The background features a light blue color with a white, torn-paper-style cutout in the center. This cutout contains the brand name. The word 'FLUX' is written in a bold, black, sans-serif font with white outlines, set within a light blue rounded rectangular box. Below it, the word 'coffee' is written in a black, cursive script font. The corners of the image are filled with a detailed illustration of coffee beans in a dark brown color.

FLUX

coffee

Brand Redesign

Moodboard

Our mood board should show:

- who we are
 - a local cafe
- what we do
 - provide Long Islanders with a high quality coffee experience
- who we serve
 - Long Island's coffee lovers and enthusiasts



Primary Logo

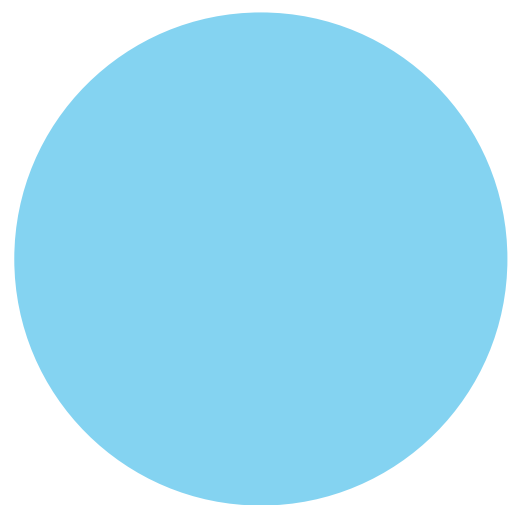


Secondary Logo

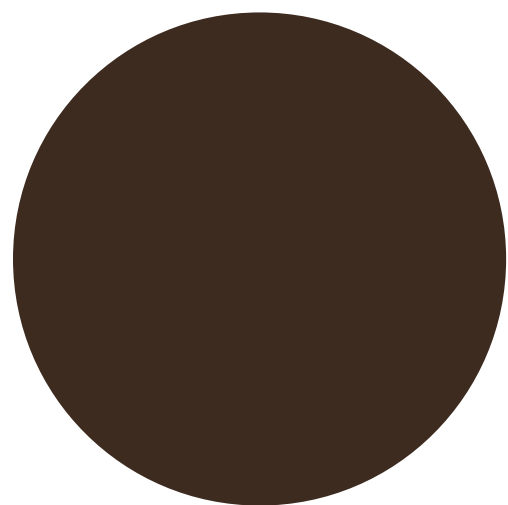


I chose this as my secondary logo as it will depict a steaming coffee cup, making it clear to our consumer what we are and what we provide and making it a memorable secondary logo from it being a tie to the primary logo.

