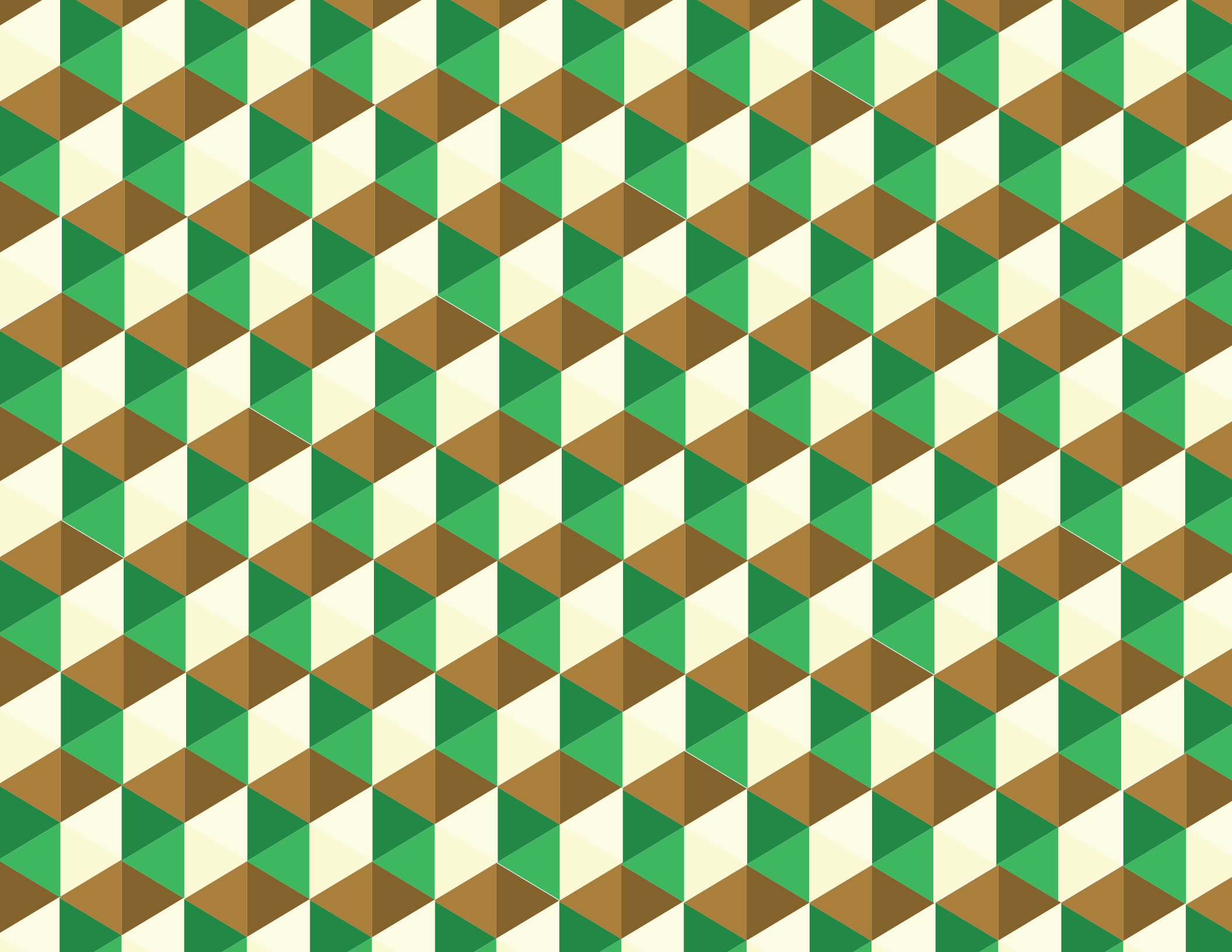


HUDSONS OF DICKSON





CONTENTS

BRAND PERSONALITY 4

14

IMAGERY

LOGO 5

15-19 IMPLEMENTATION

BRAND COLOUR 9-12

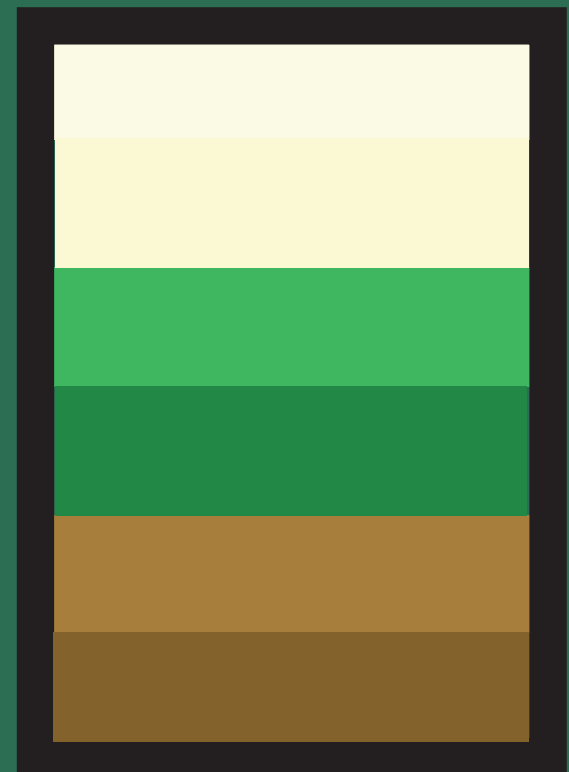
20

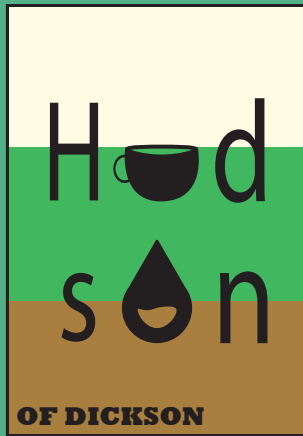
BIBLIOGRAPHY

TYPOGRAPHY 13

BRAND PERSONALITY

How I wanted the presentation of the redesign to be perceived is as a modern and vibrant urban hipster aesthetic, incorporating varying subtle colours I want the brand to stand out whilst also maintaining modesty. I believe the aesthetic encapsulates coffee culture, and if Hudsons wishes to thrive in the coffee industry they must adapt their brand to better suit that culture. The benefits of the redesign will be it creates intrigue; coffee partons will be drawn to the new aesthetic, creating a new niche surrounding the business and as more people discover the niche the more the business will grow. Marketing towards urbanised Millenials and the varying school-aged teenagers surrounding the Dickson shop district is highly recommended as that is the clientele for coffee stores. The goals when redesigning were to create a recognisable design that anyone could instantly connect to Hudsons; preserve the heritage of Hudsons by incorporating previous design elements and appeal to the masses by making a design that not only encourages people but one that also encourages the coffee shop culture.





LOGO

The redesigned logotype is a combination mark design, whereas it uses both a specific background image with writing and designs embedded within the foreground of the design. The logo depicts a modern design by using minimalistic shapes which exclude massive amounts of detail more focusing on the geometrics and representation of the graphics. Incorporating many different aspects of design, it very clearly displays to the viewer that it is a coffee shop, with characteristics of the design being the coffee cup in replacement of the 'U' in 'Hudsons'; followed by the replacement of 'O' with a drop of coffee; the layered gradient colour scheme and layered text with 'Hud' being placed above 'son'. By making the design display aspects of modernity it stands out from other coffee stores in Dickson, additionally, by using soft variants of the colours green, cream and brown it draws attention as opposed to other less vibrant designs.



LOGO VARIATIONS

