



alexis britt

Portfolio Presentation, Summer 2013
alexisbritt.com



PRINT design and production

Häagen Dazs

magazine advertisement, two single pages + full-spread

last berry standing

Before we launched our Strawberry, we searched six long years to find the perfect variety of berry.

And only the Pacific Northwest berry was worthy.

Pure. Intense. And found nowhere else.

Häagen-Dazs Strawberry



Häagen-Dazs
made like no other

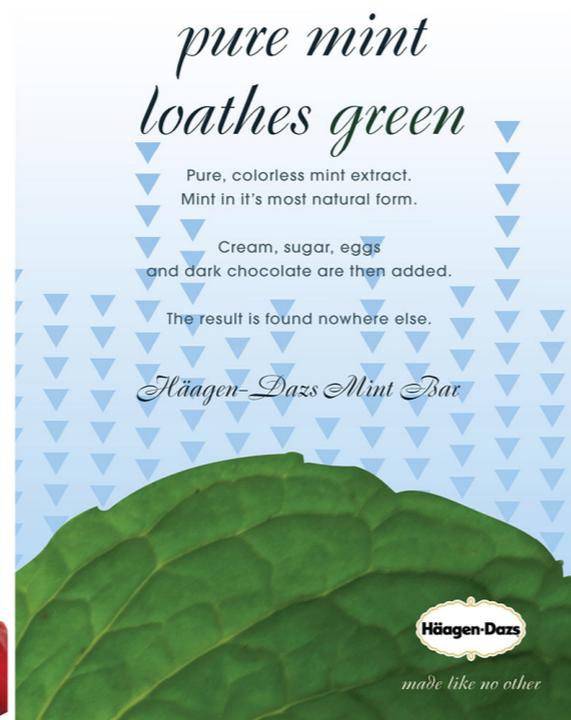
pure mint loathes green

Pure, colorless mint extract. Mint in it's most natural form.

Cream, sugar, eggs and dark chocolate are then added.

The result is found nowhere else.

Häagen-Dazs Mint Bar



Häagen-Dazs
made like no other

last berry standing

Before we launched our Strawberry, we searched six long years to find the perfect variety of berry.

And only the Pacific Northwest berry was worthy.
Pure. Intense. And found nowhere else.

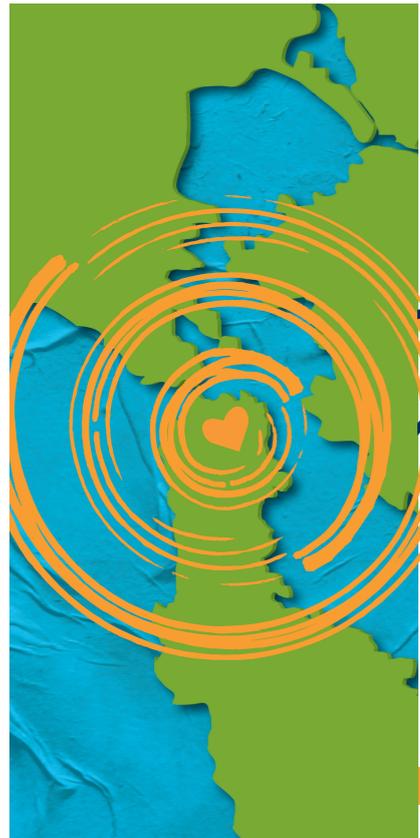
Häagen-Dazs Strawberry



Häagen-Dazs
made like no other

Best of the Bay

magazine article, print and digital publication



BEST of the bay area

What is it about this place? Is it the inventive people, the over-the-top views, the cutting-edge aesthetic—or the killer cocktails? **We say all of the above, and more.** In our annual Best of the Bay Area issue, we declare what we love about living here right now, plus the 110 best ways to make each a part of a very good life. Here are a few of our picks.

Edited by Sarah Mueller

WHAT WE LOVE

The latest boom in SOMA is in... *museums*

“If you had the stamina, you could spend an entire day in this patch of concentrated culture”

If you had the stamina, you could spend an entire day in this patch of concentrated culture. Imagine checking out the Museum in Comics show at the Cartoon Art Museum and the exhibition of African American quilts at the Museum of Craft and Folk Art in the morning, stopping for lunch and the Matthew Barney show at SFMOMA, dropping by MoAD to take in the work of photographer Gordon Parks, and capping the whole excursion at the hip opening night party for Cosmic Wonder at Yerba Buena. (One of these days, you'll be able to take a break in a sculpture garden atop the SFMOMA parking garage. San Francisco's Jensen & Macy architects are working on it now.)

Speaking of those YBCA parties, check out this month's bash celebrating the opening of Cosmic Wonder, which exhibits the work of a new generation of artists who are using hypnotic patterns and imagery to explore the great beyond. Besides jamming out to music by Soft Circle and Feathers, the coolest kids in town will be taking part in the beloved group levitation game Light as a Feather, Stiff as a Board. July 14, \$12 in advance, \$15 at door.

YBCA, 701 Mission St., 415-978-2787;

Cartoon Art Museum, 655 Mission St., 415-227-8666;

MoAD, 685 Mission St., 415-358-7200;

Museum of Craft and Folk Art, 51 Yerba Buena Ln., 415-227-4888;

SFMOMA, 151 Third St., 415-357-4000.

The big museum in the park got most of the press last year, but meanwhile, the Yerba Buena arts district, in SoMa between Market and Howard and Third and Fourth, is becoming a true cultural nexus. New museums have opened and established ones have relocated, institutions are renewing themselves and future ones—like the Jewish Museum—have broken ground. All this action has created a vortex that's drawing in art lovers and those in search of history.

“The new energy in the neighborhood is palpable,” says Yerba Buena Center for the Arts executive director Ken Foster. “There are more tourists, more residents, new businesses, and more foot traffic. As a result, we're attracting more people, and it's an incredible time to be here.”

“I can't think of a better place to be in terms of collaboration and support,” says Denise Bradley, executive director of the Museum of the African Diaspora, which opened in the St. Regis Hotel in December. She cites, as one example, the Yerba Buena Black Panthers exhibition, during which MoAD cohosted the book signing for ex-Panther Kathleen Cleaver, while YBCA held a progressive party with MoAD called From the West Coast to the Ivory Coast.



WHAT WE LOVE

the bashes

and the divas who throw them

“I may not be able to perform brain surgery,” says Puccinelli, “but I can throw one hell of a party!”

Alexandra Tyndall and Claudia Ross. Yes, of course, there's seasoned PR pro Puccinelli Stern. Despite having big kids under the age of 2, Puccinelli still throws some of the biggest bashes in town—attended by movers and shakers like Gavin Newsom, Tyndall, and Ross might not be able to pull off an Ellison coup—yet—but Tyndall's parties are a raging good time that can snag Jonny Moseley and shine a spotlight on the launch of a young company. She also scored a Chanel event, an account that Speer would have loved to call her own. Ross's opening for Goyard, the luxury luggage outfit, was flanked by Ferraris and stocked with the sexiest crowd of unknowns we want to know, and international

It girl Plum Sykes hired Ross for her book signing.

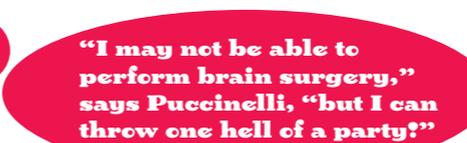
Naturally, all this competition has ruffled some feathers. Rumor has it that Speer barely speaks to Tyndall and Ross (Speer was out of town for our photo shoot). But hey, the friction can only benefit the social scene—we can't wait to see how they'll try to top each other in the months ahead.

You're guaranteed a deliciously Eurochic crowd when you go with **Claudia Ross**. The former Northwest advertising director for Harper's Bazaar and Marie Claire, she launched Cross Marketing just last year, but her list of clients is expanding fast. She does most of Saks

Fifth Avenue's special events (a prize she recently poached from Stern) and has thrown parties for the Raphael House and Nordstrom. She's known for her killer benefits. Cocktails lead to charity, don't you know?

San Francisco native **Alexandra Tyndall** hooks up the young, feisty locals; her events are always big fun. Tyndall learned the links of the trade at one of NYC's hottest fashion PR firms, Paul Wilmont. Today, she runs Tyndall PR and has handled Dylan and Dylan Shoes, Otis lounge, Equinox Fitness, Dermalounge, a San Francisco Zoo II party, and Fashionbliss.com. Watch your backs, ladies, Lex is on the move.

A fifth-generation San Franciscan, **Loft Puccinelli Stern** has corralled an impressive list of clients who keep coming back to her. At age 25 she was the PR manager for Planet Hollywood San Francisco, and she still knows how to rope in the celebs. As senior executive at Glodow Need Communications, she's working on the upcoming Juicy Couture store opening and counts as clients Westfield San Francisco Centre, Ghirardelli Square, I Dream of Cake, Bliss and Remede spas, and the W Hotel. “I may not be able to perform brain surgery,” says Puccinelli, “but I can throw one hell of a party!”



WHAT WE LOVE

Having our pick of phenomenal produce almost every day of the week

Berkeley Farmers' Market
The well-edited collection of stalls on Tuesdays draws chefs like Quince's Michael Tusk to shop for produce on the other side of the bridge.
Derby St. and Martin Luther King Jr. Way, Berkeley, 2-7 p.m.

Heart of the City
Eliminating the middleman really brings prices down. The ridiculously cheap produce at this sprawling market held on Wednesdays has everything from Thai bird chilies to organic dates.
United Nations Plaza, Market and 19th Sts., S.F., 7 a.m.-5:30 p.m.

San Carlos Farmers' Market
This seasonal market featuring smoked fish and live music is open only on Thursdays until September 14. That's still plenty of time to work your way through the 10 kinds of melons from Happy Boy Farms.
Laurel and Cherry Sts., San Carlos, 4-8 p.m.

Old Oakland Farmers' Market
Don't be fooled by the restored Victorians—this is no bobo playground, what with the live crayfish, bitter melon, and okra. Oakland's diverse population is able to pick up the goods at reasonable prices on Fridays.
9th and Broadway, Oakland, 8 a.m.-2 p.m.

