



& GRINDS DESIGNS

café and creative space



PROCESS BOOK

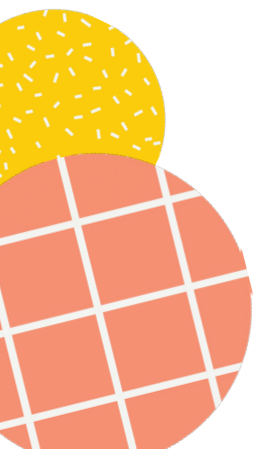
Vivienne McCone



PROJECT OVERVIEW

In today's busy world for many young professionals, 'the grind don't stop.' That grind being work and also the amount of coffee they need to sustain themselves. Grinds and Designs is a coffee shop that runs as long as the interns are getting coffee, the designers are solving problems, and the executives are making decisions.

Grinds & Designs is a place where designers and regulars alike can sit down and have a space to work that is not overwhelming and hectic as the outside world. People will be able to get their coffee and sweets on the go or at the table, providing service and visuals that are at once pleasing and refined to both the trained and untrained eye for design. I created a line of themed coffee blends and packaging, a food and drink menu, brand and logo system, and a website.







DESIGN OVERVIEW

Looking to the elements of design that we are taught in school, the branding of the cafe is inspired by an atmosphere of fresh colors, geometric forms, line, space, and texture.

The concept behind the logo and patterns seen across the branded materials is for the different elements of design. Each pattern has a color for it to be used with that indicate levels of energy, while providing more visual assets for materials and future expansion possibilities. The menu carries the concept of graphic designers and history forward with themed drinks named after typefaces and designers, with smoothies inspired by the Pantone “Color of the Year.”



GOALS AND OBJECTIVES

1 To create a fully branded coffee shop that caters to the needs and wants of designers and those who work in creative fields as well as being attractive to general audiences.

2 Develop a branding system that reflects the importance and elements of design in a way that is fresh and vibrant.

3 To make people excited about design and coffee through engaging product packaging, menu items, and brand identity.

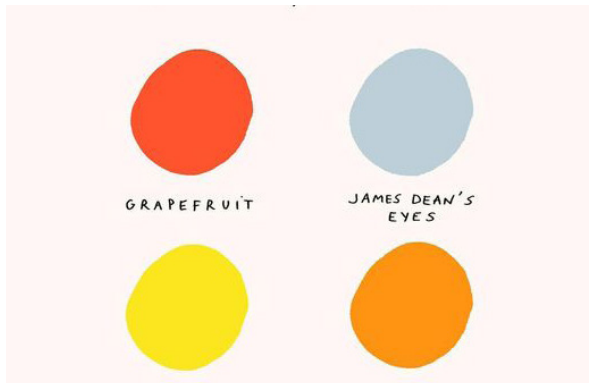
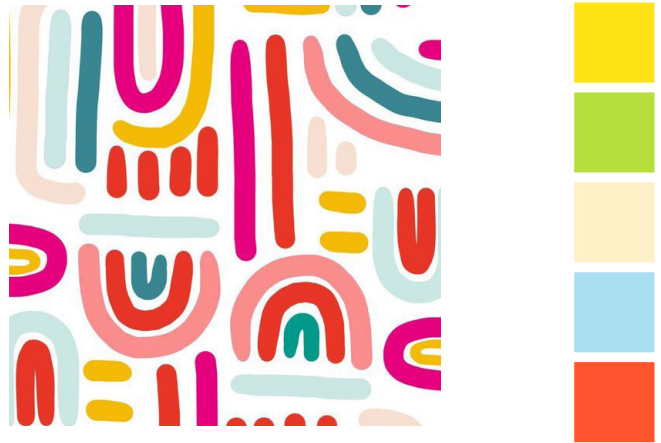
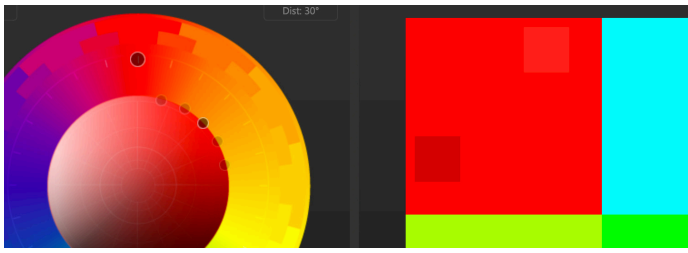
WORD LIST

