

Project Two:
Fast Food Branding



Coffee

Type of Fast-Food joint.

- ① Sustainable
- ② Customizable
- ③ Retro

3 Necessary Characteristics

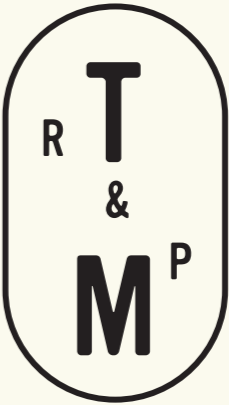
Concept #1:

A Tailor-Made Experience.



TAILOR^R &_P MADE

T
A I
L O R
M A D E



TAILOR^R & ^PMADE

ESTD
2019

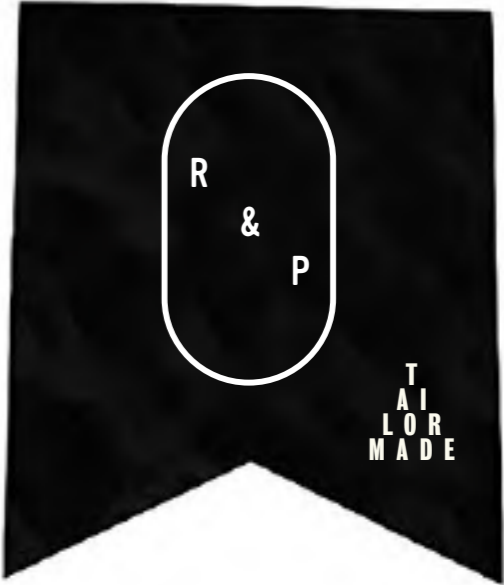
TAILOR
MADE

TAILOR
MADE
/
TAILERED
FOR YOU
/
MADE

TAILOR — MADE

TAILOR
MADE COFFEE
PROVISIONS
FOR YOU.
DAILY FIX
/
EARLY
MEETING
/
UP LATE







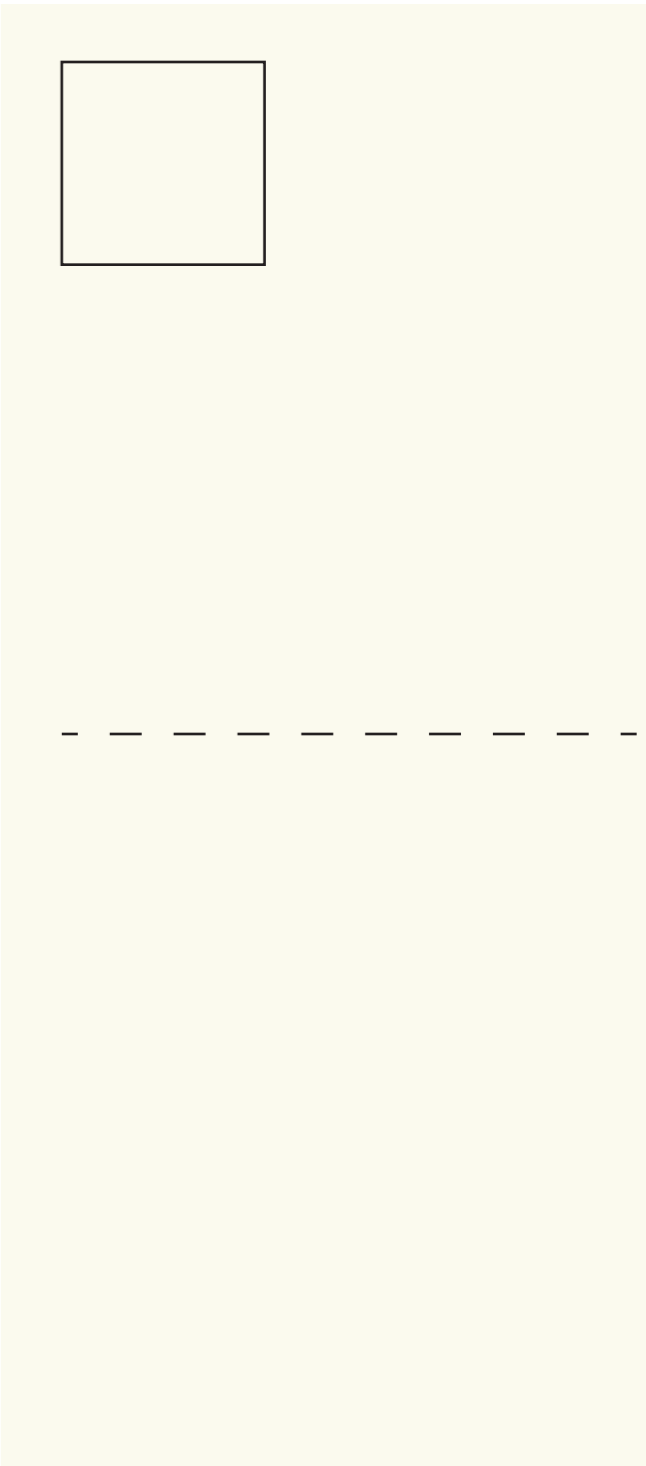
TAILOR
MADE COFFEE
PROVISIONS
FOR YOU.

