



*Location:*

*Downtown Pittsburgh*

# Dark & Early Logo Look Book

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# Overview

Dark & Early is a cafe designed to deliver a quick and efficient service for the early risers that are awake before sunrise, but also entails a comfortable atmosphere for the night owls that come out in the late evening and work the night shift or have night class. It is primarily a shop that is attracted to the dark hours of the day that can provide quality products and a work environment with efficient speed of service.



*Early*

3am-9am Scene



*Dark*

8pm-3am Scene

# Design Brief

## Objectives

Deliver a service that is quick and efficient for early morning goers that want to avoid the morning rush at shops like Starbucks, McDonalds, etc. Be to the point with the service provided and open earlier than other shops in the market. Also provide a work environment that is open late for students and night owls who may want to work or relax after a long day at their occupations.

## Target Audiences

- Audience types – People who are awake before dawn and the night owls who work late.
- Buyer types – They need a “pick me up”, but they are awake before the morning rush and do not want a lot of interaction with crowded morning coffee shops. Get in, get out. Short, simple, sweet. People who work night shift or have night class need a place to unwind or get work done before they go home.
- Key motivations – They need a quick efficient service to avoid the rush and get from point A to point B of their morning as efficient as possible. The night crowd needs a comfortable place to focus on their work and assignments.
- Key issues – Morning crowds often crash into morning rush hour. Night crowds do not have many places to go since majority of locations are closed.
- Characteristics – They check their phones for the news before they get ready to commute to work, school, etc. They may read the morning paper. Night owls may be web surfers.
- Demographics – Young working adults or college students. Target age bracket is 20 years old to 35 years old.

## Call to Action

Come to Dark & Early to get what you need before everyone else! Beat the morning rush or pull all nighters to get work done late at night. Breeze through the store to get a quick “pick me up” or take a seat in the lounge to get work done and have a calm environment at night.

## Key Messages

- Beat the morning rush, quick service that gets your order right the first time, open all night into early morning. Hours of operation: 8:00pm-9:00am
- The Burgh Post: “4.5 out of 5 stars for speedy service and work ethic appeal. The duality of Dark & Early embraces the busy mornings and late all-nighters.”
- Pittsburgh’s Top 15 Best Breweries for the Night Owls and Early Birds.

## Creative Considerations

- Format – Print will be simple with the logo and brand name. Music choice will be early morning radio from 3-9am, current hits from 7pm-12am, and 80’s-90’s from 12-3am.
- Layout – Simple and clean with bold, simplistic silhouettes.
- Tone – Be short, sweet, and to the point with a “cut to the chase” attitude.
- Visual – There will be 2 color palettes – one for night and one for early morning; Clean, crisp, Sans Serif typefaces for easy readability; graphics, some photos of dawn, sunset, night sky
- Localization – Downtown Pittsburgh

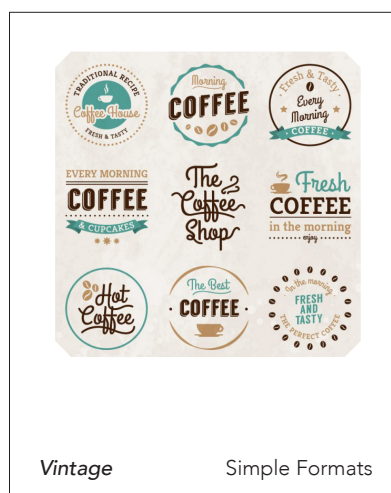
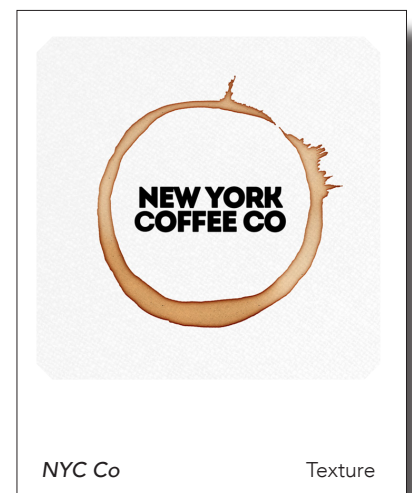
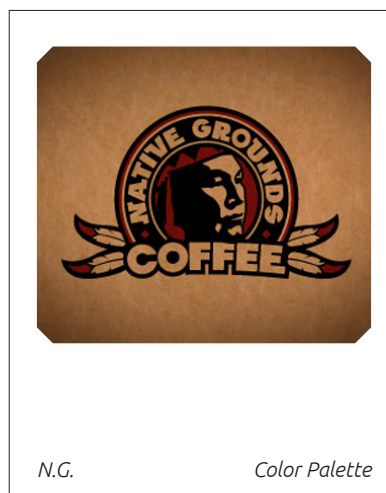
# Inspiration

