

Peet's
COFFEE




Our Creative Expression

By Carlos Aviles

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Creative Brief

Design Statement

Description

Peets is a small coffee company. Some of their competition include the likes of massive corporations like Starbucks & The Coffee Bean. An obstacle it faces is the lack of recognition and character.

Project

The Rebrand Project of Peet's Coffee & Tea consists of giving it a name and the confidence in order for it to succeed in one of the toughest markets today.

Audience

The audience we are targeting for the most part is the youth. Coffee has become an essential part of their lives and Peet's needs to learn how to earn their trust, care, and love.

Project

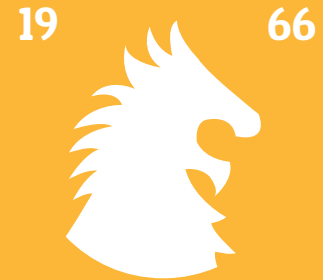
Peet's current brand lacks confidence and character. Since we do want to achieve that, we still want our audience to realize we are a friendly, welcoming coffee shop.

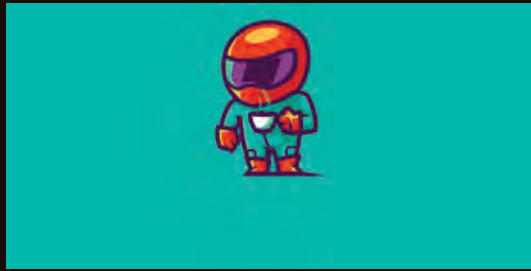
Problem

The logo mark appears generic and its wordmark outdated. Peet's is getting left out of the race. With the logo update, we modernize and create a memorable mark for Peet's.



Logo Variations





MOOD BOARD



Unique.

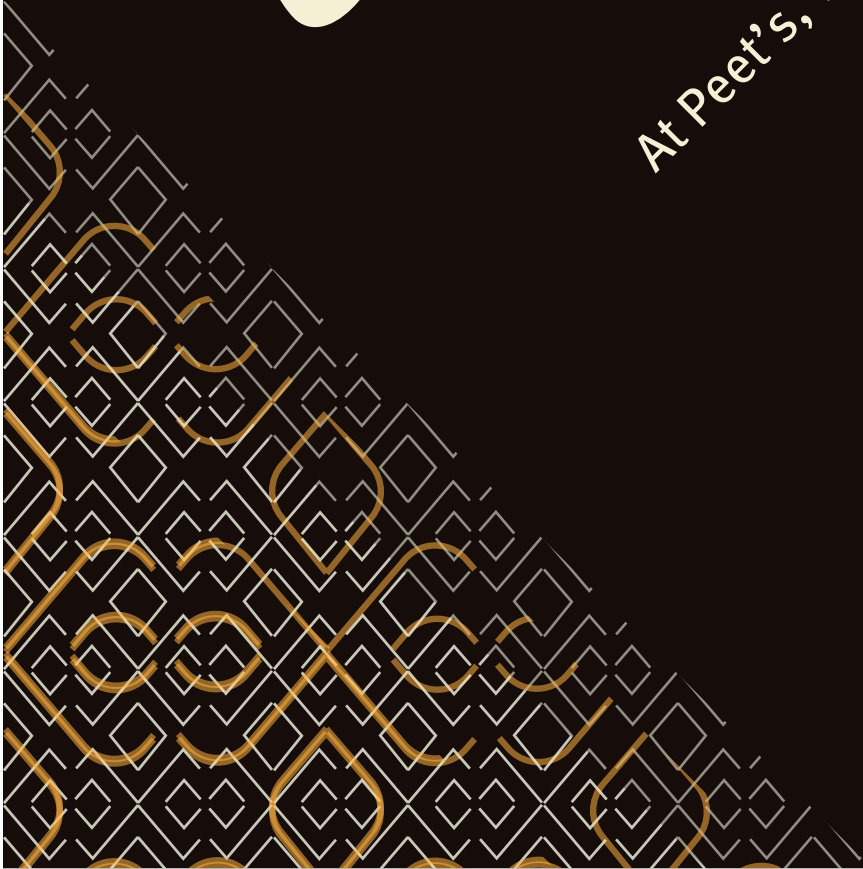
At Peet's, we stand out.



