

BRANDING  
IDENTITY  
PROCESS  
BOOK



**PEET'S COFFEE & TEA**



By: Carlos Aviles

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# Creative Brief:

Company Name: **Peet's Coffee & Tea**

**Description:** *Relatively popular Coffee Shop with a focus on fresh brew of coffee and tea. Their main focus is to deliver the best cup of coffee one could possibly have and reach a level of perfection when it comes to their drinks.*

**Project Summary:** *To rebrand completely and update Peet's current look according to their deserved standards and competition*

**Target Audience:** *I look to attract a wide variety range audiences but most predominantly, teenagers. Coffee shops seem to be popular most amongst teens and thus I target the youth with a modern, and attractive yet simple design that comes with a message*

**Message:** *The Coffee industry seems to be taking off and Peet's is falling behind. With this Update, the message intended is PRESENCE. Peet's needs to set a foot down and say, "I AM HERE, AND I AM READY TO TAKE OVER THE INDUSTRY" and finally receive the recognition it deserves for being a great shop.*

**Problem/Analysis:** *Peet's current logo is unclear. It is a classic looking P that plays along with a mug shape but is UNCLEAR and outdated/boring. With this modern update, I look to open many of Peet's doors to different branches of profit like clothing and merch.*





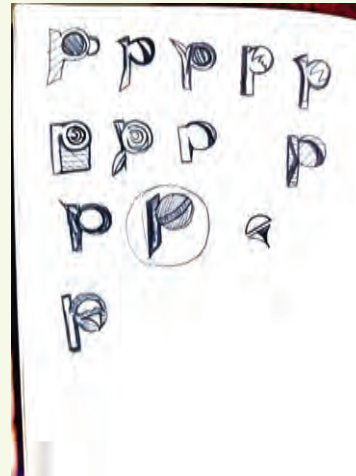
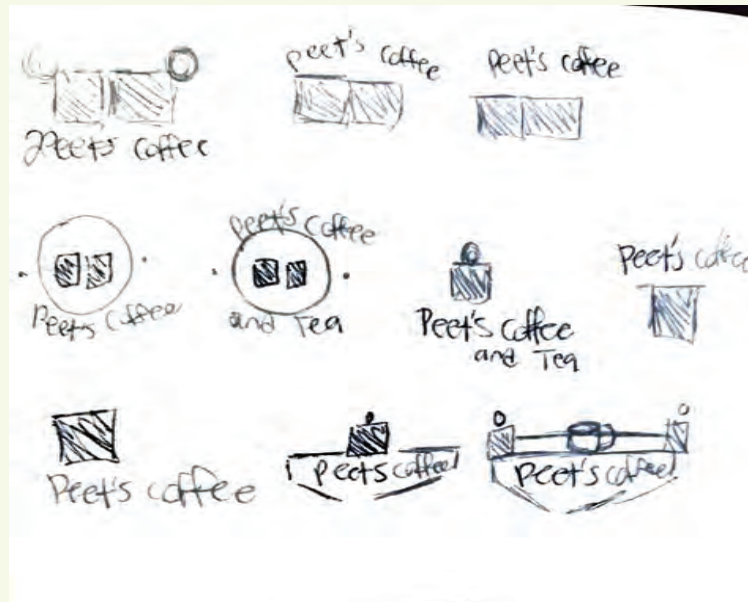
Peet's Coffee



Peet's Coffee



Peet's Coffee



Peet's





Peet's

OLD LOGO





## Logo Description

For my rebrand, I wanted to modernize, simplify, captivate, and give Peet's character and a whole new face to the industry. I chose a lion as the main graphic for the logo for various reasons: I wanted to introduce a recognizable and rememberable figure to the company. Not only does the company become more recognizable through this unique shape but also more memorable and iconic. Additionally, choosing the lion allows the company to introduce a mascot, whether it is for MERCHANDISE like shirts, mugs, cups, etc. or SPONSORSHIPS, which I plan to create during phase 2 of the rebrand. Additionally, after reading Peet's main focus and learning about the brand's priorities along with its creator's intent and background, I knew the lion would proudly represent the Peet's Coffee. Keeping its history in mind, I used the lion as homage to the founder's, PEET, national birthplace, the NETHERLANDS, which lists the LION as a NATIONAL SYMBOL/ANIMAL. In regards to the brand's priorities, they seek to reach the PERFECT cup of coffee and look to please the people who drink it by serving the best cup of coffee they will ever have. As a symbol of STRENGTH, POWER, & ASSERTIVENESS, I wanted to give PEET's brand that confidence when representing their brand. The competition stands strong and it feels like PEET's is falling behind. I chose a san serif font with a fun feel to it in order to remind my audience this is a COFFEE shop and are STILL welcome regardless of the mascots aggressiveness. I wanted to give PEET that will to step up and live up to the reputation it definitely deserves.



**Peet's**



## Logo Usage

This logo was made in order to be able to IDENTIFY and not EXPLAIN the company.

The logo is able to adapt to COLOR and BLACK/WHITE backgrounds as demonstrated on the left. I have provided numerous forms and styles that could be easily modified in order to be effective in almost any circumstance.

The preferred colors however are DARK BROWN, TAN, CREAM, and MAROON/LIGHT BROWN, which are the current colors of the brand.

The Logo can also be isolated as solely the font or the main graphic image in order to adapt to smaller and tighter scenarios.