Logo variations are very restricted via the choices that have been made relating to the background being incorporated into the design as a whole. However, stacking the entire design including the background on the different coloured backdrops only looks appealing on certain colours and are completely flawed on others.

The logo will need to be adjusted for different needs, for example, placement on coffee cups and other novelties the design will need to either fit the scale parameters or adjust colouring so it does not look majorly out of place; with these variations mainly consisting of backdrop changes.

BLACK DOES NOT ALLOW THE OUTLINE TO SHOW AND UNDERMINES THE BORDERS OF THE DESIGN.

WHITE IS TOO BRIGHT AND DOES NOT REFLECT THE TRUE COLOURING OF THE DESIGN.

A DARK BACKDROP ALLOWS FOR CONTRAST OF THE COLOURS (DARK AGAINST LIGHT) WHILST ALSO KEEPING THE OUTLINE OF THE DESIGN.



MISUSES

Do not crop the design as this will cut off crucial aspects of the design and more than likely ruin the design.

Changing colour variables is an option as long as the colours being added work with the design and don't change the signature green colour that is the face of Hudsons.

Outlining the letters and symbols within the design is unnecessary and will make the design look bloated and too cramped.

Rotation of the design is also not recommended as it disturbs the balance of the design, also as it incorporates the background all it would do is make it look poorly designed, as it is a very linear design work.



MISUSES

Adjusting the design via stretching or squashing is not to be done as it ruins the overall stretching of the text and would also make the text difficult to read.

Recreating the design in a different style can be managed as long as it continues with the overall theme of green and does not disregard major elements like the coffee cup

Reconfiguration of the background especially is definitely not to be done as the design becomes confused and may possibly take away from the clarity of the Hudsons name.

Adding additional aspects to the design will only clutter up the entire design taking away from the simplicity and make the design unappealing



BRAND COLOUR

The overall colouring of the design is extremely crucial to how I think the Hudsons of Dickson branding should be displayed, and I do not believe that any other colours would suit the design as much as the three colours and other three colour variants that have been chosen. The colours chosen uses subliminal messages about coffee, eco-friendliness, freshness and healthiness which are extremely important messages for Hudsons of Dickson brand to convey to their consumers.

