

CATERSALES

LITTLE DORIS COMPANY

FEBRUARY 2016



BRIEF

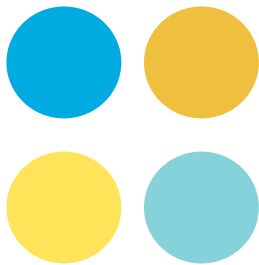
- To design a brand identity and interior concept that will represent and promote the values, context and goals of Little Doris Company.

TARGET MARKET

- Although there is current site, the cafe aims to provide employment and an alternative hub for local youth. The cafe's overall image therefore will need to resonate well with the 16 - 24 age group, as well as feeling appropriate for older customers and passers-by who are not affiliated with the charity work of Little Doris Company.

BRAND IDENTITY

- Colours and materials to create an uplifting and inspiring atmosphere. Scheme should also communicate sustainable and ethical standards.
- Interior design to consider budget requirements and scalable solutions.



CONCEPT MOODBOARD

1. “NOAH’S ARK” / “NOAH’S”



NOAH'S ARK

coffee & food







NOAH'S
coffee & food



CATERSALES

2. “THE ARK”



THE ARK | COFFEE & FOOD



THE ARK | COFFEE & FOOD





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CATERSALES

3. “ARK”



ARK

the coffee shop