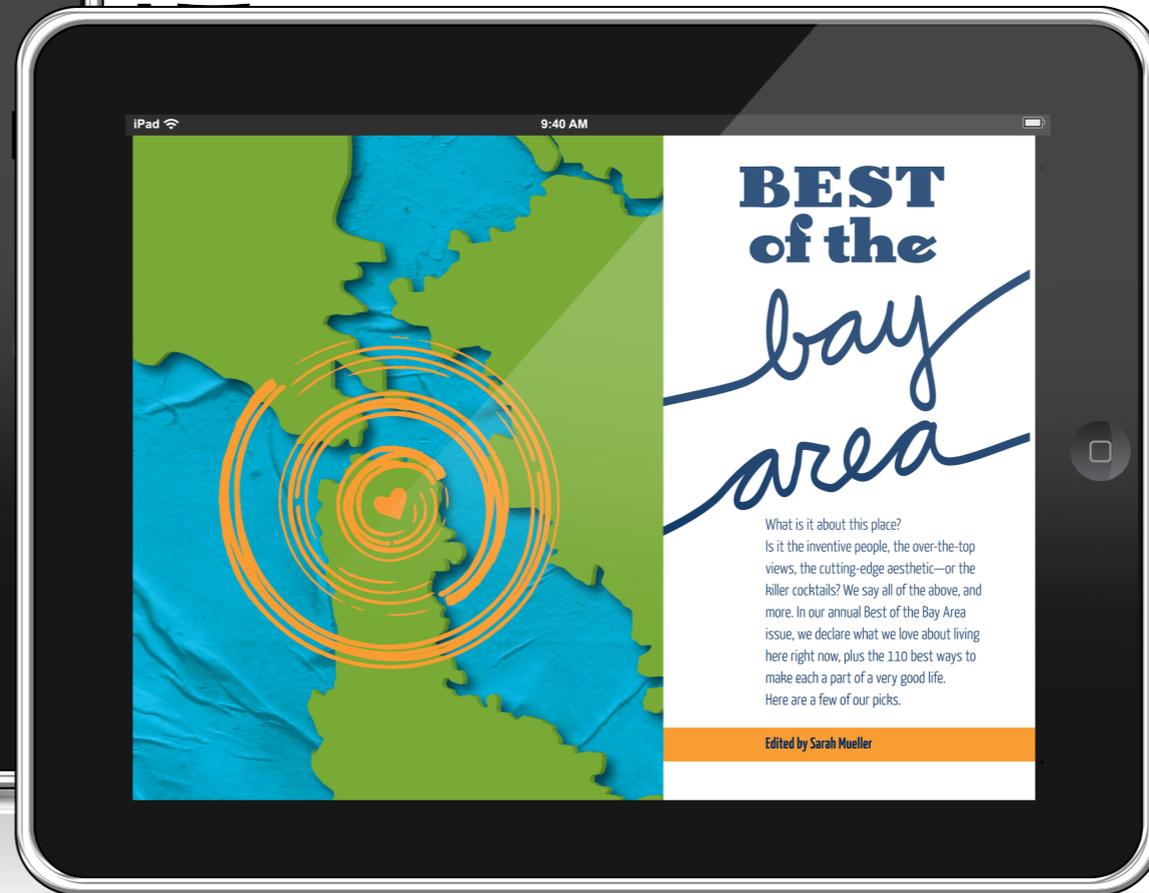
San Francisco Ferry Plaza Farmers' Market
It's big and exhausting, and it's gotten more play than “I Will Survive” at a karaoke bar. But the assortment of farmers on Saturdays is as staggering as the prices are inflated.
Ferry Building, 1 Embarcadero, S.F., 8 a.m.-2 p.m.

San Rafael Civic Center Market
The variety is intense: there are more farmers at this Sunday market than at any other market in the state. For the mindful carnivore, the superb beef purveyors Prather Ranch set up shop here.
3501 Civic Center Dr., San Rafael, 8 a.m.-1 p.m.



Best of the Bay

magazine article, print and digital publication



"end of print" by david carson

book cover redesign





type study

“wear sunscreen”

mini-book with type study of Museo and Avenir

be nice to your siblings.

they're your best

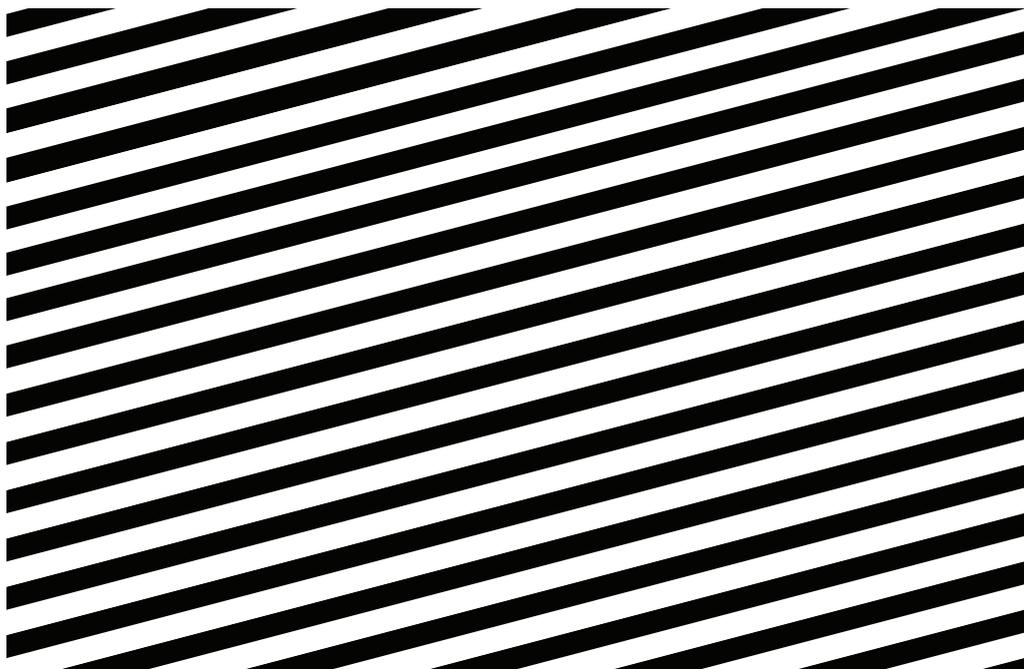
LINK

to your past
and the people most likely to
stick with you in the future.

remember
compliments you receive.

forget the insults.

if you succeed
in doing this,
tell me how.



Read the directions,
even if you don't follow them.

Be careful
whose advice you buy,
but patient with those who supply it.

Advice is a form
of nostalgia.

Dispensing it

is a way of fishing the past from the disposal,
wiping it off,
painting over the ugly parts
and recycling it for more than it's worth.

Don't be reckless
with other people's
hearts.

don't put up with people who
are *reckless* with yours.

American Red Cross

Akzidenz Grotesk poster



15 
minutes
can save
3 
lives.

Have **you** saved a life today?



