

# Cafe Latte Rebrand

**Matthew Espena**

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## **1. DEFINE**

## Client

**Clint Name**

Cafe Latte

**Location**

850 Grand Avenue St. Paul, MN 55105

**Location**

850 Grand Avenue St. Paul, MN 55105

## Background

**Description**

Cafe Latte is a bakery, cafeteria, and pizza/wine shop combined into one location. They have a cafeteria style service, with a two floor layout on the beautiful street of Grand Avenue. The restaurant emphasizes fresh, made-from-scratch meals using high-quality ingredients, with a menu that highlights soups, salads, sandwiches, and an extensive selection of house-made desserts. The family owned business is a unique staple on the corner of a busy and bustling St. Paul street.

**Current Logo**



## Discovery

**Tone Words**

Modest (18), charming (36), fresh & young (160)

**Emotion**

The audience will feel comfortable and delighted about Cafe Latte.

**Audience**

The audience of Café Latte on Grand Avenue consists primarily of urban professionals, creatives, and local residents. They are typically 25–50 years old, enjoy locally sourced food and artisanal coffee, and seek a welcoming space to meet, work, or unwind. Many are neighborhood regulars while also attracting students and freelancers who need a comfortable environment for work or study.

## **2. Research**





Palm House - San Francisco bar and restaurant with a tropical cuisine

<https://outerlands.studio/projects/palmhouse>



- Pros**

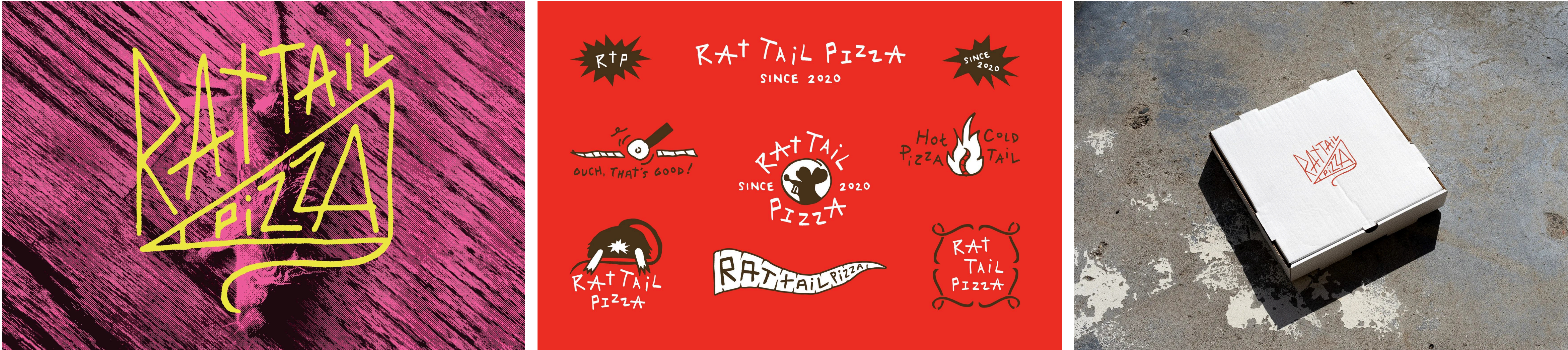
  - Really good typography choices and combinations, especially in the menu. It's very easy to read while being visually unique and appealing.
  - Illustrations are all done in a effective and creatove style, paired really well with the typography.
  - The different assets feel cohesive because of color choices and style matching.
- Cons**

  - Some of the color combos are a little unsettling, like the orange, yellow, green, and blue all on one cupholder.
  - Logo is just a wordmark using a found font without much stylization.
  - Wouldn't fit the tone words of Cafe Latte, it's a lot more vibrant and outgoing rather than comfortable.



Rat Tail Pizza - A down to Earth family owned pizzeria

<https://malley.design/work/rat-tail-pizza/>



Pros

- Background textures are well made and add to the aesthetic of the logo.
- Nontraditional layouts, a lot of breaking grids, non-symmetrical designs, and grungy typefaces that make it feel unique.
- Illustrations are clean and simple but give the customer an idea of what the food or drink will look like.

Cons

- Design style is a little too crude for Cafe Latte and isn't as charming.
- Menu is much simpler than what Cafe Latter will entail.
- The black and white images of the pizzas doesn't seem like it fits with the rest of the style/menu



Brooke Daniels



Background

Brooke is social, thoughtful, and values experiences that combine comfort and creativity. She spends her weekdays balancing school and part-time work, often studying at cafés where she feels motivated and relaxed. On weekends, she enjoys meeting friends or family for a casual dinner that still feels “a little special.”

“I need a comfy, affordable place to work or unwind with people I love.”

Demographics

<i>Gender</i>	Female
<i>Age</i>	24
<i>Occupation</i>	Graduate Student and Part-Time Marketing Assistant
<i>Salary</i>	\$30,000/Year
<i>Status</i>	Lives w/ her boyfriend of 3 years
<i>Location</i>	Lives in an apartment near Summit Hill, commutes or bikes to Grand Avenue regularly







1.

Logo
2.

Corporate Identity Set
  - Letterhead
  - Business Card
  - Envelope
3.

Menu
4.

Box and bags
  - To-go bag
  - To-go box
  - Pizza Box
5.

Window Signage/Wall Art
6.

Cafeteria Labels
  - Food Flags
  - Trays
7.

