

Brand identity

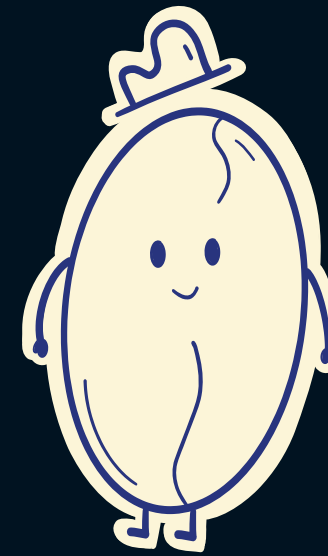
colors

mockup

2025

Logo

Typography

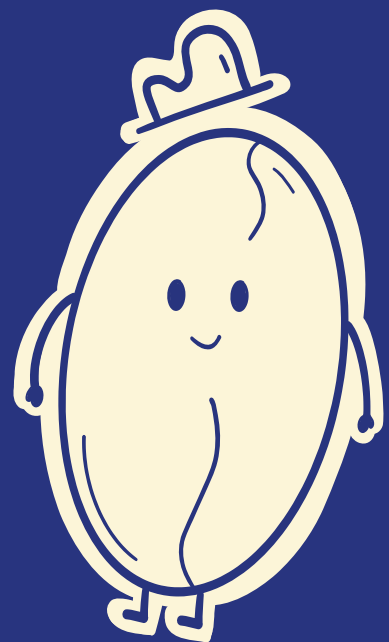


CAFE BRAND IDENTITY

mr. coffee bean

Coffee & Bakery

Brewed with Heart



ABOUT THE PROJECT

Mr. Coffee Bean is a cozy, cheerful café and bakery that adds a little joy to everyday life. With its freshly brewed coffee, baked treats, and relaxed atmosphere, it's a go-to spot for casual meetups, studying, or simply unwinding. At the heart of the brand is the friendly character “Mr. Coffee Bean,” bringing charm, warmth, and a playful spirit that makes every visit feel personal.

TASK

Design a visual identity that captures the inviting, lighthearted nature of Mr. Coffee Bean—friendly, warm, and fun. The brand should appeal to a wide audience, from students to families, while staying playful yet polished.



Mr. Coffee bean

Brewed with Heart
EST.2025

Visit Us
123, Anywhere st.,
Any City, St 1234

Get In Touch
123-456-7890
@mr.coffeebean
mr.coffeebean@website.com
www.mr.coffeebeancafe.com

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BLUEBERRY GLAZE

PRIMARY

HEX: #28347f

rich blueberry-like blue — brings a touch of sweetness and contrast, like a fruit topping on a danish.

VANILLA FOAM

PRIMARY

HEX: #F4EAC1

A soft, creamy beige — like the top of a latte or fresh-baked brioche.

ESPRESSO INK

SECONDARY

HEX: #011321

A deep, almost-black navy - like a bold espresso shot grounding and intense.

CINNAMON HEAT

SECONDARY

HEX: #E2473B

A spiced red — evokes chili, cinnamon swirls, or warm pastries fresh from the oven.

mr.coffee bean
Coffee & Bakery



 Freshly Brewed Mornings &
Oven-Baked Joy — Now Open!



Mr. Coffee Bean is now open!
Step into your new favorite neighborhood spot
where every cup is brewed with heart, and every pastry is
baked to bring a smile. From creamy cappuccinos and bold
espressos to buttery croissants and gooey cookies
we've got the perfect pairing for your every mood.

mr.coffee bean

MENU



Coffee & Bakery
Brewed with Heart

COFFEE

Espresso	3.00
Americano	3.00
Latte	4.50
Capuccino	3.00
Machiato	2.80
Moka	3.00

BAKERY

Croissant	5.00
Tiramisu	5.50
Lemon Tart	6.00
Vanilla Éclair	5.30
Mini Cheesecake	7.00
Butter Biscuit	6.30





Brewed with heart
mr.coffee bean
Est. 2025



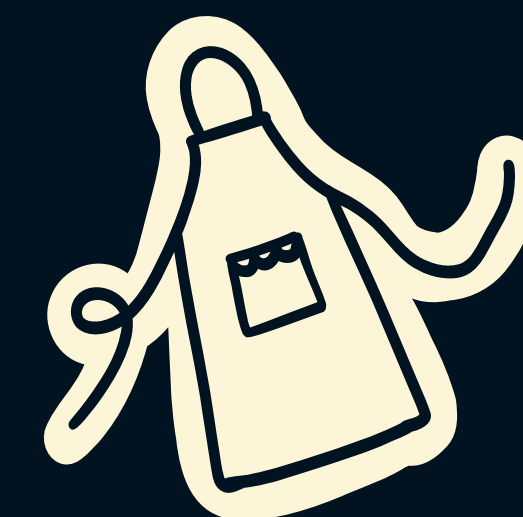
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**IT'S COFFEE
TIME NOW!**







mr. coffee bean

Coffee & Bakery
Brewed with Heart