1-800-RED CROSS

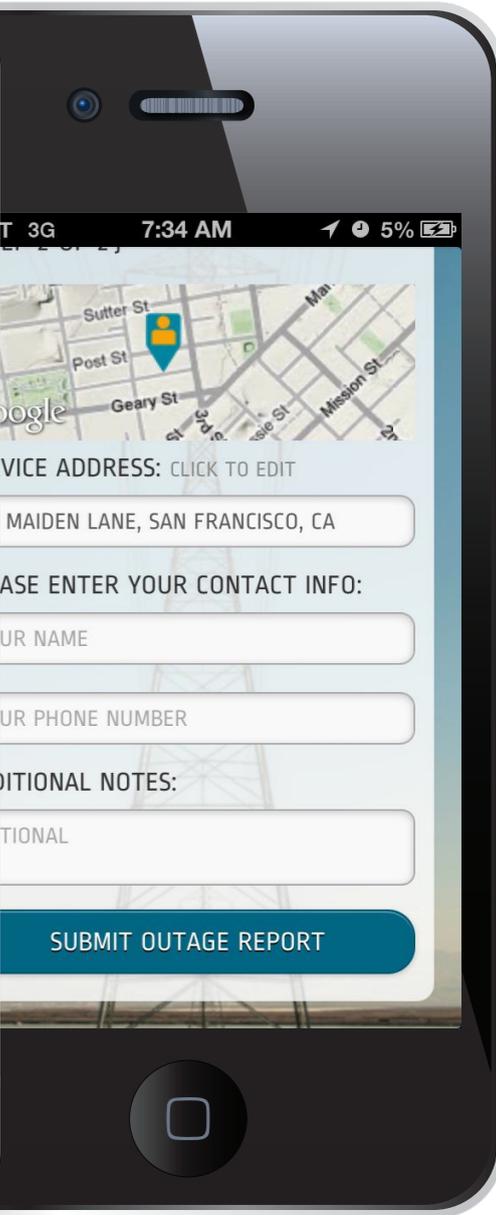
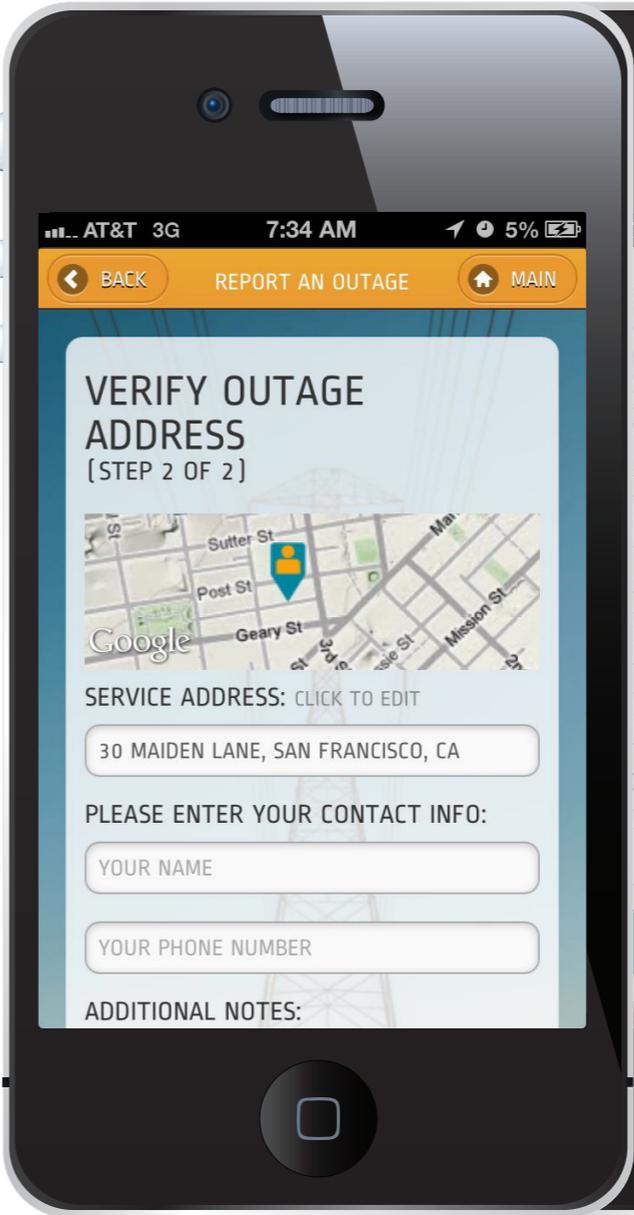
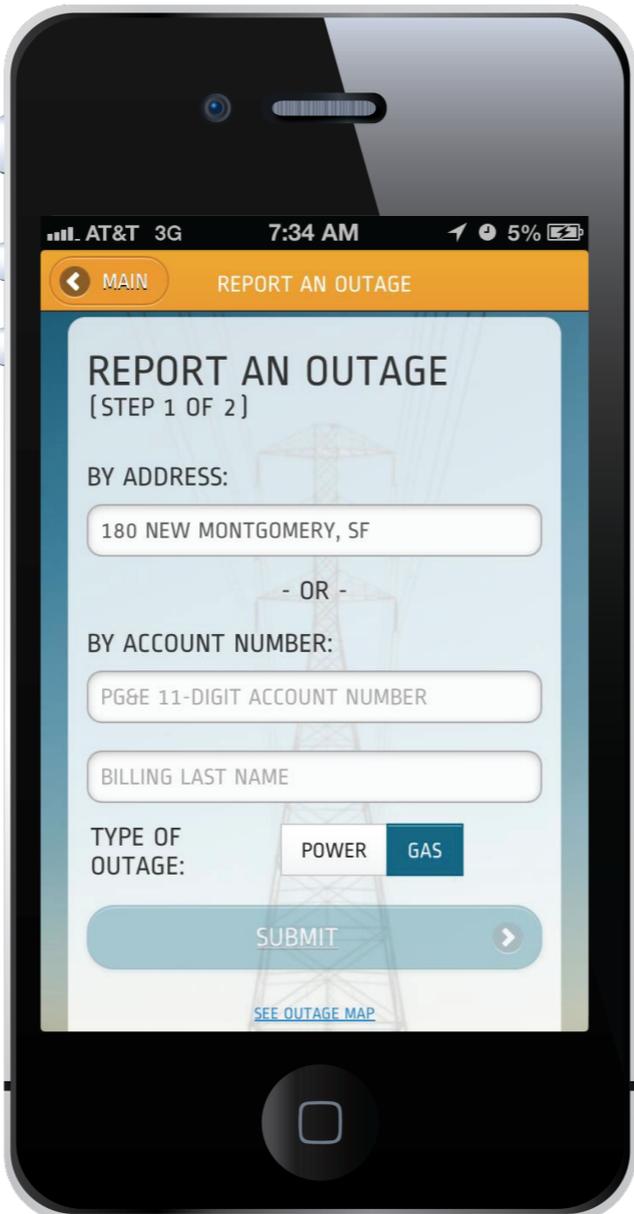
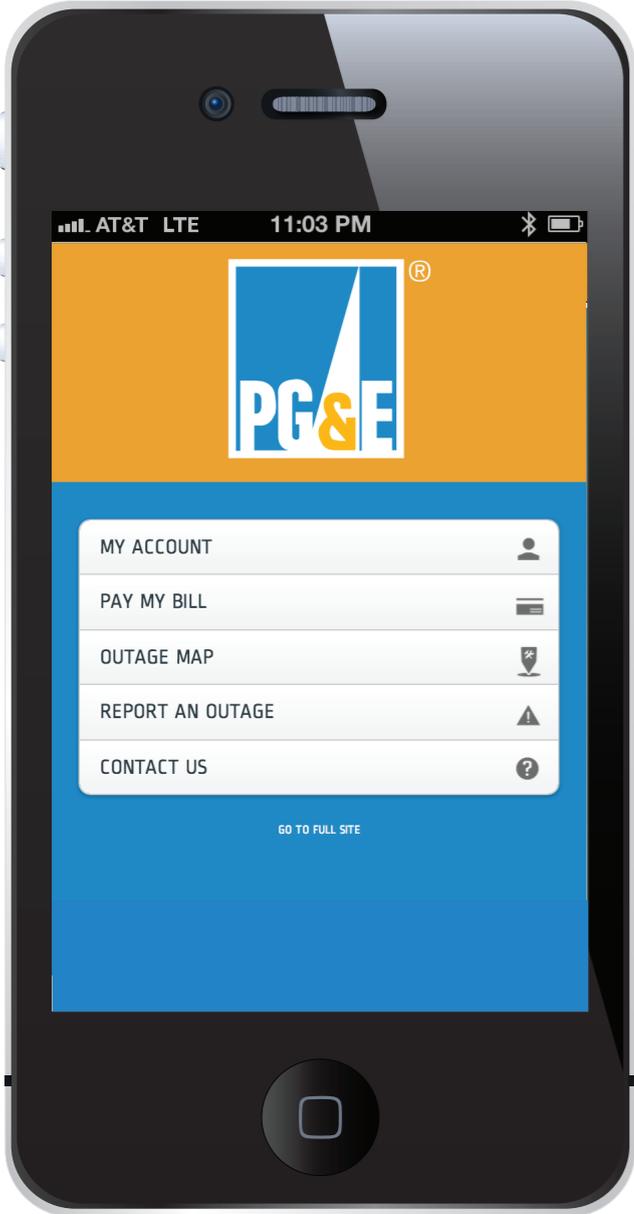
RedCross.org



WEB + MOBILE

PG&E Mobile Site

group project, establishing functional mobile website



"one day without shoes"

ad campaign: landing page, email, and Facebook advertisement

WHERE WILL YOUR FEET GO?

Go ahead and show us!
APRIL 10th 2012

46 | 12 | 00 | 48

Join the Movement
ONE DAY WITHOUT SHOES

JOIN TODAY
AND MAKE YOUR CURIOUS
ONE DAY PRO AND MORE!

CURIOSITY → CONVERSATION → ACTION → CHANGE

GO WITHOUT SHOES
SO KIDS DON'T HAVE TO

& SAVE
ON YOUR
NEXT PAIR OF
TOMS SHOES

CLICK HERE TO FIND OUT HOW

continue to TOMS.com

SHARE THIS:

WHERE WILL YOUR FEET GO?

46 | 12 | 00 | 48

Go ahead and show us!
APRIL 10th 2012

Join the Movement
ONE DAY WITHOUT SHOES

IT'S SIMPLE:

CURIOSITY → CONVERSATION → ACTION → CHANGE

GO WITHOUT SHOES
SO KIDS DON'T HAVE TO

& SAVE
ON YOUR
NEXT PAIR OF
TOMS SHOES

CLICK HERE TO FIND OUT HOW

continue to TOMS.com

WHERE WILL YOUR FEET GO?

46 | 12 | 00 | 48

Go ahead and show us!
APRIL 10th 2012

Join the Movement
ONE DAY WITHOUT SHOES

GO WITHOUT SHOES
SO KIDS DON'T HAVE TO

& SAVE
ON YOUR
NEXT PAIR OF
TOMS SHOES

CLICK HERE TO FIND OUT HOW

continue to TOMS.com

the first year experience

landscape scrolling one page website for female college freshmen





photography

refitism

conceptual photography for print

retifism

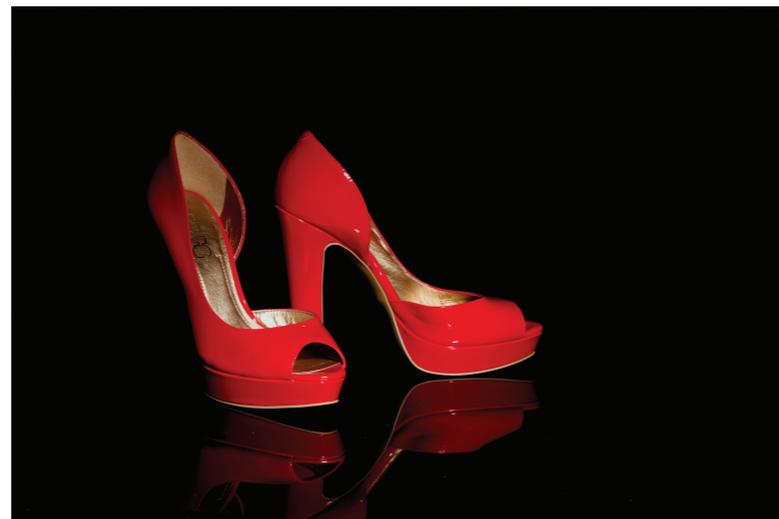
for the love of shoes

re·ti·fism

NOUN

1. the adoration of shoes, of all kinds
2. the presentation of the different personalities and personas shoes take, on an individual level

alexis britt





INTEGRATED CAMPAIGNS

fiveten burger

food truck rebrand

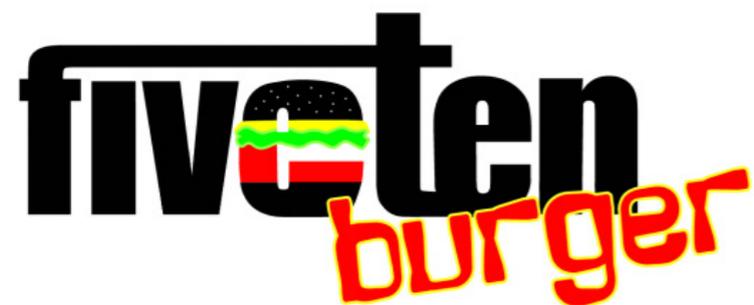
final logo



restuarant brief:

An Oakland-based, gourmet food truck with artisan burgers and sandwiches made with fresh, locally-sourced ingredients.

original logo:



fiveten burger

food truck rebrand

this is our
**BURGER
NATION**

five
ten
burger

#represent

 fivetenburger.com
 [@fivetenburger](https://twitter.com/fivetenburger)

we are in a
**GOLDEN
STATE**
of mind

five
ten
burger

#represent

 fivetenburger.com
 [@fivetenburger](https://twitter.com/fivetenburger)

NOBODY
does it better

five
ten
burger

#represent

 fivetenburger.com
 [@fivetenburger](https://twitter.com/fivetenburger)

