Branding Identity Process Book
Company Name: Dutch Bros. Coffee
Spring 2020
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Table of Contents

3. Creative Brief/ Design Statement
4. Logo Creation Sketches
5. Logo Creation
6. Logo Description
7. Logo Usage
8. Incorrect Logo Usage
9.Icon Creation
10. Color Palette
11.Font Family
12.Process Statement

Creative Brief / Design Statement

Company Name: Dutch Bros. Coffee

Brand Description:
Competition will be other coffee shops and drive though establishments, may struggle with
high-traffic areas.

Project Summary: 24-hour, Drive Thru Coffee shop, selling a wide variety of coffee, teas, and en-
ergy drinks.

Target Audience: Coffee lovers that live on-the-go lifestyles; Fun, adventureous, 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
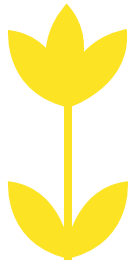that idea is something I need to consider.

Logo Creation (20 Ideas Sketch)
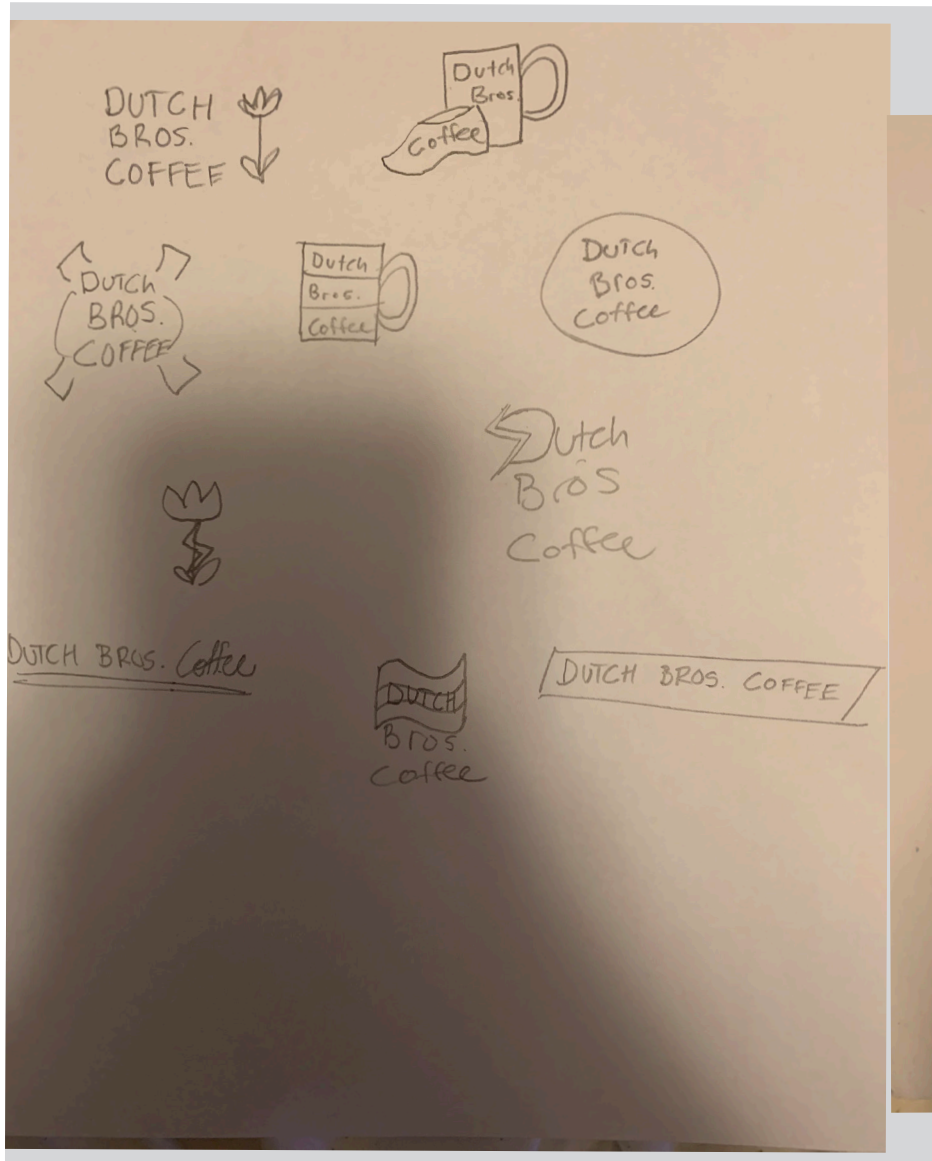
Logo Creation (One Idea with Responsive Interaction)

