
Branding Identity Process Book
Company Name: Blue Bottle Coffee
Spring 2020
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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.

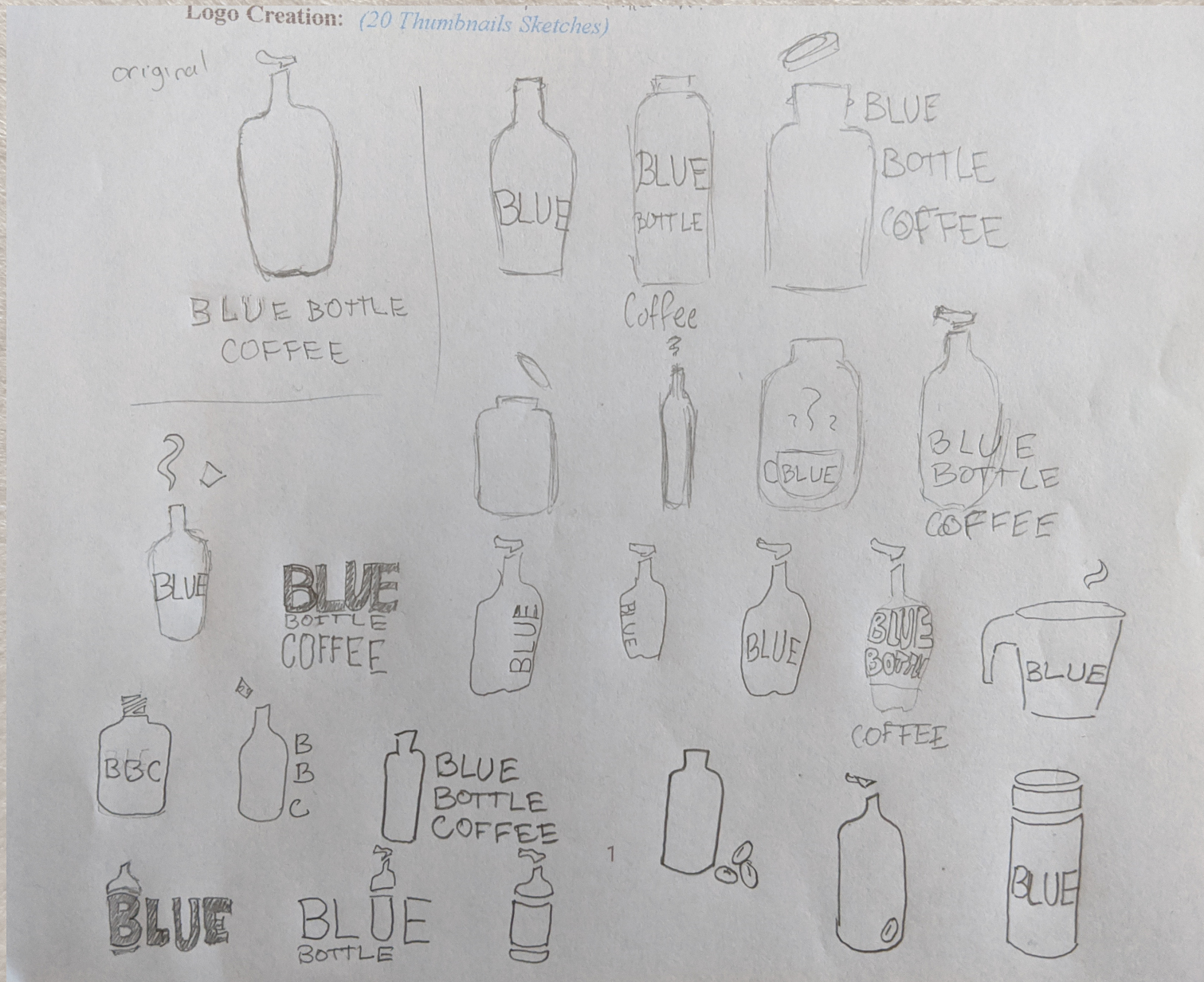
Desired Message & Tone:

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.

Logo Creation (20 Sketches)



Logo Creation (Responsive Interaction)



BLUE BOTTLE



Logo Description



The light blue color of the blue bottle in the logo builds confusion towards new audiences. Adding a secondary color to signify coffee. The brown in the logo added will signify the coffee without ruining the color image of being a blue bottle. The text blends in with the bottle to add a more modern look. Placed on paper bags and white backgrounds, the logo will show up and stand out.

Logo Usage

The logo is very busy but can look very simple when needs to be. It is easy to see on a paper bag which is our main source to ship coffee.

