

Cafe Latte Rebrand

Matthew Espena

Contents

Define	1
Research	2
Ideate	8
Design	12
Final Presentation	24

1. DEFINE

Project Brief

01

Client

Client 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



ALMA



THE
MARKET
AT MALCOLM YARDS



Aspirational Case Study 1

03

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 creative style, paired really well with the typography.
- The different assets feel cohesive because of color choices and style matching.

Cons

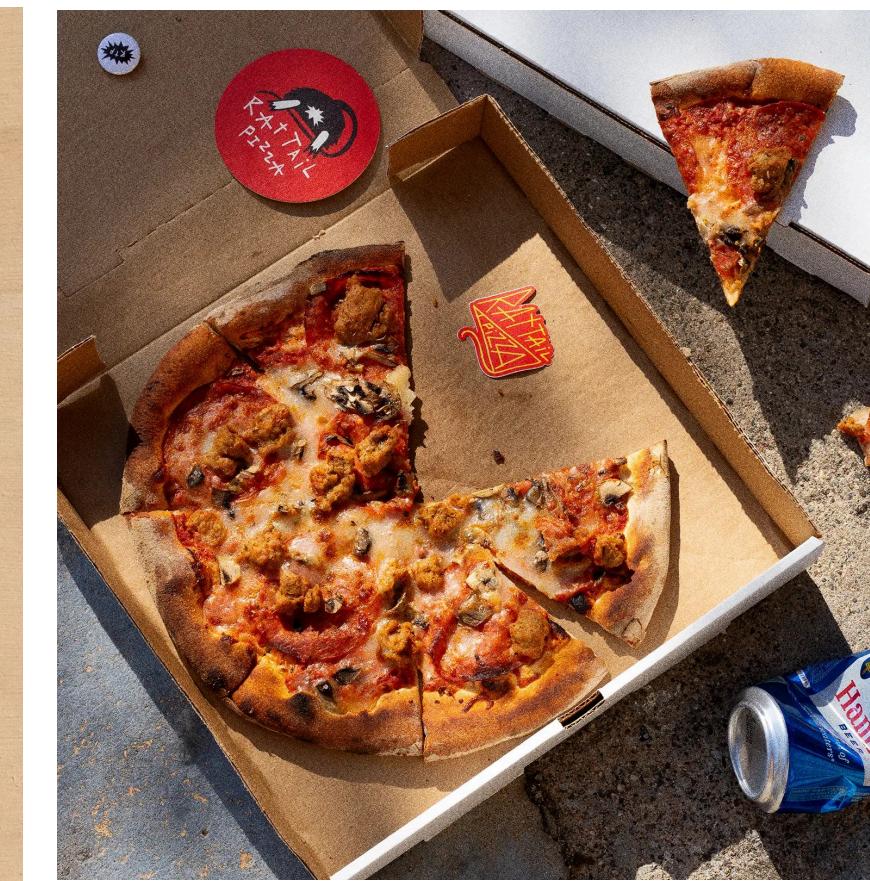
- Some of the color combos are a little unsettling, like the orange, yellow, green, and blue all on one cupholder.
- Logo is just a wordmark using a found font without much stylization.
- Wouldn't fit the tone words of Cafe Latte, it's a lot more vibrant and outgoing rather than comfortable.

Aspirational Case Study 2

04

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."

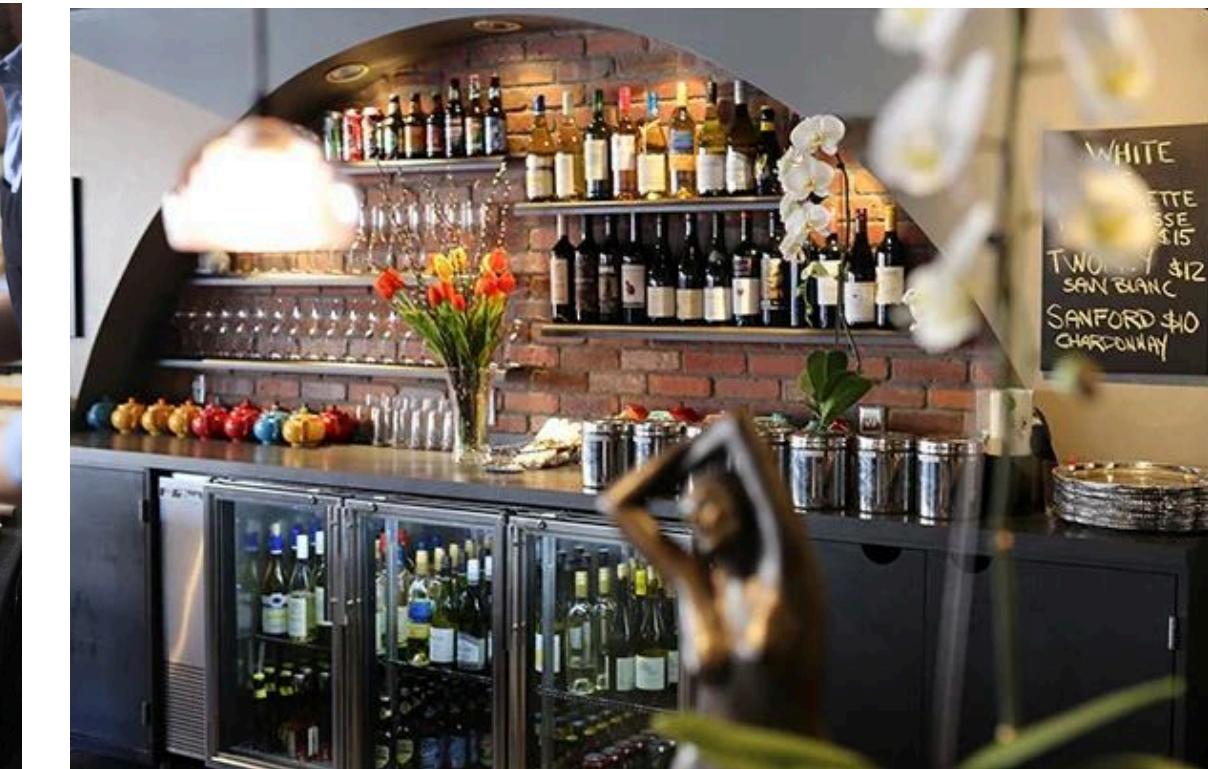
"I need a comfy, affordable place to work or unwind with people I love."

Demographics

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

Mood Board

06



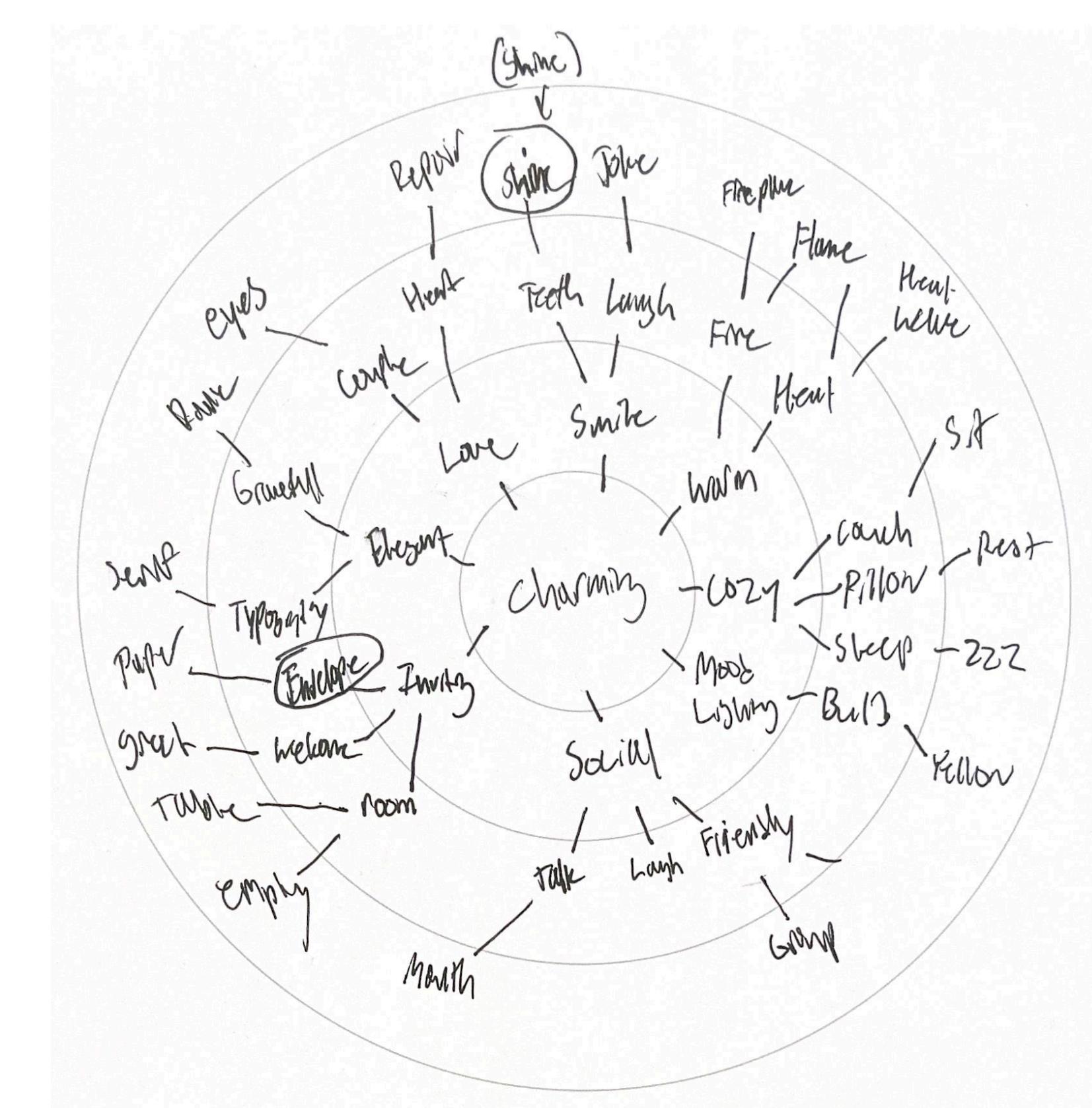
- 1.** Logo
- 2.** Corporate Identity Set
 - Letterhead
 - Business Card
 - Envelope
- 3.** Menu
- 4.** Box and bags
 - To-go bag
 - To-go box
 - Pizza Box
- 5.** Window Signage/Wall Art
- 6.** Cafeteria Labels
 - Food Flags
 - Trays
- 7.** Worker Apron

