

GRADUATION PROJECT

VISUAL COMMUNICATION (BACHELOR OF DESIGN)

Vol. 1 of 1

Project Title:

**Holistic Brand Identity & Digital Experience Design for
Café Parking Lot**

Name:

Bhuvi Kulkarni (UA2125143)

Project Mentor:

Karamu Majhi

2025



The Graduation Project Evaluation Jury recommends **BHUVI KULKARNI** from **Visual Communication** for the Bachelor’s Graduation Degree of **Unitedworld Institute of Design, Karnavati University, Gandhinagar, India** herewith, for the project titled **Holistic Brand Identity & Digital Experience Design for Café Parking Lot**. The project is complete in every aspect in accordance to the guidelines set by the institution.

Chairperson

..... Signature	 Name	 Organization
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Members

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*Subsequent remarks regarding fulfilling the requirements

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Written and designed by **Bhuvi Kulkarni**, under the guidance of **Karamu Majhi**.

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ACKNOWLEDGEMENTS

Thankyou!!

The journey of this Graduation Project has been an immense learning, creative exploration, and personal growth.

First and foremost, I extend my heartfelt gratitude to my Mentor Karamu Majhi, faculty at Unitedworld Institute of Design for his unwavering guidance, encouragement, and insightful feedback. His expertise and constructive critiques have been instrumental in helping me refine my design approach and push my creative boundaries. His belief in my capabilities has fueled my confidence throughout this journey.

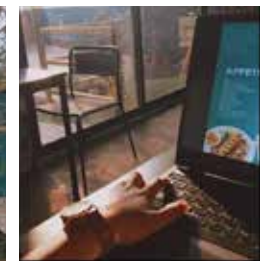
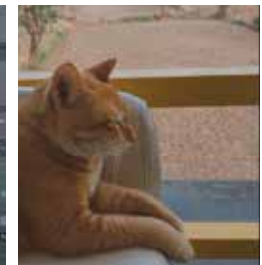
I am incredibly thankful to Pravin Mishra, the owner of café Parking Lot, for entrusting me with the responsibility of shaping the brand identity, website, and social media presence of his café. Moreover, I extend my regards to the Manager of the café Shuvam Mishra and the entire café staff, for making sure nothing falls short for me. This opportunity has been more than just a project; it has

been a real-world learning experience where I could apply my skills and experiment with new ideas.

A special note of gratitude to my family for their unconditional love, support, and encouragement. Their belief in my aspirations has been my greatest source of strength, especially during moments of self-doubt.

To my friends and peers Aarya Latkar, Dhriti Ramesh and Aditi Kulkarni, thank you for being my all time fire brigades, giving me constructive feedback and endless motivation. The shared creative energy have made this journey even more enriching and fulfilling.

This project is not just a culmination of my academic journey but also a reflection of the collective support, inspiration, and knowledge shared by so many incredible individuals. I am truly grateful for this experience and for the people who have made it memorable.



SYNOPSIS



This graduation project explores the process of creating a cohesive and impactful brand identity for a café, integrating branding, website design, and social media strategy to establish a strong and engaging presence.

The project delves into understanding the café's vision, target audience, and brand values to develop a unique and compelling identity. From designing the logo, brand identity extension, merch, in-store collaterals like menu, signages, coupons and cards, etc to crafting a digital presence through an intuitive website and engaging social media content, the project aims to enhance the café's customer experience both online and offline.

The branding process involves in-depth research, competitor analysis, and visual storytelling to create a distinct brand language that aligns with the café's

personality. The website design focuses on user experience, seamless navigation, and aesthetics to offer an inviting digital extension of the café. The social media strategy is built around community engagement, brand storytelling, and digital marketing techniques to establish a strong connection with the audience.

This project is a culmination of my learning as a Visual Communication Design student, applying principles of graphic design, UI/UX, and digital marketing in a real-world scenario. It not only showcases my creative and strategic approach but also highlights the role of design in shaping brand perception and customer engagement.

Through this project, I aim to create a holistic branding experience that brings the café's essence to life, ensuring consistency across all touchpoints and fostering a memorable brand identity.



Image Courtesy : Shiksha.com

ABOUT UID

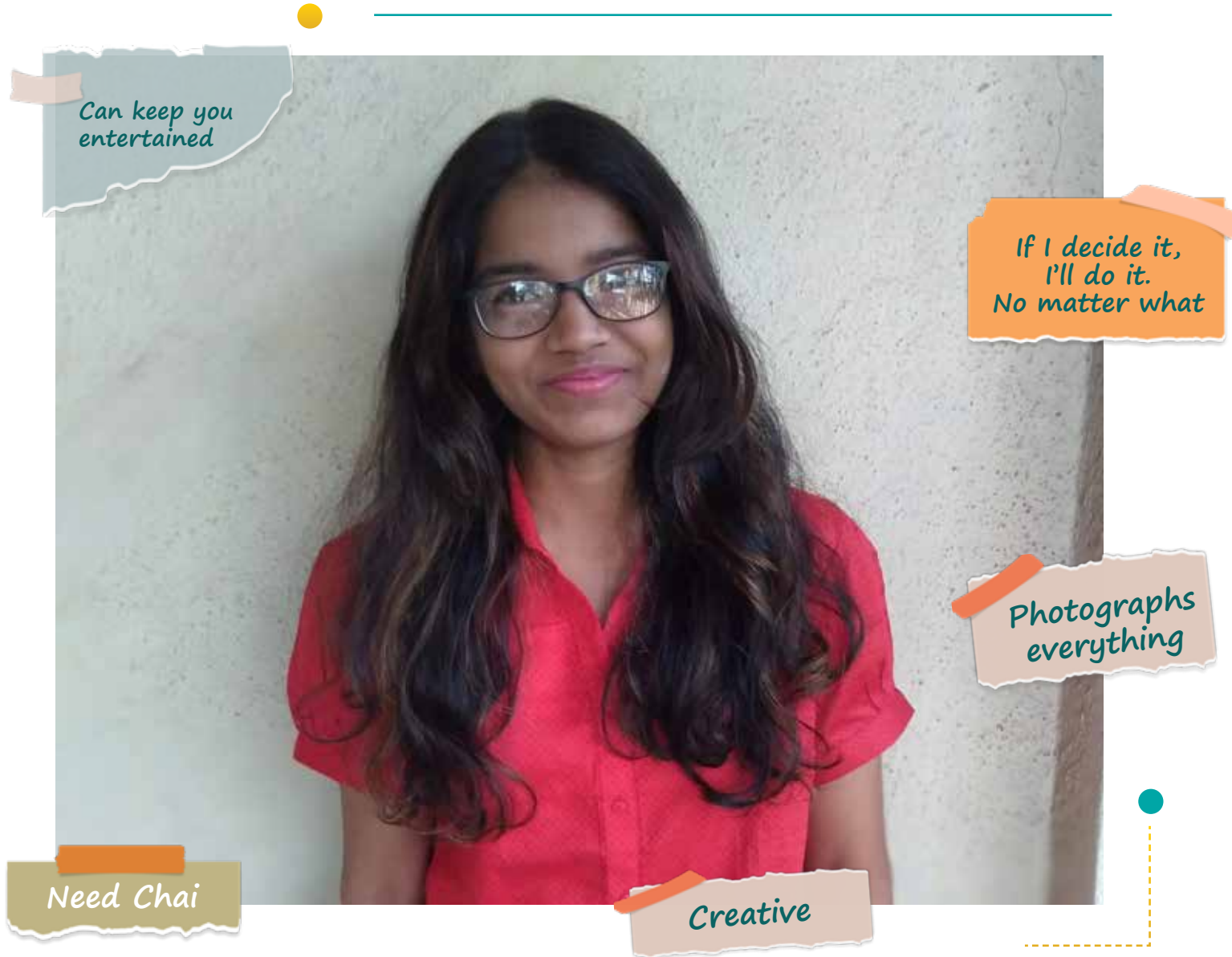


Among India's top design institutes, Unitedworld Institute of Design (UID) is unique. UID was founded to outperform the nation's leading design institutes and sets itself apart with state-of-the-art labs and immersive creative learning.

Our mission at UID is to develop the innovators and trailblazers who will influence Indian design in the future. UID's rapid rise to prominence among India's design institutes can be attributed to its unmatched student exposure, which distinguishes it from other Top B. Design colleges in the nation.

Students at Ahmedabad's UID have easy access to a wide range of facilities, including printing presses, weaving machines, and 3D printers. This special configuration promotes interdisciplinary cooperation and creativity by enabling the smooth integration of multiple design processes.

Life at UID offers an unparalleled journey, beginning each day with a delicious breakfast in the dining hall. Your afternoons will be filled with engaging classes and hands-on workshops, while evenings spent with friends at the Anti-clock.



Can keep you
entertained

If I decide it,
I'll do it.
No matter what

Photographs
everything

Need Chai

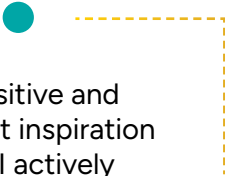
Creative

BHUVI KULKARNI



From childhood, I have had a deep connection with creativity. My interest in shapes and colors turned into a love for painting and drawing. I indulged myself in creating using different materials on paper, canvas, walls, and objects. It became my way of learning and talking to the world. With time, this passion developed into design.

As I grew up, I realized that design is not just a career, it's my passion. It gave structure to my imagination and empowered my creativity. Design enables me to create something beautiful, solve issues, tell stories, and connect with others on a deep level. I finish what I start, especially when things are hard.



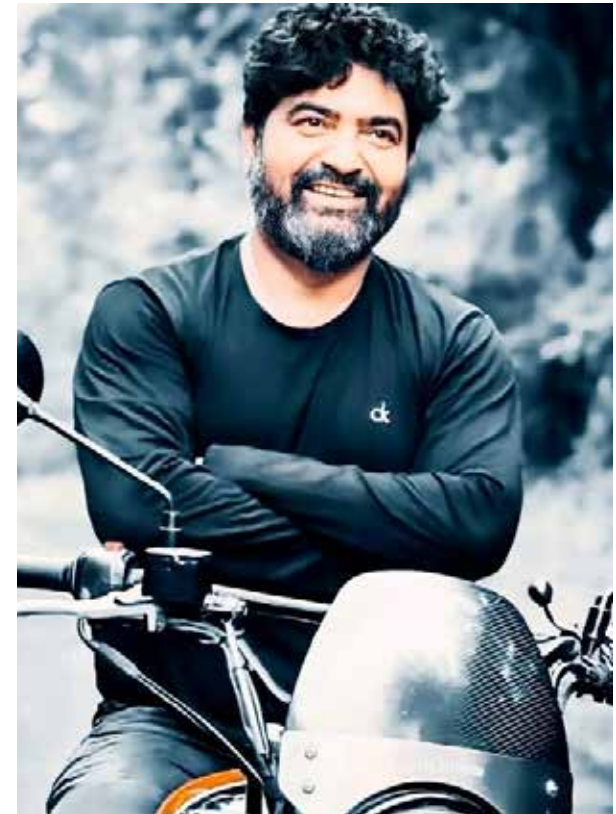
Apart from design, I'm an inquisitive and adventurous person. I think that inspiration can be found everywhere, and I actively go out to seek it. Travel is one of the best things that inspire and teach me. I enjoy getting lost in new worlds, living like locals, exploring the off-the-beaten-path places, sampling new foods, off-road biking, sunset strolls, impromptu hikes into the woods, these things give me a sense of freedom and tranquility that greatly influences my creative process.

In my free time, I crochet, practice classical music or simply listen to my friends yapp.

