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### Trail's End Cafe Branding and Design

Morgan McMullen

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Trail's End Café Branding & Design

A Capstone Project Submitted in Partial Fulfillment of the  
Requirements of the Renée Crown University Honors Program at  
Syracuse University

Morgan McMullen

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and Renée Crown University Honors  
May 2016

Honors Capstone Project in Graphic Design

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Sherri Taylor

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Ken Harper

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Stephen Kuusisto, Director

**Abstract:**

Trail's End is a café which is scheduled to open in the first week of June 2016. For my creative capstone project, I developed the café's identity, as well as designed the logo, materials, and website, among other things needed to get the café ready to open. Being the sole designer working on the identity development of any venture is a challenge, however this also made my tasks perfect for an honors-level capstone.

**Executive Summary:**

Trail's End Café is a creative capstone project consisting of the identity and a range of materials needed for the start-up venture. As a graphic design student, my studies directly apply to this branding project. The success of many start-up businesses depend in part of the visual curb appeal of the store front. This is because there are not many people who know of the business yet in its youth, and a visual identity brings personality and credibility to the business. This project is especially important and significant to me because it means that my work is going to exist in the world and be used by an actual client.

Creating the identity of the café means that I developed all of the visual components of the brand. The business owners, Julia Barol and Tracy Katz, came to me with a brand image already in mind for the café. The brand of a business is equivalent its overall perceived emotional image. It encompasses elements like the business's mission statement and the manner in which the business interacts with its customers. The brand is a reflection of all of the values and aims that the business has as a whole. As the designer, my job is to develop a visual system to properly reflect their brand. This visual representation is called the identity of the café and it is made up of the logo and all other visual elements, such as the website and menus.

The Trail's End Café has a very unique story. It is located in what used to be an old railway station in a suburb of Philadelphia. The train used to run from center-city, through the suburban neighborhood of Bala Cynwyd, and into another suburb of the city called Manayunk.

However, about ten years ago, they discontinued the route past the Cynwyd Station and the commuter train now runs an 18-minute trip from Cynwyd Station in Bala Cynwyd to Suburban Station in center-city. The line's discontinued train tracks sat abandoned for many years, until a community improvement project began converting the old rails into a trail. Currently, the trail is used by many members of the community for walking, jogging and cycling. Different events such as weekly farmer's markets and birthday parties are regularly held along the trail. It has become a community hotspot, increasingly filled with not only city commuters, but families as well.

The Trail's End Café has the unique mission to serve the wide needs of the people who visit the trail as well as those who take the train into work. Trail's End Café will be looking to provide a comfortable place for the community to hang out, work, socialize, caffeinate, and communicate. The café will also be serving exclusively locally sourced food and drink, as well as featuring the work of local artists as decoration walls and also for sale.

It is also important to mention that the owners are both prominent members of the disability services community. It is therefore important to them that any visual aspects of the café are accessible to any member of the community with disabilities, such as dyslexia or other vision problems.

With this background and vision in mind, it has been my privilege to develop an identity that will properly represent the business. The identity encompasses the wide range of customers that the café anticipates by bringing together the personality of the café with the history of its location. In addition to the logo, the materials that make up the identity include menus, signage, coffee cups, napkins, apparel, uniforms, aprons, patterned paper prints, exterior and interior signage, and a website.

In creating this identity system, I used a series of methods and processes. Researching other café logos and systems was very important, because while I have done other branding projects in the past, I have no specific experience in branding a café. My research included resources like books, Pinterest, Behance, and Dribbble, as well as in-person observational research in cities like New York City, Copenhagen, London, Madrid, Brussels, San Francisco, Los Angeles, and Philadelphia. I compiled a large database of things that I felt worked well visually, as well as things that I thought weren't as successful. This was an important part in my process because it gave me a better idea of what other people and companies in the industry have been producing, as well as giving me important ideas for visuals and techniques.

After I felt confident in my research and understanding of the Trail's End Café brand, I began sketching ideas and concepts for a logo. As anyone who has developed a logo before, this is never a straight-forward process. This stage of the project went through many ideas and revisions before a concept was decided on.

Lastly, is the application of the identity on each of the project's deliverables. This is where the entire project really comes together. The logo is very important, but the application is when it becomes apparent if the logo is strong enough to work in the environment. It has been very exciting to watch this project develop over the past year and a half, and the final outcome has been very well received.

