

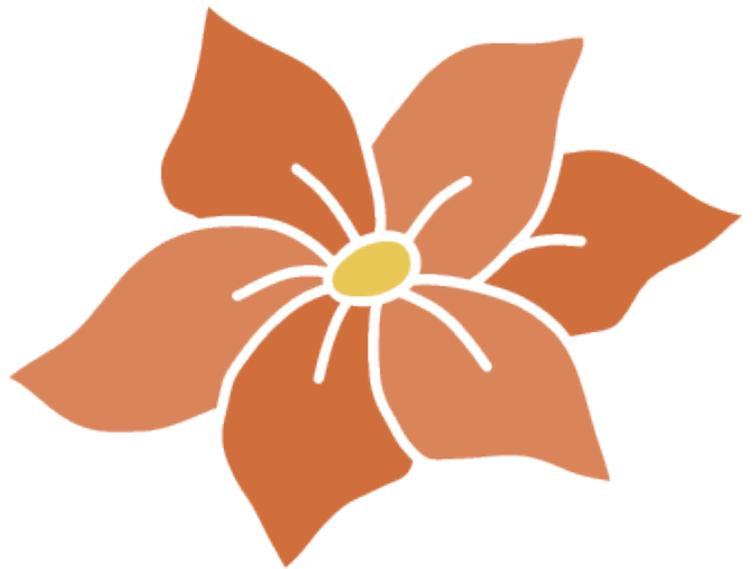
DESIGN PROPOSAL FOR

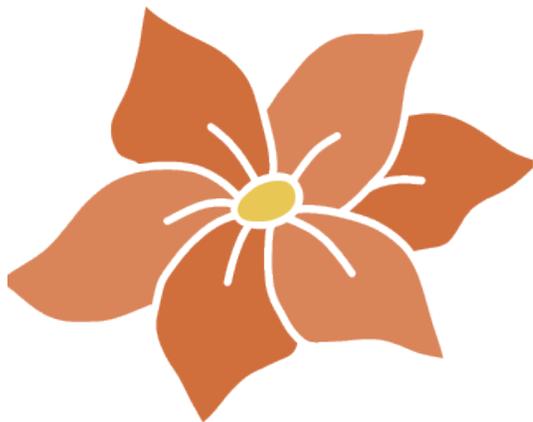


PREPARED FOR ELIZABETH GUSHTYUK
04/25/2021

INTRODUCTION

Elizabeth's Garden Cafe is a cafe and plant nursery that aims to create a relaxing aesthetic and atmosphere. Their patrons enjoy coffee and plants and the cafe hopes to create a space for students to study. In my design approach, because the client spoke of both the nursery and the cafe as separate commodities in one convenient spot- I decided to use two similar fonts in the logo. The bohemian color scheme brings a modern take on natural colors. The circle around the logo is an homage to the rim of a coffee cup, and the foliage brings in the plant nursery elements. With competition from other small nurseries and cafes, EGC positions itself well with bringing a relaxing but still sociable spot in a post-covid world.





A

B

C

D

E

F

G

H

I

A: Dark Peach | CYMK: 12,56,71,1 | RGB: 218, 131, 88 | HEX: #DA8358 | Pantone: 2432 C

B: Terracotta | CYMK: 15,68,86,3 | RGB: 206,108,59 | HEX: # CE6C3B | Pantone: 7578 C

C: Saffron Mango | CYMK:10,19,79,0 | RGB: 233,199, 85| HEX: # E9C755 | Pantone: 141 C

D: Cactus | CYMK: 68,36,69,19 | RGB: 86,118, 91 | HEX: # 56765B | Pantone: 4214 C

E: Grey Green | CYMK: 56,26,57,3 | RGB: 120,154,125 | HEX: # 789A7D | Pantone: 4207 C

F: Olive Grey | CYMK: 38,26,43,0 | RGB: 164,170,149 | HEX: # A4AA95 | Pantone: 4219 C

G: Desert Sand | CYMK: 4,20,25,0 | RGB: 241,205,184 | HEX: # F1CDB8 | Pantone: 475 C