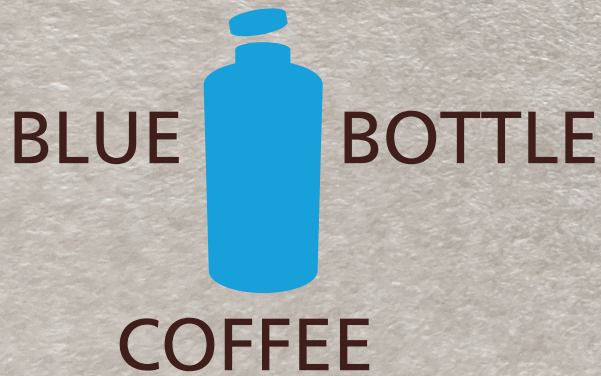


BLUE BOTTLE COFFEE



The more simplified version helps to get the point across that it is just a blue bottle. Placed on actual bottles and placed as a vinyl for stickers has small touches of personality. The calm blue has a settling tone for coffee which relaxes.

Bad Logo Usage



- Recolors make it look like something else like condiments.
- Having shadows and hilights or embossing lose feeling of it being unique because it is over used and overdone.
- Resizing the logo makes the bottle have different effects for what kind of bottle it is.
- Having the text places over and on the bottom left overpowers the icon.

Icons Creation

Email/Mail



Email/Mail

Mugs and Cups



Mugs and Cups

Brewing Equipment



Brewing Equipment

Subscription



Subscription

Coffee



Coffee

Apparel

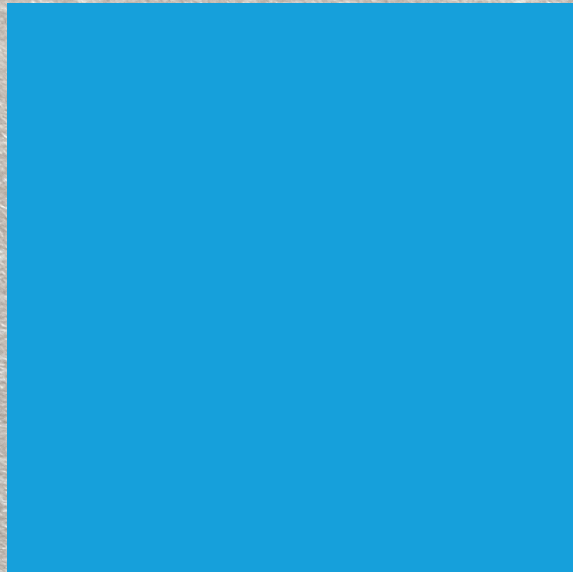


Apparel

Color Palette

The light blue color of the logo gives the feeling of calm and serenity to ease the people drinking coffee to a state of zen.

It is the most overpowering color to stand out on boxes and paper bags. It also is very subtle when it stands on top of a white background.

**RGB**

R: 17

G: 161

B: 220

HSV

H: 197

S: 92

V: 86

CMYK

C: 92

M: 27

Y: 0

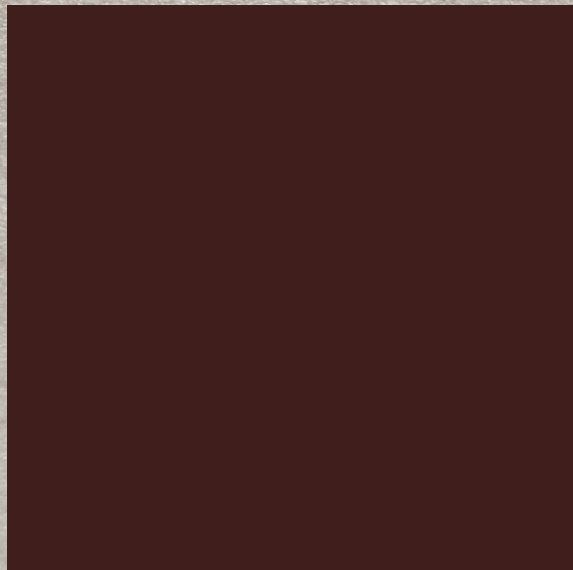
K: 14

Hex:

#11A1DC

The brown color gives the earthy feel when it comes to coffee. It is grainy and symbolizes what coffee is

It is in the text and a subtle smoke to balance out the word coffee at the bottom and to also tell that this is a coffee shop rather than something else misleading like a water bottle.

**RGB**

R: 64

G: 32

B: 29

HSV

H: 5

S: 55

V: 25

CMYK

C: 0

M: 50

Y: 55

K: 75

Hex:

#40201D

Font Family

Frutiger is a font that does not stand out too much and makes the text equal to the image it is trying to portray. When having texts with serifs, it does not give a modern elegant look, rather it would take away too much from the image within the logo.

Frutiger (Regular):

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
0 1 2 3 4 5 6 7 8 9

Frutiger (Bold):

**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
0 1 2 3 4 5 6 7 8 9**

Process Statement

The company looks to be doing good and will continue to thrive with the business it is getting. Making a good logo and having a good website will help the company a lot with it's shipping methods. Having pop up stores will be a good investment for new customers to try the coffee rather than waiting for the customers to find out through word of mouth. Finding permanents stores will be a huge investment and the competition is harsh, so that is why they will need to excel on having their market focused on shipping and online medias.