

DETROIT SIP

The Great Eight

TEAM

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Cole Stabnick

Charlie Watson



CLIENT: DETROIT SIP

Jevona Watson (Owner)

Communicated Wants

- *The outside to look sophisticated and inviting to the surrounding community*
- *Customers to feel happy, invited and cared for in the space*
- *The focus to not be so much on the coffee, but rather bringing the community together*
- *Customers to feel happy, invited and cared for in the space*
- *The space to have a sense of Detroit, maybe through images, and a deep connection to the community*

INSIGHTS

Keywords

Approachable

Authentic

Sophisticated (Resolved)

Homey

"creating natural connections, not staged/forced"

OUR GOALS

1. Create a space that is inviting and comfortable, making an exterior and interior that are cohesive both visually and experientially.
2. Create a space that is enticing to new customers and the existing community.
3. Use the space to celebrate Detroit and foster community through different local partnerships and events

PROBLEM IDENTIFICATION

Extend the Detroit Sip logo into a **complete visual identity and branding system** that can be used consistently throughout an entire customer experience.

- These elements like your logo, a color palette, consistent fonts and font styles, etc., may be seen in materials (i.e. a menu, an announcement, or paper goods) to help make a consistent experience.

Unify physical and virtual spaces to feel consistent, professional and calm (visually resolved) by implementing that brand throughout the customer experience.

- signage for the exterior facade, sidewalk and front windows
- considering the potential of the large wall with the rotating art display

Make Detroit Sip more visible to potential customers beyond the communities already using the space

- digital presence (website, social media)
- marketing/advertising strategies
- signage for the exterior facade, sidewalk and front windows

SOCIAL MEDIA

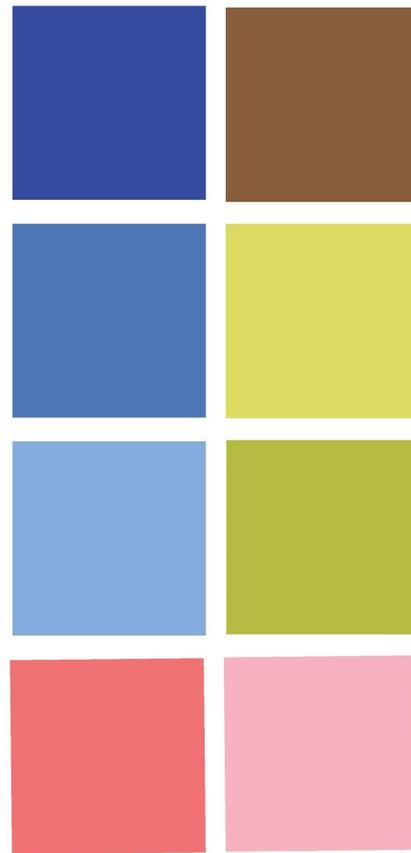
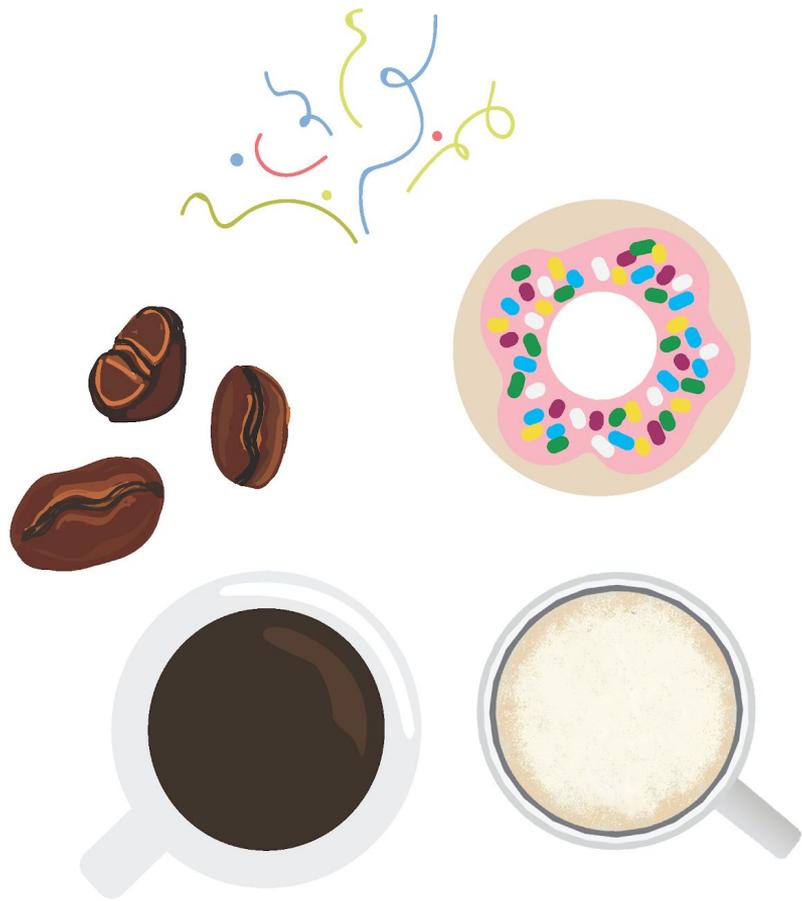
Be grateful

