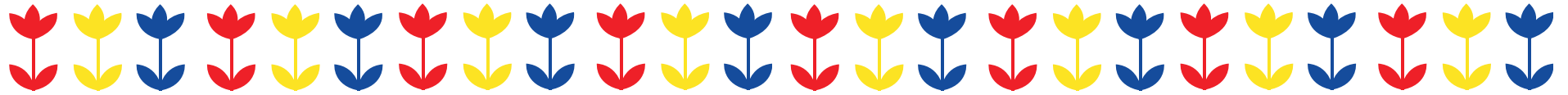




Visual Branding Book  
Company Name: Dutch Bros. Coffee  
Spring 2020  
Designer: Holly Gerhard

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# Creative Brief / Design Statement

**COMPANY NAME:** Dutch Bros. Coffee

**BRAND DESCRIPTION:** Competition will be other coffee shops and drive through establishments, may struggle with high-traffic areas.

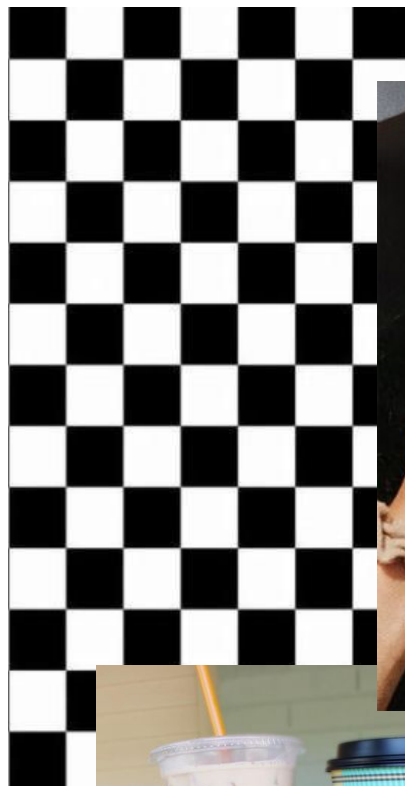
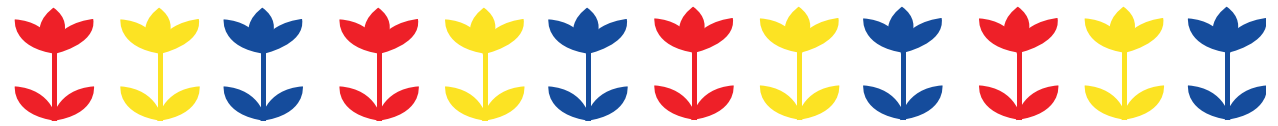
**PROJECT SUMMARY:** 24-hour, Drive Thru Coffee shop, selling a wide variety of coffee, teas, and energy drinks.

**TARGET AUDIENCE:** Coffee lovers that live on-the-go lifestyles; Fun, adventurous, easygoing people.

**DESIRED MESSAGE & TONE:** Customers should feel very welcomed, and have their morning coffee run feel exciting. There should be an energetic and happy feeling

**PROBLEM ANALYSIS/DEFINE:** Coffee is typically considered a mellow and relaxing experience, so breaking away from that idea is something I need to consider.

# Mood Board



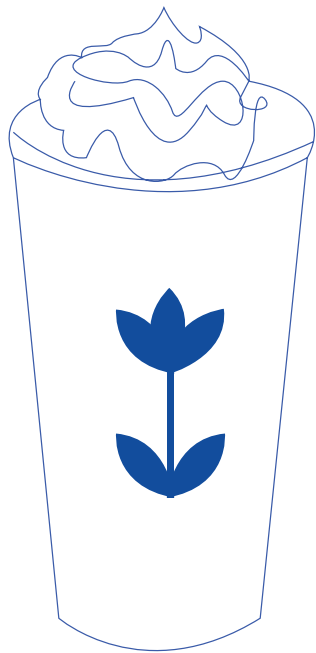
# SPEED

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“We get it, time travel isn’t real...yet. So we move quickly, pour fast and serve with a sense of urgency to ensure that our customer’s time is spent living life beyond our window.”