## **Reflective Essay**

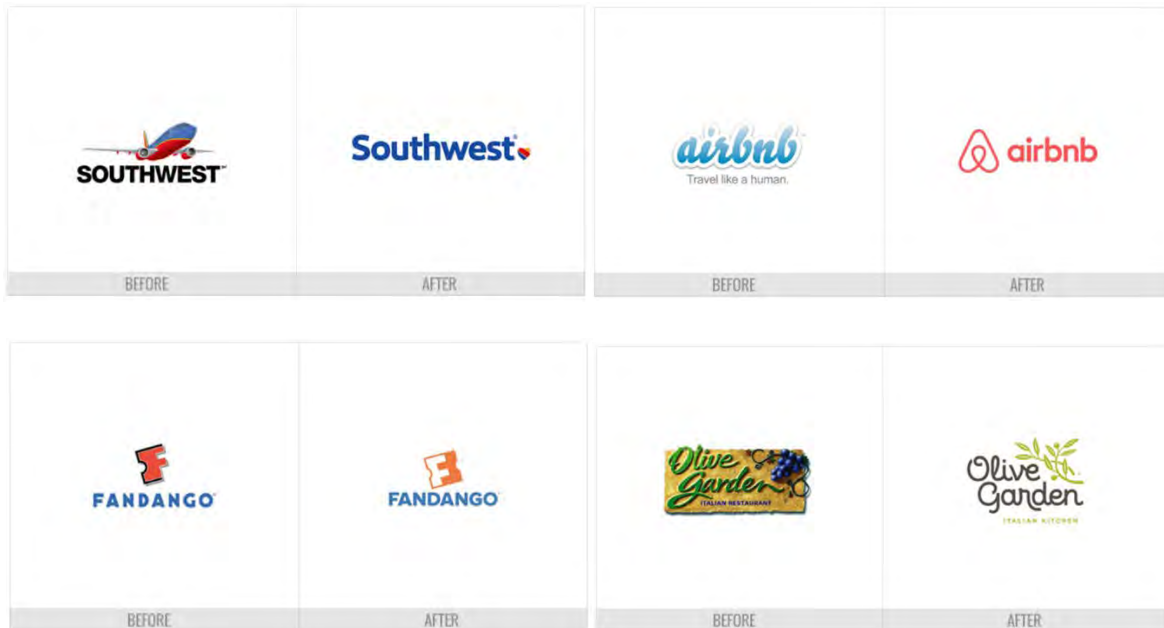
### **1. Context**

My capstone project, Trail's End Cafe Branding and Design, is a creative project that included the identity and design materials for a café opening in June in the suburbs of Philadelphia. Specifically, I created the logo, brand standards, menus and menu boards, cups, coffee sleeves, apparel, signage, and website for the café.

First, I'd like to discuss how my studies and capstone research have come together. Throughout this section, I will be outlining a number of realizations about the graphic design industry that I've learned over the course of my two and a half years as a Newhouse student, experiences I've had through internships and professional settings, as well as during my time studying abroad. These explanations are necessary in order to understand how my capstone project developed and will function in its environment at the café, as well as its place as a part of the larger graphic design field.

Many industry trends and standards played into development of the café identity. The minimal, clean, hand made design style is very big right now. There had been a trend of making things 3D or really complex. This was possibly because of all the new technologies developed in the late 90s/00s and people were exploring all the new aspects of design and fancy things they could do. Recently there have been many trends towards more flat design. This could be because of the high prevalence of the internet, social media, or digital use of our population in general.

Many brands have just gone through rebranding in the last few years to take a complicated logo and turn it into something flat and simple (see Figure 1).



*Figure 1: Examples of companies that have recently gone through rebranding projects which took their logos from intricate to simple, minimalistic, and flat. (Just Creative)*

The minimalistic design style was also something that I encountered while I was studying in Copenhagen during the fall of 2015. What I learned in my design classes there was that good design should be able to speak for itself, without all the extra flairs and distractions. As far as cafes go, my research showed that many cafes tend to go with a simple color palette, many times just using black and white. A café is a laid back and relaxing space, and it isn't appropriate for its branding to take away from that.

While it is important to put forth unique work, there is also an industry standard that needs to be shot for and attained. As in any field, no work is one hundred percent original. It is both important and necessary to build off the work that others have done. This is how things

grow and develop and get better. By producing work that keeps up with trends, I am also helping myself create a portfolio that will be applicable to getting a job in the present.

An important conversation occurring in the design world currently is to create content that is applicable to both digital and print material. Consumers are receiving their information in so many ways right now, it can sometimes be difficult to know exactly how to target and interact with them. This issue is spread across many industries, but as a designer, it is important to take into account how something like package design will fit together with a website design. They are two very different designs, but need to incorporate the same core values and themes.

Additionally, in the digital sphere, one-page websites are very big right now (see Figure 2). This is another example of how simple design, similar to the flat, minimalistic logo work explained above, is becoming a growing design trend. One-page designs make sense for a variety of different websites, but others would never work in a one-page format. For example, the Facebook newsfeed is one long scrolling page, but the site could never survive as one page because there are so many information sources pulling together. Instagram, as well, is almost a one-page site, but each of those pages is different for every consumer who has a feed tailored to their interests. The move to digital design is developing work and exploration in user interaction and user experience. This means that crafting websites to be simpler and more visually appealing for the user to navigate is at the forefront of design thinking in the industry.



