

VINY BISTRO

BRAND STRATEGY & IDENTITY

VISUAL EXPERIENCE

► **CASE STUDY**

Visual narratives crafted to evoke flavor.

VINYL BISTRO BRAND IDENTITY RATIONALE



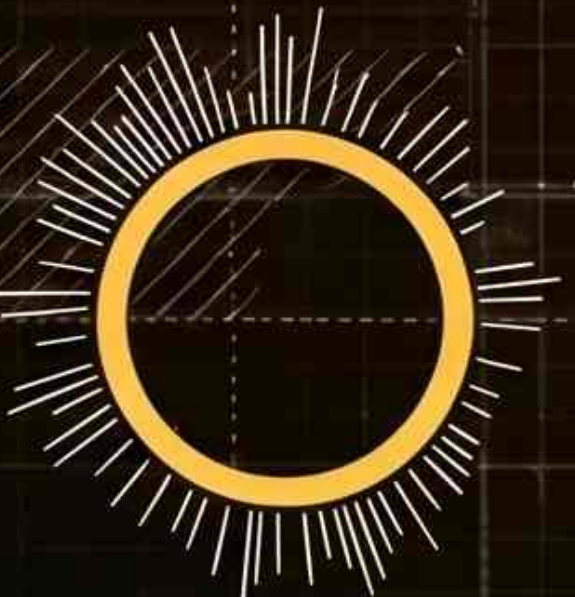
CORE CONCEPT - MUSIC & BREW

A fusion of acoustic energy (saxophone/notes) and coffee culture (cup), indicating a venue for both refined sound and comforting ritual.



TYPOGRAPHY & HERITAGE

Classic, bold serif fonts establish authority and established character. The outer gold ring reinforces longevity and warm invitation.



DYNAMIC ENERGY - RADIATING LINES

Lines symbolize sound waves and the kinetic energy of performance, contrasting with the structured, craft-coused blueprint background.

MEASURE:
SYMBOL BALANCE

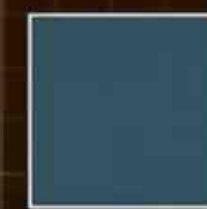
SPECIFICATION:
COLOR REPRODUCTION



MAROON
Passion



GOLD
Warmth



STEEL BLUE
Sophistication/Vinyl



OFF-WHITE
Cleanliness

A balanced blend of classic and modern aesthetics.



SPECIFICATION:
COLOR REPRODUCTION

REF: VINYL-BISTRO-LOG-01

DESIGN: [FIRM NAME] - REV. [DATE] - SCALE: N/A



Phonograph Espresso
Prie bagociņi ar šķiedrīgu un maizīti.
ar šķiedrīgu un maizīti.

Record Store Roast
Šķiedrīgu un maizīti ar šķiedrīgu un maizīti.
ar šķiedrīgu un maizīti.

Turntable Treats
Dārzeņi, a čiči, ačow tēle e tēle.
ačow tēle e tēle.

Enemy Free
Iedzīvotāji, jautāšana par šķiedrīgu un maizīti.

Good Rice
Eksā čiči un šķiedrīgu un maizīti.

Turntable Treats
Eksā čiči un šķiedrīgu un maizīti.

Turntable Treats
Eksā čiči un šķiedrīgu un maizīti.

Haner Hop
Prie šķiedrīgu un maizīti.

Vinyl Bistro
Favorable Choice
+371 133 550 9989
Sīkāk: www.vinylbistro.com

Vinyl Bistro
Renowned Choice
+371 555 555 555
331 Lielā ielā, 331
Lielā ielā, 331
www.vinylbistro.com





Dear Hamn,

Lorem ipsum dolor sit amet, consectetur adipiscing elit., sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim irmin veniam, quis nostrud exenedtoris novmcat consertestion ullamco iridiām nitxsko nilbux venc ex cemmunt cunt noncuss niboris nisi ut aliquip ex ea commoriconiot ullamousim cniamodo consenos prorisema eu-cessamum anident ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit., sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim vraini veniam, quis nostrud eraimdixioi eno.eracai eecæustesdon ullamco nisi ut olfamo niluēi nou presentem dolorn nononove eereecuu laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit., sed do eiusmod tempor incididunt ut labore et dolore magin magna aliqua. Ut enim ad ad minim, veniam, quis nostrue laboris nisi ut aliquip ex ea commodan non ex consequat.

