local coffee shop where people can form social bonds by participating in monthly cuppings with different beans from different women-powered roasters. The functional aspect of the café is reflected in its daily activities—serving coffee drinks made only by specific beans that help female-forward organizations. The coffee shop does not serve any food and is strictly a center for **coffee education** and the sale of well-sourced beans. Additionally, it uses **recyclable and reusable resources** and promotes a cleaner environment.

The brand concept will be derived from the café's mission statement emphasizing the following qualities: women-oriented, expensive, upscale, artisanal, and sustainable. This concept will be visualized through the use of full length and portrait photography of women in the coffee industry, flat and geometric illustration, a limited color palette consisting of brown, beige, pink, and purple hues with gold accents, and recyclable packaging material. I will apply the minimalist design that relies on simplistic layouts, the use of selective fonts and colors, the use of hierarchy, perfect alignment, and the use of blank space.



## TARGET.

I will target mainly women in their early 20s to late 30s, as most coffee shops that carry single-origin beans attract the average millennial. With coffee culture expanding, good tasting coffee is more popular with people within this age range—as I noticed by working as a barista for four years. The café will not cater to only a women-based clientele because men can also appreciate female empowerment and learn about the people who produce coffee behind-the-scenes.

# BRANDING CONCEPT

The women-oriented quality of the brand will be promoted through the deliverables' subject matter, iconography, and color palette. Aside from golden accents, the palette will feature a lot of purples and pinks, which are traditionally associated with women. The text, illustration, and photography will mainly be about women and their lives.

The artisanal coffee and expensive and upscale quality of my brand will be translated through the color palette and minimalist design style. A beige color referencing champagne will be used as a background color for most of the brand; the full background color costs more to produce but it gives off a luxurious, plush feel. I will also add a gold accent throughout my branding to represent luxury. As the third wave-coffee has gained its momentum, coffee connoisseurs can detect a third wave coffee shop through its minimalist design. Indeed, most third-wave and/or artisanal coffee shops are designed following minimalist design principles to accentuate the product rather than design elements. This is why legibility is so important.

The retail bags will be made of recyclable brown paper conveying the idea of sustainability. The third-wave coffee philosophy embraces efforts to save the environment; however, sustainable goods are more expensive to manufacture, but as I promote the brand as luxurious, the decision to use recyclable materials in combination with the costly background color fit my brand concept.

My deliverables will include an identity system (logo/business card/letterhead/envelope), infographic poster, three Woman of the Month posters, the Tasting Wheel poster, menu, retail packaging (coffee bags, cups, stickers), website, Instagram page, the branding guide, and environmental graphics mockup.

The 24x36 infographic poster will present the process of coffee making from bean to cup. It will be a vertical timeline showing the processing and drying of the coffee done by farmworkers, struggles of coffee pickers, the issue they face with payment, dry milling in preparation

for the export, roasting, and finally making a cup. This information will be visualized through the use of icons and illustrations.

The three 24x36 Woman of the Month posters will combine photography and typography, each presenting a large-scale portrait of a woman coffee farmer and her story. These posters will present three different women with their stories as someone in the coffee industry as the main subject. Their stories will speak to consumers about how they made it in the male-dominated coffee world, which will empower other women.

The Tasting Wheel poster will be 24x36 and will include information on quality, flavor, and origin of coffee beans used at Queen's Coffee. This poster will be an updated version of the Specialty Coffee Association of America (SCAA) Tasting Wheel. Unlike the SCAA's design, my poster will emphasize coffee farmers who are women.

The menu will be approximately 6.125" x 11.5" size and made of thick paper. It will be next to the cashier and spread throughout the cafe near napkin holders.

The informational paper wrap will be a part of the retail bag packaging will have gold foil and minimalist design with an illustration of a coffee farmer. This will also include minimal typography as it will be describing coffee tasting notes, picking and roasting process, and include a short blurb on who roasted the beans inside the bag. Along with this will be postcard size, 4" x 6" informational card with all the information that is included in the wrap for the retail bags of beans except it will be responsive with more brand elements such as illustration and iconography. This can also be mailed out as it will have a postcard template on the back where there will be a place to add a stamp and writing.

The retail bags will be made of Kraft brown paper and will hold half-pound of coffee. The bags will be 3.25" x 7.75" x 2.5" and bought on Amazon.com. I will buy the gold foil tin tie separately and will glue it on the original KRAFT tin tie both sides. The bag will be heavier and feel expensive.

The coffee cups will be ripple patterned Kraft 100% recyclable coffee cup. The ripple pattern will give it an elegant effect along with being sustainable for the environment. These cups will be bought on Amazon. I will buy coffee sleeves on Amazon and design a wraparound.

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The website will be created on Wix.com and will have 3 pages including HOME, ABOUT, and SHOP. The homepage will define the brand and include photography that shows the coffee shop interiors and the coffee source environment along with the promoted coffee farmers and the coffee. The website will be promoted on the Instagram page; the link to it will be in the footer along with Terms & Condition and Contact. The ABOUT page will present the store's mission statement and the sourcing philosophy. It will also layout the issue of the male-dominated coffee industry and point out the often-neglected role that women have behind the scenes. The ABOUT page will also present the biography of the store owner; this would be me and my barista experience. The SHOP page will be a place where people can buy coffee beans from Honduras, Kenya, Colombia, and Guatemala and place orders to go. There will also be an espresso and filter variety for the consumers who like blends.

I will create an Instagram page to promote my brand. I will mockup each post first in Photoshop. There will be 12 posts that I will design for the social media page and this will include photography of the store, drip coffee pictures, latte art pictures, and announcement posts for events and new drink releases. I would like to advertise the product and services as most coffee shops lose out on customers by not announcing drink specials and not adding it to the menu. Each post will be a 1:1 post ratio, following the current coffee shop trends on Instagram.

The 11x17 inch branding style guide will be in accordion style will be designed in Adobe InDesign. It will include the following categories: logomark, wordmark, color palette, brand look, typography, the hierarchy of text, brand assets, component library, brand restrictions, and information to relay over to new design team members. This will also include a web style guide with iconography and UI components, a photo style guide for Instagram and posters and environmental graphics/signage and general use of photography and illustration.

The interior and exterior of the coffee shop will need existing images to mock-up signage and branding elements to show the look and feel of the coffee shop. The mock-up will mainly be of signage and environmental graphics. This will show the brand and its elements including my deliverables which will show illustration and photography. I will transfer photography and deliverables in Photoshop.



Latte art throwdown from rec.coffee in L.A.



Latte art throwdown poster of the first all women's non binary throwdown.

# BACK GROUND.

The coffee industry has evolved over time. From the first wave coffee marked by the boom in coffee consumption in the 1960s, through the second wave distinguished by the emergence of luxury coffee brands and an increase in coffee quality, the coffee industry arrived at the third wave in the 2000s. The third wave is a movement, an experience increasingly focusing on consumer education on high quality, artisanal coffee, and service while acknowledging people working in production. Even though the third wave elevates the product and the people in the industry (producers and consumers), the problem of gender inequality, particularly in coffee production, is widespread. I will address this problem by creating a coffee shop branding project that will promote women in the coffee industry.

I work at a 3rd wave coffee shop in East Village that specializes in Australian coffee culture, which is a culture that dominates the coffee industry. We mostly get customers from ages 21 to 40. Being a barista, I gained knowledge of the coffee industry and forged a close connection with roasters who are always in touch with women empowering farms, such as Phoka Hill's Women Project. I have also gained insight into how to economically design retail bags to lessen the possible damage to the environment with design by using brown compostable and recyclable bags with illustrated cards stapled to the bag. Most retail bags in America are colored and completely waxed to ensure that the coffee is maintained as fresh as possible. Using illustrations on the separate retail bag cards is a more intimate and eco-friendly approach than using abstract and modern typography on a plastic wax retail bag like Starbucks, MUD, and Partners'. I want the customer to feel like they are making a difference in the world by purchasing from Queen's Cupping, not just coffee-wise but also in terms of environmental friendliness.

I am interested in package design and creating photography with a story because they affect the decision-making of consumers and play an important aspect in establishing trust in a brand. Based on my recent research on millennial branding, the story is what drives people to purchase from a brand. My goal is to inform and attract the consumer to become a regular at the store and choose Queen's Cupping over other leading coffee shops.

## RESEARCH

Most store-bought coffee brands that are not sustainable, such as *Folger's*, *Maxwell House*, *Nescafé*, and *Café Bustelo*, are usually avoided by the millennials. The plastic keurig pods cannot be recycled easily by most cities. The traditional way to make coffee produces very little waste since coffee grounds are compostable and readily biodegradable. *Folgers* (J.M. Smucker) states on their website that they are concerned about sustainability and ethical working conditions, and they reject all the common certifications. The coffee supply chain is not pesticide, herbicide, and fungicide free. They do not offer an organic variety and all their coffee is pre-ground and not fresh. *Maxwell House* is an American brand owned by Kraft. This brand rejects sustainability certification, fair trade certifications, and does not offer an organic product like *Folger's*. Therefore, their coffee may have chemicals and molds present. All their coffee is pre-ground and freshness is an issue. *Café Bustelo* is a Latin American brand is popular in the Americas. *Bustelo* is another coffee brand owned and distributed by J.M Smucker which doesn't have any certifications regarding the ethical and environmentally friendly sourcing of their coffee beans (Kallmyer).



All these brands have something in common. Aside from being low-quality and convenient, they all use vintage typography. Since my brand will be completely sustainable and high quality, I will visually distinguish Queens Cupping from these brands. A way of doing that is staying away from vintage typefaces or similar serif typefaces to *Folger's*.

Back in the 1960s, coffee consumption began to grow. For the first time, coffee became widely accessible. This marked the first wave coffee phenomenon. The second wave came with an increase in the quality of coffee readily available. Big companies like *Starbucks* started running coffee shops as profitable businesses. Coffee started to become a luxury product rather than a necessity. The entire supply chain, from producers to consumers

gained importance. Green bean buyers started to pay attention to where and how coffee was produced – and this eventually trickled through to consumers. Matt Milletto of *Water Avenue Coffee* points out, “Having been more than 20 years in this industry, I feel that the third wave is truly a way of appreciating a quality product.” There are two key words here: “appreciating” and “quality”. For Matt, it’s both about the coffee we’re drinking and the way we think about it. Similarly, Dismas Smith of *Caffè Ladro*, Seattle says,

**“Third wave coffee does not accept old traditional ways of growing coffee or making coffee.”**

-Dismas Smith

We can see that coffee consumption really consists of more than just the coffee. The story behind third wave includes producer, importer, roaster, barista, and consumer. Unlike the first wave, where it was about consumer’s access to coffee, the third wave coffee is the result of everyone’s hard work. Third wave consists of increasing coffee quality, more direct trade, a greater emphasis on sustainability, lighter roast profiles, innovative brew methods. Consumers chase sweetness, complexity, and distinctiveness in brewing. Tetsu Kasuya, World Brewers Cup Champion 2016 says, “Thanks to direct trade, we baristas and roasters can tell consumer the stories behind the coffee beans” (Perfect Daily Grind, Interview). Matt Milletto continues, “Drinking a specialty coffee that has been produced in the right way, and with all the added value that the supply chain aggregates, is the basis of a great experience. This experience is a combination of education, knowledge, and hospitality” (Milletto).