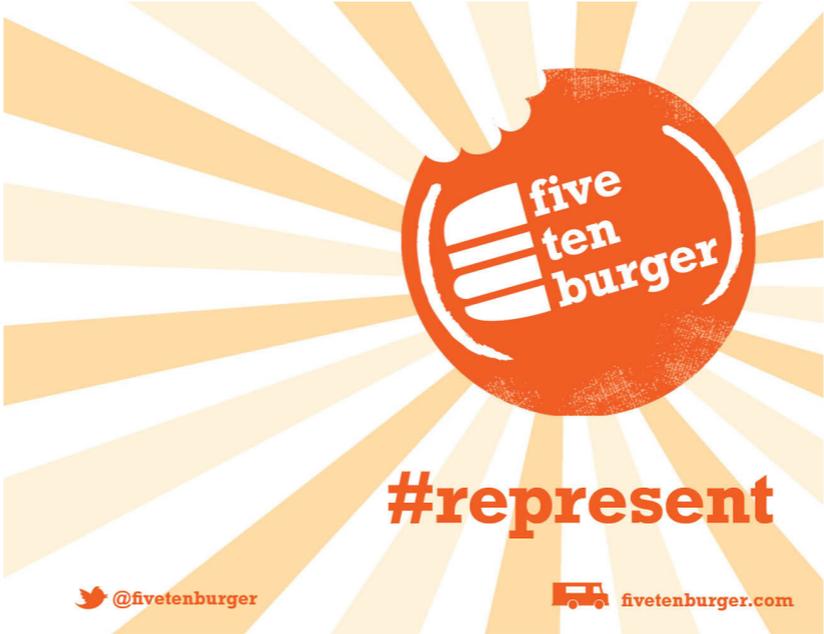
fiveten burger

food truck rebrand



fiveten burger

food truck rebrand



fiveten burger

food truck rebrand



echo

charity matching company, branding campaign

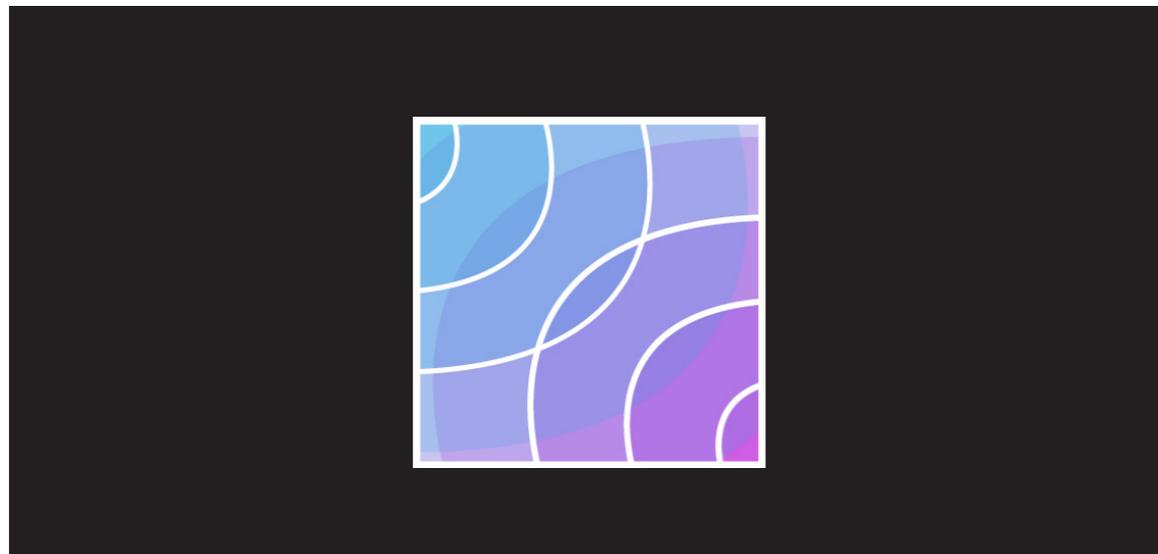


echo

correct usage



- echo logo and mark may used together with the correct spacing restrictions or individually with correct spacing restrictions
- both can be used on black or white solid background



correct usage, one-color

- when using one color, the mark must be used with white, black, or “Echo purple” and individually without the logo

single color



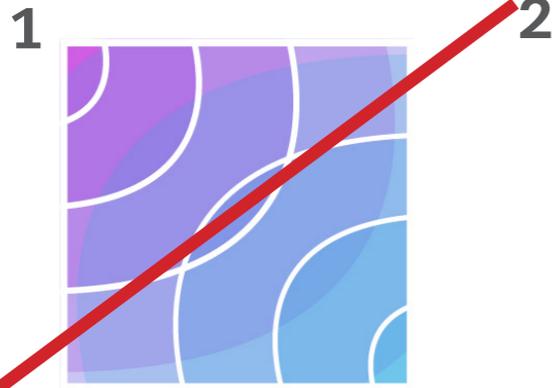
black on white



white on black



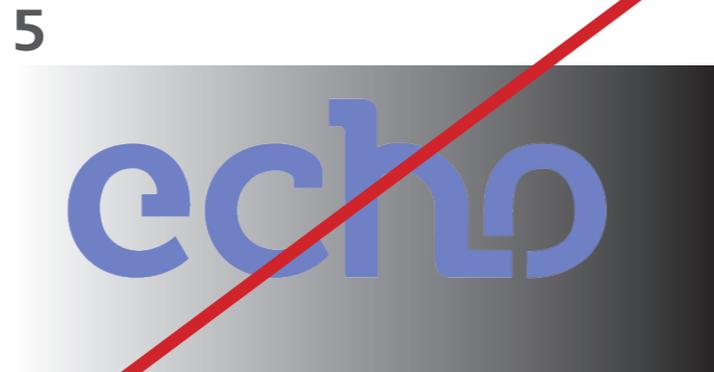
logo no-go's



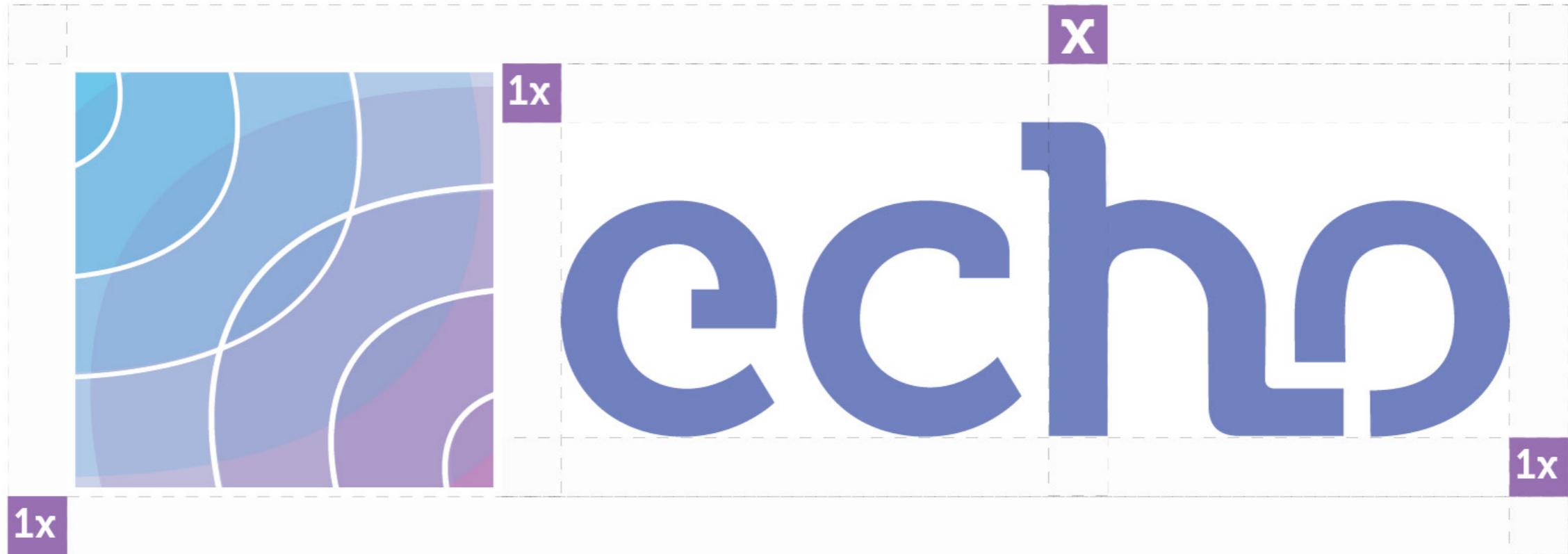
ec
ho



4



1. Do not rotate of the logo.
2. Do not break of the letters of the mark.
3. Do not reverse the order of logo then mark.
4. Do not use gradients of any color for the logo or mark.
5. Do not use the logo or mark on any gradients.



x the width of the stem of the “h”

connect

verb

1. to bring together or into contact so that a real or notional link is established
2. to form a relationship or feel an affinity

capture

verb

1. to record or express accurately in words or pictures
2. to absorb

light

verb, noun

1. to ignite
2. the understanding of a problem; enlightenment
3. the natural agent that stimulates sight and makes things visible

Color Palette



Additional Mark

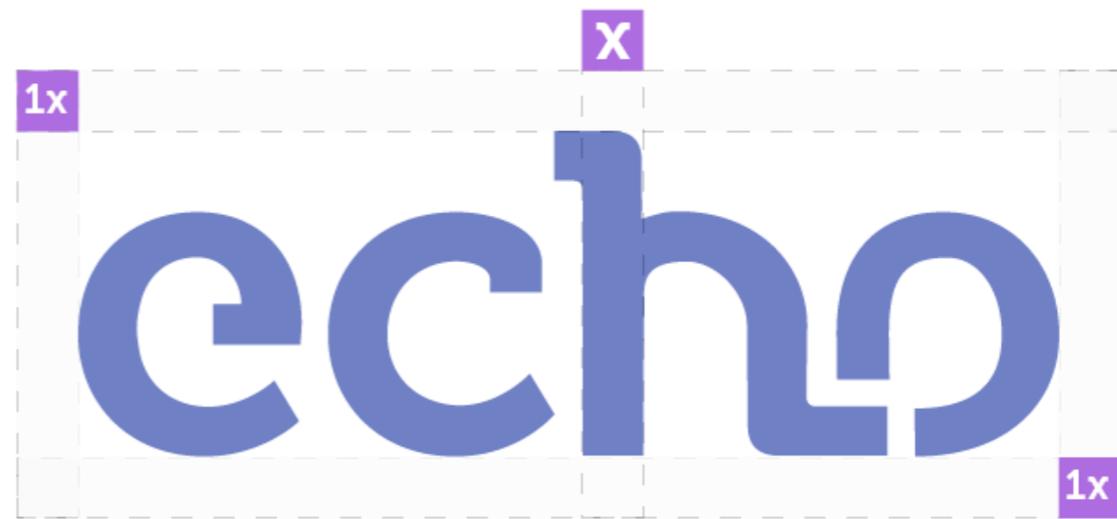


when used individually

logo



mark



symmetry

eehno



eehno

vs. the original font, Museo

echo



y the height of the stem of the “h” including two x spaces will be used in determining correct proportions of the mark and logo relationship

primary



Echo Violet

RGB: 173, 108, 224
CMYK: 60, 48, 0, 0
Pantone COLOR Bridge: Pantone 2736
Hex: # 6F80C5

Museo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! &

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! &

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! &

Soho Gothic Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! &

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! &

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! &

secondary



Fountain Blue

RGB: 90, 155, 198
CMYK: 65, 28, 8, 0
Pantone COLOR Bridge: Pantone 645
Hex: # 5A9BC6



Reflection Purple

RGB: 173, 108, 224
CMYK: 44, 63, 0, 0
Pantone COLOR Bridge: Pantone 2592
Hex: # AD6CE0

tertiary



Hashtag Green

RGB: 232, 231, 69
CMYK: 12, 0, 85, 0
Pantone COLOR Bridge: Pantone 397
Hex: #E8E745





location

- Basic, square ads to be featured in news feeds from Facebook, to Tumblr, and of course Instagram
- Hits target market across all platforms



The image is a screenshot of a Facebook news feed. At the top, the browser address bar shows 'www.facebook.com/home.php'. Below the browser, there is a navigation bar with the Facebook logo and a search bar. The main content area displays a post from a user named 'Echo'. The post features a square image of hands clasped together, with the text 'be the echo' overlaid in a white, cursive font. Below the image, the text reads 'support #adaywithoutshoes with @echo today.' The post has 6 likes and a comment box. On the right side of the page, there is a sidebar with several advertisements, including one for 'GIORGIO ARMANI' and another for 'grubHub'.