DAILY FIX
/
EARLY
MEETING
/
UP LATE

GRAND — OPENING

TAILOR
MADE / ROASTING
& PROVISIONS

1234 W MASS STREET, LAWRENCE



Concept #2:

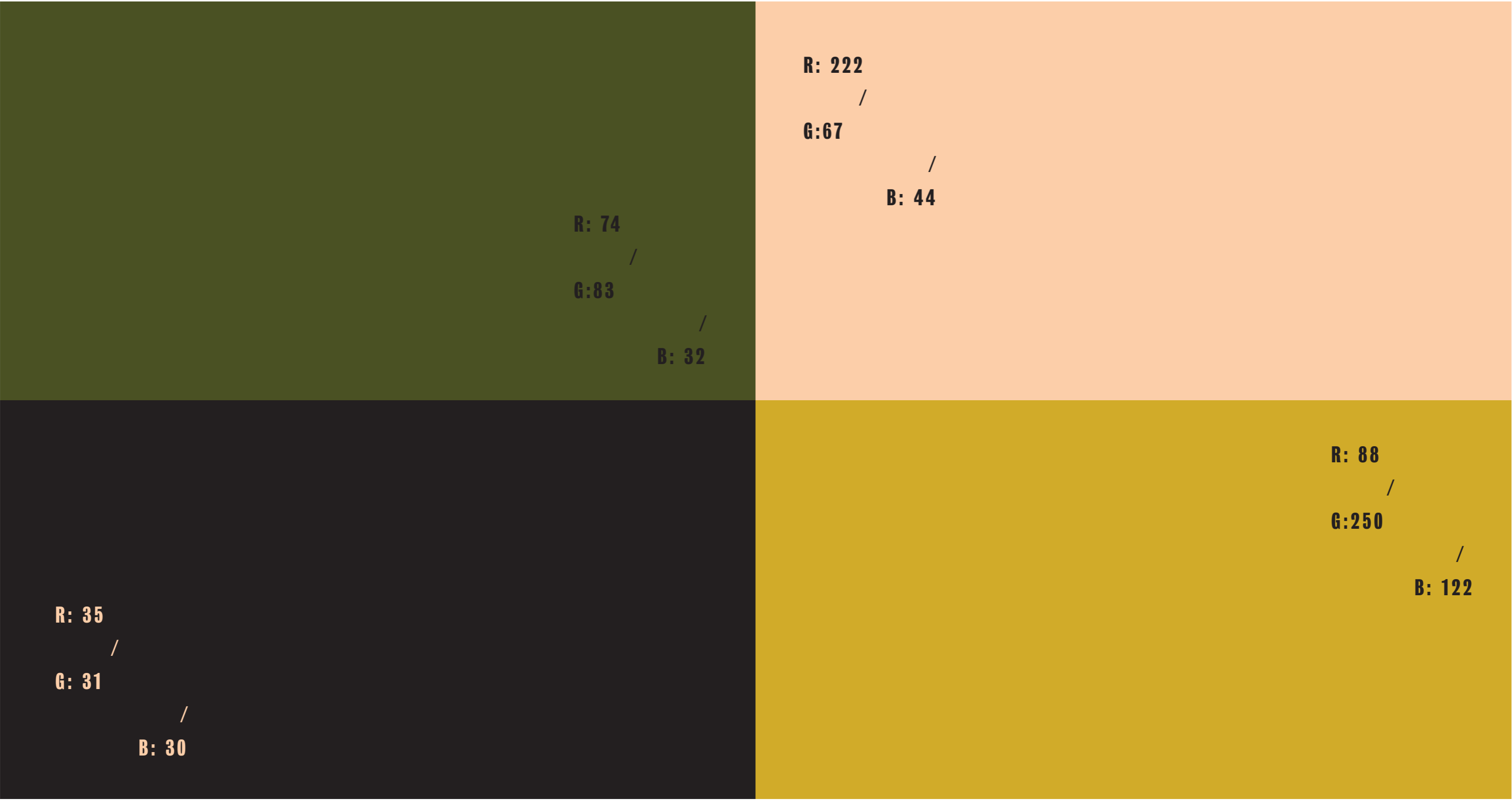
Your Every Day Ritual.

