

Color Palette

#7C5035

#190F0B

#F6EFD5



Logo Concept

Dutch Lion



Dutch Symbol



Peet's founder, Alfred H. Peet, was a Dutch-American entrepreneur who felt the coffee in America was no more than average. He founded Peet's in April 1, 1966 with the purpose of creating the perfect cup of coffee and introduce and allow America to experience what a real cup of coffee was like.

The idea behind my logo was to reinforce the essence Peet's Coffee & Tea introduced by adding a sense of identification through a unique mark. The choice for the lion becoming the mascot to pay homage to the founder's place of birth. Additionally, the lion is a symbol for strength, confidence, and courage, something I believe Peet's Coffee & Tea need to step up to its competition.

Problem

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.

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 earn their trust, care, and love.

The Solution



- Unique Font
- Unique Icon
- Subtle Coffee Bean Reference
- Friendly Type
- Modern

- Identity
- Aggressive
- Fun
- Confident

Typography

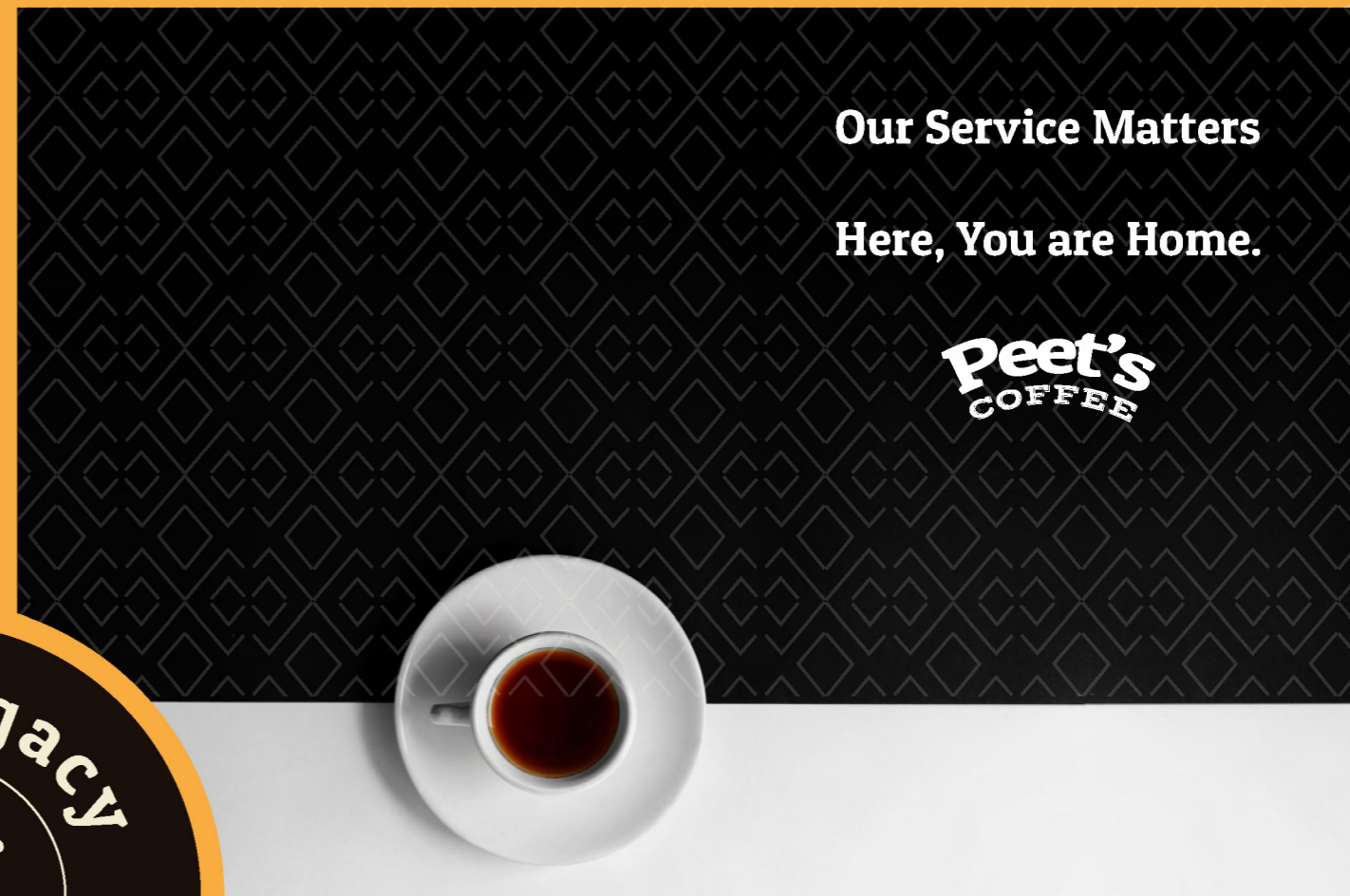
Patua One

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

Avenir

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

Being A Part Of Peet's



# IDENTITY

