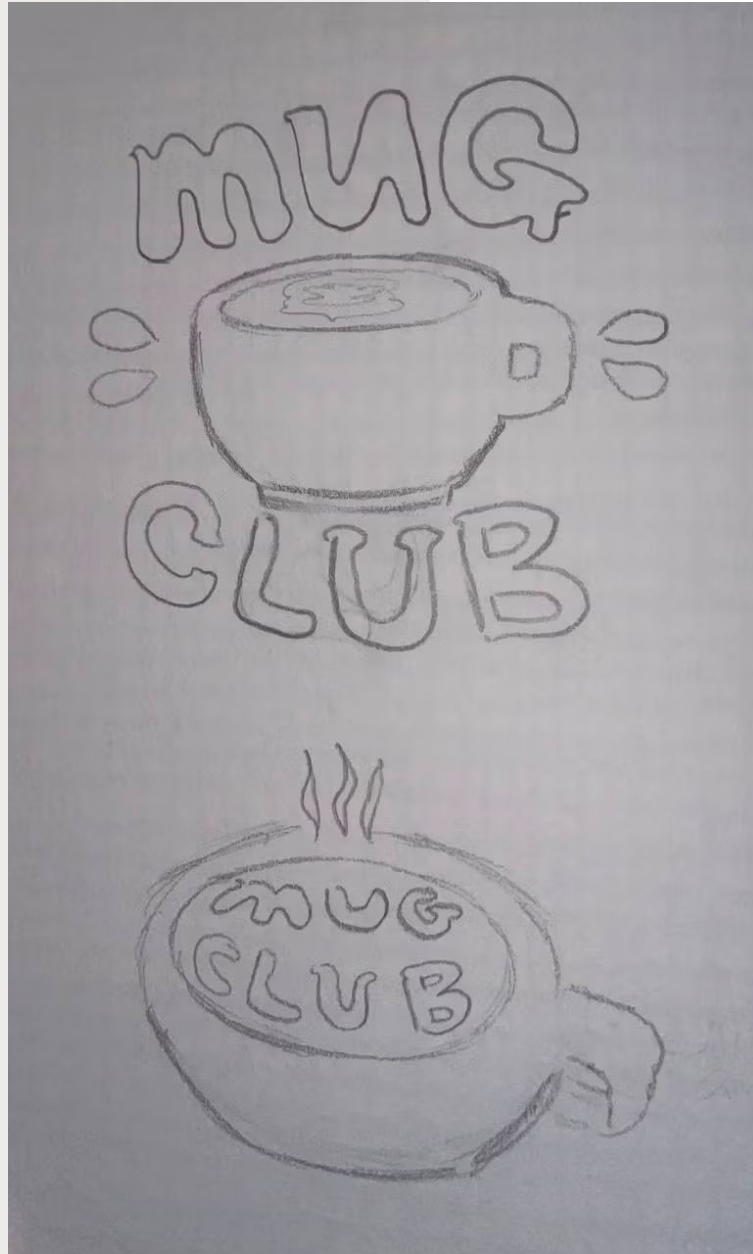


T302 Graphic Design

Teo Kai En Carisse 25001494

Logo Design Development



Chosen sketch



Final (Logo)



Mood Board



Brand Style Guide



MugClub

Brand Style Guide

Cafe Happiness.

Welcome to MugClub, a charming cafe nestled in the heart of Singapore. Renowned for our delicious collection of artisan pastries, sourdough, croissants, and cakes, we take pride in crafting each treat with love and the finest ingredients. Our passion for baking happiness shines through in every bite.

Primary Logo

Primary color logo

Dark monotone logo

White monotone logo

Exclusion Zone

Secondary Logo

Primary color logo

Dark mono tone logo

White monotone logo

Exclusion Zone

Icon

Primary color icon

Dark monotone logo

White monotone icon

Cooper Black (Regular)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Effra CC

