



about Zoe's Coffee

Zoe's Coffee is our shop located in Westminster, CO. Our passion for coffee and our love for our first granddaughter inspired us to open a coffee shop that would help unite our community in Westminster. Since 2012, our coffee shop has been the perfect spot for family gatherings, work meetings, or some alone time to work on personal projects. As a local business, we understand our community, and our products help us get everybody together in one place.



Zoe's Coffee today. Why Rebrand?

This is the current logo for Zoe's Coffee. Although it helps provide the message that we are a coffee shop, it doesn't feel warm and inviting. A logo that is fresh, captivating, and that reflects our values is needed. With this logo, Zoe's Coffee feels like another generic local coffee shop in the area and does not help us stand apart. The new logo needs to have personality, and reflect Zoe's enthusiasm for life.



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comparative analysis

In order to develop a strong brand, a careful study of the coffee shops around the geographical area were considered. What are their strengths? What are they lacking? How does Zoe's coffee stand apart from them?

Having been in the area for a long time, we were familiar on how they operated, but paying a closer attention to their relationship with customers was needed. How do they communicate their values? How do they engage their customer to their brand?



positioning and differentiation

With this rebrand, at Zoe's Coffee shop we want people to feel at home. We want our customers to feel like they can come at any time and have a warm cup of coffee, hot chocolate, or a freshly baked good. We want to be the preferred neighborhood coffee shop for our people in Westminster.

At the end, we want to create regular customers and get to know them, and have them know us, by name. This is not a "come and go" coffee shop, but a place where people get to know each other and create new families.

demographics

Families in Westminster, CO. Every generation should feel welcomed at Zoe's Coffee.

psychographics

Coffee lovers. People who enjoy being together and strengthening relationships.

geographics

Our neighborhood in Westminster, CO. Also, if the rebrand is successful, potentially expand to other neighborhoods.

core creative concept

bring people together.

core messaging

Keeping in mind our mission, vision, and values on everything we do helps Zoe's Coffee achieve our dreams of bringing people together. Our products, our advertisement, every interaction we have with our customers should keep these values in mind. Deviating from them would be detrimental to the brand.

mission

We bring our neighbors to the same table to enjoy a warm, cozy beverage and delicious food.

vision

We strive to always create new families, two, three, four cups at a time.

values

Playfulness

Warmth

Family

Community

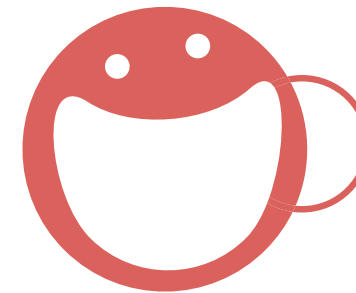
Spontaneity

logo development

In the process of creating the new mark, the focus was always on Zoe's contagious laugh and delicious coffee that bring people together. It was fundamental to visually represent these two elements in the new Zoe's Coffee brand.



zoe's coffee



zoe's coffee

emblem

Zoe's Coffee emblem combines our two driving forces: coffee and our granddaughter Zoe. With a smiling face, our mark is warm and inviting. We want to transmit that feeling to our consumers and hope that they will show back the enthusiasm we feel when bringing people together.

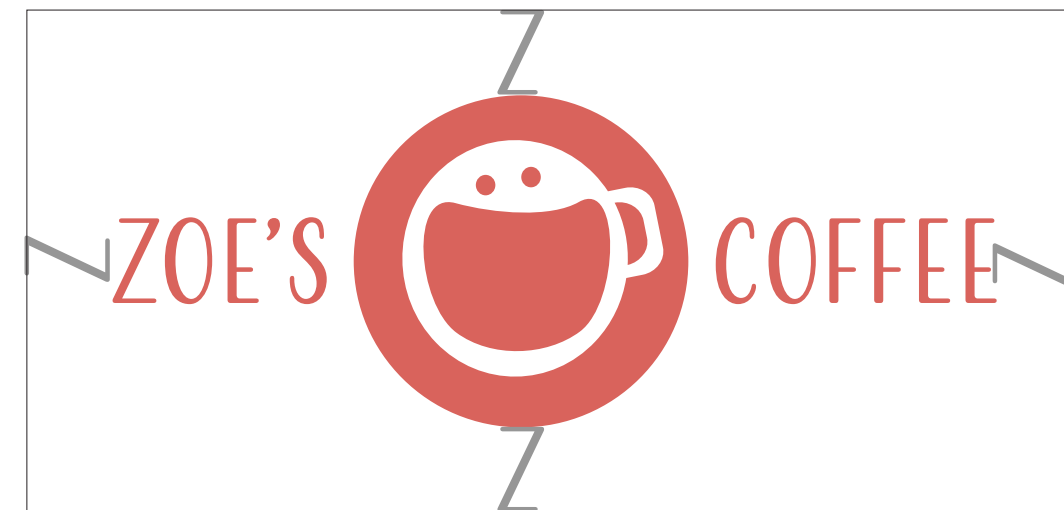
The safety space is defined by the height of the "Z." Whether it is in a big format or a smaller one, in proportion, the height of the letter "Z" in the mark will always define the safety space around. This space is meant to keep the mark legible and easy to spot no matter where it is located. Breaking this rule will be detrimental to the design, creating a cluttered aesthetic.



