



CA1 T302 COLLATION DECK

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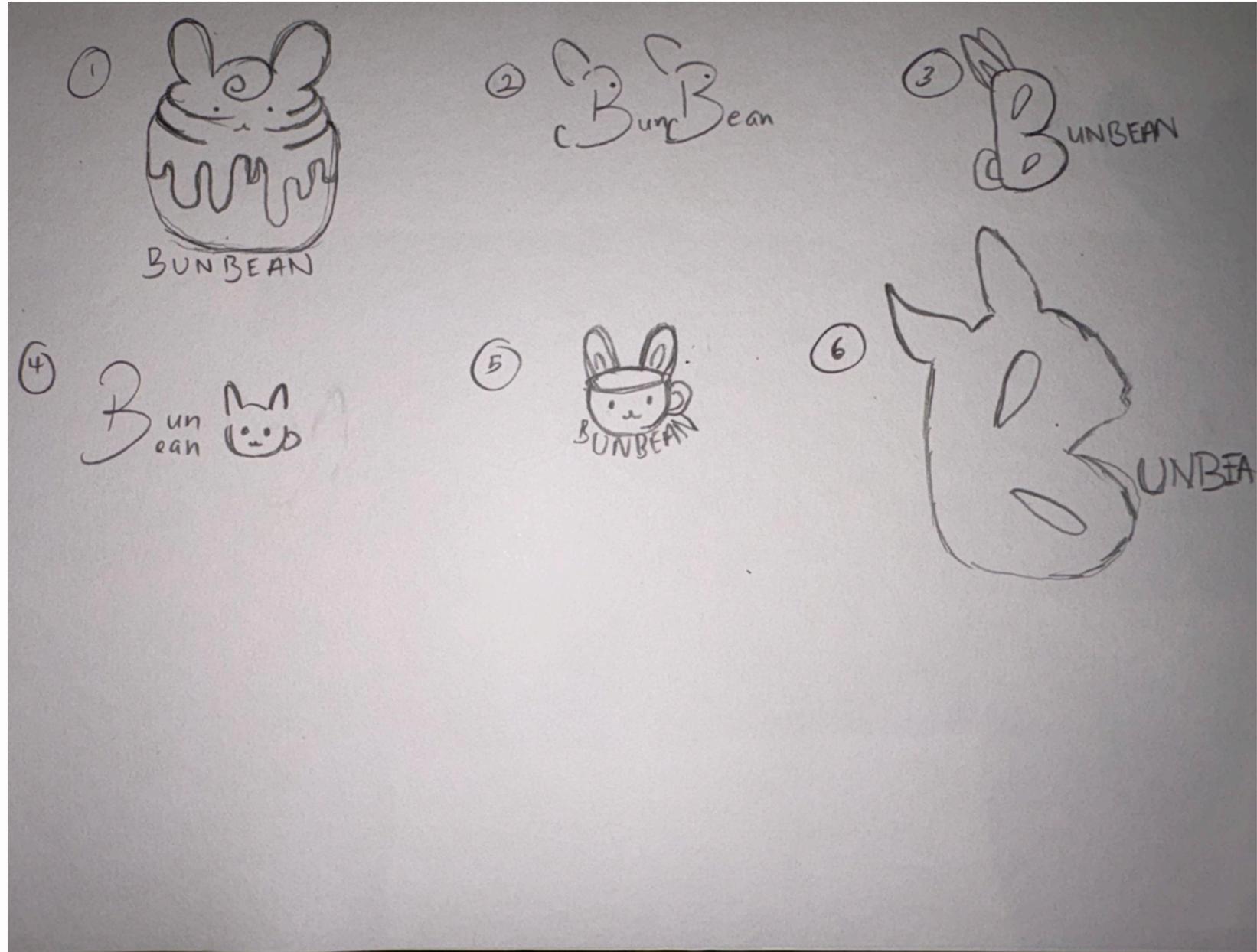


INTRODUCTION

At BUNBEAN, we aim to provide comfort, calm, and a little sweetness into everyday life of our customers. We strongly believe that good days start with the simplest joy of a beverage of choice from our BUNBEAN menu. Every cup and bite is made with love, designed for soft souls and a reminder to people that happiness can be found in small, quiet moments. We aim for more than just a café, BUNBEAN is a feeling — soft, sincere, and made to make you smile.



