

FAIRY FOREST CAFE

BRAND DELIVERABLES
ABRIELLA CORKER

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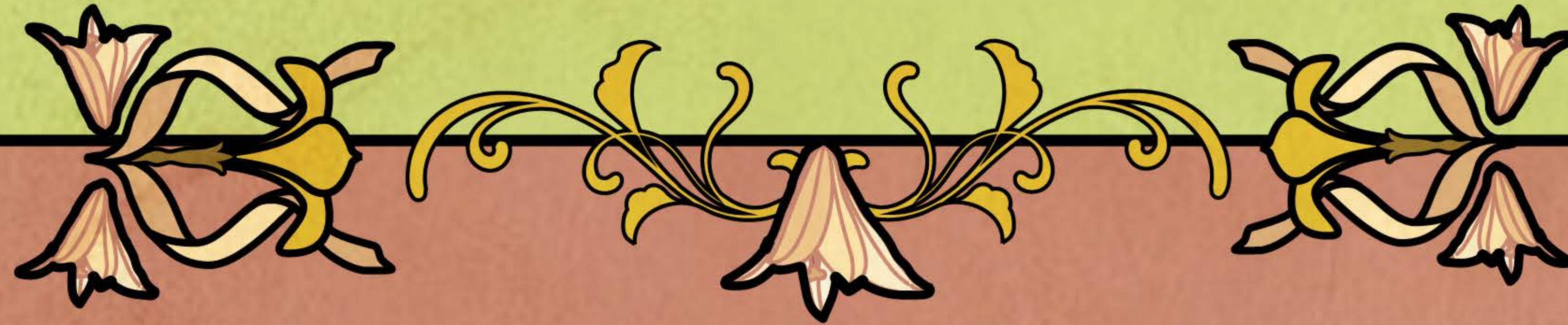
MISSION STATEMENT

“Our mission is to inspire wonder and magic in the day-to-day.

We are a 24-hour cafe welcome to all those who wish to enjoy a warm beverage, mingle, study, read, or just sit and enjoy the ambiance.”

- Fairy Forest Cafe

AUDIENCE



An urban environment, typically serves students and young twenty/thirty somethings who are looking to get a good read on, do work, and perhaps mingle with fellow coffee goers in a casual manner. These twenty to thirty somethings love organization, “quirky” things, and consuming caffeinated products.



MOODBOARD

3-5 adjectives: whimsical, natural, cozy, fresh, relaxed

Messaging: Magical

Type of restaurant – coffee, desserts, refreshments, and some light food (think sandwiches and soups).