3. Ideate

Mind Maps

08

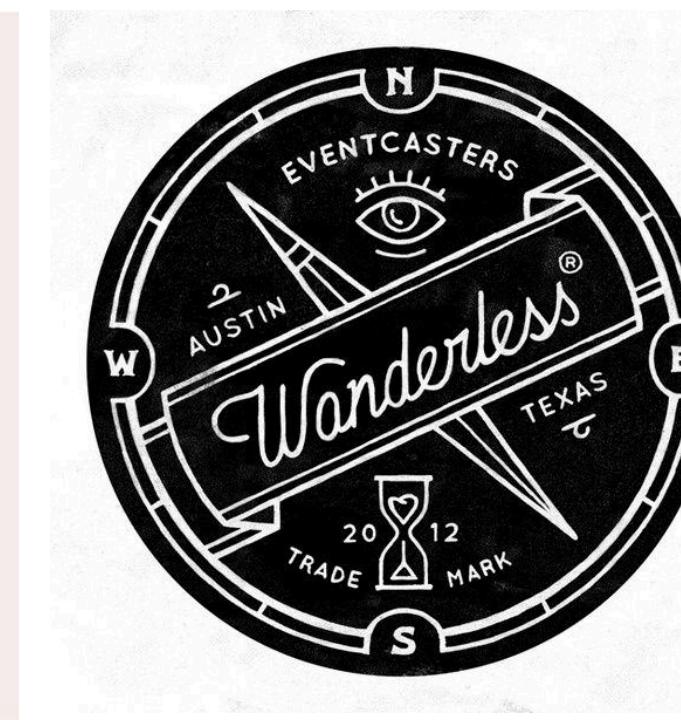
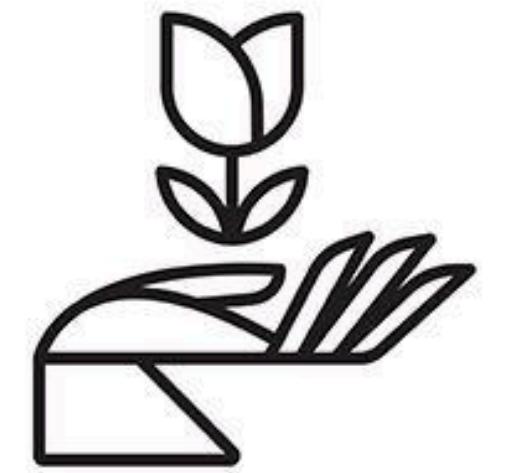
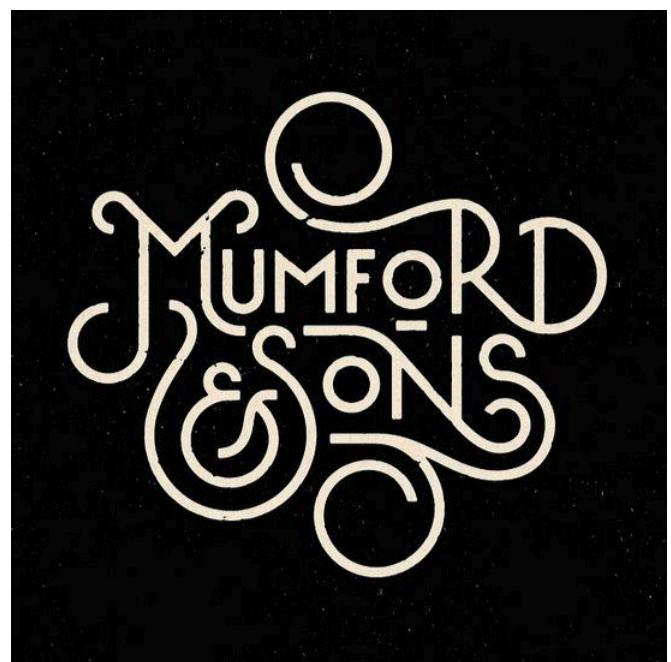
***Selected Words:** Tray, Community, Silverware, Cake, Pizza/Wine, Salad/Soup, Light



*ignore circled word

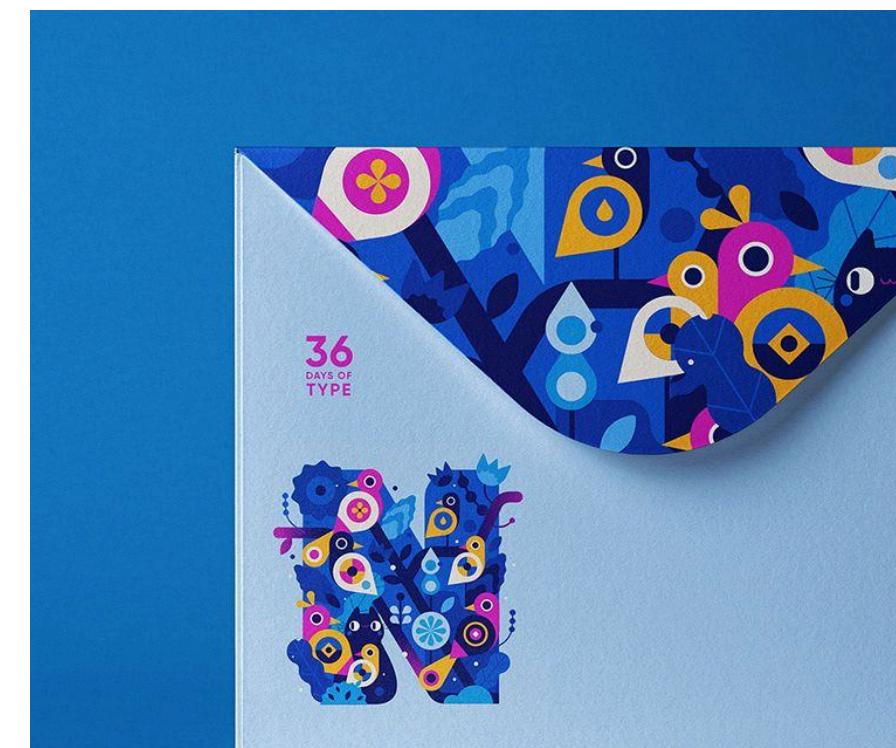
Logo Inspiration Board

09



Deliverables Inspiration Board 1

10



Deliverables Inspiration Board 2

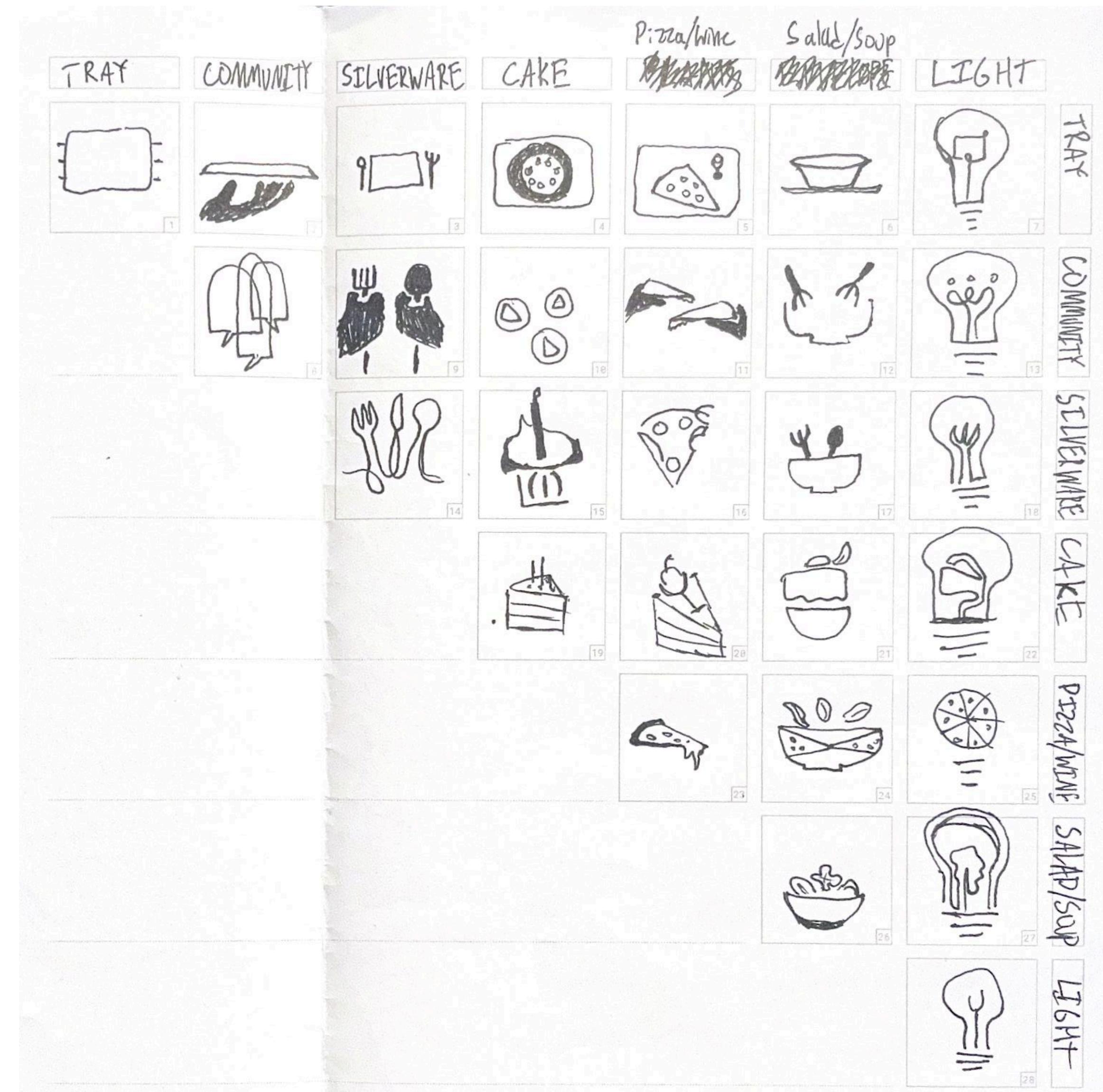
11



4. Design

Image Type (Symbol/Logomark)