1.



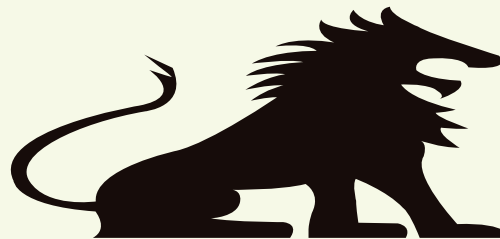
2.



4.

*Peet's*

3.



## Logo Usage

### DONT:

1. CHANGE LOGO COLORS TO SOMETHING OTHER THAN THE PREFERRED COLORS

2. Add Textures/EFFECTS to the logo unless instructed to do so

3. Distort any GRAPHICS or TYPE included in the logo.

4. Change the logo's ORIENTATION.



# Icons



Icons



Icons

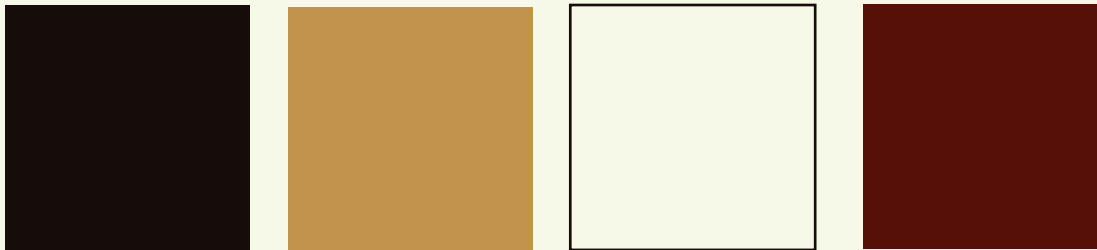
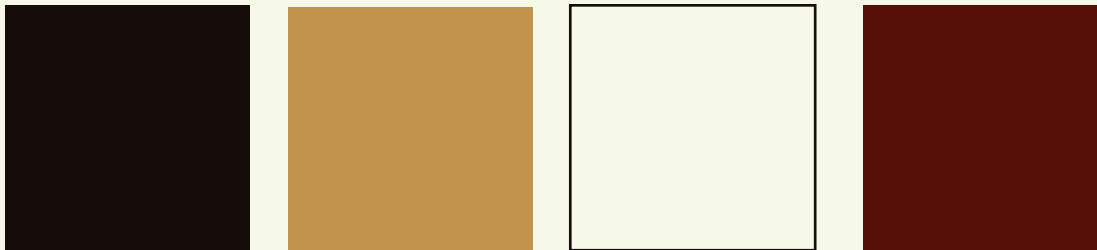
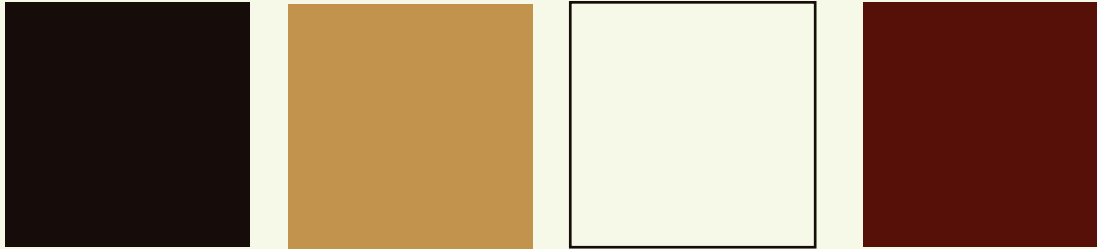


Icons



Icons

# COLORS



These are the original and preferred colors of the brand whenever being advertised.

These Colors give the BRAND a WELCOMING and WARM feeling as a COFFEE SHOP should. Almost as if one is about to enter our very own HOME.

When advertised, these are the colors that should be applied for a MAJORITY of the time.

# TYPOGRAPHY

## Patua One

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**



Typography is fundamental when it comes to design. All it takes is one font and audiences could receive a thousand words! For my Brand logo I used PATUA ONE.

BOLD and STRONG yet SOFT and FUN, I strongly felt the font communicated the feelings someone wants to receive when looking at a coffee shop or trying a new one out.

# Process

Ultimately, my goal for this was to rebrand completely the brand of PEET's Coffee. Giving it a whole new face, new opportunities to branch out as a complete company and of course, giving it the name and recognition it truly deserves. I had trouble picking out a company in the beginning but I believe I made the right choice in the end and was successful. I began my process by researching a bit about the competition my chosen company had with the likes of Starbucks, The Coffee Bean, and Philz Coffee. I analysed what those companies' advertisement and logos had that Peet's didn't, and what was missing. I researched a bit about my own company, created mood boards, looked at different images, and sketched out different visions I had according to what I learned. Ultimately, I feel Peet's has what it takes to compete with the BIG brand names under the right management and the right advertisement. I learned about Peet's initial goals as it was founded and about the current goals the company has. Ultimately, I believe that with the update I made for the company, I feel I put out Peet's name out there and gave it a character and name. I believed from the start that Peet's company needed to step out of its comfort zone, gain confidence, and move forward while still maintaining that beautiful charm it had since the beginning. I believe my logo accomplished this and after many different visions and sketches, I decided upon this rebrand direction for PEET's COFFEE & TEA.

Best,

Carlos Aviles