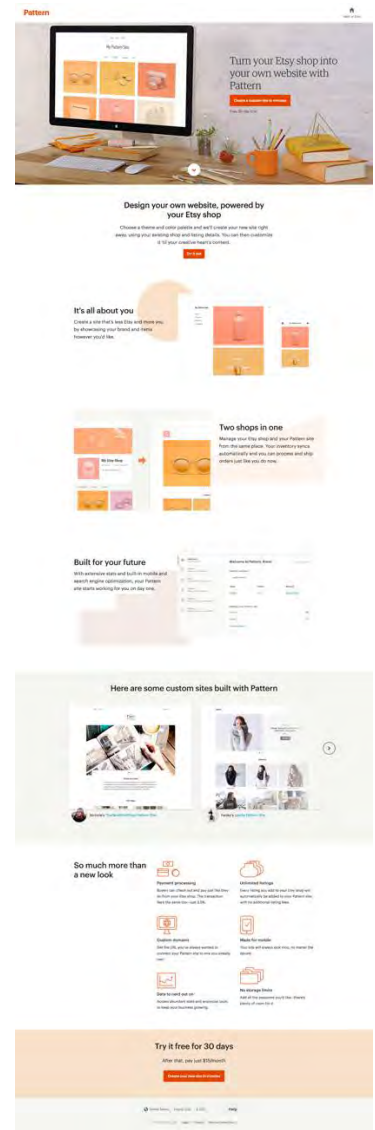
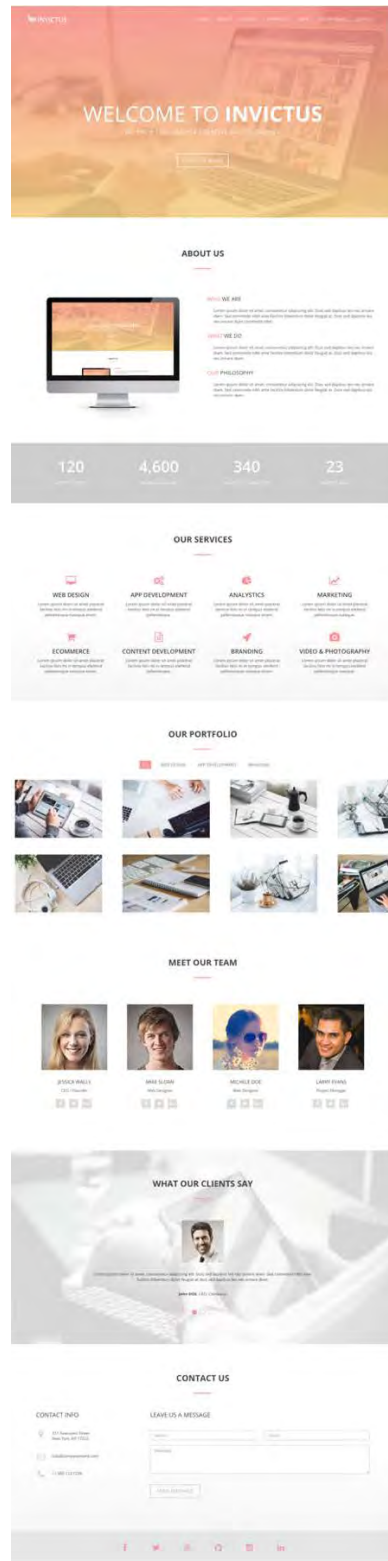
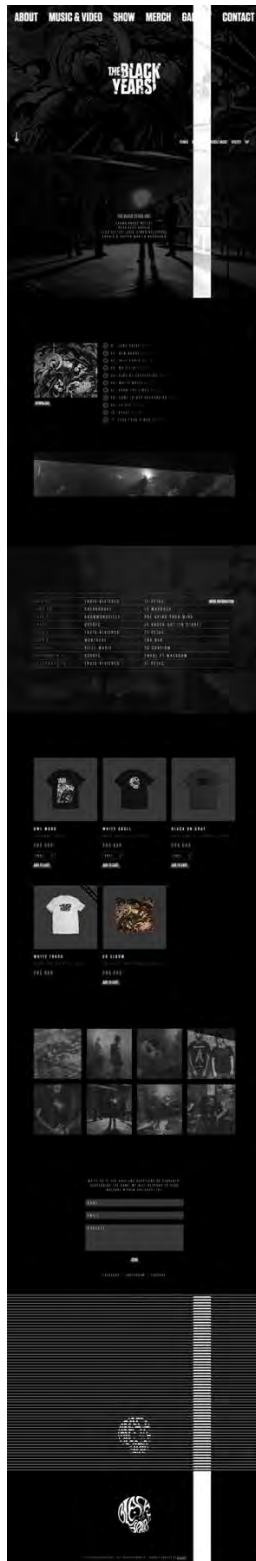


Figure 2: Examples of one-page websites. Left to right: The Black Years, Invictus, Etsy

One last question that is being addressed is what are good ways to link physical materials to digital ones? For example, putting social media handles on a business card can be a good way to get the word out about a digital presence. It is important for my design to be translatable between all medias. The paper menu, chalkboard menu, and menu on the café website all are designed differently. However, they convey the same information and all contribute to the overall design and style of the café. In the future, if the café was to want to implement a mobile app, perhaps similar to the way that Starbucks has a mobile app that customers can use to explore the menu and order through their phone, it would mean implementing the design style on yet another platform.

Another important aspect of design is how designers use primary sources to research and compete with other work in the field. As a designer, my research process for designing the café products involved heavy primary research on web platforms and in person. I used design sites like Behance and Dribbble to develop a working knowledge of current design trends and problem solving strategies. I also visited a large variety of cafés to observe how graphic design was used to interact with and guide customers through the café experience.

My project adds another primary source to the current discussion in the field. When it's released, it will become one of the many postings you can find searching Google and design websites like Behance or Dribbble. It is so important to keep creating this kind of balanced work so that others can look at it and figure out what was and what wasn't successful, so they can try to implement those things into their designs. It is common for singular people to execute large scale design projects like this on their own, but also very common for it to be done in teams by creative design agencies as well. It will be exciting to see how my work is received by those in the design community, as well as those in the community that the café is a part of.

Reception of creative work to people outside the field can vary depending on the success of the designs. Good design should go unnoticed. Things that contribute to the public's reception are things like usability, legibility, and convenience. It is important to make things as straightforward and as clear as possible, while still making them interesting and giving them personality. In terms of designing a café, it is important to capture the personality of the café primarily through the logo design and then through all the other ways that the design style is implemented throughout the materials. If the logo design doesn't capture the essence of the café, it could give potential customers the wrong idea. If the logo design reflected a very serious atmosphere, and customers came to the café expecting a cold, state of the art facility, they would be disappointed when they actually visited the storefront. Additionally, the reaction to a website usually comes from both its visual appeal and usability. If a customer can't figure out how to access things like the menu, or figure out where the address and contact info is located on the website, then the website has failed at its job and will most likely have a negative reception to the public.

I love graphic design because of the way that it is using art to convey a message. That message can be realized in many different ways. In the branding field, designs are directly implemented into a storefront, business, person, or other sort of brand. Design has a real, direct use in the world. Graphic design is often something that goes unnoticed, but without good design, many brands and companies would be unsuccessful. As a student, most of my design projects have been hypothetical, or just done for exercise. However, its exciting that this design project is being implemented into something real. It makes me realize that I am a bigger part of the design community than I have been in the past, and that I have the ability to affect change for a real business.

Similar to my past experiences, there are also many design projects that professionals do that will never be put into real-world use. However, these projects can be used by other professionals in the field as research and learning for their own projects. Just because something wasn't implemented, it doesn't mean that it wasn't good work or that it can't be seen as a contribution to the design world. It is also very nice to see many levels of design in my research. Even though my design is being implemented into a real business, I am still at the very beginning of my design career and have a lot of learning and growing to do. I'll probably look back on my work in a few years and wish that I would have done things differently, but at the current time, I haven't developed the skills to be able to do that just yet.

## **2. Process**

In this section, I will outline the steps I took to complete my capstone project. This will span my research and production methods. The creative process is very important to a design project. Spending ample time on each part of the process helps to ensure that the end product is conducive to its function – in this case, representing the café brand and drawing members of the community as customers.