12



Text Type

13

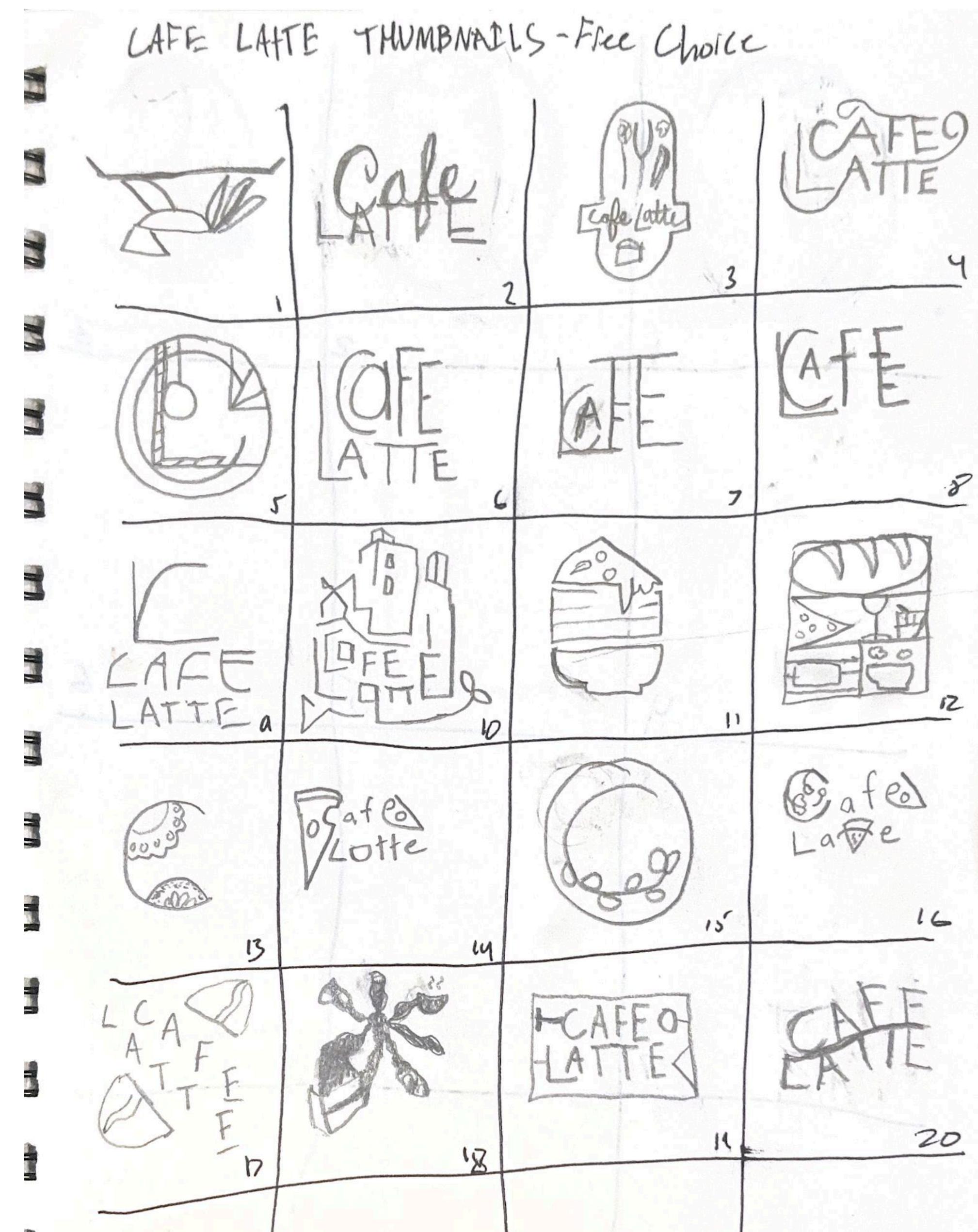


Combo Type

14

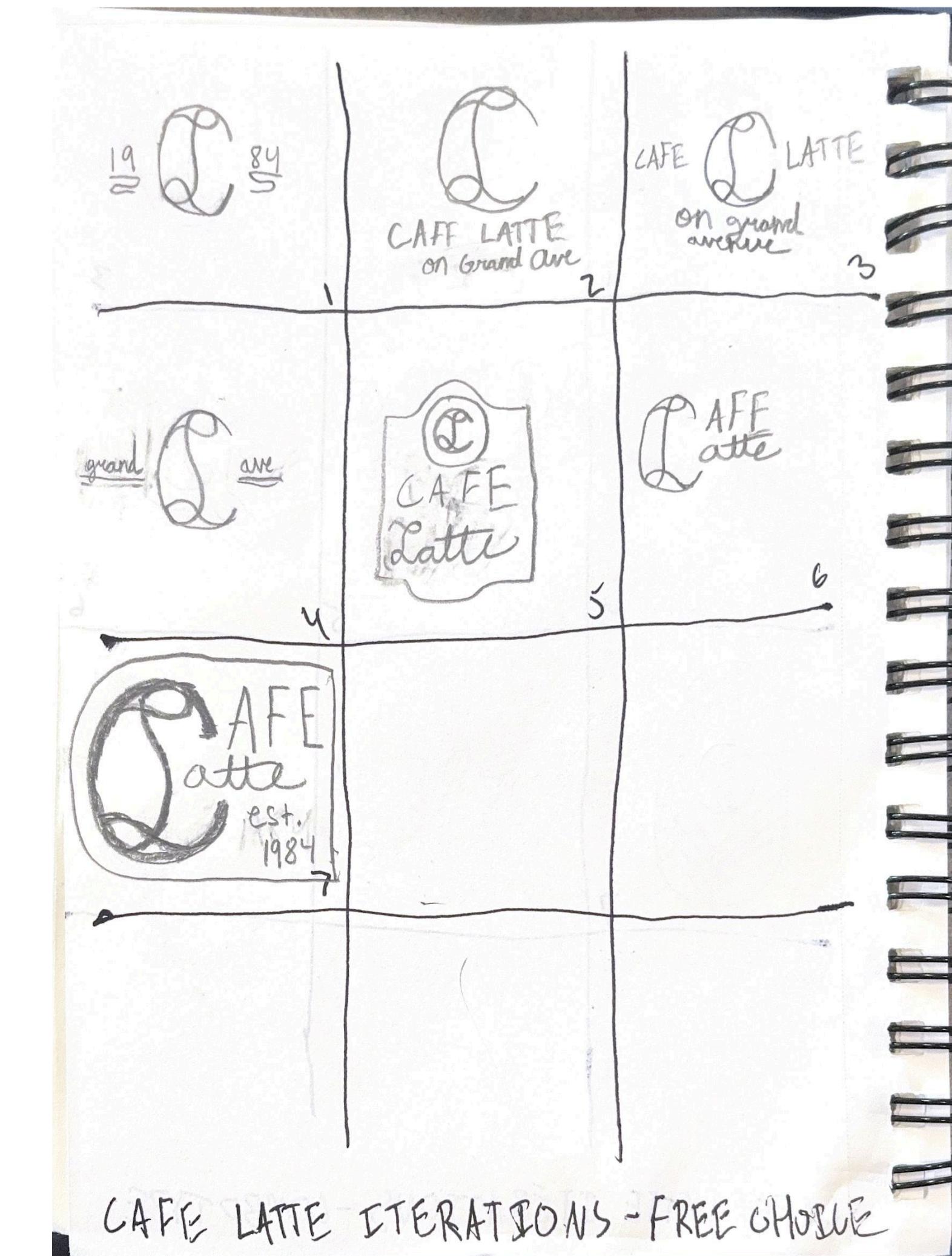
