



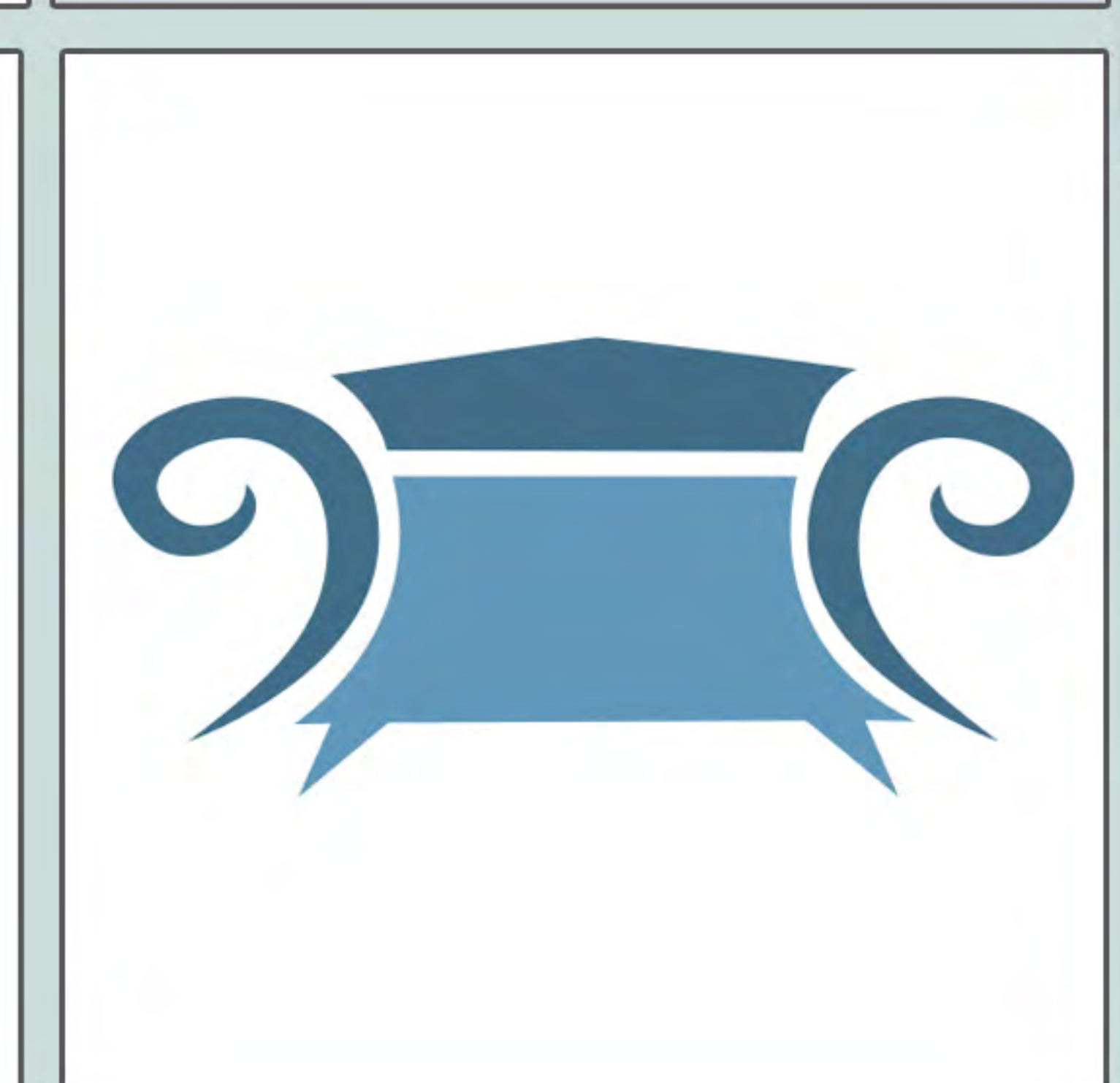
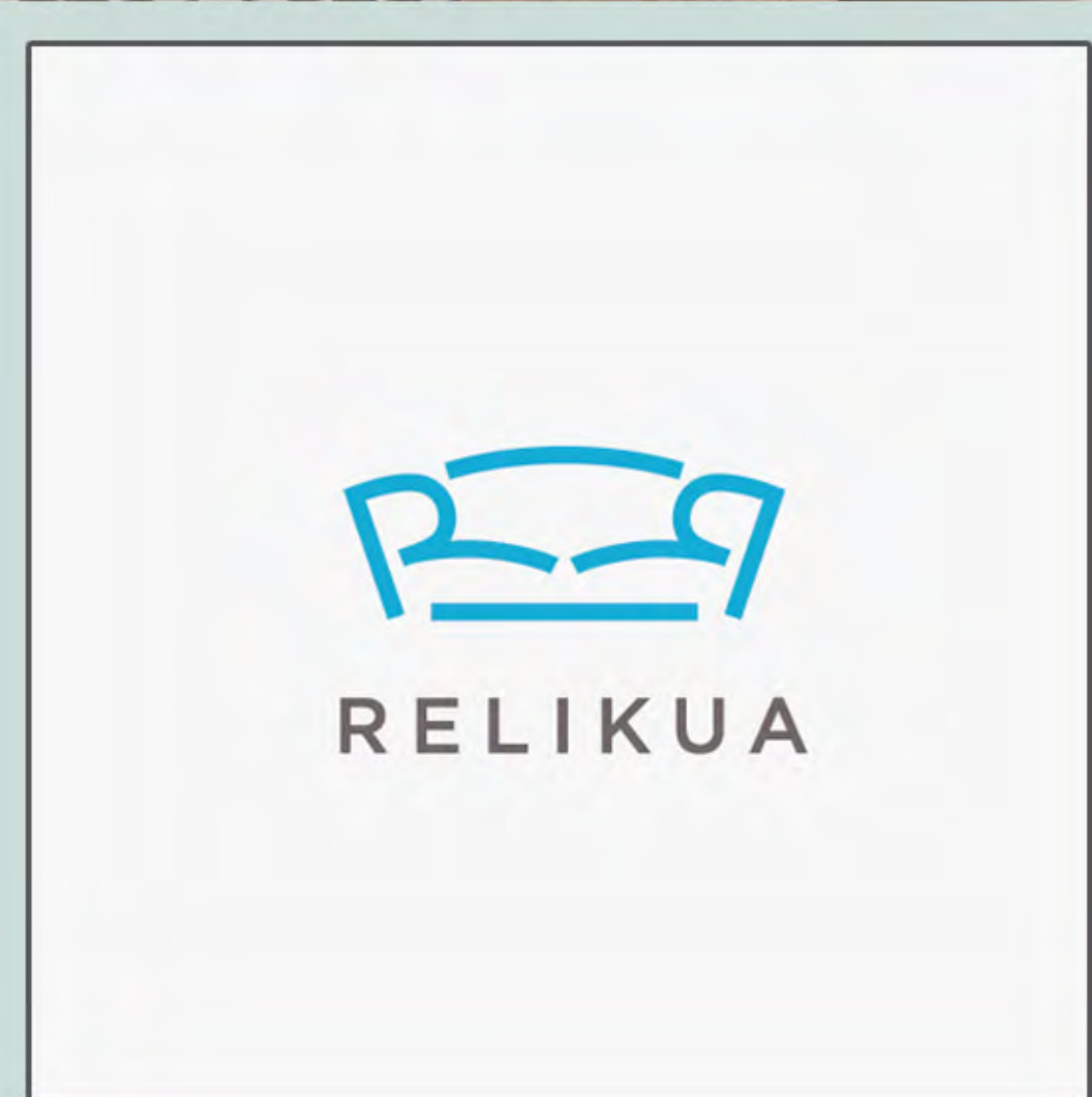