Both the setting and manner of my work depended on what stage of the process I was in. My capstone project began with a plethora of internet research. This involved sitting at my computer and Googling many different combinations of words to find good examples of café branding design in as many styles as I could. I used sites like Dribbble, Behance, and Pinterest to go more in depth with my research. I began to compile examples of things I liked, and also things I didn't like. This included elements I wanted to try to emulate in my own designs, and elements I wanted to completely avoid. I separated my research into different categories within

this “like” and “dislike” system: logo designs in one folder, signage in another, then menus, storefronts, websites, etc. Keeping things organized in this manner was incredibly important for referencing my research throughout my project. In addition, while I was traveling during my fall semester, I made a point of going to as many cafés in as many cities as I could to see how their designers approached their identity design. I made notes of what I liked and didn’t like and what I thought was really successful that I might want to emulate in my own designs. Being able to conduct good research and have good organization skills is very important for a designer. The creative aspect of design is important, but organization and knowledge of the field can be considered just as vital. This entails being able to back up the decisions made in a piece of work, and also being able to easily find files used for reference, as well as all of the different kinds of content, like photos and writing, that are used in the project.

After my initial research came idea generation. I started sketching away. When I first began this project, I was working with a fictional café of my own creation, called Brick House Café. Brick House had a very similar aesthetic to Trail’s End café, but was noticeably trendier and had a slightly different, “hipster,” and millennial audience. I went through a few rounds of logo design iterations with Brick House, but never landed on a finalized logo. The creative process is most effective when a creative does preliminary research and work, then steps back from the work to have time for an incubation period before returning to the work again. It can be considered as a sort of priming exercise to take a break or a step back from the work. In this way, the creative mind has a break, but also has the opportunity to reflect on the work and possibly come up with new ideas. This ended up working to my benefit, because I had already gone through the idea generation process once before and gotten my mind working in the direction of

café branding and was able to explore a variety of ideas when I began my design work for Trail's End Café.

Designing for Trail's End Café started a new process, but I was able to build on what I had already done, instead of beginning again from scratch. Lots of my research still applied because of the nature of the business. What was great about working with a real, developing venture was the privilege of receiving specific briefs and working with the business owners to figure out their goals and preferred aesthetic. Having a more concrete set of guidelines, like colors, styles, and typeface preferences began to make the creative process more straightforward; designing for a specific, real business made making executive design calls easier because I knew what the company would want. It took me out of my own head and led me to realize the bigger setting of the project, and the real needs of the client.

I actually did a lot of my work in cafés, which helped to inspire me when I got stuck in any design ruts. It also helped to show me how people interacted with different parts of a café, like reading the menu or handling hot cups. I worked mostly in InDesign and Photoshop to create my work. Once I had landed on a viable logo design, I began to implement its style and typeface system into other parts of the identity design.

The fun thing about the design process is that every session is different. There weren't many mundane tasks for me to go about, however, some things do of course get repetitive. Doing research, scrolling through endless pages of typography, looking for the perfect stock photos, trying to get the coffee steam just right. However, these are all incredibly important parts of doing design work. Nothing happens overnight, and it is definitely a long process. Working and reworking a concept is so important to good design. In reworking things, I notice small details that I didn't see the first time around. Many times I will realize kerning mistakes on the third or

fourth time that I open a document. There are so many small details to be familiarized with, that it is hard to notice them all at once. Reworking logo iterations is also important because the creative process is not always a straightforward one. The design “breakthrough” almost never happens during the first round of design work. If I had done one iteration and not tried to move on from there, I wouldn’t have ended up with a very good product.

A specific instance when I got frustrated by the repetitive aspects of my design work was when I was trying to find just the right typeface to use for the logo. I had originally started working with a typeface called Langdon. It is tall, narrow, has sharp edges and smooth curves, only comes in uppercase, and has a unique feature of the “lowercase” letters having a boxy drop shadow. I had originally thought that this feature would be great for a café. In my research I had seen similar typography used by other brands. However, the problem I began to run into was that Trail’s End Café had too many letters. The drop shadows started to make the type too busy, no matter what way I tried to arrange the words (see Figure 3). I ultimately realized that while Langdon is a great typeface, it wasn’t the right typeface for this specific project and I needed to move onto something different. It was important that I moved onto different typefaces to keep the project moving forward and developing it to make it ultimately more successful.



*Figure 3: Examples of using the typeface Langdon in my logo design process.*

My advisor, Sherri, and the café owner, Julia, were by far my biggest resources throughout this project. While I was abroad during the fall semester, I found it very difficult stay up to date with my proposed timeline. The new experiences, travels, and six-hour time difference made it challenging to keep in touch and focused. I fell behind in my capstone during my time abroad, but when I got back to Syracuse for the spring semester, Sherri helped me to look at my developing work critically. Together we considered the context of the café – its positioning with its competition as well as its audience. She encouraged me and kept me optimistic that my project would turn out in the end, and that I would be proud of my end result.

Julia helped me by being the liaison between the business of the café and my creative mind. When I came to her with the idea of using a script typeface as part of the identity, she reminded me that the café needed to be accessible to everyone, regardless of disability, and that a script typeface would not be conducive to inclusivity. Through phone calls and emails, we worked to narrow down the exact personality that the café branding should have.

Throughout the process, I faced many challenges and made a few mistakes. Before the Trail's End Café identity became part of my capstone, I was designing for a fictional café called Brick House. Because the audience, culture, location, and other aspects of this café were up to me, it actually made it more difficult to make progress on the project. Without a set of guidelines from an outside party, I found that making calls on what would work or not work became a struggle. Having too much creative power is not always a good thing. If I tried out a few things for the logo and liked them, I was ultimately the one to make the final call because I was the one directing the entire project and venture. Having the concrete, real-life business of Trail's End Café helped me out a lot in this area. Trail's End gave me direction, guidelines, and a real client



that whose needs I needed to satisfy. It also helped me to create my most professional work. Knowing thousands of people would be seeing and interacting with my designs was a great motivator. If I hit a rough patch in my design process, the reminder that I was creating real work did wonders to get me back on track, or try something new.