The Coffee Tasting Note Wheel (fig. 4) was originally created by SCAA (Specialty Coffee Association of America) and recreated by *Counter Culture* using a more hand drawn and inviting approach (fig.5). The flavors that make up this wheel are natural characteristics inherent to the coffees. Much like wine or beer, coffee can have many different inherent flavors based on where or when it’s grown (*Counter Culture*, Seasonality), how it’s processed (*Counter Culture*, Processing), how it’s roasted (*Counter Culture*, Roasting Basics), the kind of variety (*Counter Culture*, Varieties), and even how it’s brewed. Roasted arabica coffee is one of the most chemically complex beverages out there and has thousands of unique chemical compounds that result in many

different flavors. By creating illustrative & informational design, I can educate the average consumer is also enabled by greater channels of communication between production and consumption, including direct trade and social media.

People often hear “specialty coffee” and “third wave coffee” used interchangeably, so Guevara decided to interview Sarah Dooley, the marketing manager at *Slayer Espresso*, and Julian Riveras, from *Once Once Tostadores de Café of Mexico* about the two subjects and whether they were any different. The answer is a yes. Sarah Dooley shares, “Third wave is not a cup of coffee; it’s a mindset around loving the guest in all things.” The *Specialty Coffee Association (SCA)* scores coffees on a 100-point scale. Coffees that score 60 points or above are considered commercial grade; at 80 points or above, they are graded as “specialty”. These exceptional coffees are often the product of specific microclimates and soils, production practices, and careful processing (the removal of the coffee cherry flesh from the beans). Sarah Dooley says, “Specialty coffee is an important ingredient in the evolution of great service, because it ensures the quality level of your bean through a point system by certified Q-graders.” Similarly, Julian Rivera says, “Specialty is how third wave coffee is achieved. It’s only with a distinctive quality and noticeable difference in the way we present coffee that we will be able to connect it to the consumer’s palates.” Third wave coffee is an experience. Specialty coffee is what we serve in that experience.

In third wave coffee, we already have high quality coffee, meaningful trade relationships, innovative brewing methods, an understanding of the importance of production and processing, and more. Dismas Smith says he believes it’s possible. Third wave coffee is a movement, an experience, an increased focus on consumer education and service. However, the coffee industry is always evolving. With an increased focus on production and quality, it’s leading to fairer, better coffee that benefits all parts of the coffee supply chain. If we were to push this through, this would mean more opportunities for the workers and more importantly, for the people who are behind this entire presentation of third wave coffee in New York, the laborers.

I researched primary and secondary competitors and the companies who created their branding, analyzed what makes their branding stand out; I also researched on the Internet about female empowering coffee companies and

organizations, and particularly looked at design concepts of designs that uses illustrations and photography to communicate the clear message in their online stores. Some of the primary competitors that focus on gender inequality in the coffee industry include: *Girls Who Grind Coffee*, *Amperand Coffee Roasters*, *Incite Coffee Co.*, and *VEGA Coffee*.



SCAA Coffee Tasting Wheel. (fig. 4)

The main competitor to my proposed brand, *City Girl Coffee Company*, is an unapologetically feminine coffee company that empower women in coffee business— an industry in which 70% of the work is done by women (Hyman). Owner Alyza Bohbot does that by making City Girl the only roastery in the United States to only buy beans from farms that are managed by women (Rainey). Additionally, 5% of all profits made by *City Girl* are donated to *Café Femenino* and the *International Women’s Coffee Alliance (I.W.C.A.)*. That is huge because women make up half of the world’s coffee farmers, yet they face more challenges than their male counterparts because gender inequality is prevalent throughout many regions where the world’s best coffee is grown (IWCA).

*City Girl Coffee Company*’s branding was created by the owner herself. Their logo looks very girly because of the bright pink background and the bright white letters amongst it. The icon logo is a ponytail-wearing woman riding a scooter. Their text logo, “City Girl” is an all-caps sans-serif font that looks rounded and

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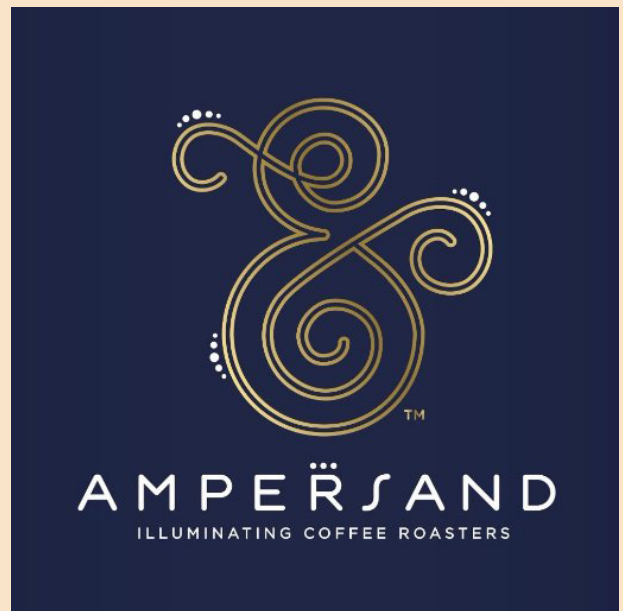
clean with a simple drop shadow. Underneath this is their “Coffee Co.” font which is a serif font that has a wide tracking. Underneath their logo is their word phrase, “Empowering Women of Coffee” which is on all retail bags and packaging. They used a handwritten font for this phrase to engage people to read what they stand for since it is so different from the other two typographic choices. They mainly use a sans-serif all caps font for their website to show minimalism against their very bright products. A clean look is necessary for the understanding of what *City Girl* stands for so that the bright colors isn’t taking away the attention from the message. I have learned that *City Girl Coffee Company* uses minimalism in their branding to be concise and clear to show their message. This relates to my brand in which I have to maintain a girly presence in the packaging to target my audience. As the icon logo is in the middle of the typography, it shows a cute-ness that is achievable with a good amount of blank space around it. This will be an inspiration to how my logo is going to be placed together.



City Girl Coffee Co.’s packaging and brand items.

The brand style relies heavily on bright colors, similar to *Partners’* and *Counter Culture*, both in which are very popular New York City coffee roasters. *City Girl*’s colors are CMYK-forward while the other coffee roasters are more circus or RGB-forward colors. This makes *City Girl* extremely girly as most of their colors on their retail bags consists of magenta, bright baby blue, highlighter yellow, and cyan. There is a bright white panel and

their logo on top of these colors which creates a very clean look. They also have some very abstract but clean patterns such as a zig zagged line in some of their packaging. The bold CMYK colors are bold, which attracts the female population to buying the beans. Their Instagram feed is mostly made up of the same bright colors as backgrounds with coffee in the front. It also is catered to a very feminine group as most of the posts look like trendy posts that girls would like. Examples include bright colored background with leaves and coffee bags, lifestyle posts with girls in sunhat with a cup of coffee, simple backgrounds made up of the brand colors and simplistic placement of coffee cups and motivational books. This relates to my project because this is a way to market to a feminine audience. *City Girl*’s coffee brand markets to women and does it in a way where any girl would be attracted to the brand. Queen’s Cupping will be looking for a similar approach by using colors and imagery that would appeal to a feminine audience.



AmperSand’s logo and brand.

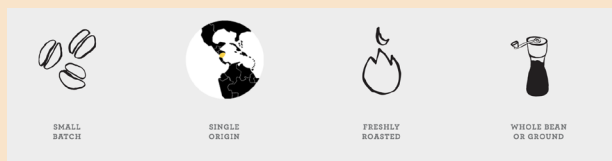
*AmperSand* has a simple, minimalist logo and style that also embellishes photography on their website. The branding on the retail bag also consists of gold foil against a black retail bag instead of bright colors. Since they are an actual coffee shop, they have packaging as well. Their sleeves and cups are very minimalist with black and white as their only colors. The logo is all capital lettering that looks like the Estilo typeface. The logo is inside a circle with gold as its accent. This is an

inspiration for the gold color I will be implementing in Queen's Cupping's branding as an accent color in the visual design. Since my coffee shop will be leaning more towards third-wave New York coffee shop visuals, *Ampersand* shows that through their classy wordmark and colors and this is a good inspiration for my brand's accent color, and round circle seal as stickers in that shape tend to be easier to showcase and less wasteful compared to rectangular stickers.



*Incite Coffee Co.'s website homepage.*

*Incite Coffee Co.* also has a very simple and minimalist logo and style that lets the photography shine through their homepage. They use realistic hand-drawn illustrations for their different roasts as a way to show the woman who has roasted the bag of beans they are selling. Their website is mainly a one-page informative scroll, with two other pages for 'Shop' and 'Contact'. As one scrolls down the site, it is greeted with a high-quality picture of coffee and slowly introduces their mission in big, bold and readable text next to a neat description. Underneath the mission statement is an introduction to some of the roasts and origins that specific female empowered farms have supplied *Incite Coffee Co.* These also have hand-drawn imagery of the woman who have sorted and washed the bean to show the face behind the batch that was made. As the website is explored further down, there is more information on more female empowerment in the families and communities overseas. This is inspiration for Queen's Cupping's website.



VEGA Coffee's animated assets on their website.

*VEGA Coffee* introduces their website with a video with hand-drawn animations as little icons that catches people's attention. They have a minimalist style with an illustrative touch and uses photography while keeping illustration in their brown eco-friendly retail bags with a colorful sticker that introduces the origin. *VEGA* focuses more on human aspects and uses photo content to show their mission instead of using it as branding. The promotional video is found first thing on the website and contains a story on how farmers pick the beans to how roasters roast the sorted-out beans. This is inspiration for my packaging and promotional video along with the hand-drawn animated assets.

*Girls Who Grind Coffee* is mainly using CMYK-forward colors that show flat and abstract illustrations. They have a vector style illustration on each retail bag that shows a different female for each one in a sort of glam look that *Girls Who Grind Coffee* repeats throughout each bag. The illustrations are very simple and are easier for me to create as millennial branding is currently what the brand is looking for as the coffee shop will be targeting specific women millennials. *Girls Who Grind Coffee's* style shows style and flair with women's empowerment shining through as the main idea, and this is my inspiration for styling illustrations and creating different portraits of people for the coffee cards and website store.