I like the tv series “Heroes” logo for their contrast in texture.

Native Grounds has the texture and color palette similar to the retro poster art and Russian poster art that I have been finding.

The logos in a 3x3 format have the old vintage format that is bringing brought back. They are simple and would work well with the poster art style.

New York Coffee Co has the real texture I am shooting for to be a key element in my brand.





# Sketches

My objective was to play with silhouette hierarchy, colored backgrounds and textures. Overall shape is to be circular. Gradients and glows may be used in fancier versions. Simple vectoring will be important for shape and basic printed items (like napkins, menus, or reproduced products the logo will be one).



Logo Sketches

Shape, format, layout, hierarchy.

# Computer Sketches

Column 1 is plain black silhouettes with texture blocking.

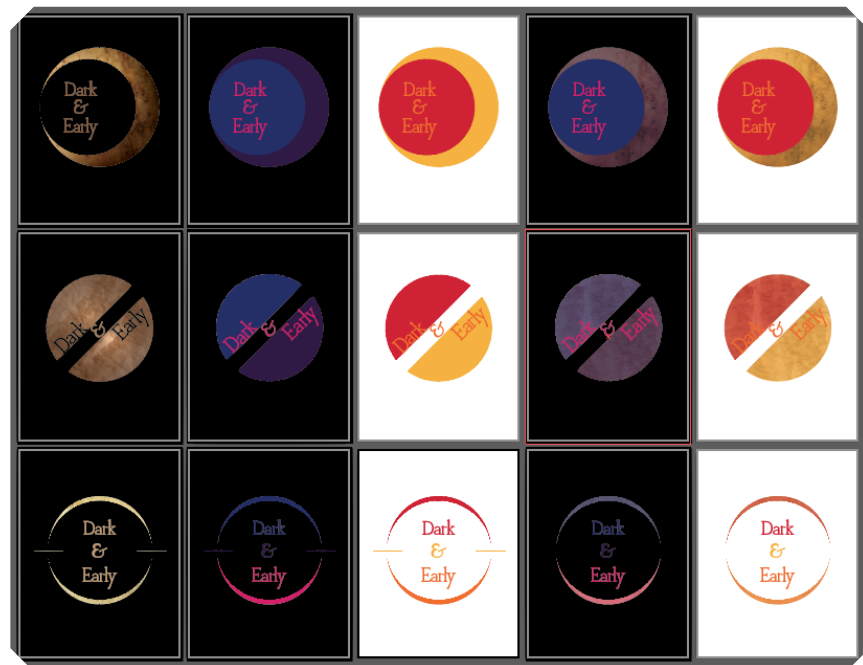
Column 2 and 3 have color schemes applied to the logos.

Column 4 and 5 have the color schemes applied with 65% opacity for a color overlay on top of a textured selection.

There will be 2 color schemes to go towards both marketed audiences. The may be slightly different when finalized.

The cool colors will represent 8pm-3am. The warm colors will represent 3am-9am.

I feel by this point the consensus was to have a circular shaped logo inspired by Heroes and that there would be text incorporated into the logo format.



Computer Sketches

Color, texture, hierarchy.