Sincerely,

123 Groove Ave, Seattle, WA

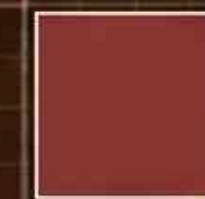


Jane Doe
Owner

123 Groove Ave,
jane@vinylbistro.com
vinylbistro.com



BRAND COLOR PALETTE



Maroon
CMYK CMY K
RGB T0 2
Primary Color



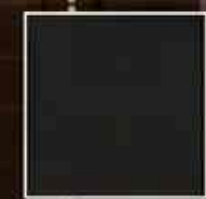
Gold
CMYK CMY K
RGB T0 765
Secondary Color



Teal
CMYK CMY K
RGB T0 28
Pnimary Color



Off-White
CMYK CM 1 K
RGB T0 783
Secondary Color



Black
CMYK MY K
RGB 0 0

300 1000







ILLUMINATED SIGN
SPECIFICATION -
SHEETS 101 - 103

FACADE MATERIAL -
DARK TEAK & BRASS

WINDOW SYSTEM -
HIGH-EFFICIENCY GLASS

PROJECT
VINYL BISTRO
FACADE MOCKUP
REVISION
C
SCALE
1:50



SOCIAL AND PRINT MEDIA DESIGN



- CRT OUTPUT: 240p
- APPROVED FOR PRODUCTION



80's & 90's

9095 9009

VINYL BISTRO

A Harmony of Taste



COFFEE

@vinylbistro

VINYL BISTRO

SINCE - 2002



BREW THE MELODY

Our signature dark-roasted house blend, meticulously sourced and small-batch roasted for a bold, harmonious finish. Perfect your morning rhythm.

@VINYLBISTRO.CO

LAUNCHING THIS SEASON

WWW.VINYLBISTRO.CO

VINYL BISTRO

LATTE

Savor the smooth, full-bodied flavor of our artisan-roasted coffee latte, infused with the soul of the bistro. Delivered with care, Fresh and Full of Flavor.

ORDER NOW



35% OFF

FREE DELIVERY
123-456-7890

VINYL BISTRO

ESTABLISHED 2002



Perfect Harmony, Best Coffee Ever

Taste The Music!

www.vinylbistro.com
+1 202 555 0123



VINYL BISTRO

GRAND OPENING

JAN 11, 2024

0333 12345678

Sector uIslamabad

www.vinyl.pk

VINYL BISTRO

SINCE - 2002





*Enjoy the melody
of every sip.
Our signature blend.*



Vinyl Bistro – A tradition of music
and fine coffee. Est. 2002. Visit us for
premium beans and a rich sound.

(555) 123-4567

[vinylbistro.com](https://www.vinylbistro.com)



Vinyl Coffee Grooves

Now Playing

1:10

-2:20



COFFE TIME!



<https://buymeacoffee.com/mela/welcome-to-my-page-3738674>

COFFEE FIRST!

Because some days you need courage...
and other days you just need enough
caffeine to face the next chapter.

-A.J RIVERS



VINYL BISTRO

SINCE - 2002



BREW THE MELODY

Our signature dark-roasted house blend, meticulously sourced
and small-batch roasted for a bold, harmonious finish.
Perfect your morning rhythm.

[@VINYLBISTRO.CO](https://www.vinylbistro.co)

LAUNCHING THIS SEASON

[WWW.VINYLBISTRO.CO](https://www.vinylbistro.co)

Vinyl Bistro
Coffee Shop
Est. 2002

GRAND OPENING
SPECIAL
35%
OFF

VINYL BISTRO

Curated Vinyl. Artisanal Brews.
Delivered to your door or
enjoyed in-bistro.

ORDER NOW

FREE DELIVERY
123-456-7890



When words fail,
coffee speaks.



VINYL BISTRO COFFEE

Coming Soon



VINYL BISTRO
SINCE - 2002

COFFEE TIME

Discount 50%

Experience the perfect harmony of coffee
and music. Our signature blends are now
50% off for a limited time.

ORDER NOW

1234 5678 89098



MOCKUP DESIGN PRESENTATION

BRAND STRATEGY & VISUALS

SOCIAL MEDIA & PRINT MEDIA



Visual and physical applications
designed to evoke brand values.

CASE STUDY SYNOPSIS - PREPARED
FOR ARCHITECTURAL REVIEW BOARD
PROJECT ID: VINY-BISTRO-01.