*Girls Who Grind Coffee's* online shop with their illustration for each coffee origin.

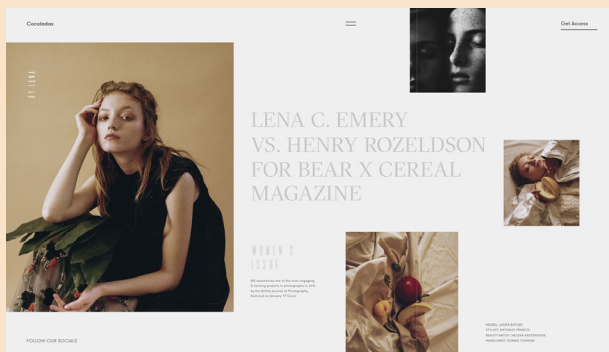
The secondary competitors who do similar promotions are *Think Coffee & Starbucks*; however, since they are bigger, they focus more on environmental issues versus having gender inequality being their main issue. *Think Coffee* focuses on giving menstrual activism, worker housing, housing restoration, clean water access, reforestation, adult literacy, and builds local communities throughout New York City. Most of these are created in

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blogs and people can read their journey in the process of helping communities and different people who are suffering. *Think Coffee* creates trust with their customers by writing and sharing the achievements and charitable offers they have given away. This is important for any brand to create customer trust and a loyal crowd of people who will keep coming back to the store. This will inspire Queen's Cupping to have a blog space on the website and cards for people to share personal stories on for the coffee shop tables. This can also work as postcards to give out to enforce brand recognition.

*Starbucks* supported the Gitesi coffee farm in Rwanda through their Siren's blend, which has a story based on community and female empowerment. It was a story that brought people to work together on the farm after the 1994 genocide to bring communities together and strengthen them for future families. *Starbucks* also gives to *IWCA* and focuses on other issues such as: veteran's mental health, feeding the hungry through their FoodShare program, strengthens communities, creating new job opportunities, sustainability, and ethical sourcing. I will design a space on the cards to share the story behind the beans I will be selling like how *Starbucks*' has advertised their Siren's Blend. Since *Starbucks* is such a reputable coffee company, it has a donation box for different charities and funds for people in need of help. I will also be designing rectangular stickers for the donation box, which will be in a clear square box with a slit for any coins or cash. Important companies that I will be using research from and donating to are: *Cafe Feminino*, *IWCA*, *Fair Trade Fortnight*, *Grounds For Empowerment*, *Bean Voyage* and *Rainforest Alliance*.



Zhenya's layout for Cocolados. It shows clever photography placement and strong editorial skills that are catered towards older women.

These are a couple of female-owned coffee shops with a charitable mission that I am studying for this project

for visual design. A frequent poster I've been seeing in the coffee world is usually the tasting notes wheel poster, which includes many different kinds of words people use to describe coffee... these words are very important for coffee cuppings and tasting the coffee in general when you want to describe to another barista what kind of coffee one liked or disliked. There's also tasting preferences and these words usually come in handy. Most coffee roasters have multiple cuppings a day and will take notes on the type of coffee they taste and what it tastes like. This is also for quality control and delivering to their customers what kind of bean they are bringing to the shop as some customers are very eager to know.



'Hurricane,' by Andrea Nguyen.

One of the minimalist designers I have come across is Zhenya Rynzuck, an art director with a background in architectural design. Her work is video/photography based on strong typographic usage with clever use of white space. Most of her work is pertinent to the same audience that I target. She has fun with implementing the newest trends of design in all her works. Her most recent work is the art direction and interface design of Limnia, a jewelry brand. On the website, there is an off-white background and a promotional video. As you scroll down, there are more pictures that tie the brand together. A big part of the website is the animated transition between the pictures when the user scrolls up and down. The shop page is a simple off-white background with professional photos with people in them. When hovered over the presentation pictures, a picture of the product without the woman wearing it appears. The filters are on the side and not moving while the pictures are seamlessly flowing down. There are a serif heading font and an around sans-serif text font. The way that the motions bring the website together with the branding gives the site a millennial feeling of the word, "classy." I will implement this kind of feeling

with Queen's Cupping and use this as inspiration for the branding elements and website.

For the illustration aspect for inspiration of the branding iconography and assets, along with illustrations for menus, packaging and posters, I found Andrea Nguyen, who is a graphic designer and an illustrator working at *AirBnB* in San Fransisco. She does catchy designs and illustrations for *AirBnB*. Her illustration itself of people are very simply drawn and is very pleasant to look at. It looks a lot more modern and "shape-ful" than abstract or realistic, which happens to be the style of illustrations that is frequent on start-up websites and companies that want to seem a lot friendlier and welcoming. One of her works for *Hurricane Harvey* is a woman looking away from the viewer in a sea of waves. She focuses on squiggly lines, shadows, texture, and round shapes. Another work I looked at is her *Small People + Big Geometry* illustration set. The people are in very simple clothing and are created with bright colors. The architecture behind the people in these sets is big compared to the human and the background is one flat color with a texture on top. There is a lot of background space which makes the viewer focus more on the human and the colors. I would like to implement this kind of style for illustration focused components of the brand. For the eco-friendly idea in mind, there are two coffee shops in New York that have fully compostable packaging.



Blue Bottle Retail Bags the past three to five years.



Photo of a pour over, a drink that needs time and preparation by weighing coffee grinds and water weight. Featuring Blue Bottle.

*Blue Bottle* is a coffee shop that mainly uses eco-friendly compostable cups, straws and retail bags. Compared to many coffee shops, *Blue Bottle's* packaging is very minimal and clean. There is a blue accent color against a white background with the typographic color choice being a dark cacao brown. Their main retail bag is a KRAFT foldable bag. When *Blue Bottle* started up, they added a wooden paper clip and add a card that includes information about the coffee. As they are more popular now, they don't need it in many stores. Many coffee professionals and coffee consumers have said that this bag is not sustainable in keeping coffee fresh, however, that's why people have to transfer the beans over to a mason jar or an air-tight jar. *Blue Bottle* also stores its New Orleans Iced Coffee as a retail option in a small recyclable milk carton. As for the cups, they use a brown textured cup with a simple logo in front. They used to have compostable iced cups with their logo on it, but recently, they made a change to all recyclable paper

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cups. They made their brand well-known with a simple logo so it didn't need any other assets, which is a good choice that can help the environment. This is relevant to Queen's Cupping in which sustainable, environmentally friendly packaging is important and using less ink to reduce ink wastage. This information will be used to inspire the packaging for my project.

*Think Coffee* is a coffee chain that uses all eco-friendly cups from compostable hemp straws and cups to recyclable paper cups. Their retail bags are made of white thin paper and sometimes in brown paper. They include two stickers in front, which is the brand logo and the coffee bean information which includes a bright border at the top. On the side, there is a black and white comic about coffee farming. The takeaway cups for hot drinks is a compostable cup with a full baby blue background and their logo in the middle. There is their brand statement on the bottom, "Importers and Roasters of Social Project Coffee" and on the side where you would normally see a crease in the cup, there is the sentence placed vertically, "Feel Good About Your Coffee." Most of their iced drink cups are plain hemp cups with no logo, or compostable cups with their logo in the middle against a white band with the words in the back, "Think Cold Brew." Most of *Think Coffee*'s typographic choices are usually all-caps and bolded in white color or their dark brown color against a baby blue background. The all-caps and bolded choices usually lead to drama and has an outspoken feel; however, their baby blue color is calm and dials the shock factor back. This is another relevant packaging solution for Queen's Cupping. Sustainable, environmentally friendly packaging is important and *Think Coffee*'s comic idea is a very interesting way to show the brand through a story-telling perspective and I will be using this idea for some of the illustrations and takeaway cups. This company also uses *World Centric* as a main supplier for their takeaway cups, which is a reputable brand for hemp straws and recyclable hemp material for cups and lids. This information will serve me greatly when I will be purchasing hemp alternative to paper or plastic.

One of the leading coffee roasters in the coffee industry right now is *SEY Coffee*. Their branding is expertly made in minimalism as the logo is a centered sans-serif font. The font is black, and the background is light grey. Most of their packaging is white, with their logo in silver foil. Originally, *SEY Coffee*'s retail coffee bag they sell has a different color high quality coffee card attached to it

with no information on top—just the country of origin in reflective lettering. Recently, their retail bags that I've seen sold in other cafe's or stores have a white box with a curved pocket in front that contains the coffee information card. Their coffee information card is a plain color with cleverly aligned text. Inside the box will contain beans in a regular white coffee bag.



*SEY Coffee's Packaging*

I want to emulate *SEY*'s minimalism and *Blue Bottle*'s and *Think Coffee*'s eco-friendliness through branding. This is going to be a creative problem I will need to solve as I must create material that is engaging to people who want to save the environment and care about social justice in the coffee industry, while also maintaining its trendiness in millennial design and creating an engaging design to my target audience within the age range, 20 to late 30s. The eco-friendly design will draw customers in because of its trustworthy look and will come back for feeling having bought something that can improve their lives and others. The minimalist and clean design will draw in millennials (who happen to be the biggest coffee consumers) and women who would be willing to learn about the coffee.

Carli Anna Co. is a design agency lead by the lead brand strategy designer, Carli Anna. Carli Anna created *LUMI* with brand identity, art direction, print, and packaging. *LUMI* is a brand that is bold and organic with a high fashion element. The main colors are charcoal grey and white. *LUMI*'s brand pattern is a tree wood pattern drawn out with ink. Some parts of the wood pattern are used as an accent in the background. *LUMI*'s menu is simple with different outlined squares put together with the heading font as a trendy and thick serif font while

the drink typography is an all-caps thin text. There is no dollar sign, but just a simple bolded number that shows how much you pay on the left side of the drink. The outlines are charcoal grey, and the menu background is white. The menu is the inspiration for Queen's Cupping's printed menus, cards, and packaging.

The material of SEY's packaging is very good for keeping coffee fresh and keeping the brand look clean and minimal. Their menus tend to be very plain and delicate as they use a thin serif and sans-serif typeface, which is what I will be using for my project. Spacing out the menu like how SEY does will create maximum readability since I will be having many different single-origin coffee options as they do. Most of the menu will be different types of coffees so it will be beneficial to have a small text and a large amount of white space.



LUMF's Menu Design



# METHODOLOGY.

- 01.** First week consists of gathering pictures and research on brand competitors and different coffee shops with a similar brand idea.
- 02.** The second week starts off with researching more inspiration on packaging and illustrations. This allows to focus more on coffee packaging from sustainable brands, Fair Trade Coffee companies and minimalist brands that are dominating the coffee world. I also focused on different kinds of illustrations that demonstrate clean, modern drawings. Next is researching logos, iconography, & brand look. I found examples of inspiration by looking on Pinterest boards, design websites like Behance & Dribbble, and coffee shops in person.
- 03.** The third week is to continue researching logos and how they are shown on cups and branding materials by looking through social media and design websites. Next, I start to sketch logos on paper and scan them over on Illustrator. I use different textures to emphasize different Ideas. After this, I research on retail bags and different Iconography charts through Google. I collect the packaging research along with iconography and branded cup strategies.

