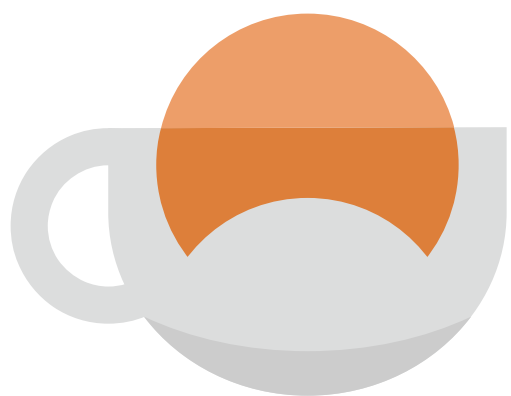




COURABIE

Coffee & Cookie

Company: Courabie (Κουραμπιέδες)

Client: Irene

Logo Design

Logotype



Description

Courabie is a Greek-style coffee and cookie shop. It aims at selling elegant experiences with healthy and light foods. And the owner of the shop would like their logo to be “elegant, classic, yet playful”.

My design is composed of two parts, a coffee cup, and a cookie. The cookie is of crescents shaped, which is corresponding to the name of the coffee shop Courabie, also kourabiedes in Greece, is a kind of crescents shaped brown cookie. The crescents-shaped cookie can also be interpreted as a bite of cookie. The cookie is set half inside the cup and the lower half has deeper color. This represents the action of dipping the cookie in the coffee. Also, look at the cookie and the edge of the cup, it resembles the rising sun from the horizon, conveying a feeling of vigor and vitality. This corresponds to the scenario of users enjoying a cup of coffee and some cookies as breakfast.

From the point of view of light and elegance, I use a flat design with large bright color blocks and no stroke. The color of the cup and the cookie is corresponding to their real color. The color of the cookie is also leaned towards orange more to make it looks like a rising sun.

Design usage guideline

In most cases, light logo with no background should be used. The dark logo is designed for situation that the background color is of the same with or similar to the light grey color in light logo. Dark logo can also be used for promoting high-end products, like premium card or premium coffee beans.

Logo can have a square background itself with the corresponding color in the color palette. Logo with background should only be used on products, like on coffee cups and cookie boxes. The padding of the background with the logo should be of the height of the upper part of the cookie in the main logo.

New store in Kerry town should use the grey-green as their main color theme in store logo and promotion. The tagline of the logo should be changed to ‘the Kerry Town’ and in the corresponding color. Printed logo on products should be the same as the central campus one.

Logotype and tagline can be adjusted to black or white according to the background.