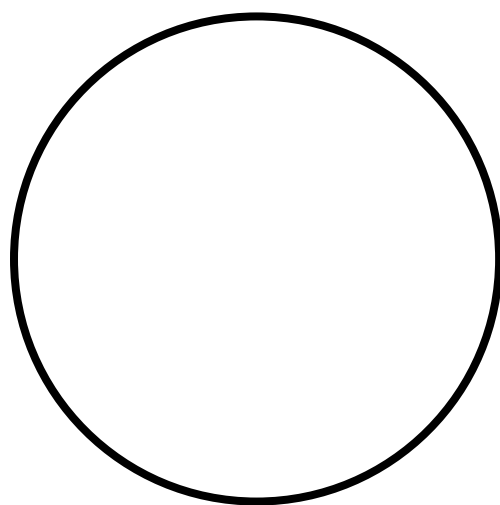
Flux Coffee's Color Palette



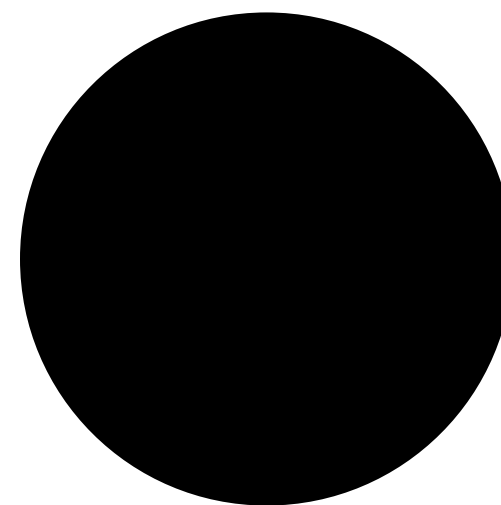
Pastel Azure
#84d3f1



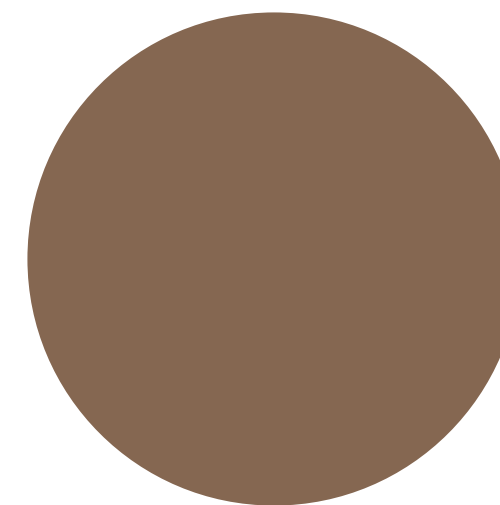
Dark Gray Brown
#3d2b1f



White
#ffffff



Black
#000000



Gray Orange
#856751

Back



flux@coffee.co



+123-456-7890



www.fluxcoffee.com



211 Main St, Farmingdale, NY 11735

Business Cards

Front



Type Face

Title (TAN Tangkiwood)

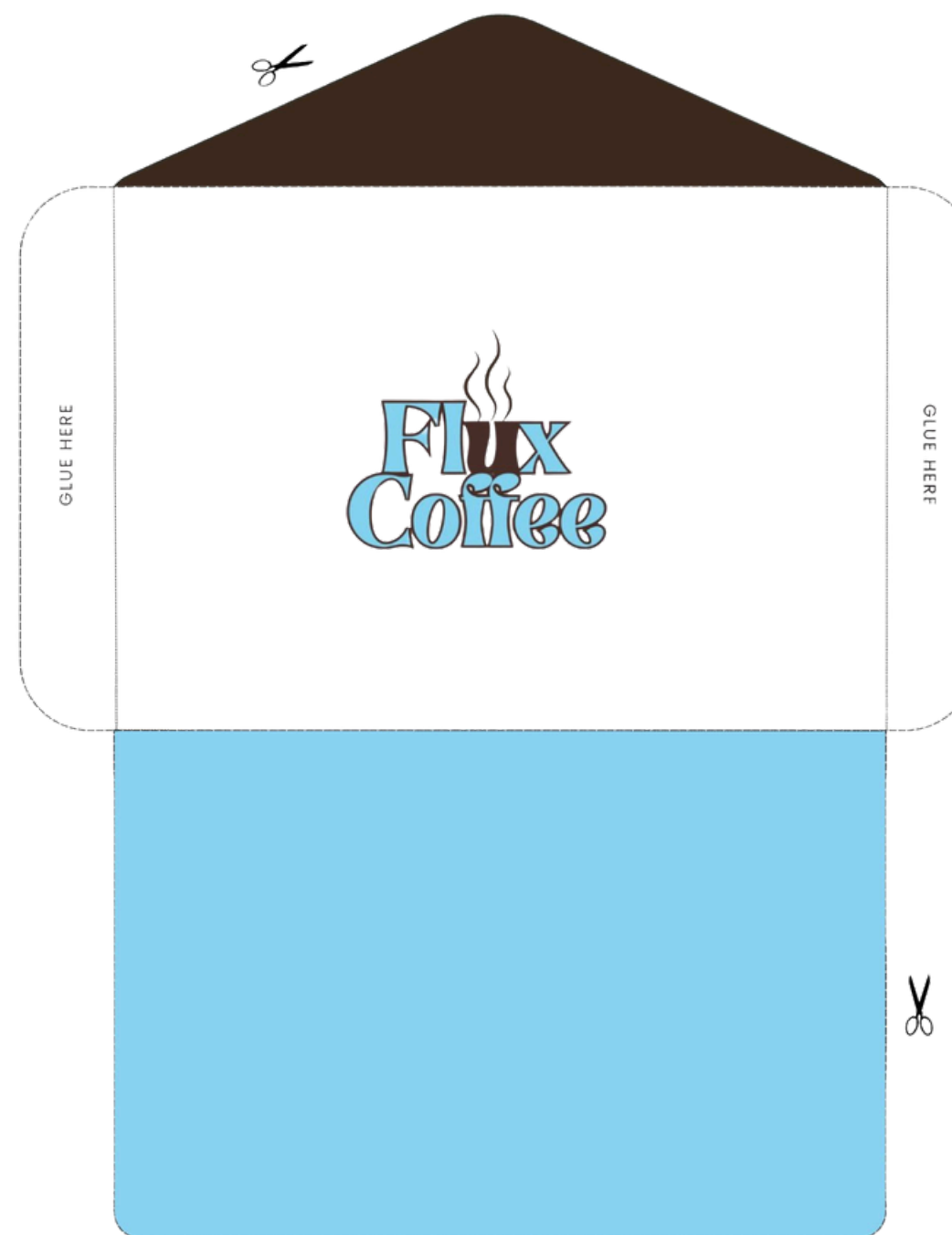
Subtitle (Playfair Display)