**04.** The fourth week starts on gathering information on vertical timeline posters, women promotion poster and the SCAA coffee wheel. I find different poster inspirations through on Pinterest, Behance, thedieline, graphic design websites, news websites, and coffee forums. After I know what kind of look I want, I start to collect the stories of the women on the who I will be promoting and the copywrite to the posters. After I do this, I create different layouts of posters in InDesign based on prior research. I will arrange the text boxes and image boxes to suit the poster style. There will be a rough sketch for illustrations and icons I will be using for graphic elements. I use a Wacom Tablet and an iPad Pro with different textured brushes. Next step is to start sketching packaging die lines and template for coffee retail bag and coffee sleeve wraparounds. It is important to test color palette and see which version goes best with the poster. Create various options for margins and grid systems for different brand looks.

**05.** Fifth week starts with placing previous color boxes In Illustrator, creating a color grid for the finished color palette. I will label colors with HEX code, RGB and CMYK color letters. I will also put a test palette for poster layouts that I have created earlier. I will write the information for the timeline poster on a Word document and compile the steps to making coffee. After this, I will place Information in InDesign file after compiling the data. Then I will create separate test sample Ideas for the timeline poster. I will write the

→ information I collected for the women promotional posters In a Word document. The information will be three stories about empowering women in the coffee Industry and collect their photos. While I'm searching for this information, I will try to get credit for photography usage from various websites. I then will create margins and new document for women promotion poster and put in information on InDesign and create layout for retail bag and coffee sleeve on InDesign. Then it will be a good time to insert die lines and numbers to support packaging die lines. I will also vectorize last week's logos through Illustrator by using the previous sketches and use the pen tool to outline shapes and add textures to see what fits. I will design new logos for a variety of logo choices. I create the shapes through Illustrator with the shape tool and cut the shapes with shape cutter. I look through different textures and play around to see which textures fit into the logo style. I use various brushes to create different emotions within the logo. After this, I will design different design variations of coffee sleeves. I will create 3 different styles that go with the branding. I will design different design variations for the coffee retail bag wraparound in Illustrator. I will continue to draw icons and illustrations until approved by using pen tool In Illustrator.



**06.** My sixth week will be focused on creating more illustrations and icons in Illustrator. Another highlight of this week is to design the sample layout for timeline poster and place all the information into the approved poster. After approved illustrations, I will be able to design illustrations that will completely embody the brand image. I will also eliminate the bad sketches and create more. I will start copywriting content for website, menu informational cards and retail bag wraparound and design new poster grid systems with different margins for the women promotional posters along with creating structure & grid layout for coffee wheel along with inserting color choices.

**07.** When 7th week starts, I will start inputting illustrations into the first poster. After receiving the final edit notes, I will use my notes and edit the poster to start creating a demo poster. Then I will create test samples for the women promotional poster and the SCAA coffee wheel. After this, I will write more content for the Wix site and figure out the layout. This means sketching the website out on paper and draw different boxes that shows low fidelity layouts. One part of creating the website is to create a user journey map on Illustrator. I will be designing a journey map in Illustrator along with the bag strip and coffee sleeve with approved design choice for packaging. I will design the print items after completing brand identity and color set and typographic choices in the stickers, retail bag wraparound, coffee sleeve wraparound, informational cards, business cards, and menu. I will be creating a

→ dieline for the stickers and inserting the logo and patterns I need in InDesign and create sample layouts for informational cards and insert all the information and imagery. I will create sample layouts for business cards and insert information and imagery on InDesign. After this, I will create copywrite for the Informational cards, business cards, & menu. I will collect more photos for the brand throughout my free time.

**08.** For the 8th week, Design more sample layouts of anything I need to work on more, such as informational cards, business cards menu and stickers. I will create new grid systems for Informational cards, business cards, and menu with placeholder text. I will create more sticker variations along with informational and business cards and menu. Then I will insert the copywrite into the design and see how it looks. This allows me to create 3 different options for website layout. Then finally, I will print out posters for test print. I will collect more photos for the brand throughout my free time.

**09.** First thing to do in the 9th week will be reprinting samples of the approved work for posters: women promotional poster and coffee tasting wheel for any final changes. Then I will Create demo bag of approved retail bag wraparound and demo cup for approved coffee sleeve design. I will place beans in the kraft bag for the retail bag and stick the wraparound on the bag for a full

→ sized view. After this, I will create the Instagram account and add photos and illustrations into a folder as links and archive. I will design the website with the approved layout starting with homepage and contact. I will also continue to design more print items for review through InDesign. While I have free time, I will send out the stickers for print.

**10.** My 10th week will focus on ideating 12 social media posts and its copywrite. After I figure this out, I will input more information and gather illustrations for the website and upload photography and iconography in the Wix Website Builder. I will also set up text hierarchy in the layout as it is very important to have this ready. After creating the website, I will reprint more samples for posters, retail bag wraparound, menu, and coffee sleeve design. Create retail bag store and an about page in the website.

**SB.** During my spring break, I will send out menu and retail bag wraparound and coffee sleeve design for print with gold foil through Moo.com. I will also create the social media posts In InDesign while maintaining a grid system and proper margins. I will also use typography and photography to achieve brand look throughout the entire social media grid. Then I will edit the photos I will be using for social media In Photoshop and continue creating more copywrite for the social media posts. I will design the website in Wix with the approved edits

→ and will check to see If the website is responsive throughout iPad and Laptop as well as desktop.

**11.** I will place all 12 social media posts and insert it on Illustrator grid to see if they look good together. If they do, I will start to edit the website by updating Information and any edits needed and finish up entering all copywrite and information into website & finish creating the menu tabs. I will test print approved & finished items and continue working on ones that were not approved or need more editing. Send all the approved and finished edits to Andrew for printing.

**12.** Enter social media posts on social media start getting finalized print items to print online. I will then publish the website for review. The finished posters and print materials that I will be printing on my own will need to be test printed and printed out fully. This includes using a test strip in the print lab to see if it is printing properly. After using the test strip, I will be able to print my product. I will then continue to reprint the Items and add in any final edits.

**13-14.** My 13th week will focus on finishing the social media page & test printing until perfect. Once perfect, I can then print out the full thing. Put up all finalized work in the exhibition on week 14.

## PROJECT ELEMENTS

I will mostly be working on my MacBook Pro to create illustrations and design layouts for print, packaging, and website. I plan to use InDesign and Photoshop, as well as Animate, Premiere Pro and After Effects when it comes to creating a promotional video and an animated logo. As for what the final elements/assets I produce:

**Style Guide:** Adobe InDesign. 11x17 horizontal. Approximately 10-20 pages. The binding will be an accordion-style book. Include will logo, wordmark, typography, colors, design rules. I will print the book in EDM's print lab in CCNY.

**Logo:** Adobe Illustrator. Vector illustration.

**Business Cards:** 3.5" x 2". Create in Adobe InDesign and print through moo.com. 50 cards, color print, matte standard paper

**Envelopes:** Standard size 4 1/8" by 9 1/2" Printed in Vistaprint using matte paper. 100 copies

**Letterhead:** 8.5" x 11", printed in Vistaprint with 100 copies, using matte paper.

**Instagram Account/Social Media Posts:** Instagram, 15 social media posts

**One-Page Responsive Scroll Website with tabs:** Wix.com, 4 tab menu: ABOUT, SHOP, BLOG, CONTACT, uses different photography to go with the information. Illustrations of people for retail shop and illustrative vector graphics as assets throughout the website.

**Menu:** 6.125" x 11.5." Paper spec: 175 gsm Bristol paper. No folds, flat paper between glass.

**Informative Postcards:** Adobe InDesign. 4" by 6". Quantity: 4 kinds, 50 copies each. Print through Moo.com or Vistaprint.

**Stickers:** Create on Illustrator and use Sticker Mule to print around 100 copies. 2x2 inches Rectangular stickers for donation box, print 50 copies.

**Informative Posters:** 5 posters, 24" x 36", Adobe Illustrator. Print through Printing Lab with Andrew.

**Eco-friendly Packaging:** Print through Moo.com, matte paper to stick onto a KRAFT retail paper bag with gold foil.

**Takeaway cups + sleeves:** hot: 12 oz ripple, cold: 12oz. There will be a branded wraparound for the sleeves and stickers will go on the cold cups. No need for straws since I have SIPPY lids.

**Branding mockup:** Adobe Photoshop. Final size is 11"x17". Print in DOC of CCNY.

**Café interior/exterior mockup:** Use existing photos to place signage and environmental graphics in Adobe Photoshop. Final print size is 11"x17", print in Digital Printing Lab.

# PERSONAL GOALS

My personal goal is that I would like the people attending this exhibition to learn something new and become a little more aware of what is going on across the globe when it comes to coffee. There is a lot of factors affecting the coffee world today, such as climate change and unfair representation. To change this, we need people to understand that kids don't always have warm-hearted families and that some of them do not get past primary school because of the coffee picking that they do. They don't make enough money to make a living and this should change. There are a lot of organizations, such as Fairtrade, I would like to work within this exhibition and by selling coffee to people who want to make a change by drinking a cup of coffee that is also supporting and donating to organizations that help that will make a big change. Many women are relying on these organizations to give them better benefits for their families.

# PROJECT GOALS

I wish to connect with people who want to support the inequality within the coffee production side of the coffee world and show people the stories behind the bags of beans I will be sourcing. I will create this connection through informative posters, as well as black and white photography that shows the workers in coffee production, which gives people an understanding of how things work from farm to cup and the amount of love and work it takes to create one cup of coffee. Once I have this connection, I want to motivate and empower my audience by teaching them about the women behind the coffee beans I am sourcing and showing them how to smell and taste during cupping. This will create more interest in drinking the different flavors of coffee and how much importance the women behind the bean is. Creating a sense of community between women of all backgrounds and empowerment is important for this awareness to be passed on to the next person.

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My accomplishments that came out of my thesis were that I now know I can create a multi-platform project by myself. I know that the planning stage and production stage are as important as the design phase itself and require a lot of foresight as well as research. This self-oriented large-scale project has changed my work habits insofar that I now feel confident in approaching big projects. I know the planning phase and which organizational steps have to be taken to ensure an eventual deadline is met. Before this thesis, I would not give much importance to the planning phase including sketching out different drafts and creating a schedule that pins down when each part of the project should be completed.