Aa

abcdefghijklmnopqrstuvwxyz!@#\$%^&*()_+~

Graphic Elements

Iconography

Brand Hues

Primary

B9DFEF

234372

Secondary

908071

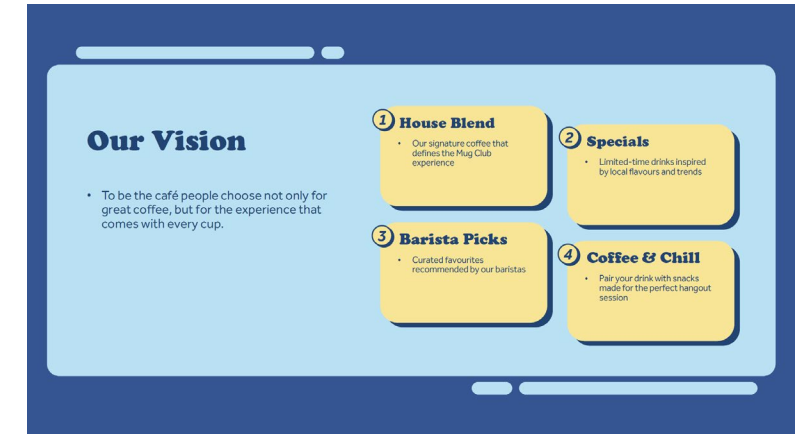
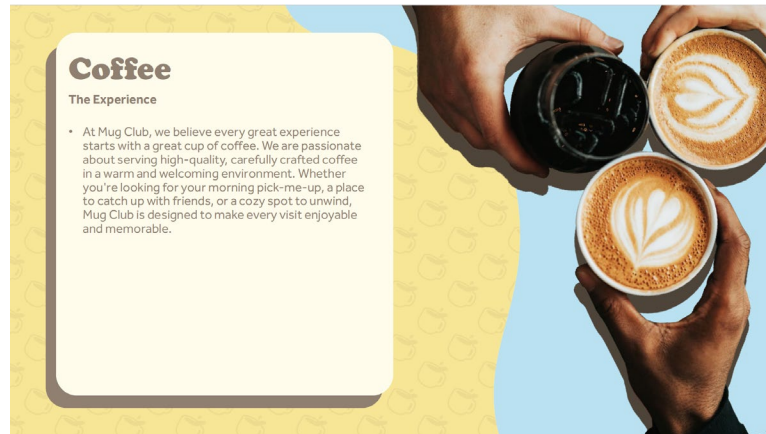
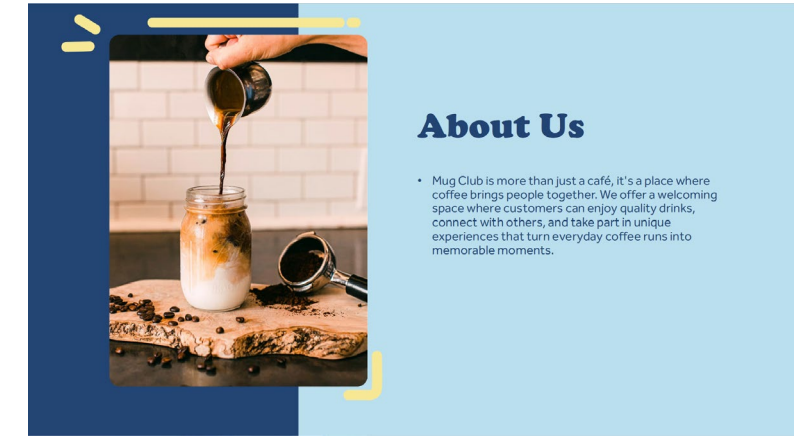
F9E697

