The background features a light blue sky with a white, torn-paper-style cloud shape in the center. The corners of the image are filled with a detailed illustration of coffee beans in a dark brown color. The word "FLUX" is written in a bold, black, sans-serif font with a white outline, set within a light blue rounded rectangular box.

**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

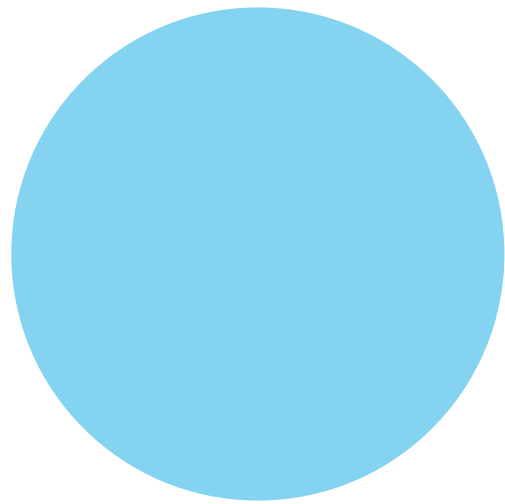


# Secondary Logo

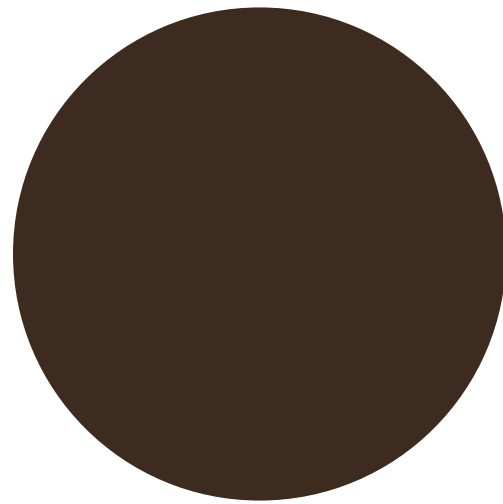


I chose this as my secondary logo as it will depict a steaming coffee cup, making it clear to our consumer what we are and what we provide and making it a memorable secondary logo from it being a tie to the primary logo.

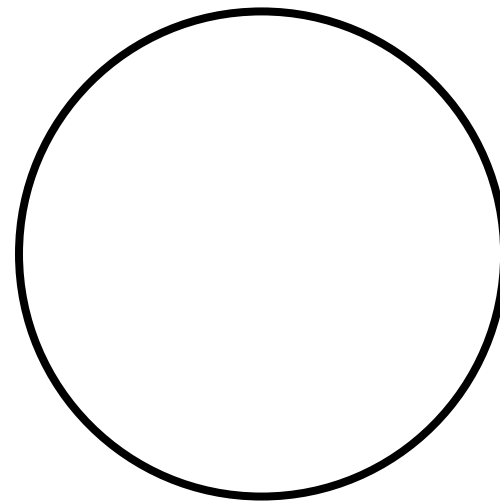
# Flux Coffee's Color Palette



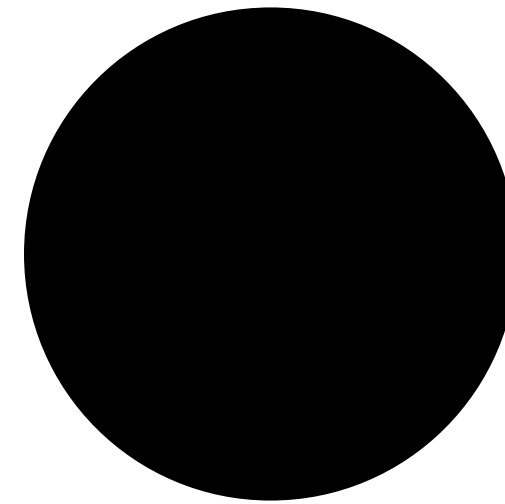
Pastel Azure  
#84d3f1



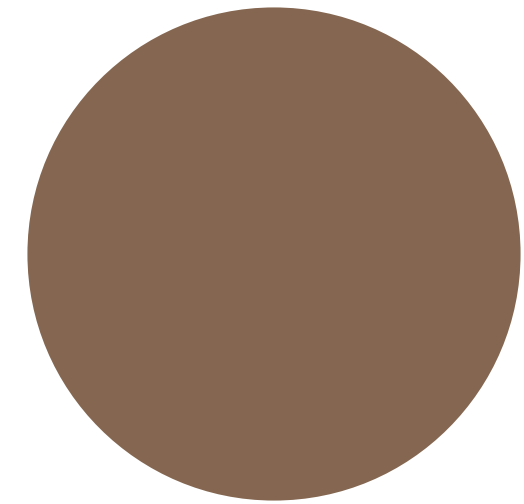
Dark Gray Brown  
#3d2b1f



White  
#ffffff



Black  
#000000



Gray Orange  
#856751

# Back



[flux@coffee.co](mailto:flux@coffee.co)



+123-456-7890



[www.fluxcoffee.com](http://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)