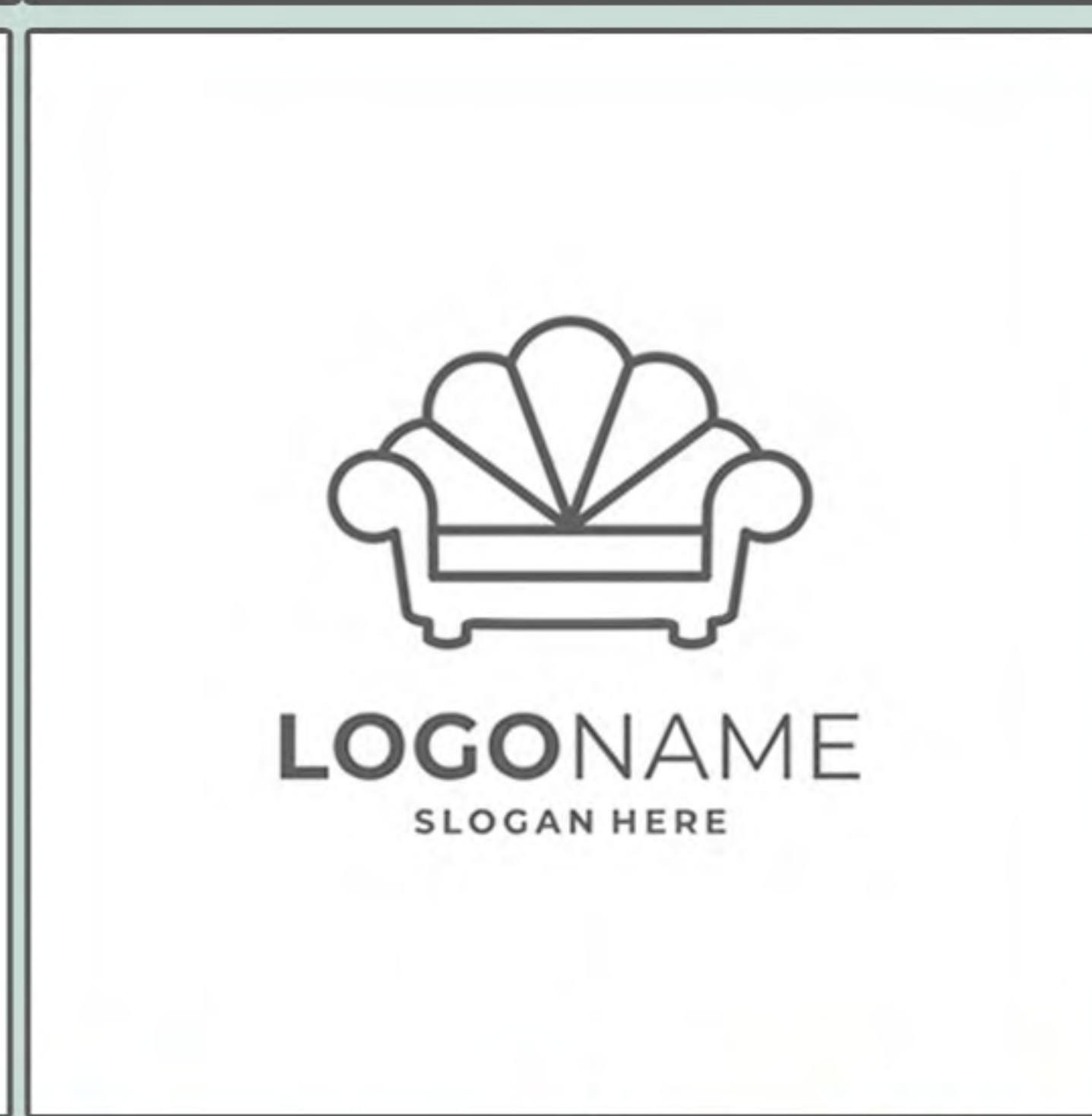
CAMPCAFFE

