

Tea/Coffee Shop Branding

Photo and design work by: Mara Rodríguez & Beatrice Menis

Challenge: Create a brand identity for a coffee or tea shop. The brand identity will include a logo, business card and a 3 piece package design. Brainstorm with your group & sketch 8-10 ideas in your sketchbook for each piece - logo designs, business card designs & packaging design ideas. Using Adobe Illustrator, design your brand & mockup all of your package designs - be neat when putting it all together, as presentation is KEY!

Tea Shop Packaging Must Include:

Tea Bag & Tea Bag Box, Pastry Box/Bag, Cup & Cup Sleeve

Coffee Shop Packaging Must Include:

Coffee Bag, Pastry Box/Bag, Cup & Cup Sleeve

Media: Adobe Illustrator

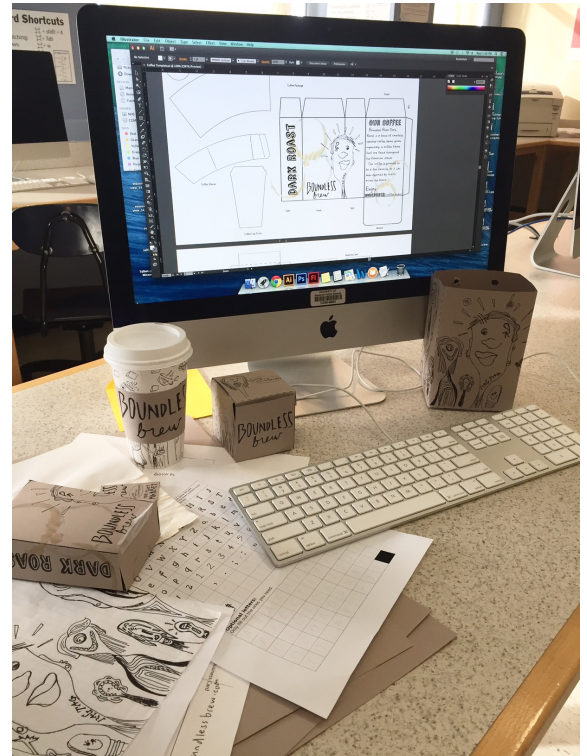
Vocabulary: Branding- a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.

The objectives that a good brand will achieve include:

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretes User Loyalty

Proper branding can result in higher sales of not only one product, but on other products associated with that brand. For example, if a customer loves Pillsbury biscuits and trust the brand, he or she is more likely to try other products offered by the company such as chocolate chip cookies.



Branding Packaging Requirements

- ☐ Logo (& Name of Company)
- ☐ Kind of Coffee/Tea
ex.) french roast, green tea
- ☐ Net Weight in Ounces & Grams
- ☐ Nutrition Facts
- ☐ Ingredients
- ☐ Website
- ☐ Phone number
- ☐ Barcode
- ☐ Brief paragraph about the coffee/tea
- ☐ Think about: cropping, overlapping,
pattern, size of text, color scheme,
repetition

Branding Business Card Requirements

- | | |
|---|----------------------------------|
| <input type="checkbox"/> Logo & Name of Company | <input type="checkbox"/> Phone |
| <input type="checkbox"/> Name | <input type="checkbox"/> Email |
| <input type="checkbox"/> Title | <input type="checkbox"/> Website |
| <input type="checkbox"/> Address | <input type="checkbox"/> Fax |

Criteria:

COMMUNICATION & EXPRESSION

- You solved the problem thoughtfully, setting up a unified visual interpretation for the brand.
- You tried different approaches for your solution, taking risks, and choosing ideas that weren't trite or clichéd.
- Your designs were chosen carefully, you sketched out ideas and really thought about how to best design and organize the brand so it is visually interesting AND makes sense to the consumer and make them want to buy your product or visit your store.

DESIGN, LAYOUT & COMPOSITION

- The **text** (font choice, aka typography) AND **imagery** was considered.
- Your placement of text, space, and color added to the intent of the overall design
- You created a visual entry point for the viewer & considered the visual balance and flow of information for your brand and package elements.
- You focused on a unified text and overall design ALL parts of the branding as a whole -from packaging to business cards to the logo.

CRITIQUE & REFLECTION

- You clearly articulated your artistic and technical intentions and processes.
- You made use of the brainstorming sessions and sketchbook time to help your process.
- You sought feedback on your work during and after studio, and considered suggestions.
- You contributed to group critiques, offering clear and insightful comments and constructive, respectful feedback

PROFESSIONALISM

- You always stayed on task without reminders.
- You thoroughly and carefully completed all assigned work.
- You adhered to all deadlines without reminders.
- You consistently cared for all materials and equipment.
- Through all stages of the process, you always demonstrated focus and set goals.

Resources:

<http://yayoi.senri.ed.jp/departments/OISTech/OISDT/gr7dt/templates.htm>

<http://boxtemplatesstore.com/page/11/>

<http://www.splashnology.com/article/package-design-unusual-solutions/923/>