Subheading (Arvo)

This is my paragraph copy. Flux Coffee
will utilize this font for all paragraph copy.

(Roboto)

Envelopes



Thank you Note

**Thank you
for your purchase!**



**Enjoy 20% off your next
purchase of a coffee bag!**

Please show this card to the cashier prior to purchase

Custom Receipt Paper



A COFFEE EXPERIENCE
CURATED FOR LONG ISLAND

ORDER NO. #01
THURSDAY, OCTOBER 23

QTY	ITEM	AMT
01	COZY SPICED APPLE PIE	\$6.00
02	HARVEST PUMPKIN SOUP	\$4.99
03	APPLE CRUMBLE TART	\$6.50
01	PUMPKIN SPICE LATTE	\$5.50
02	CARAMEL APPLE CIDER	\$4.80
03	MAPLE PECAN COLD BREW	\$5.20

fluxcoffeeco.com
211 Main St.
Farmingdale, NY

Flux Coffee Menu

MENU

CLASSIC COFFEE

- CLASSIC ESPRESSO** \$7
Strong and bold – pure coffee shot.
- ICED LATTE** \$7
Chilled milk with smooth espresso over ice.
- BROWN SUGAR COFFEE** \$7
Sweet espresso with brown sugar syrup.
- MATCHA ESPRESSO** \$7
Green tea and espresso layered together.
- VANILLA COLD BREW** \$7
Cold brew coffee with a touch of vanilla.

NON COFFEE

- TARO LATTE** \$7
Sweet purple taro with condensed milk.
- MATCHA LATTE** \$7
Creamy green tea with milk – smooth and calming.
- STRAWBERRY MILK** \$7
Fresh strawberry blend with chilled milk.
- CHOCOLATE BLISS** \$7
Rich hot chocolate topped with whipped cream.
- HONEY CINNAMON LATTE** \$7
Warm latte with honey and a sprinkle of cinnamon.