BRAND LOGO DRAFTS



BRAND
LOGO



BRAND STYLEGUIDE

BUNBEAN

STYLE GUIDE



Every cup and bite is made with love, designed for soft souls and a reminder to people that happiness can be found in small, quiet moments.

PRIMARY LOGO



SECONDARY LOGO



BRAND ICONS



OTHER LOGO VARIATIONS



TYPEFACES

HEADER
Cooper Black STD
Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&*()_+==

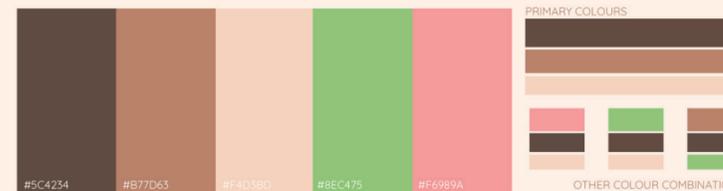
SUB - HEADER
Quicksand
Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&*()_+==

BODY
Nunito
Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&*()_+==

BRAND HUES



EXCLUSION ZONE



The exclusion zones for all logos is a boundary that extends 0.5x logo unit above, below, and on both sides. This boundary should not be interfered with.

IMAGERY



INSTAGRAM POST

1

2

3



THE
BUN
YOU'VE
BEEN
WAITING
FOR!

EVERY
BITE
STAYS
SOFT
& GOOEY

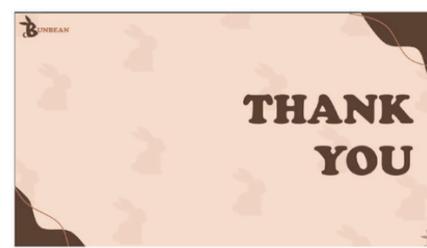
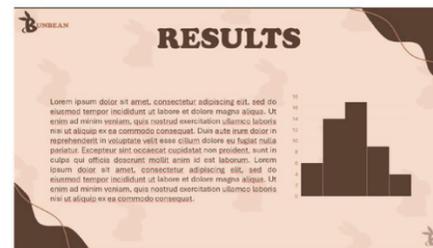
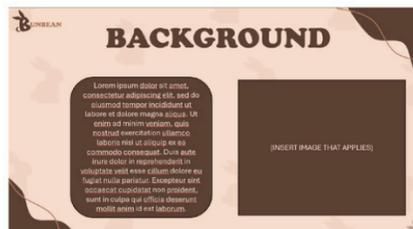
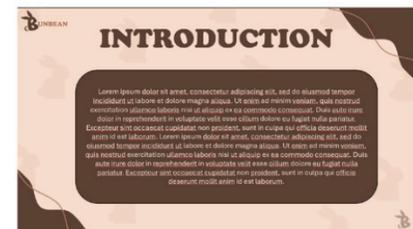
OPENS EVERY
MONDAY-
SATURDAY