ROASTING
&
PROVISIONS

▼ RITUAL

RITUAL
ROASTING
&
PROVISIONS

RITUAL
RITUAL
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Concept #3:

Know your
Heritage.

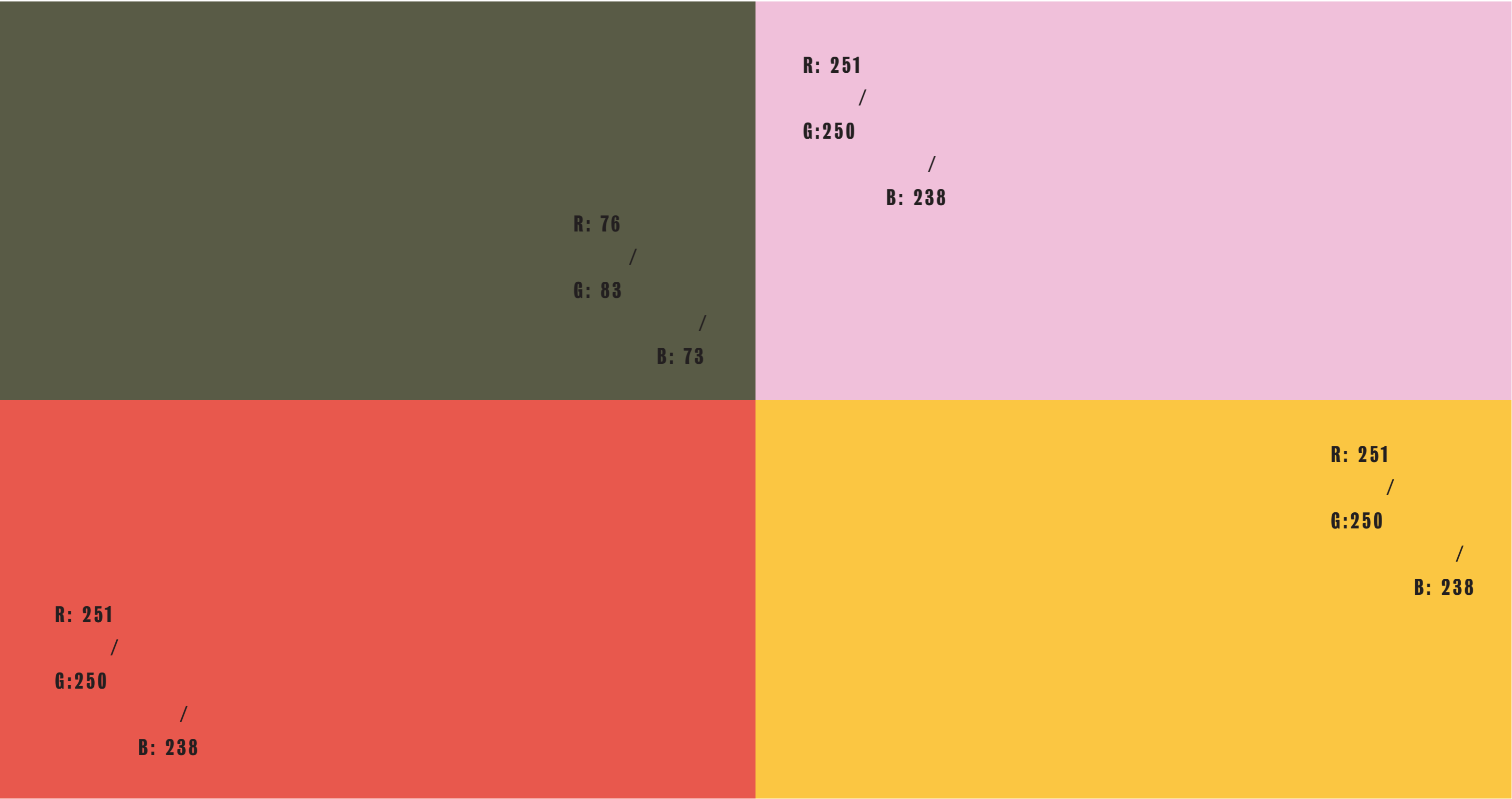


roasting
& provisions



roasting
& provisions









Concept #1:

A Tailor-Made Experience.

Concept #2:

Your Every Day Ritual.

Concept #3:

Know Your Heritage.

TAI L O R ^R & _P M A D E

WERANGE

▼ RITUAL

TAILOR^R &_P MADE

HERANGE

▼ RITUAL

Thank You.

COFFEE SHOP CONCEPTS

- Sophisticated
- Americana
- Industrial

WESTERN PIONEERING

Inspired by the cowboys and gold miners that coffee used to be highly marketed to, this concept focuses on the rush of caffeine and adrenaline that helps you conquer more and venture further.

Characteristics:

Rustic

Western

Vintage

Hand-drawn

PRIMARY MARK