ENERGETIC
CREATIVE
OPEN
REFRESHING
DRIVEN
CAFFEINATED

SATISFYING
INSPIRATIONAL
GO-GETTER



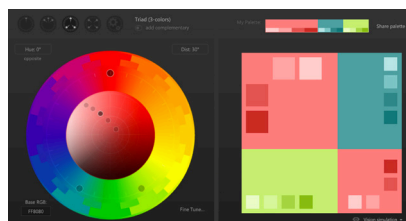
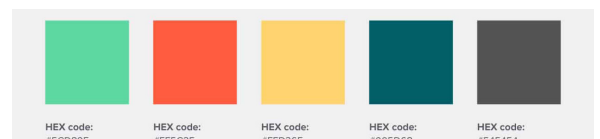
COLOR RESEARCH



color palette
007



hewittavenue.com





TARGET AUDIENCE

Gender: All


Race: All

Age: 26 – 38

Education: Educated with a college degree

Economic: Middle Class

Profession: Design/Advertising industry, creative sector



The target audience is specifically aimed for those who would reap the most benefits from the amenities of the café since its secondary purpose is to be a workspace for designers and artists in groups or individually.

SUCCESSFUL CAMPAIGNS

The WING

The Wing is a women-focused, co-working space collective and club with offices in New York City, Washington, D.C., San Francisco, Chicago, Los Angeles, Boston, and London. It was founded by Audrey Gelman and Lauren Kassan in 2016. As of July 2019, the club has about 10,000 members.

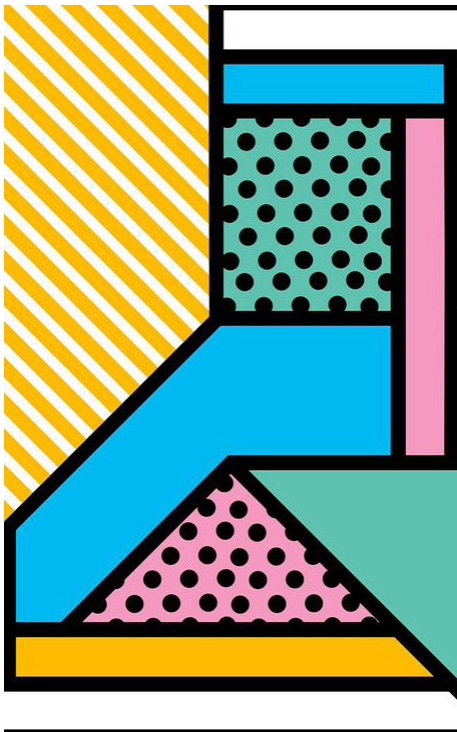


Starbucks

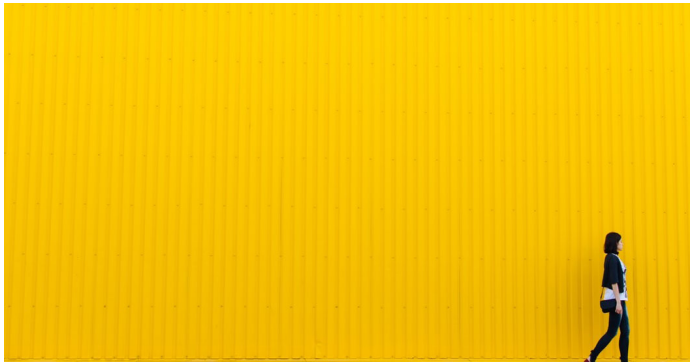
The Starbucks Corporation is an American coffee company and coffeehouse chain. Starbucks was founded in Seattle, Washington, in 1971. As of early 2019, the company operates over 30,000 locations.



