

Bean Artistic

A NON-PROFIT ART STUDIO CAFE

OUR MISSION

Our goal for Bean Artistic is to create a feeling that is comfortable and inspiring but simplistic throughout the brand design process.

MOOD BOARD

Peaceful

Familiar

Inspirational

The idea for the mood board is to display homelike emotions with calm scenery by using simplistic, small pops of color with a consistent palette. The color psychology of beige represents neutrality, calming, relaxation, and inspiration. Brown represents healing, home, warmth, and security. Mixing the two colors together creates the main focus of peace, familiarity, and inspiration.



PRIMARY LOGO



ALTERNATIVE LOGO



The inspiration for the logo is combining coffee and art in a simplistic way. The decision was to create a recognizable brand, to keep the message straightforward, and not to overwhelm the customers but keep their interest.

The primary logo will be used for store signs, menus, social media, and merchandise such as coffee sleeves, totes bags, and apparel. The alternative logo is for social media profile images, to brand our wooden furniture, and to trademark blogs and papers we create.

TYPOGRAPHY

Monterchi Serif

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Use only for heading.

Monterchi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Use only for sub-heading.

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

Use only for the body.

The main focus of the typography is to have an easy-to-read, straightforward, and clean design. Having a similar typography design will give the overall brand a clean consistent view.

COLOR PALETTE



#764B36



#9B4922



#B9763B



#D1774C



#D8A790



#EFE7DD

For Bean Artistic, color is very important to our brand. It creates the ambiance of our three main moods; Peaceful, Familiar, and Inspirational. Not only does the psychology of the different shades of browns and beiges help our brand. The browns also present the color of different coffee options our cafe will provide. The beiges present some of the original colors in oil painting such as terra rosa, ripe sienna, and raw umber. Combining all elements of our brand idea to create an example of how the design ties together. The consistent color palette, typography, and keeping the three main moods in mind help create this unified blog post.

Bean Artistic

www.beanartistic.com

Weekly Announcement



New Drinks

As warmer weather approaches, we are happy to introduce our new seasonal drinks! Introducing Honey Peach Iced Tea and Honey Lavender Lemonade starting May 1 to August 31. Come on by to enjoy these refreshing drinks while Bean Artistic!



Ceramics Are Back!

Ready to get your hands dirty?

Ceramic work shops are back every Friday and Sunday. Visit www.beanartistic.com/studio for more information and to reserve your spot! Also visit us anytime to work on other artistic ventures with our premade studio kits.

Outdoor Seating

We're setting up our outdoor seating area with an all-new display where future gardening workshops will be held on how to decorate your own pots for your plant babies!

Visit

www.beanartistic.com/plants for more information!

