

For this project, I chose the local coffee shop *Beans*. It is located in the Northern Liberties neighborhood of Philadelphia. They are a trendy establishment with eclectic décor and unique menu items. They currently have multiple wordmarks and logos that do not accurately depict the vibe of their interior. I decided to base my designs off of the name and the atmosphere. The design is simple, which brings a fresh, contemporary look to a place that is filled with brick, wood, tile, carpet, mirrors, bicycles, shelves of books, chalkboards and marble tables. I tried to maintain the vintage feel in the colors and fonts. I chose toned-down golds, greys and blues, which bring a lighter look while sticking with the theme. The colors also resemble those of a cup of coffee – rich browns can be found in any good shot of espresso, and *Beans* is known for their high-quality coffee blends. The font for the wordmark is a modern take on a classic cursive type, and the other font used is a simpler serif font. The wordmark also translates well to black, which works for items like a coffee sleeve. The menu supports the renewed, simple theme of my redesign. Overall, my designs showcase *Beans*' goals of making their customers feel comfortable. They portray the cool, one-of-a-kind premise of *Beans* with a modern twist.