Facebook

www.facebook.com/home.php

gmail youtube netflix twitter tumblr facebook listography flickr lastfm pandora spark

facebook Search for people, places and things

Echo

Be the echo and support TOMS Shoes and their campaign, #adaywithoutshoes. Let's see those toes and all the places you go.

be the echo

support #adaywithoutshoes with @echo today.

Like · Comment · Share · 17 minutes ago in New York, NY · *

6 people like this.

Write a comment...

Looked at giorgioarmani

GIORGIO ARMANI

GrubHub grubhub.com

grub happy

Western Union westernunion.com

WESTERN UNION

Facebook English (United States) More

the echo booth

description

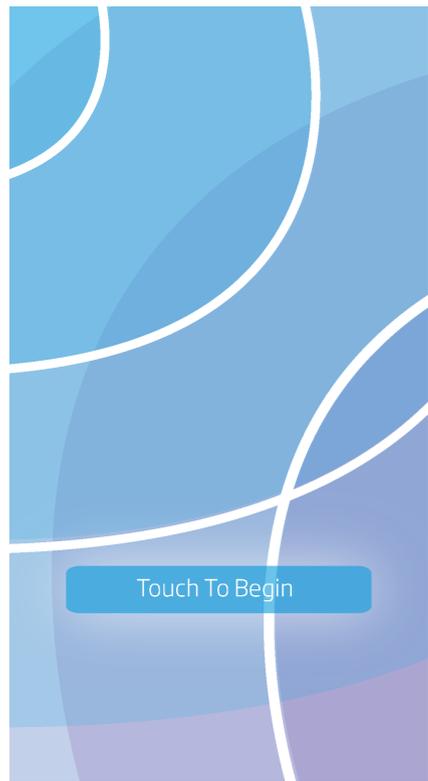
A standing pillar/board display that would pick up key phrases or words heard by passerbys and then would change interface to a flow of related images from echo.

Users may also interact with display by following prompts within the interface to be shown images from echo.

location

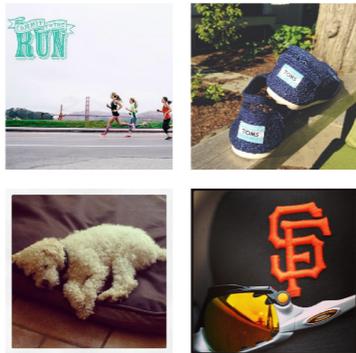
Prominent areas with lots of foot traffic, ideally shopping centers both indoor and outdoor that feature popular merchandise or products to hit target audience





What would you like to **echo**?

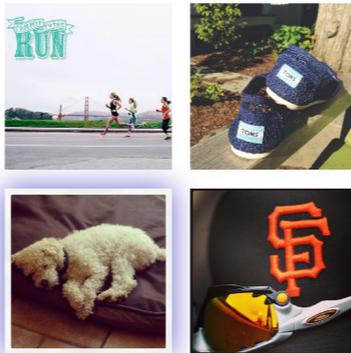
Feel free to say your answer.



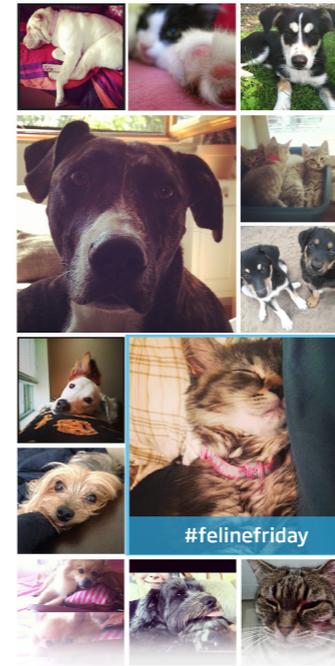
echo

What would you like to **echo**?

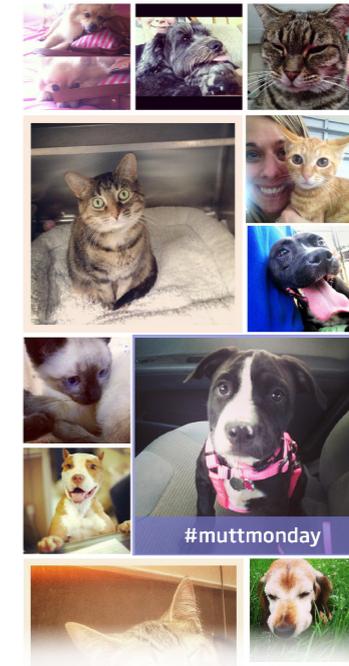
Feel free to say your answer.



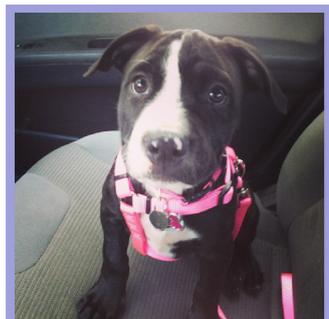
echo



echo



echo

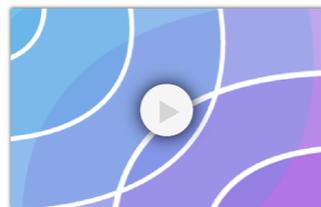


#muttmonday

 adopted this pretty girl almost a year ago. #adoptionisbetter @echo thank you @HumaneSociety #muttmonday
Monday 7/8/2013

See how you can help

echo

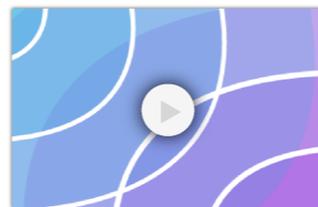


Share your Instagram and Twitter usernames with **echo** and start making a difference in the causes you care about. One hashtag at a time.

 @username

 @username

echo



Share your Instagram and Twitter usernames with **echo** and start making a difference in the causes you care about. One hashtag at a time.

 @username

 @username



Finished!

echo



Thank You!



And to show how easy an **echo** can be a \$1 donation has just been made in **your name** to The Humane Society of the United States.

echo

One hashtag at a time.

keeping with the market

- T-shirts of course could be an option but Instagram photographers are getting to be obsessive
- Could easily team up with companies that print users Instagrammed photo for with discounts for being an Echo
- Also the idea of magnets from the photos; its becoming very popular and without costing a lot you get a ton personality expressed in 1x1" squares



echo

Donation Matching Program

A company that is a platform for corporately backed charities and non-profits to use social media, specifically Instagram and Vine, to obtain \$1 donations from users who capture an image or video related to the charity presented every day.

How It Works

Every day a new charity/non-profit is presented by Echo.

The users are given a brief summary and a theme/specific aspect of that charity/non-profit.

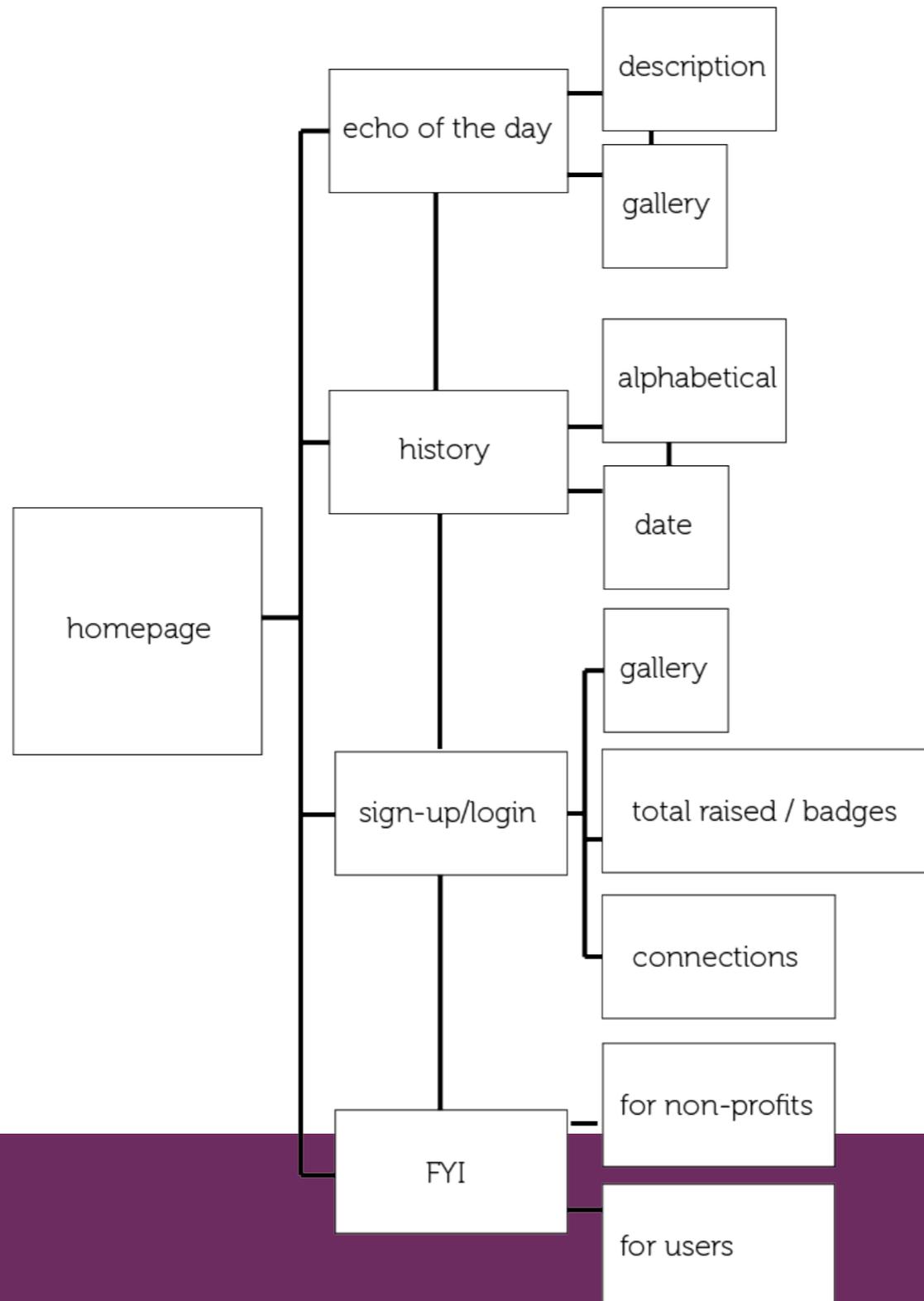
With that, users are asked to echo back with Instagram/Vine images relating to it.

