

DUTCH BROS COFFEE

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.

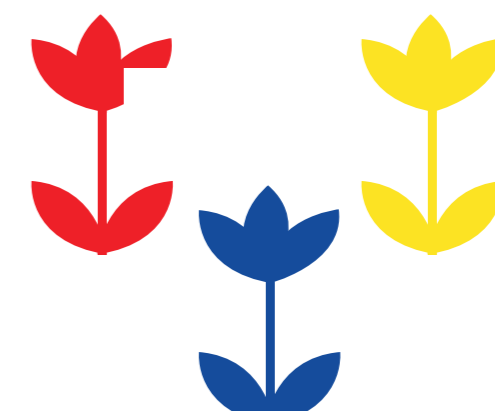
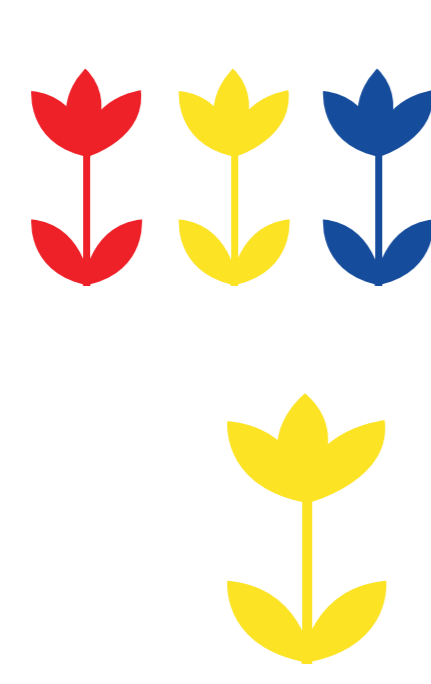
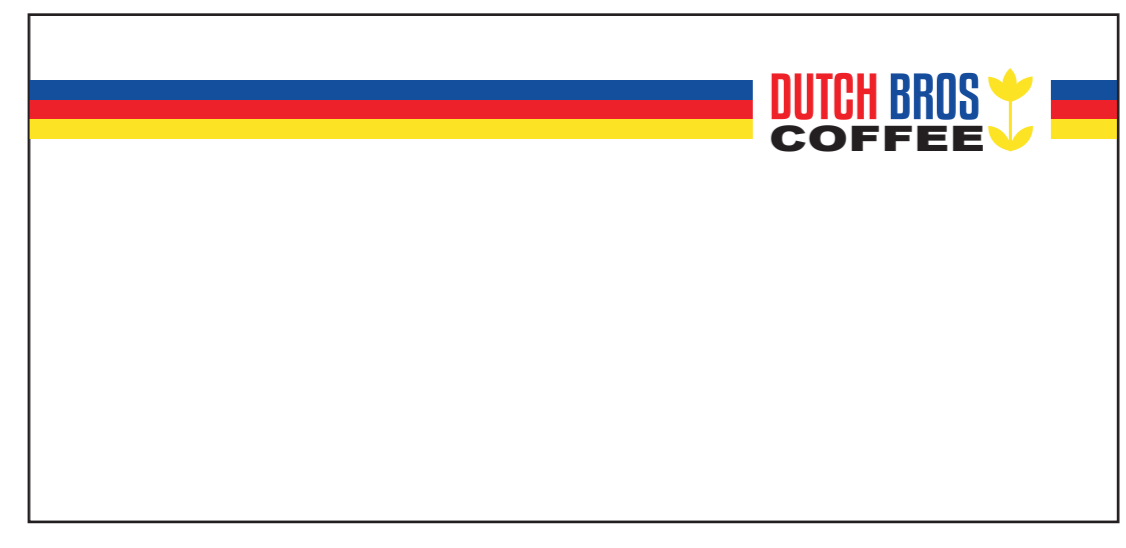
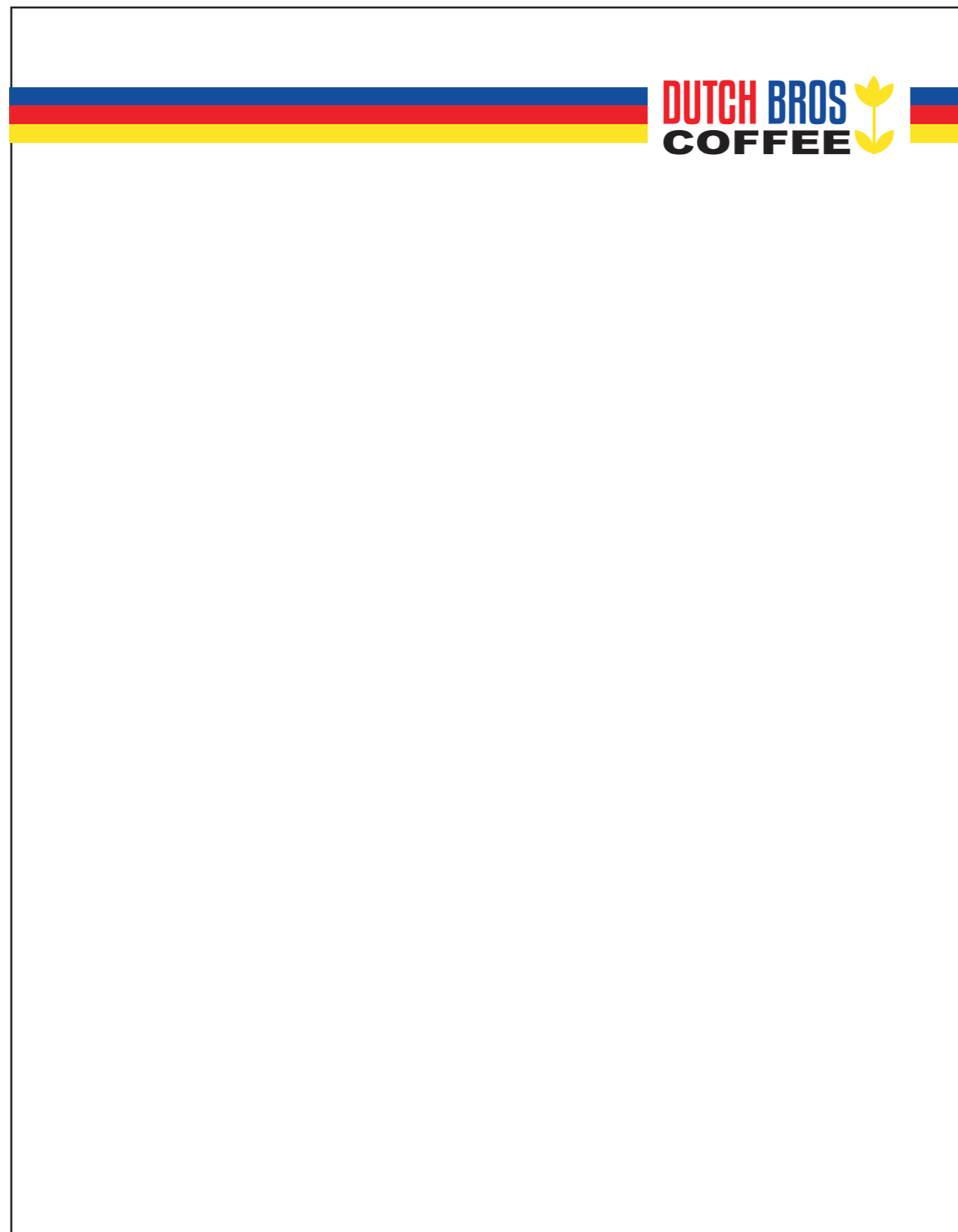
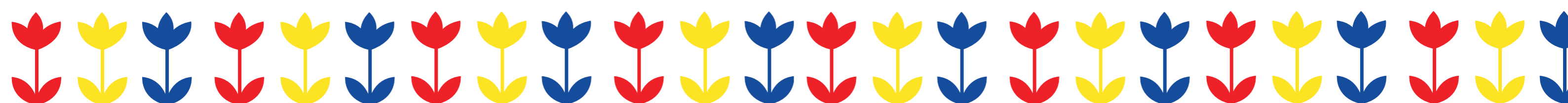
