

Locals. Coffee & Supply

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My brief required me to design a corporate identity and merchandise for a new surf café; Locals in Cronulla, NSW. This was to include a logo, business card, coffee loyalty card, menu, coffee cups, staff uniform as well as various forms of merchandise and surf wax packaging. The business's identity was to follow a rustic, neo-vintage style that appealed primarily to beachgoers and young adults involved in the surfing culture. The logo was to be unique, bespoke and most importantly, versatile to work on the various applications of the corporate identity and merchandise.

I began the design process by collating numerous images and words that reflected the overall mood and identity I wanted to encapsulate for the business on a mood board. Having this visual inspiration of images, colours and words allowed me to form ideas for my own designs. Following this, I researched and analysed existing café and surf brand logos from a variety of styles to gain a greater understanding of my target market, competitors and the different elements prevalent in the logos. I was strongly inspired by the hand-drawn style and imagery present in the logo for Good Day, a coffee shop in Adelaide that is simple yet memorable. This formed the basis of my idea generation where I explored different styles of typography and simple imagery that would produce the most effective design.

Throughout my idea generation and refinement, I explored hand-drawn imagery of a surfer that would reflect the style of the business and differentiate itself from its competitors with a 'messy' and 'rustic' appeal to it. I paired this with various fonts and explored multiple layouts; however, I was not satisfied with the overall unity of my hand-drawn elements and the typography, particularly due to a lack of consistency in the line weights. This led me to explore the creation of my own wordmark design based on vintage, hand-drawn lettering. The wordmark proved to be too simple as a standalone logo, as it did not reflect the business as effectively and was less memorable. As such, I decided to combine both concepts to create a simple, balanced combination mark. To further the rustic style of the business, I applied additional subtle texture effects using Adobe Illustrator to reinforce the hand-drawn style and appeal. Deciding on the final logo layout was difficult because I felt both an emblem style and horizontal layout were appropriate for the café and surf facets of the business. To overcome this, I decided upon having 2 variations of the logo, allowing for greater versatility and flexibility while maintaining a clear identity of the brand.

Whilst designing the business card, I wanted to continue with the hand-drawn style seen within the logo. I was influenced by artist Cass Deller and her use of watercolour, however, after exploring and refining with a patterned background, I felt it did not fit with the aesthetic and style I intended for the business. I decided to use brown kraft paper due to the recycled nature, visual simplicity and attractive texture it provided against the bold black logo. This decision formed the basis of the corporate identity and provided a consistent visual element across other applications including the menu and coffee loyalty card while reinforcing the rustic, local and neo-vintage aesthetic.

During the research and development of the coffee cups, I desired a minimalistic approach that reflected the brand's identity through the application of stamps. However, I encountered challenges through researching companies that could produce stamps with my design and size requirements within the budget. Through conducting further research and contacting companies, I found Zazzle

provided me with the cheapest option and fit my sizing and design requirements to stamp the coffee cup within the allocated timeframe.

I wanted to incorporate the logo onto merchandise and packaging that appealed to the targeted audience whilst being functional and cohesive with the corporate identity. Researching products and packaging designs popular within the surfing culture, I decided upon designing surf wax packaging, a surf comb, jumper, t-shirt, hat, stickers and clothing swing tag. In researching and designing the clothing, I soon became aware of various manufacturing processes including embroidery, screen printing, vinyl heat transfer and dye sublimation as well as the expenses that came with it. After contacting numerous companies around South Australia, I came across Supa Sava Embroidery, which provided me with a greater understanding of this process and gave a professional look for the business that was consistent with the established aesthetic.

In designing the surf wax packaging, I conducted research into a range of styles from various eras between the 1960s to today, and packaging shapes most functional for the wax. I was highly influenced by the Mr Zog's Sex Wax packaging with the use of colour to differentiate each temperature and the simple, retro style design with the circle logo on the front. I wanted to achieve a retro style package that utilised colour for each temperature, yet add elements that were unique and consistent with the branding. I took candid photographs of surfers to further reinforce the identity of the business and the purpose of the packaging, and applied a pastel colour to each variant of temperature.

I believe the final practical I have designed corresponds to the brief; the corporate identity portrays a rustic and neo-vintage style that reflects the surfing culture with a bespoke and unique identity. The uniqueness of the hand-drawn imagery and typography gives the business a competitive edge whilst creating two effective and eye-catching logo variants. Additionally, a strong theme is consistent and cohesive across all applications making the brand easily recognisable. The information provided on the business card, coffee loyalty card, menu and surf wax packaging is presented in a clear and logical manner.

Overall, I have extended my skills in designing a cohesive suite of works to maintain consistent branding and identity across numerous products and applications. By researching and working with several different companies during the production of my applications, I gained a greater understanding of overall design and manufacturing processes, and the ways in which designs can be taken from concept to actual physical products. I also developed my skills in Adobe Illustrator, particularly in creating digital versions of my hand-drawn designs. Additionally, I improved my understanding of font/type selections to complement other elements within a design, composition of elements to achieve balanced, unified logos and designs.