By Kenneth Chan



Vivaldi
Lucida
Papyrus

CASTELLAR
Rage Italic
Segoe



Bodoni
 Matura
 Century Gothic
 QUICKSAND



- Bradley Hand
- Bauhaus 93**
- Blackadder*
- Forte**
- Berlin Sans**





BRAND NAME
TAGLINE GOES HERE

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COFFEE
HOUSE



DELICATE
COFFEE



Space Coffee

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CUPS & PUPS
— COFFEE —



ethnic
COFFEE



COFFEE
TRAVELER



COMPANY
YOUR TAGLINE HERE



BLACK SHEEP
— Coffee —

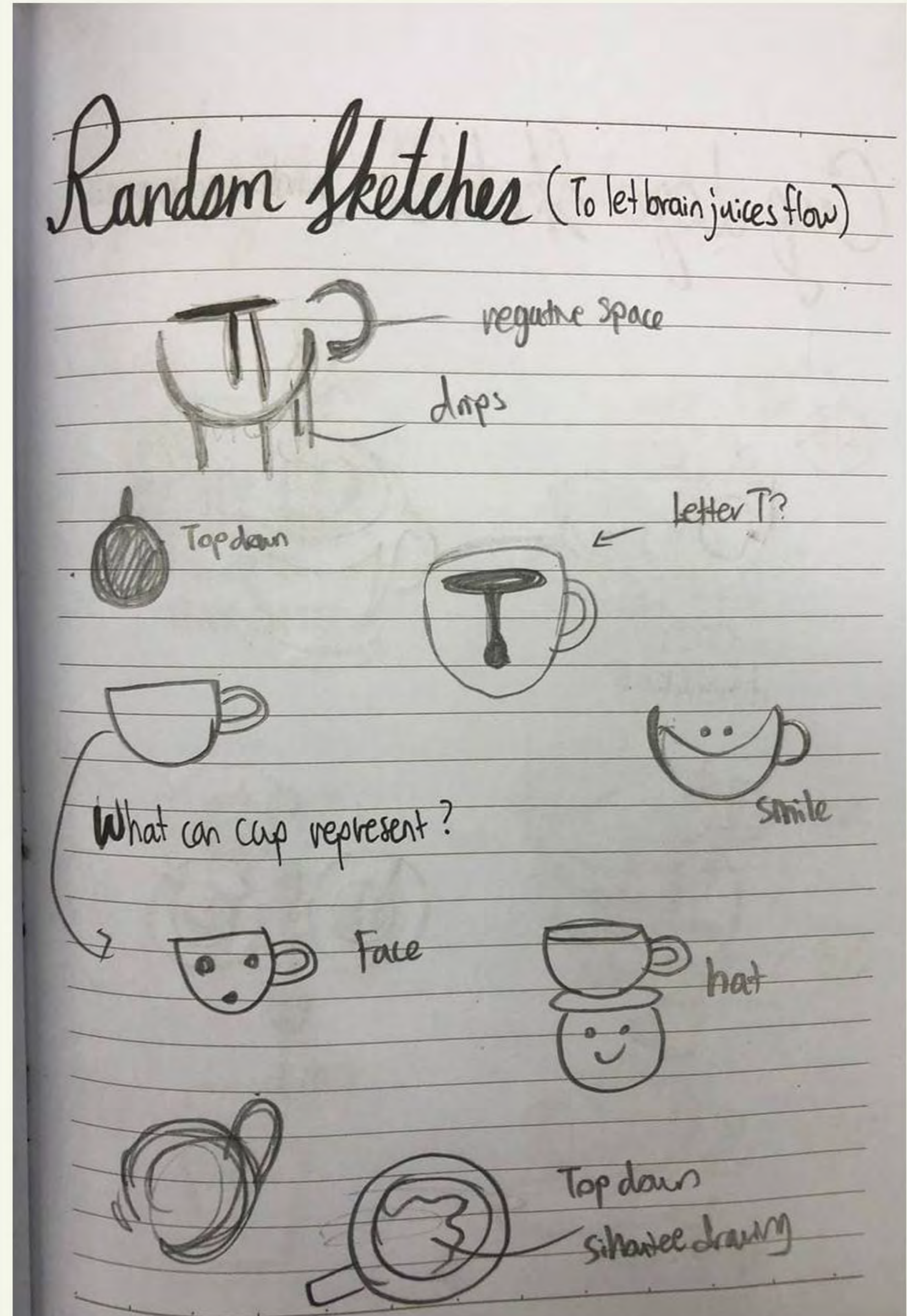
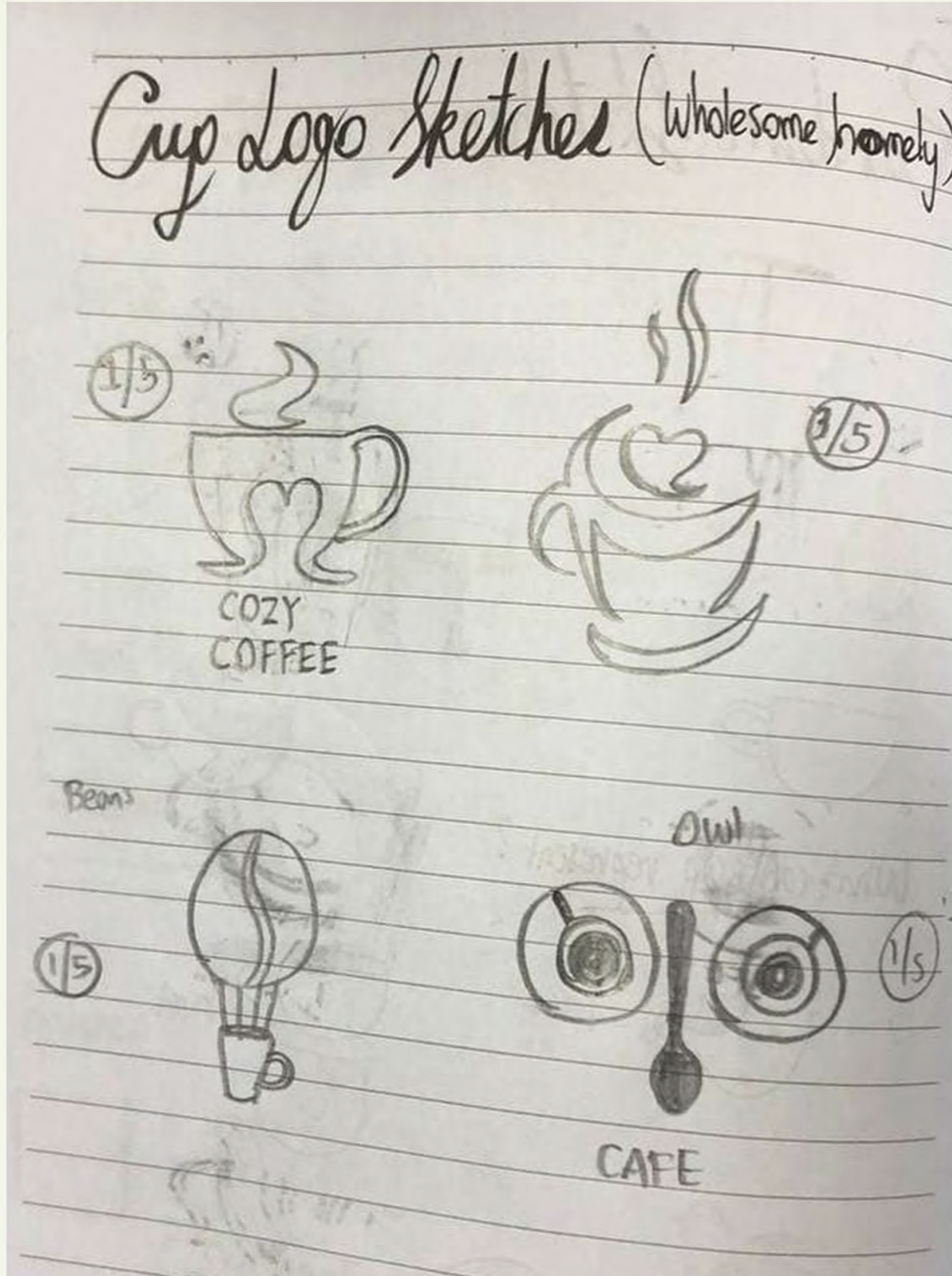