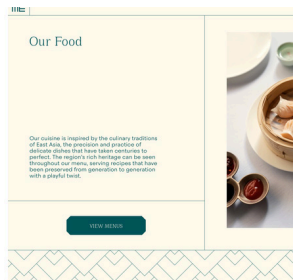
VISUAL RESEARCH



SEIZE
THE
FREAK
-ING
DAY



NAME + TYPE STUDIES



Cirka

Steradian



Centra No.2

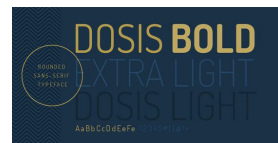
Vesterbro

Angus



Cosmica

Pitch



DESIGN AND GRIND
DESIGN + GRIND

Bebas Neue Rounded
Dharma Type
1 font



View Family

design and grind DESIGN
+ GRIND

Acumin
Adobe Originals
12 fonts



View Family

- Designs and Grinds
- The R.G.Bean*
- C.M.Y.Kafé
- Bean & Ink
- The Artboard Brew
- Cyan Café
- Pica Point
- Keen Bean
- The Full Bean (full bleed)
- The Key Cup (as in black in CMYK)
- Carson's Cup (David Carson)
- The Paula Pour (Paula Scher)
- Grand Rand Roasters (Paul Rand)

GRINDS AND DESIGNS

café and creative space

DOSIS REGULAR + MEDIUM / LATO / MEMPHIS

COLOR PALETTE



Pantone: ≈116 C

HEX: #fccc0d

R: 252 G: 206 B: 13

C:2 M:17 Y:99 K:0



Pantone: ≈1635 C

HEX: #f79274

R: 247 G: 146 B: 116

C:0 M:52 Y:52 K:0



Pantone: ≈324 C

HEX: #9adbdb

R: 154 G: 219 B: 216

C:37 M:0 Y:18 K:0



Pantone: ≈7714 C

HEX: #067c84

R: 6 G: 124 B: 132

C:86 M:35 Y:44 K:8



HEX: #efeee9

R: 239, G: 238, B: 233

C:5 M:4 Y:6 K:0



HEX: #191918

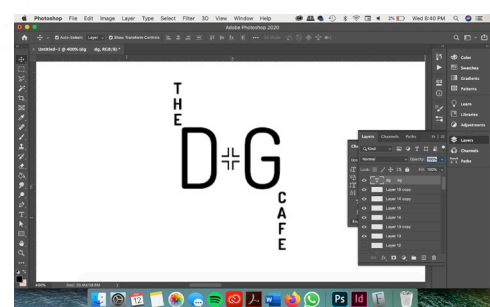
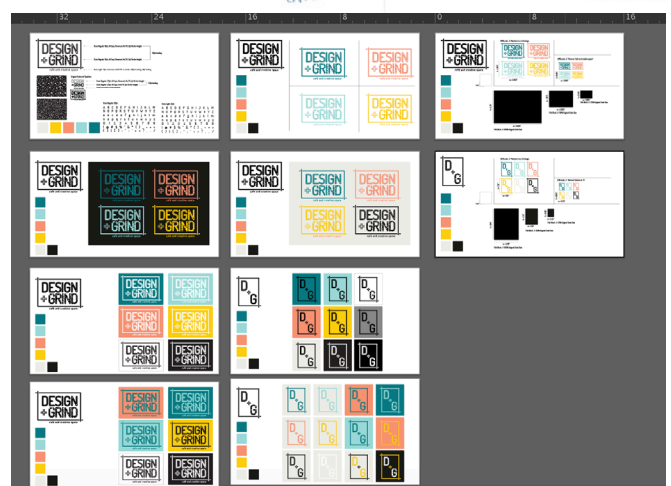
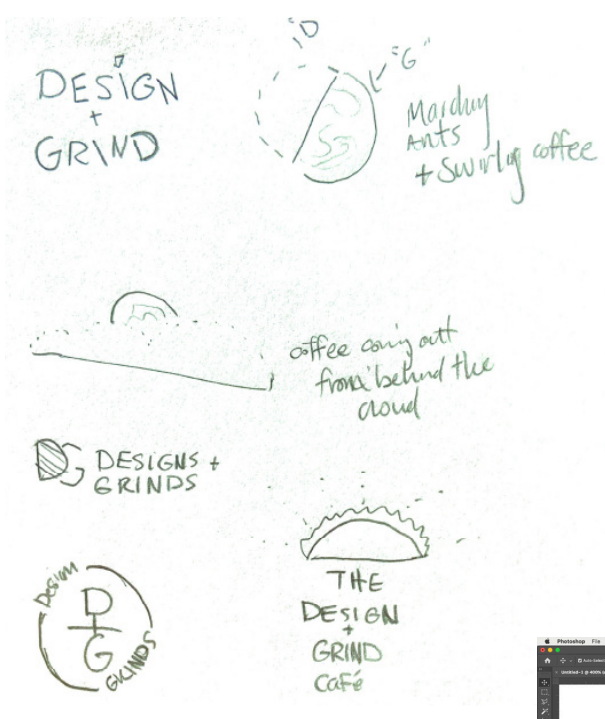
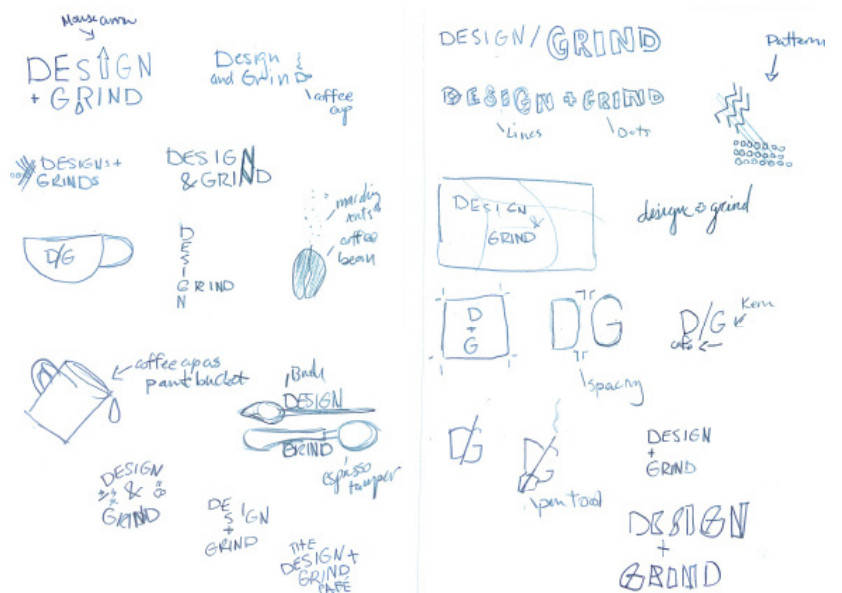
R: 25, G: 25, B: 24

