

The background features a light blue color with a white, torn-paper-like border. Scattered around the border are numerous dark brown coffee beans, each with a detailed line drawing of its surface texture.

**F L U X**

*coffee*

**Brand Redesign**

# **What Makes Flux Coffee Bold?**

**Flux Coffee was established back in 2010 on the West Coast and began brewing and bottling cold brew coffees in both kegs and bottles. After relocating to the east coast, Flux Coffee has since committed to providing a fully educational and ethical coffee experience for its customers.**



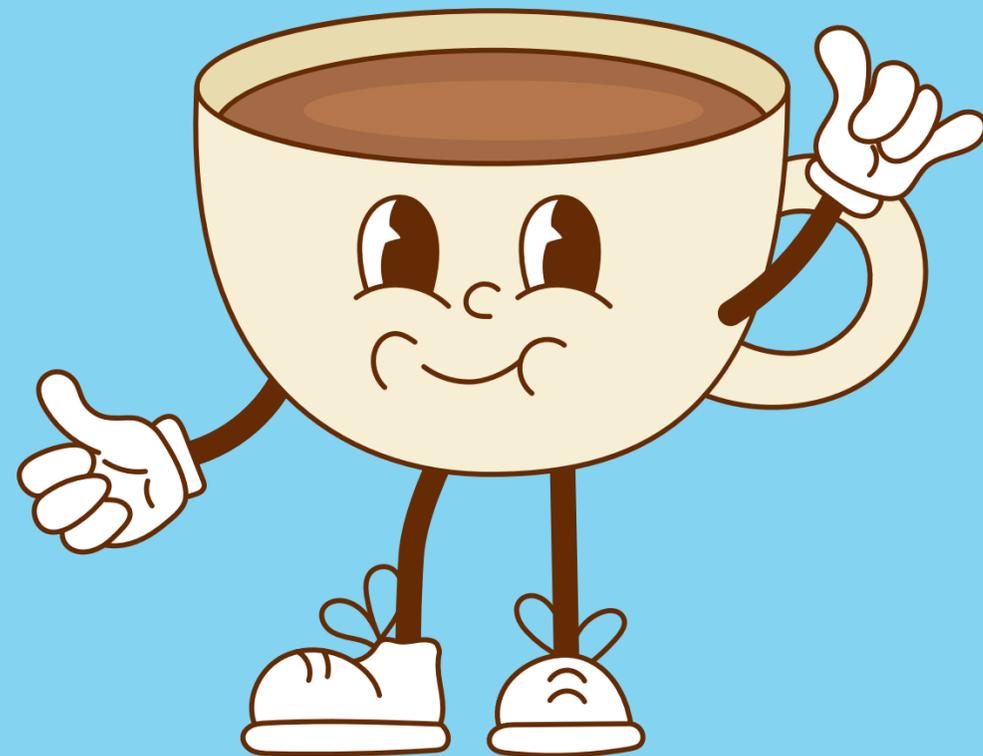
# **Our Problem**

**Flux Coffee can benefit from a redesign that showcases both the educational and completely customized coffee experience for its customer while utilizing the aesthetic of the relocation to the East Coast thus becoming a native Long Islander's go-to coffee experience.**



# **Our Customers**

**Flux Coffee prioritizes the needs and wants of our customer. Our customer profile is made of the following traits that when combined creates the perfect brew of a Flux Coffee Customer:**



- **Coffee Lovers**
- **Those who prioritize ethical consumption and practices**
- **Long Island Natives**
- **Those who are willing/ or want to have a full Immersive and customized coffee buying experience**

# **Our Competitors**

**Flux Coffee's competitions can range from the following and why it's Imperative that we utilize this redesign to become stand-outs in the market.**



- **Fast Coffee Chains (Starbucks, Dunkin Donuts)**
- **At-Home Coffee Brands (Nespresso, Keurig)**

# **Our New Brand Message**

**Flux Coffee prioritizes a fully customized and educational coffee experience tailored the Long Island Natives.**



# **Our Brand Name**

**Flux Coffee as a name still works for our redesign.**

**However, through the new branding and redesign of our logo, our values and who we are as a company will be clear to our customers.**



# **Our Slogan**

**Flux Coffee prioritizes a fully customized and educational coffee experience tailored the Long Island Natives.**

**Our Slogan should reflect that experience.**

**“A Coffee Experience Curated for Long Island”**



# **Our Values**

**Flux Coffee prioritizes the following aspects:**

- **Ethical harvesting and roasting of coffee**
- **Creating fresh, high quality and customized coffee beverages for every customer**
- **Educating customers on our entire coffee brewing experience and persona**



# **Our Tone of Voice**



**Flux Coffee prioritizes a fully customized and educational coffee experience tailored the Long Island Natives. Our staff will be welcoming, educational and chatty with our customer to create a welcoming and Inclusive community.**

# **Our Language**

**Flux Coffee will utilize words and phrases that emphasize our appreciation for our long Island native customers who love coffee the way we do!**

# Our New Logo

Below are some logo examples for Flux Coffee



# Moodboard