SOPHISTICATED, AMERICANA, INDUSTRIAL



CENTRAL
CITY, CO

GOLD
RUSH

COFFEE
COMPANY

CENTRAL
CITY, CO

GOLD
RUSH

COFFEE
COMPANY

LOCALLY ROASTED COFFEE
FROM THE ROCKY MOUNTAINS

Moral Varnish

*DRINK COFFEE, VENTURE FURTHER,
CONQUER THE DAY*

Hand Crafted

WHOLE COFFEE BEANS MADE
SPECIALLY FOR COWBOYS

Daisy



COLORADO
CENTRAL CITY

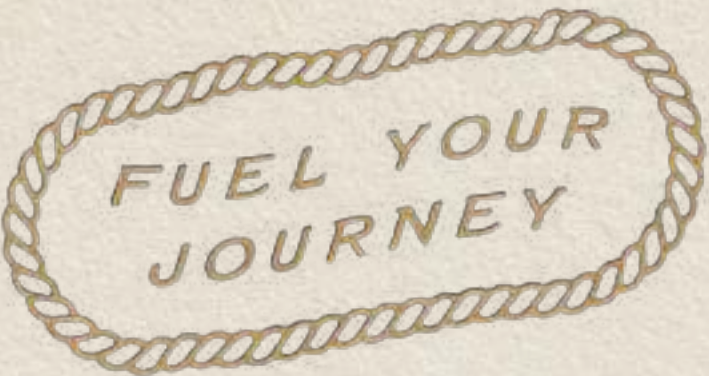
5627 SPRUCE STREET
CENTRAL CITY, CO. 80427



ESTD **GOLD RUSH** 1997
COFFEE & PROVISIONS

CENTRAL
CITY
COLORADO

CENTRAL CITY, CO
GOLD RUSH
COFFEE COMPANY



APPLICATIONS

SOPHISTICATED, AMERICANA, INDUSTRIAL



AMERICAN HERITAGE

Inspired by the patriotic nature of coffee in the revolutionary days of the Boston Tea Party, this concept emphasizes the value that coffee houses have as places to come together, exchange ideas, and plan for the future.