C:72 M:66 Y:66 K:79

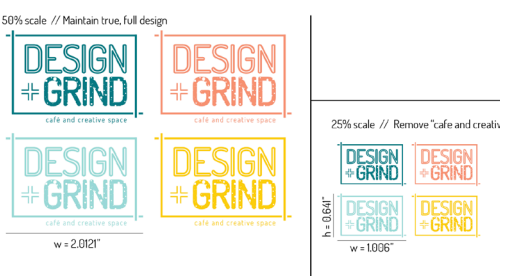
LOGO DEVELOPMENT

After choosing the name for the café, I started working on the logo system as my first deliverable. I knew that the rest of the project would revolved and expand around the concept actualized in the brand identity, so it made sense.

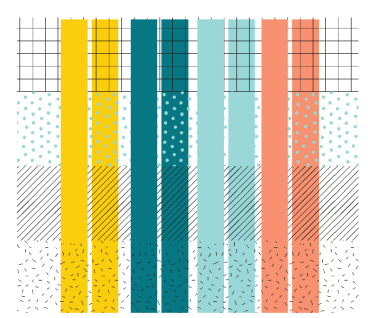
I played around with how the shape and elements of the logo design could tie into both coffee and design, and with the help of classmates and my professor I came to a strong solution, which ended up being much stronger than my first.



