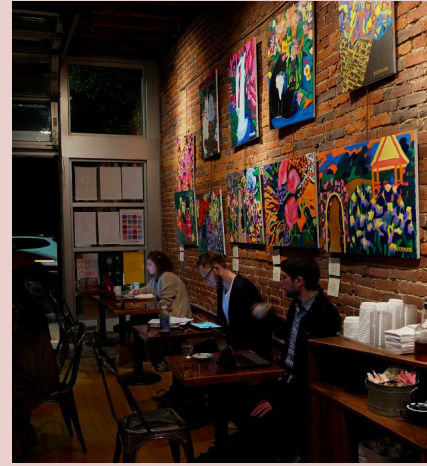




Design Brief

GOOD MUD

The idea of Good Mud Coffee Bar has been boiling on the back burner for sometime. The idea of Good Mug is to have a place for all those that love the late night atmosphere with the mix of the roasted smell of coffee and a hint of Bailey's Irish Cream. Then another idea emerged. To have live music from new artists trying to make their name in the world. Then it occurred to us that Good Mug should promote art students from local colleges & universities to showcase these new bands by making their album covers, t-shirts, logos, and short videos featuring these new bands; with all credits going to the art student.



Vision of Good Mud's Direction

Our vision is to have a new twist on coffee shops. We want a coffee place that stays open for those whose creative brains come alive in the late night hours. Good Mud also invision a place to collborate with like mided artist and to have comfortable sitting, lights and music. We want to incourage artist and students who need outlets to promote their work and



Designer

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Deliverables

*Architactural and contruction plans of interior (including courtyard and front exterior of building)

*Moodboard for sitting area, bar, art display for students, stage for music artis, and study room (conference) for late night crunch time.



Project Run Down

IRSC Spring 2024 GRA4953

Project Purpose

A full Branding Style for a new look on Coffee shops

Target Audience

Our target audience is a mix of generations that are

Diserables (Outputs)

Full Style Guide (PDF): -Branding Design (Logo)
- Architechture Deign (interior, exterior, bar,
study area, courtyard, and stage.
-Appareal Designs and Mockups
-Mood Board

Scheldule

Jan:	*Branding Style Guide *Mood Board *Design Brief	Feb:	*Tangible Logo (Logo on merchandise) *Branding on Appareals	March:	Hands on merchandise	April:	Pitch Design
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Budget

Cmplete Branding Logo cost between 20,000.00 -30,000.00