Logo Design

Primary Palettes

C	17
M	61
Y	80
K	0
R	221
G	127
B	58

C	9
M	48
Y	59
K	0
R	237
G	158
B	105

C	16
M	12
Y	12
K	0
R	220
G	221
B	221

C	24
M	18
Y	17
K	0
R	204
G	204
B	204

Secondary Palettes

C	0
M	74
Y	94
K	0
R	249
G	101
B	0

C	0
M	55
Y	64
K	0
R	214
G	201
B	176

C	74
M	67
Y	64
K	23
R	76
G	76
B	76

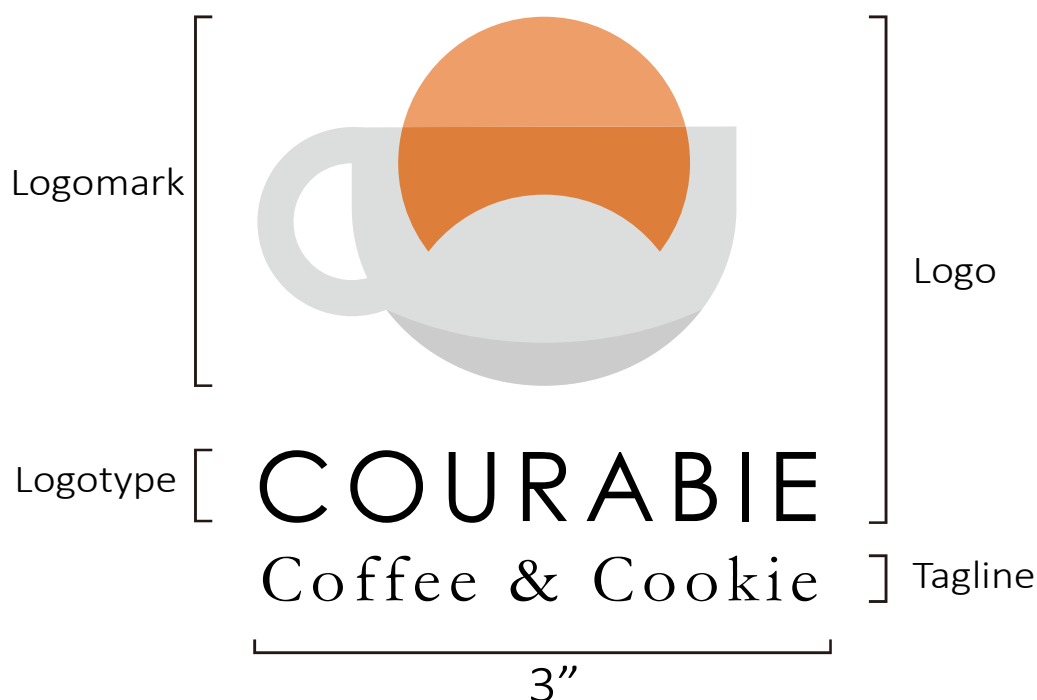
C	80
M	75
Y	73
K	50
R	45
G	45
B	45

C	42
M	82
Y	100
K	7
R	163
G	73
B	23

C	56
M	33
Y	38
K	0
R	128
G	155
B	154

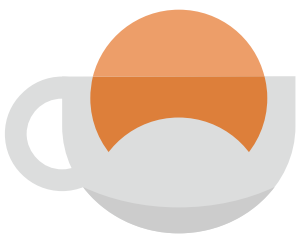
C	71
M	53
Y	55
K	3
R	92
G	112
B	111

Logo Design



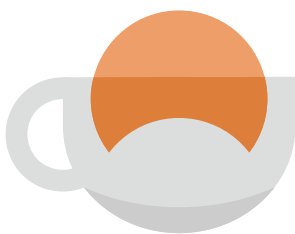
Logotype variants

Stacked:



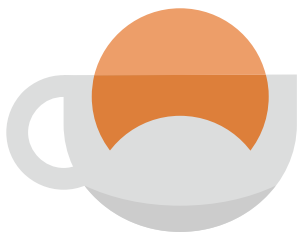
COURABIE

Extended with tagline:



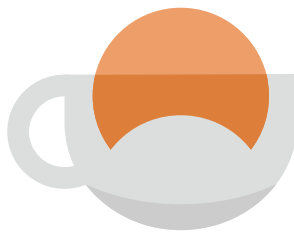
COURABIE
Coffee & Cookie

Stacked with tagline:



COURABIE
Coffee & Cookie

Extended:



COURABIE

Logo Design

With background:



Kerry town :



Logotype Design

Century Gothic

Logotype, Headings, (Sans-serif, mixed case)

This typeface is of minimal design which makes it looks modern. Also, the font is thin, making it looks light, corresponding to the light and modern logo design.

Garamond

Tagline, Body, (Serif, mixed case)

This type face has kind of retro feeling with serif. It uses many curves in the typeface, making it elegant. This mixes with the modern and hard design of the other typeface and the logo to make the logo playfull.

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:'!&\$%#(*)

Century Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:'!&\$%#(*)**

Century Gothic Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:'!&\$%#(*)*

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:'!&\$%#(*)

Century Gothic Bold

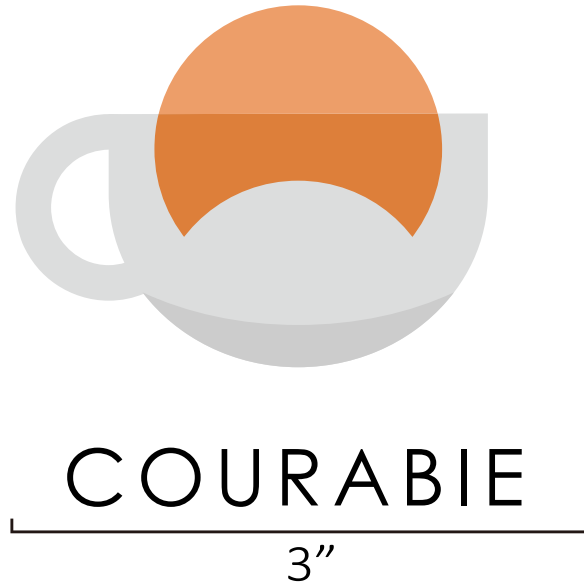
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:'!&\$%#(*)**

Century Gothic Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:'!&\$%#(*)*

Logo Scalability

3" logo



1" logo



0.5" logo



Mandatory Free Space

Extended:



Extended with tagline:



Stacked:



Stacked with tagline:



Color Variant



C	17
M	61
Y	80
K	0

C	9
M	48
Y	59
K	0

C	16
M	12
Y	12
K	0

C	24
M	18
Y	17
K	0



C	93
M	88
Y	89
K	80

C	0
M	0
Y	0
K	0



C	0
M	0
Y	0
K	42

C	0
M	0
Y	0
K	21

C	0
M	0
Y	0
K	13

C	24
M	18
Y	17
K	0



C	0
M	74
Y	94
K	0

C	0
M	55
Y	64
K	0

C	16
M	12
Y	12
K	0

C	80
M	75
Y	73
K	50

C	74
M	67
Y	64
K	23

Color Variant



C	17	C	9	C	42
M	61	M	48	M	82
Y	80	Y	59	Y	100
K	0	K	0	K	7

C	16	C	24
M	12	M	18
Y	12	Y	17
K	0	K	0

C	17	C	9
M	61	M	48
Y	80	Y	59
K	0	K	0

C	56	C	71
M	33	M	53
Y	38	Y	55
K	0	K	3

Photo Assets



by Alin Luna @Unsplash



by Mea Mu @Unsplash



by Do Nhu @Unsplash



by Blake Carpenter @Unsplash

Photo Assets



by The Creative Exchange @Unsplash



by The Brooke Cagle @Unsplash

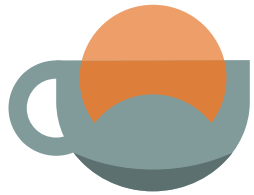


by The Gian Cescon @Unsplash

Clothes Design



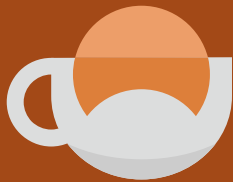
Other Designs



COURABIE
the Kerry Town



COURABIE



COURABIE



by Brando Makes Branding @Unsplash



by Zach Miles @Unsplash