elephant coffee



Calm Coffee

SKETCHES A



SKETCHES B

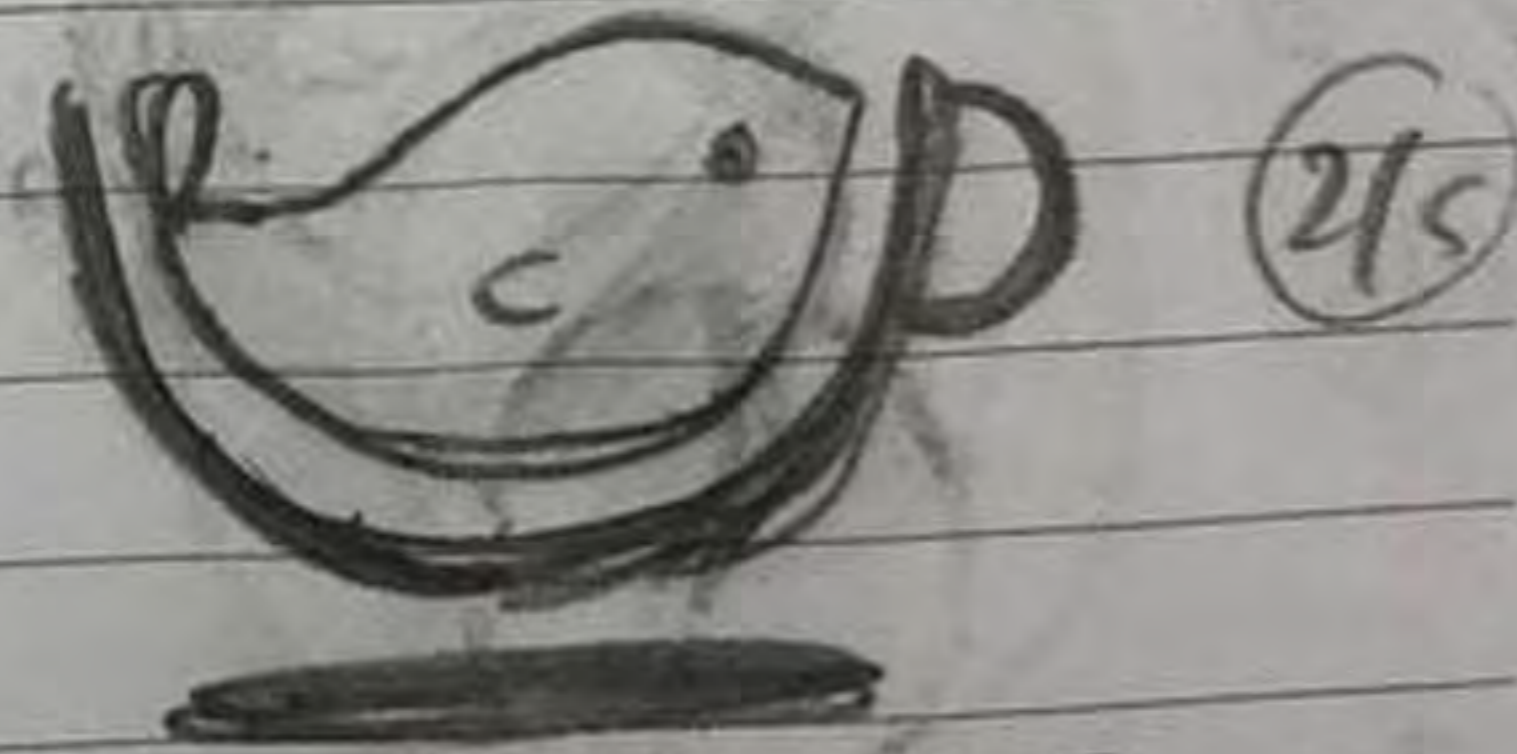
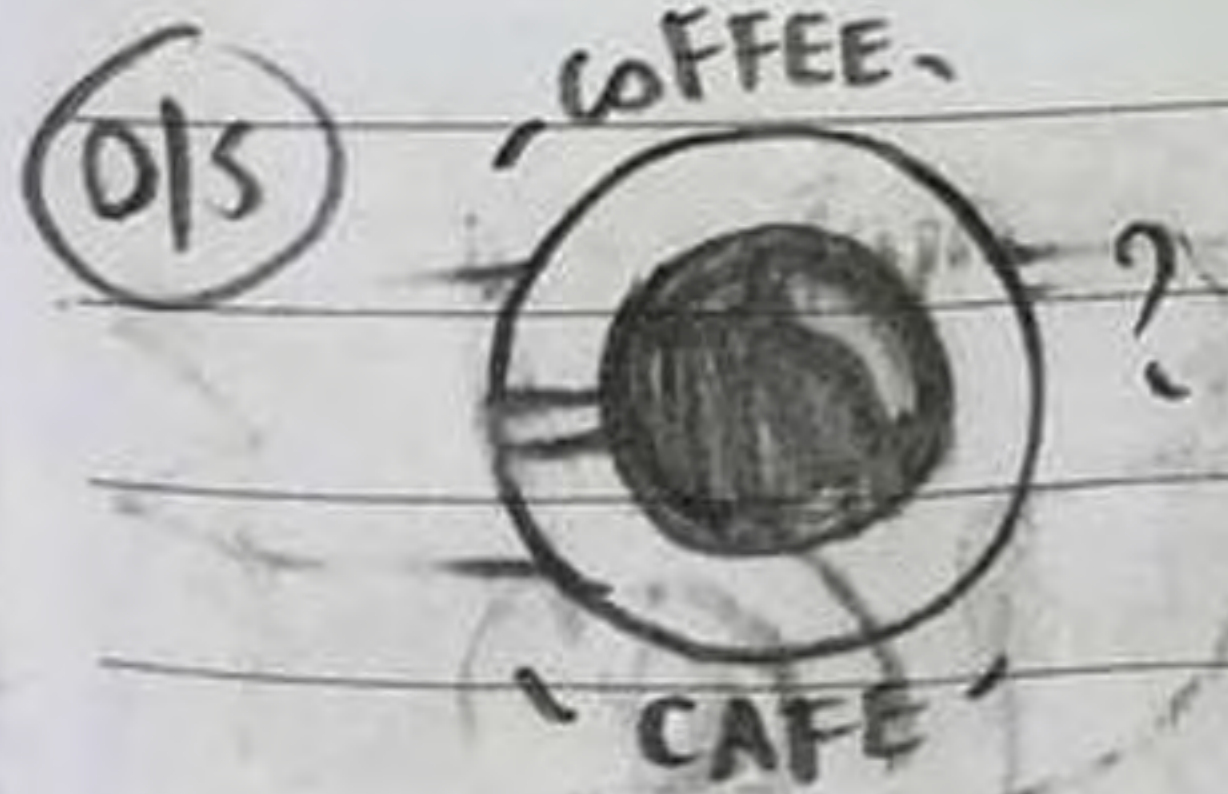
Cup Logo: More Exploration

