



Sip, Surf, and Savor!

Welcome to our coastal haven of specialty coffee! Nestled on the beautiful shores of Portugal, we're your go-to spot for beachside brews and ocean-inspired vibes.

Come taste the sea in every cup!



Creating the logo, brand identity, menu and social media visuals for Salty Cup, a coastal specialty coffee shop, was a journey inspired by the sea. I merged elements of the ocean lifestyle seamlessly into the logo.

Salty Cup's identity resonates with the lively spirit of beachside coffee and surf culture and the rhythm of the waves.



The color palette for Salty Cup includes Powder Blue, Arctic Blue, Cornflower Blue, and Sepia Beige. These hues represent the ocean, sea, sand, and a creamy coffee blend. The three different shades of blue evoke the vastness of the sea and the serenity it brings, while the beige mirrors the sandy shores and the rich, inviting appearance of coffee with milk.

Brand Colors



Exterior Signage and Appearance

The exterior signage and overall look of Salty Cup reflect its coastal location. The main sign features large "Salty Cup" letters at the top of the facade, with an additional sign displaying the full logo near the entrance.

Chalkboards are placed strategically to highlight current menu specials.

The exterior design encapsulates the relaxed atmosphere of an ocean beach, the thrill of surfing, and the unique culture of specialty coffee shops.

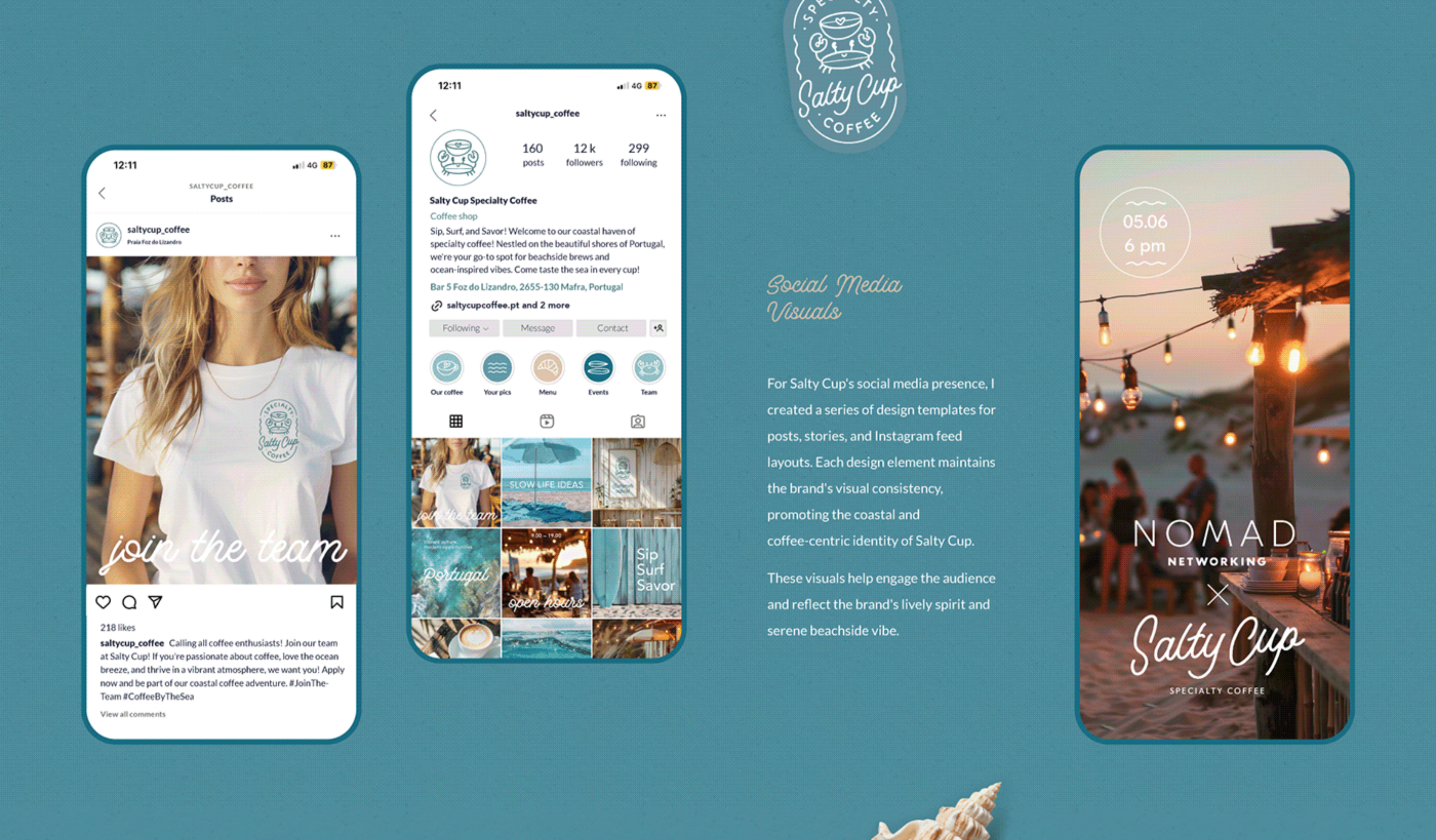


Menu Design and Layout

The menu design for Salty Cup was a crucial aspect of our branding process, as it serves as a primary point of interaction between the customers and the brand.



The menu is crafted from sturdy paper, ensuring all items are easy to read. Its minimalist and calming design aligns with the brand's coastal theme, making it an inviting read for patrons. The simplicity of the layout ensures that customers can easily find their desired items without any distraction.



Social Media Visuals

For Salty Cup's social media presence, I created a series of design templates for posts, stories, and Instagram feed layouts. Each design element maintains the brand's visual consistency, promoting the coastal and coffee-centric identity of Salty Cup. These visuals help engage the audience and reflect the brand's lively spirit and serene beachside vibe.



Branded Merchandise

As a bonus for this unique client, I extended the branding to various merchandise items, including custom t-shirts, branded paper coffee cups, ceramic cups and mugs, packaging for their house-roasted coffee, a branded notebook, and packaging for disposable coffee filters.

Each item carries the Salty Cup's signature design elements, reinforcing the brand's identity with every use.



Thank you!

Thank you for taking the time to view the design presentation for Salty Cup. I hope you enjoyed the journey through the creation of this coastal-inspired coffee shop brand.



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