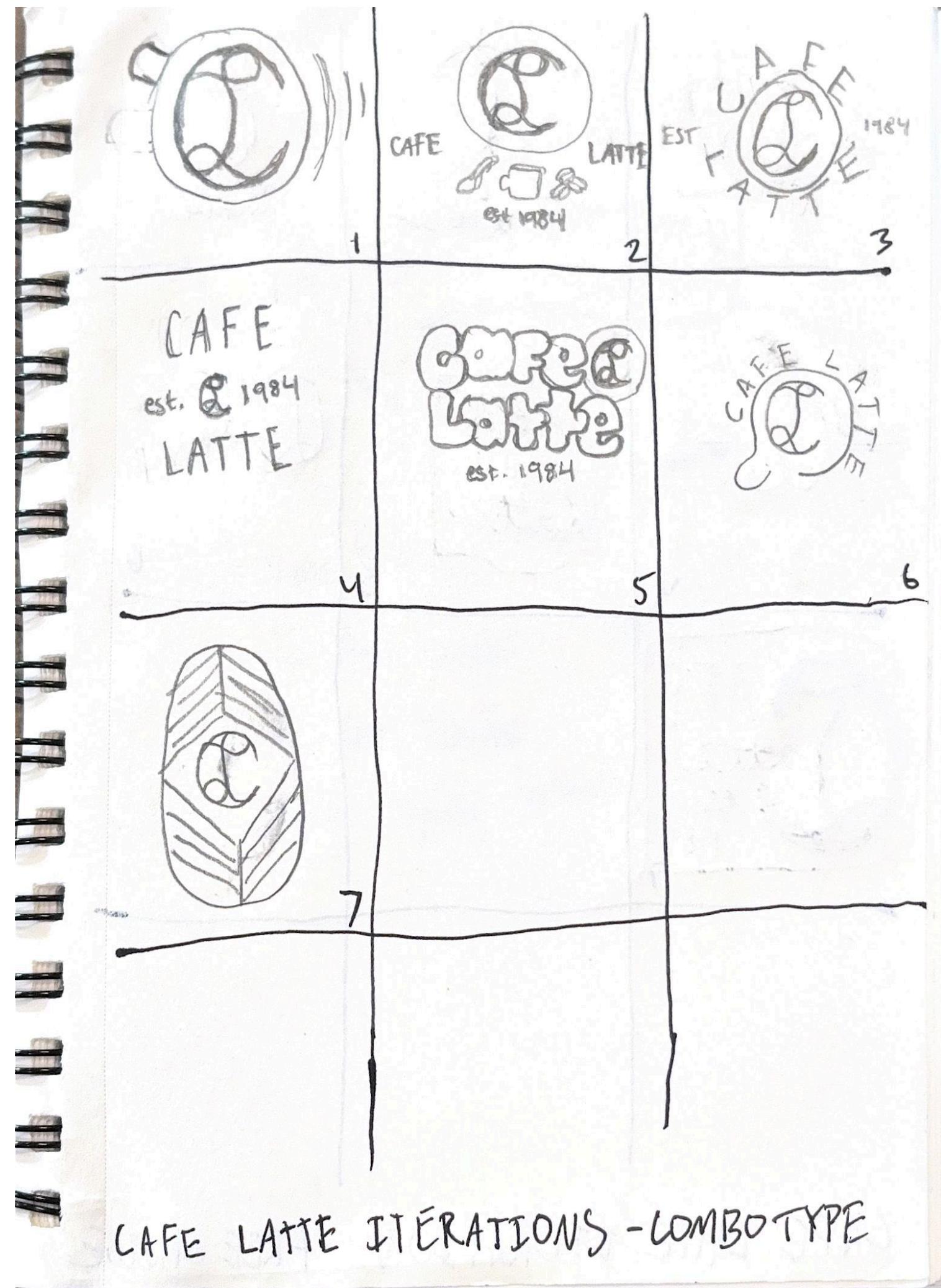
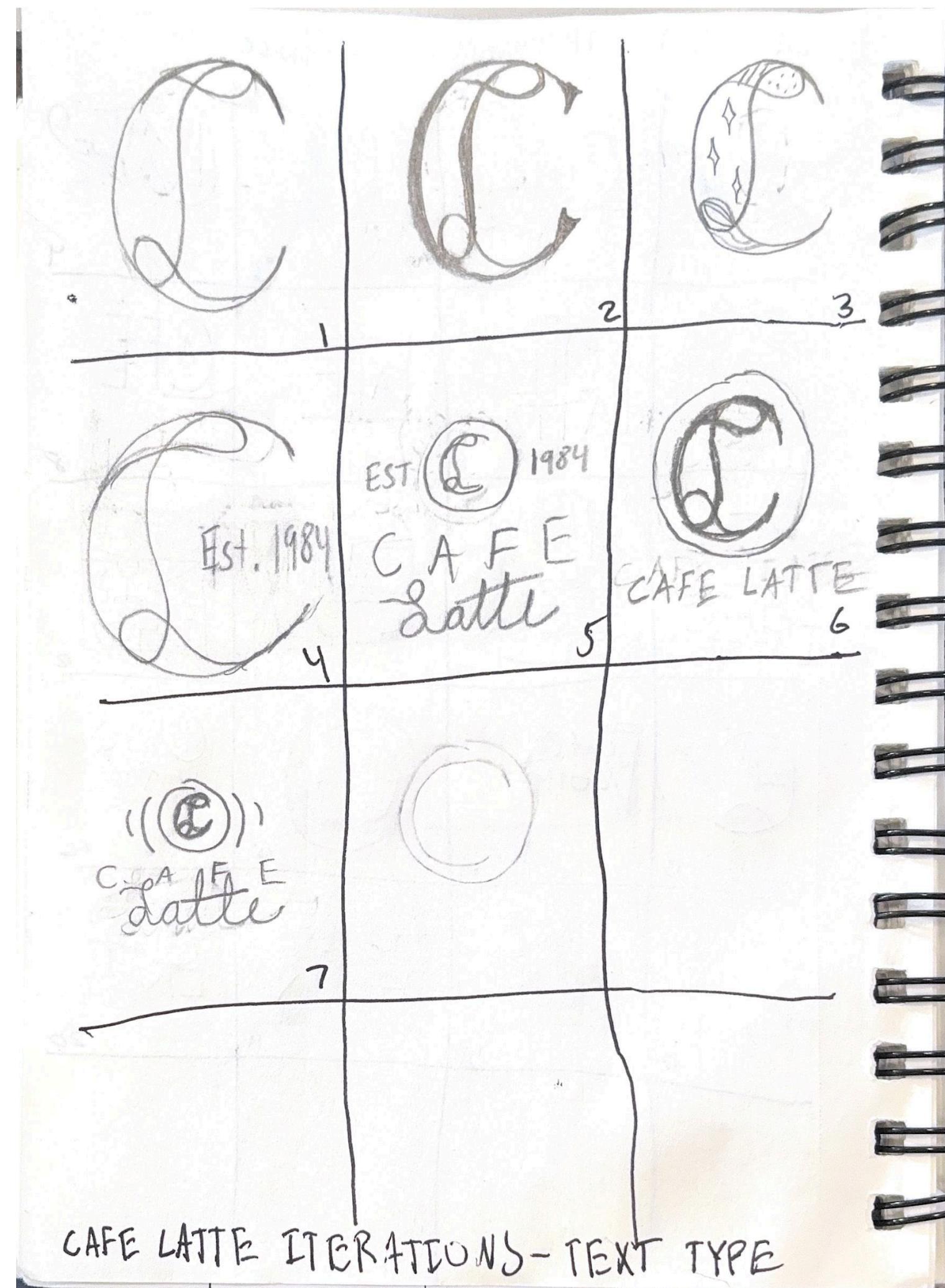
CAFE LATTE THUMBNAILS - COMBO TYPE