# QUALITY

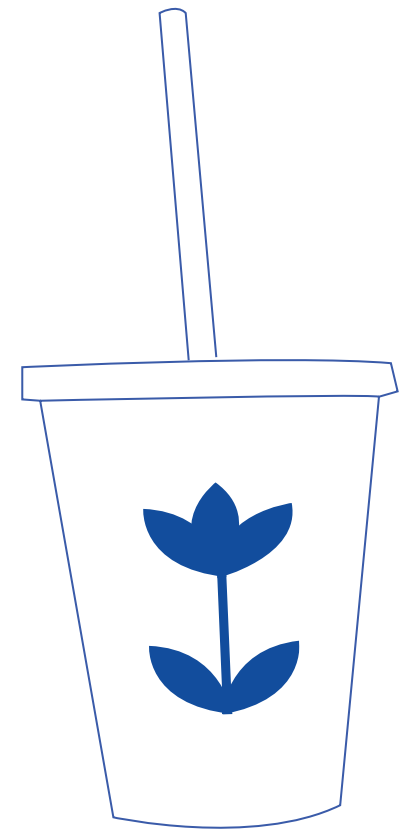


“We know our products and have mastered our craft. Perfecting each customer’s drink, by hand, is the name of the game. We know the magic is in the details and strive to give our customers a remarkable product, each and every time they visit any of our stands.”

# SERVICE

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“We are committed to providing the best experience and enjoy positively interacting with everyone we meet. We genuinely care about every customer we see and do our best to find solutions to any problem that might come our way.”



# ENERGY



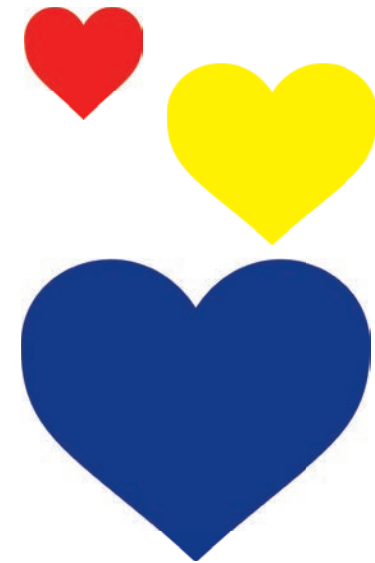
We want every customer's experience to be unique and exciting every visit, and an important part of this is having a positive attitude for our customers.



# FAMILY

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At Dutch we are a family- all employees and customers, coming together to have a great, coffee experience. Giving back to our community is essential to every Dutch Bros location.



# Business Card/Stationary Letter Head



## OTHER STATIONARIES



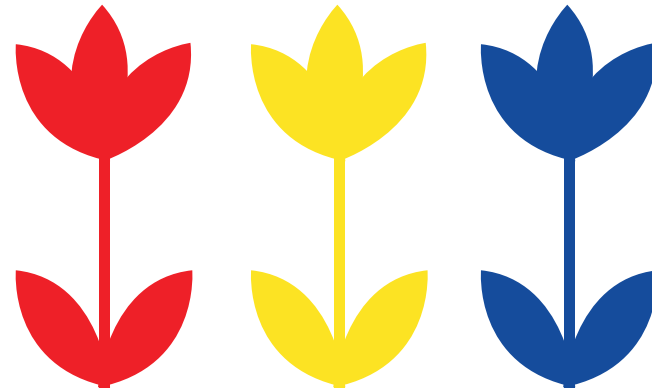
# App Pages



# Website Page



# Other Mock ups



## PROCESS STATEMENT CONCLUSION

This Visual Branding Book is supposed to have lots of energy to it- as much as Dutch Bros Coffee brings to it's customers. The colors are supposed to be bright and vibrant, and Dutch Bros is all about giving their customers a fun experince.

The stationaries are meant to be recognizable as Dutch Bros, using the same colors and patterns as expected from the company. While the App and Website are designed to provide customers with an easy experience at Dutch Bros.

This Branding Book is designed to express how exciting and refreshing the experience at Dutch Bros is.