(3/5?) Bird
gross

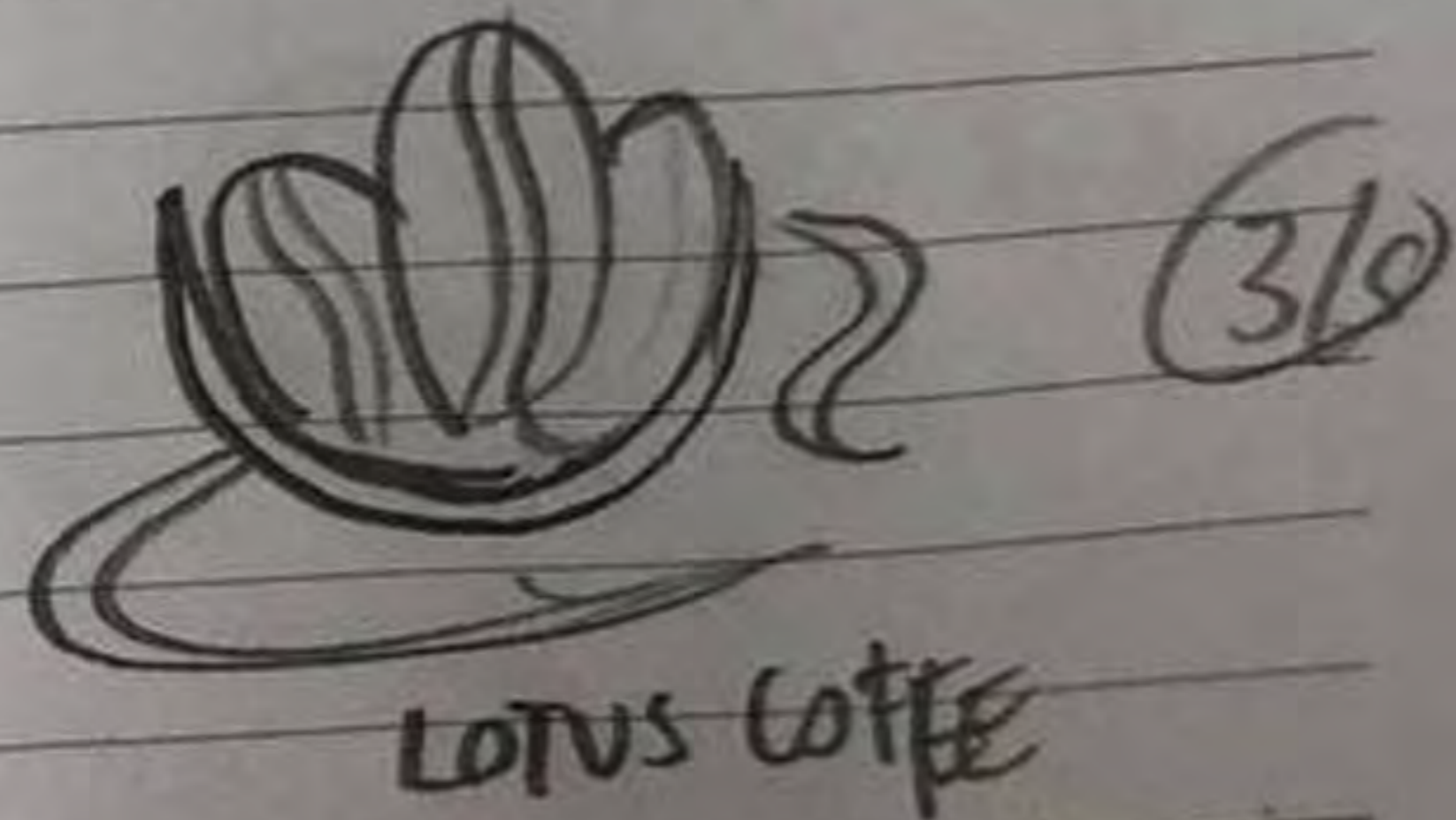
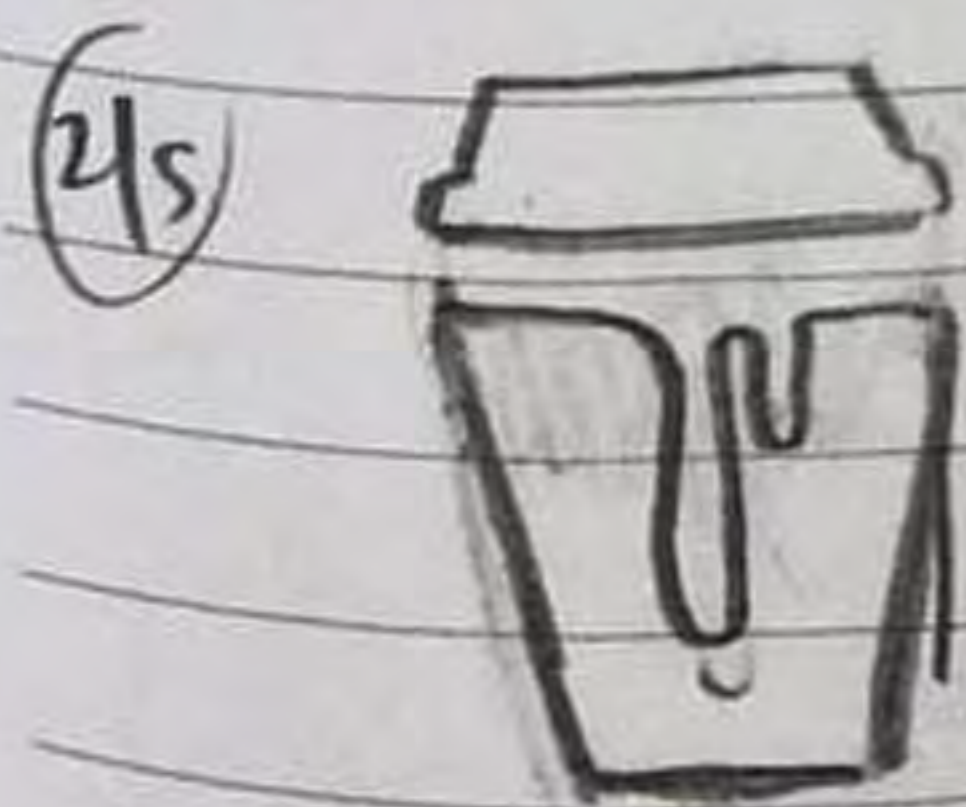


RAT COFFEE

(1/5)

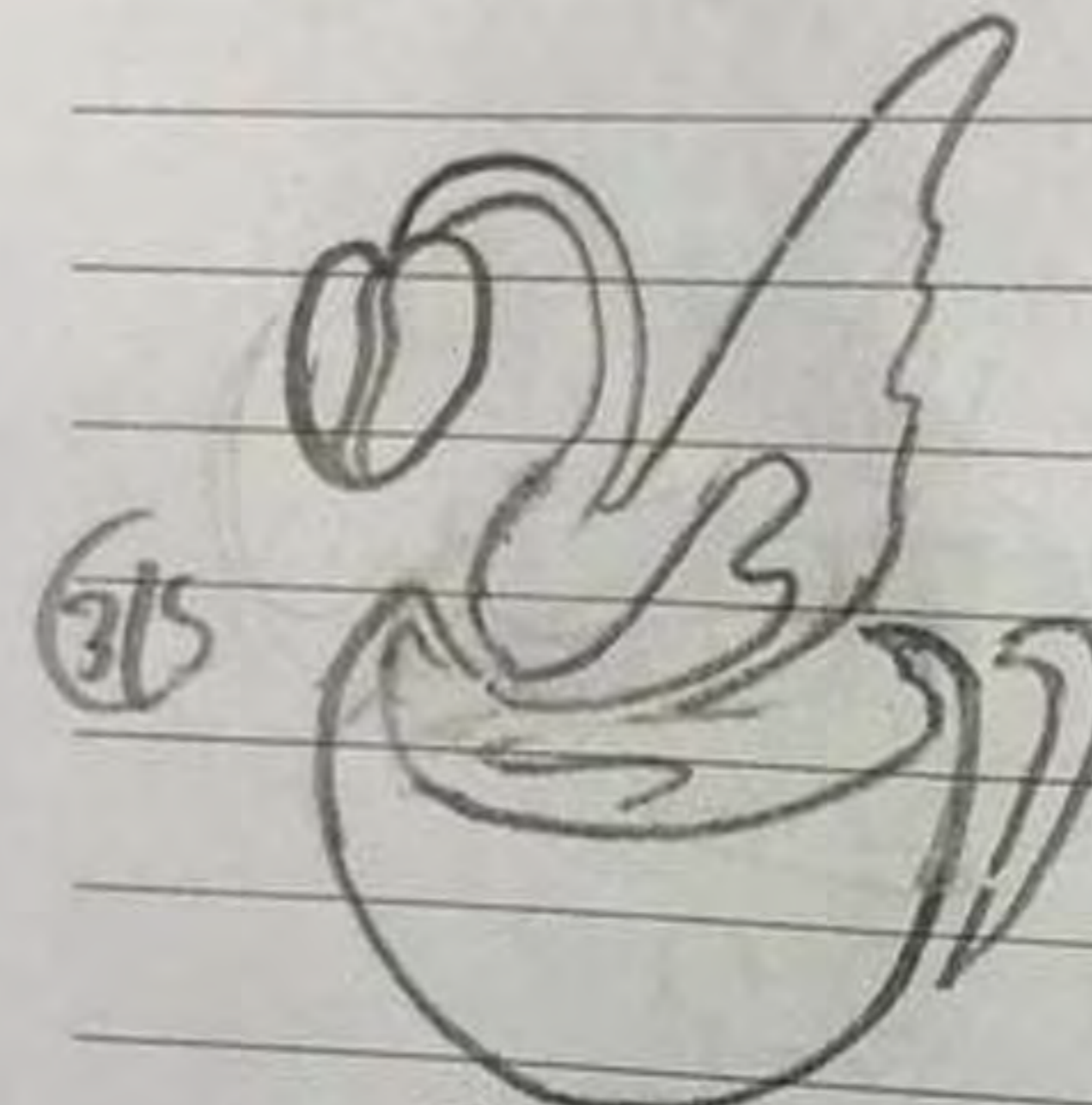


Whale coffee?

