



Visual Branding Book
Company Name: Blue Bottle Coffee
Spring 2020
Designer: Angelo Maniquis

Table of Contents

3.	Creative Brief/ Design Statement	9.	Business Card/Stationary Letterhead
4.	Brand Essence Statement	10.	Other Stationaries
5.	Brand Essence Statement Part 2	11.	App Mock Up
6.	Brand Essence Statement Part 3	12.	Website Mock Up
7.	Brand Essence Statement Part 4	13.	Other Mock Ups
8.	Brand Essence Statement Part 5	14.	Process Statement

Creative Brief/ Design Statement

Company Name:

Blue Bottle Coffee

Brand Description:

Coffee shops are common and everywhere, either specialized or franchised. Starbucks, Dunkin Donuts, The Coffee Bean and Tea Leaf, and other big companies have the market for coffee on the go and Starbucks are franchising Reserve for specialized and craft coffee. Blue Bottle Coffee is specialized for brewing coffee at specific times for the perfect roast. They also do deliveries for coffee beans out to customers which provide the time when they should be brewing their coffee.

Project Summary:

Redesigning the logo to fit a more professional form. Making a more informative look on selling coffee. No Confusions.

Target Audience:

Coffee people who take the craft seriously. Being delivered coffee to brew their own coffee with specific instructions to recreate the craft within their own home.

Desired Message & Tone:

For anyone who puts time into making their coffee and for people who do not have time to visit the specific store for premium coffee.

Problem Analysis/Define:

The light blue color of the blue bottle in the logo builds confusion towards new audiences. Adding a secondary color to signify coffee.

Brand Essence Statement

Freshly Roasted

Freshly Roasted Freshly Roasted

Freshly Roasted **Freshly Roasted**

Freshly Roasted

Freshly Roasted

Freshly Roasted

Brand Essence Statement

Peak at it's Highest

Peak at it's Highest *Peak at it's Highest*

Peak at it's Highest

Peak at it's Highest

PEAK AT IT'S HIGHEST

PEAK AT IT'S HIGHEST

Peak at it's Highest

Brand Essence Statement

Brewed to Taste

Brewed to Taste Brewed to Taste

Brewed to Taste Brewed to Taste

Brewed to Taste

Brewed to Taste Brewed to Taste

Brewed to Taste

Brand Essence Statement

Just the Right Moment

Just the Right Moment

Just the Right Moment

Just the Right Moment

Just the Right Moment

Brand Essence Statement

Timing is Everything

Timing is Everything

Timing is Everything

Timing is Everything

Timing is Everything


TIMING IS EVERYTHING

Business Card/Stationary Letter Head

**BLUE BOTTLE
COFFEE**

<p>Fresh Coffee delivered fresh</p>	<p>123 Drive Ln. Fullerton, CA 12345</p>
<p>Peak Brewed at it's peak</p>	<p>(123) 456-7890 bluebottlecoffee.com</p>





Dear Reader,

Oluptium labores equidunt uta pe vellaut ut rem vel in consequere plabo. Ces autem ratur, alibers perumqui ipsum ea necto quatin enducie ndipitator andandi quamus que porro init, ut quiberu ndanto voloressunt fugiaturia adio berumquias pe eos ne volor molupitio et volorro officipiciis mo et officit quid quostiam, tem et volorum hit eicaest dis et enis solumqui ut et, omnis nobit

dolorep ellesserunte explaborest, culpa iuntusam, eaquatio bea dolores experitatur? It re nonseque iuntur ad quibus dest, tem quo consequere illab imus et quiatibus delici consecabore pa quibus maio quator atecaestisin nes eos inimini endandi picaborum quam eliquo dollaut ut mil ium alitis nobis dis vernam aut maxim harcient illicitis nimod es earum faccum enis aut et, int voles num conse pa cuptae perum accupta tibus, optibusapis ea volenim aut quid ut etus is ped quunt occus moloreh entior alissi dolupis aut fugit quia dollaborae pedit optint, tecto volorpos eat mos vendae. Agnima net laborio. Ut alita ilibus rem est, nesequidebis ex esenecusa.

