# T302-002 Graphics Design

Lin Hengsheng, Edmond

25041238

CA1

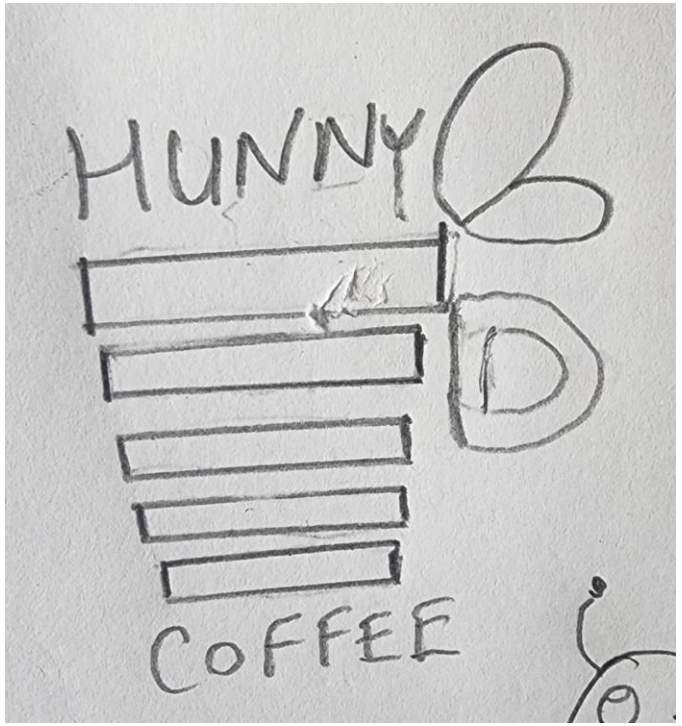
Part A- Presentation Slides

HUNNY COFFEE

# Project 1

Corporate Identity

# Logo Design Development (sketches)

# Logo Design Development (digital)

Prototype


Final Logo

# Typography Structure- Header, sub-header, body text and footer.

## Hi there! This is Hunny Coffee

### Hunny Coffee, Tea or me?

Hunny Coffee is where bold coffee meets a golden twist of honey, naturally sweet, smooth, and made for a new generation of coffee lovers. It's not just a drink, it's a vibe: less sugar, more flavor, and a touch of warmth in every sip. Whether you're chasing productivity or just chilling with friends, Hunny Coffee brings a fresh, feel good energy to your daily brew.

**SEE MORE**

# Moodboard

# Styleguide

## Corporate Identity Styleguide Poster

### Logo Variations

### Minimal size in mm: pixel:

### Clear space

### Colours

| Pantone | Pantone | Pantone |
|---|---|---|
| C=43 | C=9 | C=0 |
| M=0 | M=40 | M=0 |
| Y=0 | Y=99 | Y=0 |
| K=0 | K=0 | K=100 |
| R-134 | R-230 | R-35 |
| G-213 | G-160 | G-31 |
| B-247 | B-37 | B-32 |
| #86d5f7 | #e6a025 | #231f20 |

### Grid

### Typography

**SHOWCARD GOTHIC**
**REGULAR**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

SOURCE SANS 3 VF
REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**SEGOE UI BLACK**
**BOLD**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

**SOURCE SANS 3 VF**
**BOLD**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

# 3-Page Instagram Carousel

# Design Rationale

The rationale behind my logo-I have the youth and children in mind. The brand name Hunny (slang) coffee sounds like my product honey coffee. where the traditional coffee beans are black in colour+the modern fusion of honey like in orange colour. My brand name is in black and the layers in rectangles that represents a beehive are in orange. The blue wings of a bee which can be seen on the top right corner of the logo.

The **blue wings of a bee signify communication, self-expression, and individuality**. They symbolize the importance of articulating one's thoughts and feelings effectively, much like bees use their dance to communicate with each other.

Why not catch up with your friends or your classmates after school over a cup of healthy and nutritious honey coffee-socializing and spend quality time with one another. The font I use is Segoe UI which is neither too formal nor too informal somewhere in the in between. Font is clear and easy to read- a balance between style and clarity. The colours used also complement one another and brings out the best in one another!

# Brand 4-slides ppt

# Orange is the new black

Discover the bold fusion of golden honey and rich black coffee.A smooth citrus-honey sweetness meets deep roasted intensity.Refreshing, energizing, and perfectly balanced in every sip.Hunny Coffee — where vibrant orange flavor transforms classic black coffee.