Worker Apron

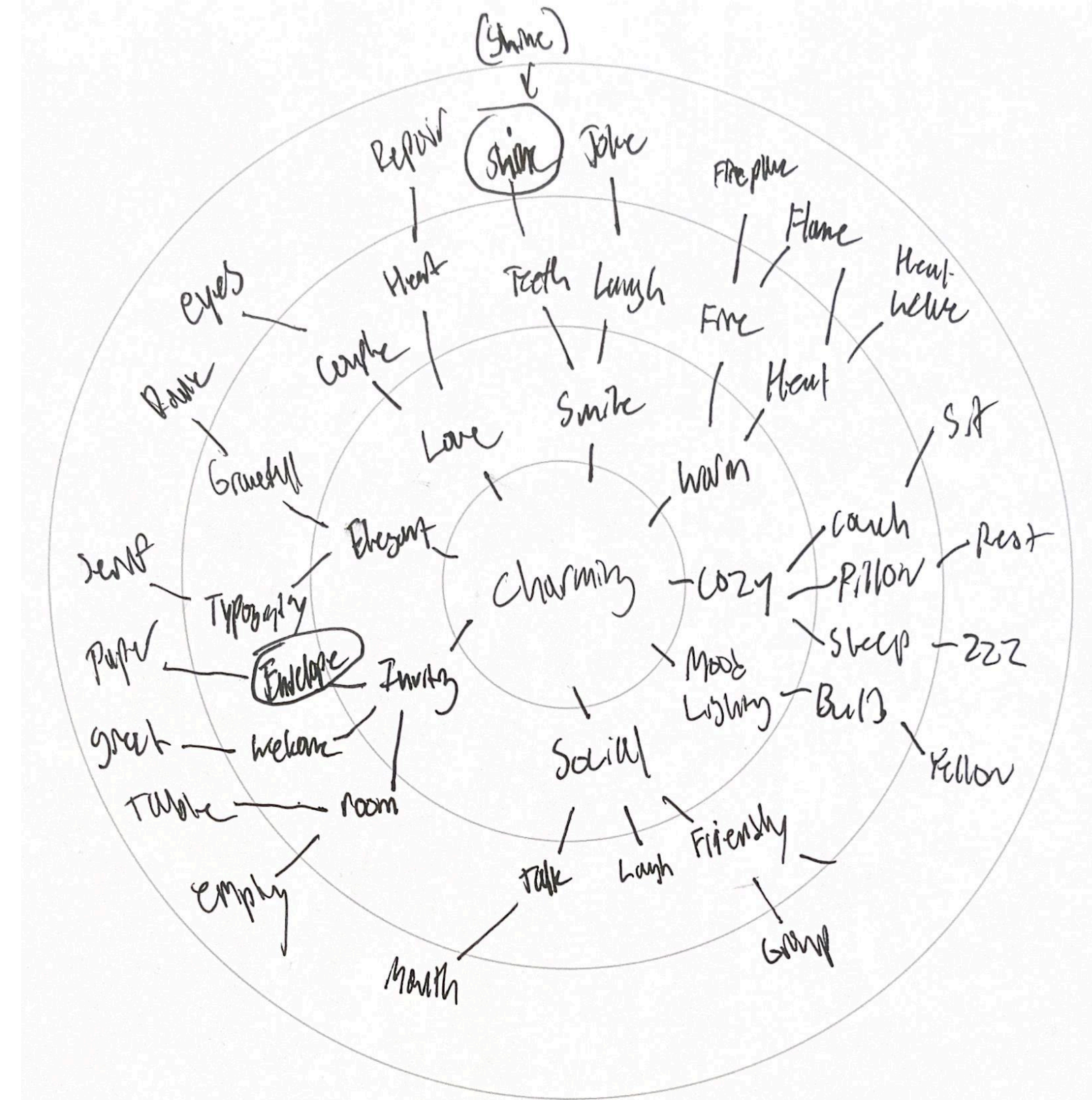
### **3. Ideate**



# Mind Maps

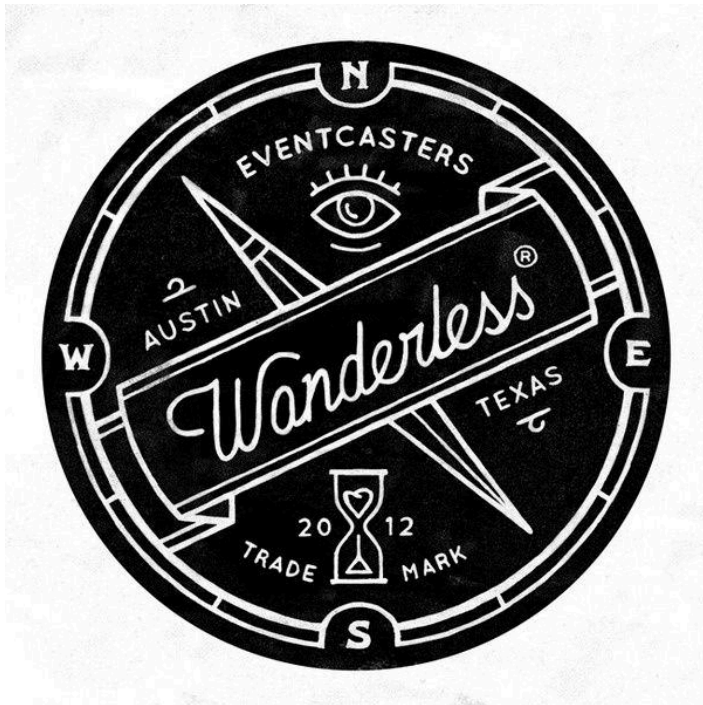
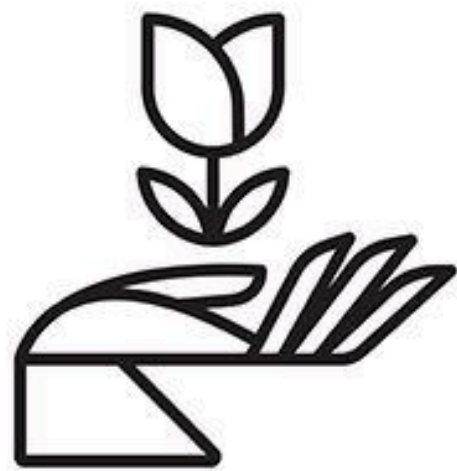
08