DESIGN
+ GRIND

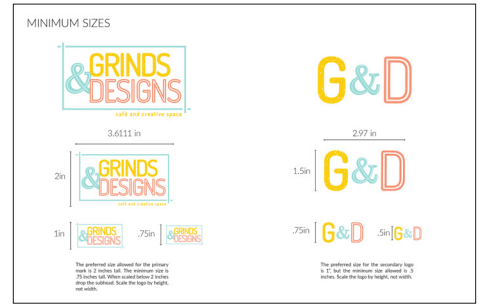
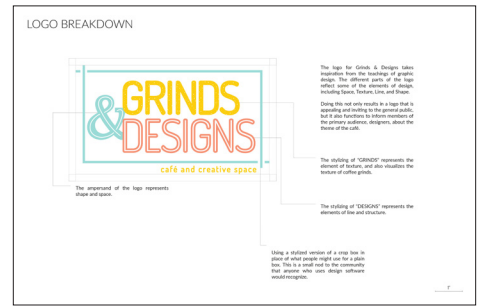


GRINDS
DESIGNS



THE
DESIGN + GRIND
CAFE

LOGO FINALS

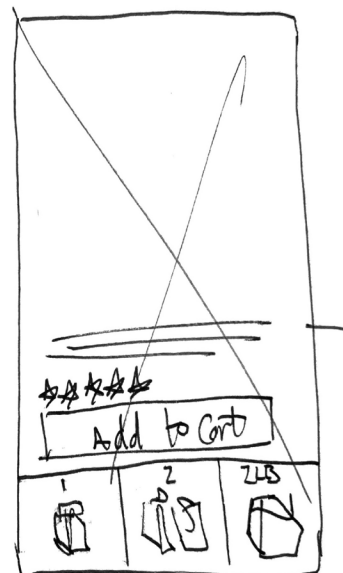
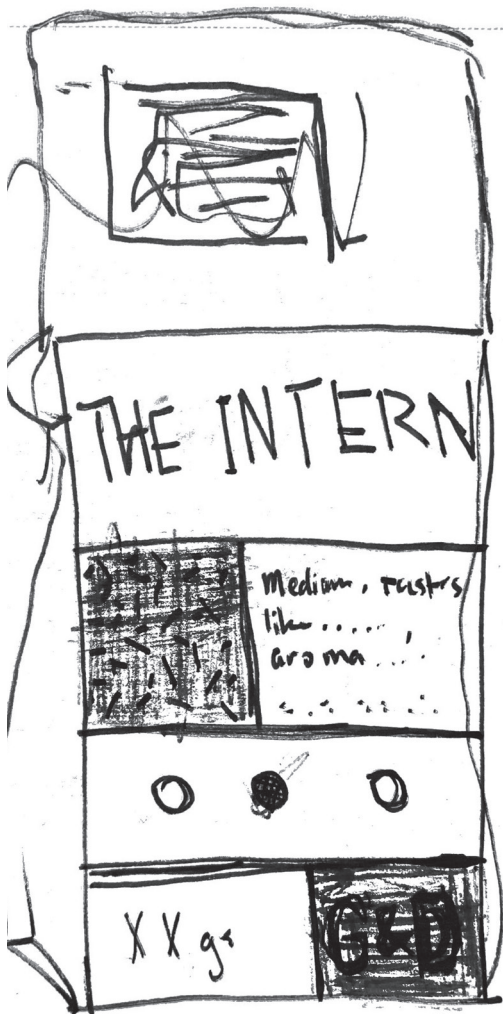
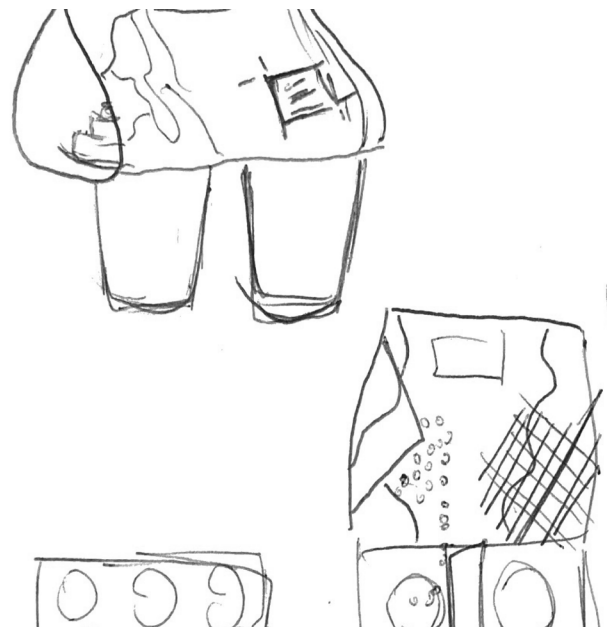


PACKAGING DEVELOPMENT

Concepting Packaging

Following the same style of design used in the menu and logo, the packaging really hammers home the three primary colors used in the branding, and how different patterns and colors indicate items and merchandise.