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pictorial mark

The pictorial mark can live on its own. Because it is a strong visual that by itself which reflect that values of Zoe's Coffee, this mark can be used individually without the word mark. Moreover, it is encouraged to be used once the customer has already had contact with our brand. Example of this would be items located within the shop environment and also social media.

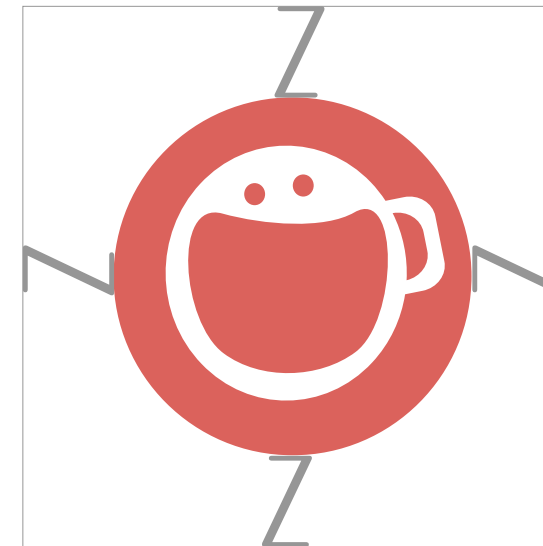
The safety space for the pictorial mark is also defined by the implied "Z." Whatever the size of the word mark would be in that defined size, the "Z" still defines what the safety space would be.



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logo usage

When the logo lives in an approved colored background, the circle in which the pictorial mark lives in, is taken out, and the mark is enlarged in order to accommodate to the space previously occupied by the circle.

Using the “Z” as a guide should also be considered when determining the safety space.



logo usage

The mark can live in big formats and smaller formats. The smallest the mark can be is .5" When making the emblem smaller, the pictorial mark is made smaller and the word mark is kept slightly bigger in order to accommodate for visual impact.



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.5"



ZOE'S  COFFEE



logo usage

When in black and white, the pictorial mark is still effective. Therefore, no changes to the original mark are needed. However, it is encouraged to avoid true black when impossible since it doesn't help reflect the values of the Zoe's Coffee brand. A soft gray is more effective and in line with our brand.



logo usage

When applying the logo mark there are certain rules that need to be followed. It is not allowed to change the proportions of the mark, change to an unauthorized color, or rearranged the typography within the mark. The pictorial mark should be used at all times, and the typography cannot be changed to another typeface.



typography

The typography used in our brand is also warm and inviting. While remaining legible, the typography chosen helps promote our brand as an inviting place. Adorns Condensed Sans is only used in the logo mark. Coranto 2 bold is used in advertisements and also as headings and titles. Mr Eaves Mot OT is used as body copy. Moreover, when using Corando 2 Bold, no capital letters should be used unless it is grammatically needed, example would be a name.

ADORNS CONDENSED SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ

coranto 2 bold
abcdefghijklmnopqrstuvwxyz

mr eaves mod ot
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Used in logo mark

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Used for headings

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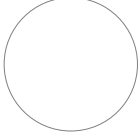
Used for body copy

mr eaves mod ot
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

color palette

Our color palette is warm, inviting, and easy on the eye. Because we want to transmit a feeling of cleanliness and purity, the red and white should be used as the primary color.


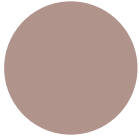
primary color palette

Red		R 218 G 99 B 93	C 10 M 75 Y 61 K 1	Hex DA635D
White		R 255 G 255 B 255	C 0 M 0 Y 0 K 0	Hex FFF

color palette

Our secondary color palette helps unite our brand. Although these colors should be used only when the primary color palette needs to be expanded, they complement the colors well, and help transmit a feeling of coziness to our customers.