**\*Selected Words:** Tray, Community, Silverware, Cake, Pizza/Wine, Salad/Soup, Light

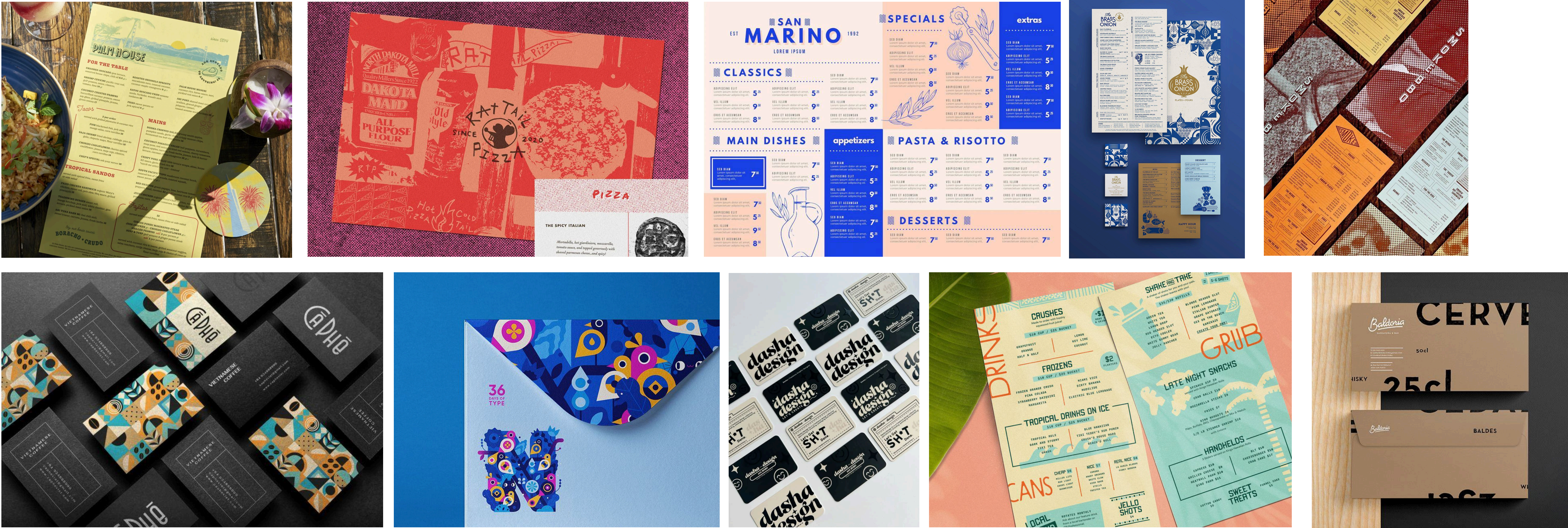


\*ignore circled words

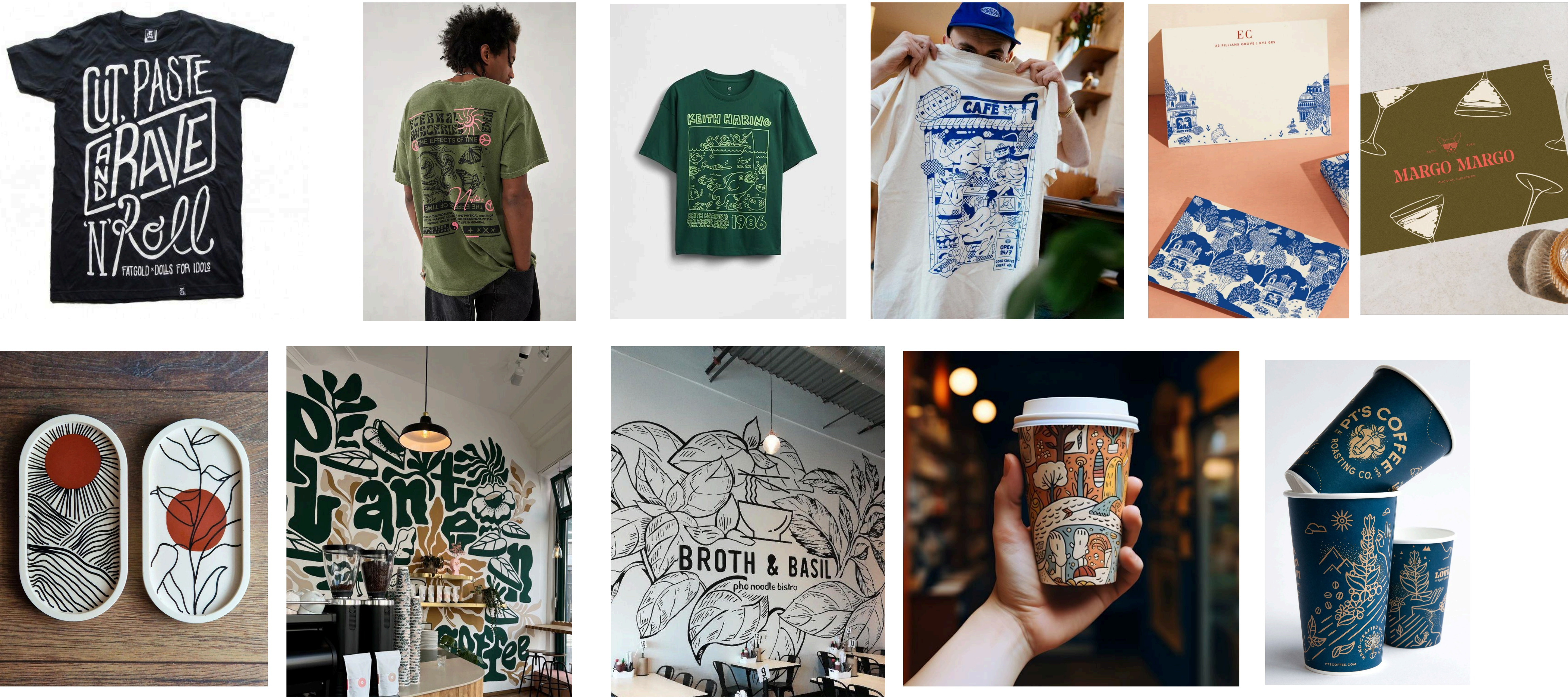