PRAVIN MISHRA

Us trae que morevil veruncernum labemus
et demus obse, simum iam num iam tam.
Egilicae contem coneste iam ute aucierte,
Catum prec ret virmant.
Lusse cupioss ulegermilis clus, con intimum
et abusa octus aciena, det graequi publi,
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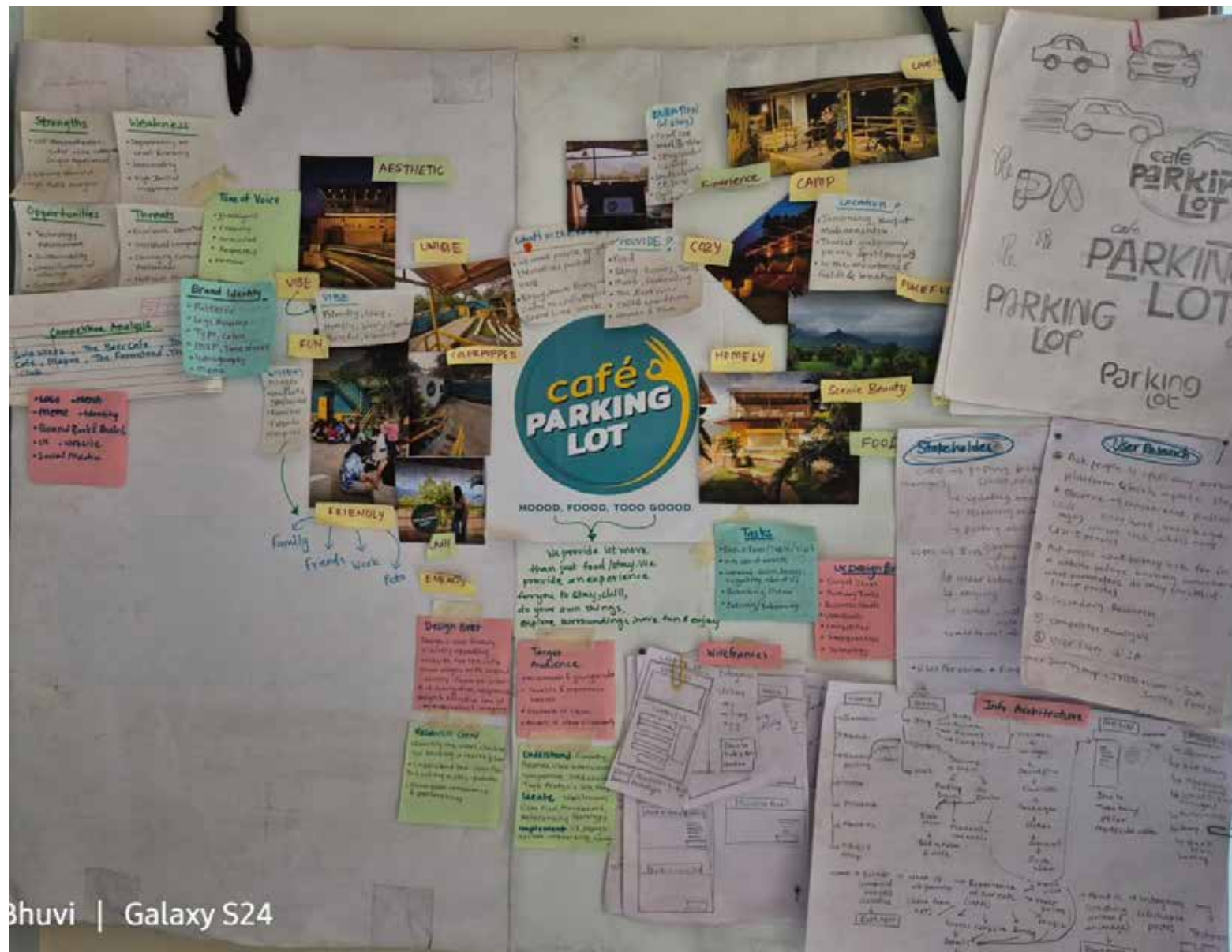


KARAMU MAJHI

Having a bachelors in fine art from B.K. College of Art and Craft Bhubaneswar and Graphic Design Master's graduate from National Institute of Design, It is interesting to consider the extent to which we have become hooked on physical & digital graphics. There is a gradual transformation from just a utility product to self-efficient graphics. With digital services, adding more experiences to the semantic quality of merchandise.

As a design educator, I am very concerned about the graphics' emotional and semantic properties. I think it's important to work a lot with form and visualization to make the graphics aesthetically and emotionally appealing. At the same time, I am very interested in new technology and new graphics.





Bhuvu | Galaxy S24

About the Project



The story started in my Final Jury of Sem 7 in November Month when Pravin Sir was my internal Juror. So both the Juror (internal as well as external) liked my work and they gave me a few opportunities for my GP. The most feasible was this offer for doing a project at cafe Parking Lot. Pravin Sir offered me this Project.

I was a little skeptical about it since it's an outskirts area, but I seized the opportunity thinking that Pravin Sir would mentor me.

A lot of learnings and practical knowledge would be shared by him and this would be a fantastic project.

Ofcourse the project came up with a lot of challenges and ups and downs. It was not easy handling everything on my own, but I became confident, self aware and a lot more capable than I was before.

Lot of people have helped me along the project and I'm grateful to each one of them.

PROJECT BRIEF

PROJECT TITLE

Holistic Brand Identity & Digital Experience Design for Café Parking Lot

Design Brief

To enhance the brand identity, internal and external branding, digital presence, and customer engagement for Café Parking Lot.

Target Audience

Students, Tourists and Travellers, Farm-House Owners, Families & Locals

Objectives

1. To strengthen and extend the brand identity of Café Parking Lot.
2. To enhance the physical and digital presence of the café through strategic design interventions.
3. To create a strong visual language and increase engagement and brand awareness.

Learning Outcomes

- » **Project Management:** Improved time management, organization, and coordination skills while handling multiple things at a time.
- » **Problem-Solving & Adaptability:** Learned to address design challenges, incorporate constructive criticism.
- » **Strategic Thinking:** Learned to develop ideas & strategies aligned with the café's vision, target audience, and market positioning.
- » **Real-World Application:** Gained practical experience working with a client in a professional setting.



*To-do list for
the next
4 Months*

Deliverables

- 1. Brand Identity Extension :** Revise and extend the existing brand identity that includes logo variations, color palette, typography, and Brand Guidelines. Internal and External Branding including Menus, Signages, Posters, Flyers, etc. Brand Collaterals like merch, stationary, newsletters, coupons, special offers.
 - 2. Website Design :** Design a user-friendly, visually appealing website for the café that aligns with the brand identity focusing on intuitive navigation, responsive design, and effective use of images.
 - 3. Social Media Strategy and Content :** Develop a social media strategy that includes target audience analysis, platform selection. Design content for social media posts, including promotional graphics, event announcements, food photography, and engaging captions.
 - 4. Event Conceptualization and Design :** Conceptualize and Design a food festival or event. Create visual materials for the event, including posters, flyers, social media posts, and banners.
-

PROJECT TIMELINE

DEC-JAN

JAN-FEB



Week 1-4

RESEARCH

To understand about the cafe, it's working. Planning about the Project. Data Collection via people and already available resources. Exploration with the logo designs.



Week 5-8

IDEATION

Iterations with Logo Identity, working on Brand Patterns and Merchandise. Designing for different items. Also spent time working on the Menu Cards.

Deadlines are important

FEB-MAR

MAR-APR



Week 9-12

UX

Moving towards finalising the visual identity part. Moving towards the User Experience part with surveys and interviews.



Week 13-16

FINISHING

Working on the final website, prototyping, social media posts and strategy. Documenting and Preparing print files.



RESEARCH

Overview of Café Industry

Gen Xers would recall the cozy interiors, chai, and bun maska of traditional Iranian cafes if you asked them to describe a cafe. Conversely, a millennial is more likely to bring up a coffee shop that serves croissants and has a fancy barista. However, Gen Z would view cafes and their offerings entirely differently.

When a group of expelled Indian Coffee Board members founded the "Indian Coffee House" in the early 1940s, cafe culture in India got its start. Although they were few and far between, the first one made its debut in Bengaluru in 1957.

Coffee shops were initially founded in the Islamic world in the fifteenth century. These were gathering spots where locals talked about everything from politics to culture.

Europe is ensnared in the café culture as we move into the 17th century. In the midst of a growing passion for coffee, cities such as Vienna, Paris, and London had hundreds of coffee shops, each brimming with intellectuals discussing, businesspeople strategizing, and friendships developing.

The café emerged as a catalyst for social change in the 19th and 20th centuries. Cafes, teeming with authors, artists, and philosophers, developed into a breeding ground for revolutionary ideas.

The theme of change persisted into the present day, influencing the café industry. The emergence of the internet era has changed the culture of cafés, making them places for both individual productivity and community interaction.

A new wave of cafes has sprung up throughout India's busy cities, a country rich in cultural heritage and diversity. These coffee shops have evolved into thriving hubs of creativity, innovation, and community involvement, going beyond their initial function as suppliers of refreshments.

Each cafe faces two challenges as India's cafe culture continues to thrive: making a lasting impression in a market that is becoming more and more competitive and cultivating devoted patrons. Many cafes have adopted innovation as a strategic compass to steer through changing trends and create long-lasting relationships with their customers in this dynamic and ever-changing environment.

Key Trends in the Hospitality Sector



Sustainability

- Eco-friendly packaging
- Plant-based menus & Ethically sourced ingredients.
- Use smart light bulbs and smart heating to save energy.



Artificial Intelligence

- Online customer interactions
- Removing lengthy waiting times
- Providing swift, intelligent responses to questions to build customer engagement.
- AI-powered chatbots



Bleisure Travel

- Bleisure travel is the combination of business and leisure.
- It differs from workations because this business travel is usually paid for by the employer and often focused on meetings and events.



Personalization

- Guests treated as individuals rather than anonymous customers.
- Personally greeted by a staff member upon arrival, using GPS technology and booking data
- Loyalty programs enhance customer engagement.



Digital Influence

- Strong Instagrammable Aesthetics
- Themed interiors
- Interactive Ambience
- Reviews and photos posted by past customers
- Videos by vloggers and influencers.



Co-Working Spaces

- The number of remote workers has increased dramatically.
- Whether it is people working from their local coffee shop or people working during a business trip, hospitality businesses need to understand this growing demographic.

Café Parking Lot

Amidst Nature



Mesmerizing



Pretty office



Cozy



Good Food



About P-Lot

Forget everything you thought you knew about mountain cafes. Perched amidst the breathtaking Sahyadri range, a mere stone's throw from the historic Peth Fort, lies a hidden gem: Cafe Parking Lot.

During the monsoon, the views explode with the spectacle of over 100 waterfalls cascading down the mountains, a 360-degree panorama that will etch itself into your memory. Prepare your taste buds for a delightful surprise.

Whether you're a student, a tourist, a local, or just someone seeking a mountain escape, Cafe Parking Lot welcomes you. "Moood Food Too Good!" Come discover the magic at Jambrung Village, Karjat.



Where is it located?

Karjat, a city on the outskirts of Mumbai (between Mumbai and Pune). The steep Ulhas Valley is vibrant during the rainy season, featuring a swollen river and waterfalls.

Karjat is a relaxed area, situated between the Sahyadri mountains amidst the vibrant green surroundings of fields and farms. Many individuals own land and farmhouses in Karjat, where they escape for a tranquil weekend retreat.

Existing Identity Analysis

What & Why do we need to change



Color Palette



Current Status

- **Visitors** - Friends, Locals, Uni People, Students from Uni
- **Customer Engagement** - Whatsapp group broadcast, Facebook, Friends, Students
- **Events** - Parties, Get-togethers, Meetups with friends or contacts.
- **Visual Identity** - Logo and Tagline, Primary Colors

Demographic Analysis

Full of Fancy Farmhouses

Karjat (station code: KJT/S for South (local)) is a railway station on the Central line of the Mumbai Suburban Railway network. Karjat is a major rail terminus, connected via local trains to Chhatrapati Shivaji Maharaj Terminus Mumbai, Khopoli and Panvel.

Located about halfway between Mumbai and Pune, this is a famous stop for vada pav.



It's a vibrant tapestry of adventure, culture, and natural beauty. Known for its lush landscapes, serene lakes, and breathtaking hills, Karjat offers a refreshing break from the bustling city life of Mumbai and Pune. The town's stunning backdrop, nestled in the Western Ghats, a UNESCO World Heritage site showcases a rich biodiversity that captivates every visitor.

From trekking in the hills to exploring ancient caves, the options are limitless. Water sports, such as kayaking and boating, can be enjoyed at various lakes, like Pali Lake and Kondhane Caves Reservoir.



Karjat is not just about its natural beauty; it's also an agricultural treasure trove. The area is dotted with lush farms and traditional grape vineyards, showcasing Maharashtra's agricultural wealth.



A large, bold, teal-colored letter 'S' is centered within a yellow rectangular box. The box has rounded corners and is outlined with a dashed teal border.

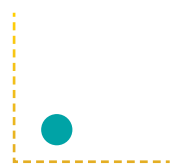
- » Scenic Beauty
- » Lot of Activities
- » Unique Conceptualization
- » Growing Demand
- » High Profit Margins

- » Distance Barrier
- » Seasonality
- » Dependency of Local Economy
- » Brand Presence
- » Customer Retainment

A large, bold, teal-colored letter 'W' is centered within a yellow rectangular box. The box has rounded corners and is outlined with a dashed teal border.



- » Advanced Technology
- » Sustainability
- » Partnerships
- » Diverse Offerings
- » Digital Presence



- » Economic Downtown
- » Increased Competition
- » Natural Threats



Competitive Analysis



Brand Story

A trip to his family's property in Nashik, famous for cultivating table grapes in 1994 gave rise to the seed of a thought, and he started working on the idea of cultivating wine grapes in Nashik.

The title 'Sula' was derived from his mother's name 'Sulabha' and reflected the rich Indian heritage of his wines. The wine was proud to be Indian and the first company in the country to sport an Indian logo. Sula sun spreading cheer with every sip.

Tone of Voice

- » Approachable and Welcoming
- » Informative and Educational
- » Celebratory and Enthusiastic
- » Environmental Stewardship

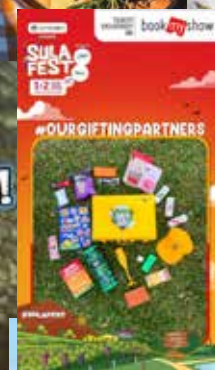
Website : sulavineyards.com

Color Palette



Brand Values

- » **Indian Heritage** : Emphasizing the rich cultural background of its wines.
- » **Quality and Craftsmanship** : Commitment to quality and craftsmanship, with every wine made with sustainable, environment-friendly practices.
- » **Sustainability** : Promotion of renewable energy, efficient water harvesting systems and recycling of packaging and solid waste management.
- » **Informative** : Provide information about wine collections, how they're made, concepts behind it.



