Coffee Brand Refresh Proposal

A consistent identity for the shop and its digital channels



Preserve the brand’s handmade character with warm cream, deep brown and clear product photography. Start with menus, packaging labels and event posters before extending the system to other materials.

Project goals

- Create a recognizable identity across menus, cup sleeves and social pages.
- Make featured products, prices and ordering information easy to find.
- Provide reusable design rules for future campaigns.

Visual direction

Color Cream base, deep brown type, warm orange accents · Menus and posters

Typography Expressive serif headlines and clear sans-serif body text · Packaging and signage

Photography Natural light, coffee preparation and tactile details · Social and product pages

Four-week delivery plan

Week 1 Audit materials and agree on direction · Brand review and references

Week 2 Develop layouts and photograph products · Style guide and image library

Week 3 Apply the system to priority materials · Menu, sleeve and event poster

Week 4 Test in the shop and refine · Final files and usage guide

Acceptance

Check readability at actual size, product details and visual consistency. The shop lead approves content and the design lead confirms file versions before archiving the final set.