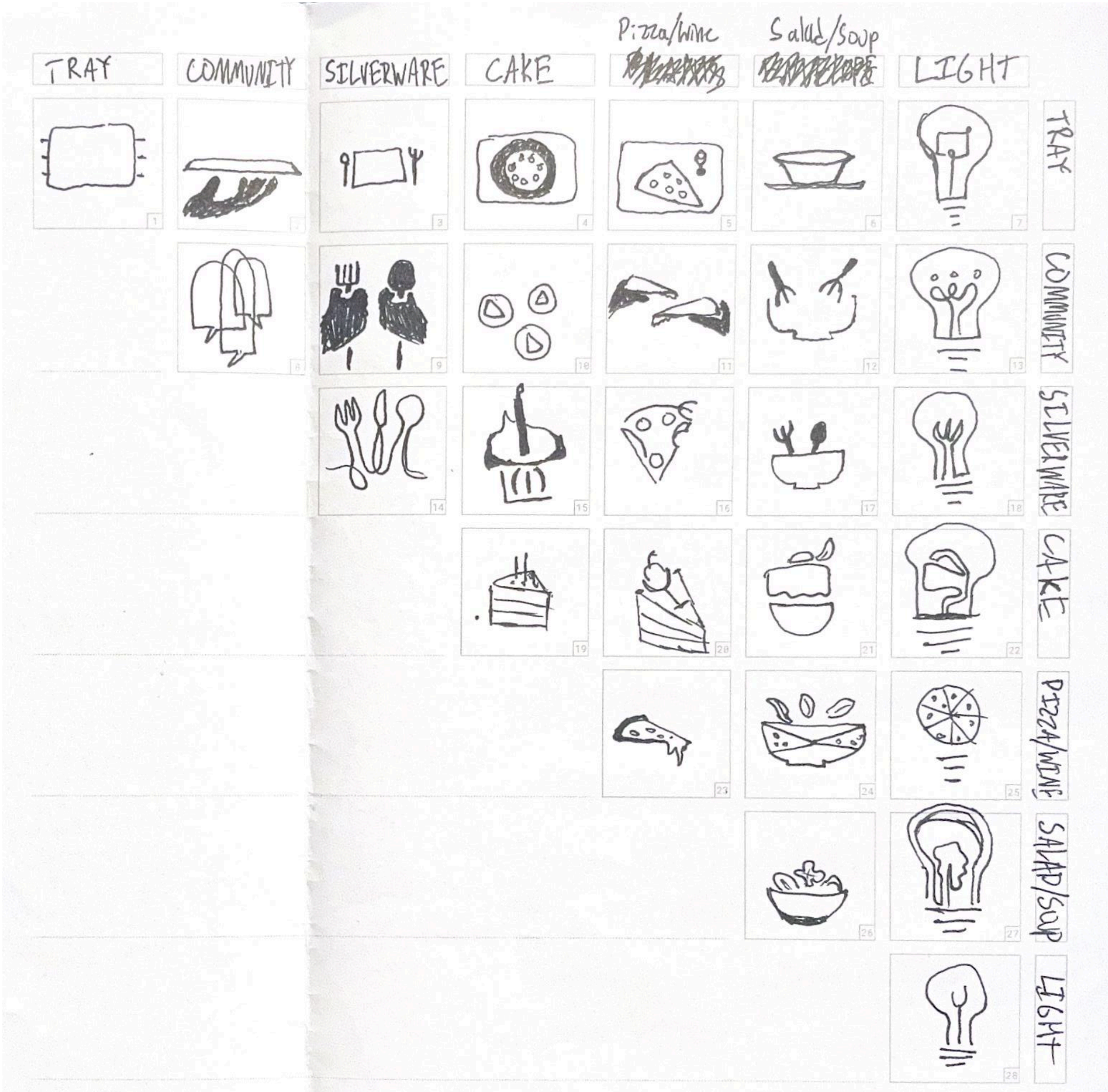








## **4. Design**



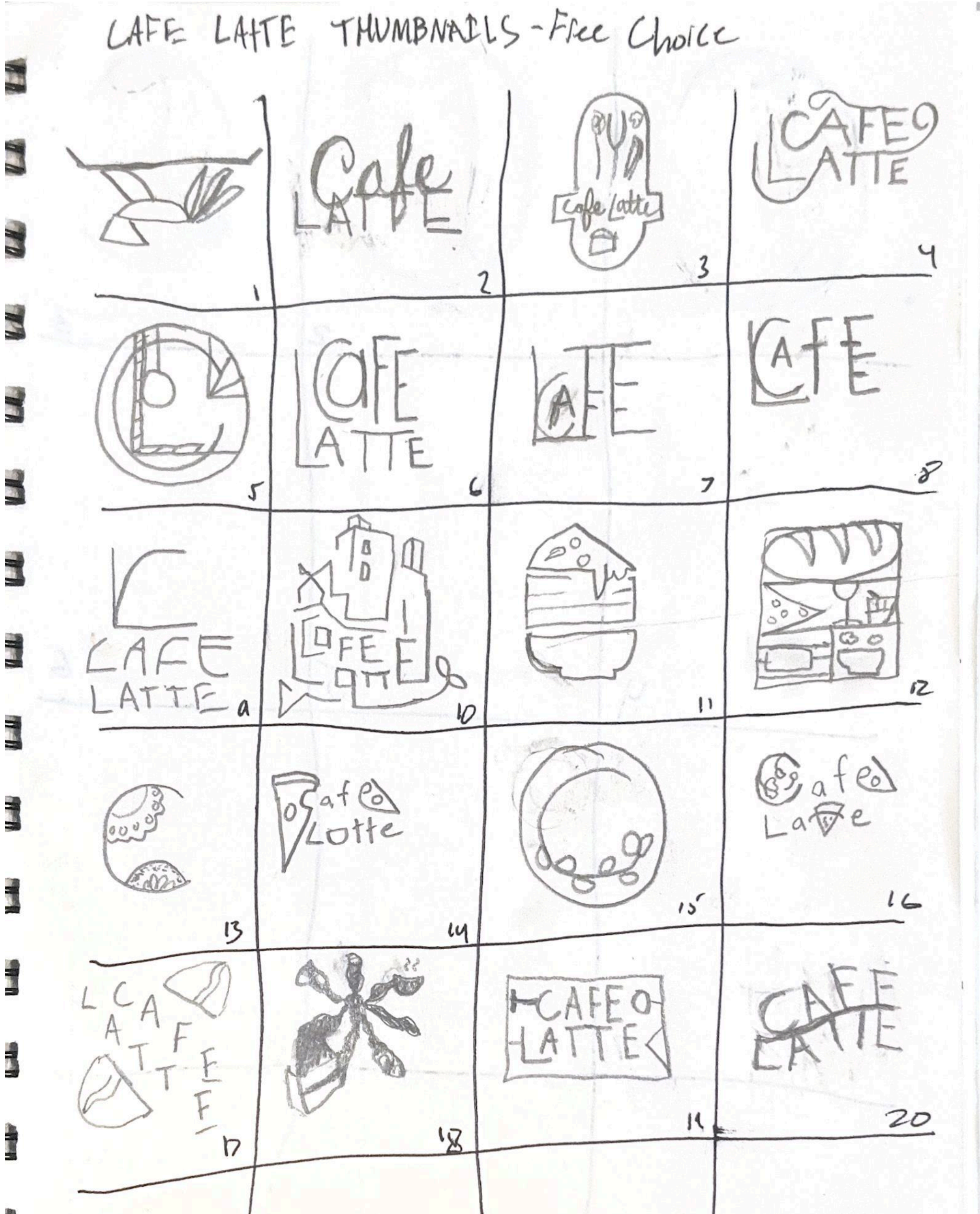




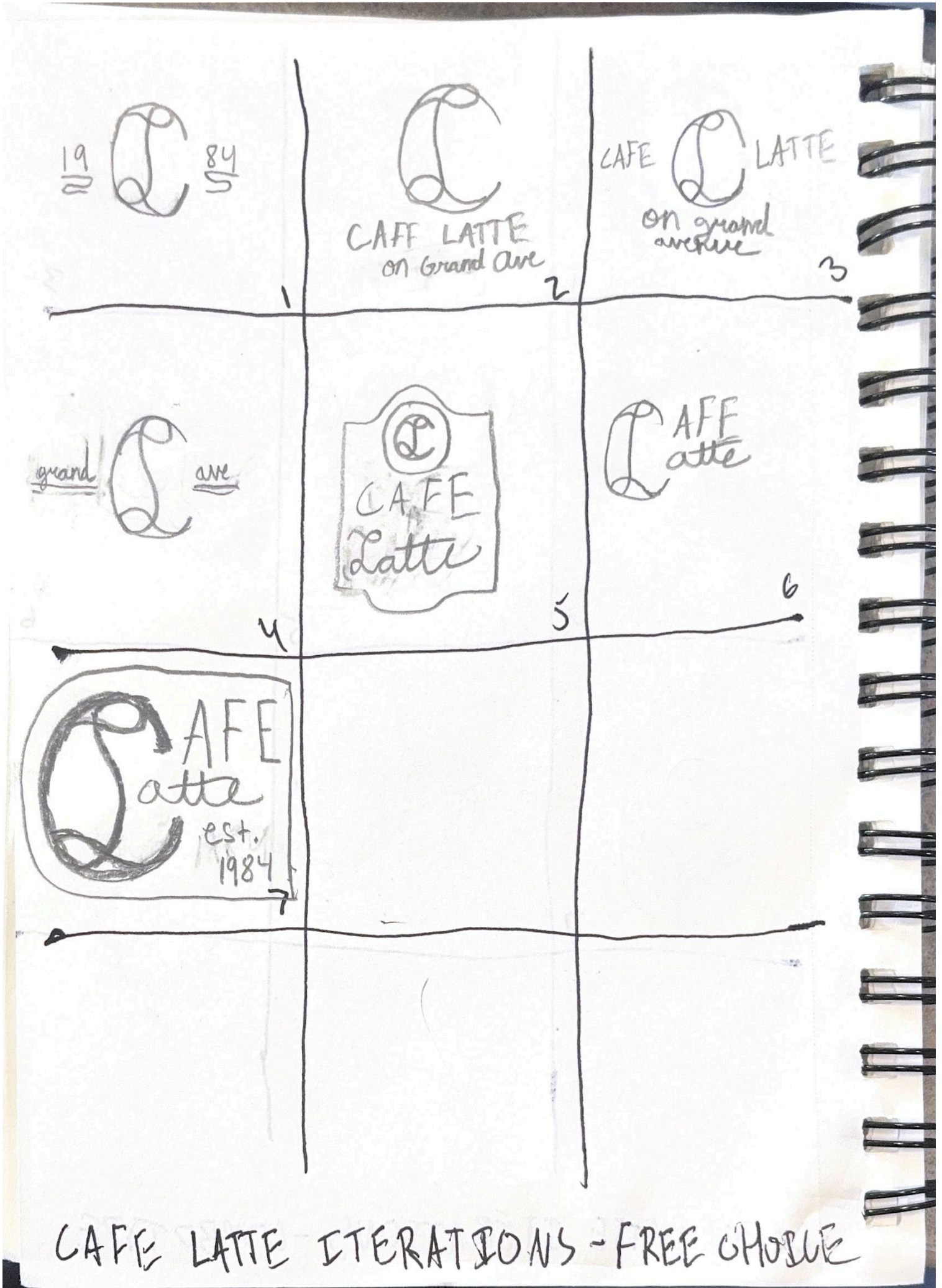
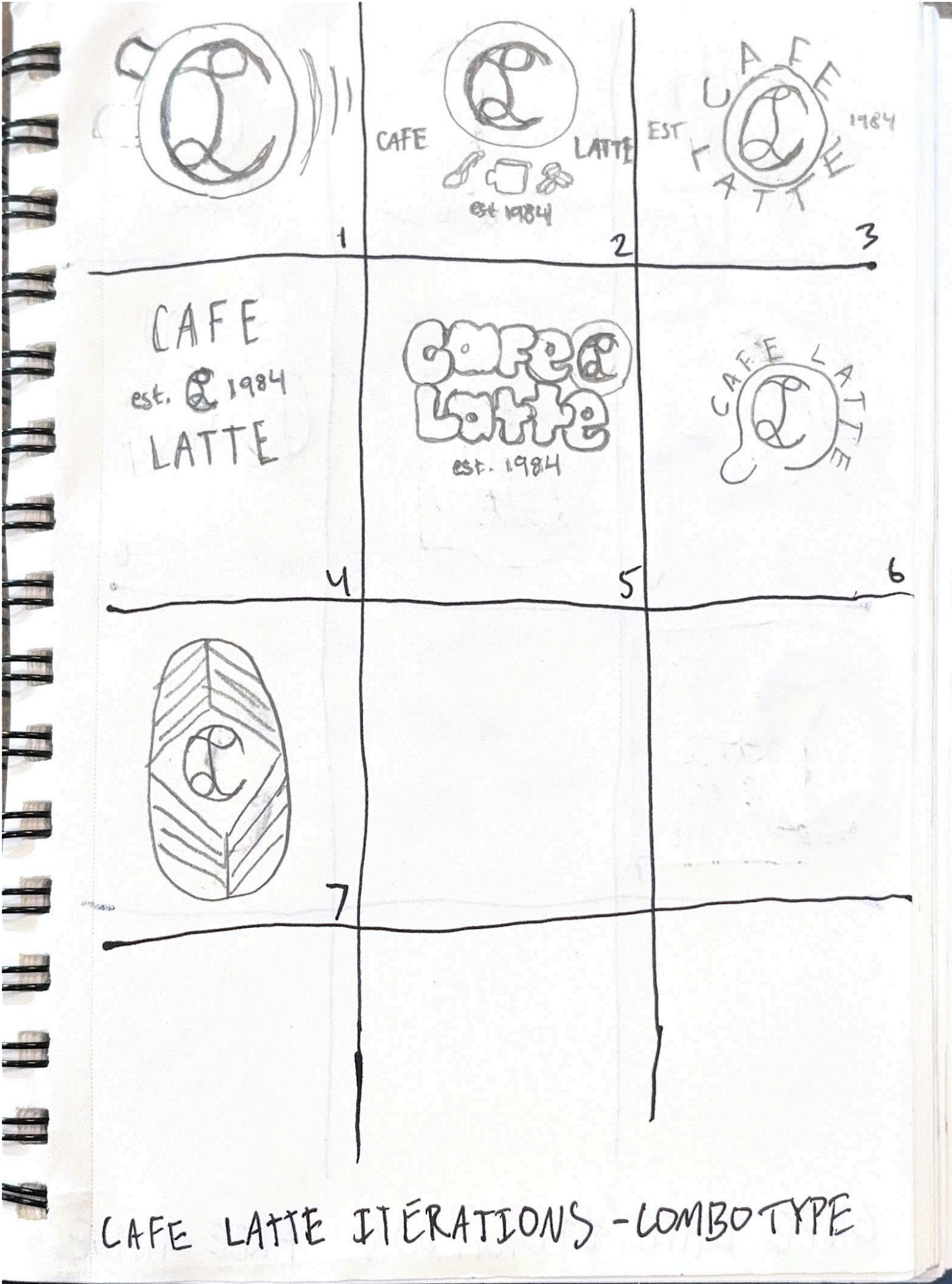
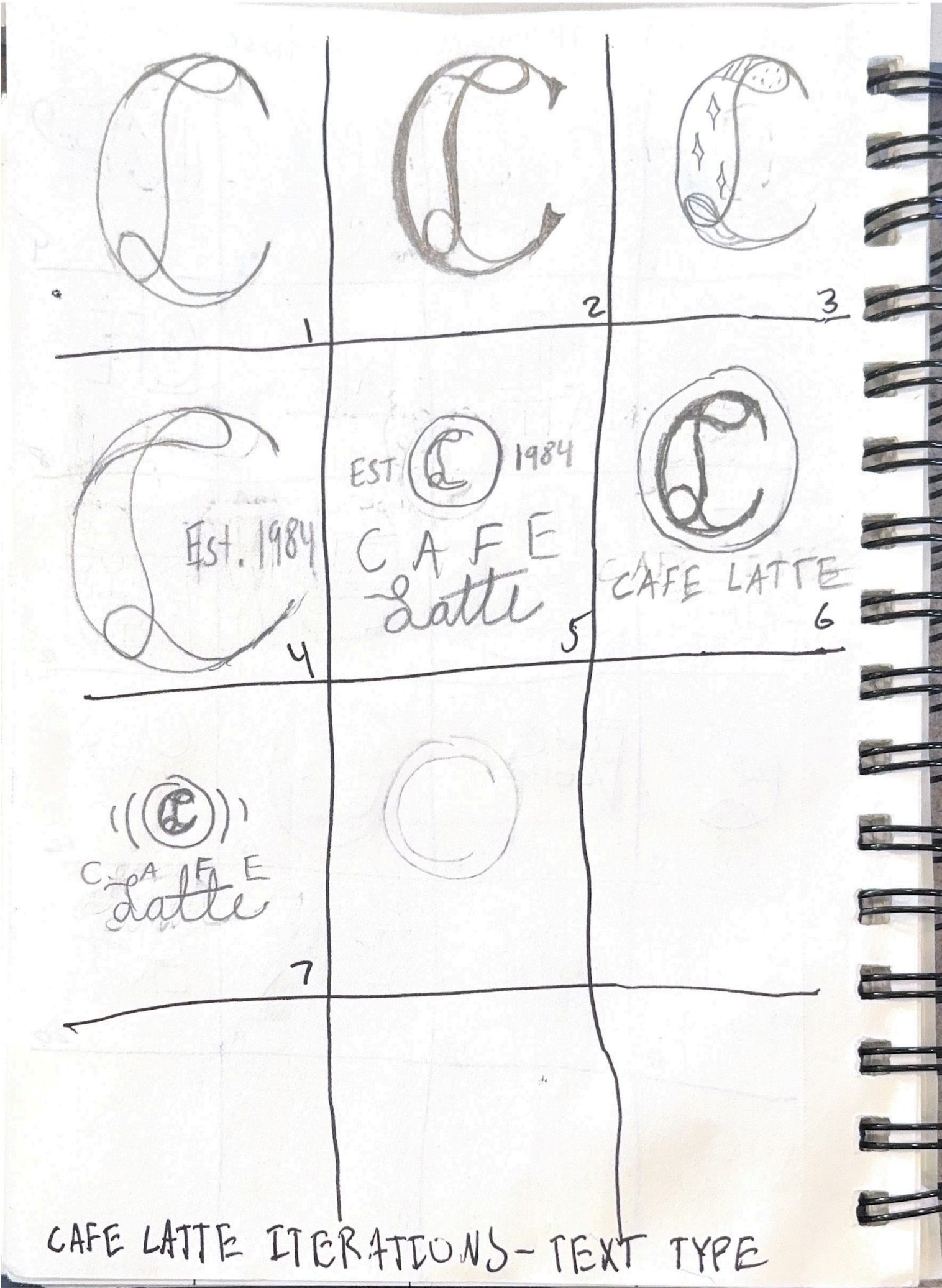