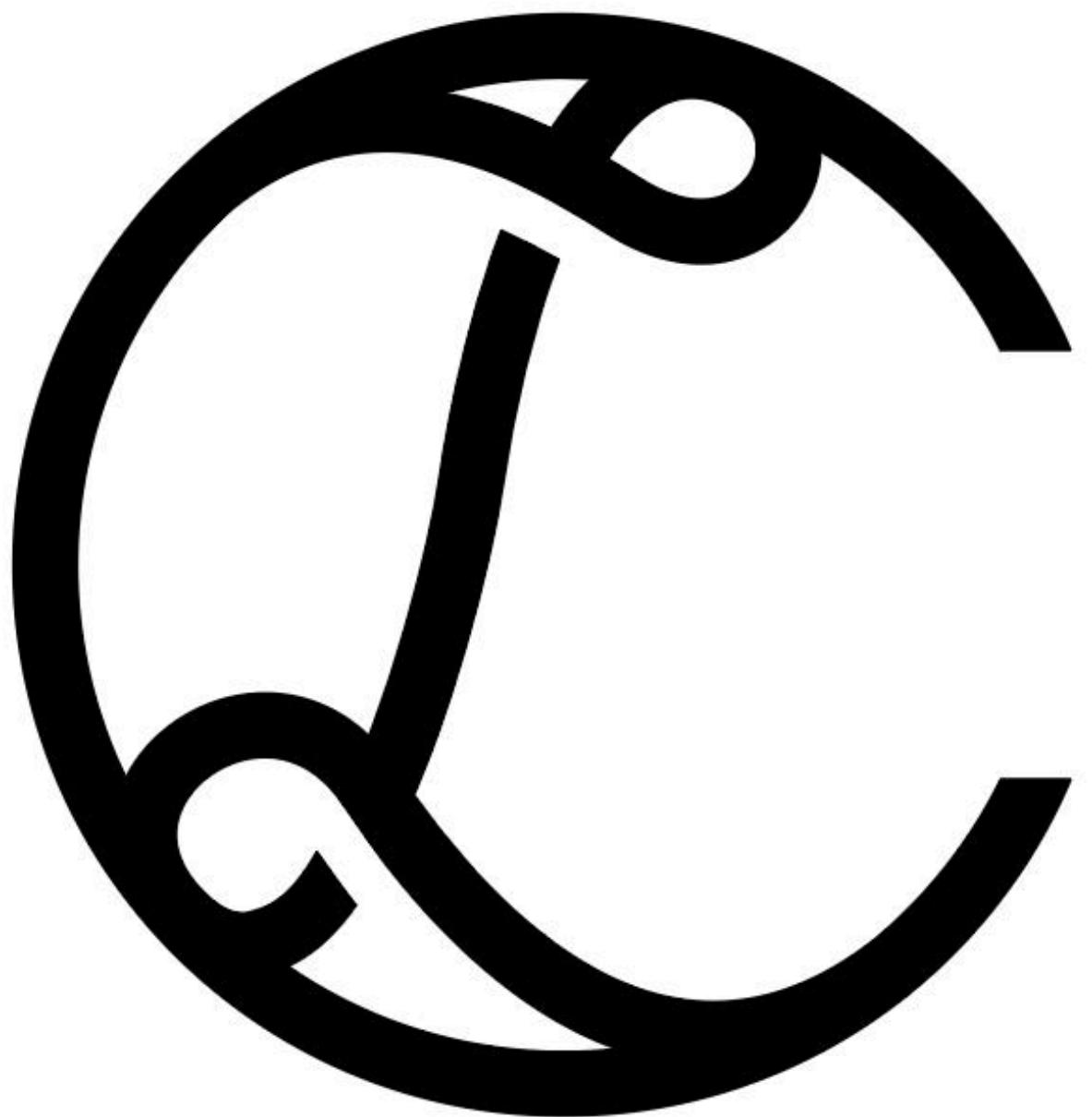


Iterations

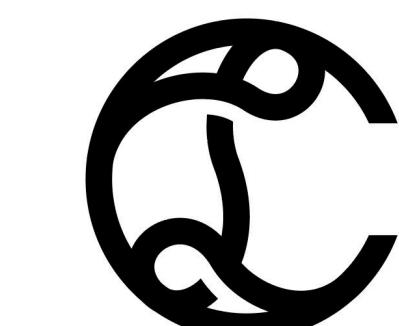
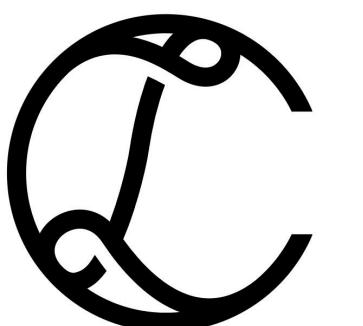
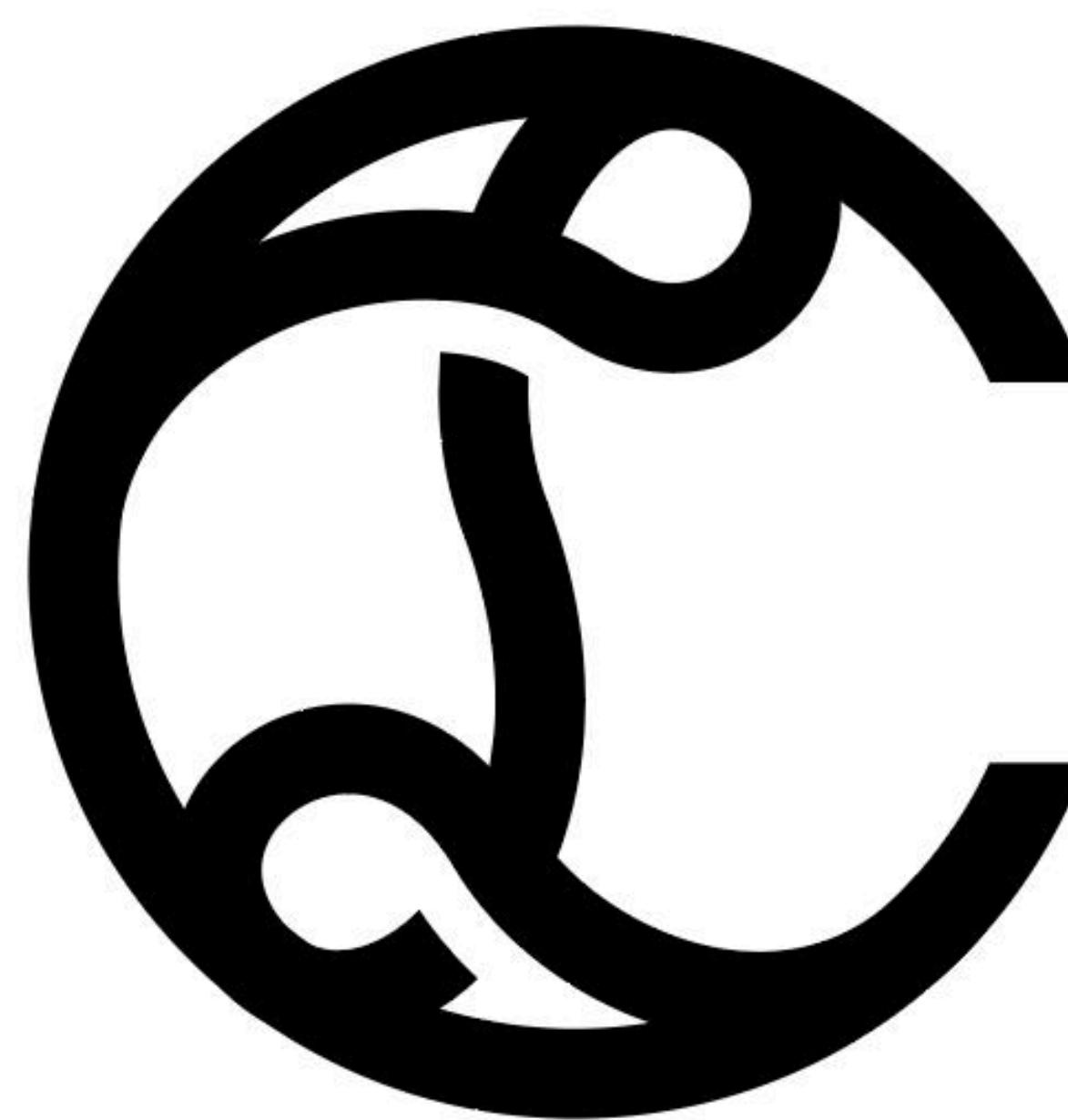
16