The packaging was design in full for three styles of coffee sold by the café. There is “The Client,” “The Intern,” and “The Director.” The concept of the roles that those figures play in a design setting relate to their flavor, but more importantly their level of caffeine strength.

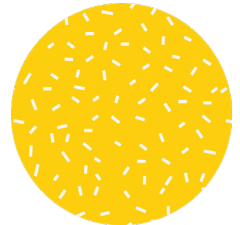
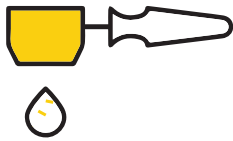


PACKAGING FINALS

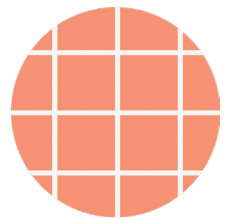
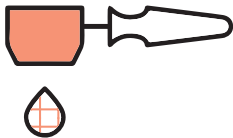
THE CLIENT



THE INTERN



THE DIRECTOR



MENU DEVELOPMENT

Concepting Menu Items

Going into this project, I wanted to have a lot of fun with naming the menu items. It's not uncommon for restaurants to give names to standard café fare to make it fit the concept/theme. Sometimes items are named after people, ingredients.

Given that this is a graphic design themed café, I wanted the menu names to reflect that. There is a drinks menu, which is mostly coffee drinks, a smoothie section inspired by some past Pantone's color of the year choices, and then a standard food menu with breakfast and some lunch with sweets.

Content Ideas for the Menu

- having drinks from the Pantone colors and years
 - Pantone: classic blue butterfly pea flower lemonade
 - Greenery matcha
 - Ultra violet ube latte
 - Living coral peach and hibiscus tea
- Have different coffee drinks named after positions in a design agency
 - The intern, double espresso
 - the executive, black coffee
 - The PR director, caramel macchiato
 - etc.

At design and grind

Scher-ables

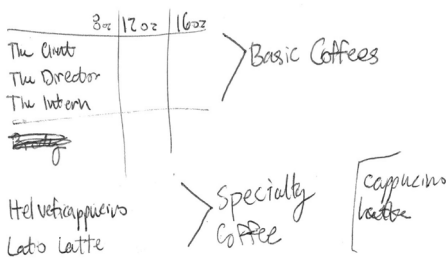
Other deliverables:

- Cafe menu: children's menu, pica plate, pixel
- Bleed, Leading, Tracking (Classic BLT)
- Glaser Glaze (doughnuts)
- Brody Brew
- Chocolate Chip Kidd Kookie

Menu concept:

Regular Drinks are people: coffee, lattes, espresso, BC people are what run the business and people run on coffee
 Food are elements of design/tools of graphic designers: point size plate (sand which and side salad or chips),

Coffee + Drinks



~~Foods~~
 Greenery Machine
 Classic Blue Berry

Smoothies + Teas

Foods
 veg -

Slab - Sen.
 Glyphs
 melior / mump's
 not rockport
 or
 antindul sans serif

1) Drinks

A) Coffee

- The Client / de Decafe, w/ milk
- The Intern / Medium Roast, w/
- The Director / Dark Roast, w/ a shot of espresso + milk

B) Signature Drinks

- Helveticappuccino (cappuccino + / mocha)
- Latte (a vanilla + lavender latte)
- ~~Drip Drip / drip coffee w/~~ Drip Kide / drip w/ 2 espre

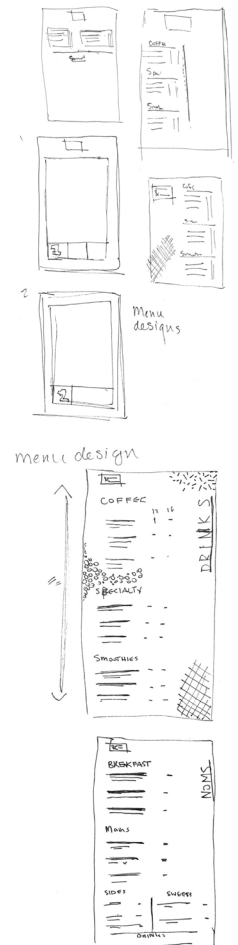
C) Fresh Smoothies

- Greenery Machine (kiwi + banana, w lemon grass + spinach)
- Classic Blue-Berry (blueberry w/ blackberries + greek yogurt base)
- Living Coral Paradise (mango w/ strawberries)