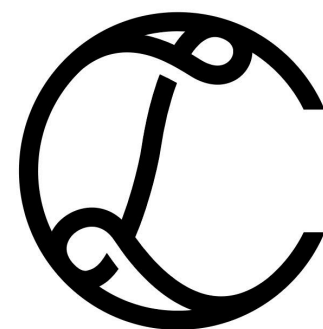
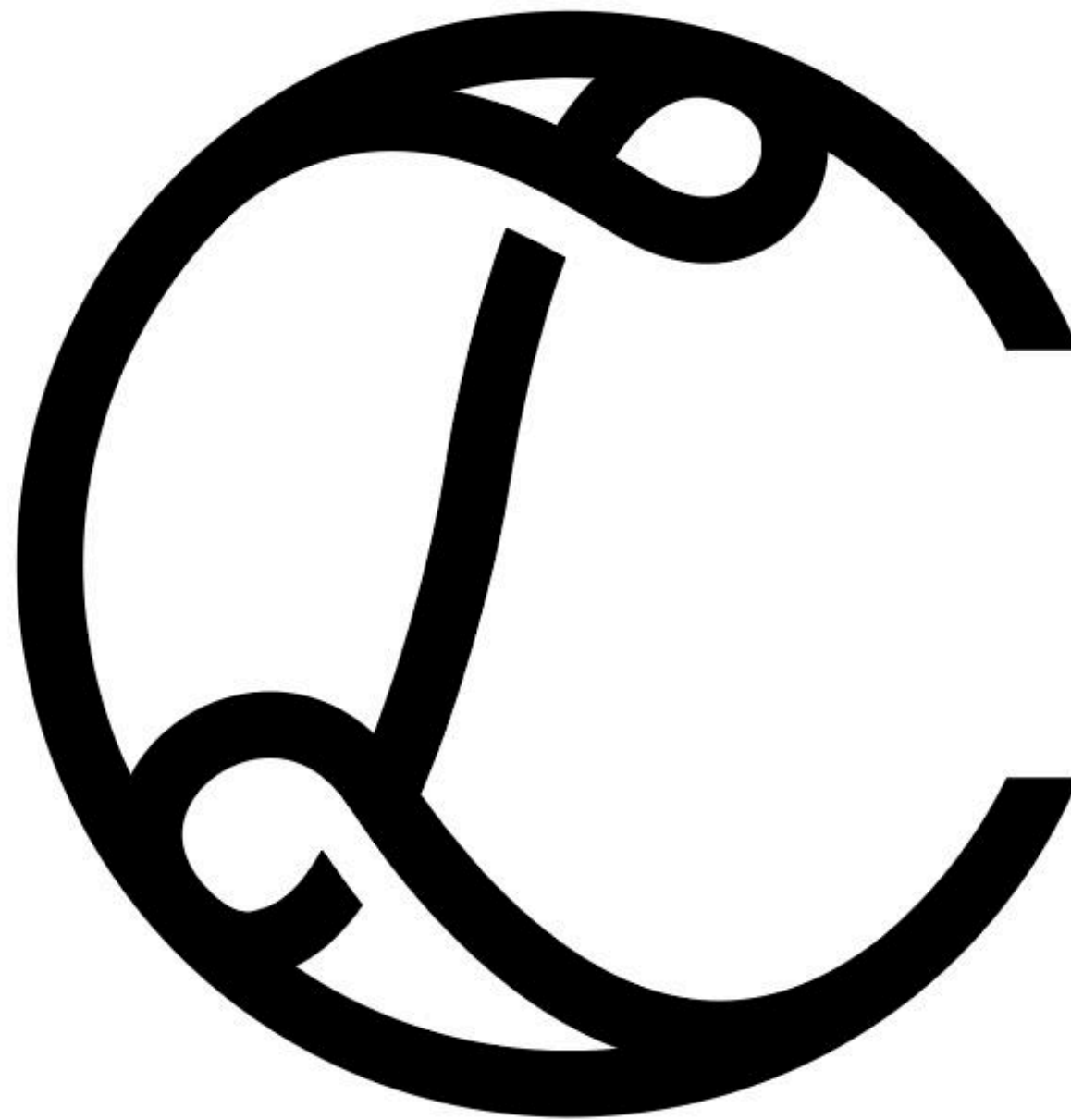




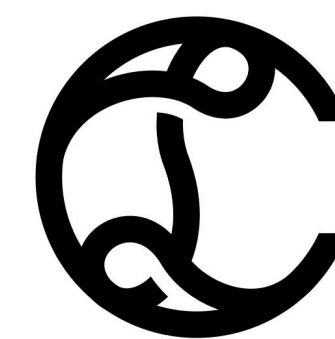
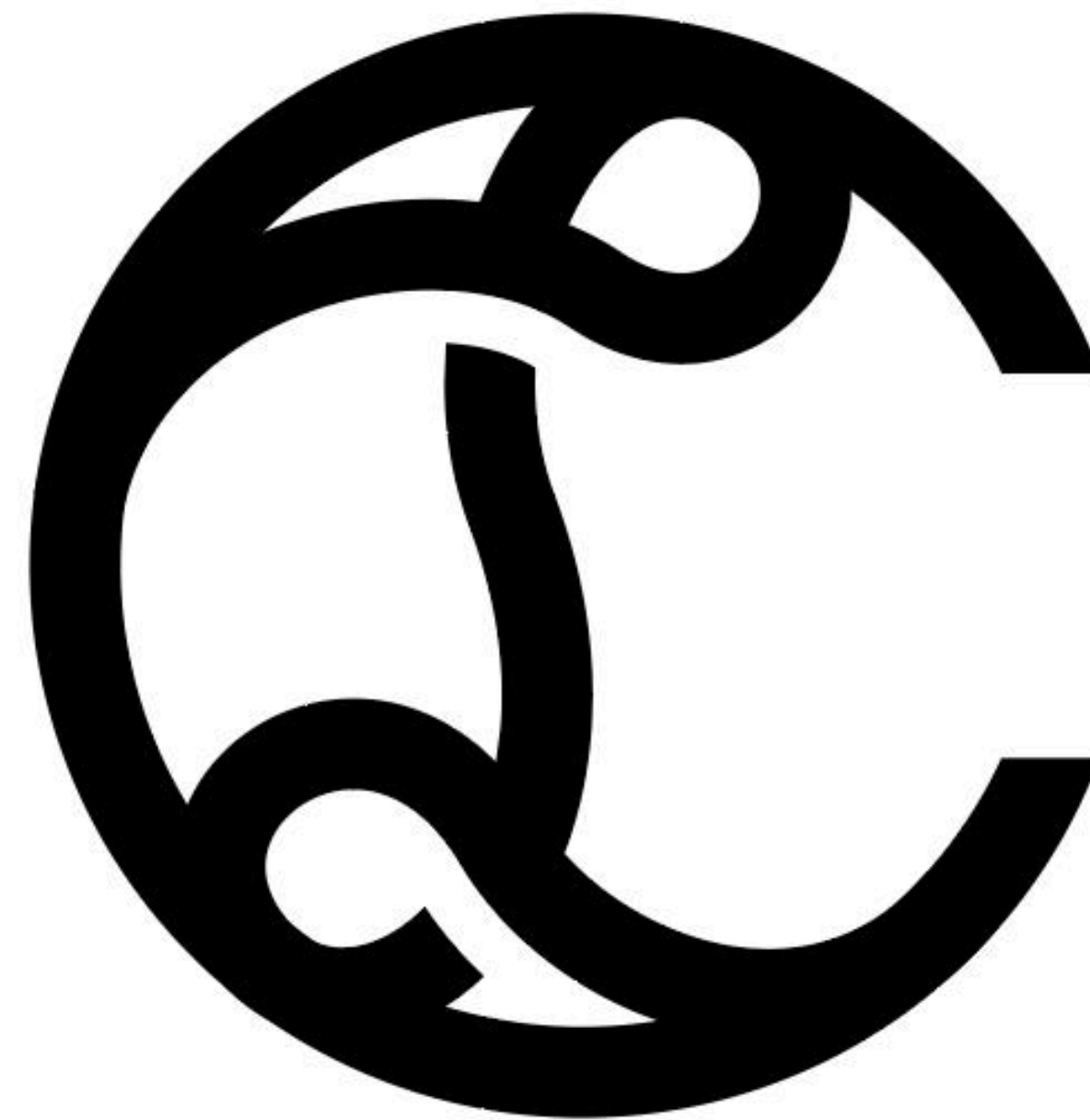




option A



option B







Logos



Typography

HEADLINE TYPEFACE: ELIZETH

*Accent Typeface: Theodosia*

Body copy typeface: Futura PT

This is what this typeface looks like in a sentence. When it’s bold, **it looks like this.** When its italics, *it looks like this.* When it’s both ***italics and bold***, it looks like this. When its light italics, *it looks like this.*

Colors



**Violet Frosting**

Hex: 2b2148  
RGB: 43, 33, 72  
CMYK: 90, 92, 40, 42  
Pantone: 101-16 C



**Sugar Cookie**

Hex: D3B999  
RGB: 211, 185, 153  
CMYK: 17, 25, 40, 0  
Pantone: 26-1 C



**Pink Puff**

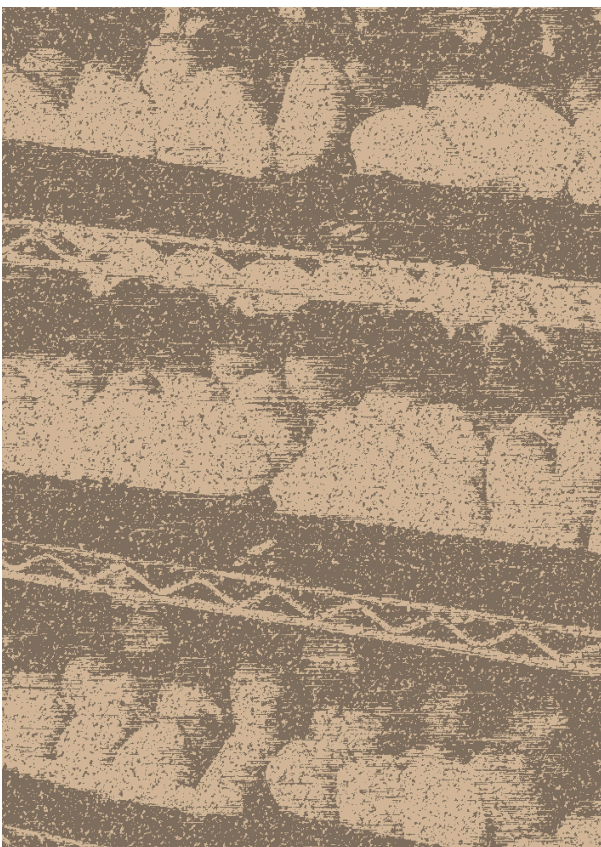
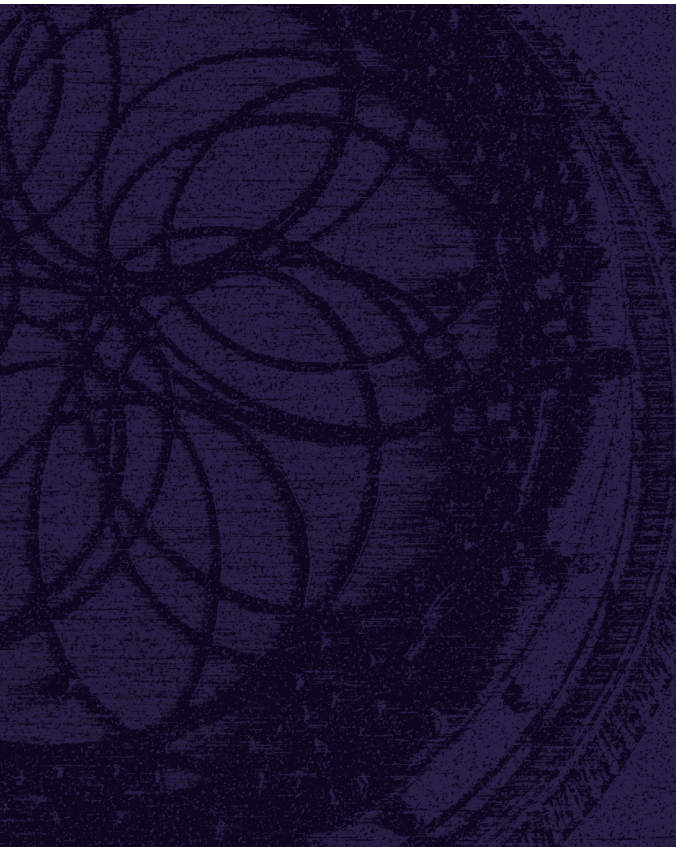
Hex: d59bba  
RGB: 213, 155, 186  
CMYK: 13, 45, 7, 0  
Pantone: 80-9 C