YOUR FAVORITE WINE, NOW IN A CAN!

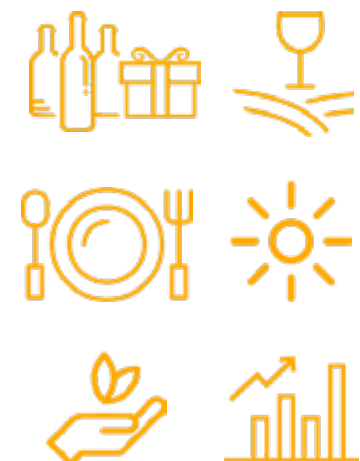
Introducing **SULA WINE IN A CAN**

A PERFECT BLEND OF TRADITION AND INNOVATION, NOW INCAPULATED IN A SLEEK AND CONVENIENT CAN.

SULA CHENIN BLANC
WINE ANYTIME, ANYWHERE

SULA ROSE ZIN
INSTANT WINE MOMENTS

SULA RED ZIN
ECO-FRIENDLY SIPPING



"INDIA'S #1 SELLING ROSÉ"

Fruity, Fresh, Light

Fresh

"INDIA'S MOST LOVED WHITE WINE"

Refreshing, Easy, Crisp

Easy

Are you old enough to drink?

☐ Yes ☐ No

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Yes please! **No... I'm full**



DOMAINE SULA CHANNAPATNA, KARNATAKA - DAY ENTRY

9 Hours | From INR 1,400

02 Apr, 2025 + 5

Channapatna, Karnataka 562150, India

Wines **Pairings** **Courses** **Winema...**

SULA FEST 2025 **Events** **In the N...**

DINDORI RESERVE

Sula's Dindori Reserve highlights our winemakers and their endeavors, using their winemaking skills and tools as artisans with Shiraz, Viognier and more recently Chardonnay.





Delivering Delicious Goodness Since 1959

Brand Story

Earlier, Panchgani was better recognized for its sanatoriums and not much for its strawberries. Mr. Vora, who was a pharmacist by training and an entrepreneur by passion, prepared batches of strawberry and raspberry jam, which received a positive response in the market.

Mapro is one of the prime innovators of processed foods and is situated amidst the picturesque hill stations of Mahabaleshwar & Panchgani in Western India. Mapro products are reputed for their quality and taste and for their natural goodness and nutrient content.

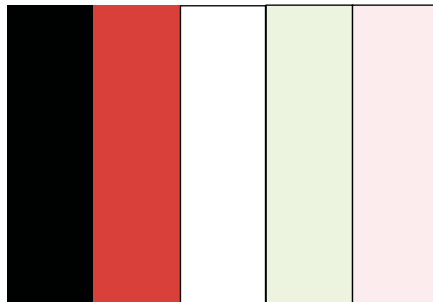
Tone of Voice

- » Positive and Approachable
- » Family-friendly

Mapro Products

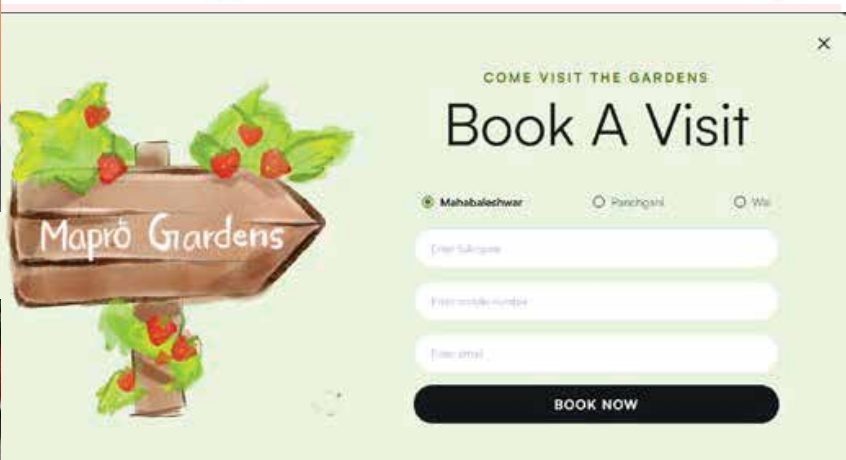
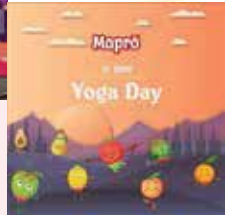
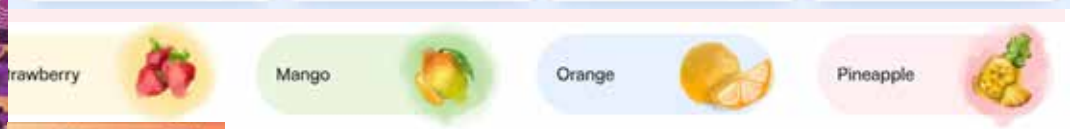


Color Palette



Brand Values

- » **Business with us:** This glorious journey over 6 decades wouldn't have been possible without our community of farmers, suppliers and distributors that form the backbone of our business chain.
- » **Mapro promise:** We produce only food that we ourselves would want to eat and share with our family and friends. Being brutally honest and open in all that we do, it is easy for us to ensure the highest standards of quality.
- » **Sustainability:** We were born in the hills and being in harmony with nature is second nature to us. Sustainability is everyone's responsibility across all our brands and products.

[illegible]

The Strawberry Festival

Rally, Malakhamb, Dhol-Tasha, Lezim, Mehendi,
tatoo, Magic Show, Fire Show



A Countryside Affair

Brand Story

The Farmstead Agro Tourism Resort is just 40 km from Pune, at the foot of Lavasa, in the midst of countryside and provides a great chance to live village life and get in touch with nature. Adventure sports like river rafting and trekking can be enjoyed here.

A range of accommodation types to meet your needs, from rooms in our main lodge, quaint cottages, and spacious campsites. From cozy stays, farm stays, and delicious local cuisine, you will have a memorable stay.

Tone of Voice

- » Positive and Approachable
- » Farming & Countryside
- » Family-friendly

Website : thefarmstead.in

Color Palette



What do they Provide

- » **Escape from Bustling City Life** : Are you looking for a break from the hustle and bustle of city life? Then look no further than The Farmstead Agro Tourism Resort. A chance to escape city life and immerse yourself in the beauty of the countryside.
- » **Authentic Rural Life** : A one-of-a-kind experience that combines the traditional charm of rural life with modern amenities. You can take part in farming activities, taste local cuisine, and immerse yourself in the rich cultural heritage of the region.





A Way to Revive Yours

Brand Story

During the Pandemic, the duo was brought closer to nature, with them trying their hand at farming and even setting up a studio within a giant banyan tree in Karjat. Roots is a place where the past lives on and you sense the peace and nostalgia along with a dash of art. Let us all respect the space and hold the experience close to our hearts.

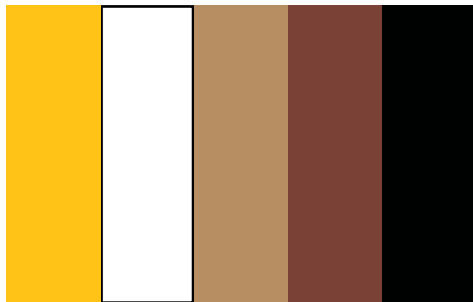
A unique cafe where Maharashtrian Culture is preserved in food, way of living and representing. If you stop by, we suggest you to experience the peaceful environment, nature and release your stress in the air.

Tone of Voice

- » Close to the Nature
- » Preserving & Promoting Art
- » Family-friendly

Instagram : @rootsartcafe

Color Palette



Brand Values

- » **Keeping the Nature Alive** : A cafe set amidst nature where conversations breathe and roots deepen. Shades of trees and flowers, very vintage vibe cafe.
- » **Keeping the Art Thriving** : A place created by a sculptor with utmost delicacy and creativity. The place is decorated with a lot of artefacts. Every corner having a story to tell. They are promoting regional art forms since two decades. You can immerse yourself with paintings and workshops.
- » **Authenticity** : The authentic dishes prepared by the locals, food options and combinations. The thalis steal the show, very authentic, homely and delicious.

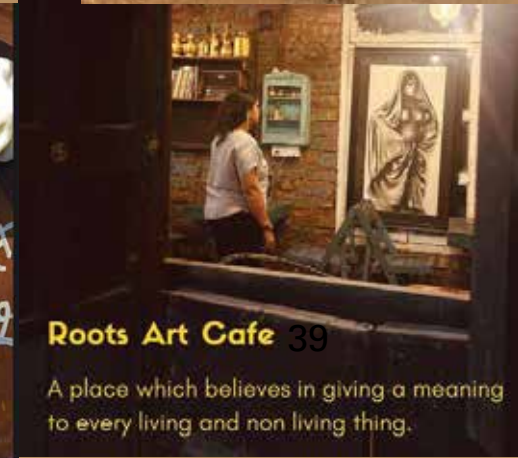
ROOTS HOMESTAY



Root's Food is known for its homely cuisine. It is preciously cooked by our local staff with an authentic touch.



We stand for keeping nature alive and art thriving. Let's honor and protect both, together.



Roots Art Cafe 39

A place which believes in giving a meaning to every living and non living thing.

BRAND DEVELOPMENT

The Initial W's



WHO are we?

A welcoming space where individuals and communities can connect, co-create, and unwind amidst nature's beauty.

WHAT do we value the most?

Joy , Serenity, Community, Connections, Collaboration

WHAT is our Personality?

Warm & Welcoming,
Friendly & Respectful,
Creative & Inspiring

HOW do we stand out?

We serve an experience, not just the view, not just the food, not just the space.

Brand Positioning

Brand Positioning is showing how a brand is different from its competitors and where, or how, it sits in customers' minds.



Brand Archetype



The Explorer

The café is situated in the natural setting with camp facilities, encouraging outdoor activities.

It attracts those seeking something new, outdoor recreation, and refuge from city living.

With forts close to the café, we recommend individuals to trek early in the morning. We also get some bikers visiting us, exploring off road locations.



The Creator

The owner himself being a designer, has conceptualised the café in a very beautiful way.

The co-creating space fosters a community of artists, thinkers, and innovators. We encourage creativity, collaboration, and self-expression.

The atmosphere around the café makes it a suitable place to work and ideate.



The Caregiver

A café with a peaceful, natural setting and a focus on good food creates a home-away-from-home feeling.

The stay experience is all about escape from city hustle, relaxation, and personal well-being,

The staff and the Manager provide amazing hospitality, welcoming and providing the guests with all the possible outcomes.

Nomenclature

PARKING LOT

Special credits goes to the person who named this cafe. It is very unique and thoughtfully curated. Parking Lot is a place where we want people to come and get themselves parked here. Surrender to us to get an amazing experience with delicious culinary, warm & welcoming hospitality, some of the best view and a very cozy stay options.

*What's in the
Name tho??*



MISSION

To provide a welcoming space where individuals and communities can connect, co-create, and unwind amidst nature's beauty. We aim to offer a soulful experience through delicious food, warm hospitality, and an ambiance that fosters meaningful conversations and moments.



VISION

To become a Michellin Star, fostering a unique blend of natural beauty, community spirit, and delightful culinary offerings. We envision growing into a chain of idyllic cafe-villas that bring people closer to nature and to each other.



PURPOSE

We want to provide an escape from the hustle of daily life, offering a peaceful retreat where individuals and communities can gather, collaborate, and rejuvenate in harmony with nature.

Tone of Voice

Warm & Inviting

Welcoming and Friendly. Adding a personal touch to make customers feel valued and important.

Playful & Energetic

Lighthearted, fun, and interactive, suiting a space that encourages co-creation and recreation. Conversational with a touch of humor and quirkiness.

Casual & Trustworthy

Use of natural, everyday language to connect with customers instantly and frankly.