FFFCEA

Mario Studios

2024

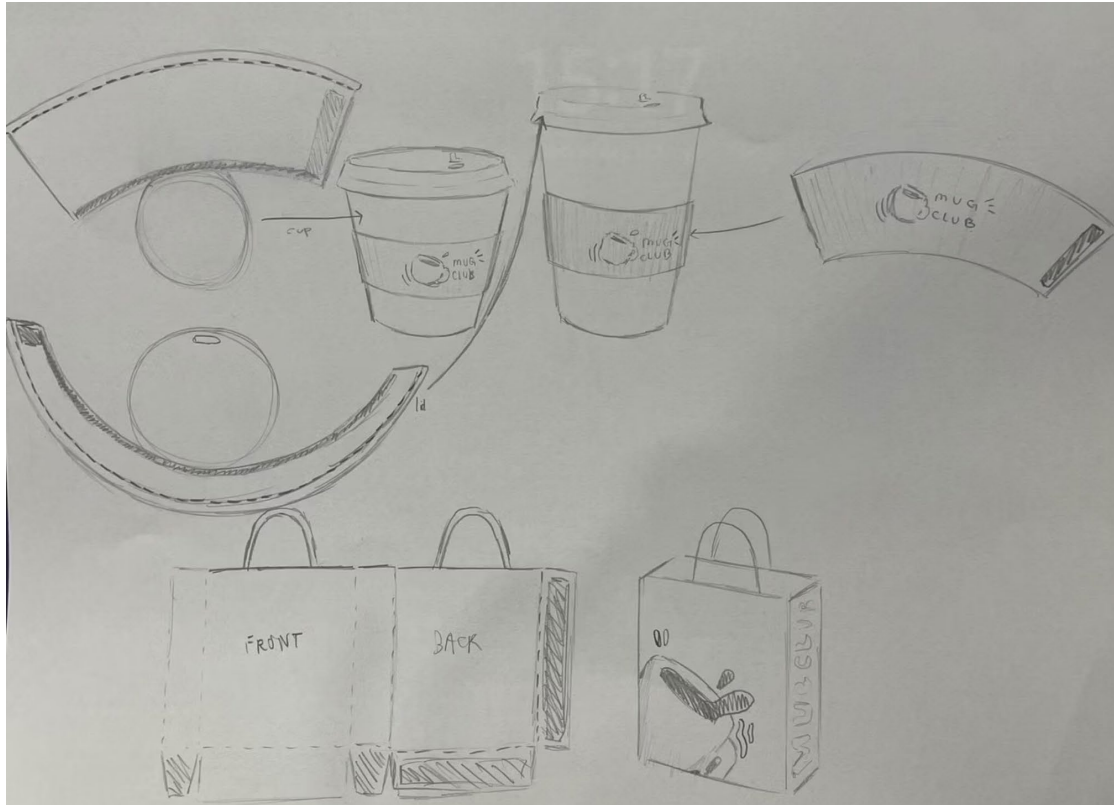
Brand PowerPoint Template



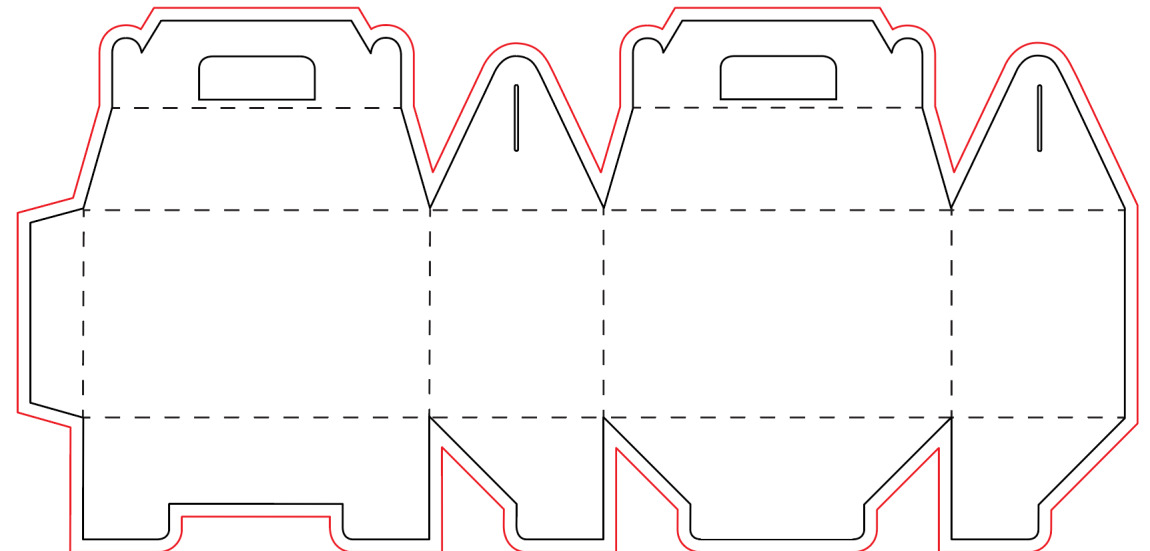
Design Rationale

MugClub was designed as a café brand that emphasises connection and experience through the food, beverages and atmosphere. The logo combines a playful mug icon with rounded typography to create a friendly and fun identity. With my moodboard, a warm colour palette of blues, cream, yellow and brown was chosen to show comfort and approachability, the visual style is simple and playful, which shows modernity while remaining inviting. Consistent brand elements across the style guide to show a recognisable identity that communicates MugClub as more than just a café but a place where people can gather and create meaningful experiences and enjoy the atmosphere.