One mistake that I made was setting out to do too much. When I first proposed my capstone, I had a very long list of deliverables that I set out to produce. Given the time span, I should have realized that accomplishing this long list of things would be near impossible, and in a few cases simply unneeded for the scope of the project. Nonetheless, I am a very optimistic person and believed that I would have the means to get it all completed in time. This, of course, put extra stress on me throughout the project. In late February, when I had produced my first round of drafts for all of my design deliverables, I had a conversation with Julia where we realized that things on my to-do list, such as newspaper ads, were outdated and unnecessary. Focusing on the list of important, immediate deliverables allowed me to put all of my energy into creating a narrower list of items, which in turn meant that they would be higher quality.

When I look back and compare my most problematic times to my most productive times, I realize that they were both necessary to my end product. If I hadn't struggled and persevered for so long to find just the right typeface, I probably wouldn't have made it to the twenty-fifth page of my fifteenth search. In turn, I wouldn't have found Cervo, and would have settled for a different typeface. Perhaps I would have figured out a different way to use that typeface, but it would have still had a different outcome than the logo I ultimately landed on. However, that is the exciting part about the creative process. There are so many ups and downs and drafts and redrafts, but these steps are necessary to create the most successful end product. As I explained earlier, the creative process is not linear, and works best when the designer works in rounds,

giving the mind a break from a project and then seeing it again with new eyes. Being able to push through those difficult times is key to having the breakthrough moment.

Through the process of my work, I learned that working with a team is always easier than working alone. In this case, Sherri and Julia became my team. Having people to motivate you, to talk through new ideas with, and to get feedback from are all ingredients to a more successful final outcome. If I had worked alone through this process, I wouldn't have ended up with the same ideas, and probably wouldn't have had as successful of an outcome.

The process that I went through during my capstone is most similar to a freelancing job. Because the café is located in the Philadelphia suburbs, and I am located in Syracuse, most communication happened over email or by phone. Working remotely was at times a challenge, but overall, it was incredible to see the collaborative work that can happen over the internet. Throughout the process, I sent updates to Julia to get her feedback and opinion. For example, when I began developing a stylized mood board for the café's logo, I forwarded the inspiration to Julia. Hearing her feedback helped me to narrow down a style even further before I had done any design work at all. This helped to ensure that once I started developing a logo that it would be something within her taste and vision for her café. The success of this process made me reflect on the process that a design agency goes through while working with a client. Having different departments, such as creative, business, and research, help to ensure that the fullest and best solution to a design problem is met.

There was one point during the design process where we did have a miscommunication. Although it was frustrating, it was something that we were able to work through. Because Julia and her partner Tracy also work in disability services, it was very important for all of the branding materials to be accessible for all. In terms of typefaces, this means that any serif, script,

or embellished typefaces needed to be put off the table. However, this was not called to my attention until after I had developed a few logos with accents in a brush script, Beacon, and a few in a serif typeface, Baker Street (see Figure 4). Although these logo iterations would have been serious contenders in developing the final logo, they ultimately had to be completely forgotten about because they did not meet the client's needs. It is always frustrating when there are miscommunications between the designer and client. In this case, the miscommunication could have been avoided if the requirements had been more straight forward from the beginning. Ultimately, I was able to use this communication lapse as a learning experience. In the future, when working with freelance clients, or even in an office setting, it will be important for me to lay down a more specific outline of requirements before the work starts.

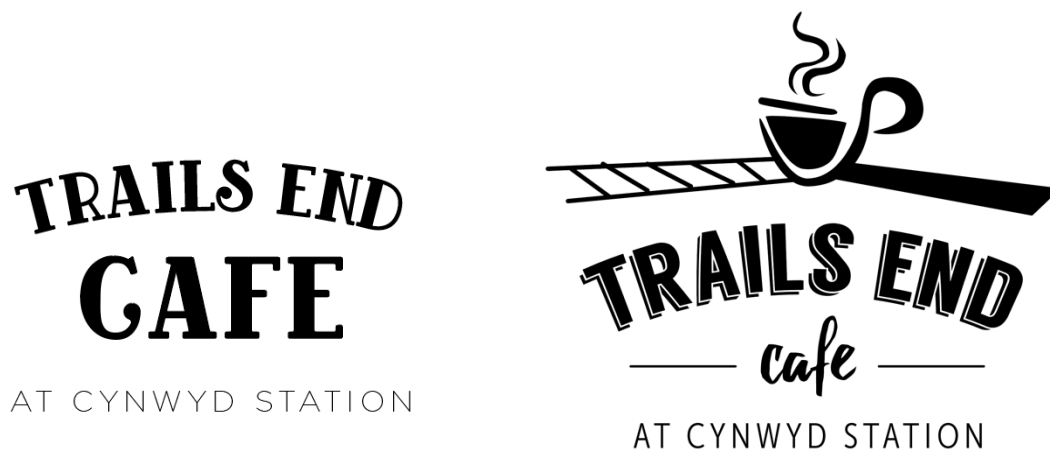


Figure 4: Examples using the typefaces Bakerstreet (left) and Beacon (right) in my logo design process.

### 3. Meaning

In this final section, I will explain the implications of my project. The life of a creative work lasts long after the designer makes the final edits and implementations. Specifically, the identity of the Trail's End Café will be interacted with on a daily basis for many years to come. This section serves as an exploration of possible implications of my work.

For as long as the Trail's End Café is in business, my work will continue to be used and interacted with on a daily basis, both digitally as well as in person. If reception goes as intended, the personality that shows through the logo will draw a wide range of customers. Because the community is so diverse, and the target market from the café encompasses a wide range of people and families, it will be interesting to see who exactly will begin to turn out for coffee, food, and a place to localize. As the café develops, I will work to develop the identity with it. With time, there is often an opportunity to rebrand a business or redesign the logo.