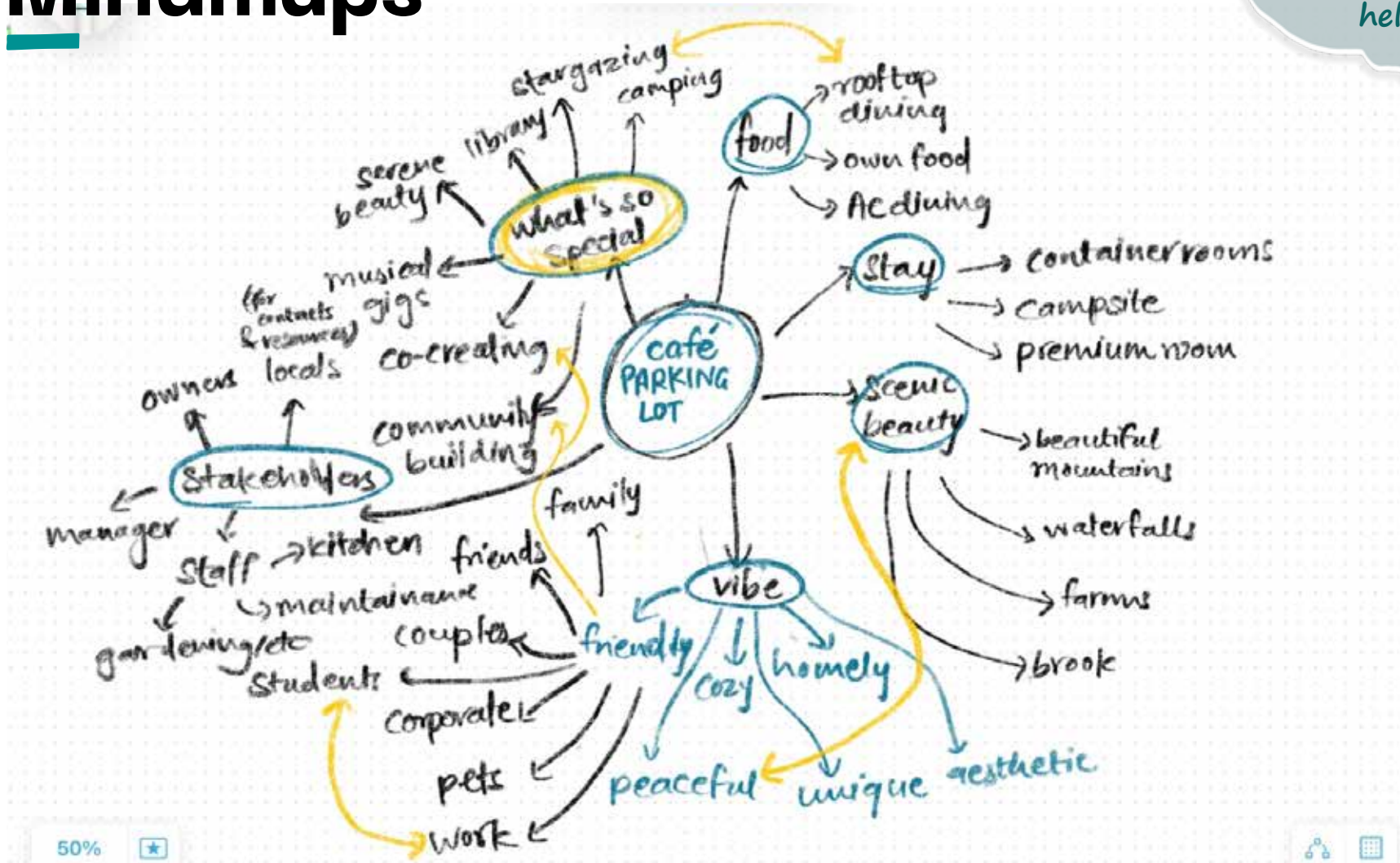
Inclusive & Community-Driven

Encourages a sense of belonging where people can collaborate and co-create. People should feel a safe space to interact and get involved.

Meri awaaz hi
meri pehchaan hai

Mindmaps

Trust me
it really
helps





Objective

To craft a distinctive and memorable visual identity for Cafe Parking Lot, reflecting its unique ambiance and character. The new design will be versatile, resonating with a diverse audience while ensuring seamless integration across all branding platforms.

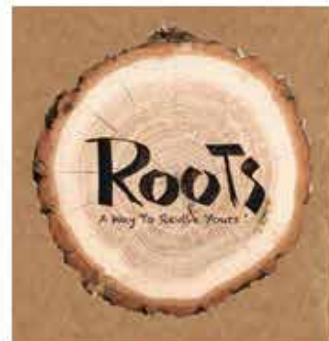
Target Audience

- Families, Friends, Solo Travellers
- People looking for a break from city hustle
- Experience oriented individual



Referencing

Analysing Logos of Hotels, Resorts, Cafes, etc that have unique experiences, concepts and ambience.



Keywords

This is my work board where I've put up my brainstorming, mindmapping, etc. Finding some key words to align the Brand Identity.



MoodBoard

Fun

Crazy

Energetic

Aesthetic

Cozy & Warm

Welcoming

Tranquility

Chilling

Why don't
moodboards have
mood swings??



Moodboard is a collection of images, colors and other elements used to communicate a project's overall feel and guide the design process. It represents the overall feel and direction to go ahead with the project.

The moodboard represents the overall vibe of the cafe with a lot of bright colors inside the cafe being sunglow and turquoise. So the fun, playful, energy, celebration vibe stays in the cafe with different festivals, days and themes going on. The campsite that the cafe has, with fairy lights and bonfire and people singing and chilling

around, giving the perfect cozy night vibes. Lot of posters put up in the cafe and graphical elements, makes it a proper happy go lucky vibe with a little peace in all the fun.

With an amazing breathtaking view of the nature around the cafe, with the farms, water flowing, trees, clouds coming down, green mountains and tons of waterfalls, it gives tranquility.

Surrounded with all of these vibes, having some good food of your choice, freshly prepared with all the love just completes your day.



Vision Board

Graphical
Simple
Clean

Inspiration Board is a tool used to explore creative styles and innovative ideas. Inspiration board is also commonly known as Vision Board or Concept Board.

Inspiration Board made by each person would be different, since everybody has a different vision even with the same style.

You can use this to showcase this upcoming journey and share it with you team to share what you exactly plan on moving ahead with.

After looking at many reference styles on the internet, I came up with this Inspiration Board.

Since, explaining the exact identity style that I was looking to go forward with, I decided to find some reference images and put it up into a collage and show it to the client.

I wanted go ahead with some graphic clean identity. A typographical logo, with some fun elements of letter manipulation and some extension of the identity.

Since it was clearly mentioned that the logo should be typographical, I wanted to introduce some brand patterns that are a graphical representation of what the cafe has to say.



Paper Pencil



unique
by that

unique
by that

Digital Iterations

PaRkiNg
lot

PaRkiNg
lot

PaRkiNg
lot

**PARKING
LOT**

café
**PaRkiNg
lot**

**PaRkiNg
Lot**

cafe
**PaRkiNg
Lot**

**PARKING
LOT**

CAFE
**P@Rkiñg
LoT**

CAFE
**P@Rkiñg
loT**

Shortlisted

The initial idea of a little playful typeface, with the idea of implementing the levels of the cafe in the typeface. The same placement of words, not much changes.



MOOD, FOOD, TOO GOOD.



MOOD, FOOD, TOO GOOD.



MOOD, FOOD, TOO GOOD.

The playful typeface, after iterations came out into a more trustable and little mature typeface, with the same concept of levels, but with some graphic elements.



Jo saccha hai
wo acha hai

Client Reviews



MOOD, FOOD, TOO GOOD.



MOOD, FOOD, TOO GOOD.



MOOD, FOOD, TOO GOOD.

Ideation 1

This one now looks like a small college cafe. In years to come, we'll multiply to different cities. Play with a few interesting fonts. Try a few more options.



MOOD, FOOD, TOO GOOD.

After my proposed logo, he decided to move forward the the existing Identity, and asked me to not change it, since it is already established.

He asked me just to make the hand more human and move on with the next deliverable.

Juror Feedback

In my mid term evaluation, the Juror suggested Sir to change the logo and make it more minimalistic and interesting. In her opinion the logo had a lot of unnecessary things and was a bit outdated. It should be more clean and modern.



Ideation 2

The outer circle or any shape can be removed since its taking unnecessary space. Try out few options without circle/any shape.

After not getting enough feedbacks from my client, I started taking guidance from my Internal Mentor.

Hum honge
Kamiyaab

Ideation 3

Looks Good! We can go ahead with this

Final Logo



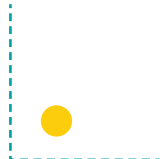
Word Mark



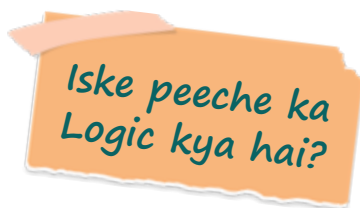
Secondary Logo



Icon



Concept Note



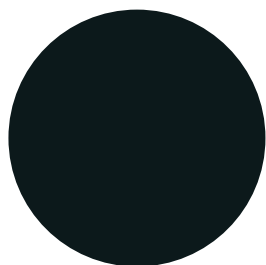
*Iske peeche ka
Logic kya hai?*

The design embodies a **playful** yet **trustable** aesthetic, striking the perfect balance between **fun, creativity,** and **energy**. The logo features a unique combination of **uppercase** and **lowercase** letters, creating a dynamic and unconventional look that reflects the café's vibrant personality.

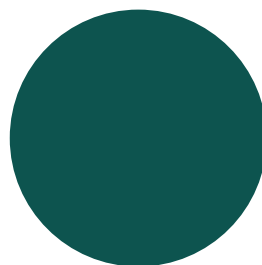
The dashes, represent **different levels** of the café, subtly embedded within letterforms. The playful typographic structure, combined with **bold yet balanced hues**, will ensure **strong brand recognition**.



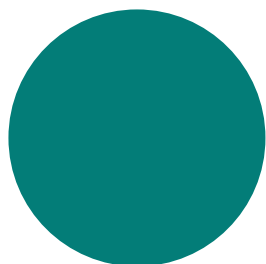
Color Palette



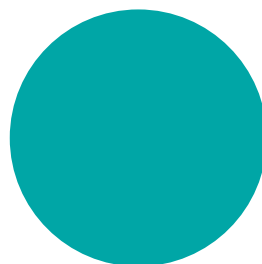
HEX #0c191b RGB 12 25 27
HSB 188 56 11 CMYK 81 66 64 78



HEX #0d544f RGB 13 84 79
HSB 176 85 83 CMYK 89 46 63 35



HEX #0f7d78 RGB 15 125 120
HSB 177 89 49 CMYK 87 32 54 10



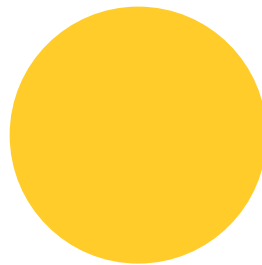
HEX #00a6a6 RGB 00 166 166
HSB 180 100 65 CMYK 78 12 39 00

Turquoise

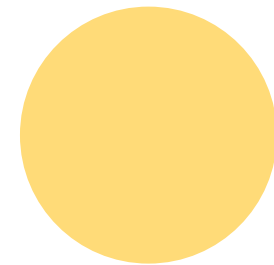
Turquoise evokes feelings of peace, serenity, and relaxation. It balances the energy of yellow by providing a sense of tranquility.

Sunglow

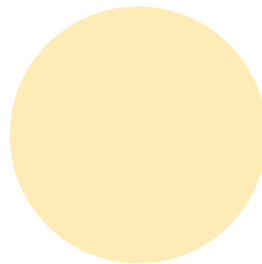
Yellow is strongly associated with joy & positivity. It can create a welcoming and uplifting atmosphere. It is also linked to mental stimulation and creativity



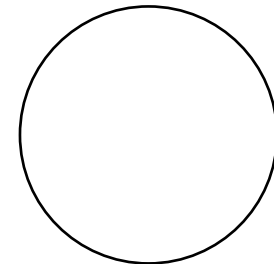
HEX #ffcc29	RGB 255 204 41
HSB 46 84 100	CMYK 0 19 92 0



HEX #ffdb78	RGB 255 219 120
HSB 44 53 100	CMYK 1 12 63 0



HEX #ffeabb5	RGB 255 235 181
HSB 44 29 100	CMYK 1 6 34 0



HEX #ffffff	RGB 255 255 255
HSB 44 0 100	CMYK 0 0 0 0

Brand Extension Ideation

Phool Patte
Pahad Paudhe



Patterns create a strong visual identity that is easily recognizable and memorable. They help customers quickly identify and associate with the brand, even from a distance.