Characteristics:

Charming

Simple

Sophisticated

Familiar

The
EXCHANGE

The
EXCHANGE

The
EXCHANGE

GIVE ME COFFEE OR
GIVE ME DEATH

Rollgates Luxury

*Life, liberty, and the
pursuit of happiness.*

Ogg Italic

◆ *Since 1776* ◆
THE EXCHANGE
Headquarters of Revolution
& Premium Coffee



*The Original
American
Experiment*



164 North Union Street
Philadelphia, PA 19104



The
EXCHANGE
Philadelphia





FILLING STATION

Inspired by the iconic Route 66 and the good old days of road-trip culture, this concept takes a more lighthearted approach to the idea that coffee gives you a quick and easy boost no matter where you are or where you're going.

Characteristics:

Geometric

Modern-Retro

Energetic

Diner





**GET YOUR KICKS
ON ROUTE 66**

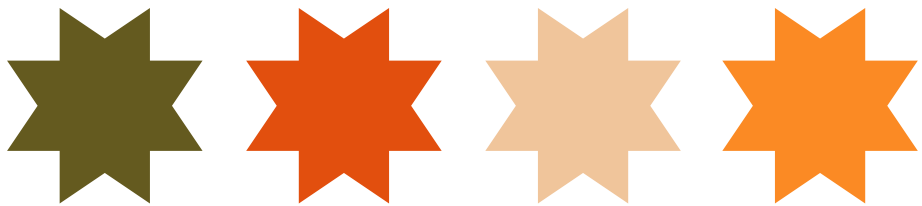
Condor Medium

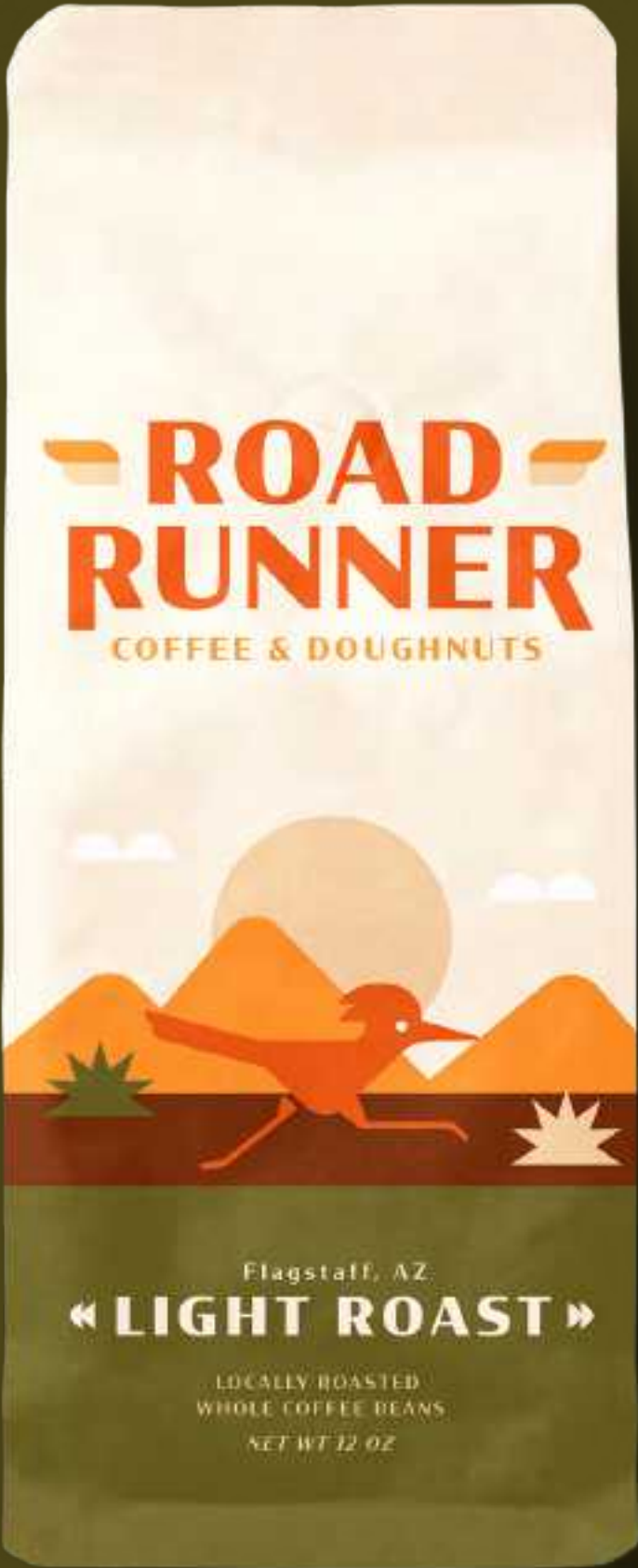
**THE GOOD OLD DAYS
ON THE ROAD**

Condor Black

SECONDARY MARKS

SOPHISTICATED, AMERICANA, INDUSTRIAL







The
EXCHANGE



THANK YOU

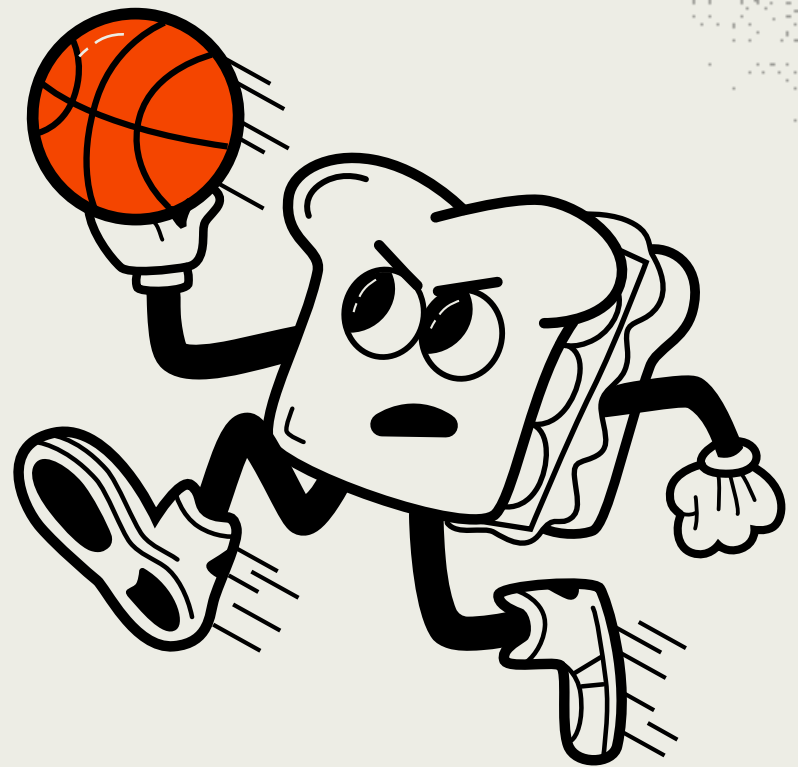
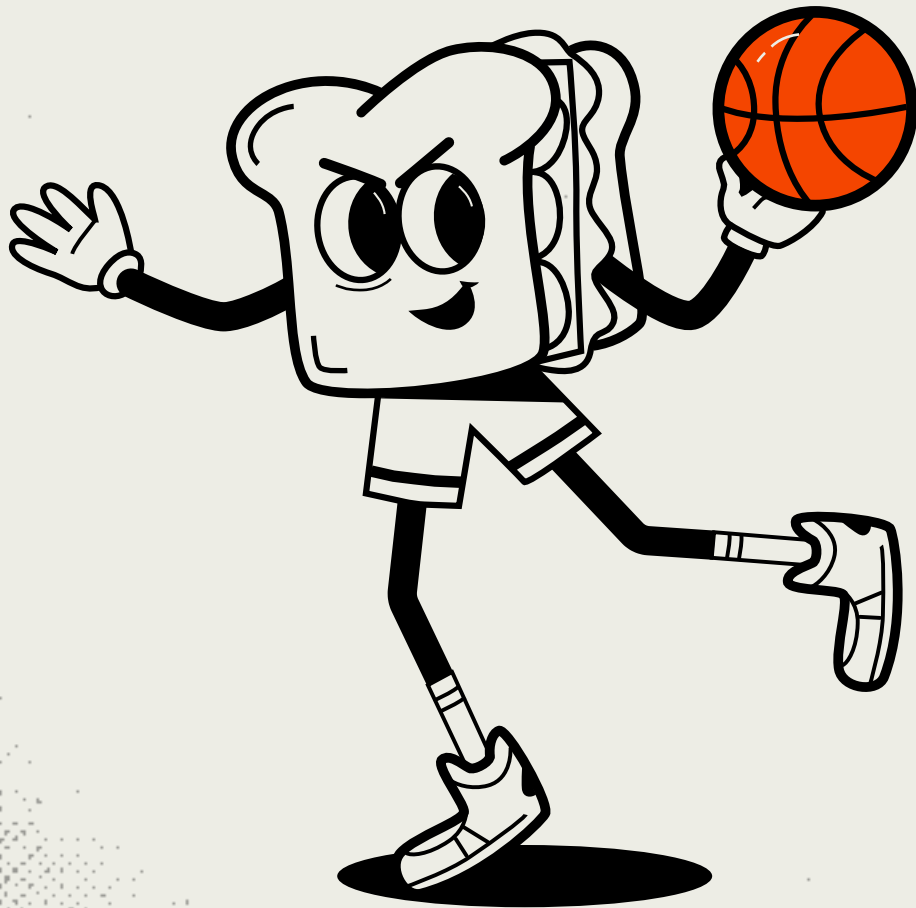
CONCEPT 01



Countless times in our lives, we have seen someone crumble up their sandwich wrapper and shoot it in the trash can. It's hard to fight this urge even within ourselves. Slam Dunk Subs is a basketball loving/sandwich wrapper throwing fan's dream. We ask that you do exactly that, slam dunk your wrapper into the trash can. It will make you feel young again. Bringing us back to 80s basketball culture, Slam Dunk subs remembers the legends in basketball and how they made basketball what it is today.



SLAM
DUNK





SLAM DUNK SUBS

SALADS

VEGGIE BASKET

TOSS THE (BALL) SALAD

BBQ CHICKEN SALAD

THE CELTIC

THE DAGGER

SUBS

#1 THE SLAM DUNK

#2 FULL COURT PRESS

#3 NOTORIOUS B.L.T.

#4 RAPPED UP

#5 MEAT- BALL

ALMOST #23 THE LEBRON

#23 THE OG

#24 THE KOBE

#34 THE SHAQ

SOUPS & SIDES

SOUP OF THE DAY

BASKET OF CHIPS

SIDE OF ...

COOKIES!

SODAS

FOUNTAIN DRINK

SMALL, MEDIUM, LARGE

WATER BOY- BOTTLED

**BUZZER BEATER: DON'T FORGET TO DUNK YOUR
EMPTY SUB WRAPPER AFTER YOUR MEAL!**



**WHEN YOU HAVE FINISHED YOUR
SUB, CRUMBLE IT UP INTO A BALL,
STAND BEHIND THE WHITE LINE,
AND SHOOT IT INTO THE TRASH BIN.**

MAKE YOUR...