My work is a piece of me in that it was an amazing learning experience for both my professionalism and design skills. Speaking regularly with a client was an important development in my communication skills. Conveying the importance of design to a client who doesn't have any background in graphic design, or experience working with a graphic designer can sometimes be frustrating. There is industry lingo and technology that a normal person doesn't come in contact with. For example, it was requested at one point that I create a template of the menu in Microsoft Word so that the client could make changes to the menu during development and seasonally. I had to patiently explain that an InDesign document would not translate well to Word because it is much more customized than a Word document could ever allow.

It is also uplifting to know that I have exposed more people to the graphic design industry through working on this project. As I mentioned earlier, good design often goes unnoticed, and therefore, many people don't realize the amount of work that goes into making something look good. Through sharing this process with a client, they now have a deeper understanding of the process and skill that goes into creating something. It is my hope that they will not forget this process, and be more appreciative of design in the future. This is also important because if they are more respectful of the design process, then this appreciation will come out in their future interactions with friends and coworkers, and will be great PR for Trail's End Café in the future.

Ultimately, I had a great experience completing my capstone project. There were many frustrations along the way, but they were interspersed with moments of realization and triumph. If I were to go through this process again, there are definitely things that I would change, but that's all part of the learning experience. If I didn't feel that I needed to change anything, I wouldn't be learning very much at all.

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# TRAIL'S END CAFE BRANDING & DESIGN

CAPSTONE PRESENTATION BY MORGAN MCMULLEN  
5 | 4 | 2016

Advisor: Sherri Taylor | Reader: Ken Harper | Coordinator: Kate Hansen

*morgan*  
MCMULLEN

SYRACUSE UNIVERSITY  
Renée Crown University Honors Program

# BACKGROUND

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Trail's End Cafe is **new venture** opening in early June in Bala Cynwyd, Pennsylvania.

The **mission** of the cafe is to provide the highest quality food and beverages, while serving as a hub for the community.

The café will meet this mission by:

- Providing beverages and snacks to **commuters**
- Meeting the needs of the thousands of people who use the **Cynwyd Trail**
- Serving as a hub for the **community** and small business owners

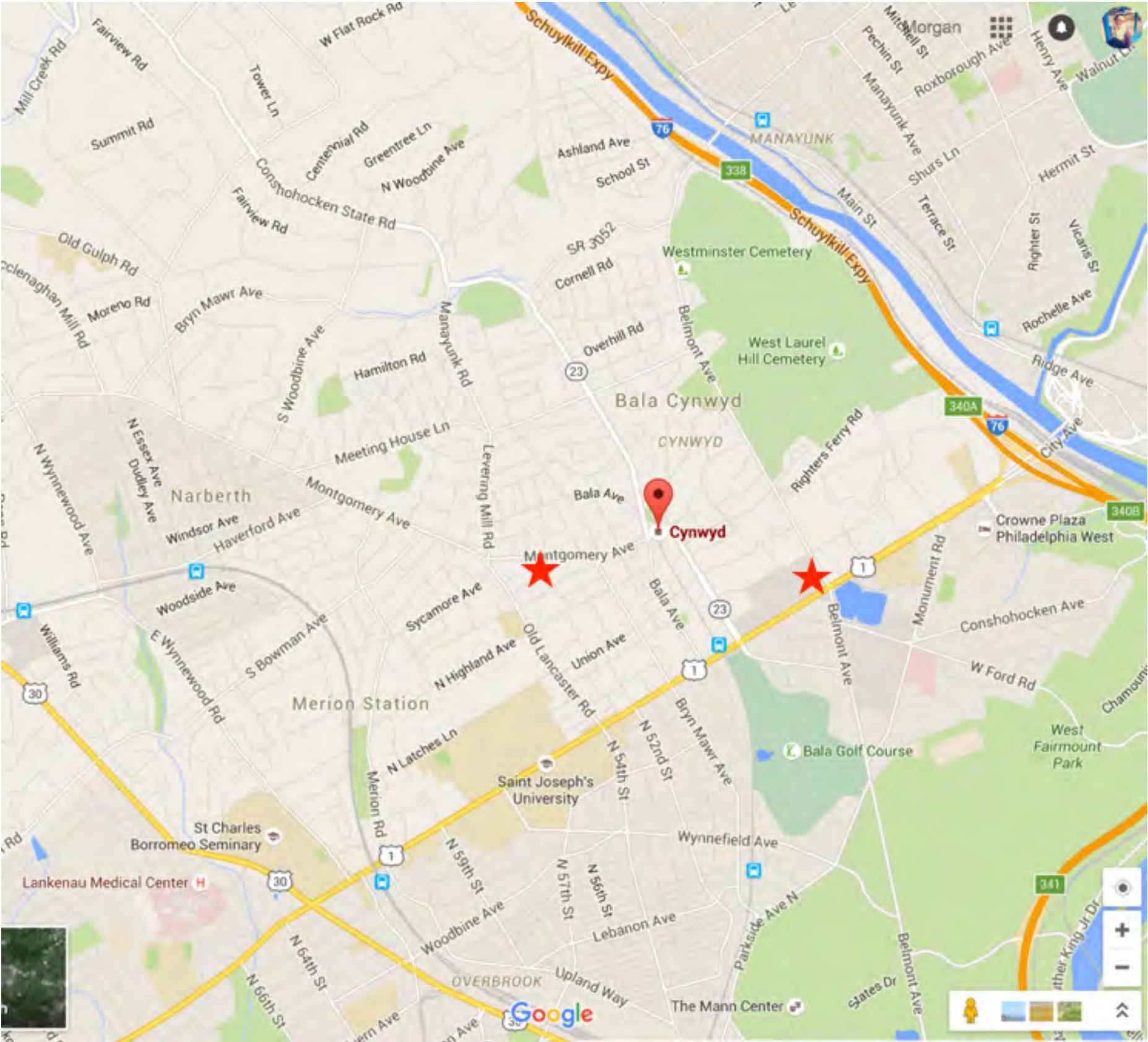


# AUDIENCE

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- Morning train **commuters** on the Cynwyd Line who park in the neighboring garage or walk from the surrounding community
- **Walkers, joggers,** and cyclists who use the Cynwyd Trail
- **Families** with **young children** seeking a comfortable and safe place to meet during week days or on the weekend
- The Bala Cynwyd community looking for a gathering and **meeting spot**
- **Local vendors** and **authors** looking to present their works