**02**

# INSPO

Logos: Women Empowering Brands

Wordmarks: Women Empowering Brands

Coffee Cups

Patterns

Illustration

Packaging: Paper Bags

Packaging: Women Sustainable Brands

Iconography

Timeline Posters

# Queens Cupping



City Girl Coffee logo. Features a woman on a motorcycle. This brand empowers females through female roasted coffee.



Café Feminino logo. This is a coffee program with an ethical sourcing model committee for the cycle of poverty afflicting women coffee farmers.



IWCA's logo. IWCA is the International Women's Coffee Alliance. They empower women in the international coffee community to achieve sustainable lives.



Central City Coffee's logo. Coffee shop dedicated to ending homelessness and enhancing economic growth in coffee producing countries.



Coffee Sedna logo. This coffee shop uses organic coffee and is based on using women produced single-origin coffee.



Conscious Coffee Logo. This coffee shop is a fair trade specialty coffee shop that keeps strong relationships with their coffee producers.



Café Mam logo. Coffee shop based on single-origin fair trade coffee beans.



Kickapoo Coffee Roasters logo. Farmer focused and certified fair trade coffee shop.

## Queens Cupping



Girl's Who Grind Coffee wordmark logo. Done with handwritten font and is very playful with words. Coffee roasting company dedicated to empowering women by using coffee beans that come from women owned farms.



Central City Coffee Logo. "Nonprofit brew. Female Crew." Brand dedicated to ending homelessness and enhancing economic growth in coffee producing countries.



Equal Exchange Fair Trade logo. Certified Fair Trade organization.



Cafe Direct, fair trade company logo. Certified fair trade organization.

The logo for Conscious Coffees features the words "CONSCIOUS" and "COFFEES" in a bold, white, sans-serif font. "CONSCIOUS" is in all caps and smaller, while "COFFEES" is in all caps and larger. They are both centered within a solid black rectangular background.

CONSCIOUS  
COFFEES

Conscious Coffee Wordmark. This coffee shop is a fair trade specialty coffee shop that keeps strong relationships with their coffee producers.

The logo for Kickapoo Coffee Roasters consists of the word "KICKAPOO" in a large, bold, black, sans-serif font. Below it, "COFFEE ROASTERS" is written in a smaller, bold, black, sans-serif font. At the bottom, "FARMER FOCUSED" and "SINCE 2005" are written in an even smaller, bold, black, sans-serif font.

KICKAPOO  
COFFEE ROASTERS  
FARMER FOCUSED  
SINCE 2005

Kickapoo Coffee Roasters wordmark. Farmer focused and certified fair trade coffee shop.

The logo for The Good Witch features the words "THE", "GOOD", and "WITCH" in a stylized, geometric, grey, sans-serif font. The letters are composed of simple geometric shapes like rectangles and circles. "THE" is at the top, "GOOD" is in the middle, and "WITCH" is at the bottom, all centered.

THE  
GOOD  
WITCH

The Good Witch's wordmark. Geometric logo for a women based community coffee shop dedicating to empowering women.

The logo for VEGA COFFEE features the word "VEGA" in a very large, bold, black, sans-serif font. Below it, "COFFEE" is written in a smaller, bold, black, sans-serif font. Both words are centered.

VEGA  
COFFEE

VEGA Coffee wordmark. This coffee company is farmer grown and farmer roasted making more income for farmers.

The logo for Bean Voyage features a circular emblem at the top with a stylized coffee bean character wearing a hat. The text "THIS COFFEE IS PICKED, PROCESSED AND ROASTED BY WOMEN" is written around the circle. Below the emblem, the words "bean" and "voyage" are written in a bold, orange, sans-serif font. "bean" is in a smaller size than "voyage". At the bottom, "WOMEN POWERED COFFEE" is written in a small, grey, sans-serif font.

bean  
voyage  
WOMEN POWERED COFFEE

Bean Voyage's wordmark. This company provides training and market access to smallholder women coffee producers to drive a community of sustainability.

# Queens Cupping



Café Kitsuné's coffee cup from New York. Most women that fits my target audience go to this cafe. The logo is in a handdrawn script that looks elegant and ties together in a sharp but playful style.



Pink As Fuck coffee cup from Pietro Nolita from New York. Bright pink and effortlessly girly type as a script.



Blend Station from Mexico. The illustration is very eye catchy and it looks like a cup with coffee with eyes staring at the person. It is a kids drawing that looks very friendly and interesting.



Bröd & Salt from New Zealand focuses on the design of the cup in the brand colors with the type being specifically serif and round.



Cafe Domingo from Incheon, Seoul. This is a flower and coffee shop with a girly touch on flamingos. There is a square in the middle which shows the cafe name.



Fancy cafe named Maman located in New York. The background is mainly flowers in navy and white line illustration. This looks girly and mature at the same time.



The Petit Cafe located in Hong Kong has similar style to Cafe Domingo where there is a white box with illustration around it. The background for this cup is colored in flowers. The box has the size and the "Regular" and "Hot" to show what cup you are getting.



St. Dreux Coffee Roasters from Sydney. This person looks like a half moon with a face. It shows minimalism in the illustration.

# Queens Cupping



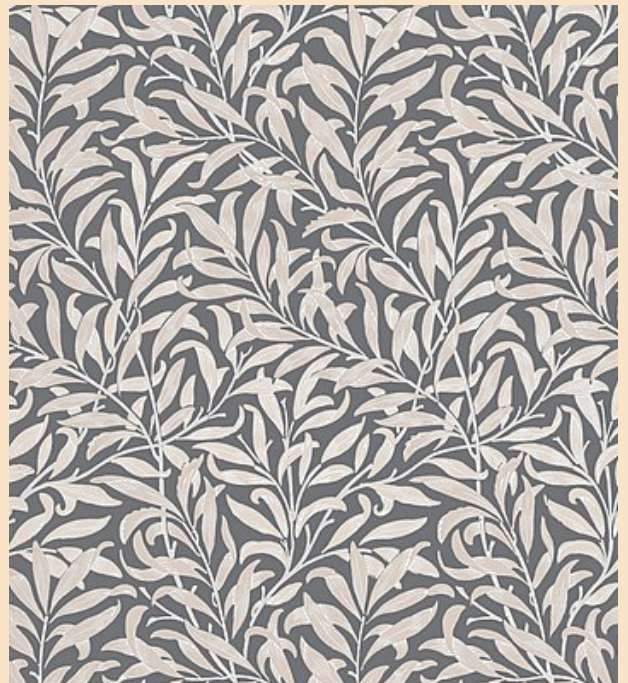
Cherries pattern.



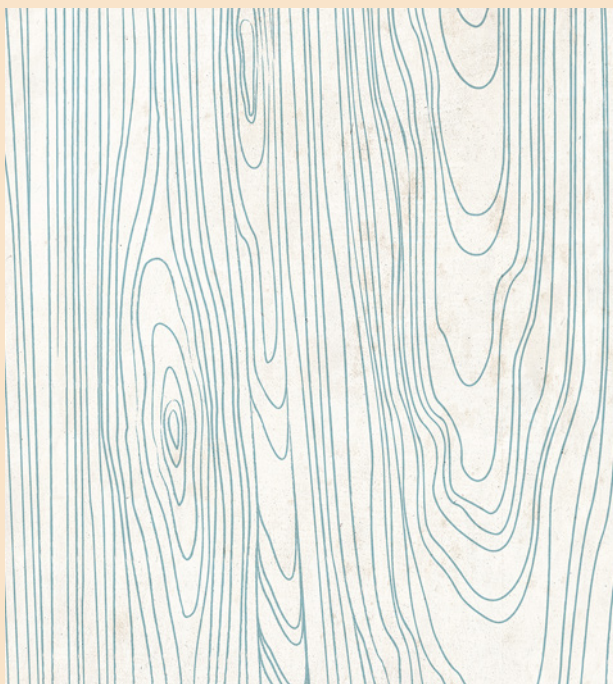
Coffee cherries in black and white drawing style.



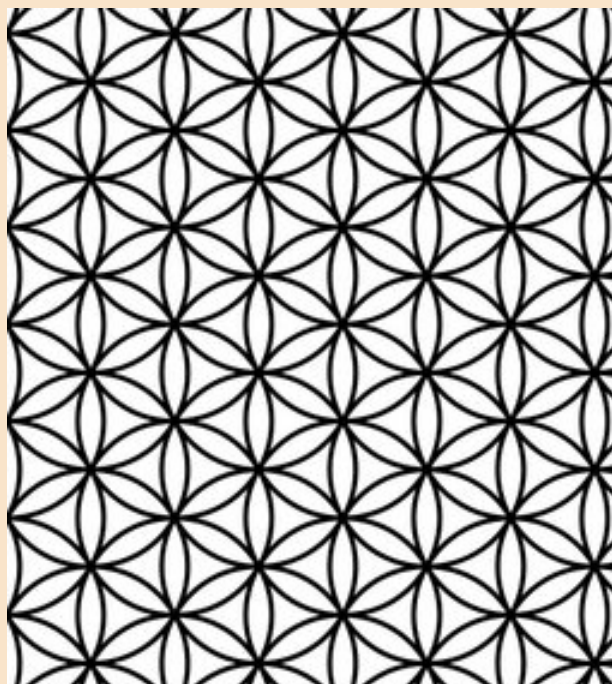
Coffee cherries pattern in gold and hand-drawn.



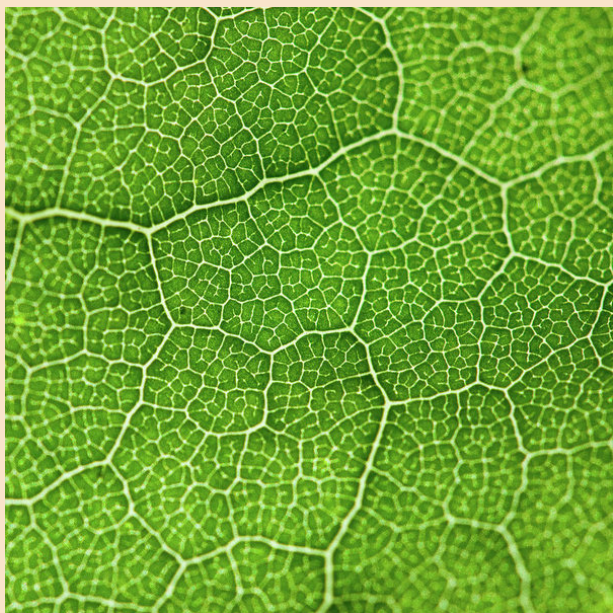
Leaves in a champagne color pattern. Made by William Morris.



Steph Devino's wood grain pattern. Free form wood texture.



Flower of life is a symbol of creation. Symbolic to women.

