

PROJECT BRIEF

Name :

BE KIND CAFÉ

What the business does in one sentence :

BE KIND CAFÉ is a city center coffee-shop/day restaurant that serves gourmet and home-made plant-based food and beverages (soup, salad, dish of the day, burger, sandwich, cookies, pastries, fresh juice...).

Where :

In the french speaking part of Switzerland.

Target :

The target audience is divided in four groups of consumers:

- Vegans and vegetarians people from all over the city.
- People who work in the area. They are lots of employees from administration offices (around 2500). Lots of woman. The Swiss TV studios and other kind of smaller offices are also close to the coffee-shop.
- Students and young people (university, schools, museums, etc, around).

- Upper middle class people who live in the area. It was not such a nice area in the past but things are changing. There are now lots of shops/restaurants and new buildings that make the area lively, cosmopolite and trendier.

All the targeted customers have in common that they want to consume tasty but healthy food.

They want to consume as much as possible organic, local, seasonal, home-made and natural products. They also want to consume all the time (vegan) or occasionally (flexitarians) plant-based food.

They can have different individual reasons and motivations for engaging in such (health or weight reasons, ecological reasons, animal rights, religious reasons...).

BE KIND CAFÉ is a coffee-shop/day restaurant that proposes to all this people a yummy and healthy vegan cuisine in a pleasant and warm atmosphere.

The food offer is adapted to the different needs of the customers throught the day (breakfast, lunch, morning and tea-time snacks...). It is also possible to take-away.

Moodboard « Spirit of the place »

These pictures are only here to illustrate. They are not pictures of « Be Kind Café »











LOGO BRIEF

Use of the logo :

Print : business card, letterhead, table mat...

Signs : menu, window sticker, bag sticker, shop sign...

Social : FB, linkedin...

Website

Color :

I tend to think that the logo should be black or white (no color). I might be wrong, but in anycase, the logo should be adaptable on a dark or a light background.

Slogan :

No slogan, but the logo could eventually include keywords such as « healthy food », « home made » and / or signs, symbols but they have to remain simple and graphic.

Top three things the logo should communicate to the audience :

- Good, healthy and home-made food.
- Modern and a bit trendy.
- Friendly and cosy coffee shop atmosphere that makes you feel « at home ».

Examples of logos that are in the spirit



CAFÉ 
MARLETTE

CAFÉ

MARMOT

CAFÉ – RESTO

DUST
CAFE

COFFEE SHOP

HEALTHY FOOD