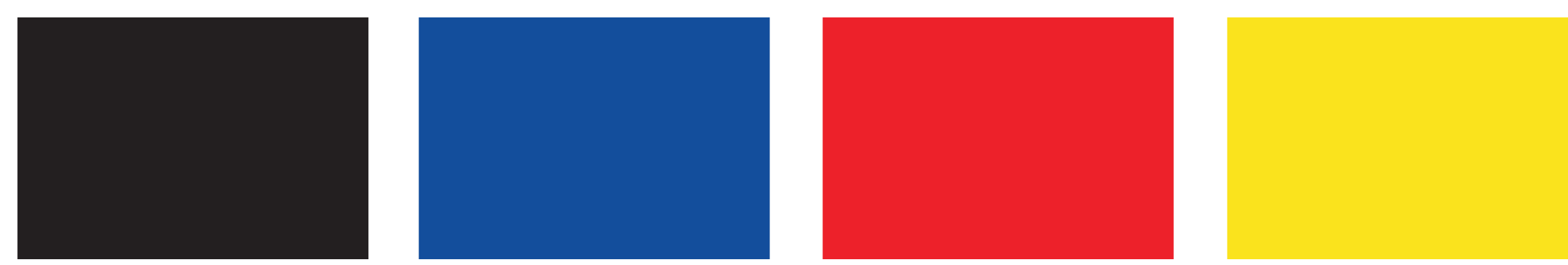
Target Audience: Coffee lovers that live on-the-go lifestyles; Fun, adventurous, easygoing people.

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.

DUTCH BROS. COFFEE - BEBAS NEUE

Dutch Bros. Coffee - Avenir



STATIONARIES