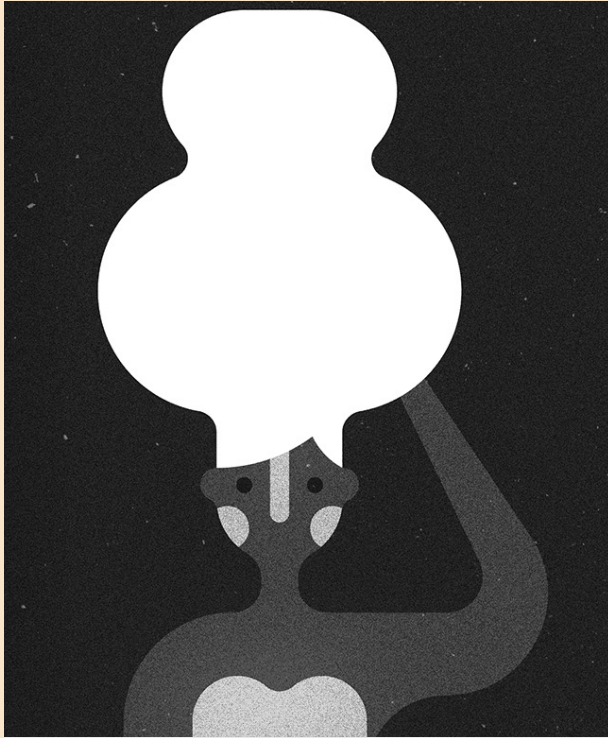


Atte Kallio's picture of a leaf vein.

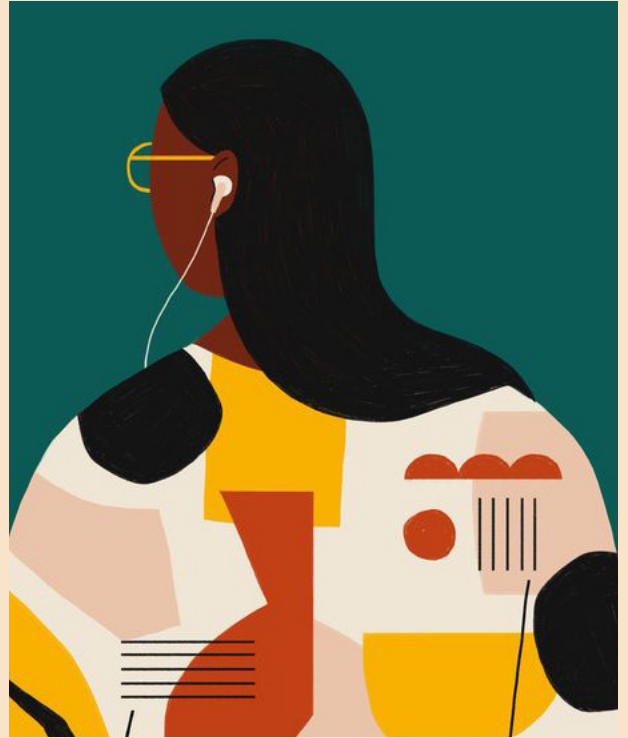


Topographical map texture. Symbolic to the mountains women have to cross to get coffee and the different flavors between different altitudes.

# Queens Cupping



Andrea Nguyen. Illustrates round and abstract shapes.



Abbey Lossing. Shape oriented and geometric with earthy tones.



'Act!' by Erin Aniker. Simple shapes and forms.



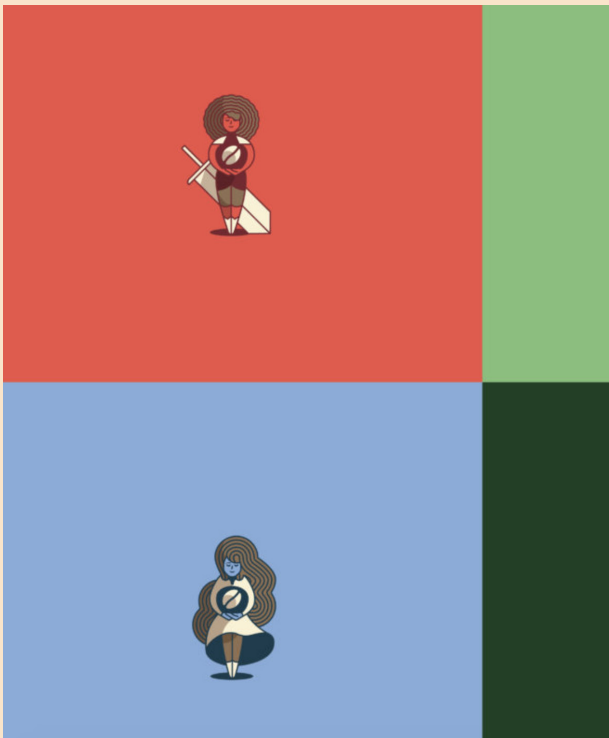
Lindgren Smith. Illustrating women of color side by side.



Girls' Who Grind Coffee's signature look that is geometric and funky. There are small details that add to their brand name such as the G.



Siren's Blend Illustration from Starbucks. It shows their idea of a siren with geometric illustration.



Tory Cunningham for Central City Coffee. Vector illustrations of women in many forms that also provide a way to market their coffee beans.



Bean Voyage's logo illustration. This is simple line work of a coffee farmer.

# Queens Cupping



Sewn flour bag design by Wunsch. Brown paper bag with a sewn paper with information.



Café Integral Coffee retail bag. Business card on top of a brown paper bag. Wrapped together with a white fabric string.



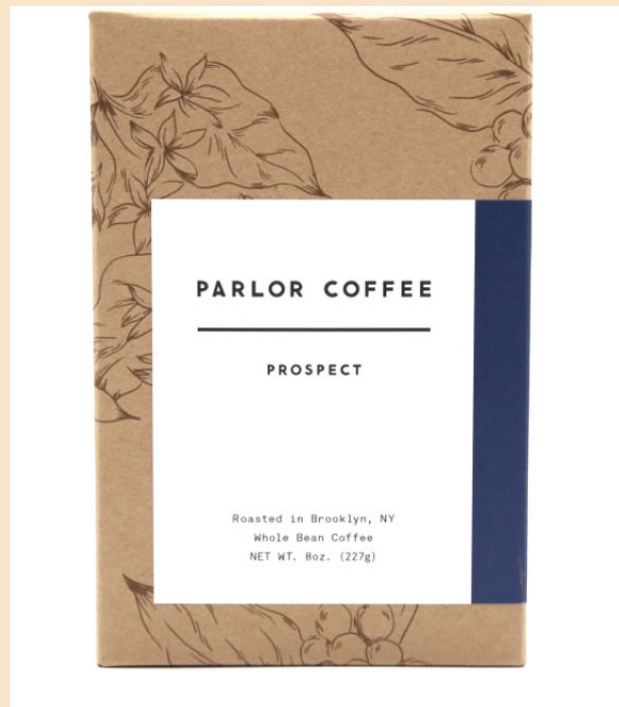
Pangkhon Village retail coffee bag packaging made by TNOP Studio. Simple paper stuck onto the plastic bag with all the information neatly organized.



Think Coffee's packaging. Used a black and white line illustration with the main title and origin with information on the sides of the brown paper bag.



SEY Coffee's packaging. White box with a card of information that shows the information of the origin on the bottom side with the main side for origin name and roast. Different colors in CMYK.



Parlour Coffee Packaging. Used coffee plant illustration on top of brown paper. Brand name and blend name on top of the sticker and information on the back.



Partners' Coffee packaging. Brown paper bag with colored sides with a small strip of information taped in the middle of the bag.

# Queens Cupping



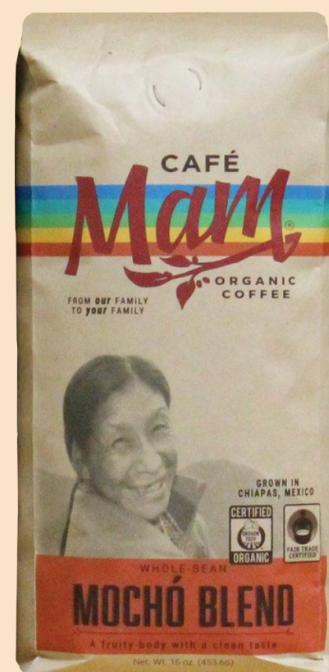
Girls Who Grind Coffee packaging. Illustration based package with information and brand all on the bottom.



Equal Exchange packaging. Bright red packaging with impact font on bottom with the information laid out together with the name. Logo is very exaggerated on the top with some information faded to the back.



Café Direct Packaging. Organic and Fair trade logo on the bottom. Simple logo on top with the words spaced out in the middle. Long strip of paper in the middle amongst brown paper bag.



Café Mam packaging. Logo on top with realistic photography on brown paper bag. Blend name on bottom with certifications for Organic Coffee and Fair Trade on the right.



Canyon Coffee's packaging made by designer Fredericus l'Ami. Brown paper bag or box with a paper with their brand on it. Words separated with a gold/copper foil. Artisanal & sustainable branding.



Dogwood Coffee Co.'s newer bag branding made with Copper pattern. Information is located in the back and this white tab acts as a sticker to seal the bag.



Bonanza Coffee's retail bag. Minimal bag with a gold foil tie on the top. There is a white paper glued to the bag with a golden imprint on the bottom right. Minimalist design.



Algorithm Coffee Roasters by Freytag Anderson. Sides have topographical map texture with a glossy gold as a tab.