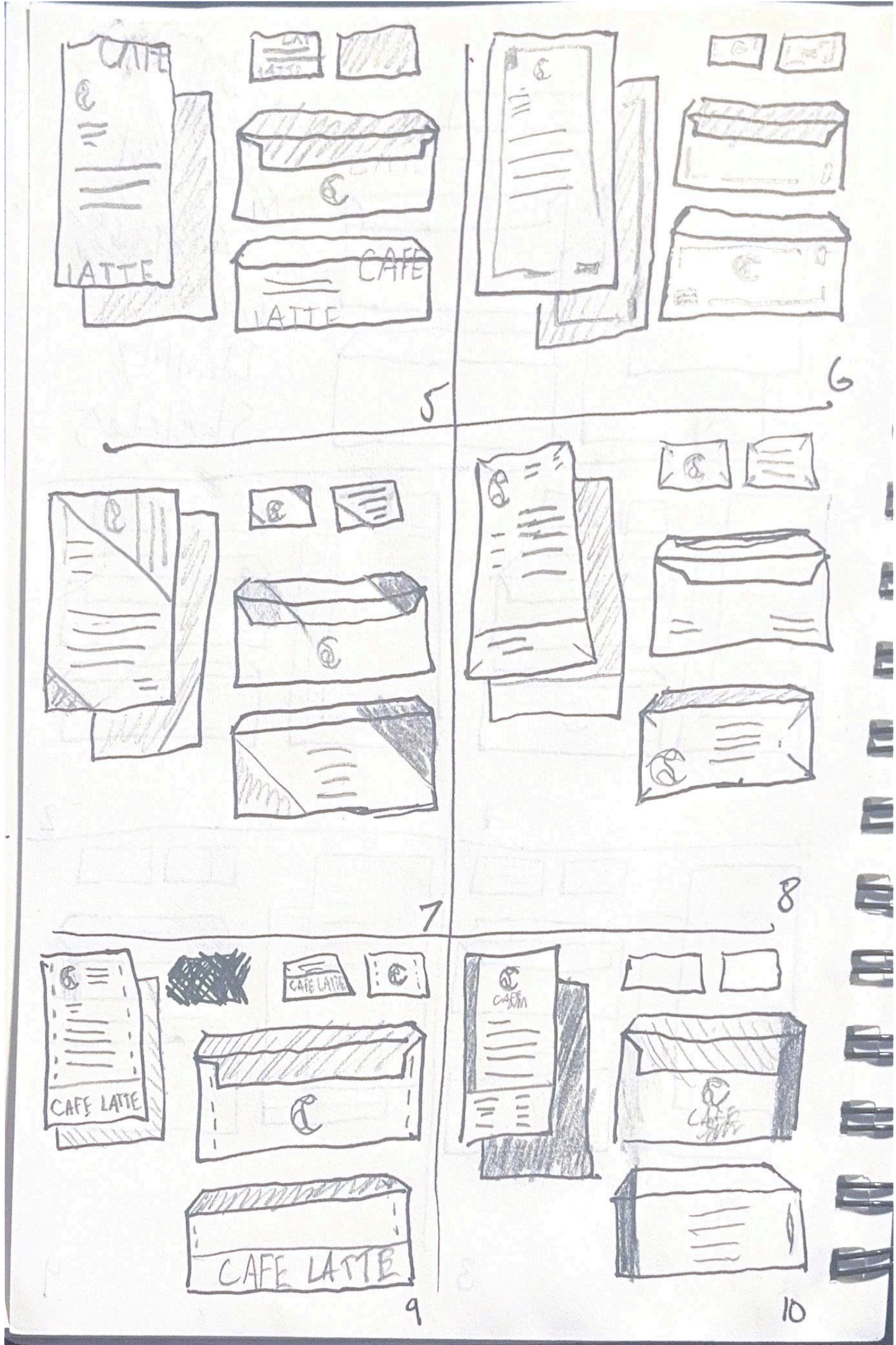
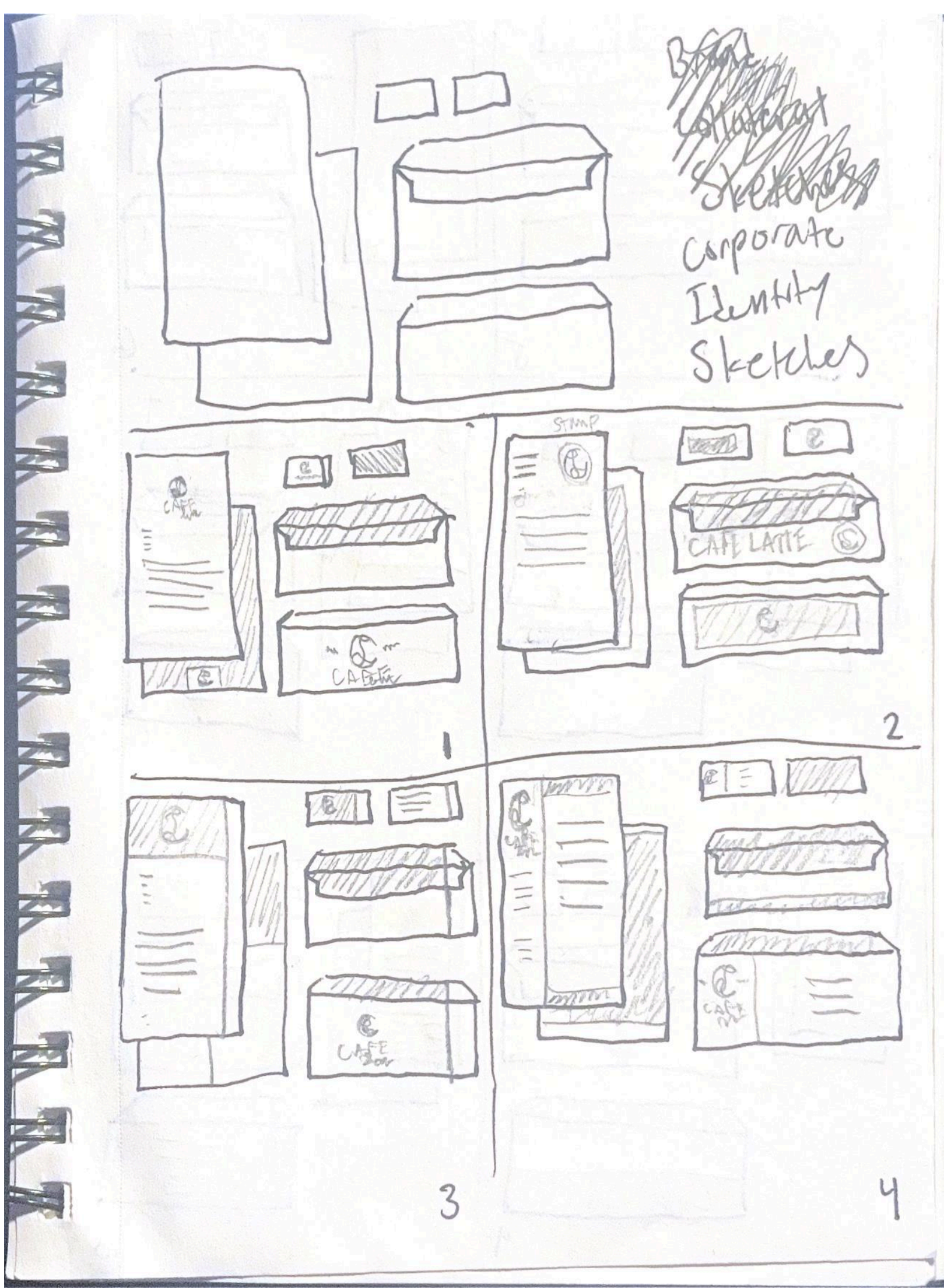
**Red Velvet**