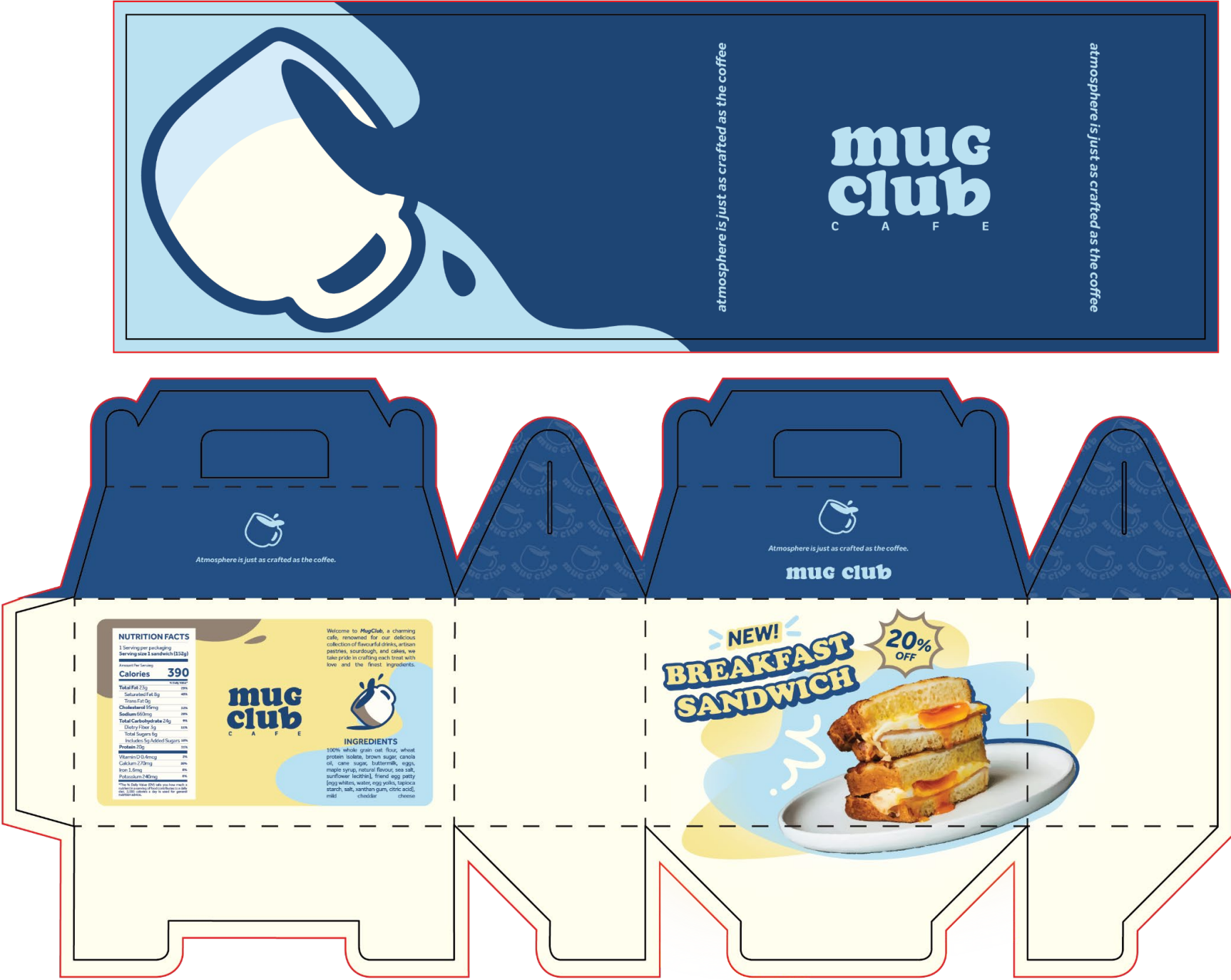
Packaging Design



Final (Cup Sleeve & Handle Box)



Packaging Design



3D Rendered Packaging Visuals



Packaging Design Rationale

- The packaging design was created to reinforce brand identity as a welcoming, calm and friendly vibe, centered around experience and atmosphere. The visual direction is from the brand style guide, incorporating the mug icon, rounded typography with the chosen colour palette. The target audience consists of students and young adults who value convenience and café culture. To appeal to the target audience, I used bold visuals and playful graphic elements that make the products visually appealing and recognisable. The cup sleeve and handle box design extends the MugClub brand and creates a consistent experience with the products. By being consistent, the packaging strengthens the brand identity and communicates the café values of comfort, experience and quality.