Logo Description

I wanted to include the blue and red colors to incorporate the Dutch flag, since the company's brand is called Dutch Bros. Coffee. The flower in that style is a common Dutch symbol, which I though could look nice with the text.
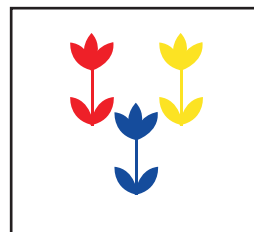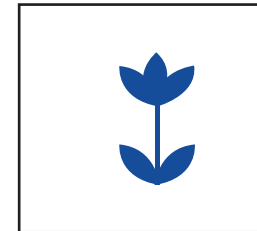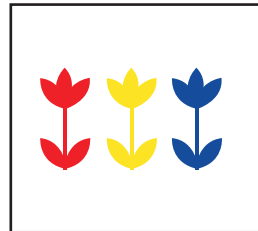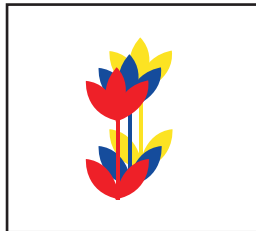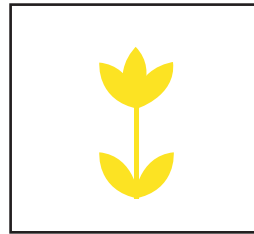
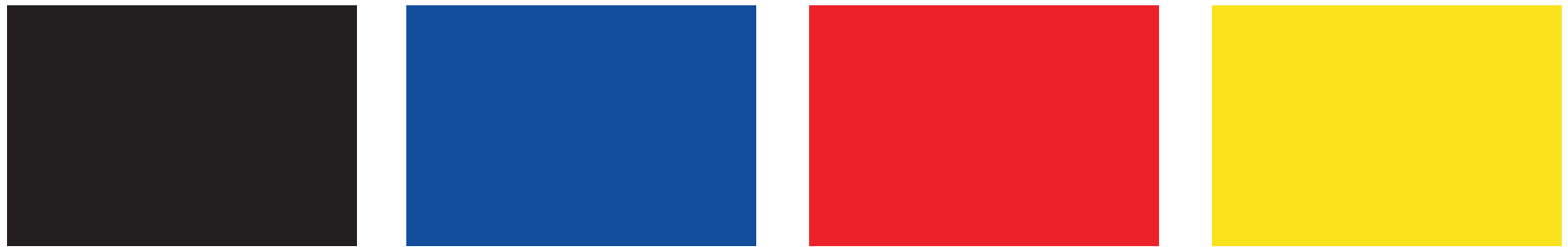# Logo Usage (dimension/safe zone/acceptable/unacceptable)

Logo Usage (dimension/safe zone/acceptable/unacceptable)

Icons Creation (10 Universal Icons)

Color Palette

Font Family

DUTCH BROS. COFFEE - BEBAS NEUE

Dutch Bros. Coffee - PT Sans Caption

Process Statement (Conclusion)

I want the logo and brand's appearance to emphasize the high-energy, friendly feeling of the Dutch Bros. Coffee. The company is unique compared to many other coffee shops and is appealing to young audiences for its wide variety of customizable beverages and convenience of being a 24 hour drive through.