# Type Exploration



I experimented with serif and sans serif typefaces. I tried decorative typefaces, but they would not provide the flexibility of using the logo in multiple branding purposes. Each typeface is demonstrated as 15pt font size.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Cappuccino Serif

Cappuccino Serif ended up being the typeface used within the logo design. I liked the ampersand and the extreme ascenders and descenders to add flexibility in spacing within the logo.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Avenir-Book

Avenir ended up being my type family of choice for the look book. It did not work well within the logo as it ended up being too blocky and it did not flow within the circular shape.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Athelas

Athelas was unique and did work within the logo, but I felt it lacked personality the logo required. I ended up using it as the type family for the body text within the menus.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

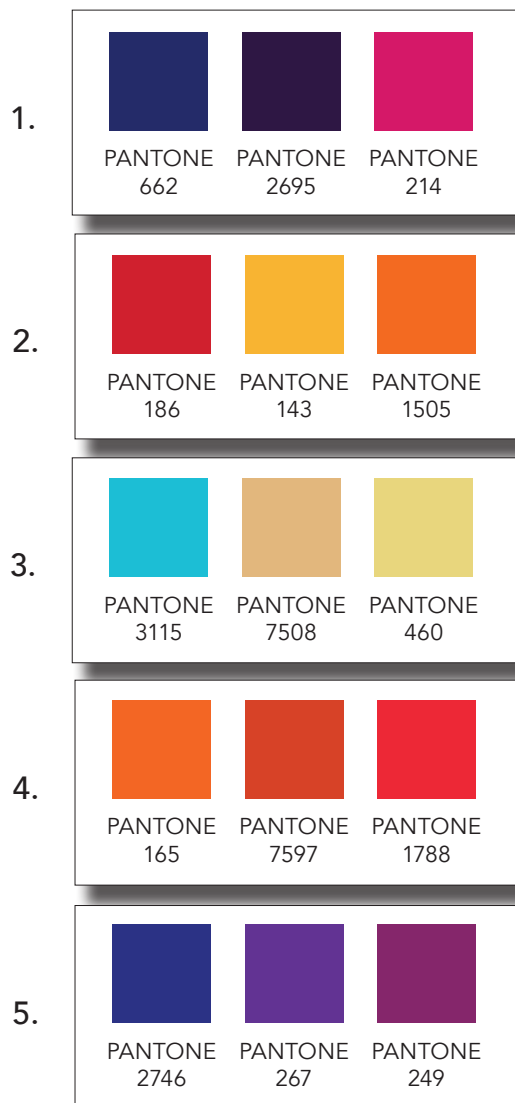
Adobe Garamond Pro

Adobe Garamond Pro was weaker than Athelas in the logo design, but it is a classic typeface and it worked well within the menus for the headers and the address.



# Color Exploration

The goal was to be able to achieve two color schemes in order to reflect both moods of being open all night and being open really early in order to entice both audiences.



Color palette 1 would work best for the night owl color theme with the bright pink to add a little pop to the eye as it would within a sunset.

Color palette 2 would work best for the early bird color theme with warm colors from a sunrise. The warm colors also represent food colors that may entice the audience to purchase a food item along with their beverage on their way to work.

Color palette 3 is too tropical or casual to successfully represent late night or early morning properly.

Color palette 4 would work for the early bird color theme, but it does not have equal representation of all warm colors such as reds, yellows, and oranges.

Color palette 5 would work for the night owl color theme, but they tend to bleed together and make a muddy appearance without having a bold color to create a balance.

Color palettes 1 and 2 became my final choices.

# Final Design

As a final result, Dark & Early's logo has three official versions.

Cappuccino Serif is the typeface of choice for the logo.

Color palettes 1 and 2 became the representative color themes for the late night hours and early morning hours.

The monochromatic logo is used for templates or other items that may be created within the future of the brand to have a professional feel where color may be unnecessary.

Dark & Early is successfully represented by the logo's shape, text, and color. One may look at this logo and see a sunset and a sunrise happening at the same time on two different sides of the world. The logo respectfully demonstrates how Dark & Early embraces both the "night owls" and the "early birds" as the target audience.



# Dark & Early Branded Items



Cups

8pm-3am scene



Cups

3am-9am scene



# Dark & Early Branded Items (cont.)