SNACK & BITES

- FRENCH FRIES** \$7
Crispy French fries, served with tomato sauce.
- MOZZARELLA STICKS** \$7
Crispy fried cheese sticks with a gooey inside.
- MINI SANDWICHES** \$7
Bite-sized sandwiches with chicken, egg, or tuna filling.
- POPCORN CHICKEN** \$7
Crunchy, bite-sized chicken pieces with dipping sauce.
- LOADED NACHOS** \$7
Tortilla chips topped with melted cheese and jalapeño.

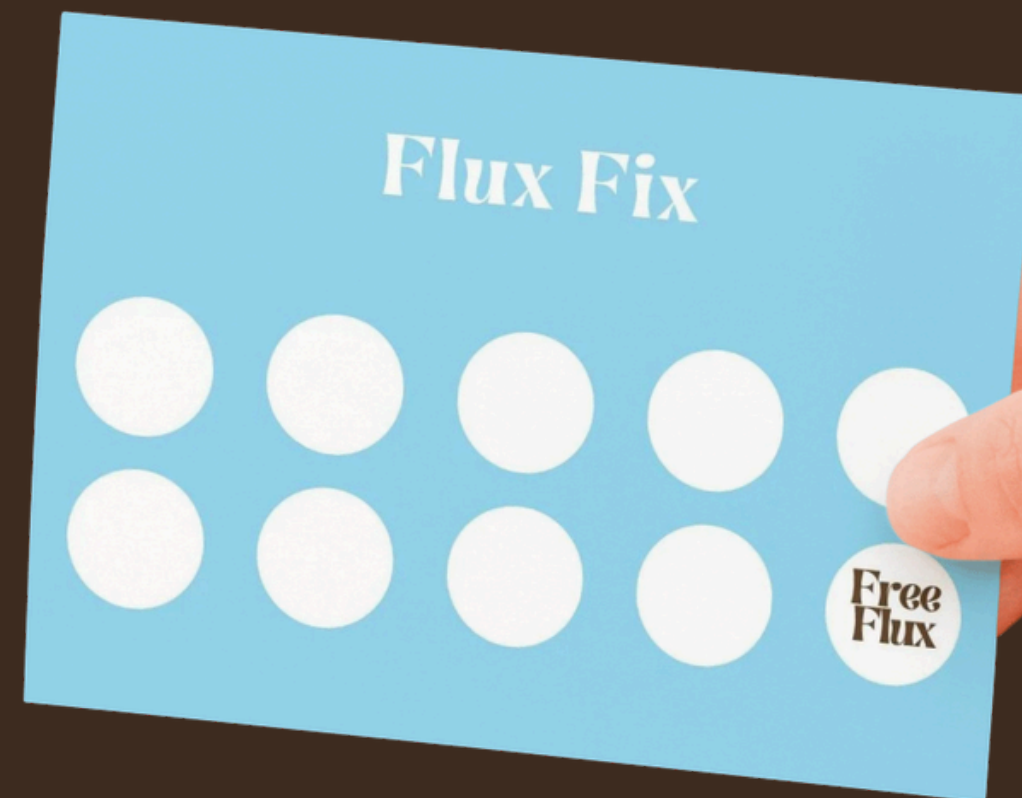
Coffee Roast Bags



Coffee Cups



Flux Fix Reward Cards



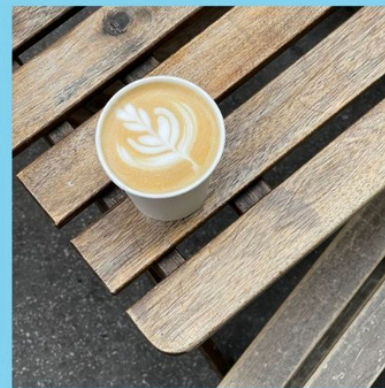
Labels



Brochures

Do you have a
event coming up?

Celebrate with
Flux and join us
for a master
brewing class at
our onsite
Roastery!



Follow us on
Instagram!
[@fluxcoffeeli](#)
Use the tag
#FluxFriend to be
featured our
stories and win a
free coffee!