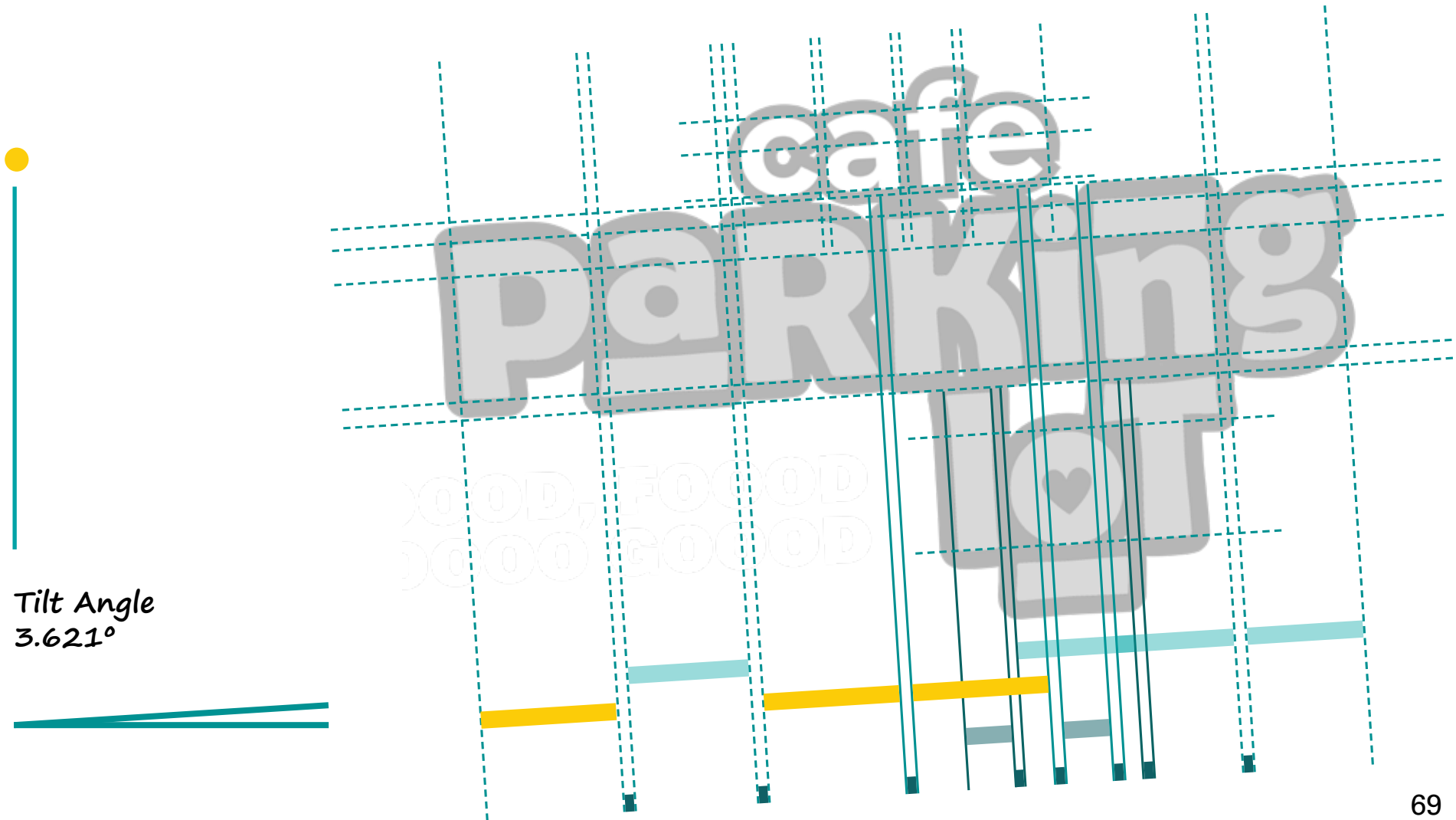
These patterns are crafted after a lot of style and layout iterations keeping in mind the Identity, values, mission and vision of the cafe. The elements include things that make the cafe unique, like nature, view, food, fun and creativity.

Final Patterns



BRAND GUIDELINES

Logo Construction



Logo on Color



Scale

Digital



The preferred minimum size for the logo in digital is 28mm height and 50mm width. The logo should always be proportionally scaled with the height and width.

Print



The preferred minimum size for the logo in print is 18mm height and 30mm width. The logo should always be proportionally scaled with the height and width.

Logo Misuse

Do not stretch or distort the logo.



No outline versions.



Do not rotate the logo in any degree.



No shadows.





Kuch bhi
nai kar
sakte

No
gradients.

cafe
PaRKiNg
lot

Do not
increase
the stroke
weight.

cafe
PaRKiNg
lot

No random
colors.

cafe
PaRKiNg
lot

Do not
change the
alignment.

cafe
PaRKiNg
lot



MERCHANDISE

Visiting Card



Measurements : 92mm x 52mm



Room Keychains



Room 1 Name



Back Side (common for all Keychains)



Room 2 Name

Mugs & Cups



Dine-in beverages. Yellow for Hot ones and Turquoise for Cold ones.



Takeaway orders.

Tea Coasters & Tissue Box



Tshirts & Apron



Staff Tshirts : One color for the Chefs & one for the Waiters.



MENU DESIGN

*Ik you might
be hungry but
hold on!!*

Brief : Redesign the existing menu,
add relevant food images.

Takeaway : Modern Minimalist Menu Card
aligning with the New Brand Identity.
Adding food images so that there is less
space wastage. Earlier Menu Card was white
background with text in turquoise. Menu
Items in left alignment and prices in the right
alignment at both the ends of the page. The
whole centre space was unutilised.



Iterations

The Brief was very clear, so I didnt have to spend a lot of time on layouting. There was just text and images. Quickly started with some custom layouting per page, with text on the left side of the page and relevant food images on the right side, bottom and top corner of the pages.

I did some iterations for the image presentation, the white outline for making the image stand out from the background was the idea. Some suggestions for yellow putline since the cafe plates are yellow, outlines and shadows. What worked for overall images and throughout as a book was the white solid outline.



BREAKFAST

VEG

Aloo Paratha With Curd	120/-
Aloo Cheese Paratha with Curd	150/-
Onion Paratha With Curd	125/-
Paneer Paratha With Curd	150/-
Paneer Cheese Paratha	175/-
Poha	60/-

EGGS

Plain Omelette	90/-
Masala Omelette	120/-
Sunny Side Up/ Half Fry	90/-
Eggs Over Easy	90/-
Masala Bhuri	120/-
Boiled Eggs (2 Nos)	60/-



HOT BEVERAGES

Tea (small/large)	30 / 40
Black Tea	20
Lemon Tea	40
Coffee	40/50
Black Coffee	20

COOOLANTS

Coccons Away (Blue Curacao)	125/-
Classic Virgin Mojito	125/-
Watermelon Virgin Mojito	125/-
Strawberry Virgin Mojito	125/-
Mint Cooler	125/-
Fresh Lime Juice	70/-
Fresh Lime Soda	100/-
Cold Coffee	180/-
Bottled water 1L / 500ml	20/- / 12/-



3 Fold Menu





The 3-Fold Menu Card is specially designed to distribute to other farmhouses and guest houses nearby. Can also be distributed in the University. Motto : Low budget - Mass Quantity.

INTERNAL BRANDING



Spacial Branding

1. Wall Murals & Graphics
2. Posters
3. Way Findings



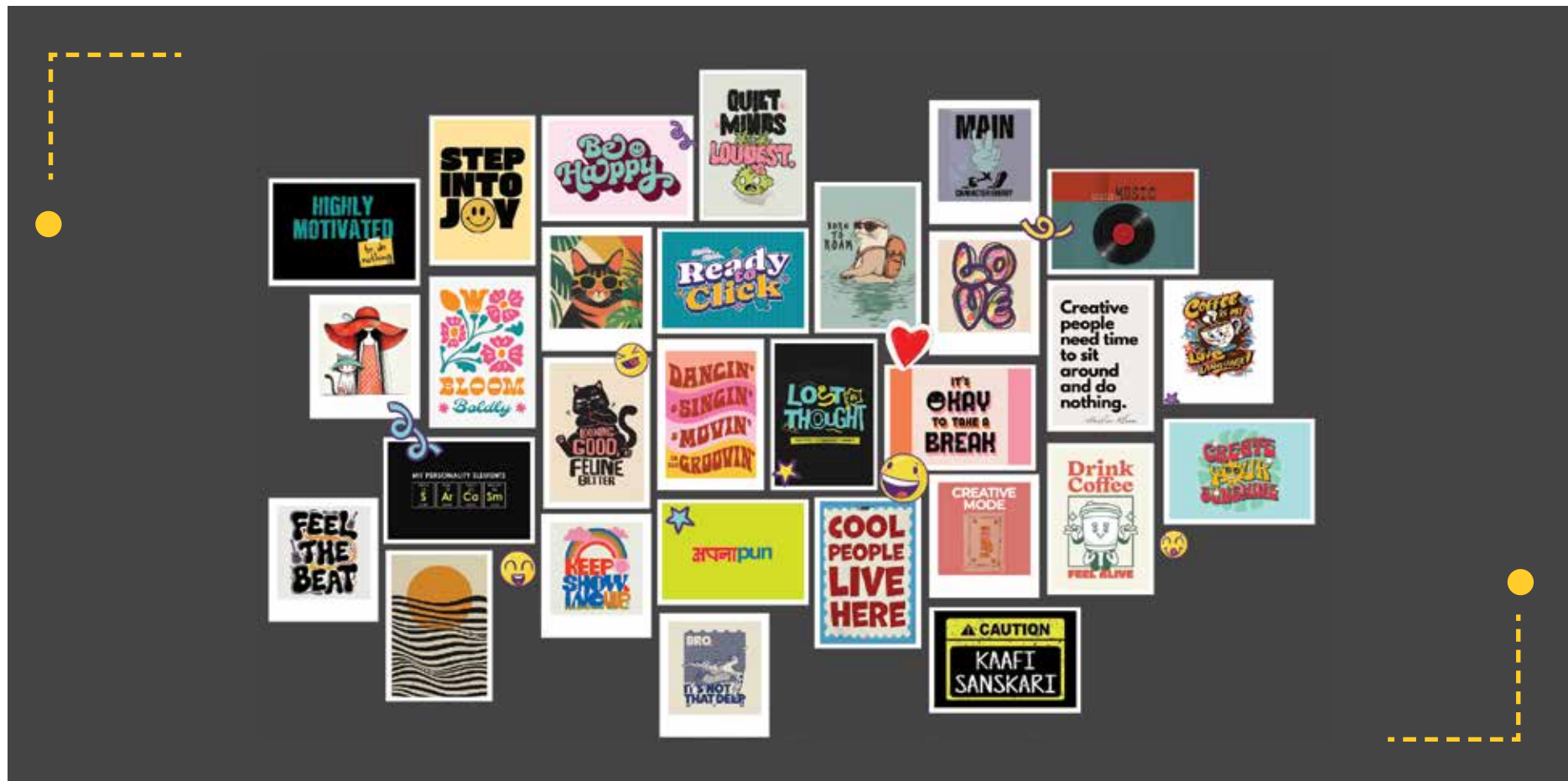
Interactive Touchpoints

1. Giveaway Kits
2. QR Codes for Menus
3. Photo Friendly Spots



Posters

Posters to put on the dining room wall.
matches the offering the vibe of the cafe.



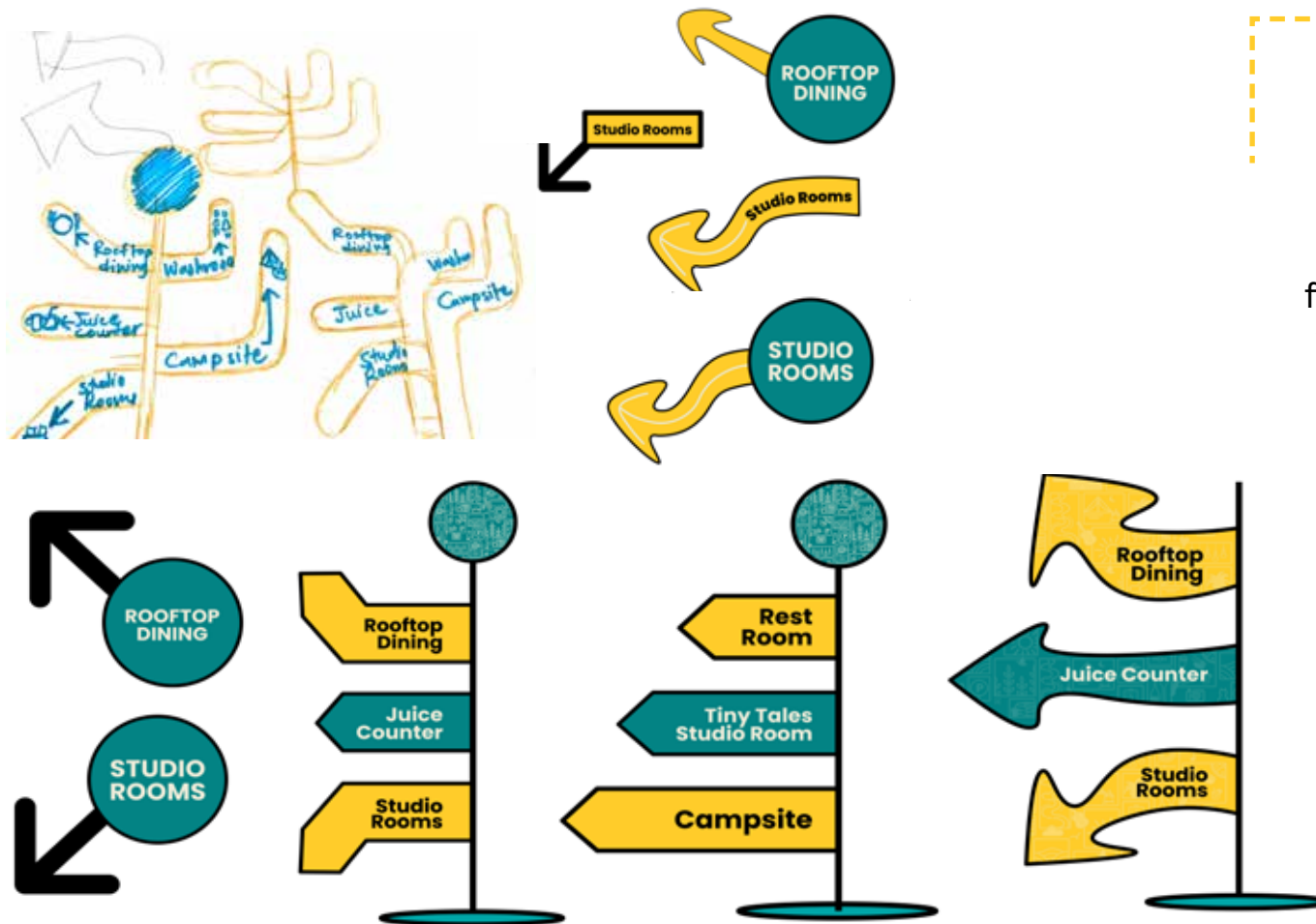
Clay Plates

Clay Plates with stickers of food related quotes to put on the dining room wall.