Peet's



66



FRESH

Coffee first

everything else second



QUALITY.

**BREWED
TO
PERFECTION**



Service

Here, you're at home.



**Peet's
COFFEE**

Dear Mr. Smith,

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STATIONARY
**Peet's
COFFEE**

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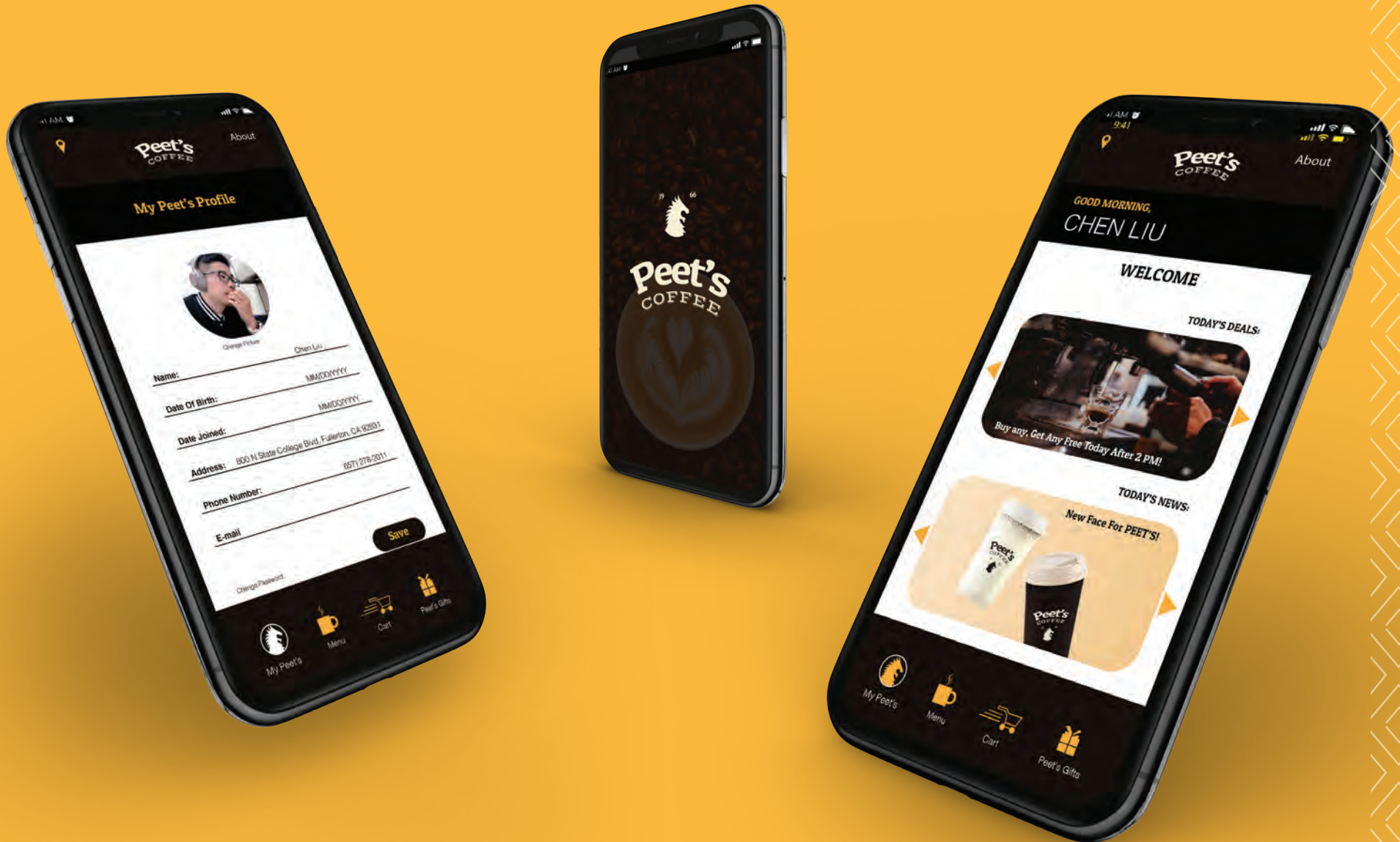
**Peet's
COFFEE**