Hex: c52e2e  
RGB: 197, 46, 46  
CMYK: 15, 96, 92, 5  
Pantone: 48-16 C

Patterns

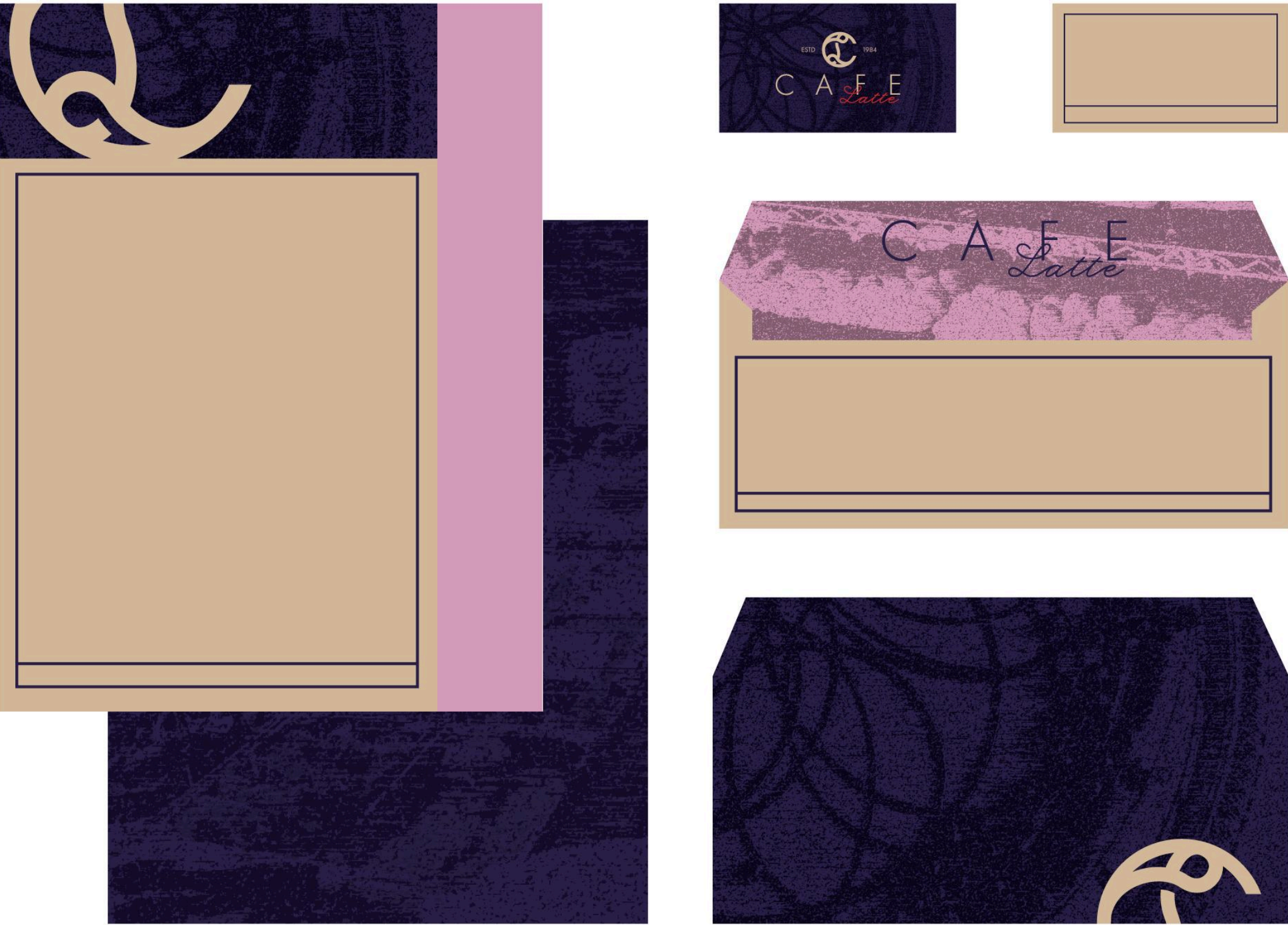




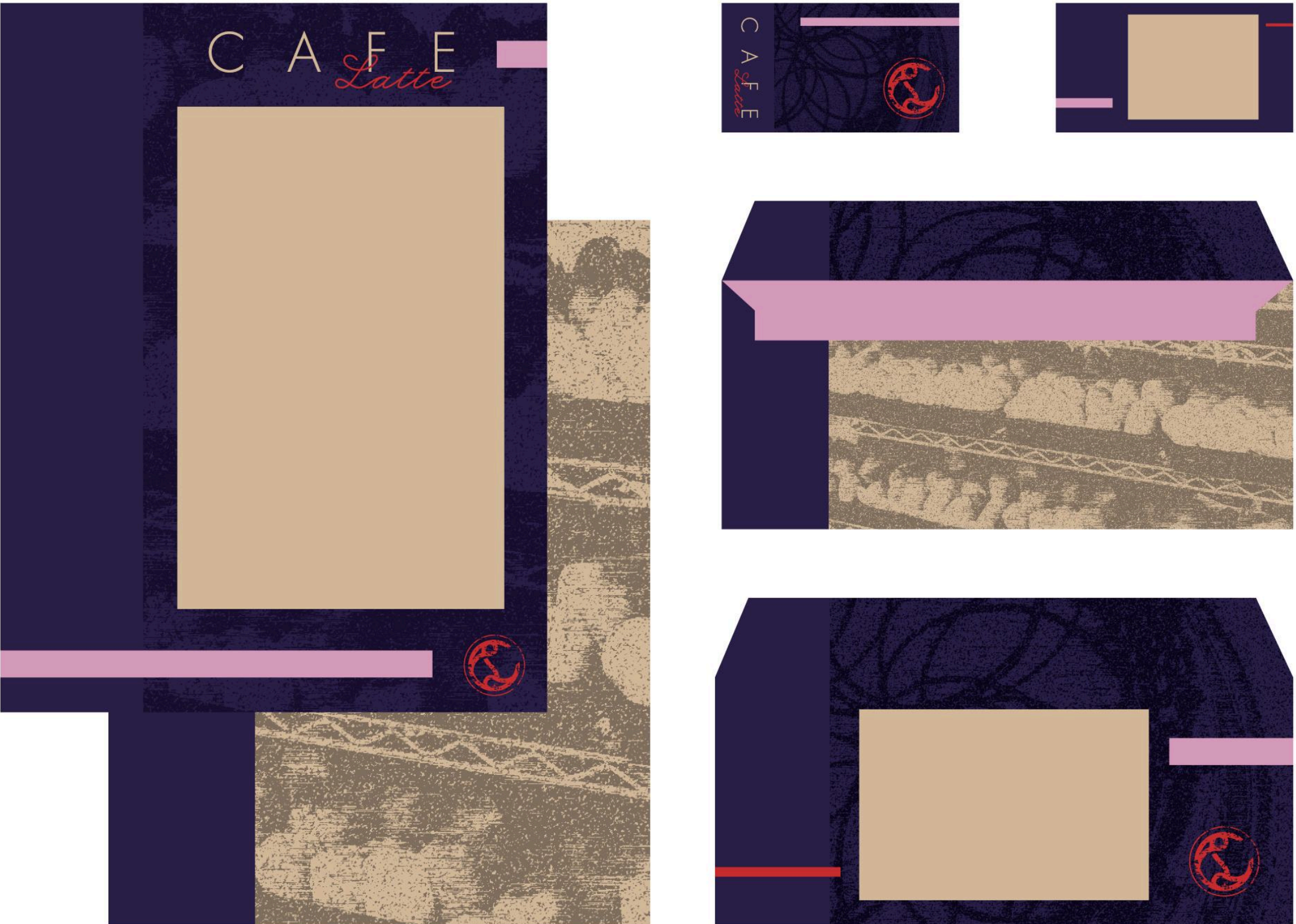




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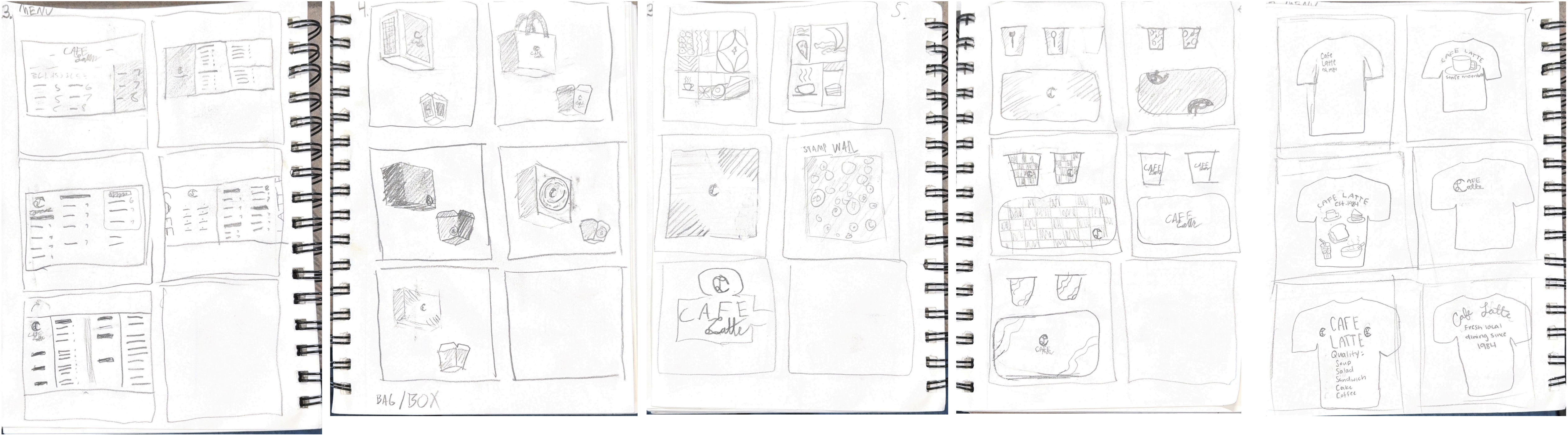
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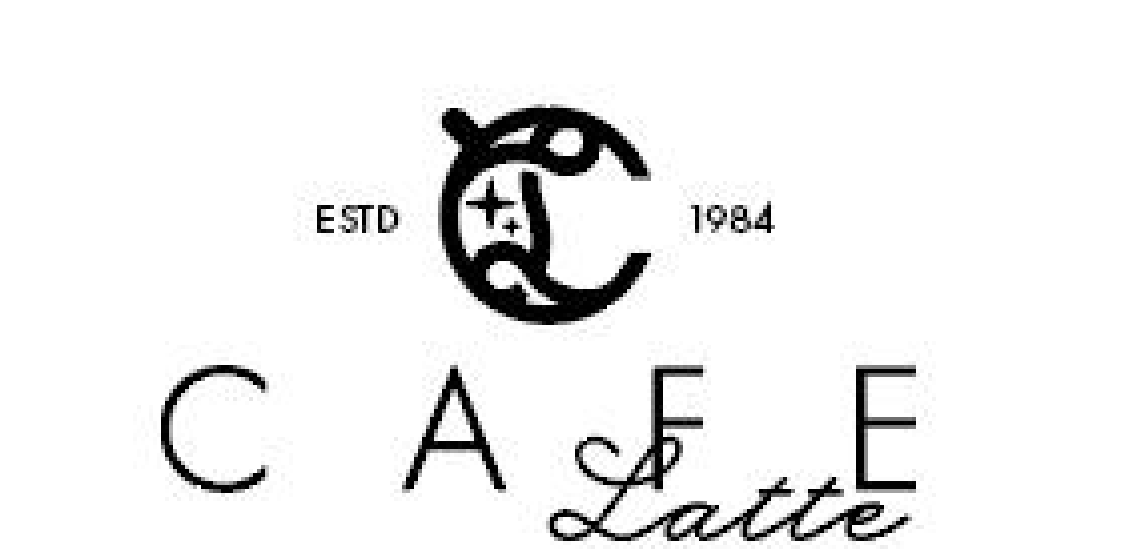
## **5. Final Presentation/Design**