something peach



be silly.
be honest.
be kind.





fill
UP
THE CUP

but first,
COFFEE

you ARE
beautiful

libe
goes
ON

NEVER
give
UP

eat &
BE
MERRY

work
HARD

TODAY
IS A
GOOD
DAY

you
got
THIS

choose
joy

COUNT
IT ALL
Joy

make it
HAPPEN!

GET
IT
DONE

FOCUS
ON THE
good

Coffee
IS
FUELS
THE WORLD

coffee
IS
ALWAYS
a good
IDEA

great
IDEAS
start with
GREATER
coffee

IT'S ALWAYS
coffee
TIME

be the
change

if not
NOW,
when?

DRINK
MORE
coffee

just
BREW
it

Enjoy
today

enjoy
THE LITTLE
things

all you
need is
COFFEE

it all starts
WITH A CUP OF
coffee

BE
you

aim
HIGH

coffee
TIME

DO SOMETHING
good
today

enjoy
IT
ALL

turn
the
page

dream
BIG

TIME
to
partea

TOMORROW:
SHOP
small

RISE &
shine

choose
kindness

all I need is
CAFFEINE

thank!
you.

Happy
THANKSGIVING

thankful
for you!

shop
SMALL!







Detroit Sip

Home

About

Photos

Reviews

Posts

Community

Events

Create a Page



Like Follow Recommend

Call Now

Message

Status Photo/Video



Write something on this Page...

Restaurant in Detroit, Michigan

4.8 ★★★★★

Community

See All

Invite your friends to like this Page

1,170 people like this

1,198 people follow this

Photos





Detroit Sip

Home

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Create a Page



 Like  Follow  Recommend 

Call Now

 Message

 Status  Photo/Video 

 Write something on this Page...

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Community See All

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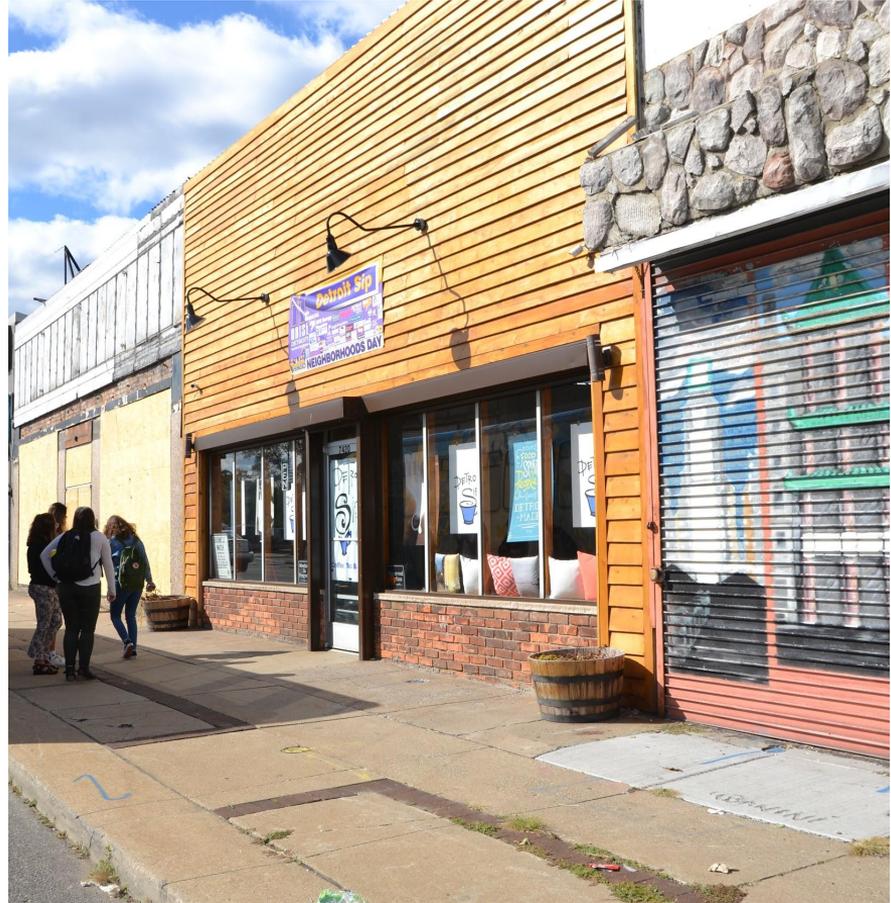
 1,198 people follow this