# COMPETITIVE LANDSCAPE



- Starbucks Coffee
- Corney Bakery




# COMPETITIVE LANDSCAPE

The image is a screenshot of the Corner Bakery Cafe website. At the top left is the logo: "FEED THE DAY corner bakery CAFE". Below it is a location selector: "MY CAFE: CORBIN PARK". A prominent orange button says "ORDER NOW". A vertical menu on the left includes "MENU & NUTRITION", "CATERING", "GIFT CARDS", and "FRANCHISING". Below the menu are links for "ABOUT US", "CAREERS", "NEWS & MEDIA", and "CONTACT US". At the bottom left is a sign-up form: "SIGN UP FOR eCAFE:" with an "EMAIL ADDRESS" field and a "GO" button. The main content area features a large image of a "BACON & BLEU... Lucky you! Chopped Salad" with a "SEE OUR HAND-TOSSED SALADS" button. To the right is a "BREAKFAST" section with a "ORDER YOUR FAVORITE NOW" button. Below that is a "FRANCHISE Claim Your Corner" sign, a "Catering" logo, and a sign that says "ON A CORNER THAT'S WHERE IT STARTED". The bottom right shows a photo of a staff member serving customers.




# COMPETITIVE LANDSCAPE

SAVE 20% ON SELECT SYRUPS & SAUCES ONLINE THROUGH 2/21. [Shop now >](#)



My Bag | Find a Store | Sign In |

COFFEE MENU COFFEEHOUSE RESPONSIBILITY CARD BLOG SHOP



## Sweetly sophisticated

Introducing our Smoked Butterscotch Latte and Smoked Butterscotch Frappuccino®. Creamy and sweet, with a kettle-cooked finish.

[TRY THEM NOW](#)

**MY STARBUCKS**

A loyalty program that's all about you.  
Get exclusive offers by simply registering a Starbucks Card.

# BRANDING

TRAIL'S END CAFE HONOR'S CAPSTONE  
2016

# BRANDING OUTLINE

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- hip
- simple
- cozy
- community
- fun

# BRANDING INSPIRATION

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# BRANDING DEVELOPMENT

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LOGO

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AT CYNWYD STATION



**TRAIL'S END CAFE**  
AT CYNWYD STATION

# TYPOGRAPHY

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## **CERVO**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()?

## **GOTHAM**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()?

# DESIGN ELEMENTS

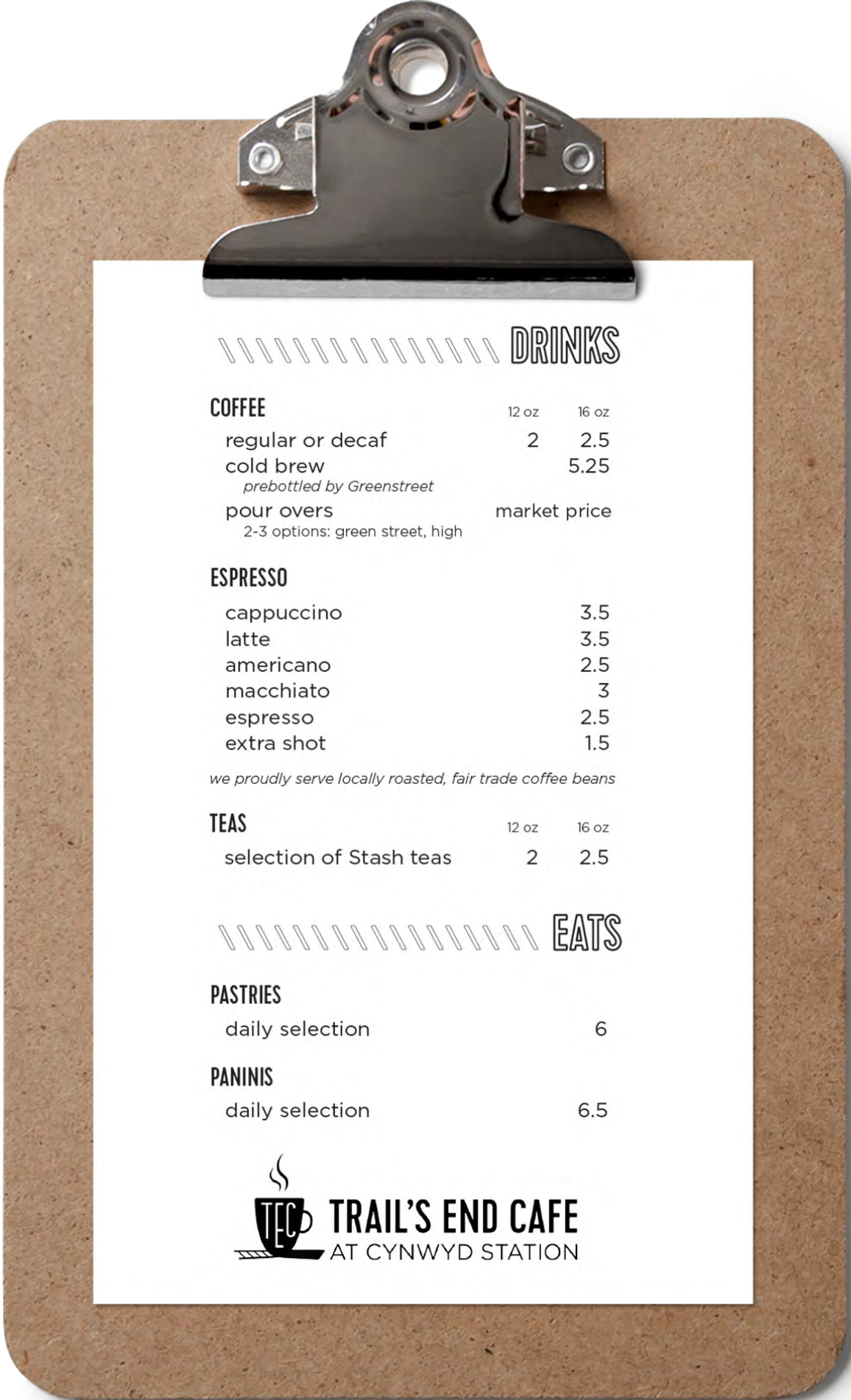
TRAIL'S END CAFE HONOR'S CAPSTONE  
2016