# Queens Cupping



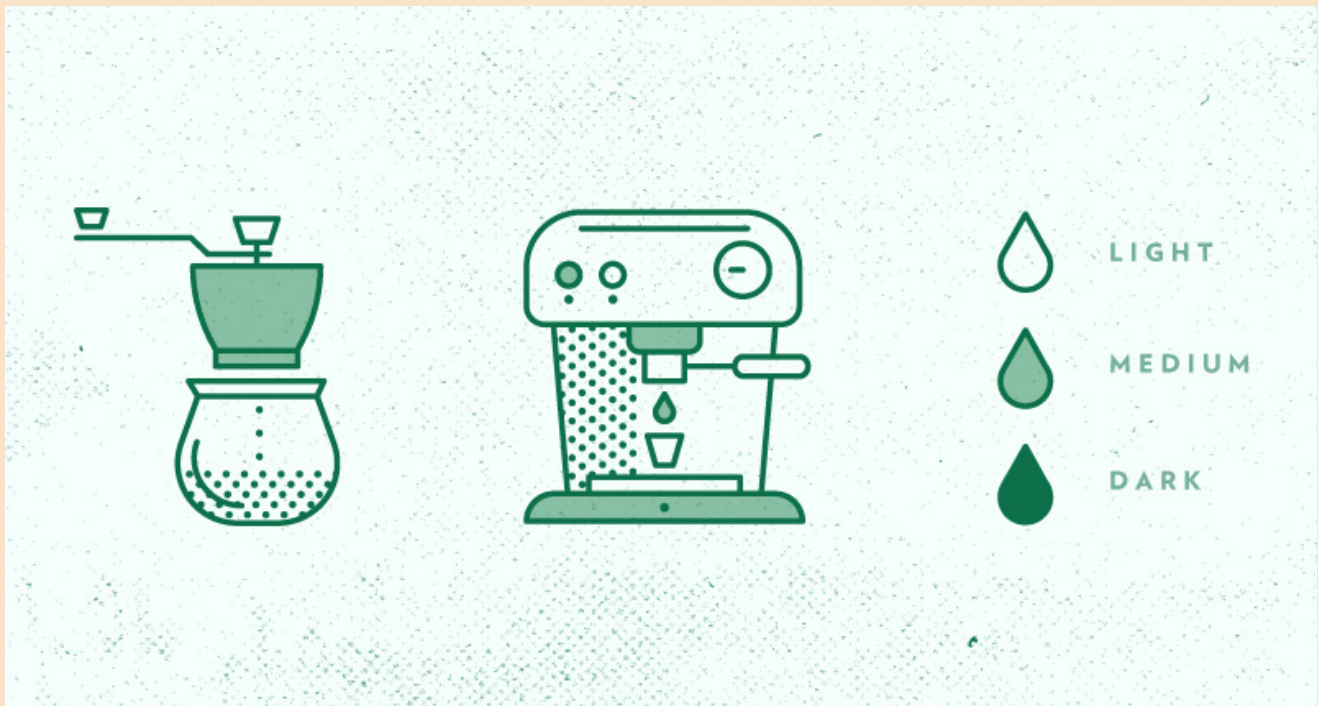
Coffee Tasting Iconography by Jordan Richards.



Coffee icons by Ted Kulakevich.



Coffee icons by Linda Eliassen for TONX.



Coffee icons by Rebekah Rhoden.

# Queens Cupping



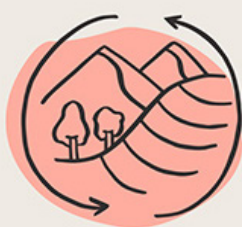
Breakfast icons designed by James OConnell.



Coffee icons by Julius Korroll.



The Grant Icons made by John Oates.



**SUSTAINABLE FARMING**



**QUALITY COFFEE**



**COMMUNITY**

Coffee icons from Outfit branding company for Beanfolk, a Shanghai coffee company.

# Queens Cupping



Direct trade iconography by Tad Carpenter.



Coffee icons by Francesco Lucchiari.

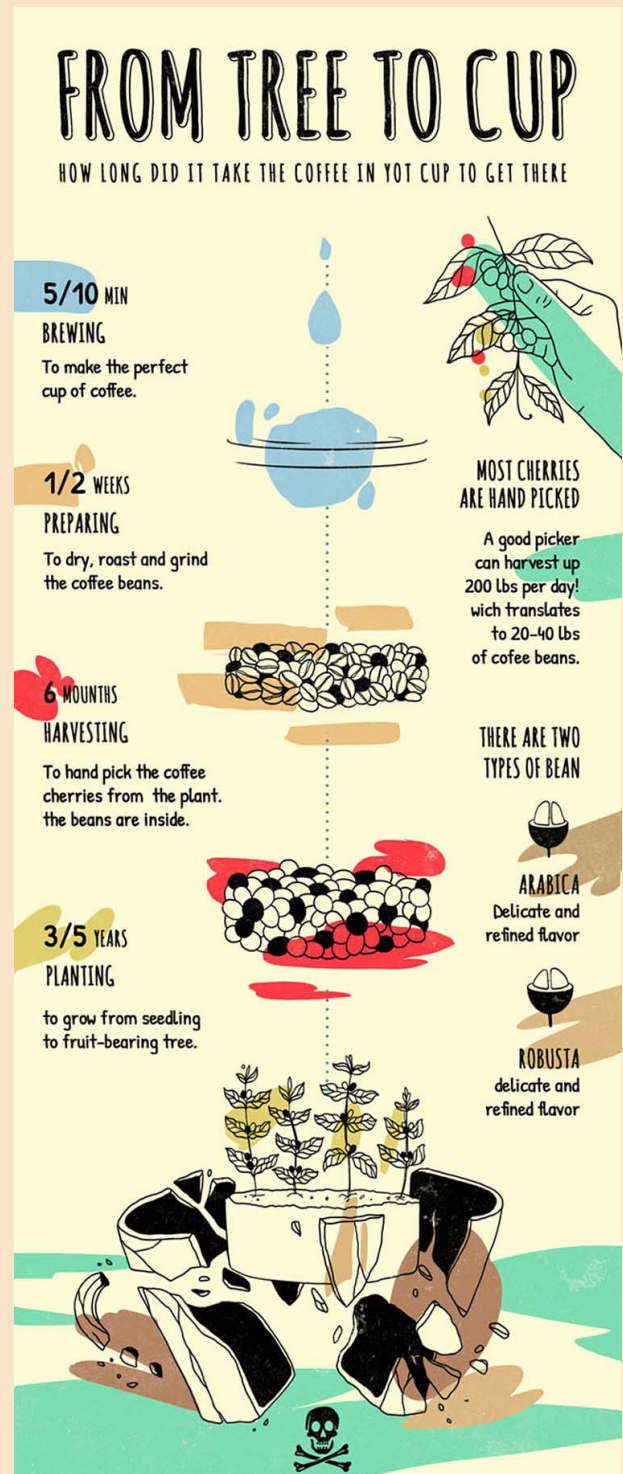


Celestial icons by Ryan Putnam.



Mt Coffee Branding Icons by Nicole LaFave.

# Queens Cupping



Two variations of a crop to cup poster from design agency, Jesse.



Illustrative poster focusing on dimension and illustrations made by Korean agency, infographiclab203.

# Queens Cupping



A coffee infographic template that shows mainly flat illustrations based on coffee. This is done by ONYXprj of Vector Stock.



Simple timeline poster that shows how KAI coffee is sourced in Solid Grounds Cafe.



Chalkboard poster design that illustrates the coffee process and is handwritten by Cheryl Ng.



Chalkboard poster design that uses hand-drawn icons to show the step a little clearer and shows the transition with fun arrows. This poster is taken from Coffee Praego.

**03**

# BRAND

Typography  
Color Study  
Logo Sketches  
Production Schedule  
Production Map  
Elements List

# Logo Type References

## LOGO TYPEFACE

Use only for logo and text that is in relation to the logo

*first Take*  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## TAGLINE TYPEFACE

Taglines and text in relation to the tagline

**Josefin Sans**  
**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(){}.<?/\`~

# Typography Choices

## MAIN TYPEFACE

Body Text  
Caption Text

Baskerville  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*[]{}.<?/\`~

Josefin Sans  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*[]{}.<?/\`~

## SECONDARY TYPEFACE

Title Text  
Header Text

Josefin Sans  
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*[]{}.<?/\`~









Josefin Sans  
SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*[]{}.<?/\`~

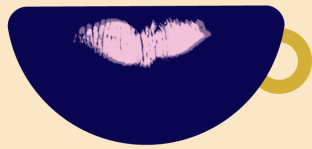
## COLOR STUDY

MAIN COLORS		Royal Business Art Nature	Royal Business Art Nature	Coffee Serious Resolve Support	Royal Business Art Nature
		Feminine Girly, Fun Female Powering	Royal Girly Feminine Tender	History Luxury Nostalgia	History Luxury Nostalgia
		Rich Wealth Intelligence	Nature Environ- ment Success	Strength Endurance	Feminine Girly, Fun Female Powering
	ACCENT	History Luxury	Sleek Grace	Feminine Girly	Rich Wealth
MAIN COLORS		Elegance Simplicity	Girly Female Power	Elegance Simplicity	Girly Female Power Fun
		History Luxury Nostalgia	Coffee Serious Resolve Support	Royal Art Long Life Trust	History Luxury Nostalgia
		Girly Female Power	Nature Environ- ment Success	Strength Endurance	Nature Environ- ment Success
	ACCENT	Sleek Grace	History Luxury	Sensual Woman	Mature

# FINAL COLOR PALETTE

MAIN COLORS	 <p>Royal Business Art Nature</p>	Intense Violet #110951	PANTONE 274 C R: 17 G: 9 B: 81 C: 98% M: 95% Y: 27% K: 14%
	 <p>Feminine Girly, Fun Female Powering</p>	Pastel Pink #ffcce1	PANTONE 706 U R: 255 G: 204 B: 225 C: 0% M: 26% Y: 0% K: 0%
SECONDARY COLORS	 <p>Rich Wealth Intelligence Mature</p>	Meteorite #2f1e6a	PANTONE 273 CP R: 46 G: 29 B: 104 C: 84% M: 82% Y: 18% K: 10%
	 <p>Royal Girly Feminine Tender</p>	Medium Purple #9b72dd	PANTONE 928 C R: 155 G: 114 B: 221 C: 44% M: 60% Y: 0% K: 0%
	 <p>History Luxury Nostalgia</p>	Gold #e0a905	PANTONE 110 CP R: 224 G: 169 B: 5 C: 11% M: 29% Y: 93% K: 2%
ACCENT	 <p>Girly Pop</p>	Cerise #ed1878	PANTONE 213 C R: 237 G: 24 B: 120 C: 2% M: 93% Y: 12% K: 0%
PAPER	 <p>Joy Luxurious</p>	Champagne #f4e8ce	PANTONE P 14-1 C R: 244 G: 232 B: 207 C: 2% M: 10% Y: 20% K: 0%
	 <p>Sustain- ability</p>	Kraft Paper #936d46	PANTONE 1395 U R: 147 G: 109 B: 70 C: 31% M: 41% Y: 59% K: 16%