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APP DESIGN



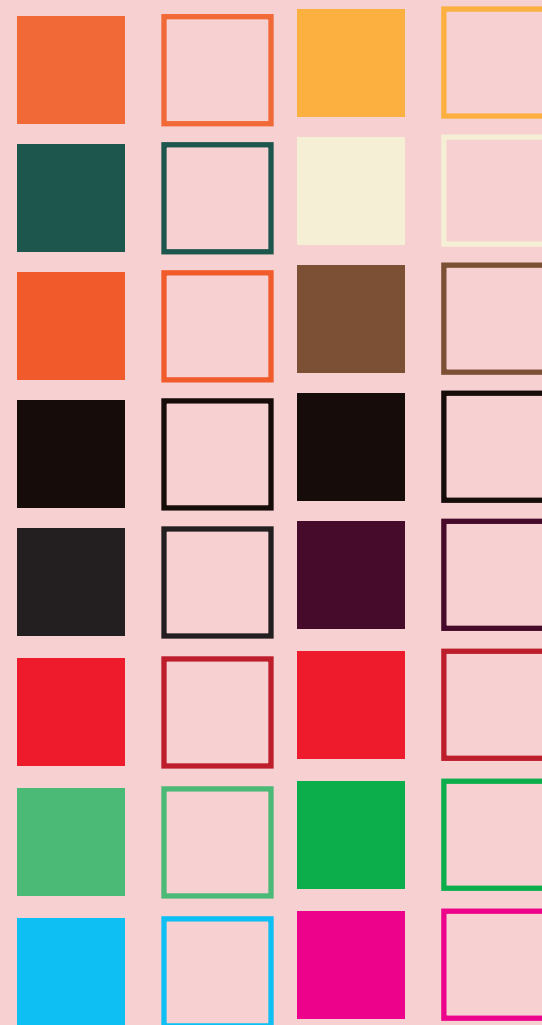


Peet's COFFEE

Shop Hours

Mon.	6:30am-12:00am
Tues.	6:30am-12:00am
Wed.	6:30am-12:00am
Thurs.	6:30am-12:00am
Fri.	6:30am-12:00am

Seasonal Patterns







Peet's does it all.





Q

[Shop](#)

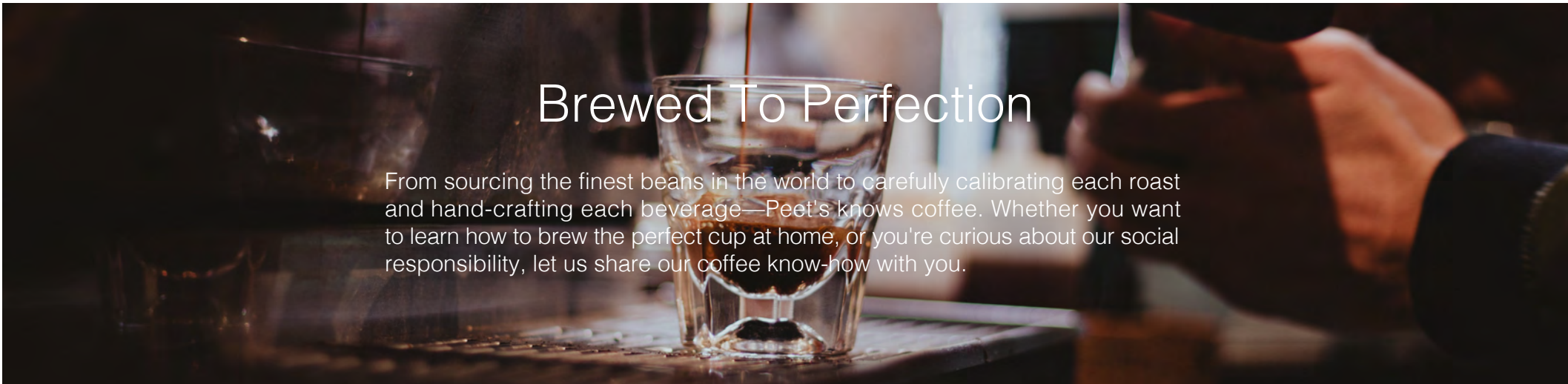
[Locations](#)