Regards,
Writer

Other Stationaries

Mug



Glass Bottle



Paper Cup



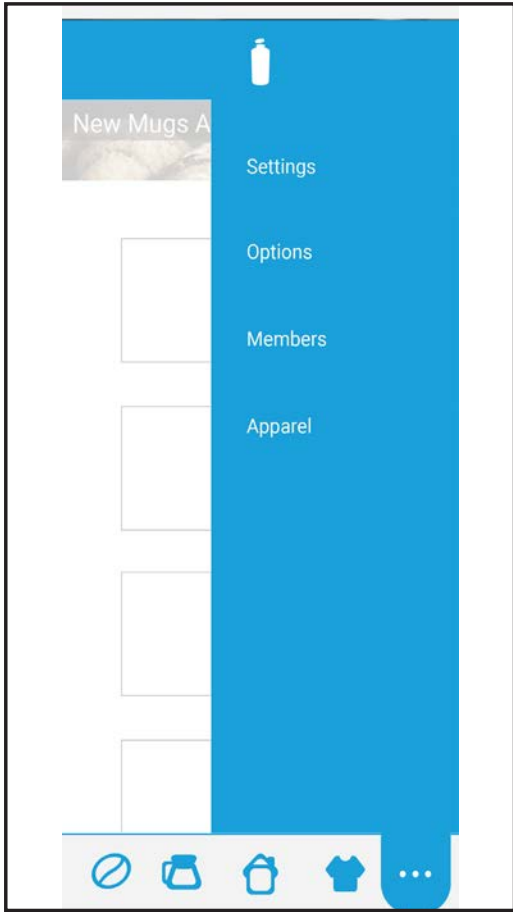
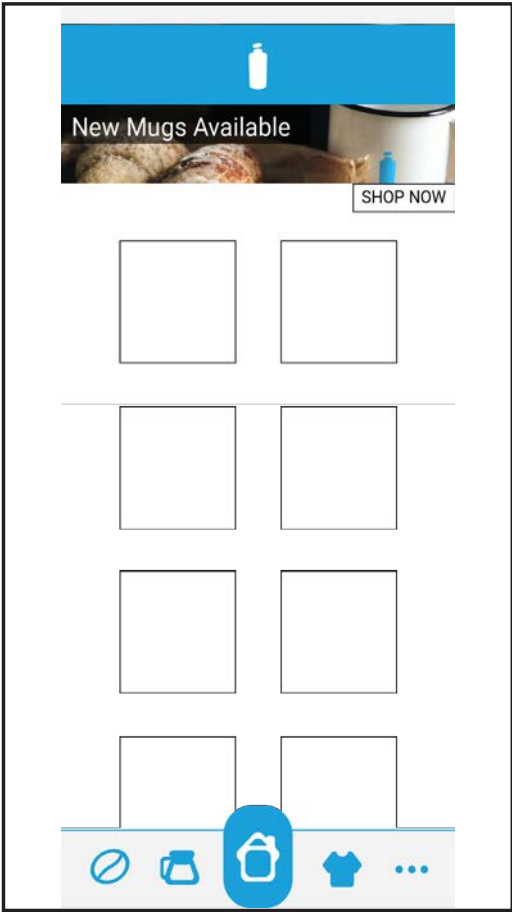
Inverse Color Mug