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



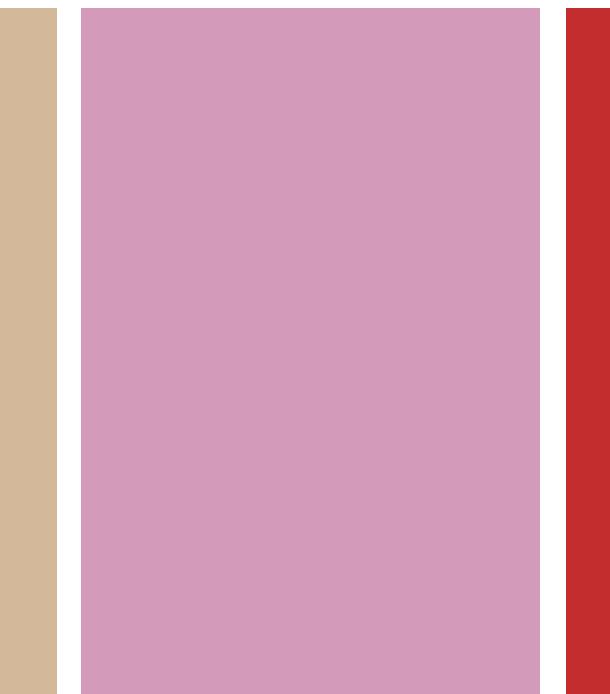
Violet Frosting

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



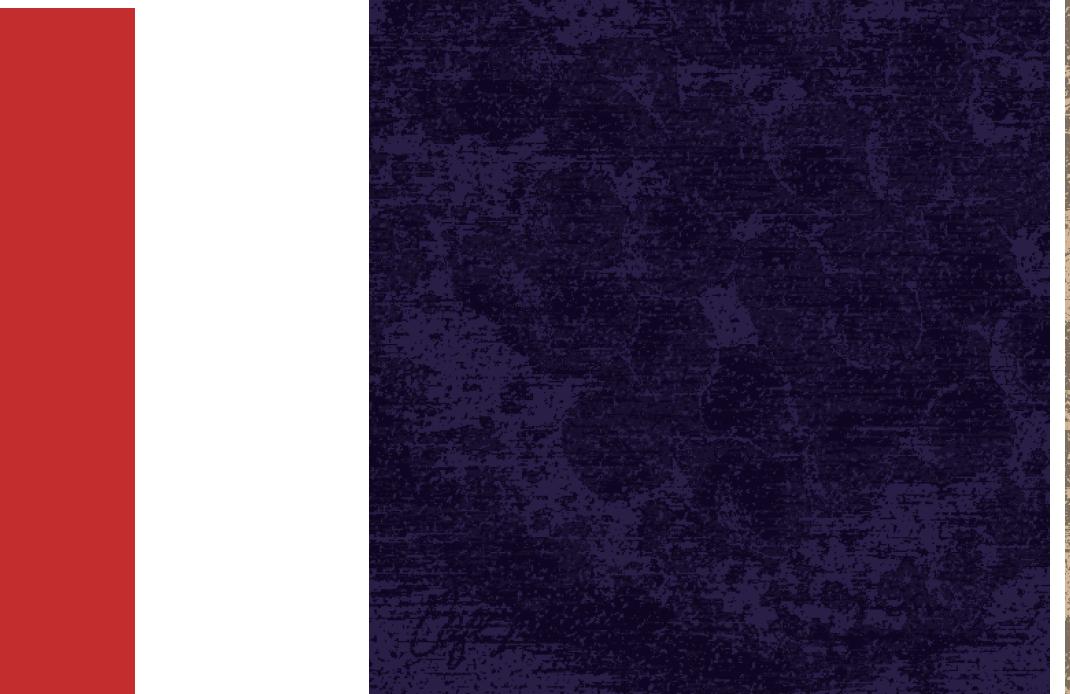
Sugar Cookie

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



Pink Puff

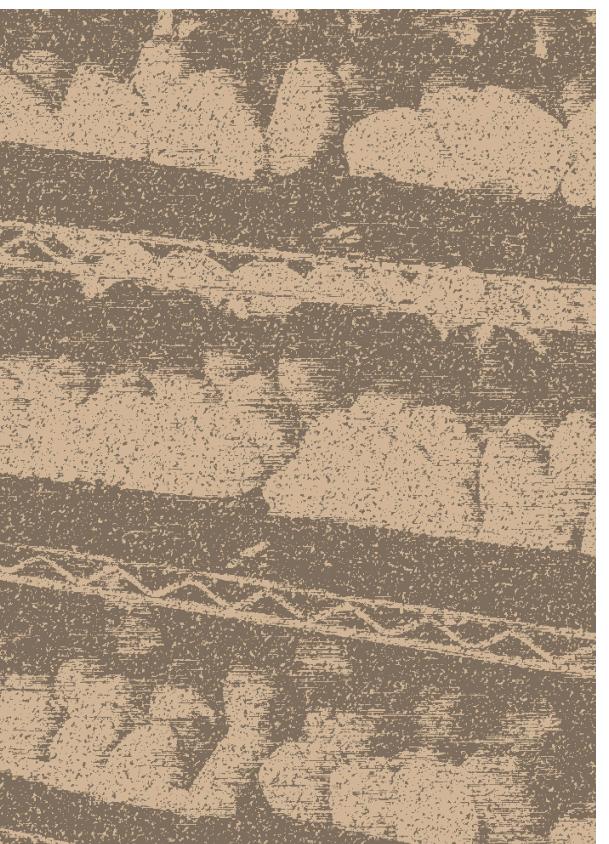
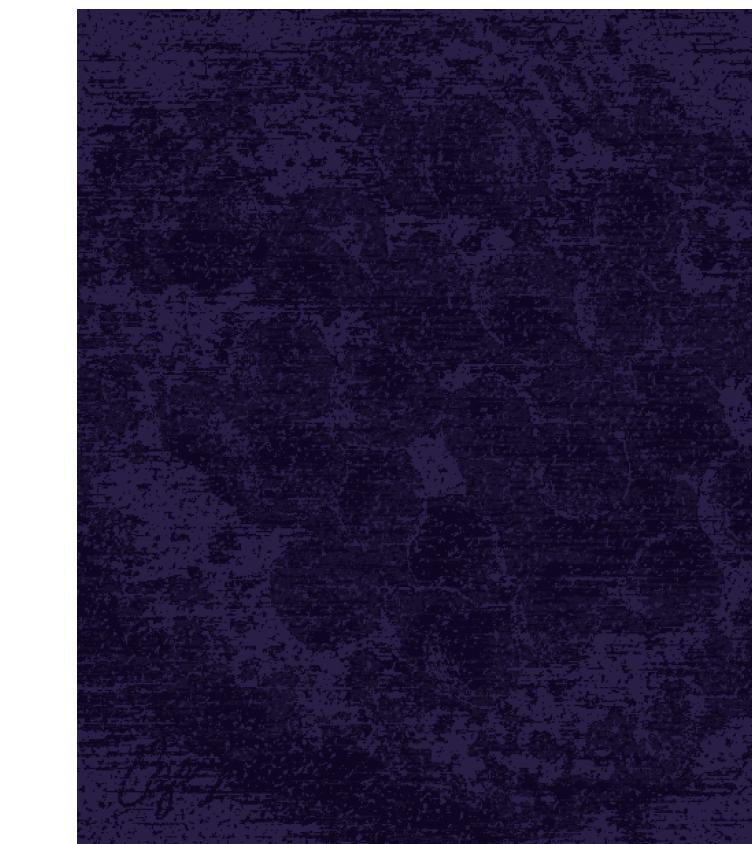
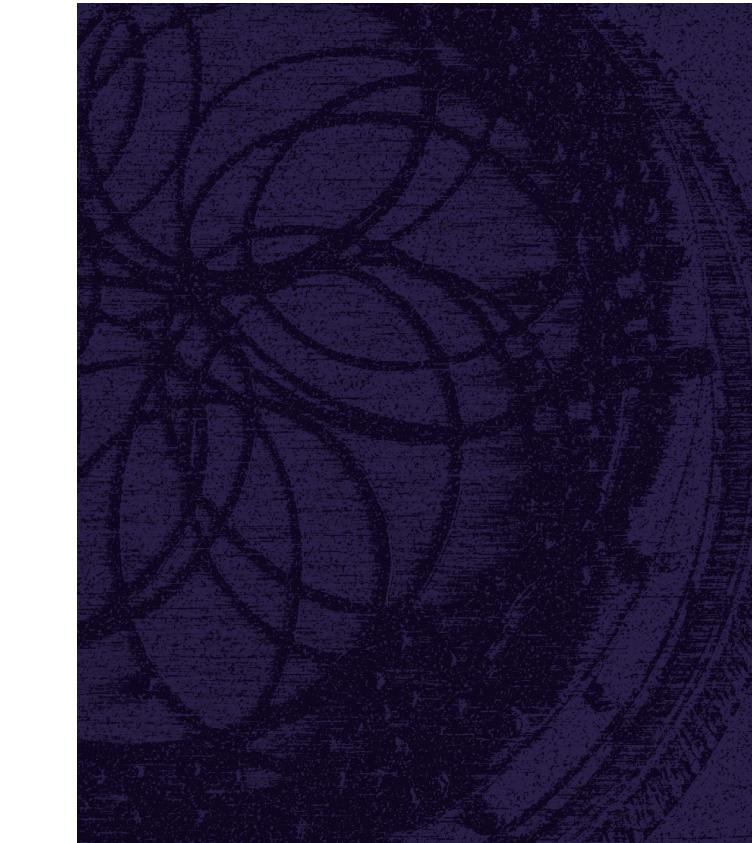
Hex: d59bba
RGB: 213, 155, 186
CMYK: 13, 45, 7, 0
Pantone: 80-9 C



Red Velvet

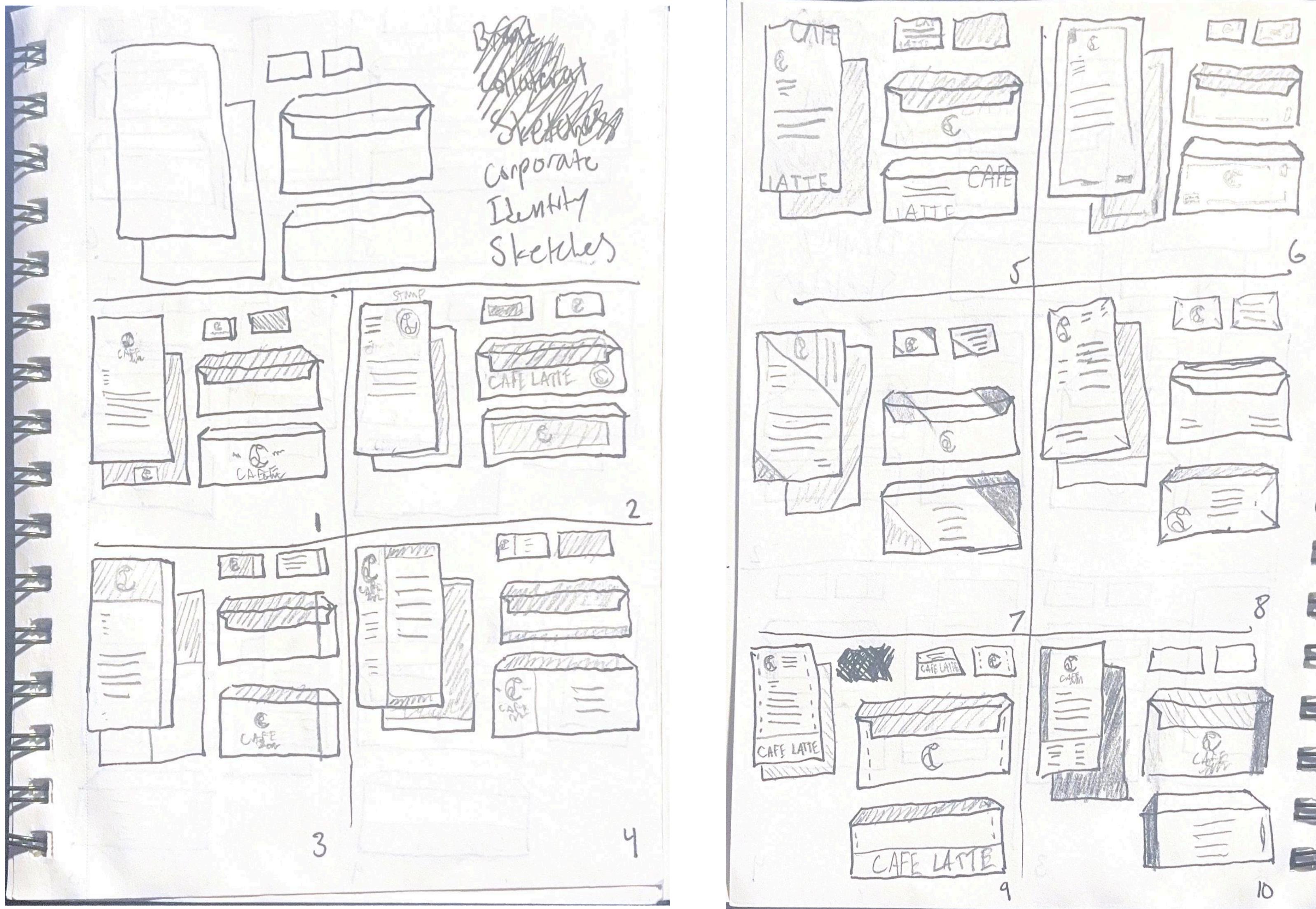
Hex: c52e2e
RGB: 197, 46, 46
CMYK: 15, 96, 92, 5
Pantone: 48-16 C