2) Food

A) Breakfast Bites

- Bodoni Bagel Sandwich (egg + ham on an everything or plain)
- Comic Sans Croissant (toasted croissant w/ strawberry or black jw)



MENU FINALS

DRINKS

COFFEE

	12o.z.	16o.z.
The Client <i>Our house blend light roast with 2%, almond milk, or half-and-half</i>	3.50	4.50
The Intern <i>Light roast with 2% or almond milk</i>	3.50	4.50
The Director <i>Our darkest roast with an added shot of espresso and cream</i>	4.00	5.00

SPECIALTY DRINKS

Helveticappuccino <i>Classic cappuccino with a pump of mocha</i>	3.50	4.50
Lato Latte <i>Light roast with 2% or almond milk</i>	3.50	4.50
Didot Drip Kick <i>Drip coffee of choice with two shots of espresso</i>	4.00	5.00

PANTONE FRESH

Greenery Machine <i>Nothing like kiwi, bananas, and spinach to get a daily serving of greens to feel clean</i>	3.50	4.50
Classic Blue-Berry <i>Greek yogurt base with blueberries, blackberries, and açai berries</i>	3.50	4.50
Living Coral Paradise <i>Get your vitamin C with OJ, mango, pineapple, and raspberries</i>	4.00	5.00

FOOD

BREAKFAST

Bodoni Bagel <i>Choose a plain or everything bagel, toasted with eggs, cheddar, and a sausage patty</i>	5.50
Comic Sans Croissant <i>Everyone's favorite French pastry slathered with Nutella and strawberries</i>	3.50
Quicksand Quiche <i>Sink your teeth into our house quiche with bacon, roasted potatoes, cheddar and spinach</i>	4.00

LUNCH

The Swiss-Style <i>Toasted ham and swiss on marble rye bread with caramelized red onions and aioli</i>	7.50
Fruitger Salad <i>Mixed greens salad with strawberries, oranges, blueberries, grilled chicken, and feta</i>	6.50
Cassandre Caprese <i>Basil pesto, fresh tomatoes, and mozzarella with a balsamic reduction in a panini</i>	7.00

SWEETS

Choco-Chip Kidd Cookie <i>Browned butter and rich milk chocolate, no dinosaurs included</i>	2.50
The Glasser <i>The timeless glazed doughnut</i>	1.50

SIDES

Plain Chips	1.25
Cup of Soup (Tomato or Chicken)	3.00

The Director
Our darkest roast with an added shot of espresso and cream

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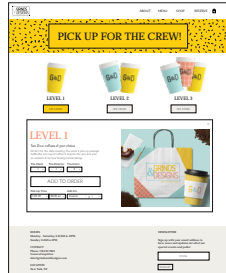
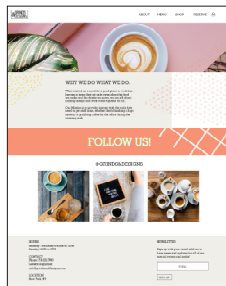
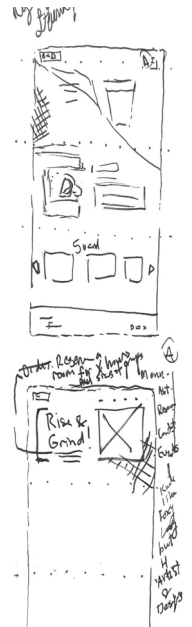
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SIDES

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Cup of Soup (Tomato or Chicken)	3.00