By using the specified tags, each echo counts as \$1 towards that specific charity/non-profit.

For Example

- | Echo presents the Susan G. Komen for the Cure for today. Users are asked to capture something pink and tag “echo” and “alittlebitofpink”.
- | Echo presents The Princess Project for today. Users are asked to capture their best formal wear possibly “throwback thursday” and tag “echo” and “fancyformal”.

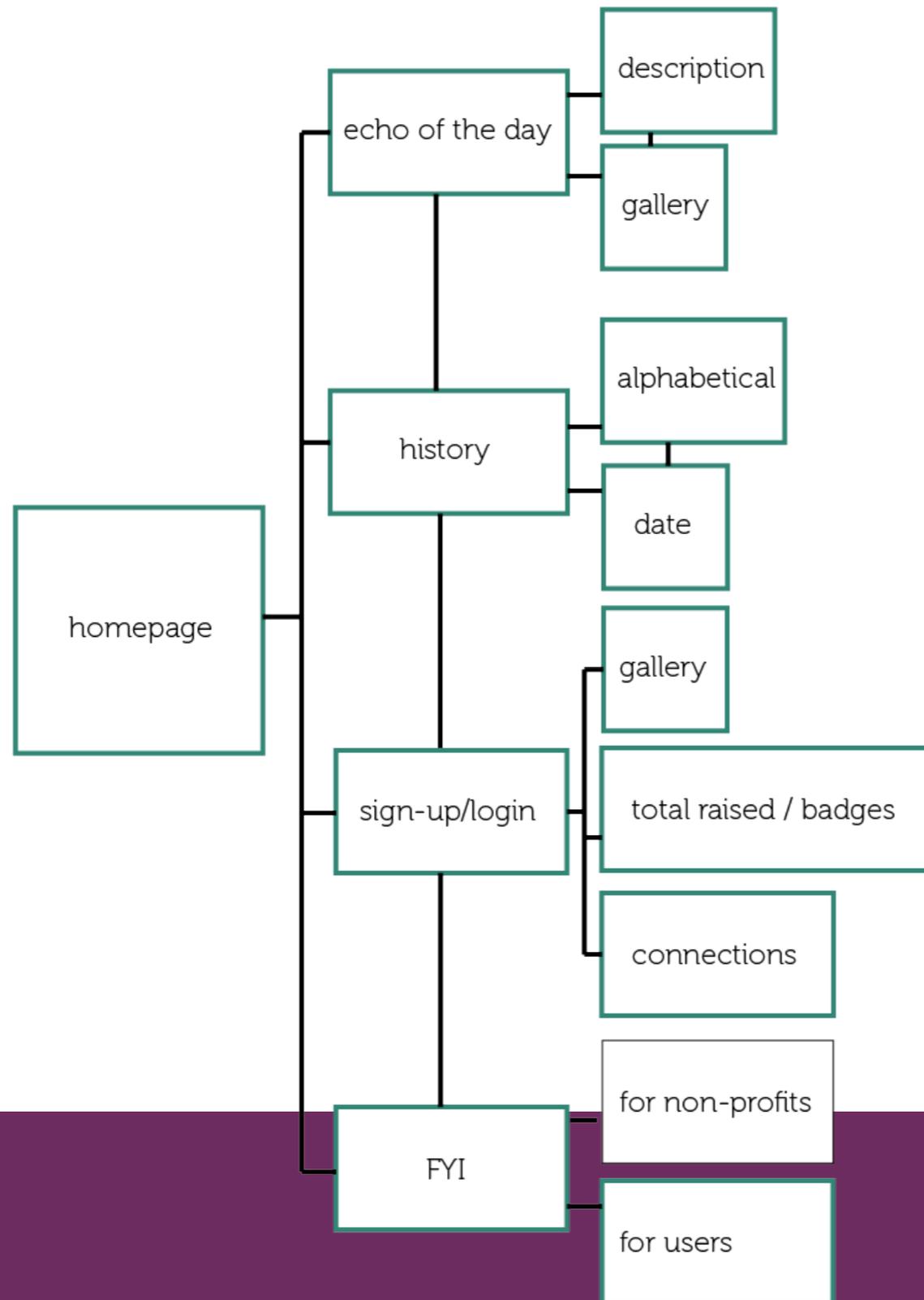
overview



IA map

the user

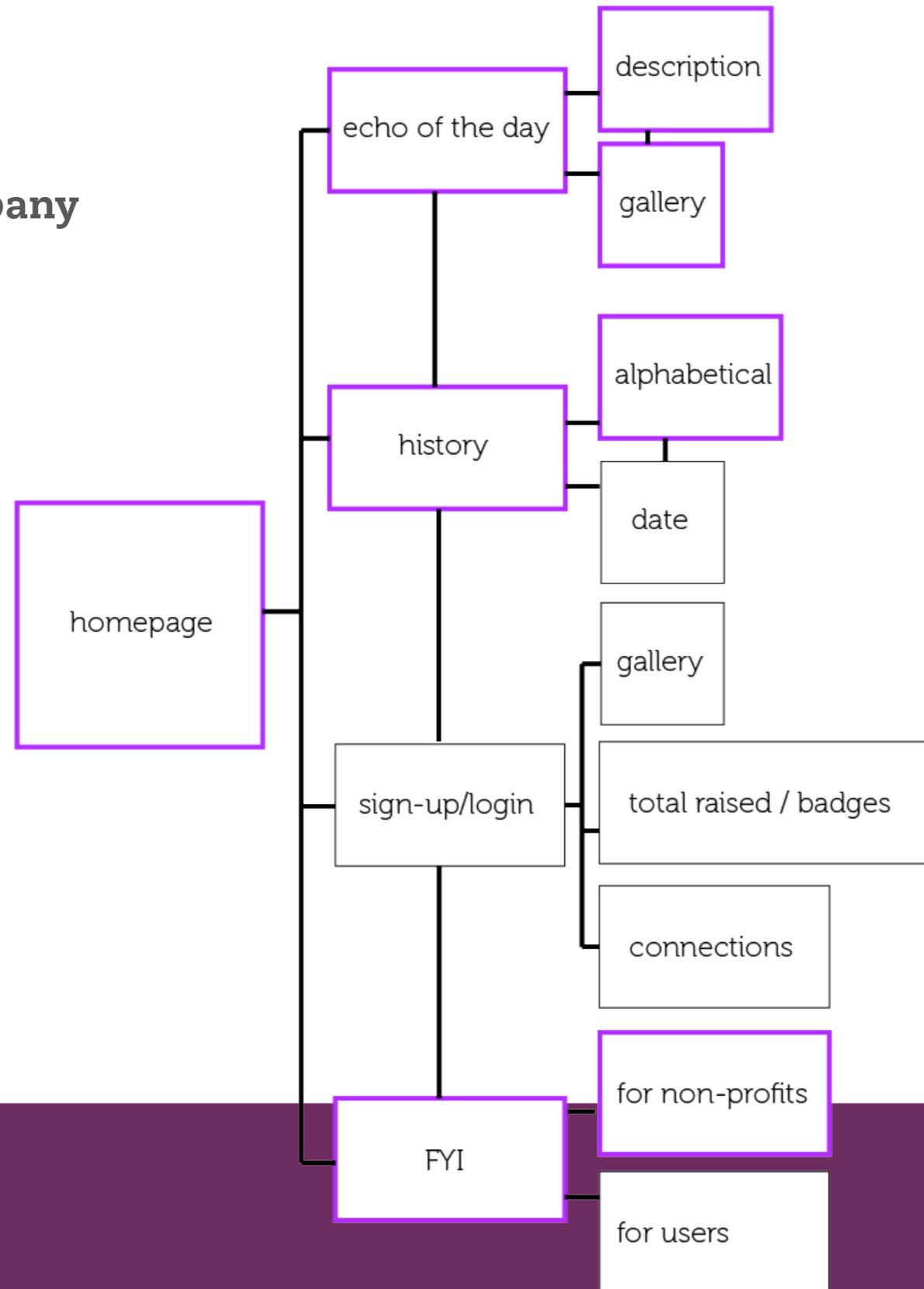
Allie and Sarah



IA map

the client

TOMS shoe company



IA map



HOW ECHO WORKS

OUR PAST ECHOES

FYI

SIGN-UP / LOGIN



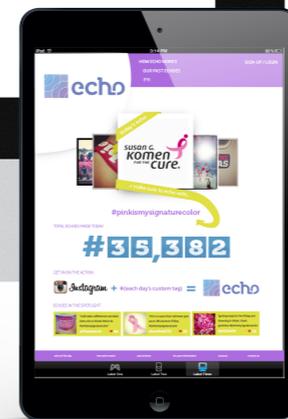
+ make sure to echo with...

#pinkismysignaturecolor

TOTAL ECHOES MADE TODAY:

#35,382

GET IN ON THE ACTION



homepage

The screenshot shows the homepage of the Echo website. At the top, there is a purple navigation bar with links for "HOW ECHO WORKS", "OUR PAST ECHOES", "FYI", and "SIGN-UP / LOGIN". The main content area features the Echo logo on the left and a central graphic with the Susan G. Komen For The Cure logo. A yellow banner reads "today's echo" and another says "+ make sure to echo with...". Below this is the hashtag "#pinkismysignaturecolor". A large digital counter displays "#35,382" under the heading "TOTAL ECHOES MADE TODAY:". A section titled "GET IN ON THE ACTION" shows the formula: Instagram icon + "Instagram" + "+" + "#(each day's custom tag)" + "=" + Echo logo. The "ECHOES IN THE SPOTLIGHT" section features three user-generated posts with their respective text and heart counts.

HOW ECHO WORKS OUR PAST ECHOES FYI SIGN-UP / LOGIN

echo

today's echo

SUSAN G. Komen FOR THE cure

+ make sure to echo with...

