



Common

GROUND



A dimly lit, vintage-style interior, possibly a cafe or a small restaurant. The scene is characterized by warm, low-key lighting. In the foreground, there are several round tables with chairs, some of which are set with glassware and plates. To the right, a counter or display case is visible, featuring a sign that reads "CARRACO BISCUITS". The background shows a bar area with bottles and a window with a decorative pattern. The overall atmosphere is cozy and nostalgic.

Discovery

Discovery

- The Client
- Project Goals

Research

- Imagery
- Color
- Typography

Ideation

- Sketches
- Color & Type

Development

- Final Logo
- Print Materials
- Digital Materials

**THE
CLIENT**

Brand Name:

Common Grounds

Brand Voice:

Welcoming/Warm/Personal

Client Requests:

- Orange, yellow, blue, black OR taupe, yellow, dark browns
- Handwritten style typography
- Vintage inspired photography of people gathered together
- Cozy looking mugs (no paper cups, tea cups, etc)

Target Audience:

24+ aged individuals looking to connect with others in a sit-down, café environment. At this point in their lives, they are looking to create and reinforce personal relationships with others outside of work.

Brand Overview:

Common grounds is a cafe based in a small town in Mississippi. They focus on providing a place where customers can experience rich and flavorful coffee and connect with others.



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Approach:

With the client's background and requests in mind, I decided to keep the design of the brand simple, friendly, and aesthetic. I wanted to use lots of roundedness rather than sharp and jagged lines/edges in order to provide the warm, welcoming, and friendly feeling the cafe wants to establish.

Print & Digital Materials

To fit and establish the company's brand more, designing merchandise such as mugs, tumblers, shirts, and stickers would be beneficial.



PROJECT GOALS



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IMAGERY



Keywords: Cozy, Handwritten, Aesthetic, Minimal

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COLOR

RGB: 204, 189, 172
CMYK: 20, 23, 31, 0
HEX: ccbdac

RGB: 157, 129, 100
CMYK: 37, 45, 63, 9
HEX: 9c8164

RGB: 38, 18, 12
CMYK: 58, 73, 72, 80
HEX: 26120c

RGB: 52, 30, 9
CMYK: 54, 70, 81, 74
HEX: 341e09

RGB: 4, 49, 46
CMYK: 89, 56, 67, 63
HEX: 03302d

RGB: 210, 212, 161
CMYK: 19, 9, 43, 0
HEX: d1d3a1

DMC 3046 MEDIUM YELLOW BEIGE	DMC 3820 DARK STRAW	DMC 3829 VERY DARK OLD GOLD
DMC 169 LIGHT PEWTER	DMC 535 VERY LIGHT ASH GRAY	DMC 310 BLACK

582F0E
7F4F24
936639
A68A64
B6AD90
C2C5AA
A4AC86
656D4A
414833
333D29

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TYPOGRAPHY

Antro Vectra Bolder
DIAMOND CREEK REGULAR

Quimby Gubernatorial
ACIER BAT

Cocktail Shaker
Espiritu

Relation
Espiritu

Quimby Gubernatorial
ACIER BAT

Quimby Gubernatorial
Espiritu

Ink Free
Espiritu



A dimly lit, vintage-style cafe interior. The scene is filled with tables, chairs, and a counter. In the foreground, a round table is set with a glass of water, a small pitcher, and some napkins. To the right, a counter area features a menu board with the words "CARRACCO BISCUIT" visible. The background shows a bar area with bottles and a window with a hanging lamp. The overall atmosphere is cozy and nostalgic.

