

LITTLE DORIS COMPANY

MARCH 2016



BRIEF

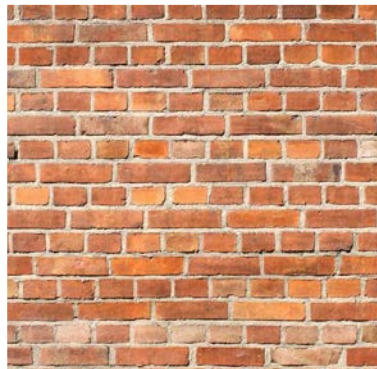
- To design a brand identity and interior concept that will represent and promote the values, context and goals of Little Doris Company.

TARGET MARKET

- Although there is no 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 future scalable solutions.



CONCEPT MOODBOARD



NOAH'S ARK

coffee & food



NOAH'S ARK

coffee & food







OUR STORY

WE BELIEVE IN SERVING COFFEE THAT COMES FROM A GOOD PLACE. NOAH'S ARK IS A NON-PROFIT PROJECT THAT'S ALL ABOUT GIVING BACK TO THE COMMUNITY: MOST OF OUR PROFITS ARE INVESTED IN DORIS CATHOLIC DIVINE MERCY CHARITY, MAKING IT POSSIBLE TO FULFILL THEIR AIMS. WE LOVE TELLING OUR STORY - TO FIND OUT MORE, JUST ASK!



VISUAL 1



VISUAL 2



VISUAL 3

DESIGN PACKAGE 1

MEETING 1: Project Briefing

BRAND DEVELOPMENT

Defining brand values and personality
Brand strategy and positioning
Basic market research and competition study

BRAND IDENTITY

Visual development of brand identity
2 brand options of name generation, logo and graphic “feel”
Start of interior design concept

MEETING 2: Review/selection of concept and start of interior design

INTERIOR DESIGN

Layout plans, drawings and strategy diagrams
Interior design development
Developing 3 x 3D interior visualisations
Developing 3 x custom artwork for graphics

MEETING 3+: Review, development and finalisation of interior design

REALISATION

Detailed plans and technical drawings
Final 3 x 3D interior visualisations, high-resolution
Final 3 x custom artwork for graphics in original format
Final specs and budget approximation