Patterns



Corporate Identity Sketches

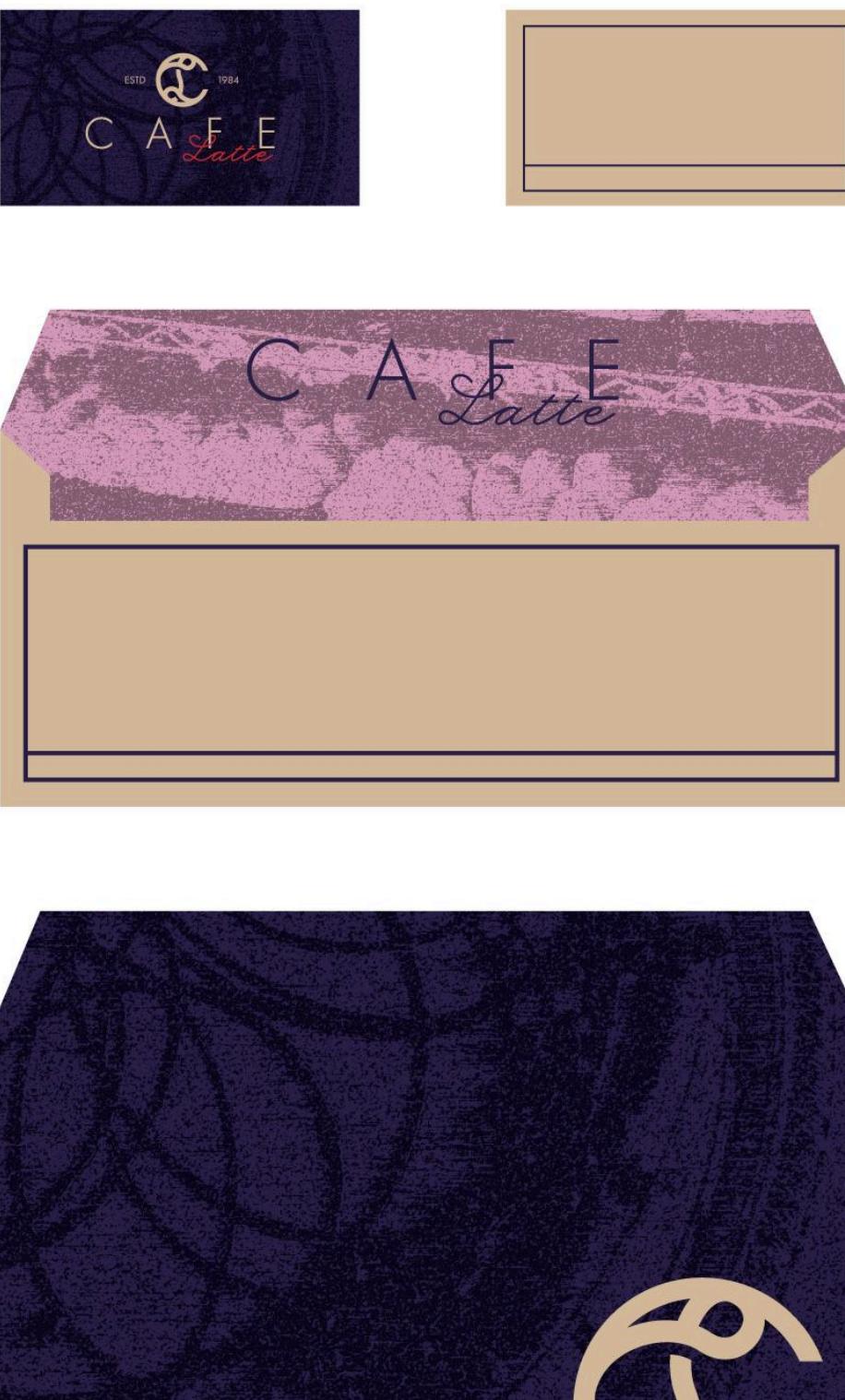
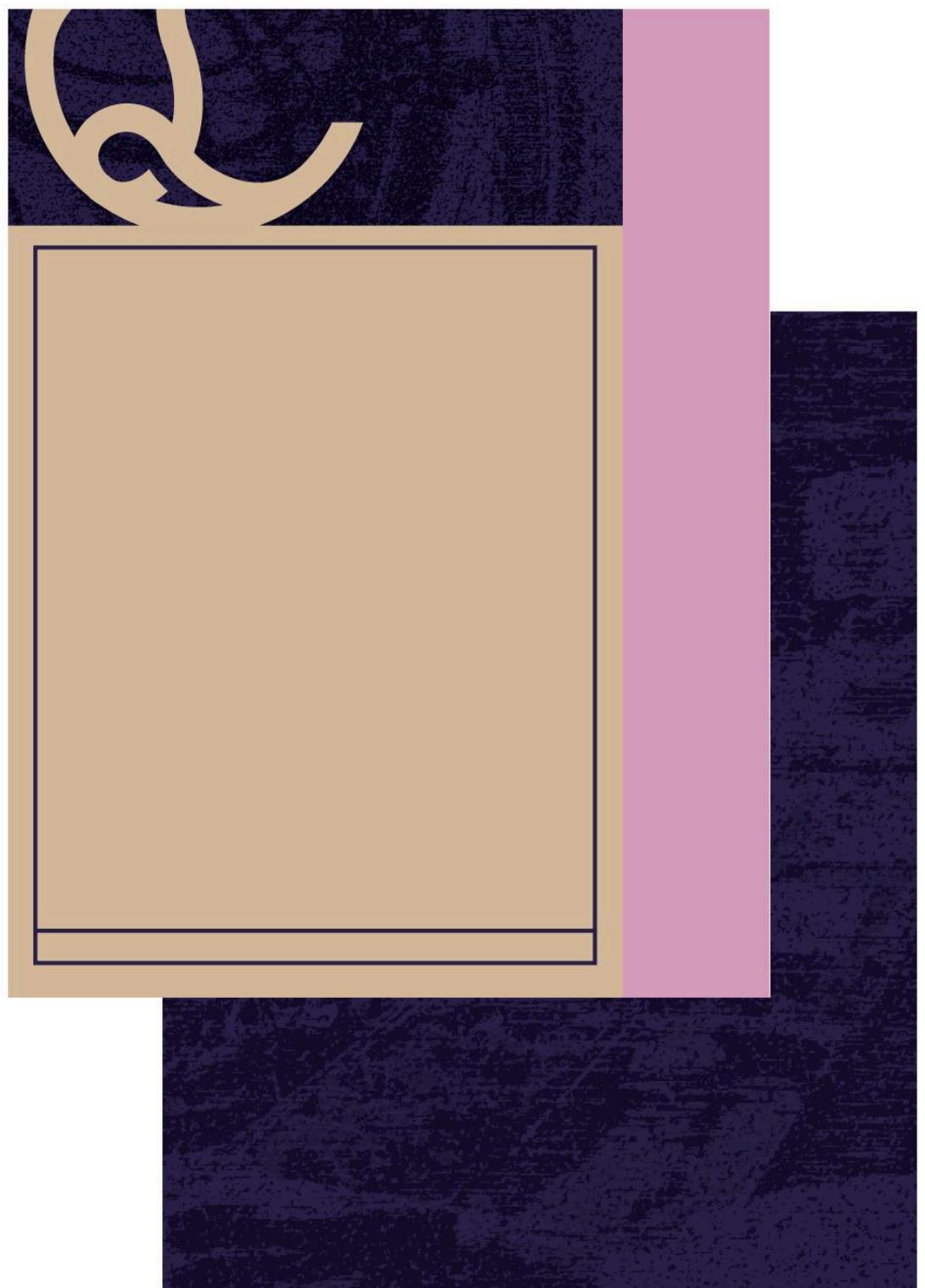
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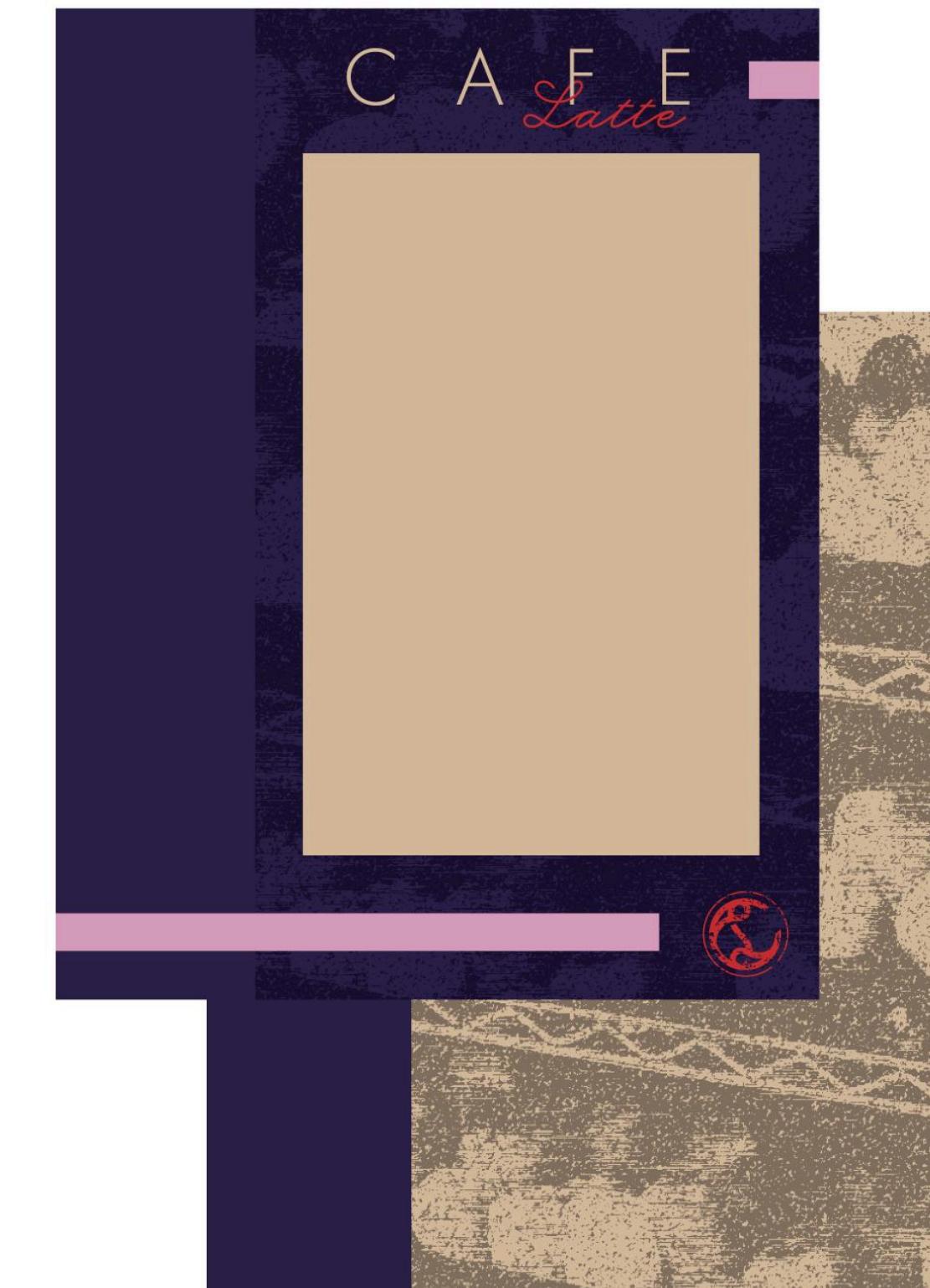
Corporate Identity Roughs