Photos

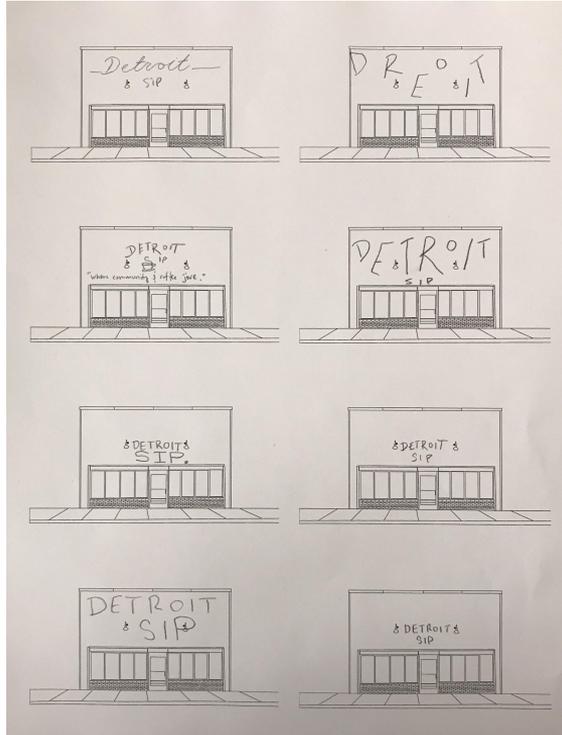
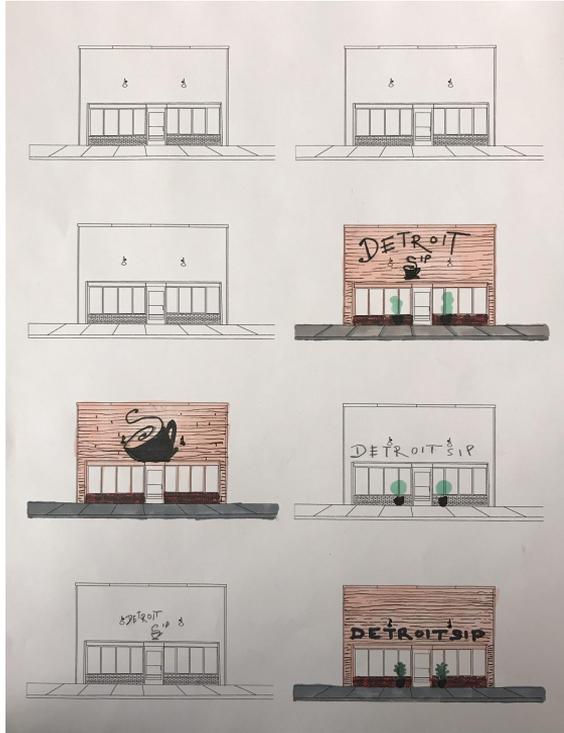