# PRINT & PACKAGING DELIVERABLES





# MENU



# COFFEE CUPS





# COFFEE SLEEVES





# COFFEE SLEEVES

I believe in: COFFEE

CAFFEINE:  
(noun); liquid optimism

working without coffee  
is called sleeping

COFFEE:  
(noun); the most  
important meal of the day

IT'S ONE OF THOSE DAYS  
WHERE EVEN MY COFFEE  
NEEDS A COFFEE.

but first, *coffee*

I dont have a problem with caffeine...  
I have a problem *without caffeine.*

LOVE



# COFFEE SLEEVES

**DEPRESSO:**  
(noun); the feeling you get  
when you run out of coffee



**COFFEE  
&  
CHILL**


*a yawn is a silent  
**SCREAM** for coffee*

**may your coffee be strong  
and your monday be short**

**TODAY'S PLAN:**

- DRINK COFFEE**
- IGNORE NEGATIVITY**
- KICK ASS**

**"you can do it."  
-coffee**

**CAFFEINE LOADING...**  
  
PLEASE WAIT



# BUSINESS CARDS



# COFFEE CARDS





COFFEE / TEA CAN



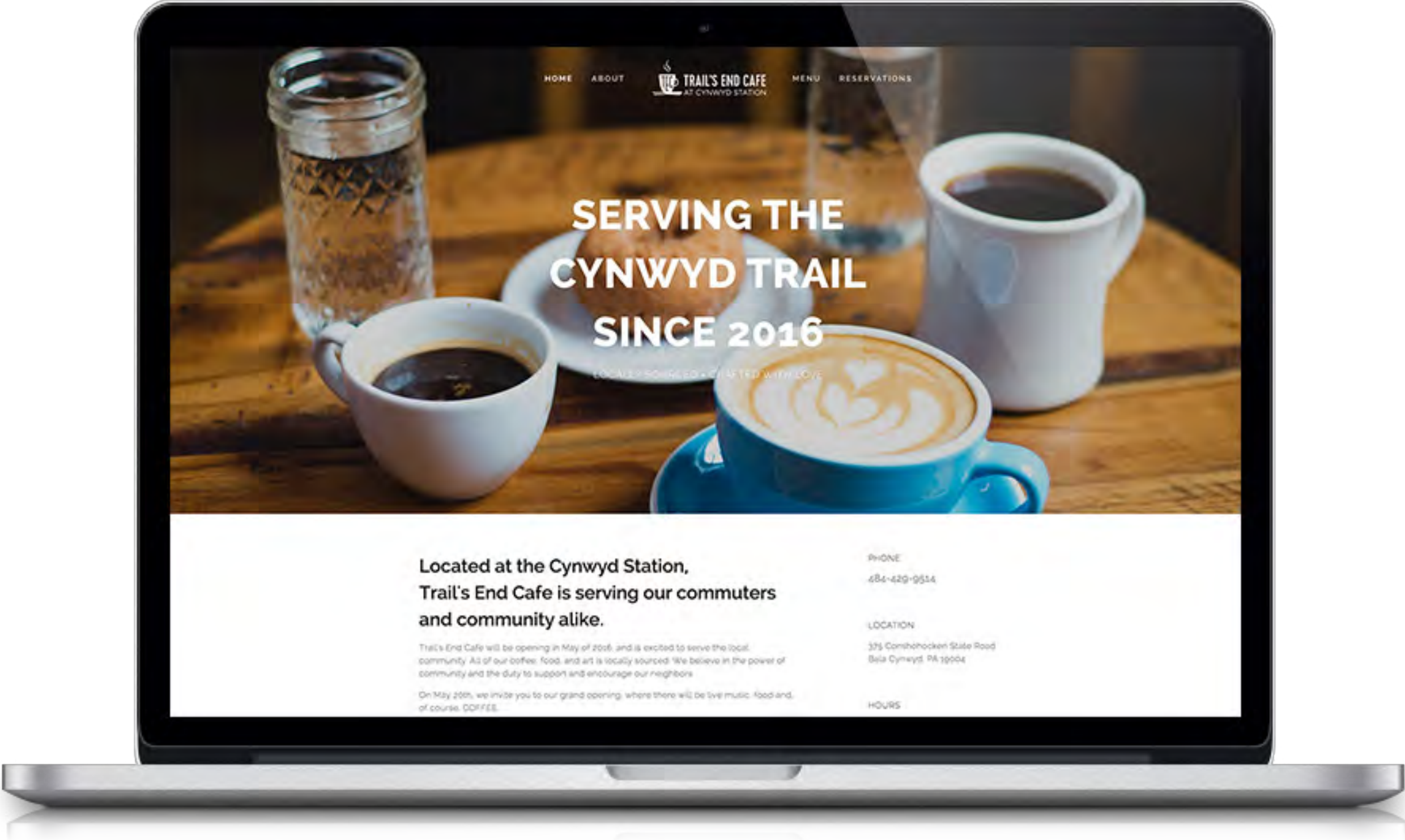
PASTRY / PANINI BAG



# COASTER & MATCH BOX



# WEBSITE



# STOREFRONT & APPAREL

TRAIL'S END CAFE HONOR'S CAPSTONE  
2016



# MENU BOARD





# MARKET BAG





# BARISTA TSHIRTS



# BARISTA APRONS



**THANK YOU!**