Getting into
the aesthetics



Way Findings



Initial Concept

The cafe is in different levels, two steps up, five steps down. The idea was to align the way findings with the brand identity with its relevance to the levels.





I realised the the laser cut sign won't give a good effect, it might get merged with the background given the light and shadow setting. So I modified the signs with a normal background and some text.



I tried one more simple version with out the icons in a circle. Only text, bold and simple like the cafe signs around the streets. This looks very simple and less of signages but rather boards.



The signage was ideated with a free flowing, organic shapes matching with the vibe of the cafe. Will be placed at the main area where there is an amphitheatre, an area where a ot of fun activites are conducted.

Chill I mean you
won't get lost

Interior Decor





Cute Lil
Return Gifts

EXTERNAL BRANDING

Hoarding

- Hoarding at the cafe (Above the roof, to locate from a distance)



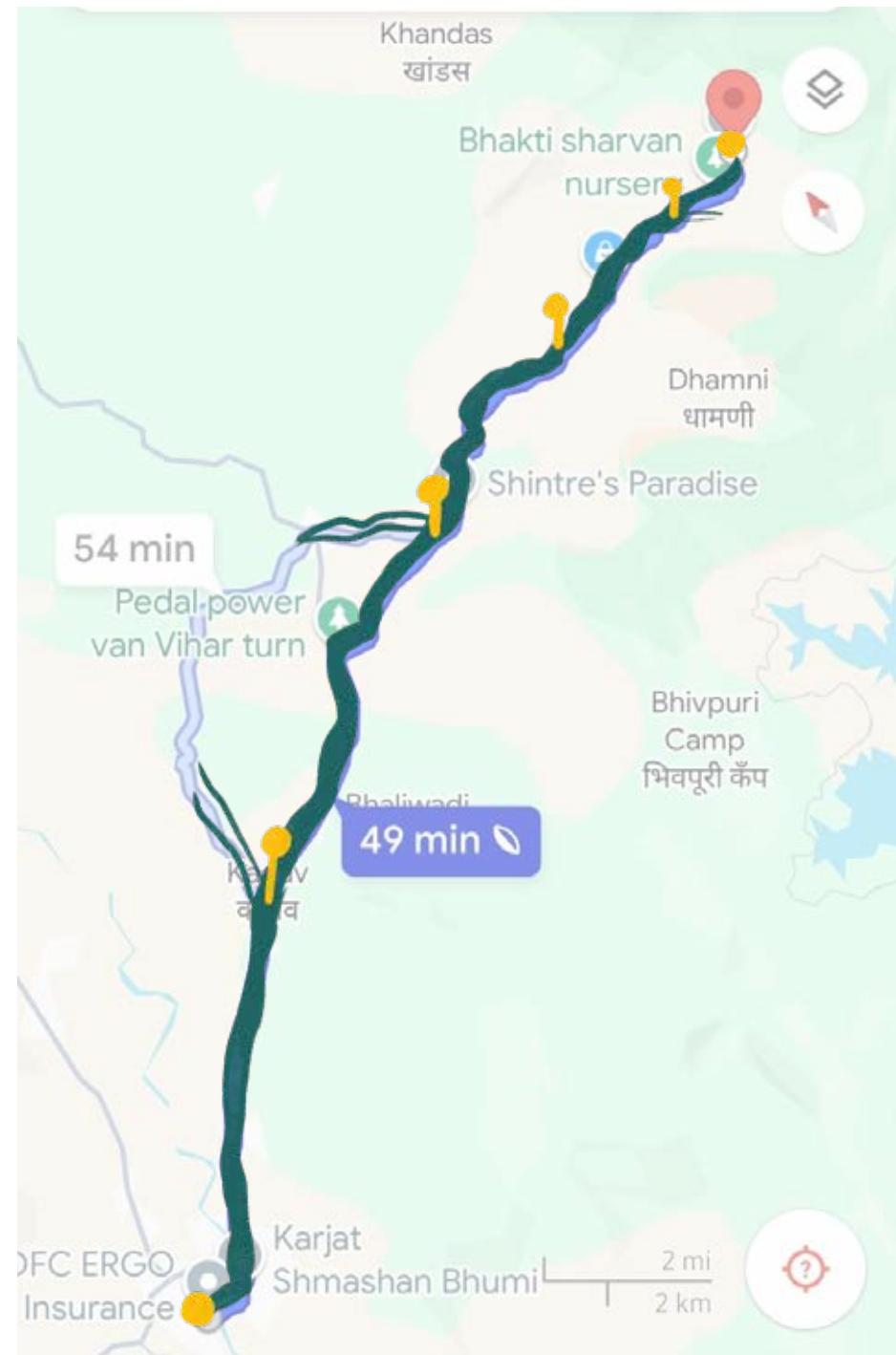
Now you see me

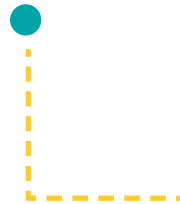
Way Findings

The way for the cafe Parking Lot is pretty much understandable through maps initially when starting off from Karjat. Later there are some decision making turns, where the signages can be put up. After a certain point i.e 15 kms the internet stops working.

There arent any big attention seeking boards or signages, along the route to the cafe or any other resorts or villas. There would be just 1/2 boards for some of the places.

Cafe Parking Lot lies in a little more interior part, so keeping the customers hooked and reminded of the cafe should be a thing. Also the colors are very eye catching yellow, white, turquoise. So the right usage of them would do a good job.





Way Findings will be put across the roads, for directions, firstly for the soft launch of the cafe. Then with the km readings, catchy copy lines to attract audience.

Along the roads, there are no as such signages with good attractive colors. So these signages would stand out.

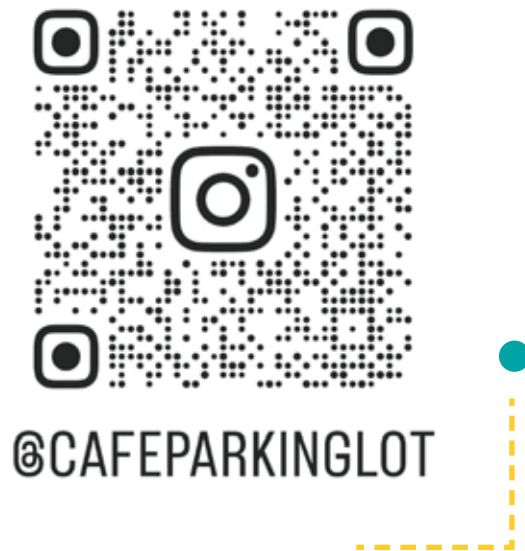
Wall Mural

The outer wall of the cafe with the Cafe Branding, to make it pop-out from a distance. Attracting the University Students(Uni gate facing the wall)





SOCIAL MEDIA



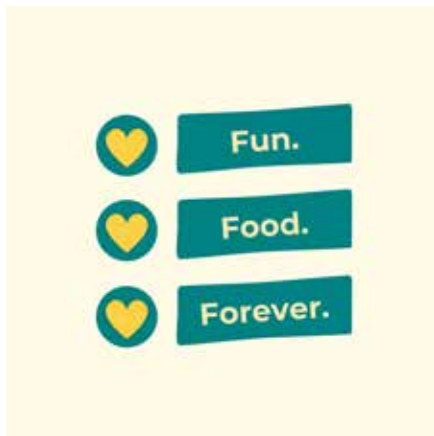
#letsgoviral

Cafe Parking Lot is situated in the city of Karjat between the canvas of mountains, lush greenery, waterfalls, farms and fields and a brook flowing by the cafe. This counts as a prime tourist location in

the month of monsoons. To make the most out of this season, crafting a Strategy for Social Media platforms, and designing posts for the same. The posts and strategy would be aligned with the

Brand Identity. Analysing similar interest Social Media Accounts, following the trends and going ahead with the right Tone of Voice for the posts. Adding the right hashtags and short and engaging captions.

Launch Posts

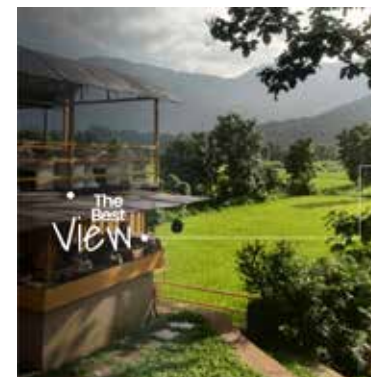


Soft Launch of the New identity, with the logo and identity extension. Showing some images around the cafe with the branding and the Nomenclature.



The style for the normal posts
with some creative copies and
captions.

Thhhe images and the carousel
posts, with some minimal typo.



WEBSITE DESIGN

Design Brief

Target Users

Students, Tourists and Travellers,
Farm-House Owners, Families & Locals,
Youngsters, Bike Riders, Trekkers

Primary Tasks

1. Book a Stay or an Event
2. Delivery or Takeaway orders
3. Provide a trustable platform

Buisness Goals

- » Create a digital experience alike the cafe.
- » Align with the brand identity.
- » Increase customer traffic

User Goals

User friendly, visually appealing website for the cafe that aligns with the brand identity. Focus on intuitive navigation & effective use of typography and imagery.

Stakeholders

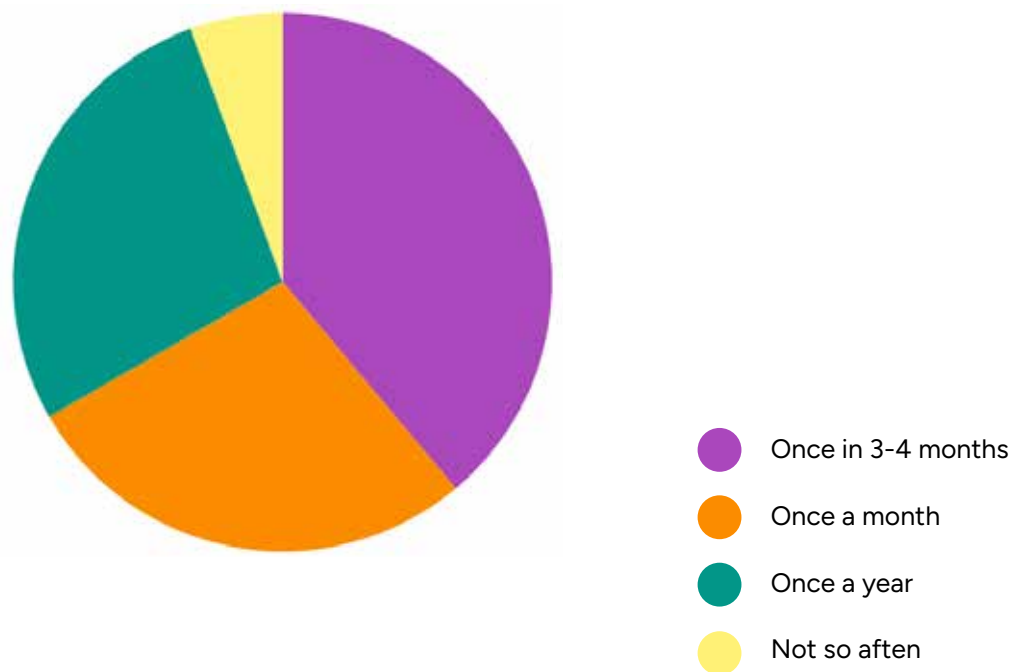
- Cafe Manager
- Users

Competition



Surveys

How often do you go to a resort/staycation?



What amenities are essential for you while looking for a villa/resort?

1. Wifi
 2. Air Conditioner
 3. Cleanliness
 4. Swimming Pool
 5. Good food
 6. Ambience
 7. Open Spaces
 8. Scenic View
- A dashed yellow line with a teal dot points to the list.

What things matter to you while booking a resort/stay?

1. Reviews & Photos
2. Appropriate prices
3. Inclusions
4. Location
5. Area of rooms

What things matter to you while ordering food?

1. Cuisines
2. Hygiene Assurance
3. Pricing
4. Photos (Quantity)

What are your frustrations while booking online?

1. Prices are shown differently
2. Task Flows are little complicated sometimes
3. The prices change when the dates change
4. Latest photos are not available sometimes

*Kuch toh log
kahenge*

What type of online experience do you expect from a website?

1. Details of Property & Surroundings
2. Easy to Navigate
3. No hidden Costs
4. Reversible payment page
5. Minimal User Movement
6. Minimal discrepancy between virtual and reality

What are your thoughts on online chatbots for such websites?