EXTERIOR SIGNAGE

ORIGINAL



HAND SKETCHES



DIGITIZED



VINYL TESTS

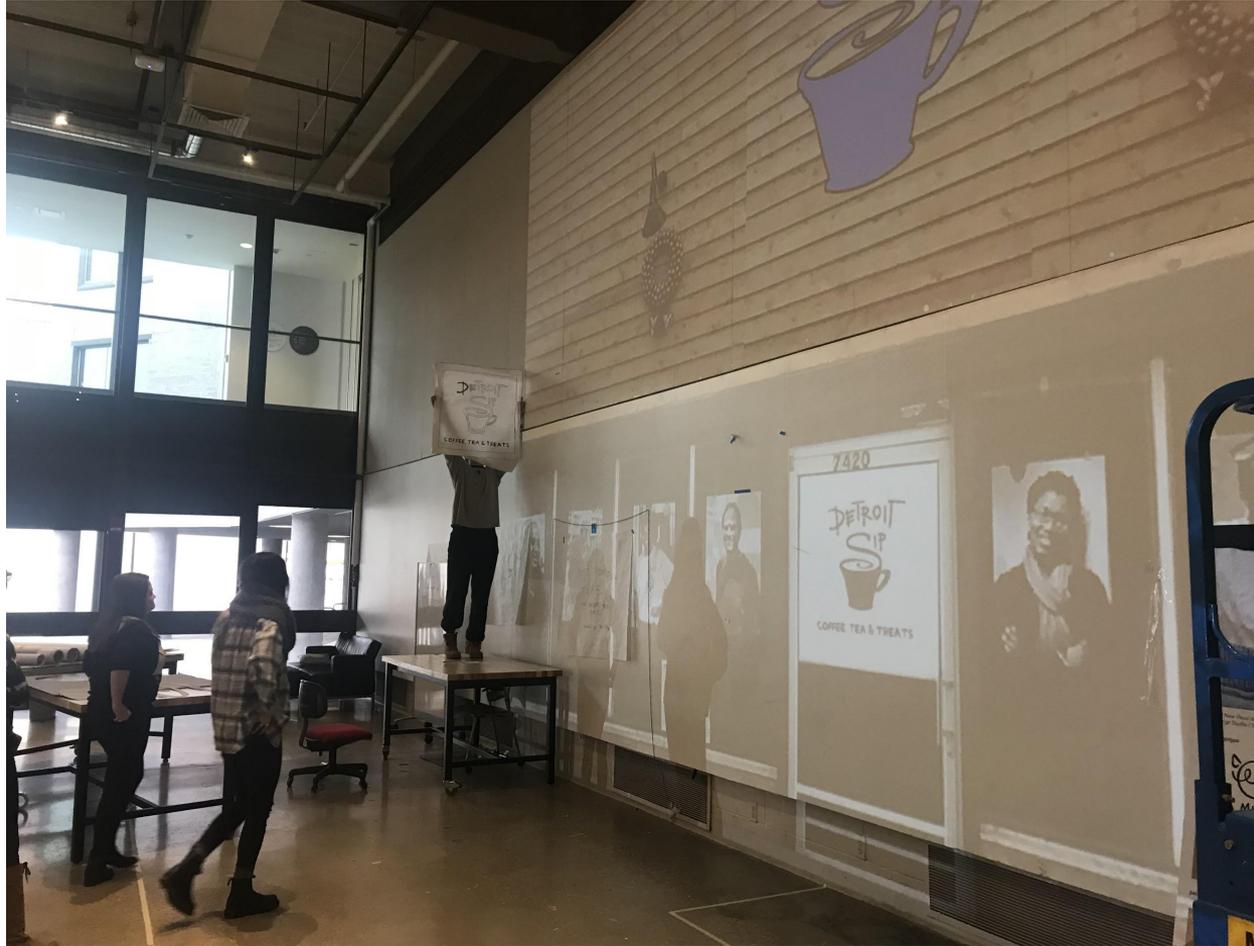




PHYSICAL MOCKUP



FULL SIZE



FULL SIZE



FINAL PROPOSAL

Two Sided Channel Sign



FINAL PROPOSAL



FINAL PROPOSAL



WEBSITE

ORIGINAL



Menu
(Coming soon)
About
Space
Contact

"Bridging the gaps between the
business, collegiate and residential
communities one "SIP" at a time."



INSPIRATION

Stumptown Coffee Roasters



- + Neutral colors (browns & tans)
- + Mixture of type and hand-lettering
- + Mixture of digital and hand-drawn imagery
- + Clear, simple images of products
- + Clear, high contrast imagery

Wells Coffee Co.