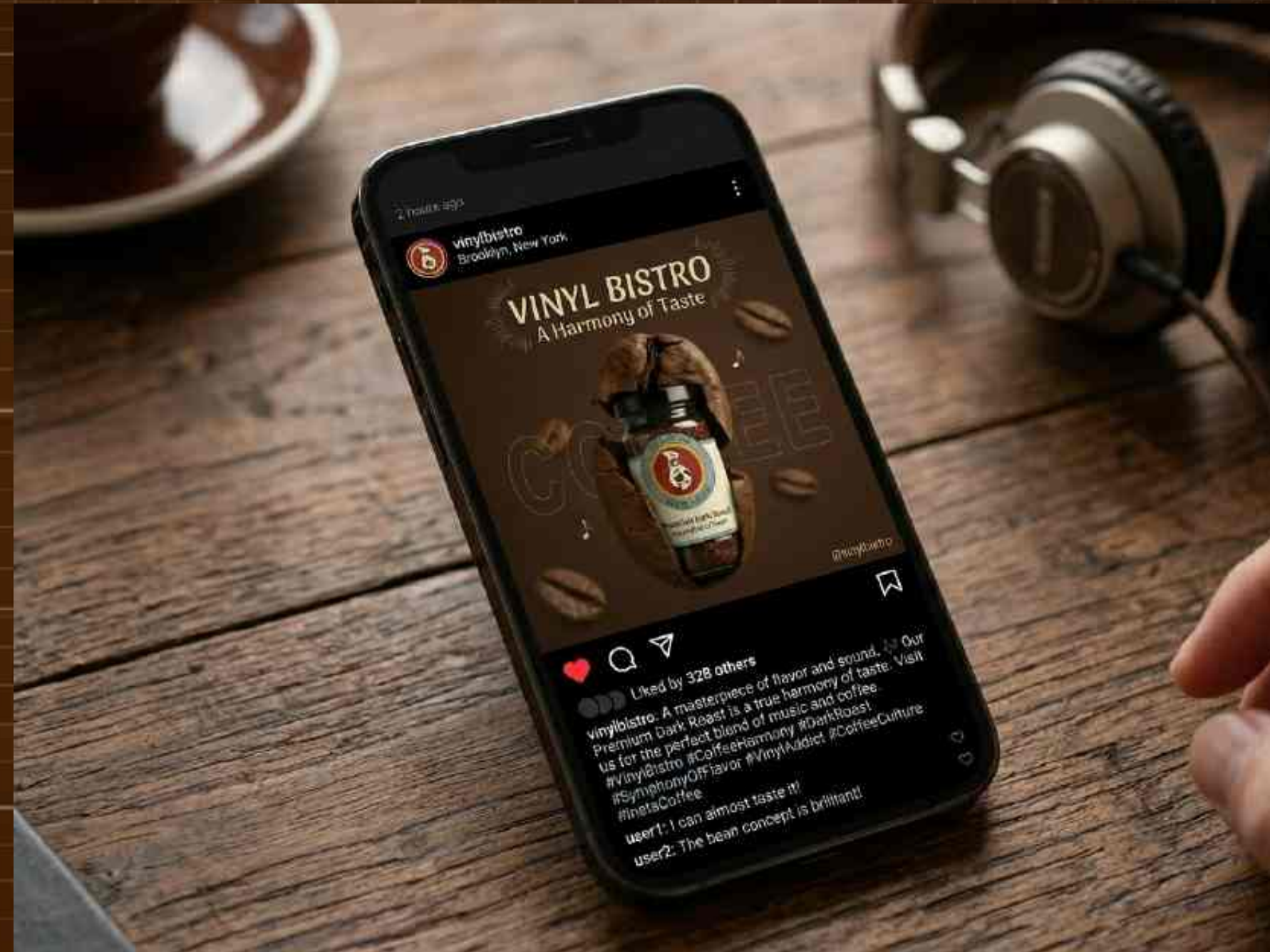
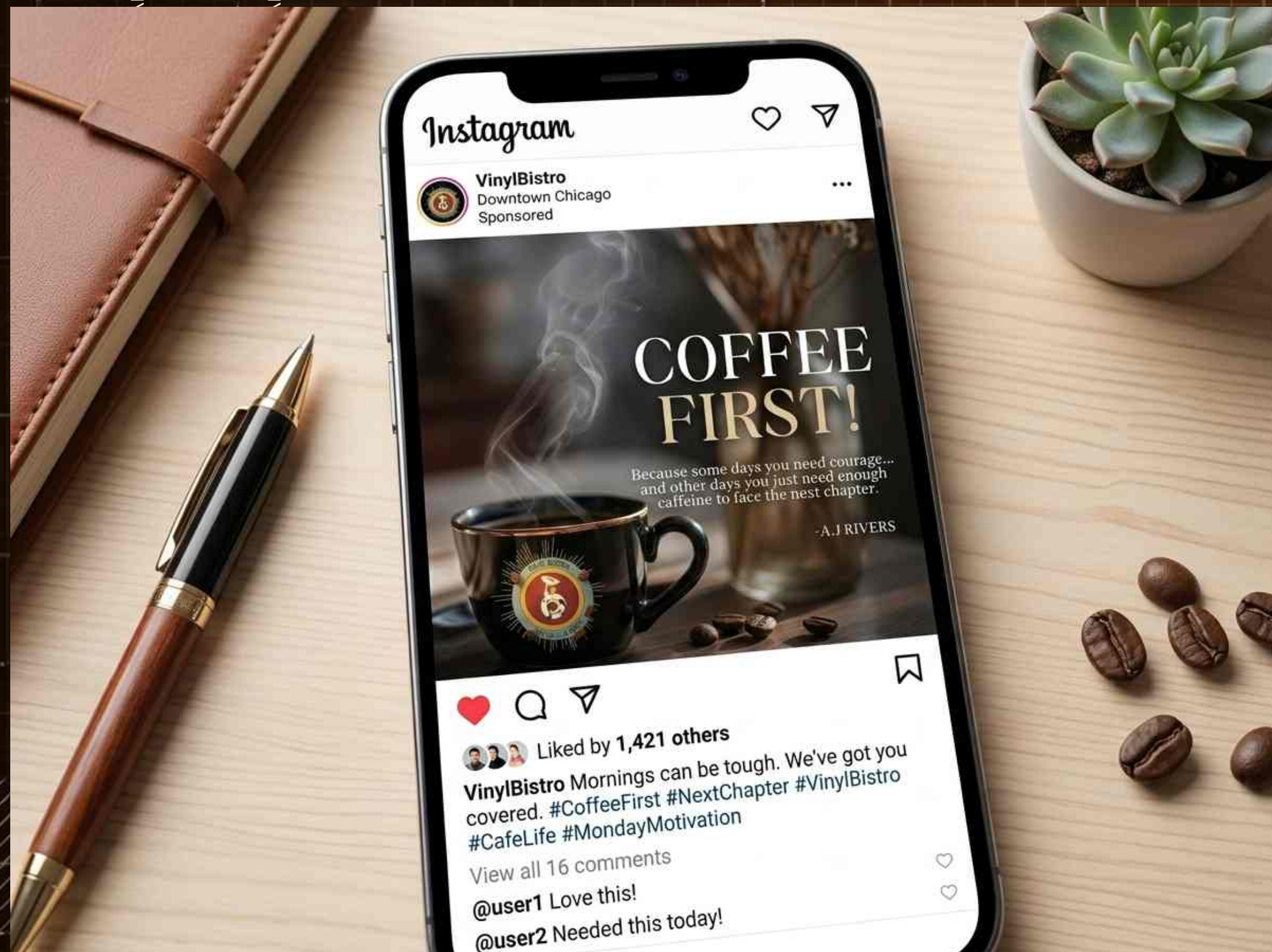


A hand holds a smartphone displaying a social media post from 'vinylbistro.cafe'. The post features a coffee cup with a splash of liquid and the text 'VINYL BISTRO COFFEE'. The background of the post is dark with coffee beans and a splash of liquid. The phone is held in front of a blurred background showing a wooden table, a coffee cup, and a vintage record player.





SOCIALS



LET'S COLLABORATE

PARTNERSHIPS & ALLIANCES

SHARED VISIONS & DESIGN

FUELING JOINT VENTURES

SETTING THE COLLABORATIVE TONE

Crafting collaborative success through shared goals.

COLLABORATION SYNOPSIS - PREPARED
FOR STRATEGIC PARTNERS
PROJECT ID: COLLAB-INITIATIVE-01.

PROJECT START
TIMELINES