Aur kehte
rahenge

- Very helpful in the absence of a person
- If proper, dont mind
- Not a fan of chatbots

User Stories

"Once I was booking for a 3-day stay in Udaipur. I was trying a 4-bed mixed dormitory from Make My Trip and there were 2 options a Premium Room and a Superior Room. I was also checking on with my friends and on other sites. Half of the time it was showing the Premium room which we wanted to book and half the time it was not showing the room. We then finally talked to the Manager, and got it resolved. He also had no idea. Such glitches make it difficult for the customers to trust the place."

"I was booking a villa in Karjat for 10-12 people. And I saw some options and one was then agreed by all of us. We called the owner and had a chat with him regarding the details, we saw photos and reviews and it was all good. When we went there it was in such an isolated surroundings, no network, the wifi was down most of the time, we were feeling so insecure, we just stayed there for like 10 hours and left."

"My Uncle suggested me a resort for a get-together of our ladies batch. I was not sure at first, since it didn't have much digital presence. Like the reviews and photos were very less and about 2 years old. But since my uncle suggested it, we gave it a try. It turned out to be an amazing place and they had much more than what they had put on their social media. I suggested them to update their digital presence and be more active. It was a very lovely 2-day weekend getaway."

"I always book from MMT, it gives me good recommendations, coupons and discounts always. Their website is also user friendly."

"Me and my family went on a long drive and decided to stop at a place which feels fine for a stay. We were on random plans with 'Jaha Raasta Le Chale' and we found a very pretty villa in Lonavala. We were not sure about the food, but we decided to stay there. It was off-season so we got to stay on the spot."

"Me and my husband went at a resort in Mahabaleshwar, we booked through agoda. The images shown and the actual place was very different. The service was slow, food not that great, we had inclusions but we had to eat outside since it was not good. Only the external ambience was good but rest everything was old."

"My friend was searching for resorts in Goa. We were all girls going there. The resort which we booked said it was safe and security and everything and we booked some females sharing room and there were guys in sharing, we complained and did a lot of things after which they managed something. It was not even that safe."

"I went for a get-together Malvan side. A resort was booked and it was too good. The staff was very helpful & attentive. Their food was amazing with the local cuisines, some fun activities. Nicely curated."

User Personas

Anya Sharma

Age 30 , F

Location Navi Mumbai

Graphic Designer, Hybrid

What Interests her?

Painting, Sketching,

Watching Sunsets,

Interacting with people

Struggles

- Finding a dedicated, peaceful workplace
- Struggle to find inspiration because of the daily hustle

Motivation

- Nature is her Inspiration
- Desires connection with other like-minded individuals
- Looks for a place to escape the city buzz

How does she interact with the cafe?

Visits the cafe 1/2 times a week. Finds a quiet space around, orders something to sip & some light snacks and mostly does ideations/brainstorming for her projects. Connects with other regulars at the cafe. Also attends any events happening at the cafe

Rohan Kher

Age 35 , M

Location Pune

Retired Military General

What Interests him?

Playing Mouth Organ,
Interacting with young
people, Nature Lover

Struggles

- Finding a social but peaceful destination
- A place not so far, but with a good nature's view

Motivation

- Loves nature alot
- Desires connection with other like-minded individuals
- Looks for a place to escape the city buzz

How does he interact with the cafe?

Visits the cafe once a month for 4-5 days, practices his mouth organ on some songs, interacts with other people around there, mingles with other musicians around for some good compositions.

Rishikesh Patil

Age 21 , M

Location Karjat

Student, Vijaybhoomi Uni

What Interests him?

Music, Guitarist, Studying
at a chill place in fresh air,
good view

Struggles

- Finding a dedicated, peaceful workspace
- Finding a good company for music, college has politics

Motivation

- The college is situated at a very good nature's point
- Is very social and extrovert, open to collabs with other like minded individuals.

How does he interact with the cafe?

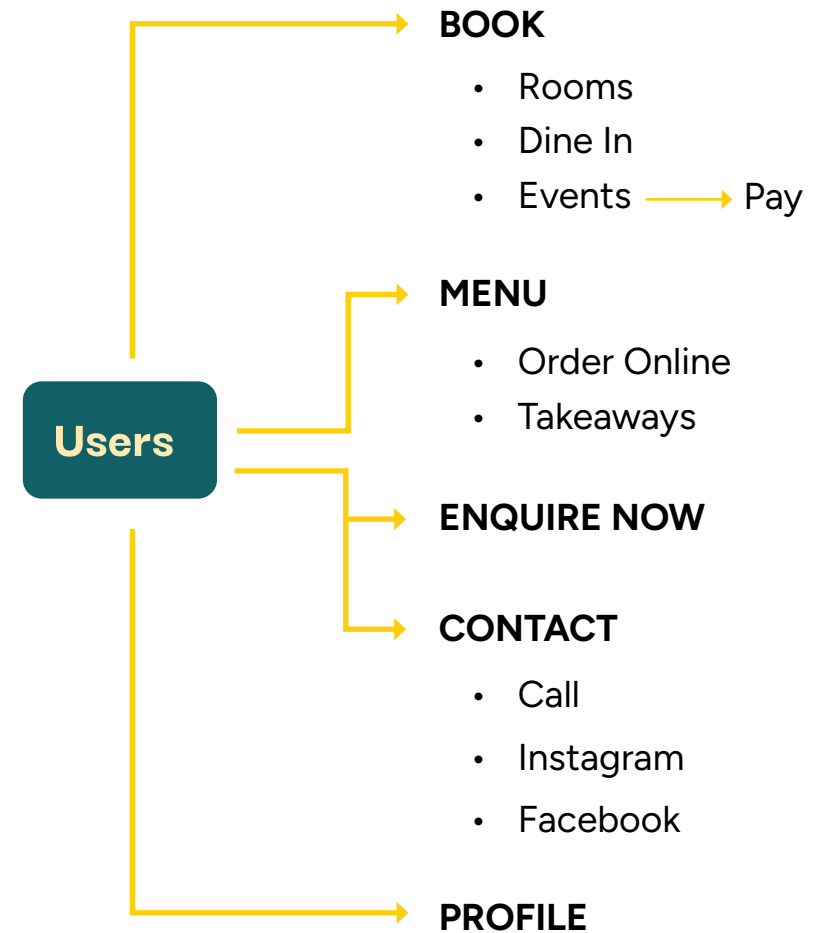
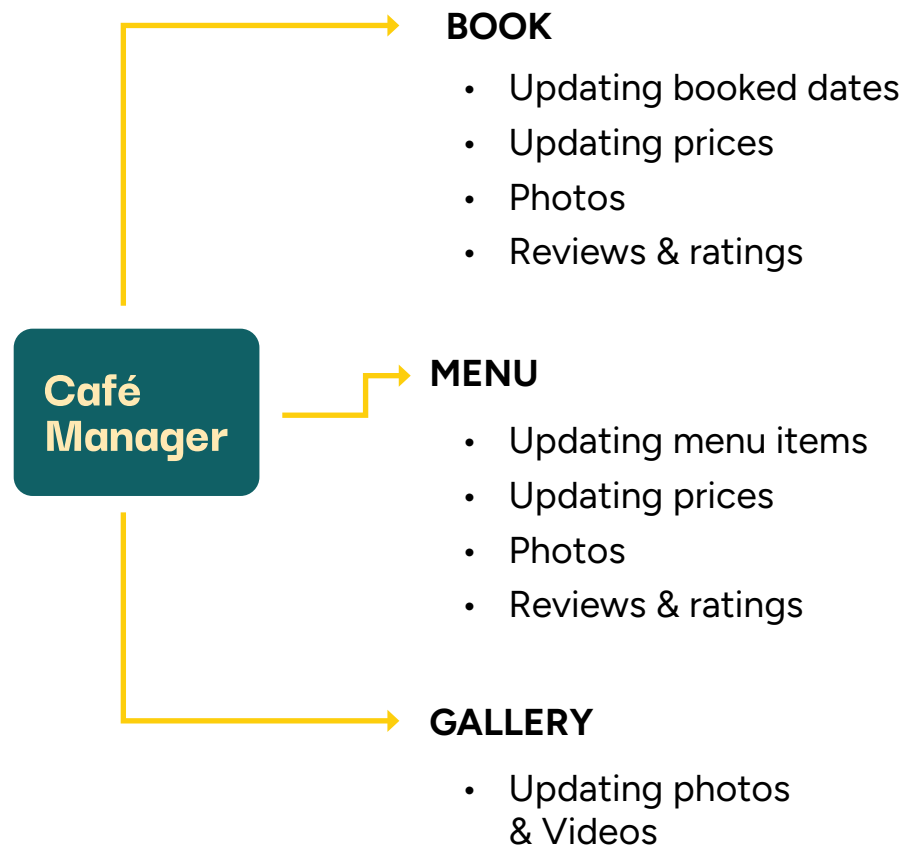
Visits the cafe on holidays, finds a peaceful corner and works. Along the time talks to other people. Any musicians or singers around, collabs with them, makes contacts, takes on small gigs and shows at the cafe.

Customer Journey Mapping



Who will have the access?

The Masterkey



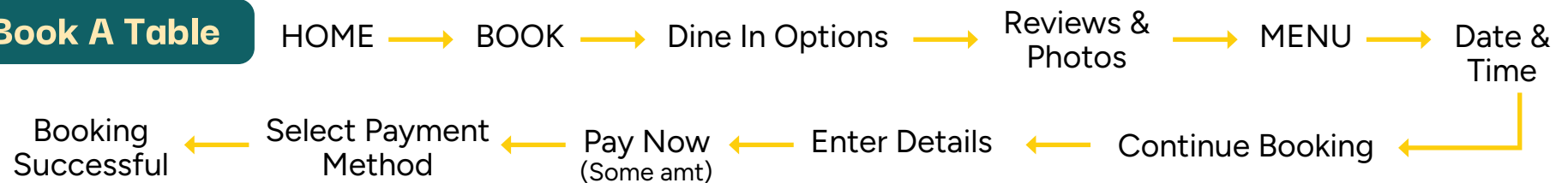
Task Analysis

The Task Flow

Book A Stay



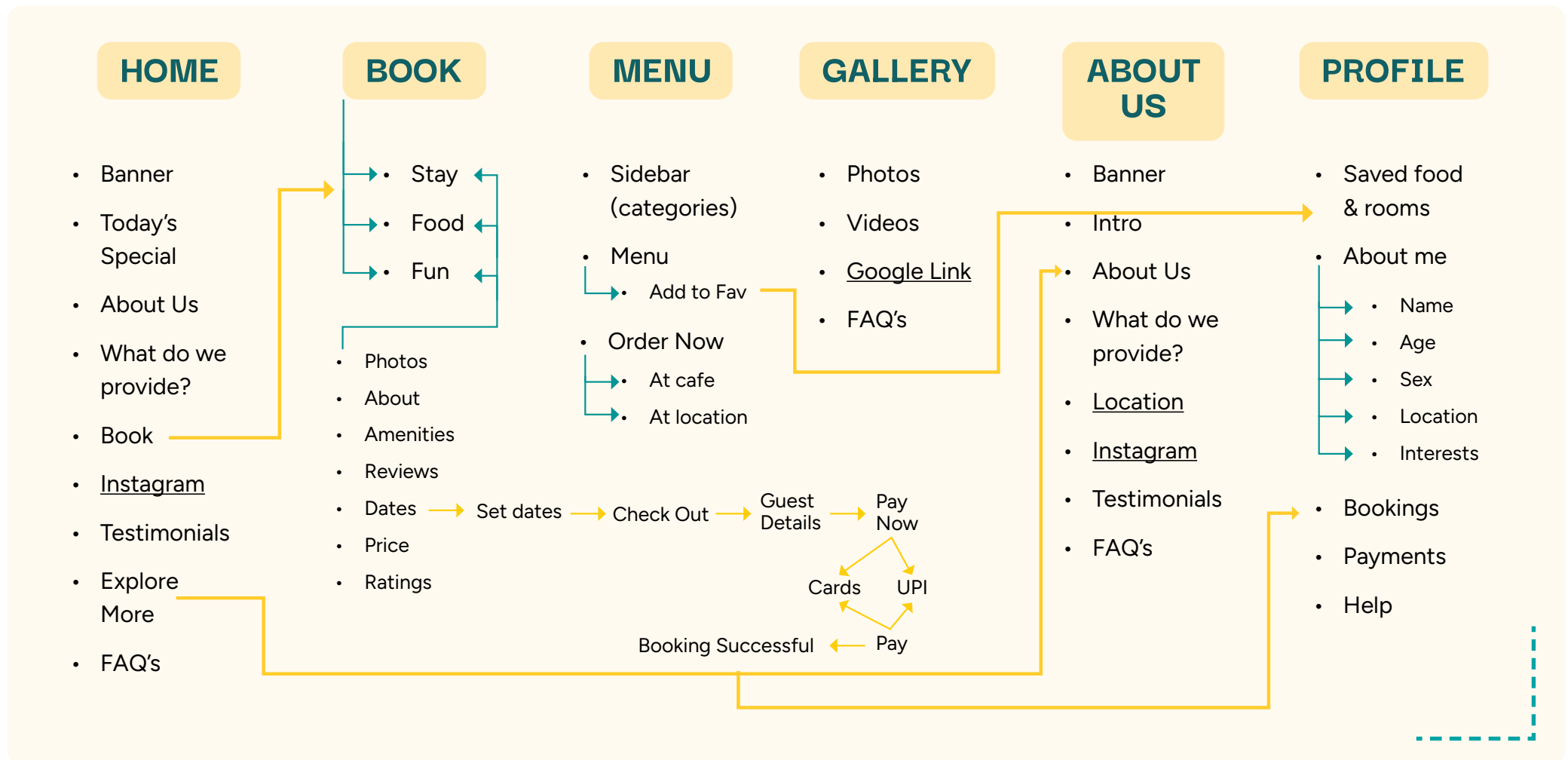
Book A Table



Stroll Through



Site Map



Referencing

What this place offers

- Courtyard view
- Wifi
- Free parking on premises
- Pets allowed
- Exterior security cameras on property
- Garden view
- Dedicated workspace
- Pool
- TV
- Carbon monoxide alarm

The Nests

A rustic, handcrafted interior. Design, Gift lighting, and great attention to detail give you an experience of Coastal style living.