[Menu](#)

[Rewards](#)

[Careers](#)

[About](#)

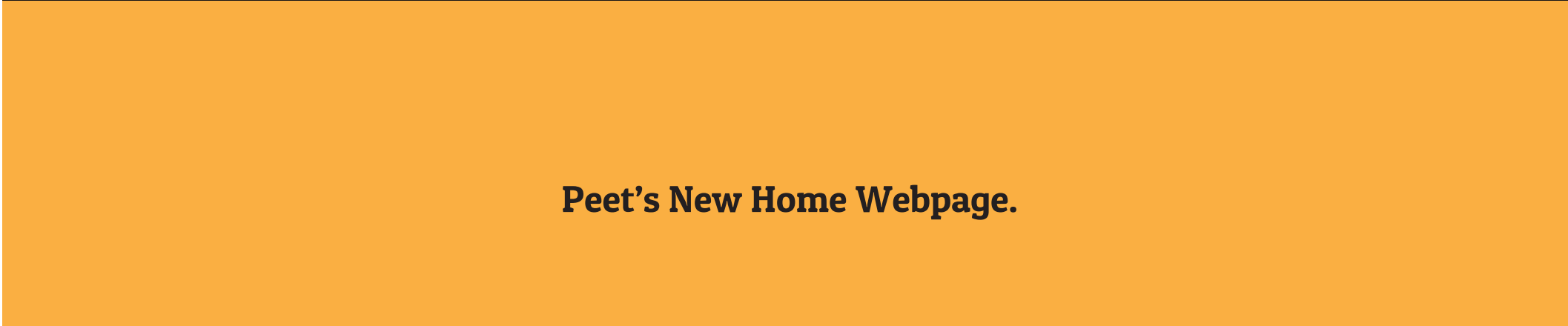


Brewed To Perfection

From sourcing the finest beans in the world to carefully calibrating each roast and hand-crafting each beverage—Peet's knows coffee. Whether you want to learn how to brew the perfect cup at home, or you're curious about our social responsibility, let us share our coffee know-how with you.



Peet's New Home Webpage.





[Shop](#) [Locations](#) [Menu](#) [Rewards](#) [Careers](#) [About](#)

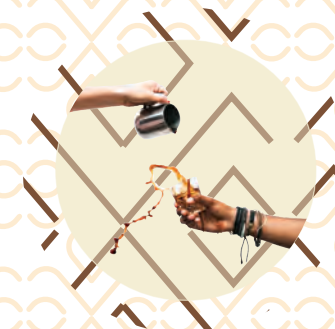
SHOP PEET'S



TEA



COFFEE



EQUIPMENT

Pete's New Look



Throughout this project at Peet's, we set out to conquer and set a name for ourselves. From completely redesigning our logo to opening new doors and opportunities for our employees and our customers. We moved into a completely new phase of our campaign and we managed to keep that magical tenderness, care, and heritage that the name PEET's has carried so far. We proposed a goal of being able to do things the company couldn't before, and I believe we accomplished. From being able to develop new merchandising equipment like sweaters, t-shirts, to new decorative elements that only showcases how amazing our craft really is. The new logo has finally done justice, in setting a name and identity for the brand. Peet's is ready to step into the competition with confidence and no longer fear what steps in front of them. I believe we have been successful in reaching our goal and have opened endless opportunities with this new direction Peet's is headed to. So here's the final toast, a sip of Peet's own perfectly brewed coffee, to this amazing journey.

Cheers.