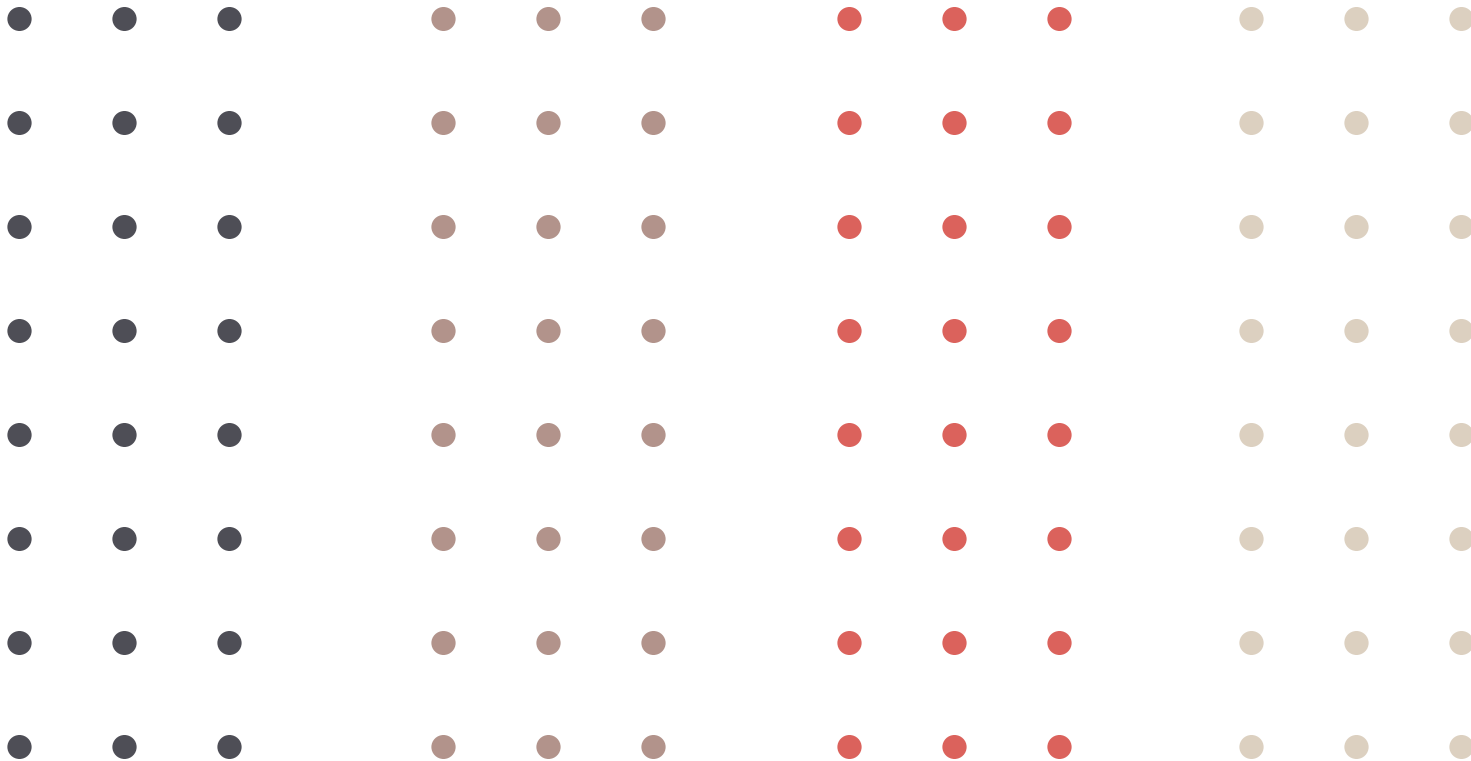
secondary color palette

Dark blue		R 78 G 78 B 86	C 68 M 61 Y 51 K 32	Hex 4E4F56
Brown		R 177 G 147 B 139	C 32 M 42 Y 41 K 1	Hex B1938B
Light brown		R 220 G 208 B 192	C 13 M 15 Y 23 K 0	Hex DCD0C0

secondary imagery

Inspired by textiles and the warm cozy feeling they bring, these dot patterns are used as a secondary imagery within the Zoe's coffee brand. Used in packaging, the patterns will help give the message of unity and family. These patterns are only to be used in the approved color palette of the brand.

pattern



secondary imagery

Our chosen photography reflects what we want people to think of our brand when interacting with us. Because family is one of our core values, we want to show the union through our photography. Moreover, there are certain rules that need to be followed when creating stock photography for the brand. The pictures must show people interacting with each other. They should not be posing or looking at the camera, unless it looks natural. The people portrayed must look calm and happy.