# Honey infused menu

Where bold coffee meets golden honey, inspiration takes flight.

At Hunny coffee, enjoy rich brews paired with honey royal jelly pastries.

# WHAT WE DO?

## Insights

Singapore consumers seek healthier, lower-sugar café experiences with natural ingredients and modern lifestyle appeal.

## Brandsafe

Hunny Coffee delivers a warm, wellness-focused and family-friendly brand built on natural sweetness.

## Multi-channel

The brand engages customers through cafés, social media, delivery platforms and lifestyle partnerships.

# OUR GOALS & MISSION

Expand Hunny Coffee’s presence across international markets by connecting coffee lovers worldwide through a strong, recognizable, and customer-focused brand experience.

Global Outreach

Cost effective advertising

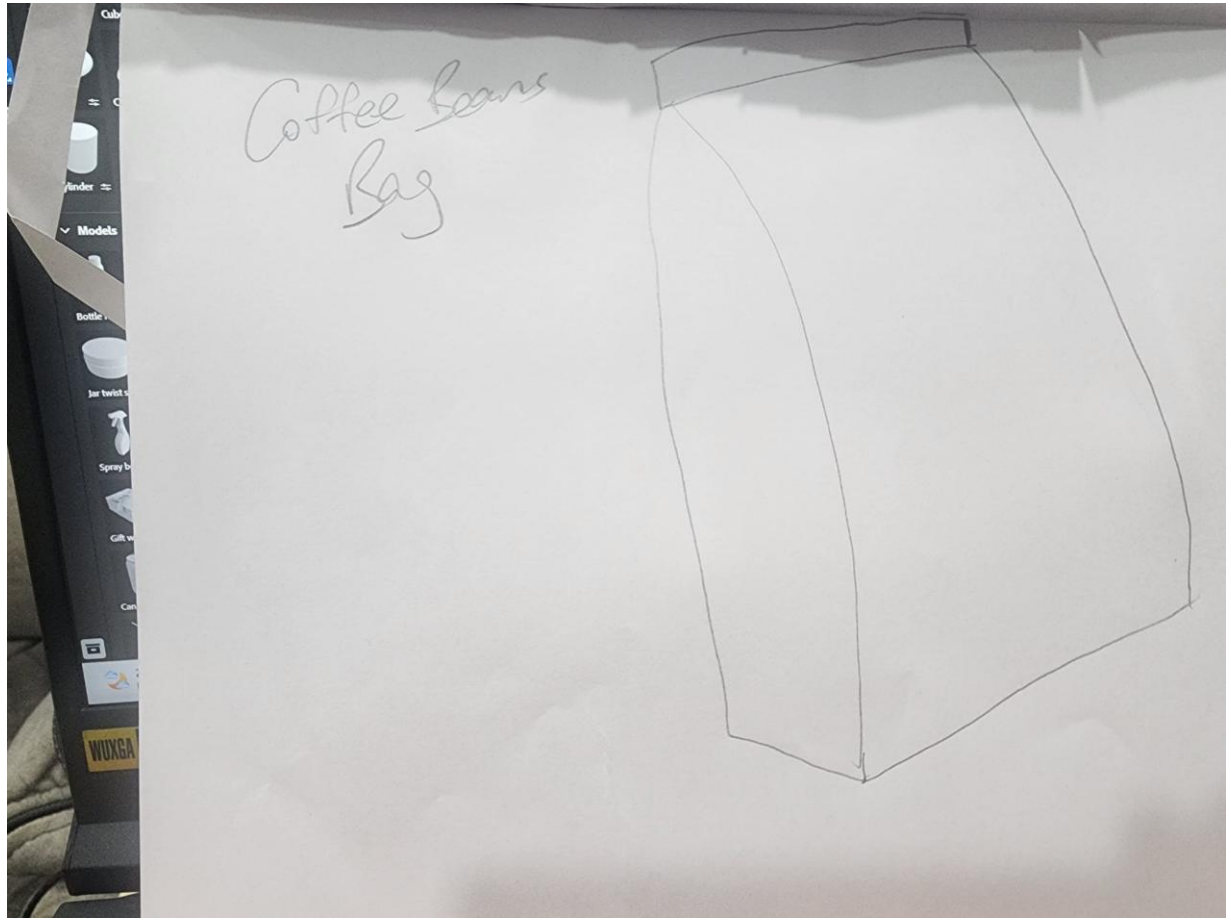
Tracking and Analytics

HUNNY COFFEE

# Project 2

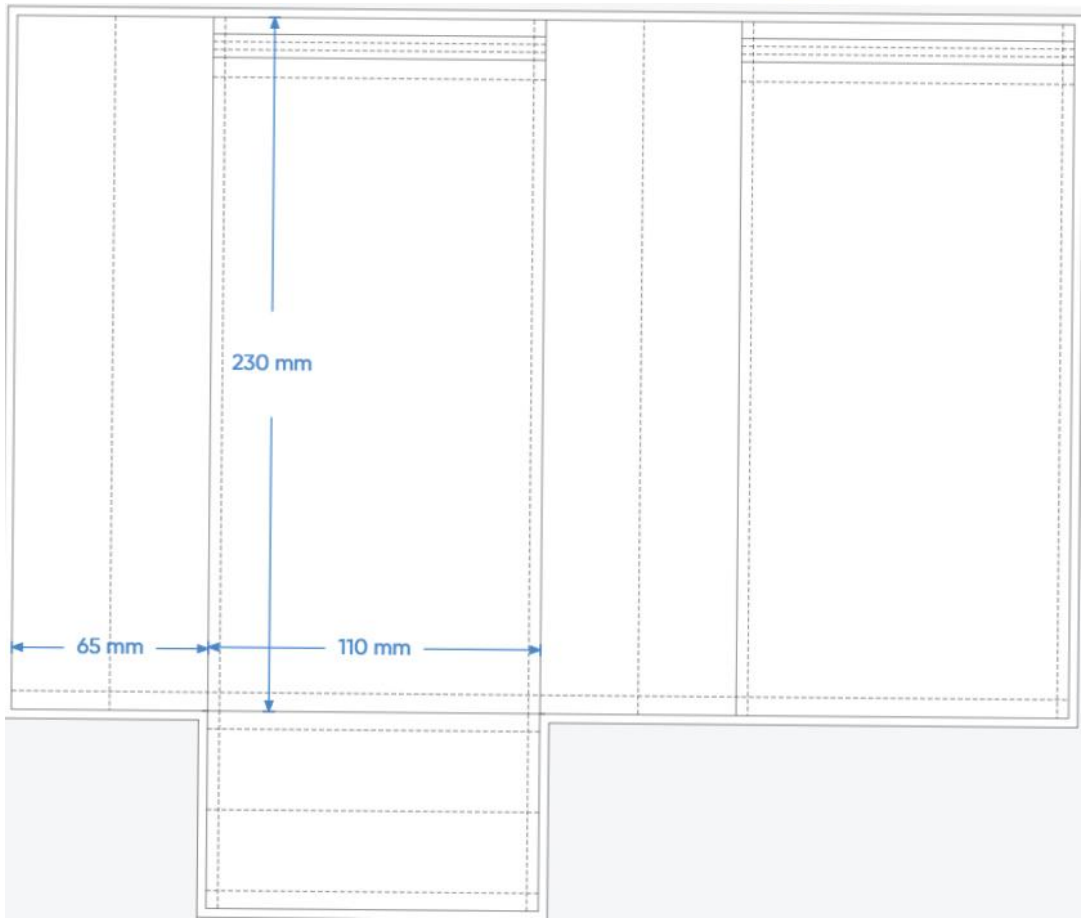
Packaging Design

# Packaging design sketch and mock ups



HUNNY COFFEE

# Packaging Diecut and Layout




New dimensions for current packaging:
Length: 230 mm
Width: 135 mm
Diameter: 60mm