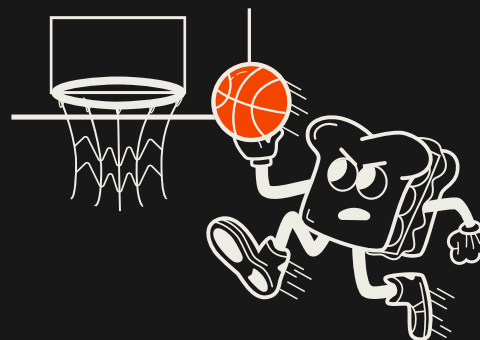
1ST SHOT: FREE COOKIE

2ND SHOT: FREE SIDE

3RD SHOT: FREE 1/2 SUB

4TH SHOT: FREE SIGNATURE SUB/SALAD

5TH SHOT: FREE MEAL
(SUB/SALAD, SOUP/SIDE, DRINK, & COOKIE)





CONCEPT 02



Have you ever had a sandwich with so much flavor that it almost knocked you right out of your boots? Well, Knock Out Subs does exactly that. We pack out subs and sandwiches with so life, zest, and spicy flavor that it punches you right in the taste buds. Inspired by old boxing clubs and their posters from the 60-70s, Knock Out's fun, retro and bold design will put you out cold. So as long as you can roll with the punches, you will be back for more.





HEAVY WEIGHT
KNOCK OUT
SUBS & MORE







HEAVY WEIGHT

KNOCK OUT

SUBS & MORE

ALL SUBS
COME IN 1/2
OR WHOLE

#1 "THE GREATEST"

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

ADD ANY
CHIPS OR
DRINK

KNOCK OUT SUBS



KNOCK OUT
FIVE SUBS,
GET 1 FREE

#2 SUCKER PUNCH

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#6 ROLL WITH...

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

#7 THE TYSON

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

#8 HEAVYWEIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

#9 OUT COLD

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#5 ROUND 2

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CHOOSE A SIDE(SWIPE)

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ROLL WITH THE
PUNCHES



WE DELIVER!
11 AM - 3 AM 11 6days / week
OPEN MONDAY-THURSDAY

ADD ANY
CHIPS OR
DRINK

ST"
adipiscing elit, sed
laoreet dolore

#6 ROLL WITH...

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#7 THE TYSON

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#8 HEAVYWEIGHT

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#9 OUT COLD

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CHOOSE A SIDE(SWIPE)

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ROLL WITH THE
PUNCHES

WE DELIVER!
11 AM - 3 AM 11 6days / week
OPEN MONDAY-THURSDAY

KNOCK OUT HEAVY WEIGHT



CONCEPT 03



In west Philadelphia, born and raised... we all know this classic sitcom theme song. Based on the Fresh Prince's story, Sideline phillies and subs is bringing a little of the east coast culture to the west. Inspired by late 80s/early 90s design and media, Sideline Phillies and Subs is not only bringing east and west together, but also decades of street art and the culture of street basketball.



SIDELINE

MEAT ME AT

1/2

HALF COURT

PHILLIES & SUBS

SIDELINE

SUBS & PHILLIES

Sideline



#1 EAST COAST
LOREM LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

#2 WEST COAST
LOREM AMET, CONSECTETUER

#3 THE STREETS
LOREM LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

#4 DRIBBLE
LOREM LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

#5 REBOUND
LOREM LOREM IPSUM DOLOR SIT AMET,

#6 AIRBALL
LOREM LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

#7 WIGGLE
LOREM LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

#8 MAKE IT RAIN
LOREM LOREM IPSUM DOLOR SIT AMET, LOREM IPSUM DOLOR SIT AMET, CONSEC

#9 211
LOREM LOREM IPSUMT, CONSECTETUER

Sideline
PHILLIES
& SUBS

SIDELINE PHILLIES & SUBS

FILL THE
COURT 4 A
FREE MEAL