WEBSITE DEVELOPMENT



H1: Memphis Medium

110/110

H2: Memphis Medium

60/60

Section Head: Memphis Medium

28/32

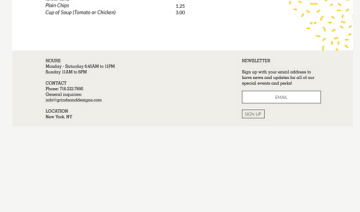
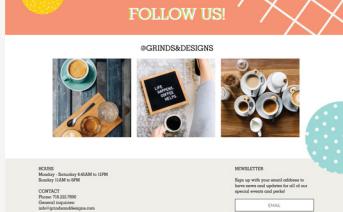
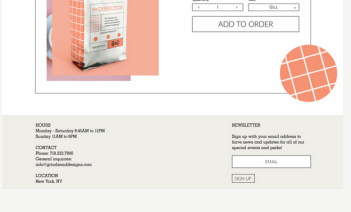
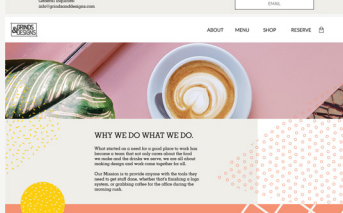
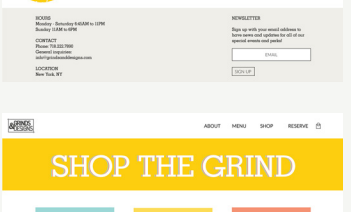
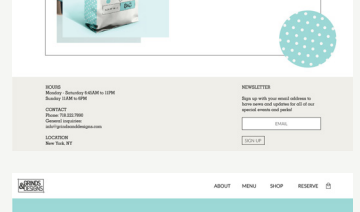
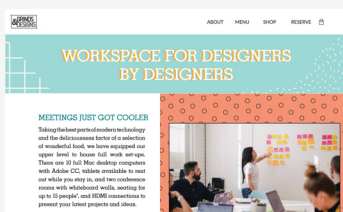
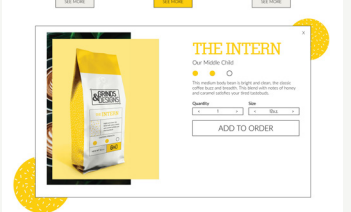
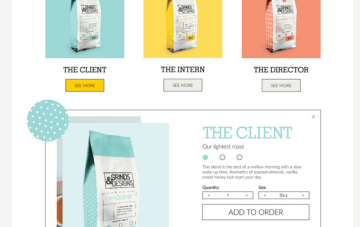
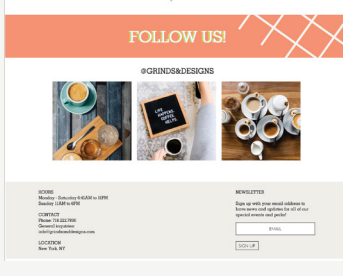
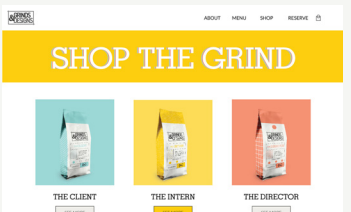
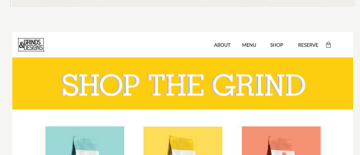
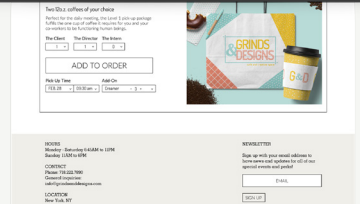
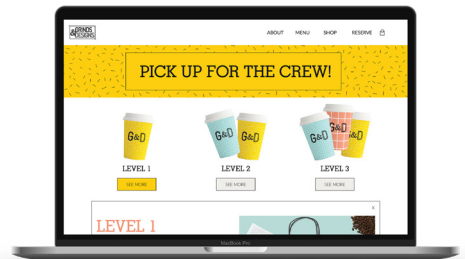
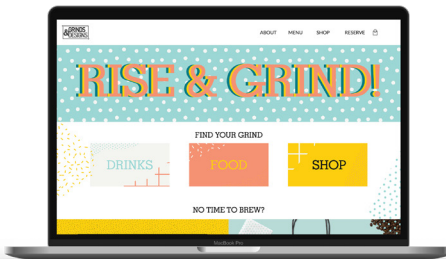
Copy 1: Lato Light

28/32

Copy 2: Lato Light

16/19

WEBSITE FINALS





THANK YOU