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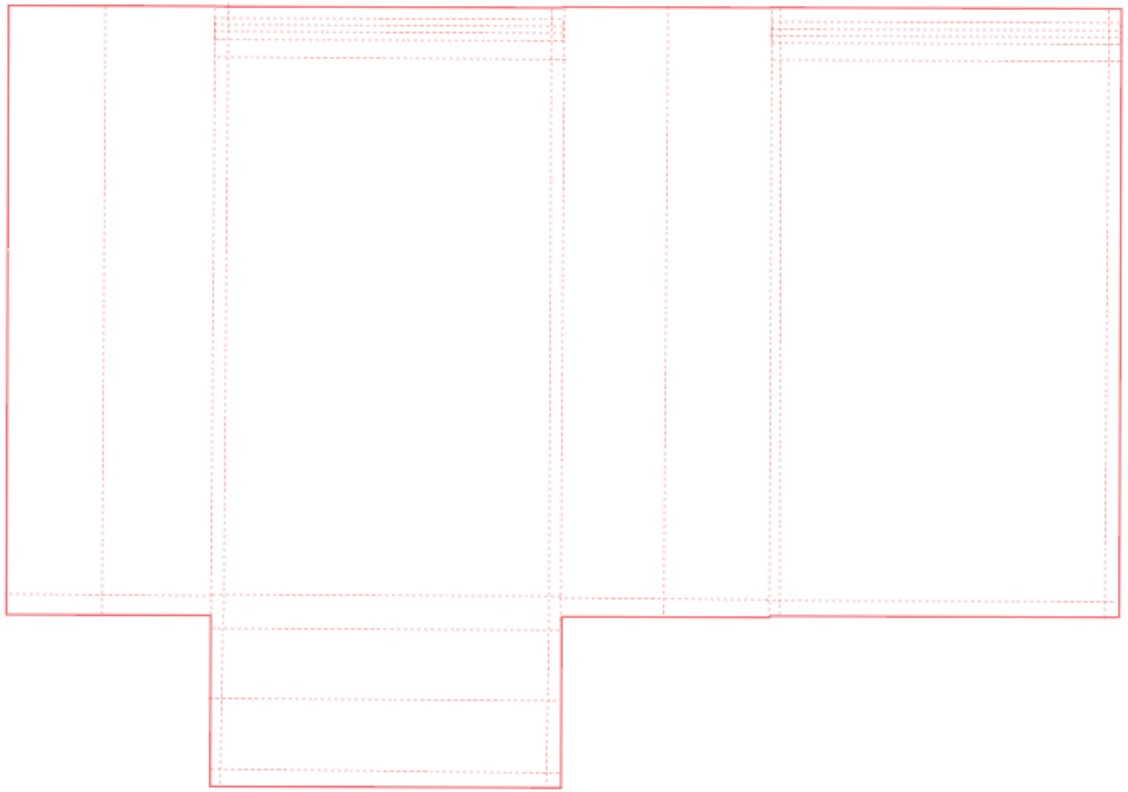
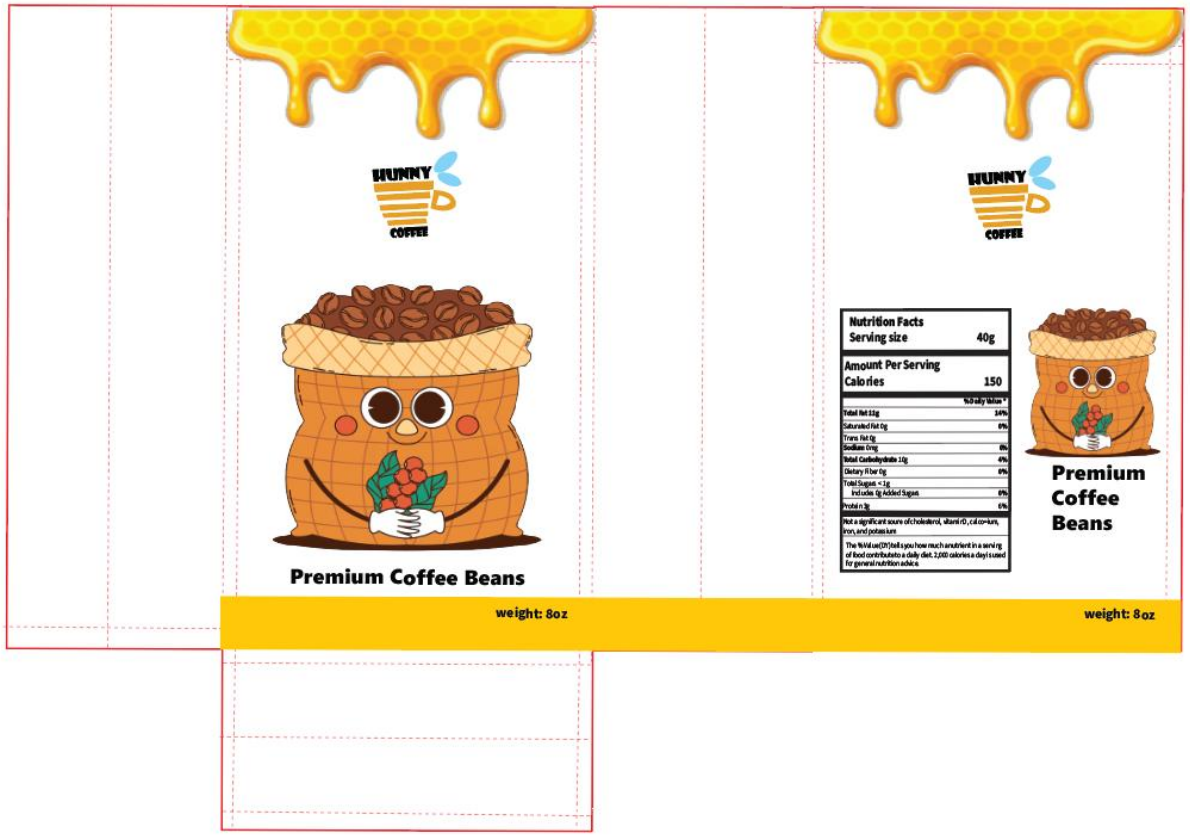
# Dieline