- + Navy, Gold and White
- + Simple white background
- + Colorful, high contrast, vibrant digital imagery
- + Clear and short content

Parlor Coffee



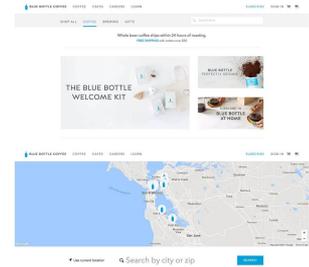
- + Black and white color scheme
- + Text based
- + Black and white imagery

Mighty Good Coffee Roasting Co.



- + Black and White color scheme
- + Neutral imagery
- + Large imagery
- + High contrast product images
- + Applicable content organization

Blue Bottle Coffee



- + Blue, black and white color scheme
- + Clean imagery that follows color scheme

MADCAP Coffee Company



- + Black and white color scheme
- + Text and Image
- + Clean, light imagery

BRAND ELEMENTS

LOGO



TYPEFACES

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DETROIT SIP CUSTOM FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

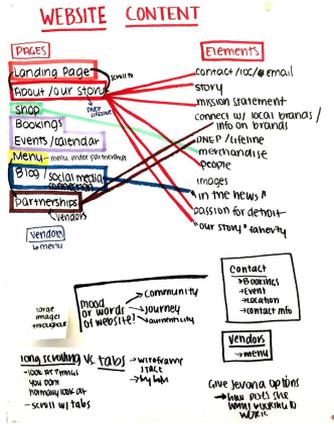
PRIMARY COLORS



HANDWRITTEN

Our Partners:
treats
drinks
Welcome!
Come on in!

WEBSITE PLANNING



Landing Page

About/Our Story

- Story
- Mission Statement
- People
- Passion for Detroit

Contact

- Contact Information
- Location
- Event Calendar
- Booking

Vendors

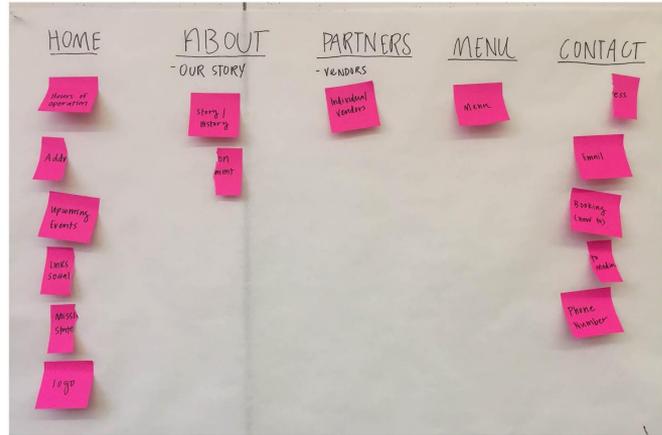
- Menu
- Current and Past Partnerships

Shop

- Merchandise
- Buy Detroit Products

Blog/Media

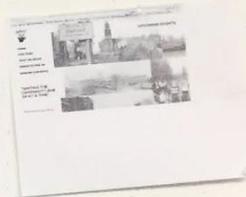
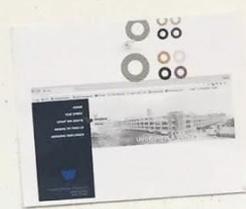
- In The News



FINAL SECTIONS

Home
 Our Story
 What We Serve
 Where to Find Us
 Booking Our Space

LANDING PAGE SKETCHES



INSPIRING-
HITNEY
DEPTH
AUTHENTIC

TRUE
LOCAL
WARM
HONEY

HIGHLIGHT

HIGHLIGHT

CLEAN

INTUITIVE

VIBE/TONE

ENERGETIC

CALM

DYNAMIC

NEW

COMFORTABLE

SPUNKY
PERSONALITY

INSPIRING

HISTORY
DEPTH
AUTHENTIC

TRUE
LOCAL
WARM
HONEY

CONNECTED^{NESS}

TO NEIGHBOR
HOOD
TO JEVONA
TO PLACE

SPLASH PAGE

Detroit Sip x Michelle

detroitsip.com

we're OPEN!

COME VISIT US AT
7420 W MCNICHOLS RD
DETROIT, MICHIGAN 48221

THU 6AM-6PM
FRI 6AM-7PM
SAT 8AM-6PM
SUN 10AM-6PM

new website
coming
SOON!

PROPOSED WEBSITE