9 AM - 6 PM

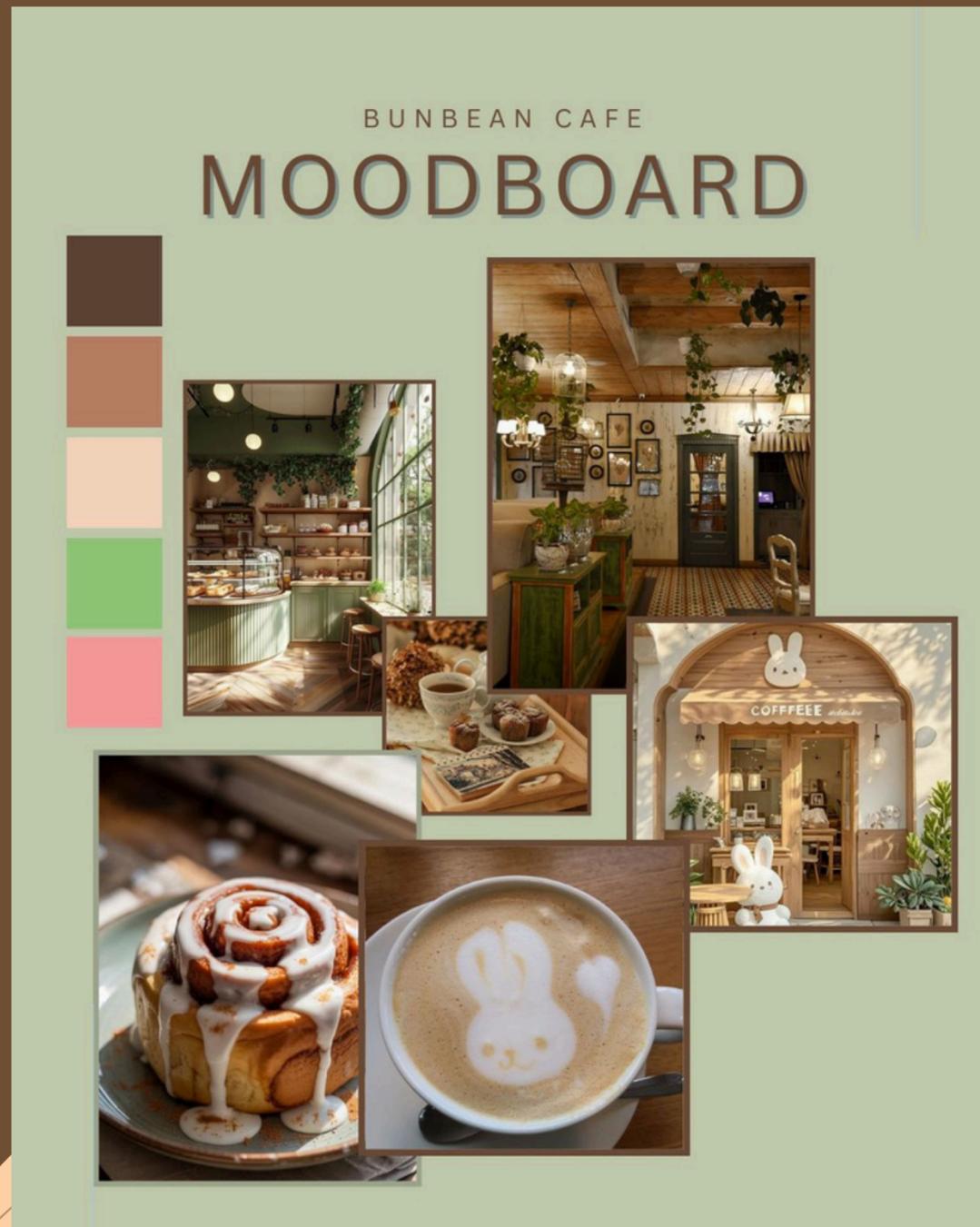
B

The image shows an Instagram post layout. On the left, there are three cinnamon rolls with white icing. In the center, there is a cinnamon roll on a stick next to a tall glass of iced coffee with a metal straw. On the right, there is another cinnamon roll on a stick. The background is a light beige color with a repeating pattern of small cinnamon rolls and the letter 'B'. The text is in a mix of bold, black, sans-serif and black, serif fonts. The overall aesthetic is warm and appetizing.

PRESENTATION TEMPLATE



BRAND MOODBOARD & RATIONALE



I chose my cafe name to be BUNBEAN as my cafe mascot is a bunny. Bunnies are my favourite animal and I wanted to open a cafe that provides comfort and a homey vibe. I also enjoy cinnamon rolls which is why most of my posts are dedicated to them as well. I wanted to make my cafe unique and cute at the same time. As someone who enjoys being minimalistic, I think this cafe best represents me as a person. I aim to reach for a greater audience who shares the same interests as me.



THANK
YOU