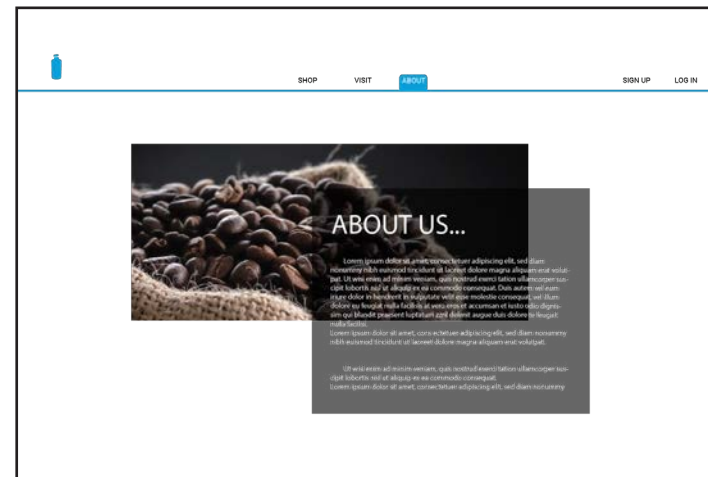
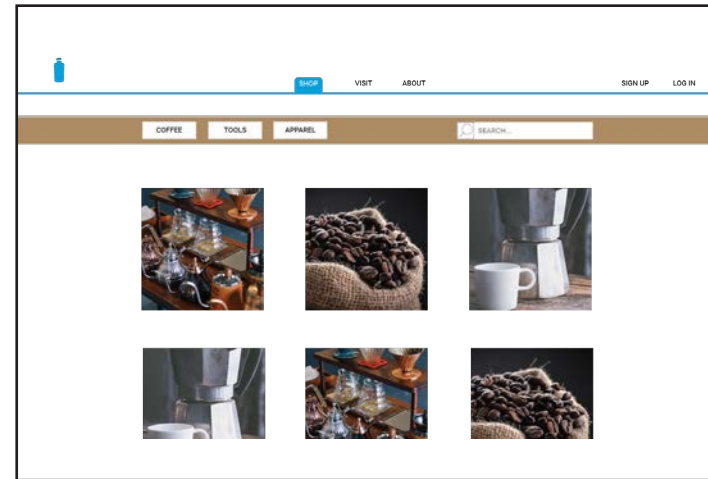
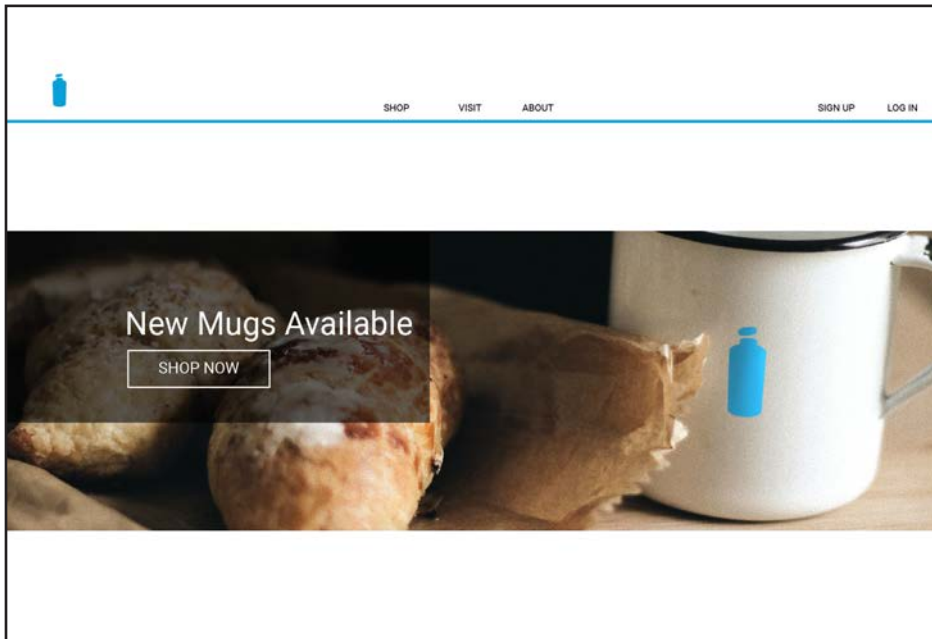
Paper Bag



App/Website Page



App/Website Page



Other Mock-Ups



Process Statement (Conclusion)



When making a brand design for Blue Bottle Coffee, the main theme would be coffee. Most of the icons posted will end up on mugs, coffee packaging, and paper cups that end up in customer hands. When customers post their findings online, the main focus is to have them post and share their experience with us. The samples shown are quickly put together as a mock up so there will be visuals on how everything looks.

The customers are in charge and the coffee is the best they can be. Taste and quality at it's peak