211 Main St, Farmingdale, NY 11735

516-234-0897

CLASSIC COFFEE

- CLASSIC ESPRESSO** Strong and bold – pure coffee shot.
- ICED LATTE** Chilled milk with smooth espresso over ice.
- BROWN SUGAR COFFEE** Sweet espresso with brown sugar syrup.
- MATCHA ESPRESSO** Green tea and espresso layered together.
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NON COFFEE

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Flux Faves



SNACK & BITES

FRENCH FRIES

Crispy French fries, served with tomato sauce.

MOZZARELLA STICKS

Crispy fried cheese sticks with a gooey inside.

MINI SANDWICHES

Bite-sized sandwiches with chicken, egg, or tuna filling.

POPCORN CHICKEN

Crunchy, bite-sized chicken pieces with dipping sauce.

LOADED NACHOS

Tortilla chips topped with melted cheese and jalapeño.

Website Comps

WELCOME TO

Flux Coffee

"A Coffee Experience Curated for Long Island"

OUR STORY

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 it's customers.



Flux Coffee

211 Main St.
Farmingdale, NY
11735

Tel: 123-456-7890
Email: hello@fluxcoffee.com
Social: @fluxcoffeeco.

Open daily: 7 AM - 8 PM

Flux Favorites

 <p>Latte \$5</p>	 <p>Cold Brew \$5</p>	 <p>Honey Oat Latte \$6</p>	 <p>Espresso \$3</p>
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Snacks and Bites

 <p>Mozzarella Sticks \$6</p>	 <p>Flux Pretzel \$5</p>	 <p>Flux Fries \$7</p>	 <p>Croissant \$3</p>
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Website Comps

