

Logo Design Case Study | Bread & Breakfast

Bread & Breakfast is a bakery / coffee shop that is a neighborhood favorite.

The Brief

The client requested a logo that gives the feeling of high-quality handmade goods, friendliness, with a sense of Provence. The logo was to give a welcoming, great-to-have-you-back look, with a trendy touch.

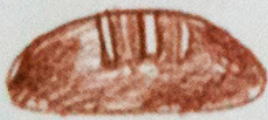
Concept Development

As a first step, we spent a few hours in the coffee shop, observing the customers and the dynamics of the place. We saw that some of the customers spent a long time at the coffee shop drinking coffee, some just stopped by and bought delicious artisan bread, and some did both. We understood that the logo should combine the two functionalities into one, and the challenge was to create a logo that does that without an overload of visuals.

We started out with the graphics of a cup of coffee, and then discovered that we can create a loaf of bread out of the coffee within the cup. The negative/positive use of the cup and bread, along with the hand-drawn lines and the aqua and brown colors assist in accomplishing the friendly and inviting look that we set out to create. The font that was chosen mirrors the lines in the bread, thus creating a correlation between the two elements.

This logo design has been awarded the "Logo of the Day" award and the "Logo of the Month" award.

Thinking with a pencil:

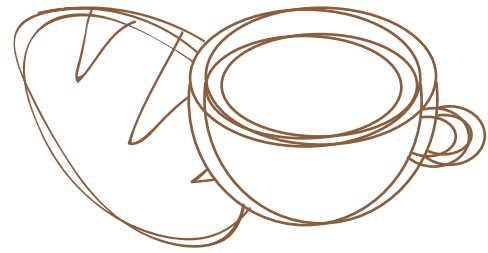
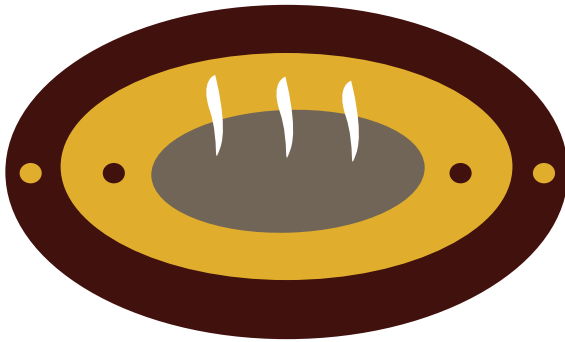
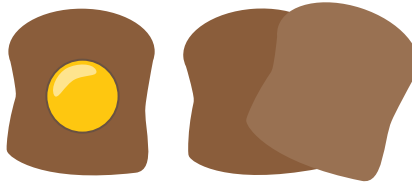
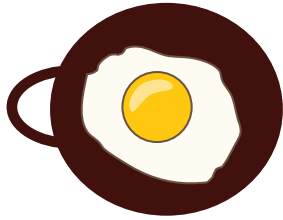
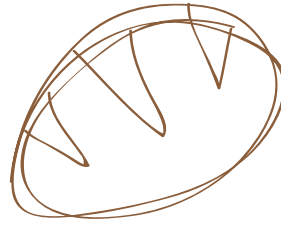
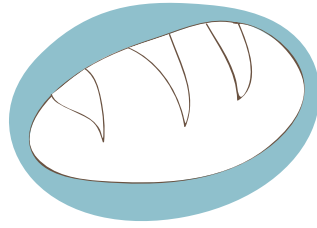


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BAB



Along the way:



Fonts:



Bread & Breakfast



Bread & Breakfast



Bread & Breakfast



Bread & Breakfast

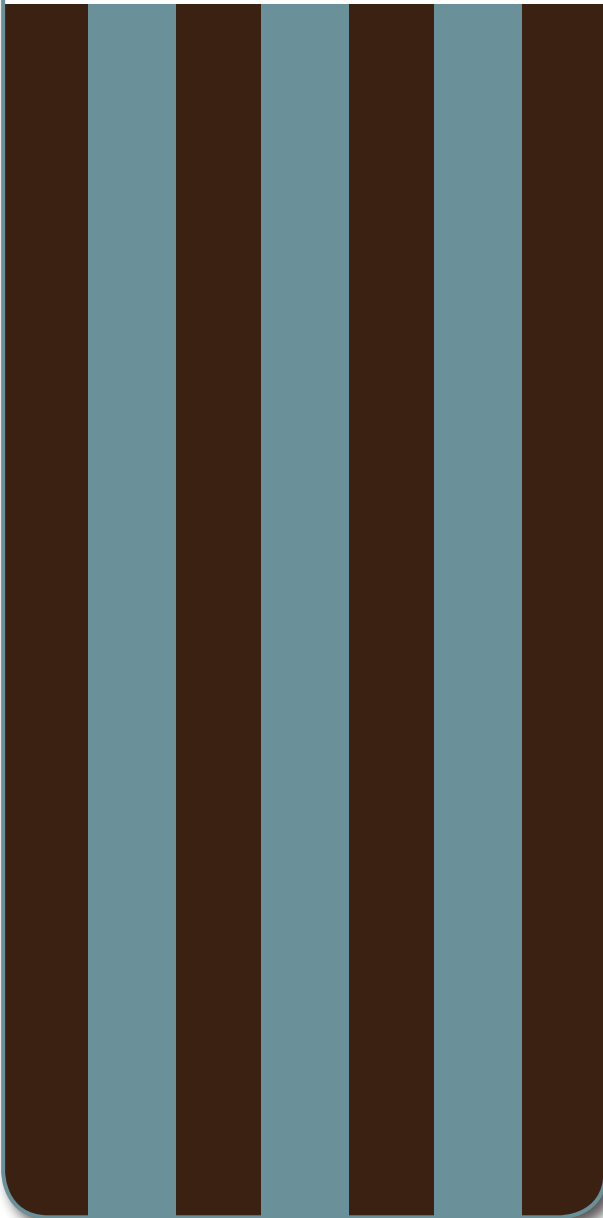
Cups & Napkins:



Menu:



Bread & Breakfast



Bread & Breakfast

Quiche - Served with a salad

Mushroom Quiche - Mushrooms, onions, goat cheese and thyme	30
Broccoli Quiche - Broccoli, almonds and goat cheese	28
Bell Pepper Quiche - Bell peppers, zucchini, pesto and goat cheese	30
Mediterranean Quiche - Eggplant, dried tomatoes, olives and feta cheese	30
Sweet Potato Quiche - Sweet potato, goat cheese and sour cream	28
Leek Quiche - Leek, chard, dried tomatoes and goat cheese	30

Pasta

Fettuccine with Pesto sauce	44
Fettuccine with Tomato sauce	44
Fettuccine with Riccotta (4%) dried tomatoes and spinach	44

Sandwich

Sandwich served with olives	28
Sandwich served with a salad	38
Caciocavallo Sandwich with Pesto, eggplant and roasted bell peppers	44
Mediterranean Sandwich with Pesto Feta cheese, roasted eggplant, olives and hyssop	44
Health Sandwich with goat cheese roasted bell peppers and lettuce	44

Salad

Lettuce, tomatoes, cucumbers, bell peppers, carrots, Feta cheese and sunflower seeds	43
Half a serving of Salad	28

Breakfast

(served until 3:00 PM) Single/Double Includes an egg of your choice, salad, a range of appetizers, bread, cheeses, fresh juice and a hot beverage of your choice	59/97
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Stationery:



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