# Cafe Latte Rebrand

Matthew Espena



Logos



Typography

Headline Typeface: FUTURA PT

Body copy typeface: Futura PT Body

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Colors



Violet Frosting

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Patterns









ESTD 1984

C A F E

Latte

STARTERS

Black Bean and Guacamole Sampler, 8

Guacamole, black bean dip, salsa, sour cream, & tortilla chips.

Three Spread Sampler, 13

Choice of two or three spreads, served with tomatoes, red onion, cucumber & mini baguette.

Chessy Garlic Bread, 9

Garlic alfredo sauce & mozzarella.

Two Spread Sampler, 10

Your choice of 2 or 3 spreads served with tomato & cucumber. Choice of sliced baguette.

Crostini, 12

Housemade pistachio pesto, roma tomatoes, & mozzarella served on sliced pan de casa baguette.

SALADS

Includes choice of bread

Salad Sampler, 14

Choice of 2 or 3 prepared salads: Changes daily.

Traditional Caesar Salad, 7

Romaine lettuce, housemade Caesar dressing, black pepper, parmesan cheese, & croutons.

Chicken Caesar Salad, 114

Romaine lettuce, housemade Caesar dressing, parmesan cheese, black pepper, croutons, & grilled chicken breast.

Latte Caesar Salad, 13

Romaine lettuce, housemade Caesar dressing, parmesan cheese, black pepper, artichokes, greek olives, tomatoes, & croutons.

Chicken Caesar Pasta Salad, 8

Pasta, chicken, romaine, red onion, parmesan, & caesar dressing-olive oil, lemon juice, vinegar, anchovy, garlic.

Tossed Salad, 6

Romaine & carrots tossed in a choice of housemade dressings. Topped with croutons.

Greek Salad, 13

Romaine lettuce, tomatoes, artichokes, feta cheese, greek olives, pepperoncini, & croutons.

Cafe Special Salad. 13

Romaine lettuce, tomatoes, kalamata olives, sunflower seeds, cheddar cheese, & croutons.

ROLLS & CHIPS

Pan De Casa Roll

Whole Wheat Roll

Saint Paul Sourdough

Focaccia Roll

Sea Salt Chipss

Tostitos Corn Chips

Barbecue Chips

Salt & Vinegar Chips

1

Summer Salsa Salad, 13

Romaine lettuce, cheddar cheese, green onions, sour cream, roma tomatoes, black bean spread, & guacamole. Served with a side of salsa, yellow corn chips, & choice of bread.

Tostada Salad, 13

Romaine lettuce, chili, tomatoes, cheddar cheese, sour cream, green onions, salsa, & tortilla chips.

Build Your Own Salad, 13

SANDWICHES

Includes choice of bread and toppings, side of chips or salad

Albacore Tuna, 10

Baked Ham, 10

Chicken Spinach Spread, 10

Egg Salad Sandwich, 10

Green Olive Poblano , 10

Ham and Sonoma Basil , 11

Crab Salad Spread, 10

Peanut Butter and Jelly, 4.50

Smoked Salmon Spread, 10

Sonoma Basil Spread, 11

Turkey Pistachio Pesto, 11

Turkey Guacamole, 11

Baked Turkey, 10

Vegetarian, 10

Smoked Turkey, 10

Hummus, 10

Black Bean Spread, 10

SOUPS

Small, 7

Large, 10

Quart, 22

Half Gallon, 44

Gallon, 88

Includes choice of bread

SPREADS

Crab Salsa

Egg Salad

Green Olive Poblano

Guacamole

Spinach Chicken

3

Sonoma Basil

Tuna Salad

Hummus

Pesto

Smoked Salmon

3

DRINKS

Coffee

Tea

Americano

1.95 2.15

Cafe Latte

Cappuccino

Chai Latte

2.75 3.25

Mocha

White Mocha

Caramel

Salted Caramel

3.25 3.75

Swiss Almond

Raspberry White Mocha

Turtle

Nutella

Spice Island Vanilla & Maple Syrup

Swedish Maple Syrup cardamo & cinnamon

3.25 3.75

Depth Charge

2.45 2.95

Espresso

1.45 1.95 2.25

Hot Chocolate

White Chocolate

Cider

2.75 3.25

Soy or Rice Milk

Extra Espresso

Syrup

Whipped Cream

0.75

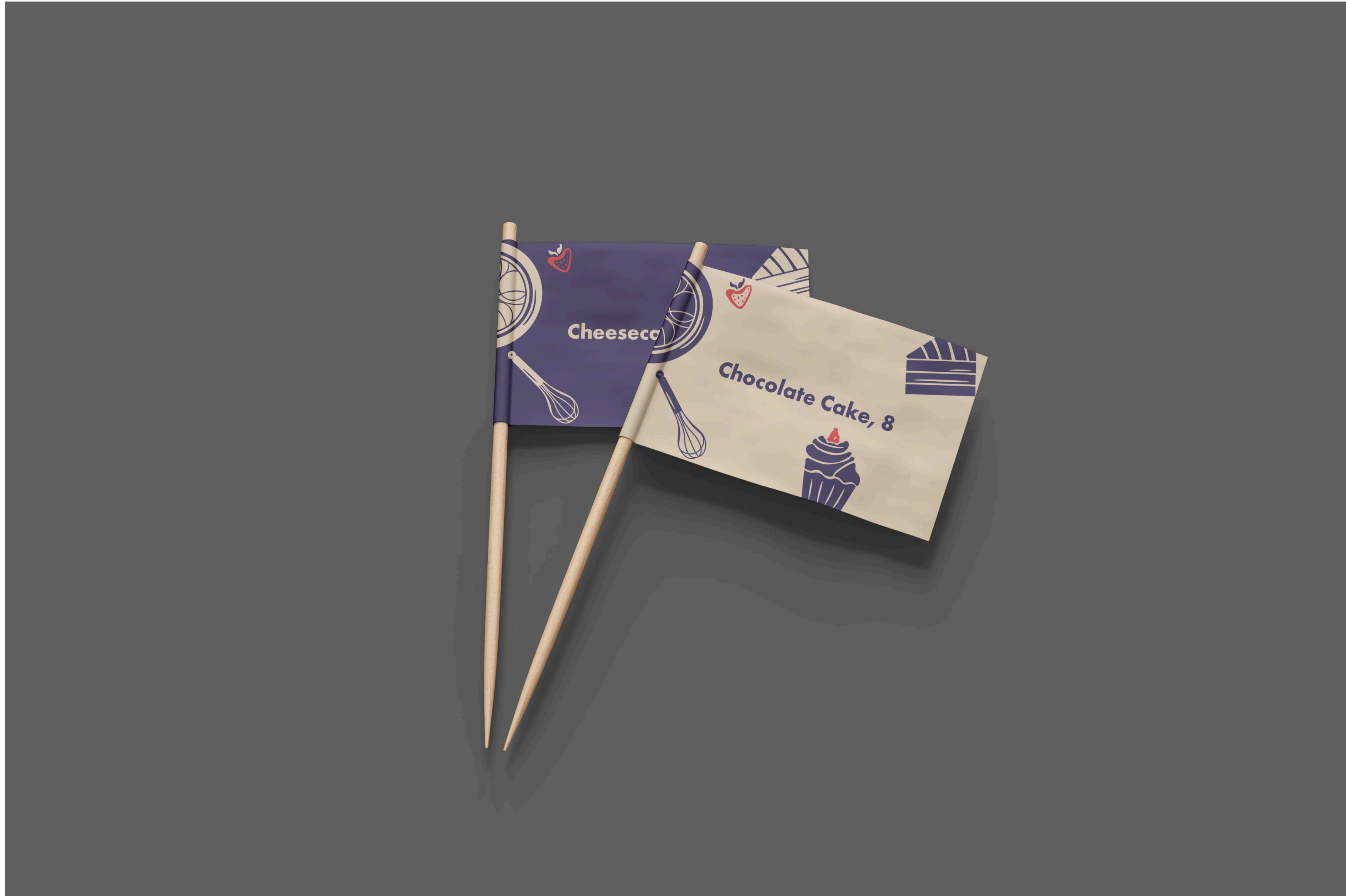
MATTHEW ESPENA | DEC 17 | V.1

FINAL MENUS | CAFE LATTE REBRAND



























**Thank you!**