Shop Flux Coffee



Rt.135

\$25



Montauk

\$25



Jones Beach

\$25

Merch



Large Mug

\$24



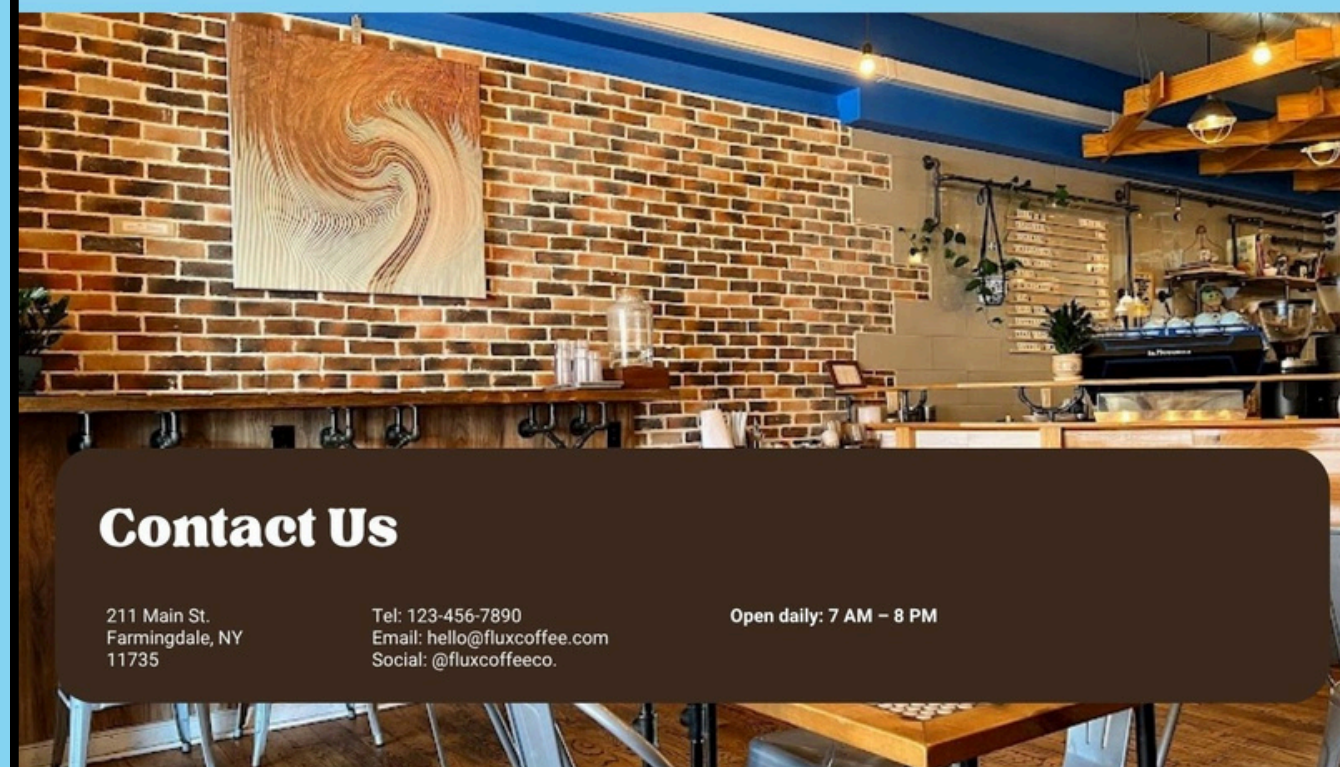
Large Tote

\$30

BOOK A ROASTING SESSION

Flux Coffee want to help educate Long Island on ethical coffee harvesting practices

Walk-ins are welcome, but it's still best to reserve a session especially on weekends or for group visits.



Contact Us

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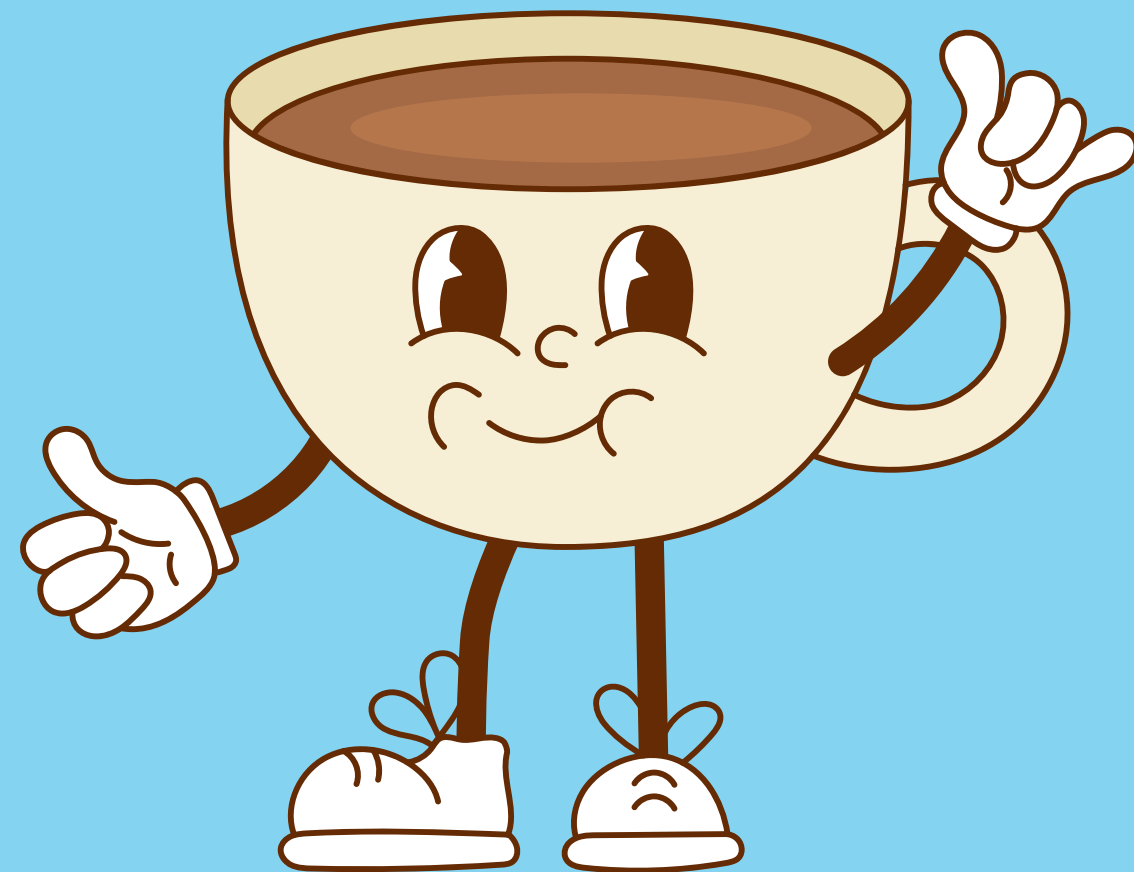
Our Problem

