



# Cafe Ristra

CAFETERIA REBRAND  
PROPOSALS



## CONCEPT A

FULL LOGO



ALTERNATE LOGOS



FONT OptimusPrinceps

### COLOR PALETTE

#### Primary



Cherry



Turquoise



Green Chile

#### Supporting



Terra



Sandia Sunset



White

SAMPLE PROMO ITEMS

Apron



Coffee Cup



## CONCEPT B

FULL LOGO



ALTERNATE LOGOS



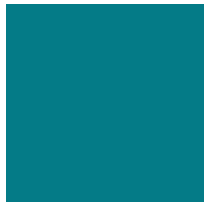
FONT Arbotek Light

### COLOR PALETTE

Primary



Cherry

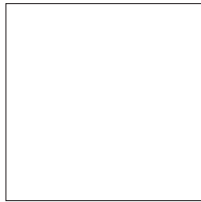


Turquoise



Mesa

Supporting



White

SAMPLE PROMO ITEMS

Apron 1



Apron 2



Coffee Cup



## CONCEPT C

FULL LOGO



ALTERNATE LOGO



FONT Tomarik

### COLOR PALETTE

Primary



Cherry



Turquoise



Green Chile

Supporting



Terra



White

### SAMPLE PROMO ITEMS

Apron



Coffee Cup





## CONCEPT D

FULL LOGO



ALTERNATE LOGOS



FONTS Gotham / Raustila

### COLOR PALETTE

#### Primary



Cherry



Turquoise



Green Chile

#### Supporting



Mesa



Terra



White

### SAMPLE PROMO ITEMS

Apron



Coffee Cup



FULL LOGOS

ALTERNATE LOGOS

A



B



C



D







# Cafe Ristra

CAFETERIA REBRAND

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