



Cafe Ristra

CAFETERIA REBRAND
PROPOSALS



CONCEPT A

FULL LOGO



FONT OptimusPrinceps

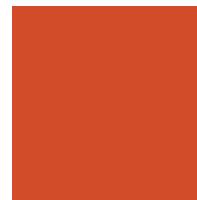
COLOR PALETTE

Primary



Cherry

Supporting



Terra



Turquoise

Sandia
SunsetGreen
Chile

White

ALTERNATE LOGOS



SAMPLE PROMO ITEMS

Apron



Coffee Cup



CONCEPT B

FULL LOGO



FONT Arbotech Light

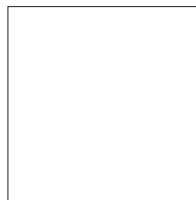
COLOR PALETTE

Primary



Cherry

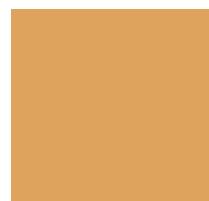
Supporting



White



Turquoise



Mesa

ALTERNATE LOGOS



SAMPLE PROMO ITEMS



Apron 1



Apron 2



Coffee Cup

CONCEPT C

FULL LOGO



FONT Tomarik

COLOR PALETTE

Primary



Cherry

Supporting



Terra



Turquoise



White



Green
Chile

ALTERNATE LOGO



SAMPLE PROMO ITEMS

Apron



Coffee Cup



CONCEPT D

FULL LOGO



ALTERNATE LOGOS



FONTS Gotham / Raustila

COLOR PALETTE

Primary



Cherry

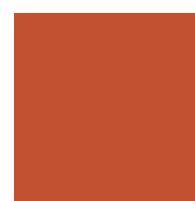
Supporting



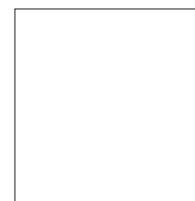
Mesa



Turquoise



Terra

Green
Chile

White

SAMPLE PROMO ITEMS

Apron



Coffee Cup



A
FULL LOGOS



ALTERNATE LOGOS



B



C



D





HOSPITAL

Cafe Ristra

CAFETERIA REBRAND

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