LOGOS

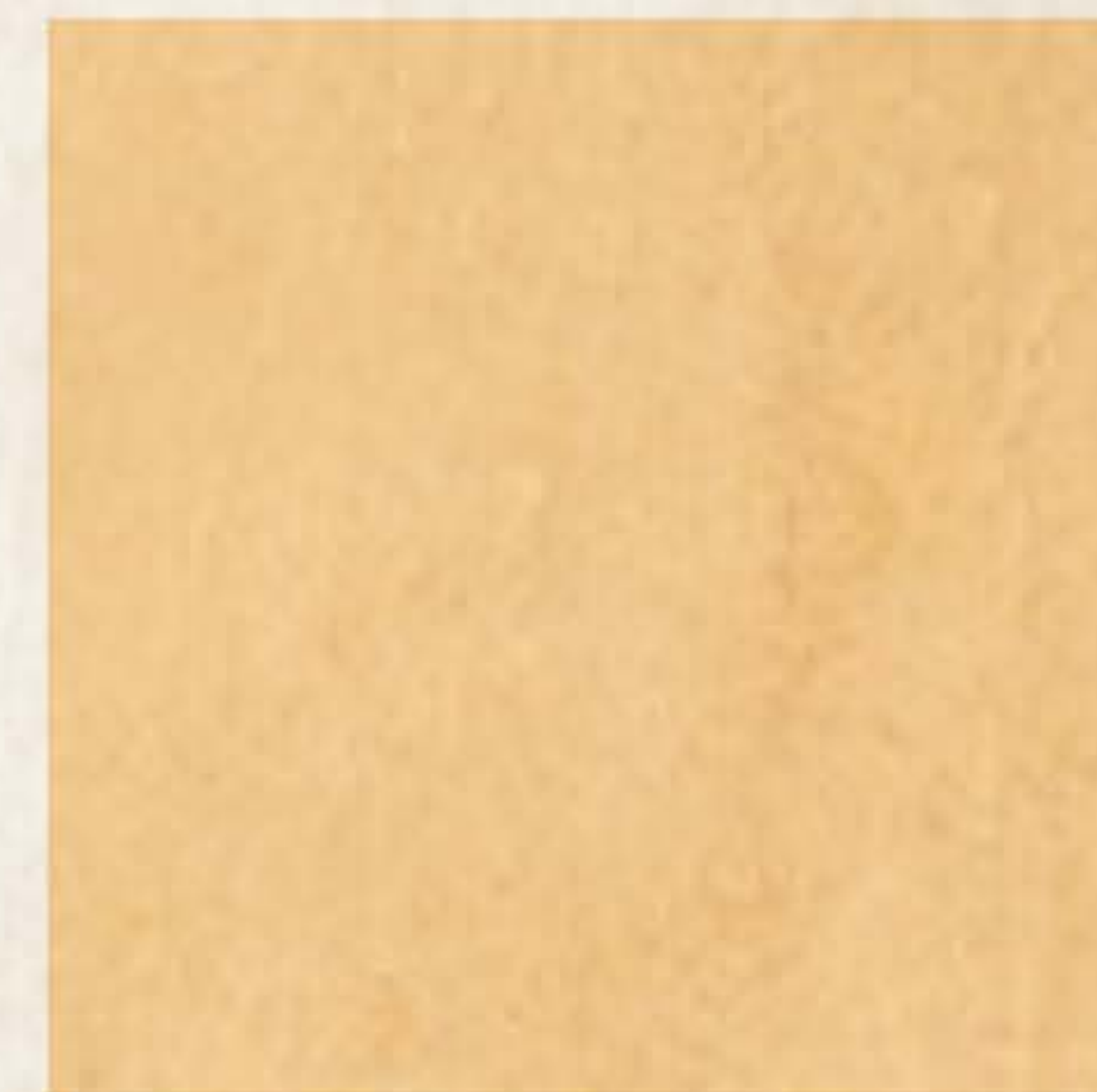
My logo is a mix of art nouveau and parisian cafe vibes. I wanted the logo imagery to be floral and complex of an image to allude to how logos looked backed then hand painted. I also wanted it to appear semi-stain glass looking with thicker bolder outlines.



COLOR SCHEME



The colors I picked come from various sources. I used pinks and peaches from images of old art nouveau images. The greens were from a pattern image and then I created a darker version. Yellow and black were my own personal touches for outlines. The yellow is meant to appear golden.