Ideation

Discovery

- The Client
- Project Goals

Research

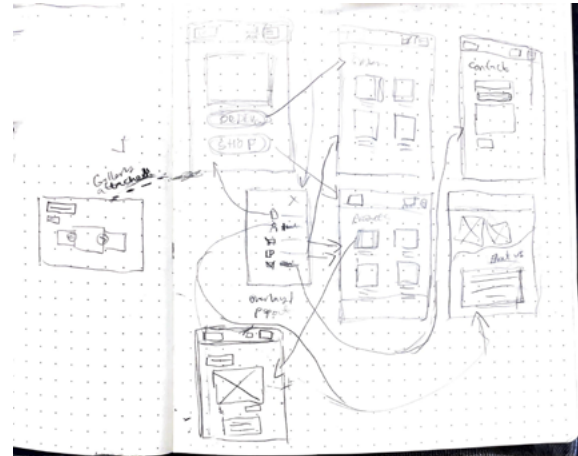
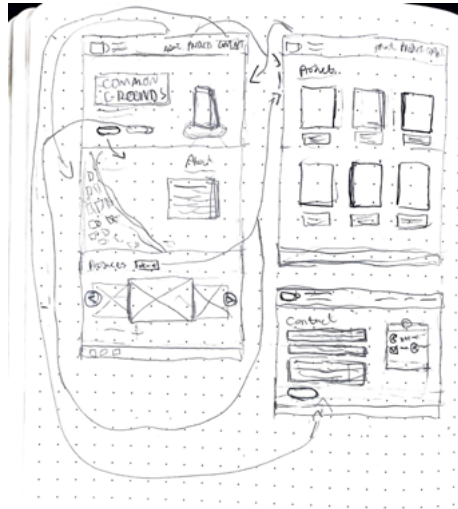
- Imagery
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Ideation

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SKETCHES

Discovery

- The Client
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- Imagery
- Color
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- Sketches
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COLOR & TYPE

Antro Vectra Bolder **DIAMOND CREEK REGULAR**

Futura Light

RGB: 204, 189, 172
CMYK: 20, 23, 31, 0
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RGB: 157, 129, 100
CMYK: 37, 45, 63, 9
HEX: 9c8164

RGB: 38, 18, 12
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Development

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**FINAL
LOGO**



Variations (vertical)



Variations (horizontal)



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PRINT MATERIALS



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**PRINT
MATERIALS**

Branding Book



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Ideation

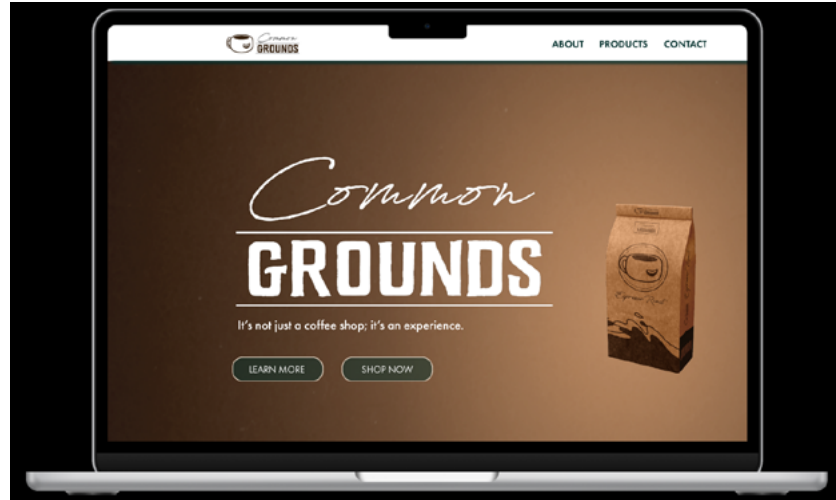
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DIGITAL MATERIALS

Desktop Website



Mobile Website



with strong balance sheets. Here are three worth a nibble ([space](#) or prices are as of

to spot the next Chipotle has led to lofty valuations and volatile share prices for a
it "fast casual" chains. Perhaps the original Chipotle Mexican Grill (CMG) is a
pure, the [stock](#) or sells for a rich, 41 times projected 2014 earnings, but Chipotle has
putation as one of the industry's top operators, with well-above-average profit
3 returns on capital. The Denver company has 1,600 restaurants and expects to
195 new ones this year.



**BUY 1
GET 1
FREE**

ly has thrived despite the tepid economic recovery and a miserable winter that kept
at home.

especially enthusiastic about the firm's newest idea. Del Frisco's Grille, a less-
ut still upscale chain that targets the young people who ordinarily shun classic
ed steakhouses. The Southlake, Tex., company has only 12 Grille locations but
open five more this year. Stephens Inc. analyst Will Szaibaugh says he expects Del

The primary objection to the stock is that it
s climbed so much—some 2,000% since
Donald's spun off Chipotle in 2006. Still,
jus [Research](#) or analyst John Staszak
s he expects the stock to reach \$660 in
year.

ipotle is benefiting from growing interest
fast-casual restaurants, which serve
her-quality fare than fast food, but do it
ter and more cheaply than traditional sit-
in chains. Still, some traditional eateries
; worth a look, too. Del Frisco's
restaurant Group (DFRG) owns 29 high-
d steakhouses under the Del Frisco's
double: Eagle and Sullivan's brand names.