At first, I chose these colours because I wanted soft complementary colours to use alongside the green which was the one piece of branding that I wanted to save from the previous design so Hudsons would have some brand associations still intact. However, I later realised that the brown and cream subliminally inform everybody that Hudsons is a coffee shop as those two colours are inherently affiliated with coffee.

#3FB760

#268846

#FD FCE5

#FB FAD3

#AA803D

#83632C

TYPOGRAPHY

A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O P P Q Q R R S S T T U U V V W W X X Y Y Z Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () ?

BREVE

A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O P P Q Q R R S S T T U U V V W W X X Y Y Z Z

TRANSISTOR

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () ?

Typography plays a huge roll in the branding of Hudsons of Dickson and the major typefaces are incorporated into the logo design. The two typefaces of this design are the primary Transistor for the lettering in 'Hudson' and secondary Breve for 'of Dickson'. The primary typeface would be used strictly for headings of advertisement and the logo design, due to the thin lettering it could be hard to distinguish so using it for bulk text would not be recommended. The secondary typeface would be used for information and bulk texts like menus, brochures and other advertising information, this text is also thin so it is consistent with the brand, however, with more spacing between the letters and thicker white space inside individual letters I feel the text is much more eligible compared to the primary typeface. Reflecting the brand in their chic modern simplicity these typefaces do not use serifs as it extra detail unneeded, and when used outside the logo; the colouring of these fonts will be either pure black or cream white.

IMAGERY



I believe these images reflect my imagination of what Hudsons of Dickson could achieve in a branded redesign. Focusing on the aspects of minimalistic, urban and modern these images encapsulate hipster aesthetic. The benefits of this design aesthetic are it displays modern ingenuity and innovation which appeals to a large array of consumers. I would, however, want the walls coloured in the same fashion as the logo to keep continuity and ultimately make the building more vibrant and inviting. The images chosen show a mix of industrial urbanisation and contemporary living, creating a relaxing/disconnection from the business world feeling, which is why some people visit coffee stores.



IMPLEMENTATIONS - MENU

The branding needs to be present within all these designs so people can easily connect to and know about Hudsons of Dickson just by looking at any singular piece of collateral. By creating a pattern using the colours in the logo, it can be placed on any collateral and directly connect it to the brand. Additionally, incorporating the same font types as in the logo is another way to keep the continuity of the brand.

HUDSONS OF DICKSON



DRINKS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUAT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT, UT WISI ENIM AD MINIM VENIAM, OUIS NOSTAUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX ERA COMMODO CONSEQUAT, DUIS AUTEM VEL EUM

LUNCHES

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUAT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT, UT WISI ENIM AD MINIM VENIAM, OUIS NOSTAUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX ERA COMMODO CONSEQUAT, DUIS AUTEM VEL EUM

SMALL MEALS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUAT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT, UT WISI ENIM AD MINIM VENIAM, OUIS NOSTAUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX ERA COMMODO CONSEQUAT, DUIS AUTEM VEL EUM

Menus are important as they will be a part of the business that is constantly looked at, so creating a menu that is pleasant to look at will encourage the customer to stay and enjoy their time in the cafe. The menus have the patterned design as a backdrop with light foreground colour and dark text on top of that. With the signature Coffee Cup located on top.

IMPLEMENTATIONS - BUS

The bus will be used as a robust transportable advertisement for Hudsons of Dickson. Showing off the brand allows people to choose whether they are interested in Hudsons of Dickson straight away so it is vital that the logo appeals to the public. The buses' design is a logo located on top of the three brand colours, and with the bus being so vibrant and colourful, it should catch potential customers' attention frequently.



IMPLEMENTATIONS - WEBSITE



Creation of a website as a means to tell the world about Hudsons of Dickson key part of marketing. If customers are able to gain more information about the motives and background behind a business they will very likely connect and establish brand loyalty. The website consists of images and information about the business with the pattern and colour scheme being used as a backdrop.

IMPLEMENTATIONS - BANNER

Including a banner as part of the collateral is important as it is an essential part of advertising needs. Banners like this are very versatile as they can be used as both fronts of store advertisement or transportable advertisement. Using the pattern developed as a background attention grabber the logo is placed on top of a dark surface, then text in a lightly coloured box just underneath; allowing for both attention and information I feel this design fits well.



IMPLEMENTATIONS - COFFEE CUP



Coffee cups are vital for a coffee shop to have, it distinguishes their brand from the masses and allows for portable advertisement by coffee consumers to other coffee consumers. The pattern is used in a wave formation around the top and bottom of the cup with the logo centred, using a brown as a base colour for the design.

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