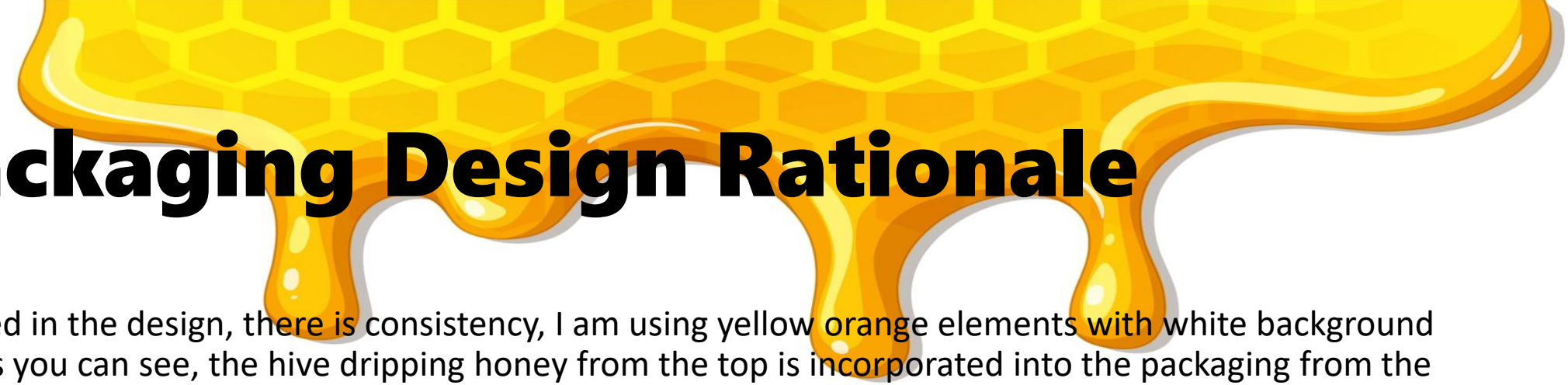


# Dieline with design elements



# 3D Rendered Packaging Visuals

# Final 3D Packaging Visuals with Background



# Packaging Design Rationale

The colours used in the design, there is consistency, I am using yellow orange elements with white background through-out. As you can see, the hive dripping honey from the top is incorporated into the packaging from the branding slides. The yellow row at the bottom, a little of the touch and go element- enhancing the overall design. My target audience is naturally younger like for the youth, so a cute and adorable coffee bean bag is incorporated into the design to build connection with the audience.

The “hunny coffee” logo is shown on both sides of the packaging to promote and emphasize on the branding. The top dripping honey of the honey-bee hive on top of the coffee bean bag. Highlight my fusion of honey and coffee well. The colour usage of white and yellow orange build up a cheerful, warm and sunny environment that lights up the world of the audience. The first coffee of the day brightens up their day. Information like the nutrition facts are shown to deliver basic information that they might need. The overall typography of the design is not overly text heavy, as less is more. Too much text might bore the audience. Keeping it simple, as “Simplicity is the glory of expression” (Walt Whitman)

One look at the packaging and instantly, it catches their attention. Attracting them to buy this cute little café’s merchandise- coffee bean bag. The cartoon of the bean bag looks sincere and sincerity moves hearts.

There is honey and coffee in the design, complements the brand logo, “hunny” slang for honey and coffee.