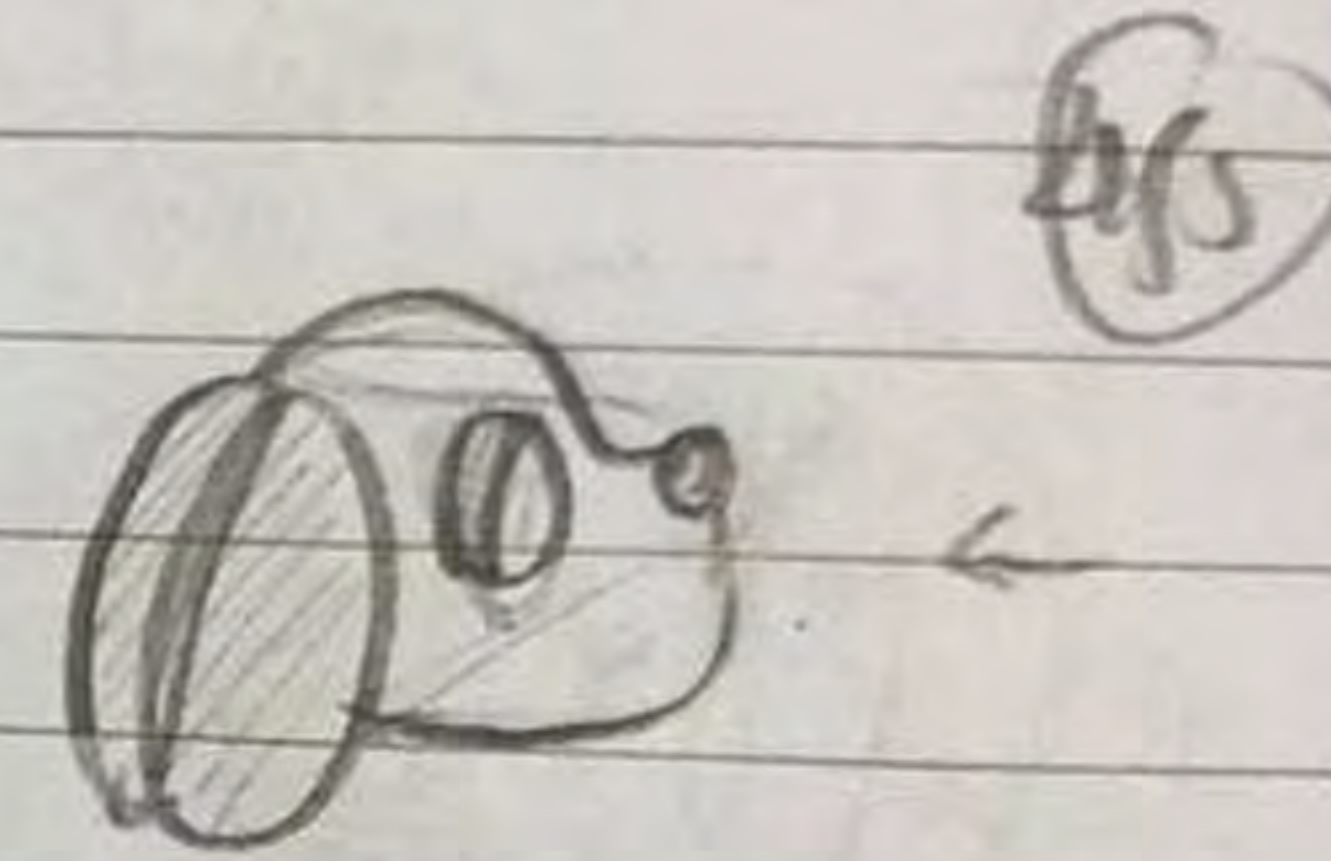


LOTUS COFFEE

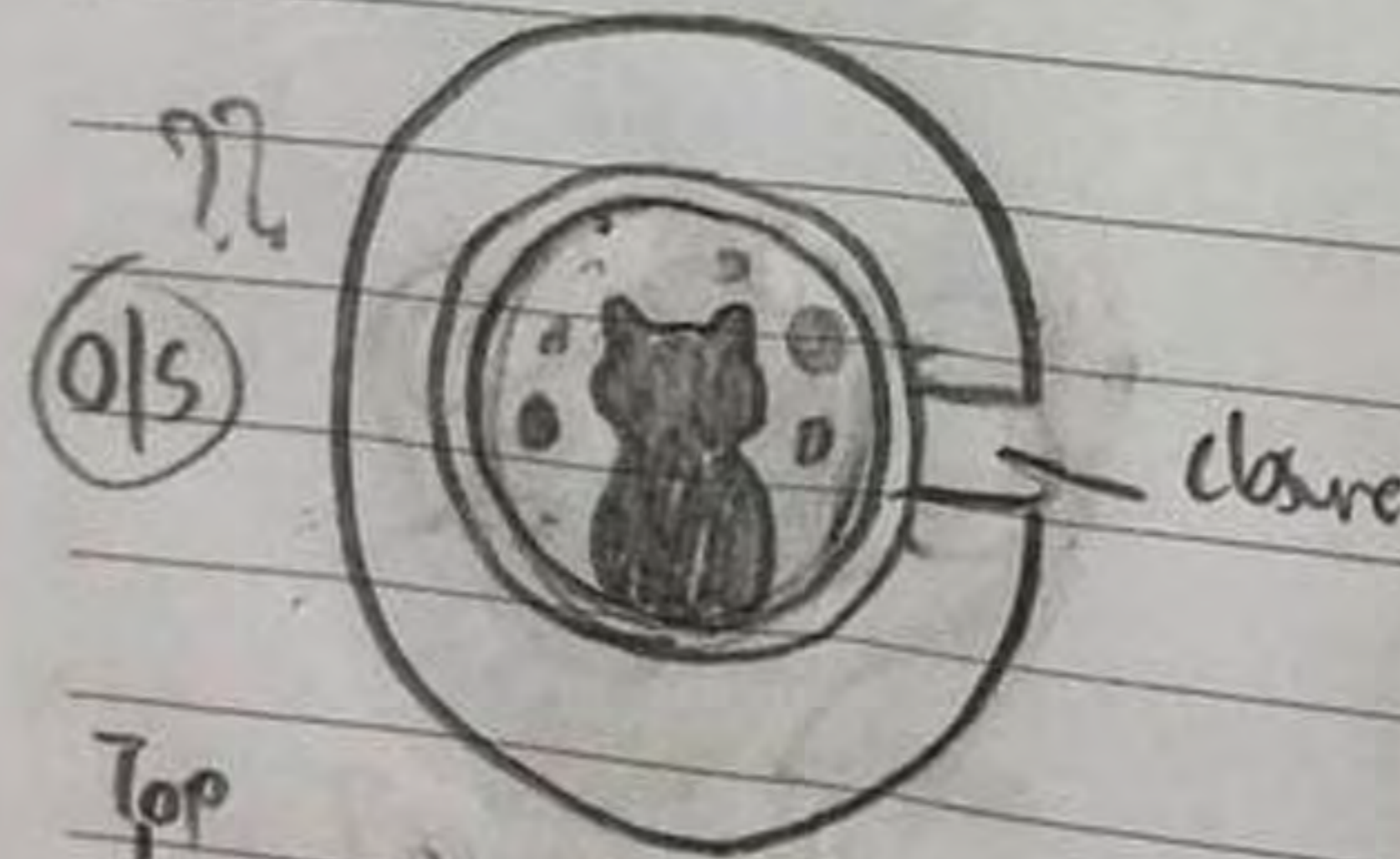
Coffee Sketches 3



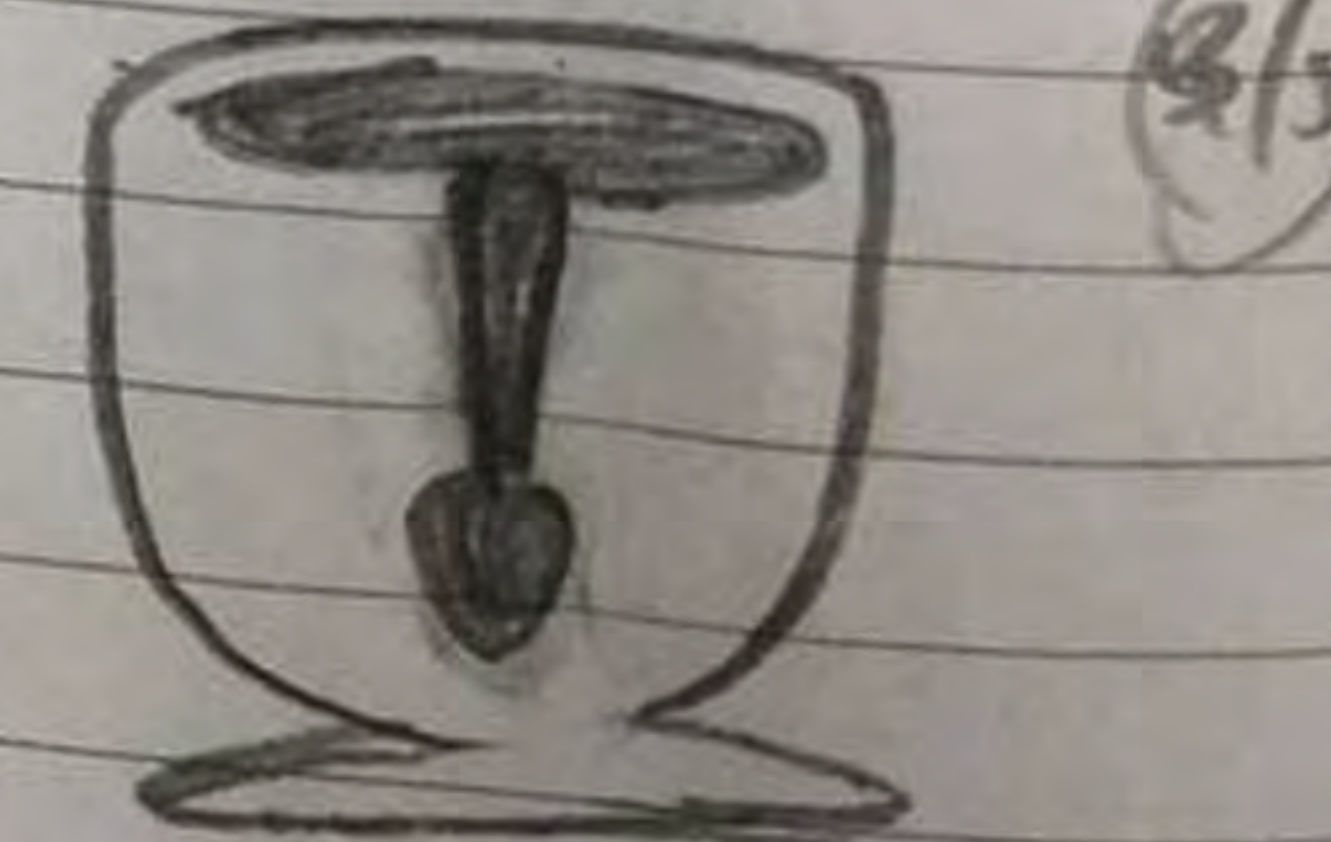
SWAN COFFEE



DOG COFFEE?



Top
down not working out



Coffee + spoon?

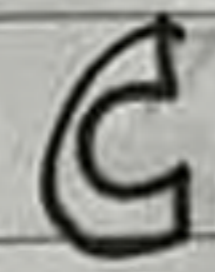
SKETCHES C

Back To drawing Board

What are the elements in coffee to use?



