

MONCAFFÉ EST.1984



El millor café, ara a casa.

Dossier proposta de branding.



Essència de marca.

IDEA I PROPÒSIT.

Transformar l'identitat visual
Crear un nou concepte

Nou disseny.

Valors de marca.

APTITUTS I QUALITATS

FRESC, FORT, PREMIUM



Logotips.

PROTOTIPS 2.0





Tipografia.

Moncaffé

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Ññ
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

**Libre Franklin
black**

**Libre Franklin
bold**

Libre Franklin
medium

Libre Franklin
light

Libre Franklin
thin

Tipografia.

-

Cafè de qualitat

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Ññ
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

**Libre Franklin
black**

**Libre Franklin
bold**

Libre Franklin
medium

Libre Franklin
light

Libre Franklin
thin



ESTIL VISUAL.

GAMMA CROMÀTICA, ESTIL
FOTOGRÀFIC.

paletes de colors.

FFFFFF

AA772A

2A8A84

8E2B24

000000

Palette #1.

#502F1B

#2A7E79

#F8FCF7

#86362D

#B4843C

#13060C

#502F1B

Palette #3.

Palette #2.

FFFFFF

AA772A

2A8A84

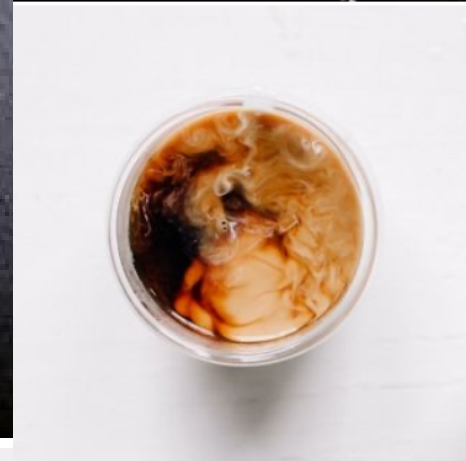
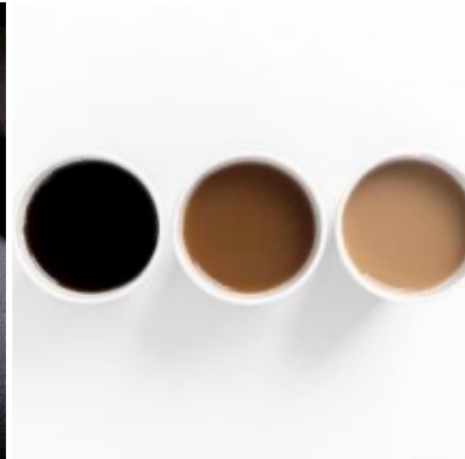
8E2B24

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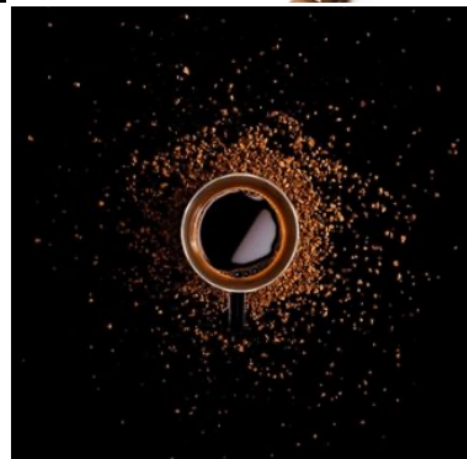
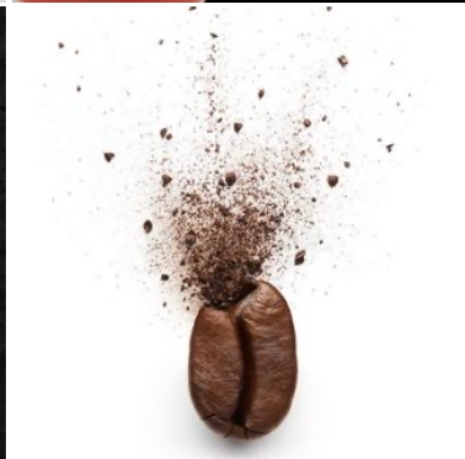


FOTO- GRAFIA

WELCOME TO MINIMALISM.



Coffee
[kaw-fee] noun
a dark magical substance that turns "leave me alone" into "good morning honey".



new feed.

PROTOTIP DE PUBLICACIONS EN XARXES SOCIALS.





In coffee we trust.





**Making
some
changes.**





You can't buy happiness, but you can buy our coffee.
(and that's close enough).

So...

Are you ready for a
coffee shot?

;)