H: Black | CMYK: 0,0,0,100 | RGB: 0,0,0 | HEX: #000000

I: White | CMYK: 0000 | RGB: 255,255,255 | HEX: #FFFFFF

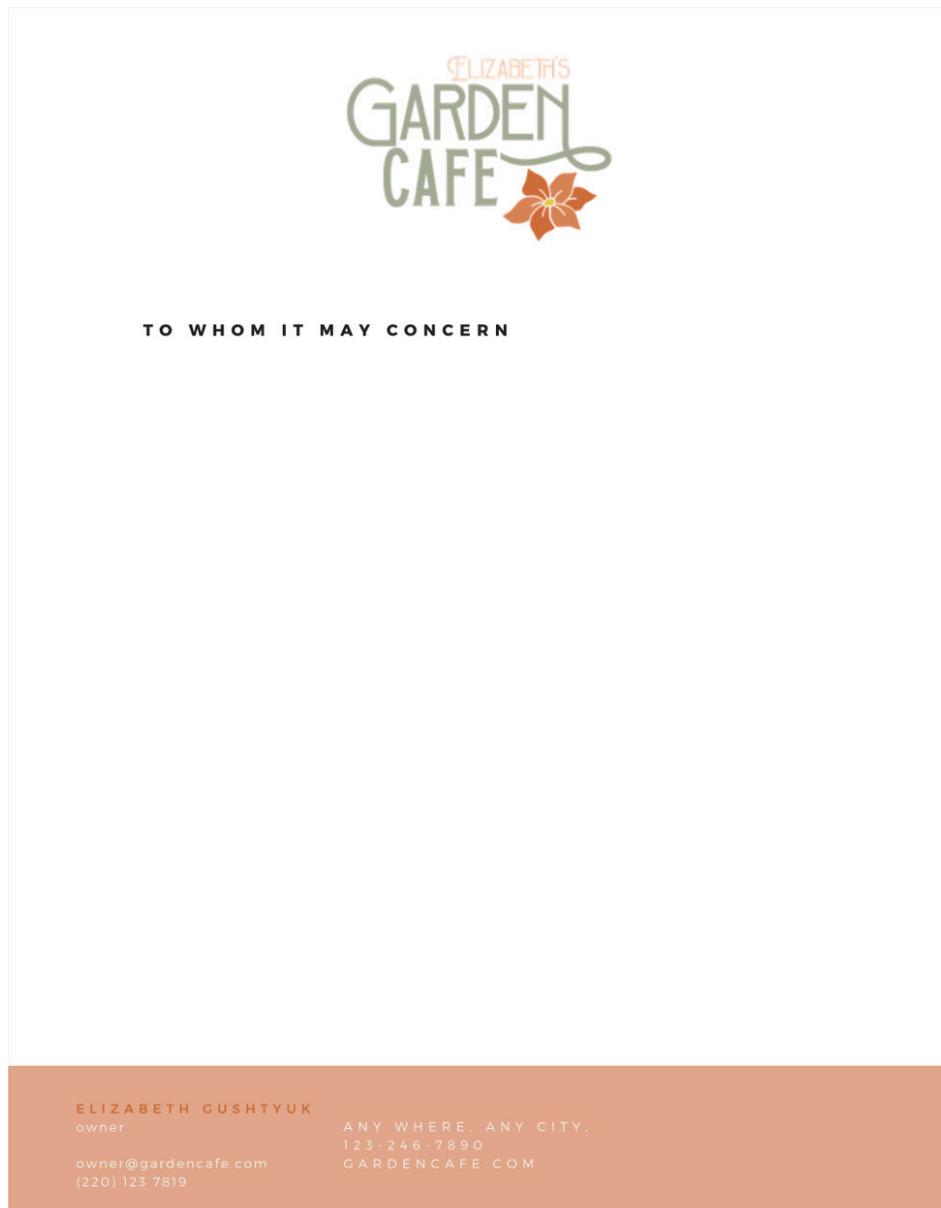
APPROVED FONTS:

Broadway: **BROADWAY- ELIZABETH'S GARDEN** - May be used on all marketing material, but may not be paired with other fonts on/for the logo itself.

Salted Monthoers: **SALTED MONOTHOERS - CAFE** - May be used on all marketing material, but may not be paired with other fonts on/for the logo itself.

Montserrat- **Monsterrat Medium & Thin**- May be used as supplemental font, and applied to marketing materials, letterheads etc. as a more legable font. May not be used on/for the logo itself.

APPROVED APPLICATION EXAMPLE



NOT APPROVED APPLICATION EXAMPLE



TO WHOM IT MAY CONCERN

ELIZABETH GARDEN CAFE
 owner
 123 ANYWHERE, ANY CITY,
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 12345 678 9010



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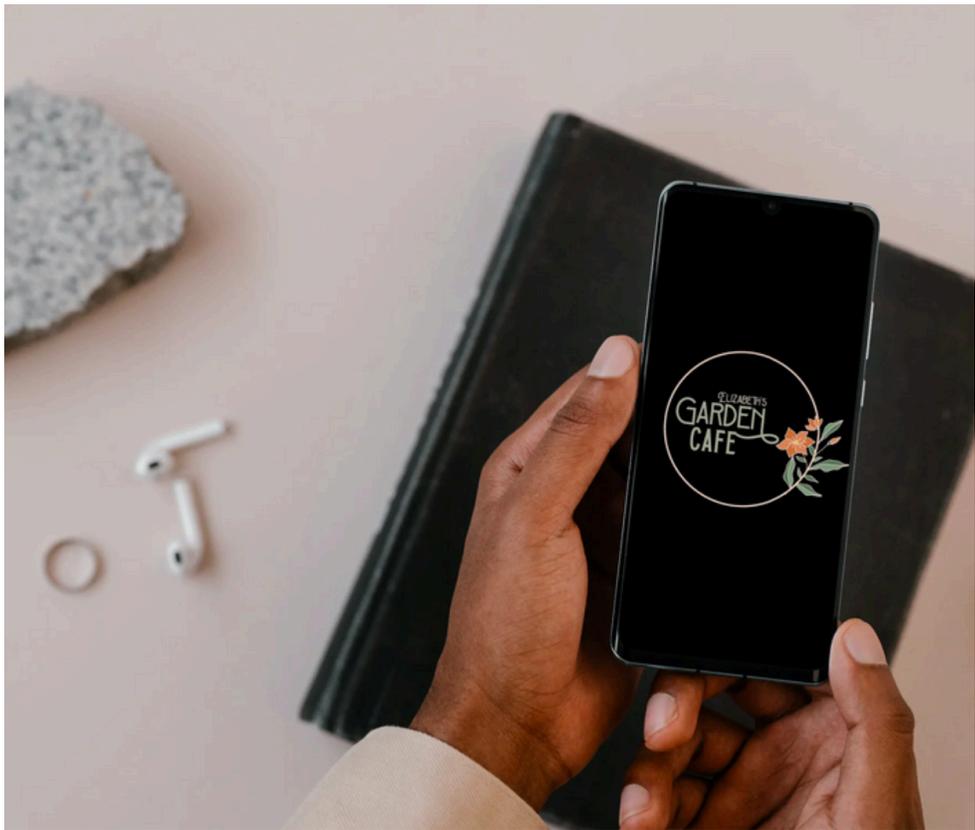
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PREPARED BY AMANDA RYAN
04/25/2021
FOR FA 391 A