Primitive shapes



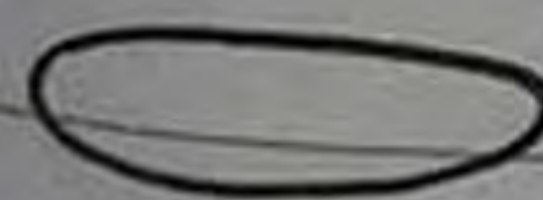
Letter C



Handle



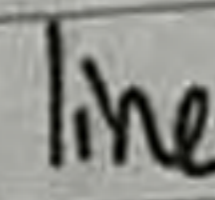
Coffee bean



Dish



rand



line



The coffee



Drip



Smoke



Coffee Top down



Thoughts coffee



x
els



Astronaut coffee



Bread and coffee



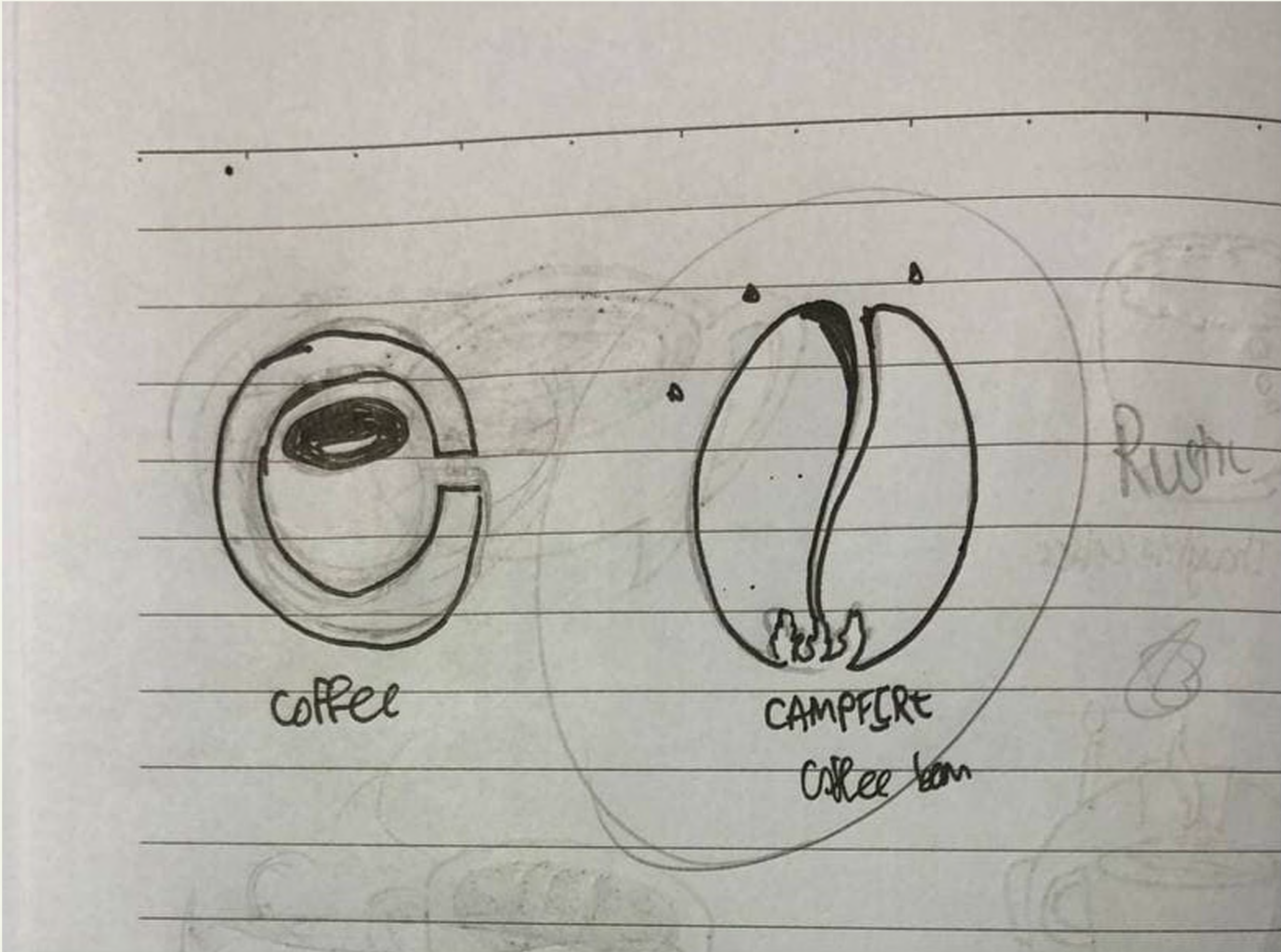
coffee home



Elephant coffee

Minimalistic

SKETCHES D



LOGO DESIGNS



CAMPCAFFE



SHERLOCK
CAFE



COFFEE
TALK

SIZE EXPLORATIONS



CAMPCAFFE

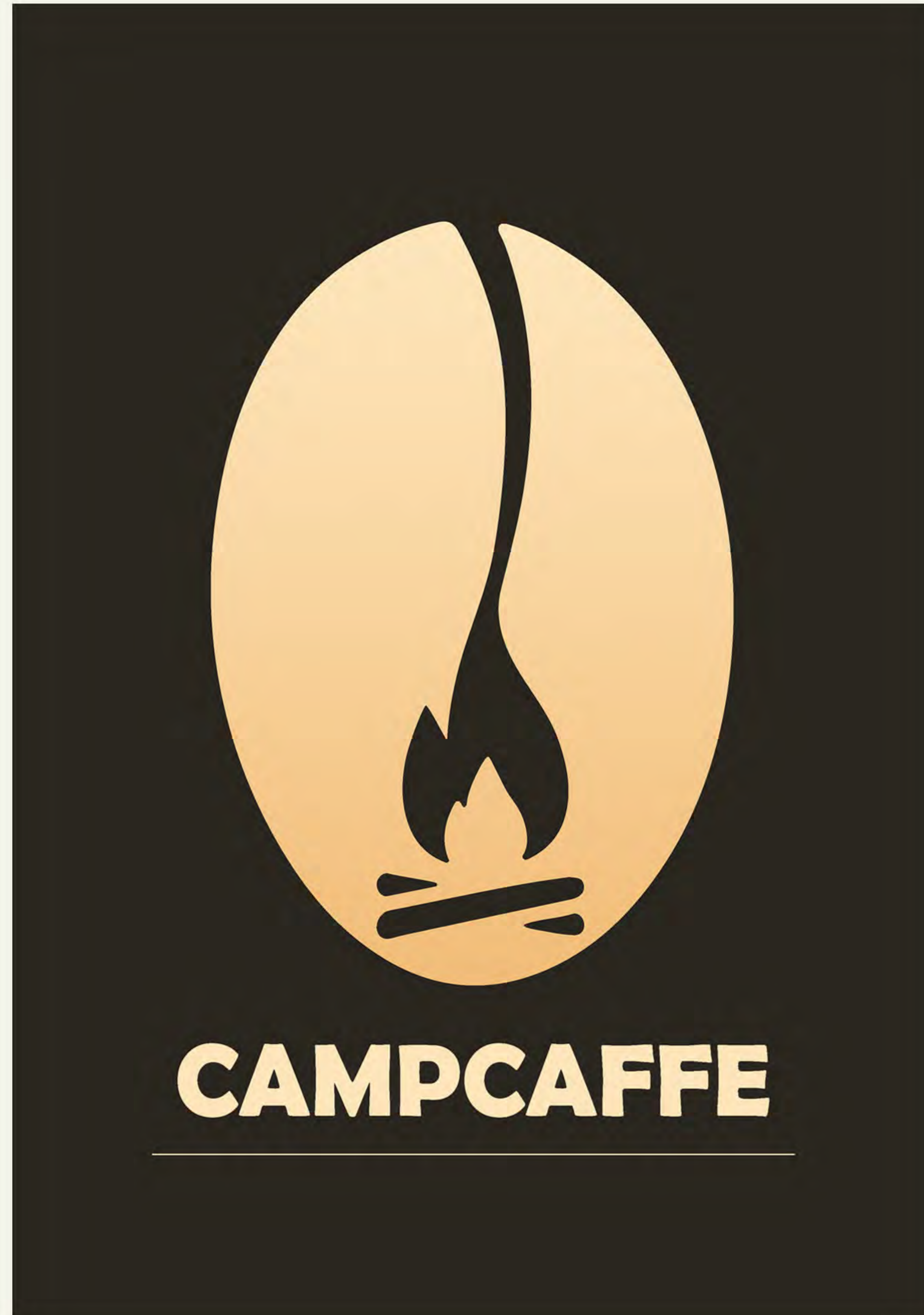


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FINAL LOGO



In this design, I focused on showcase the core concept in the easiest and simplest way possible. Using negative space and the Gestalt Figure-Ground Principle allowed me to have one illustration present two ideas effectively. The font I picked for this design was Berlin Sans FB Demi Bold as I because it was a strong sans serif font that helped exemplify the direct but minimalistic nature of the design.



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