TYPOGRAPHY GUIDE

Wordmark Text

FAIRY FOREST
CAFE

Heading Text

CIRCUSIA REGULAR

Body Text

Big Caslon

ADDITIONAL ELEMENTS FOR PRINT

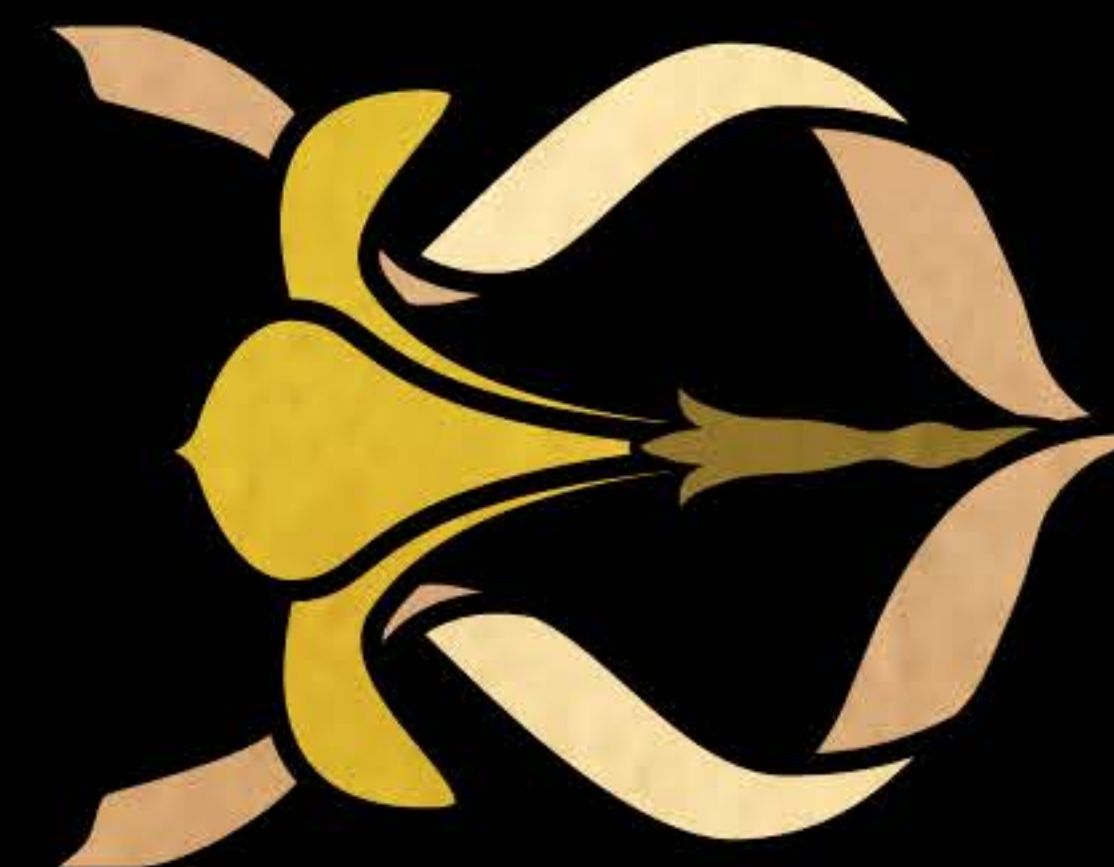
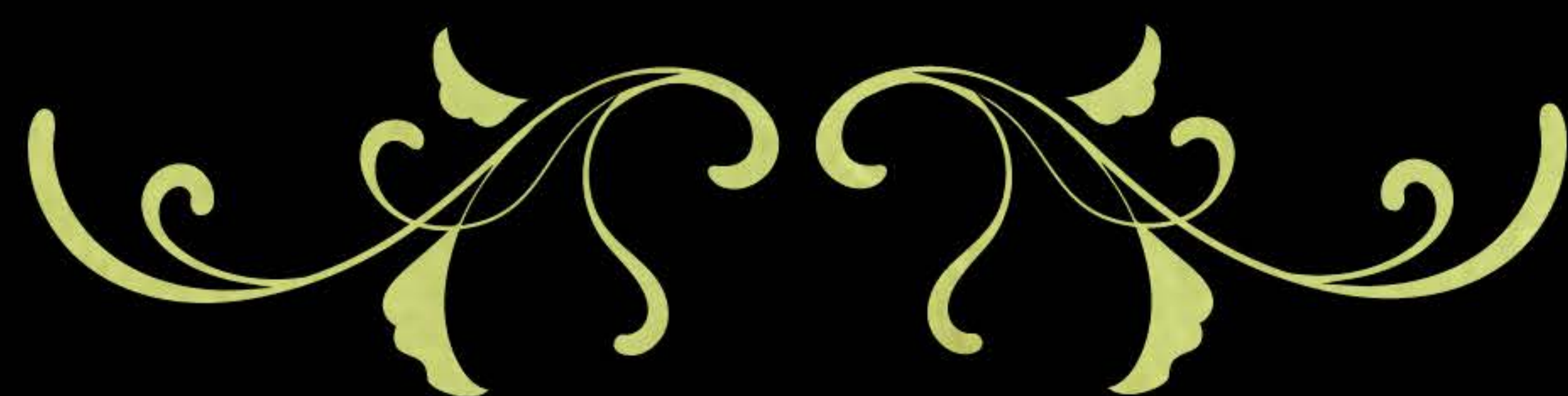
Shapes for Text

Here are the shapes used. It is a fill of the colors in our template and a black outline in 2pt stroke.



Decorative Clip Art

These decorative clip arts that can be used and re-colored within the guidelines for printed material.



MERCHANDISE



Here is what merchandise will look like with the logo lockup on it. The merchandise presented is an enamel, coffee mugs, and a t-shirt.