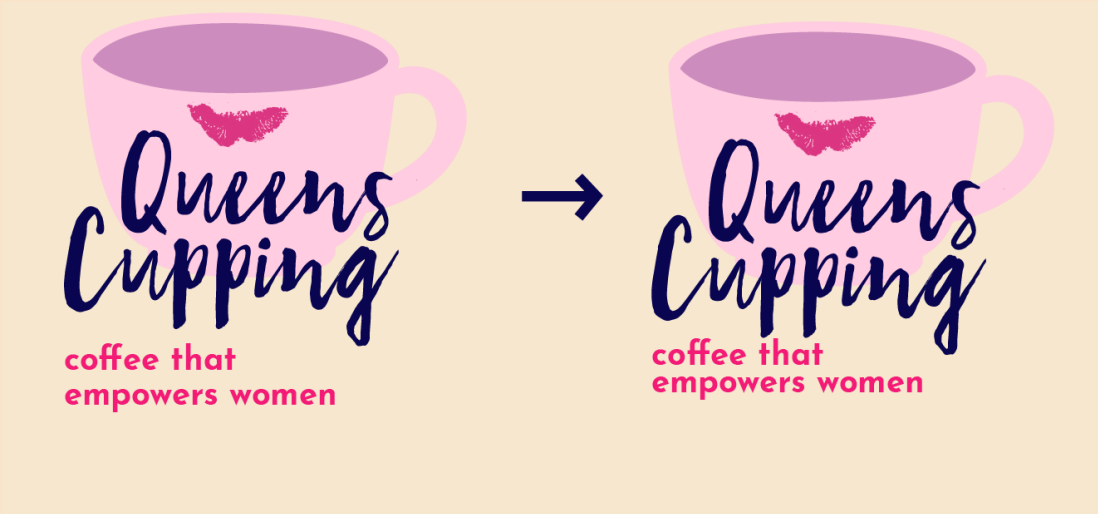
# Queens Cupping





Queens Cupping







## PRODUCTION SCHEDULE

- week 1.** Edit Thesis proposal. Initial research. Design Itoya Book page layout grid.
- week 2.** Revise proposal. Re-adjust Itoya book layout margins and edit previous mistakes. Add image research on illustrations, iconography and packaging. Add inspiration photos to the book.
- week 3.** Revise proposal. Draw logo ideas out. Use inspiration to create logotypes in Illustrator. Sketch logos on Illustrator and Procreate. Add image research on logos and more packaging.
- week 4.** Proposal revision from scratch. Sketch logos on Illustrator and Procreate. Research on colors. Seeking Photography credit permissions. Gather information on vertical timeline posters, women promotion poster and the SCAA coffee wheel poster. Create different layouts of posters in InDesign based on prior research. Arrange the text boxes and image boxes to suit the poster style. Sketching packaging die lines and template for coffee retail bag and coffee sleeve wraparounds. Test color palette on poster layouts.
- week 5.** Proposal revision from scratch. Turn the sketched logos into full color vector graphics by outlining sketches. Create final color palette. Add HEX, RGB & CMYK codes in Illustrator. Design poster sample layouts.
- week 6.** Revise the proposal. Create vector illustrations and icons. Design new grid systems & layout for posters. Vectorize logos from previous week. Design a sample layout for timeline poster. Write content for website, menu, informational stickers for coffee bags.
- week 7.** Continue revising proposal. Design the demo poster. Create test samples for the women promotional poster and the SCAA coffee wheel. Write content for the Wix site and figure out the layout. Sketch the website out on paper and draw different boxes that shows low fidelity layouts. Create a user journey map on Illustrator. Start designing bag strip and coffee sleeve with approved design choice in Illustrator. Design the stickers, informational tab, business cards, and menu. I will create sample layouts for informational cards and insert all the information and imagery on InDesign. I will create sample layouts for business cards and insert information and imagery on InDesign. Start creating copywrite for print materials.
- week 8.** Design more sample layouts of anything I need to edit and improve. Create new grid systems and variations for print materials. Insert the copywrite into the design and see how it looks. Create 3 different options for website layout. Print out posters for test print.

**week 9.** Reprint sample of the approved work for posters: women promotional poster and coffee tasting wheel for any final changes. Create demo bag of approved retail bag wraparound and demo cup for approved coffee sleeve design. Place beans in the kraft bag for the retail bag and stick the wraparound on the bag. Create Instagram account. Add photos and illustrations into website and social media account. Design the website. Design more print items for review through InDesign. Send out stickers for print.

**week 10.** Ideate 12 social media posts and copywrite. Input the copywrite and gather Illustrations for the website. Insert photography and iconography In the Wix Website Builder. Set up text hierarchy in the layout. Reprint more samples for posters, retail bag wraparound, menu, and coffee sleeve design. Create retail bag store and an about page in the website.

**Spring Break**  
**(2 weeks)** Send out menu and retail bag wraparound and coffee sleeve design for print with gold foil through Moo.com. Create social media posts In InDesign, maintaining a grid system and proper margins. Use typography and photography to achieve brand look throughout the entire social media grid. Edit photos I will be using for Instagram. Create copywrite for Instagram account. Design the website in Wix. Check to see if the website is responsive throughout iPad and Laptop as well as desktop.

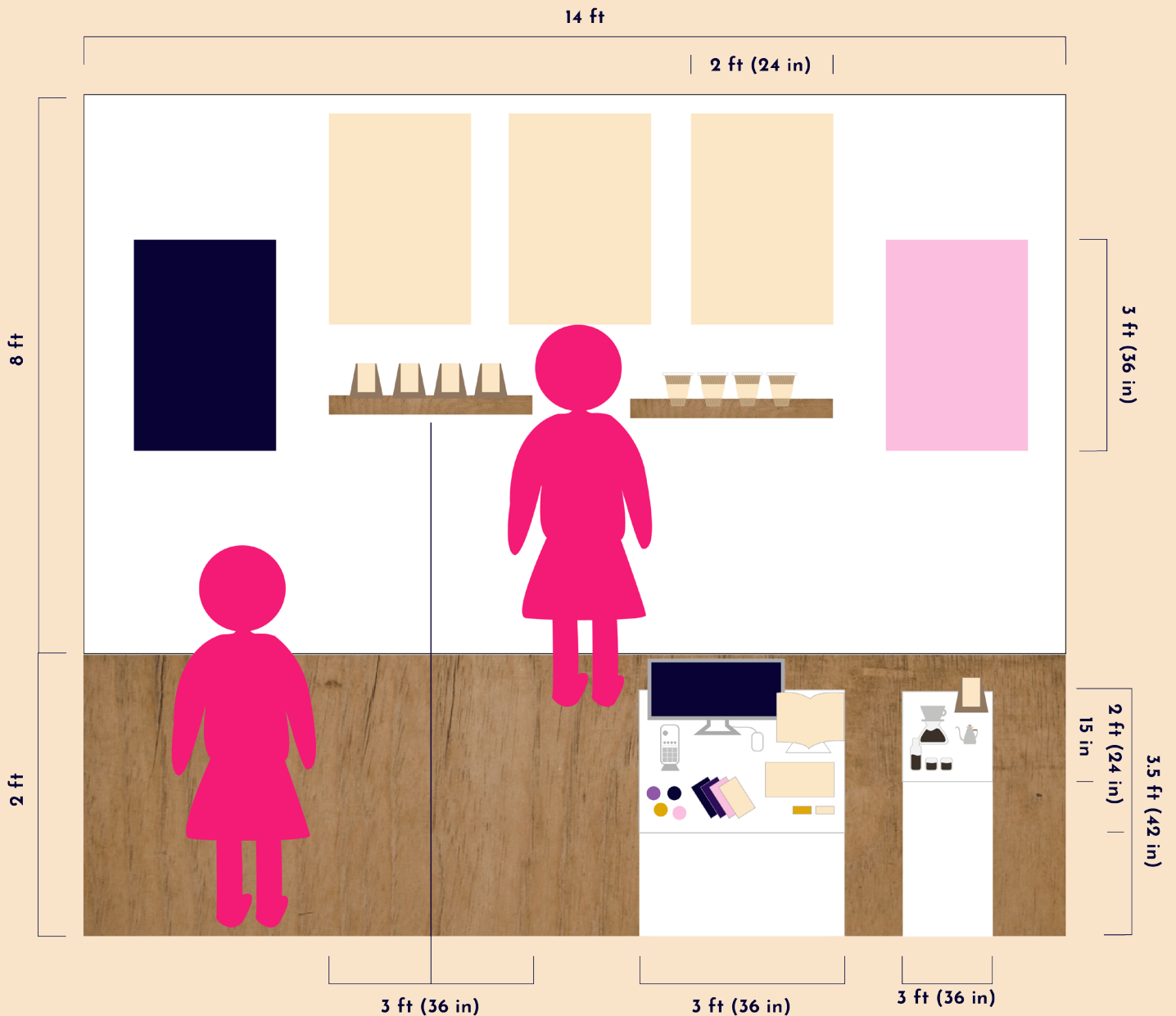
**week 11.** Place all 12 social media posts and insert it on Illustrator grid to see if they look good together. Edit the website by updating information and any edits needed. Enter all information into website & finish creating the menu tabs. Test print finalized items and continue working on ones that were not approved or need more editing.

**week 12.** Enter social media posts on Instagram. Start getting finalized print items to print online. Publish the website. Finalized work needs to be test printed and printed out fully. Use lab test strip on prints. After using the test strip, I will print my product. Reprint the items and add in any final edits.

**week 13.** Finish Instagram page. Keep test printing until perfect. Then print the full item.


**week 14.** Put up all finalized work in the exhibition.

# INSTALLATION PLAN



Human is 5'5" and approximately 2" wide.

 Timeline poster

 Women of the Month posters

 SCAA Poster

# ELEMENTS

## Style Guide:

A4 horizontal & approximately 10-20 pages.  
The binding will be an accordeon style book.  
There will be a hard cover protective case with a sticker of the brand in front.

## Includes

Logo, wordmark, typography, colors, design rules.

## Business Cards:

3.5" x 2". Print through moo.com. 50 cards with color print on matte standard paper.

## Envelopes:

Standard size: 4 1/8" by 9 1/2". Printed in Vistaprint using matte paper for 100 copies.

## Letterhead:

8.5" x 11", printed in Vistaprint with 100 copies, using matte paper.

## Instagram Account/Social Media Posts:

Instagram, 15 social media posts

## One-Page Responsive Scroll Website:

Using Wix.com, there will be a **4 tab menu**: ABOUT, SHOP, BLOG, CONTACT.  
Different usage of photography to go with the information. Illustrations of people for retail shop and illustrative vector graphics as assets throughout the website.

## Menu:

6.125" x 11.5." Paper spec: 175 gsm Bristol paper. No folds, flat paper between glass.

## Informative Postcards:

4" by 6". Quantity: 4 kinds, 50 copies each. Print through Moo.com or Vistaprint.

## Stickers:

Using Sticker Mule to print around 100 copies. 2x2 inches each. Rectangular stickers for donation box, 50 copies.

## Informative Posters:

5 posters, 24" x 36".

## Eco-friendly Packaging:

Print through Moo.com, matte paper to stick onto a KRAFT retail paper bag with gold foil.

## Takeaway cups + sleeves:

Hot: 12 oz ripple, cold: 12oz.  
There will be a branded wraparound for the sleeves and stickers will go on the cold cups. No need for straws since I have SIPPY lids.

## Branding mockup:

Final size is 11"x17".  
Print in Digital Printing Lab.

## Café interior/exterior mockup:

Final print size is 11"x17".  
Print in Digital Printing Lab.