- To rent
- 1 Suite (100 sq ft)
- 1 Suite (100 sq ft)
- Attached bathroom
- Holiday villa - 100 sq ft
- 100 sq ft
- 100 sq ft
- 100 sq ft
- 100 sq ft

Capacity 2 to 4 guests
Up to 4 rooms & 100 sq ft

Includes (One Bed) - 100 sq ft (One & 100 sq ft)
Includes (One Bed) - 100 sq ft (One & 100 sq ft)

100 sq ft (One & 100 sq ft)

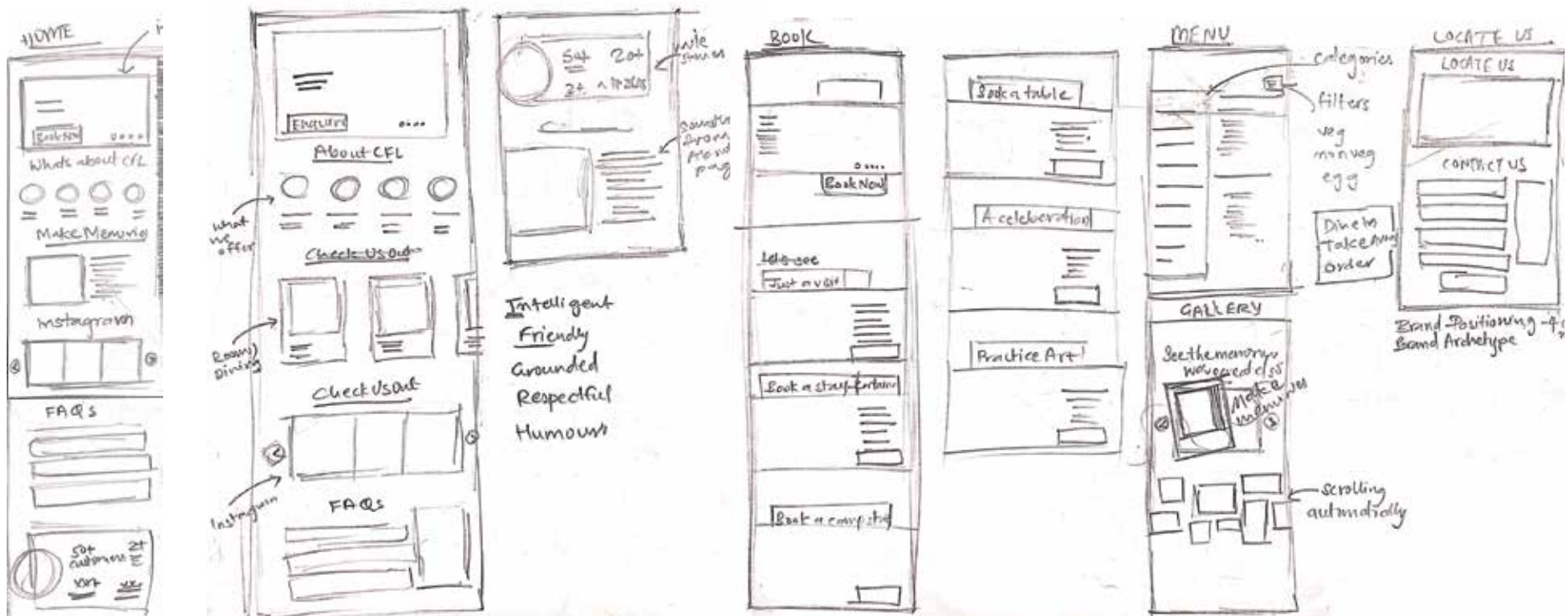


3BHK W/Pool Teakwood Villa By Gemstone Hospitality



Wireframes

The planning
Only i know



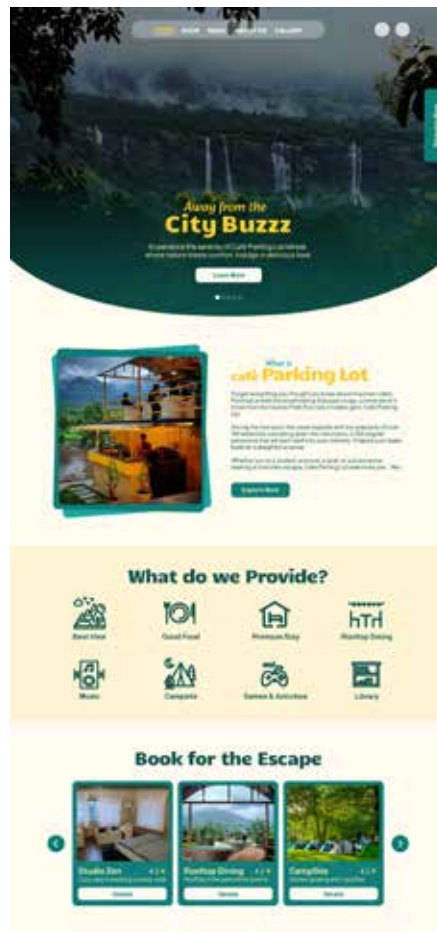


Somehow just starting the work without pen and paper feels incomplete to me. So I sketched some wireframes at first and then digitalized them in Figma with the right measurements and proportions.

The Wireframes are for the main tabs like HOME, BOOK, MENU, ABOUT US, GALLERY, Booking Page.

The layouting is done keeping in mind the user behaviour from the surveys and analysis.

Screens



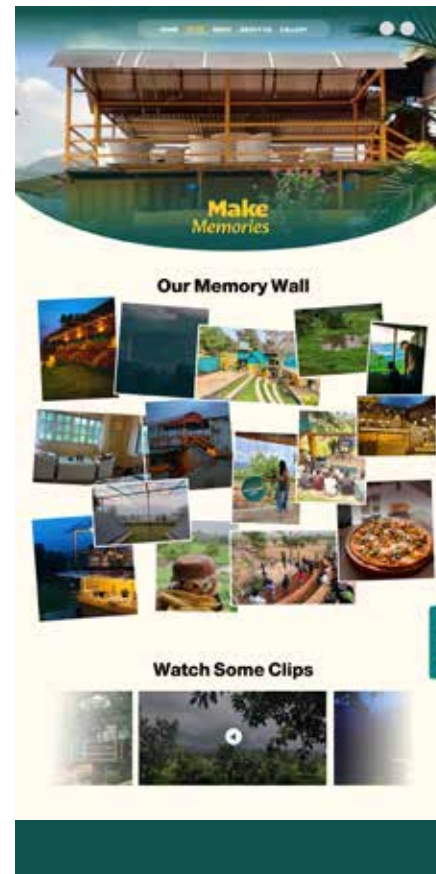
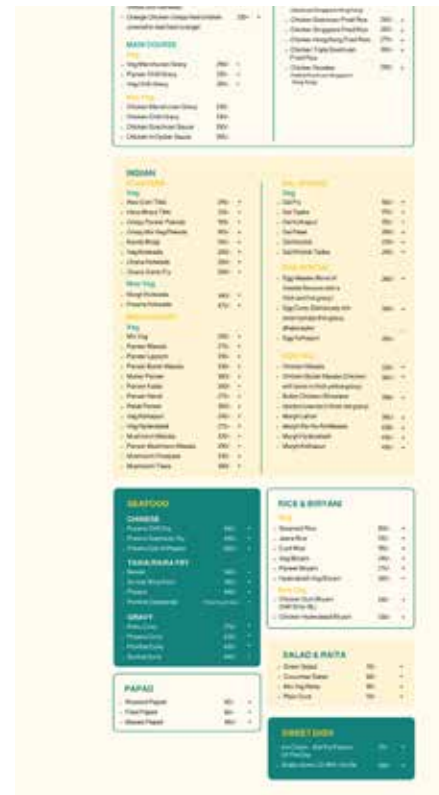
HOME - The landing page has to feature the main tasks, like an introduction about the cafe, amenities, bookings, instagram, testimonials. The page should look trustable.



BOOK - The Booking page consists of 3 subpages of STAY, FOOD, FUN. Booking options with dates and timings as required, amenities provided mentioned in icons.



MENU - The Menu page not having much scope with the layout. Simple scroll through to add to cart options. The side panel would be sticky to find the cuisines quickly.



GALLERY - Showing the images and the videos as memories of the past customers, stories.



ABOUT US - Featuring the location and travel options for search ease.

Style Guide

Typography

CANDAL

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

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Regular



Almarai

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

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Light

Regular

Bold

Extra Bold

Alkatra

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

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Regular

Medium

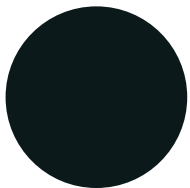
Semibold

Bold

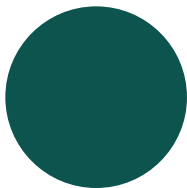
The Ifs & Buts



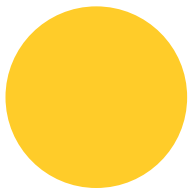
Colors



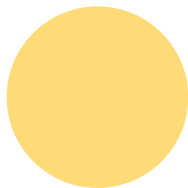
HEX #0c191b



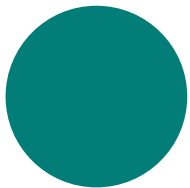
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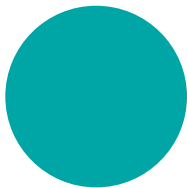
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HEX #ffdb78



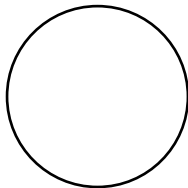
HEX #0f7d78



HEX #00a6a6

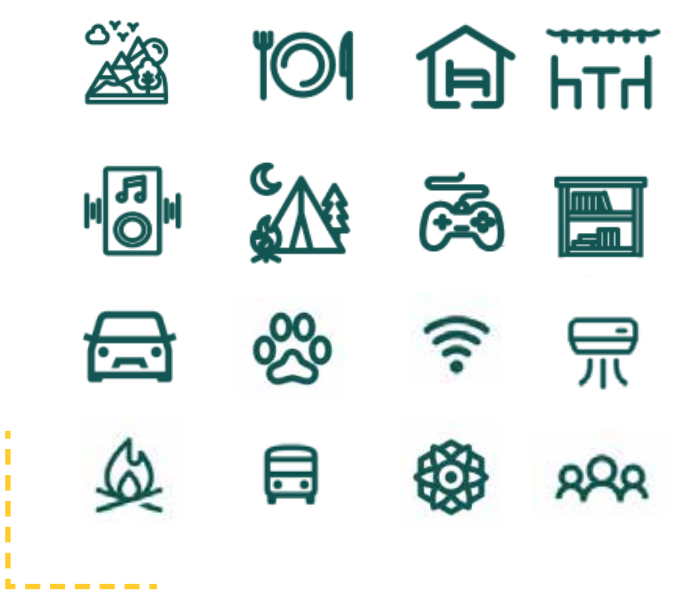


HEX #ffe5b5



HEX #ffffef

Icons



Design Components

Regular

HOME BOOK MENU ABOUT US GALLERY

Hover

HOME BOOK MENU ABOUT US GALLERY

Selected

HOME BOOK MENU ABOUT US GALLERY

Stay

Food

Fun

Stay

Food

Fun

Stay

Food

Fun

Enquire Now

Enquire Now

Enquire Now

Your Name

Contact Number

Type Something you wanna know

Regular

Hover

Selected

Regular

Learn More

Explore More

Hover

Learn More

Explore More

Mockups



Learnings

Graduation Project was a wonderful opportunity and an immense learning. Time Management and Deadlines were very tight and managing these two along with the quality work was a challenge.

Communication with the mentors, their feedbacks and implementation was a very good learning. How to analyse the work, listen to feedbacks and what to do next was always a question for me, but over the period of these 4 months, I have learnt to find the balance between the two and proceed with the work.

What got me together was the support from my closed ones, have worked day and night for this project and the most important thing i learnt was to never give up and complete what has been chosen. All my guts and my confidence has gotten at a next level along the project.

Working on multiple projects at the same time and managing everything on my own is a skill I learned which I'd take a long way with me.

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