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

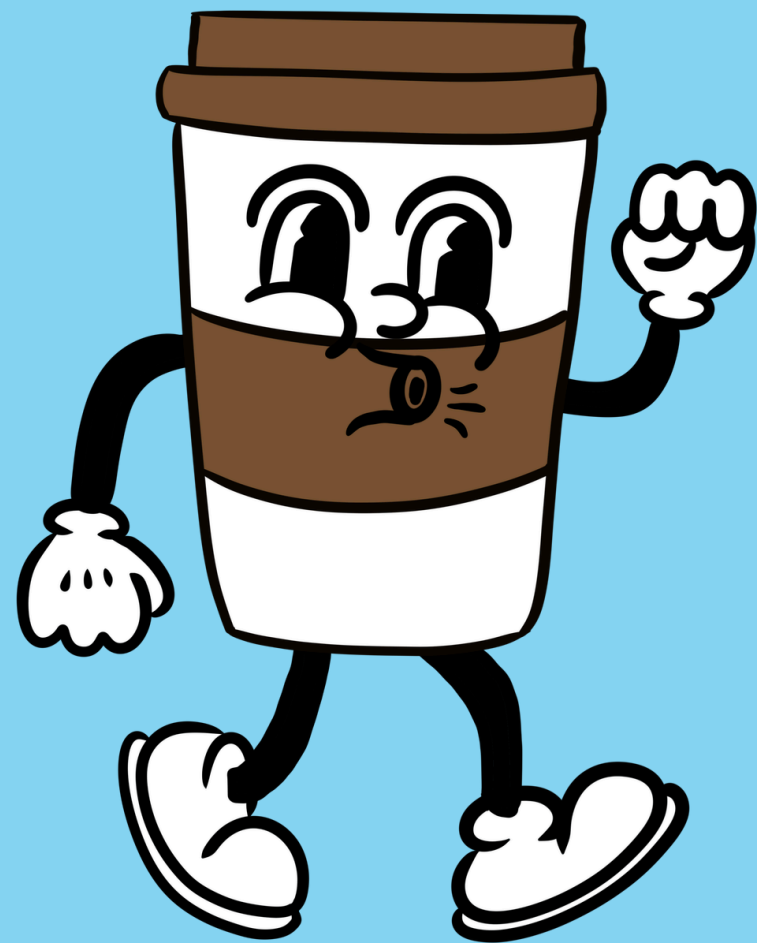
Flux Coffee prioritizes the needs and wants of our customer. Our customer profile is made of the following traits that when combined creates the perfect brew of a Flux Coffee Customer:



- **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.



- **Other local coffee shops**
 - The Coffee Grind
 - Perk
 - The Barn
- **At Home Coffee**

Our New Brand Message

Flux Coffee prioritizes a fully customized and educational coffee experience tailored to 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!