#pinkismysignaturecolor

TOTAL ECHOES MADE TODAY:

#35,382

GET IN ON THE ACTION

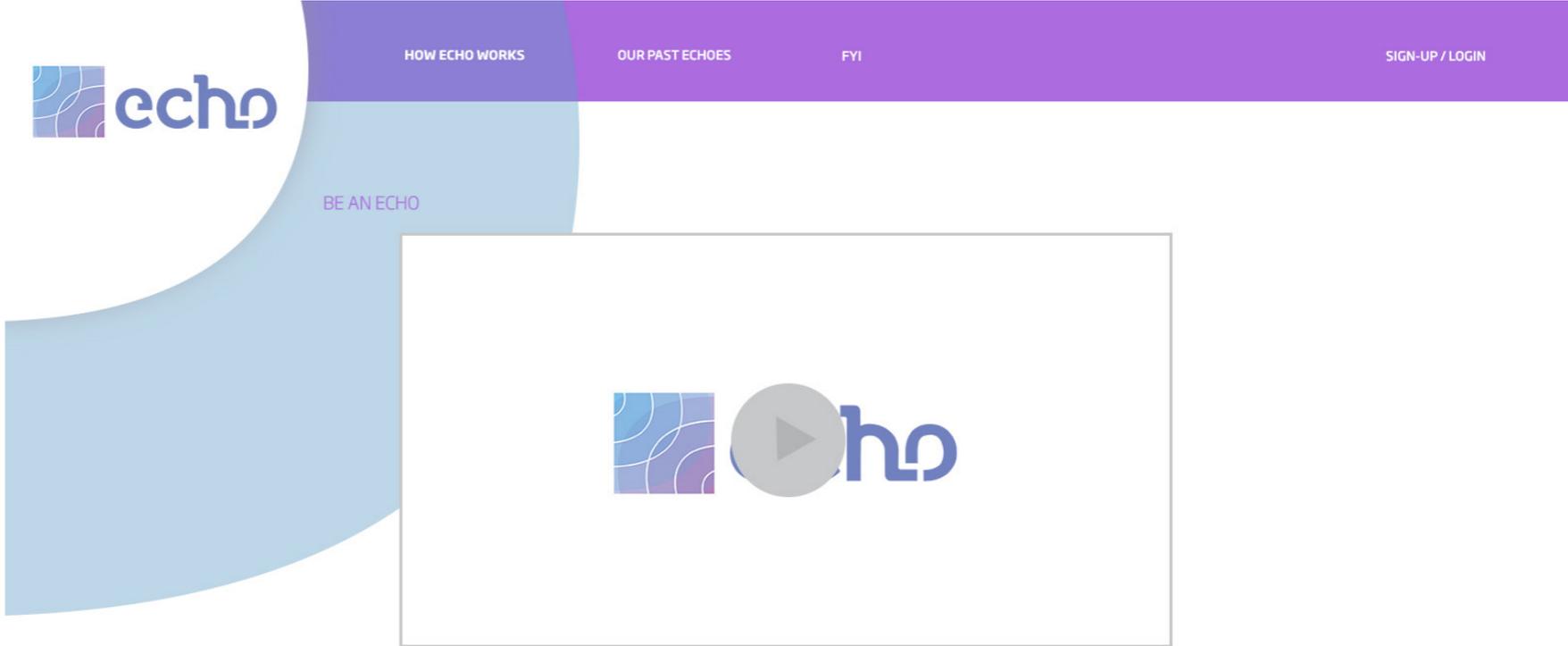
Instagram + #(each day's custom tag) = echo

ECHOES IN THE SPOTLIGHT

| | | | | | |
|--|--|--|---|--|---|
| | <p>"I will make a difference! one dollar does a lot so thanks #echo bc #pinkismysignaturecolor"</p> <p>@Kaaaaacie ❤️ 48</p> | | <p>"this is a cause that i will never give up on. #fuckcancer #3day #pinkismysignaturecolor"</p> <p>@audreyk32 ❤️ 39</p> | | <p>"getting ready for the #3day and drowning in ribbon, thank goodness #pinkismysignaturecolor"</p> <p>@x0alexis ❤️ 52</p> |
|--|--|--|---|--|---|

echo of the day how echo works past echoes for your information account contact us

how Echo works



GET STARTED TODAY

To start making a difference all you need to do is follow @echo on your Instagram feed to see each daily non-profit we're focusing on and what custom tag will count to our hashtag count. Then go out into the world and show us and the non-profits we work with how you are here and ready to echo back for causes you believe in.

Need an Instagram account? [Head over there now to sign-up!](#)

JUST SOME OF WHO HAVE HEARD OUR ECHOES



Want to see more? [View our gallery of past echoes](#)

gallery/past Echoes



HOW ECHO WORKS

OUR PAST ECHOES

FYI

SIGN-UP / LOGIN

SEARCH THE PAST ECHOES

SEARCH

NON-PROFIT

HASHTAG

USERNAME

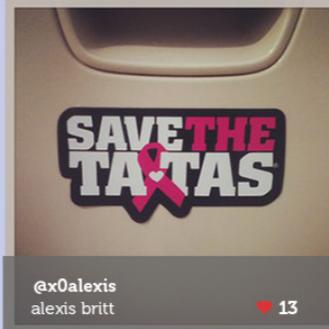
sort by:



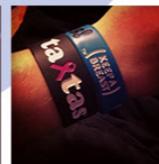
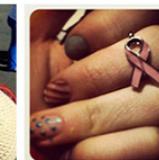
a-z

most recent

- #
- a
- b
- c
- d
- e
- f
- g
- h
- i
- j
- k
- l
- m
- n
- o
- p
- q
- r
- s
- t
- u
- v
- w
- x
- y
- z



100,000 women under the age of 40 are diagnosed every year with Breast Cancer. I was one of them. more importantly I am a Momma, a Wife, an Auntie, a Daughter, a Sister and a Friend I fight for all those reasons and will not let the fear overtake me I will Hope and Pray. I will trust my journey.
Kris



Every dollar you raise helps to create a world with less breast cancer and more birthdays.



echo of the day

how echo works

past echoes

for your information

account

contact us



FYI > [ECHO BASICS](#) > [NON-PROFITS](#)

[GETTING STARTED](#)

[EXPLORING PHOTOS](#)

[PHOTO SHARING](#)

[FOR NON-PROFITS](#) >

[BACK](#) >

echo for non-profits

getting started

- > [Getting started on Instagram](#)
- > [Tips and tricks for businesses/organizations using Instagram](#)

using Echo for non-profits

- > [Share echoes to your organization's Facebook page](#)

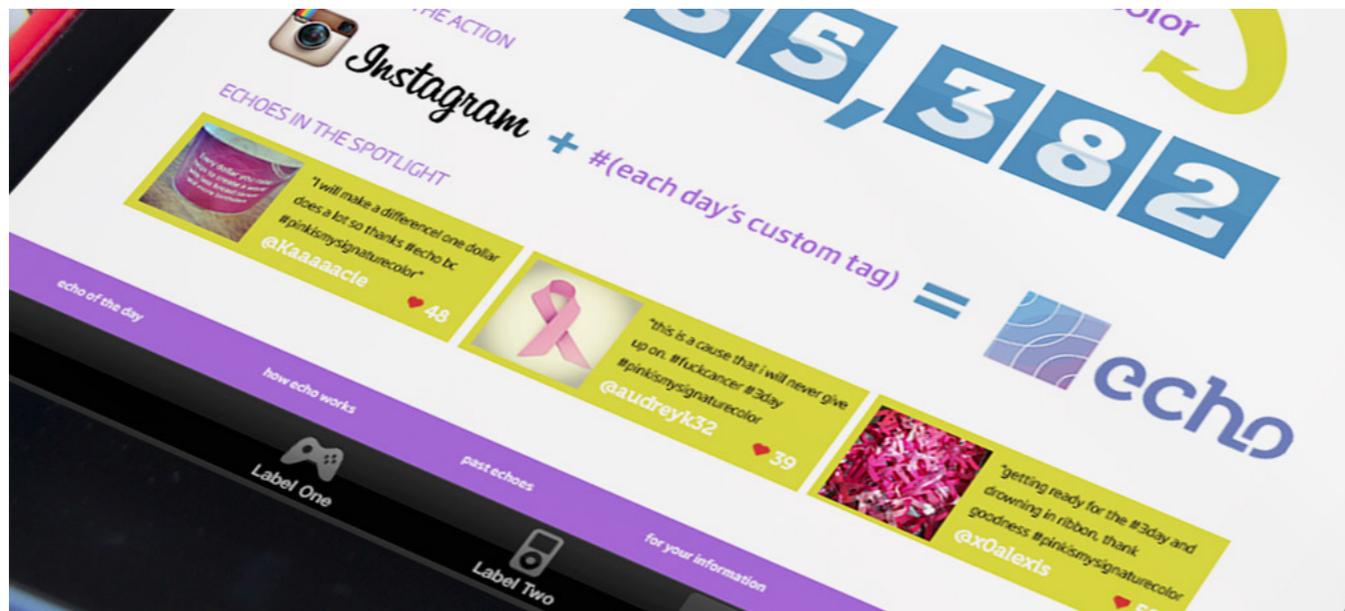
> Examples of how non-profits are using Echo

Here are some more examples of how brands are using Instagram, Echo and our API to create compelling visual experiences for their supporters. You can see a list of brands using Echo in our [Notable Non-Profits Directory](#).

- > [Find out who is using Echo](#)
- > [How to host a photo campaign on Echo](#)

frequently asked questions

- > [Custom format requests](#)
- > [Use of the Echo logo](#)
- > [Marketing and advertising opportunities](#)
- > [Partnership Proposal](#)
- > [Notable Non-profits Directory](#)



percolate SF

branding campaign, san francisco coffee enthusiasts

Coffee has always been popular in San Francisco. Residents and visitors will line up for 5 dollar cups of hand-brewed, single-serve creations. Fans and connoisseurs of coffee flock to locations where labor-intensive single cup servings, specialty blends, micro-roasting and luxury pairings are “de rigueur.” *

“IN SAN FRANCISCO, A COFFEE RENAISSANCE IS BREWING”

According to the Small Business Market Research Report, specialty coffee sales have been increasing by 20% on a yearly basis, and they make up almost 8% of the US coffee market that encompasses \$18 billion. Not surprisingly, Seattle has the highest number of coffee shops per 100,000 residents in the city. But Manhattan and San Francisco nearly tied for second. **

WHY PERCOLATE?

percolate

per·co·late

verb

1 [no obj.] (of a liquid or gas) filter gradually through a porous surface or substance:

the water percolating through the soil may leach out minerals.

- (of information or an idea or feeling) spread gradually through an area or group of people:

this issue has percolated into the public consciousness.

2 [no obj.] (of coffee) be prepared in a percolator: he put some coffee on to percolate.

- [with obj.] prepare (coffee) in a percolator: (as adj. percolated) : freshly percolated coffee.
- be or become full of lively activity or excitement: the night was percolating with an expectant energy.

percolate SF

branding campaign, san francisco coffee enthusiasts

MISSION STATEMENT & DESIGN STATEMENT

Percolate SF is the collection of San Francisco coffee professionals and enthusiasts sharing our collective passion for local specialty coffees, promoting the community, connecting purveyors to consumers, and celebrating the craft.

For Percolate SF, I wanted to focus on **creating and extending the atmosphere and experiences** to each of the elements, especially the virtual. The main focus being the on the community and the spreading of information about the local, specialty coffees of San Francisco.