The aesthetics reflected in these photos will be used mainly in social media and also be shown in advertisements such as commercial.

photography



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because she is
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photography



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Not allowed
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photography



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Not allowed
because of the
close-up.

photography



secondary imagery

Because we are a product based brand, it is also important to show our product through photography. Therefore, these pictures should also follow certain rules. Although the focus should be on the product, it is also important to include the human factor. At least two people should be implied in the photography. This can be done through showing their hands grabbing the cups, or even by implying their spot at the table by having something like two plates or mugs.

photography



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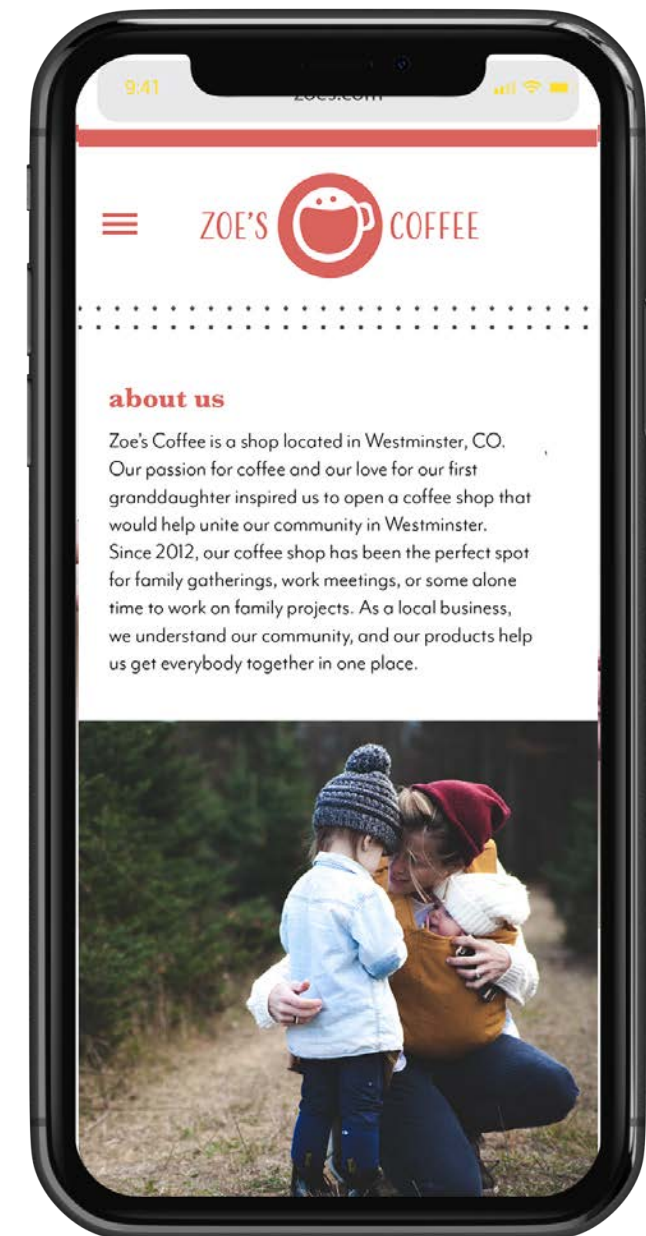
website

Our website is another outlet customers can use to reach us. Whether they are discovering us for the first time or they are regular customers, the website should help them feel familiar with the brand and our values.