21

1



2



Initial Mockups

22



Brand Collateral Sketches

23



5. Final Presentation/Design

Cafe Latte Rebrand

Matthew Espena



ALMA



THE
MARKET
AT MALCOLM YARDS



Logos



Typography

Headline Typeface: FUTURA PT

Body copy typeface: Futura PT Body

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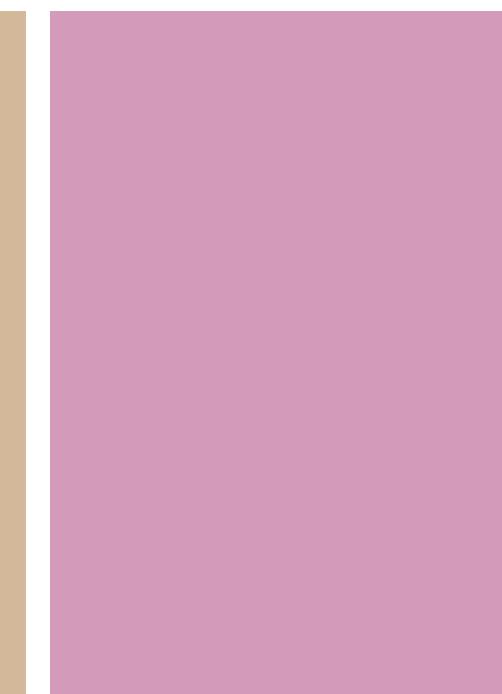
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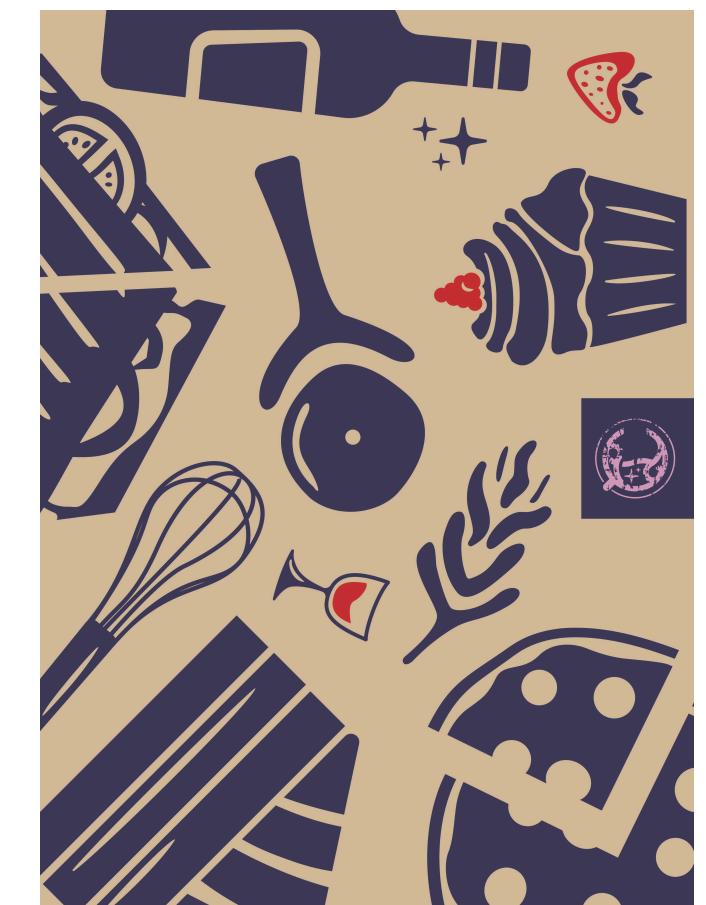
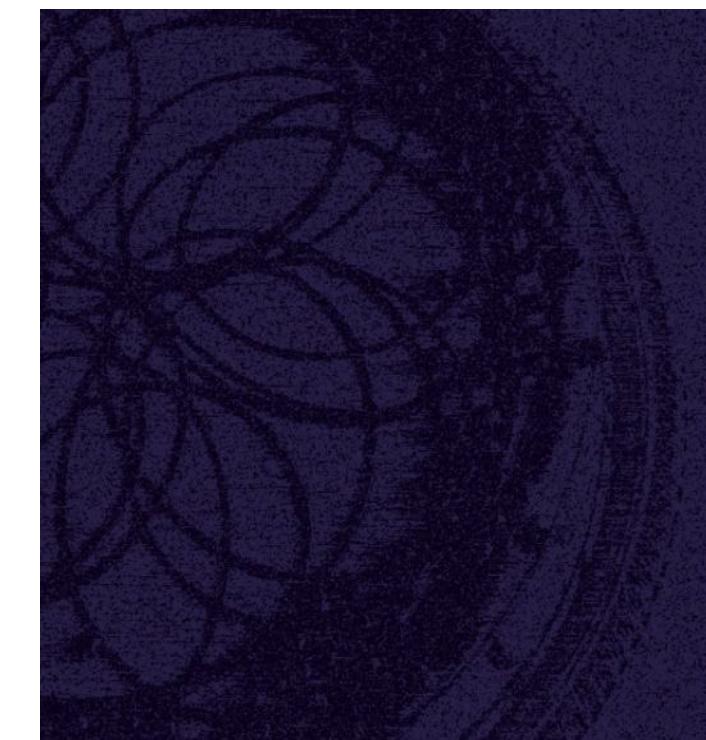
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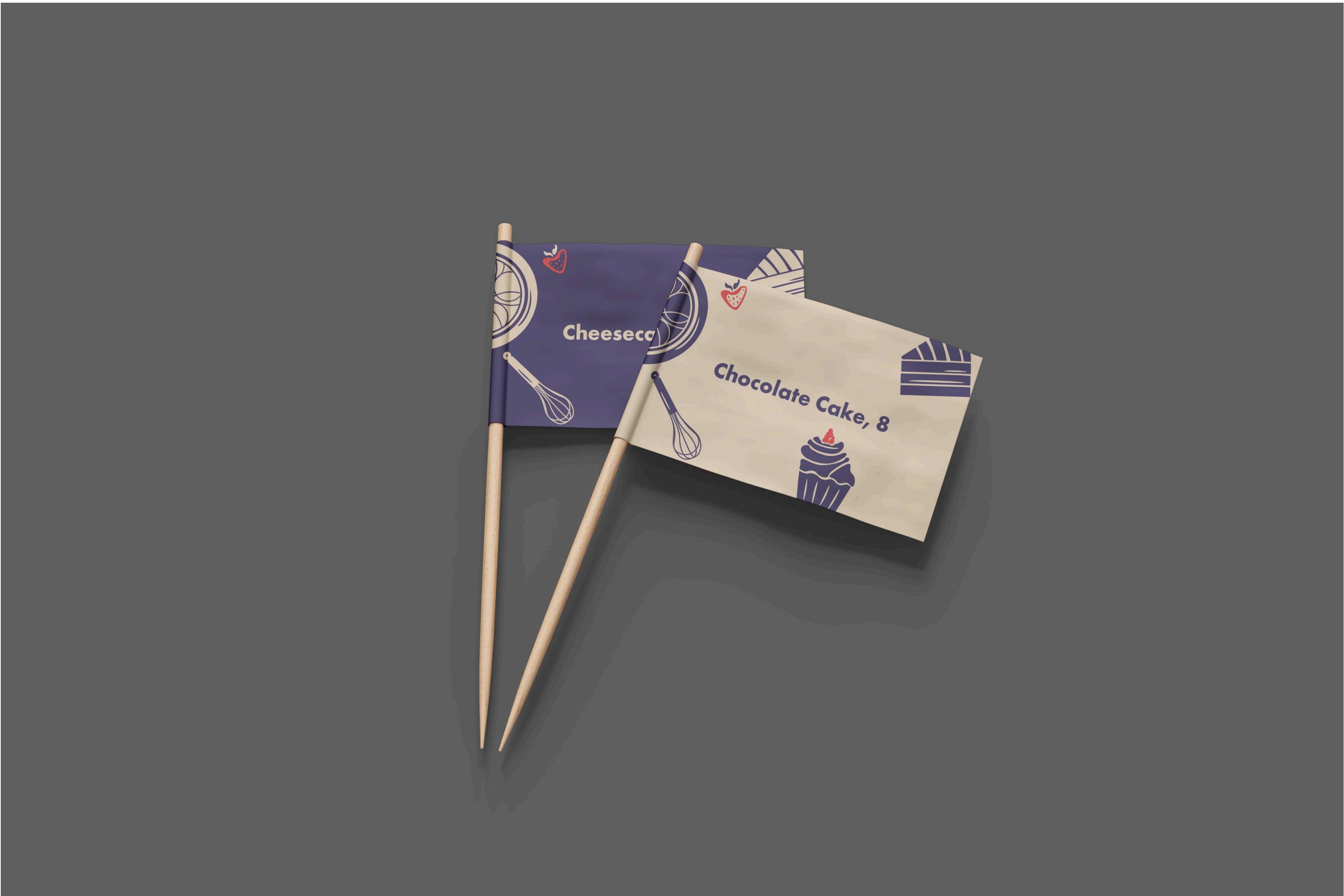
Patterns



















Thank you!