WORDLIST

| | | | | |
|----------|------------------|-----------|-------------|---------------|
| COFFEE | BROWN | TASTE | ROUTINE | CELEBRATE |
| ESPRESSO | CREAM | COLUMBIA | LOCAL | CONSUME |
| MILK | WHITE | GUATEMALA | SPECIALIZED | CONNECT |
| FOAM | PLACE | HAWAII | UNIQUE | WELCOMING |
| BOLD | PEOPLE | KONA | TRADITION | NUTURE |
| BRIGHT | CONNECT | WOOD | TECHNIQUE | CRAFT |
| LINGER | PLACE | STEEL | STONE | REFRESHING |
| LIGHT | BREW | ALUMINUM | NEIGHBORS | AWAKE |
| STEAM | SIP | PAPER | COMMUNITY | PERSONAL |
| BARISTA | DRIP | CERAMIC | POPULAR | GATHER |
| HOT | ROAST | PRESS | LOCAL | COLLABORATE |
| CUPS | PERCOLATE | STEEP | CAFFEINE | ATMOSPHERE |
| SAUCERS | SIT | STIR | GROW | |
| RELAX | SF | STILL | LEARN | |
| BEANS | CITY | SUGAR | BREW | |
| SIFE | MORNING | TIME | SHARE | |
| WATER | EVENING | FLAVOR | PURVEYOR | |

percolate SF

branding campaign, san francisco coffee enthusiasts

MOODBOARD *The Environment*



percolate SF

branding campaign, san francisco coffee enthusiasts

FUNCTIONALITY

website

Using a Perk Code members will be able to log-in and view events, map and descriptions/ratings of local roasters and cafes, highlights from baristas about the processing and making of specific drinks. Members will also be able to login into their own passport to view their ratings of different roasts, locations, baristas at each cafe.

web app

Passport application; Percolate SF members will be able to login into their own passbook to document their experiences with vine/instagram/twitter, be able to post ratings of the different roasts, drinks, baristas at each location, as well as view the member features from the website.

the knock box

Subscription-based mail delivered home brewing kits: containing a new commemorative cup of the month, a small bag of the feature roast of the month, small information pamphlet about the roast and the preferred brewing method. For the first 5 deliveries, a different featured brewing appliance will also be included as part of the Knock Box

HOW MEMBERSHIP WORKS

Percolate SF members will be referred by the professionals in the SF Coalition and current members will be allowed to refer up to five individuals as well.

Membership will also be offered to local residents through their subscription to Barista Magazine.

JOIN THE COALITION

This is our art. We make things. We are steeped in tradition.
We define passion. We are the craftsmen of coffee.

1. Go to PercolateSF.com.
2. Redeem your Perk Code from below.
3. Create an account and start percolating.

PERK CODE:

5 H N 2 7 U W T



percolate SF

branding campaign, san francisco coffee enthusiasts

MARKETING

Print Advertisements

Specifically focusing on the voice and attitude of our target market, Percolate SF would stay true to that message of it's all about the community around these coffee establishments.

This campaign could easily translate into a print ad for *Barista Magazine*, web banners, etc.



This is our art. We're in it for the love of perfection. We sit, sip, and savour life with each cup. We think sizes are overrated. We enjoy the subtle details. We are a community. We don't interrupt the process. We understand timing is everything and the great things take time. We are friends with our baristas. We are the baristas. We believe in fair trade. We support the sharing of information. We consider ourselves the creme of the crema. We caffeinate the 7x7. We know sugar and spice doesn't make everything nice. We enjoy the perks. We know doppio is just always better. We work well under pressure. We find waiting in line to a be worth the wait. We don't sacrifice taste for just a simple logo. We live for our neighborhoods and value helping them grow. We go home smelling like coffee no matter what. We specialize behind the bar. We learn from one another. We connect our communities with the world. We hang out, offline. We do like to stir things up a bit. We make things. We are steeped in tradition. We define passion. We are the craftsmen of coffee.

PERCOLATESF.COM



percolate SF

branding campaign, san francisco coffee enthusiasts

MARKETING

Print Advertisements



percolate SF

branding campaign, san francisco coffee enthusiasts

Magazine Advertisements

This is our art. We're in it for the love of perfection. We sit, sip, and savour life with each cup. We think sizes are overrated. We enjoy the subtle details. We are a community. We don't interrupt the process. We understand timing is everything and the great things take time. We are friends with our baristas. We are the baristas. We believe in fair trade. We support the sharing of information. We consider ourselves the creme of the crema. We caffeinate the 7x7. We know sugar and spice doesn't make everything nice. We enjoy the perks. We know doppio is just always better. We work well under pressure. We find waiting in line to a be worth the wait. We don't sacrifice taste for just a simple logo. We live for our neighborhoods and value helping them grow. We go home smelling like coffee no matter what. We specialize behind the bar. We learn from one another. We connect our communities with the world. We hang out, offline. We do like to stir things up a bit. We make things. We are steeped in tradition. We define passion. **We are the craftsmen of coffee.**

PERCOLATE
SF

PERCOLATESF.COM

percolate SF

branding campaign, san francisco coffee enthusiasts

MARKETING

Motion Graphic Ad



Carrying over the print campaign, Percolate SF would feature a motion bumper made of video with text overlays that continue to capture the spirit and attitude of our community.

percolate SF

branding campaign, san francisco coffee enthusiasts

THE KNOCK BOX

The physical kit of Percolate SF



The Knock Box is the month subscription service for Percolate SF members. The box comes when you specify it too, like a wine order, it is only processed upon approval so members will always get what they want from the Knock Box subscription.

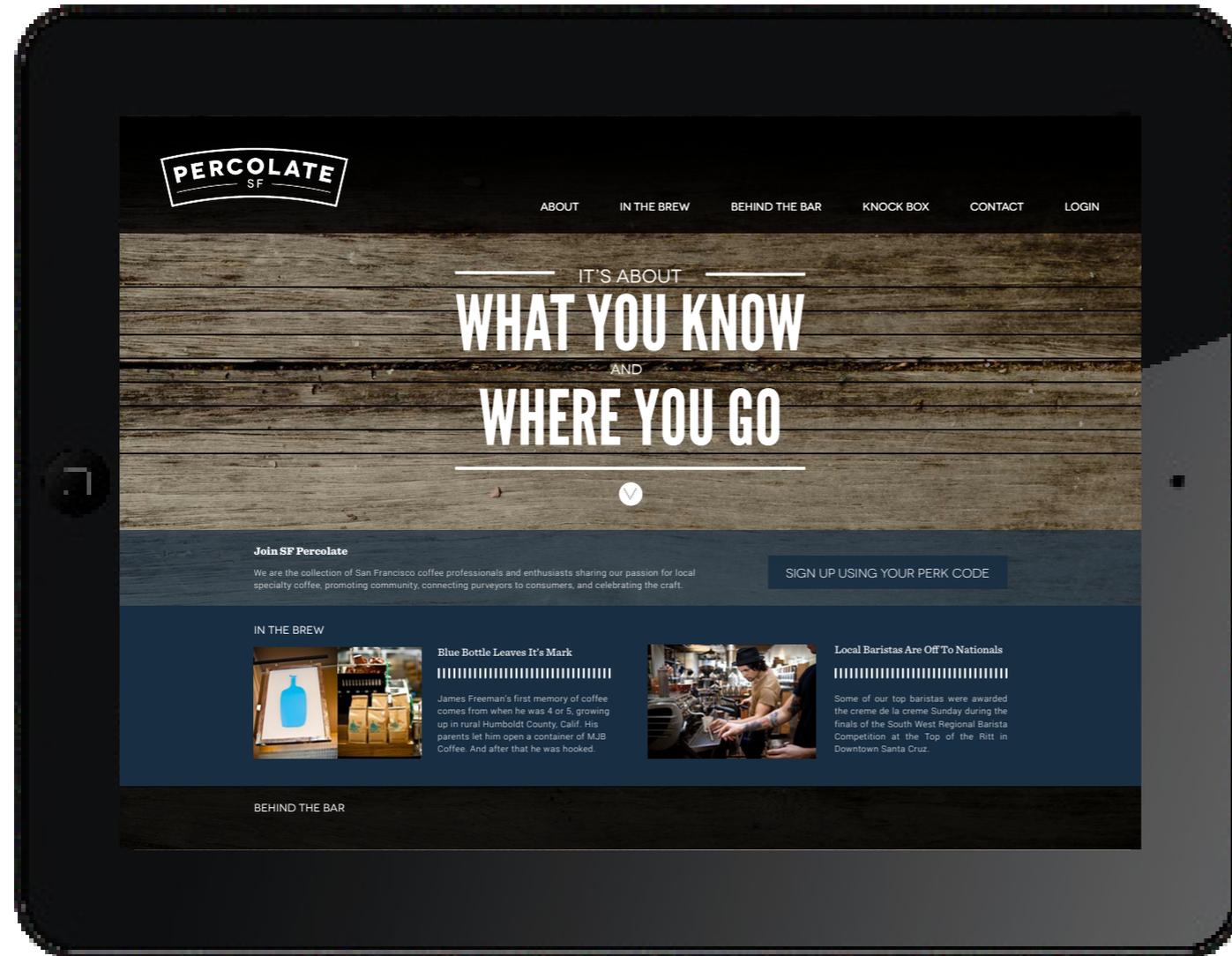
With the first five Knock Box deliveries new members will be able to build up their home brewing set-up with the delivery of 5 unique brewing equipment.



percolate SF

branding campaign, san francisco coffee enthusiasts

Website



percolate SF

branding campaign, san francisco coffee enthusiasts

LOGO



Font: Novecento Wide Bold

Color Variations

The reversed logo shown here is a unique logo specifically created for usage on black, not merely a reversed-out version of the standard logo.



percolate SF

branding campaign, san francisco coffee enthusiasts

Clearspace

This diagram indicates the staging specifications for the logo. The logo must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This clear space and separation from other elements provides graphic impact and preserves the integrity of the logo.

Clear space is equal to the height of an uppercase O from the logo. The clear space will vary with the size of the logo.



DO NOT

- USE PATTERNS IN THE CLEAR SPACE
- USE OFF-BRAND COLORS IN THE CLEAR SPACE
- ALLOW TEXT INSIDE THE CLEAR SPACE
- USE GRAPHIC ELEMENTS INSIDE THE CLEAR SPACE

No Gos

The Percolate SF logo is designed for specific uses to maintain consistency and the integrity of the brand. Here are some examples of how not to use the logo.

DO NOT

- STRETCH OR DISTORT THE GRAPHIC MARK OR LOGOTYPE
- CHANGE THE COLOR OF THE LOGO
- CHANGE THE SIZE RELATIONSHIP BETWEEN THE LOGO ELEMENTS
- NO GRADIENT COLOR OF THE LOGO
- NO PATTERNS IN THE LOGO