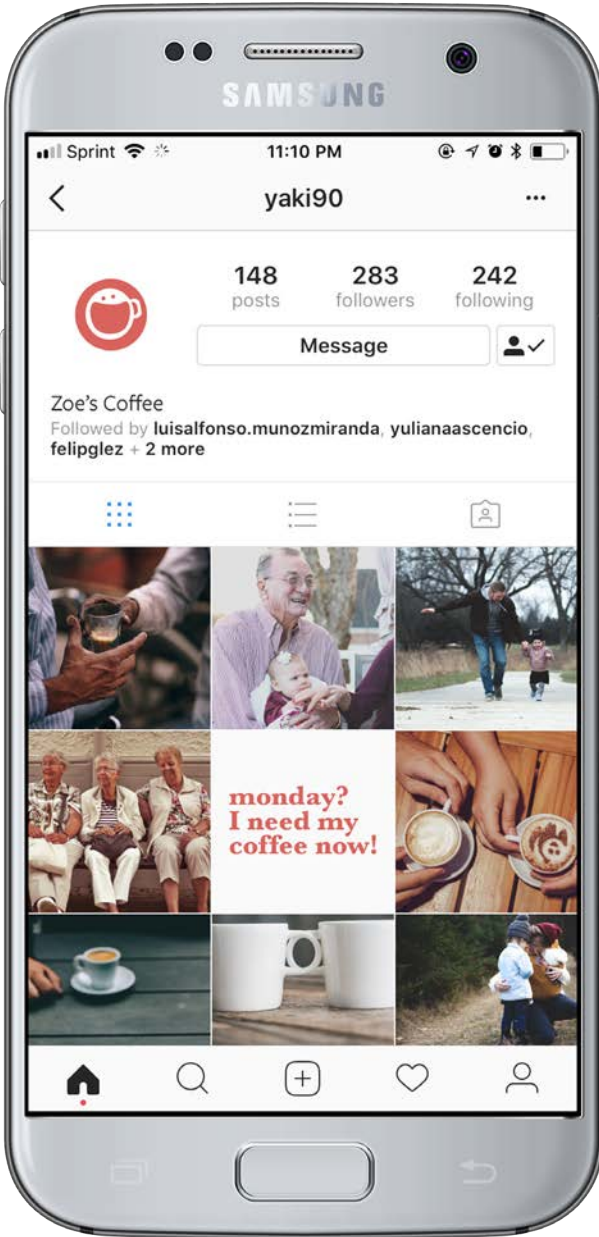
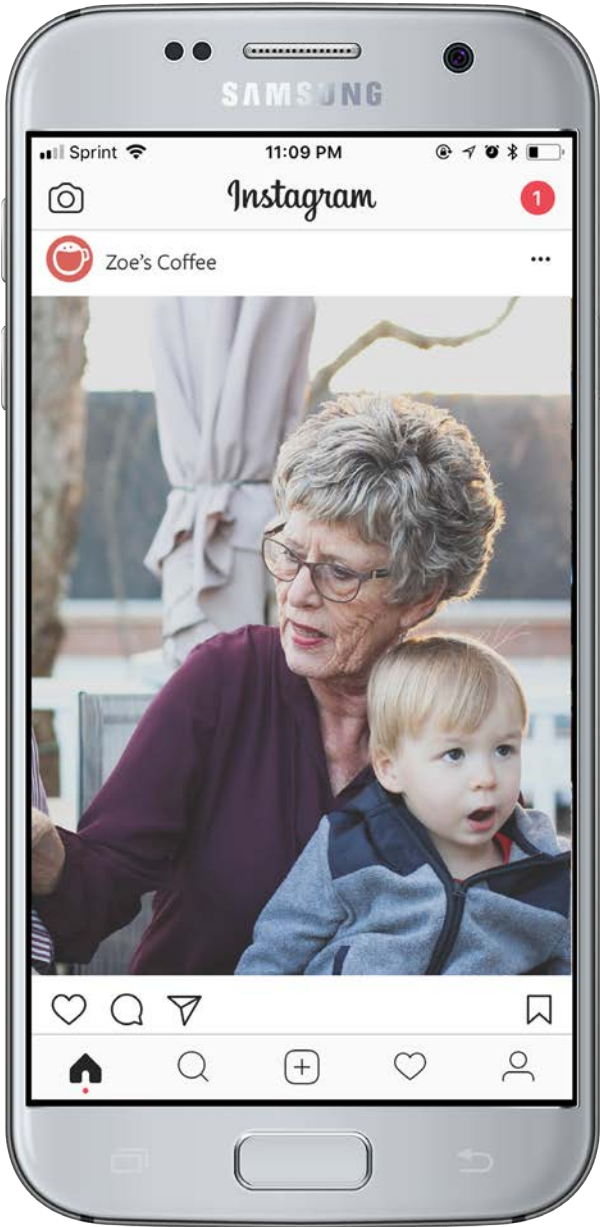
mobile website

Our mobile website will help us connect with our customers anywhere they go. Following our brand guidelines, customers will be able to reach us and interact with us through our mobile website.



social media

Using our secondary imagery, we want people to engage with us through social media. Although we would prefer our customers come to our shop everyday, reality is that this is not possible. Therefore, through social media we can reach our customers and bring them closer to us.



packaging



packaging



packaging





thank you.