

CONCEPT REBRAND

Cafe Depeche



WHY REBRAND NOW?



New Vibe, Same Essence

Cafe Depeche has served its loyal customers for 13 years.

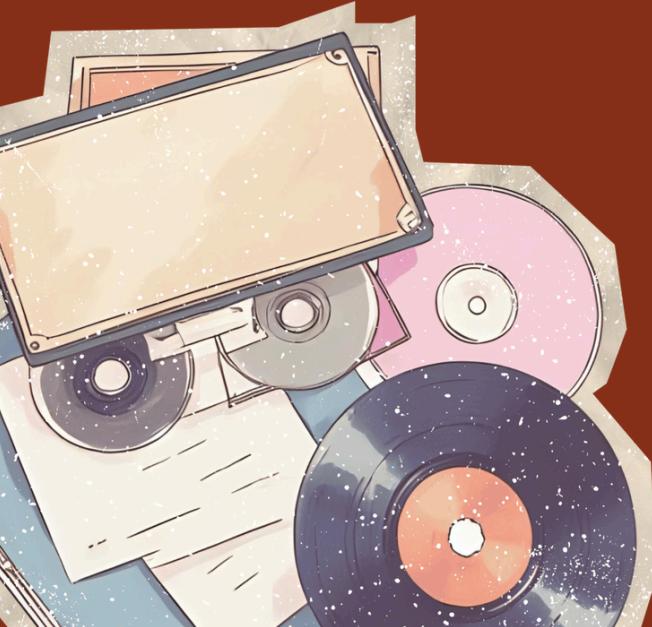
With changing consumer behavior and evolving
design trends, now is the perfect time to refresh
your identity and stay relevant.



FROM ROOTS To Recognition

A BRIEF HISTORY

Started in 2004 by Humphry Porter, Cafe Depeche blends a love for music, coffee and Irish pub culture. Starting on North Main St, Cork, the brand quickly grew with a second location opening in Lancaster Quay in 2008. Designed around open bar counters, Cafe Depeche puts conversation, banter and customer connection at the heart of every visit.



CURRENT BRAND

Evaluation

STRENGTHS

High-quality products,
loyal customers,
recognizable logo,
well known to Corkonians

CHALLENGES

Outdated visuals, and limited digital engagement. A rebrand offers the chance to unify and elevate the brand presence.



WHAT I AIM TO Achieve!

Clear and Strategic Objectives

Enhance Digital
Visibility

Clarify the
brand voice

Modernize the
visual identity

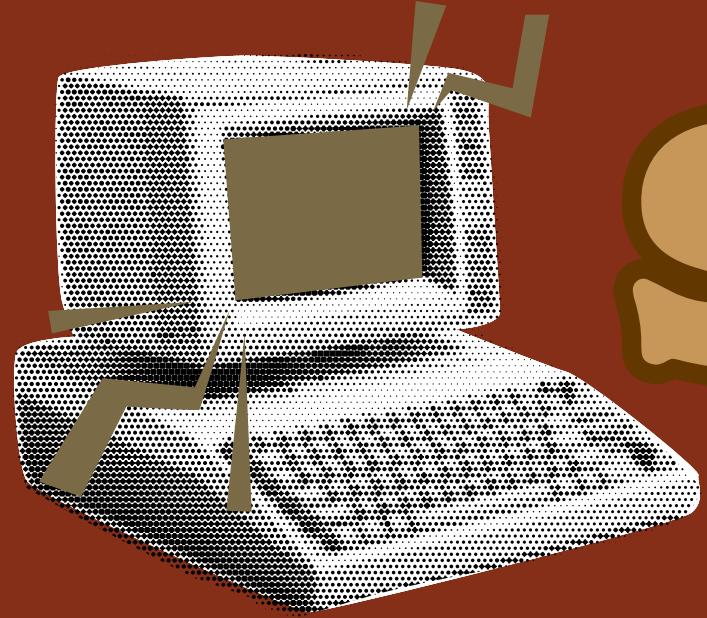


NEW LOOK & *Feel!*

Retro, Warm, Evocative

We are shifting from bright tones to warm palette- Earthy beiges, muted reds and greens and soft browns to give a more vintage experience.

Typography will be blocky and retro while illustrations will reflect the values of music, coffee and pub banter



SPEAK TO THE *Right Crowd*



Tone that reflects who we are

.....

Our new brand voice will be warm, charming and human-centered. From the website to every greeting, every word will reflect your story, values and love for coffee and music culture.



BRINGING THE *Brand To Life*



Step-By-Step Implementation

PHASE 1

Update Brand
Styles (Colour
Palette, fonts)

PHASE 2

Update Social
Media Posts
(promotions)

PHASE 3

Update Website
Design and
information

PHASE 4

Promote Rebrand
on Social Media

BRINGING THE *Vibes*

This is the inspiration graphics I selected to base the designs off of. I included a poster from the Café Depeche instagram and an image of the inside of the café.



INITIAL BRAND KIT

Colour Palette

Hex #4c3f1f	Hex #371f01	Hex #852f18	Hex #566e36	Hex #c69759
CMYK 0%, 17%, 59%, 70%	CMYK 0%, 44%, 98%, 78%	CMYK 0%, 65%, 82%, 48%	CMYK 22%, 0%, 51%, 57%	CMYK 0%, 24%, 55%, 22%

INITIAL BRANDKIT

Typography

COOPER BLACK
FOR HEADINGS

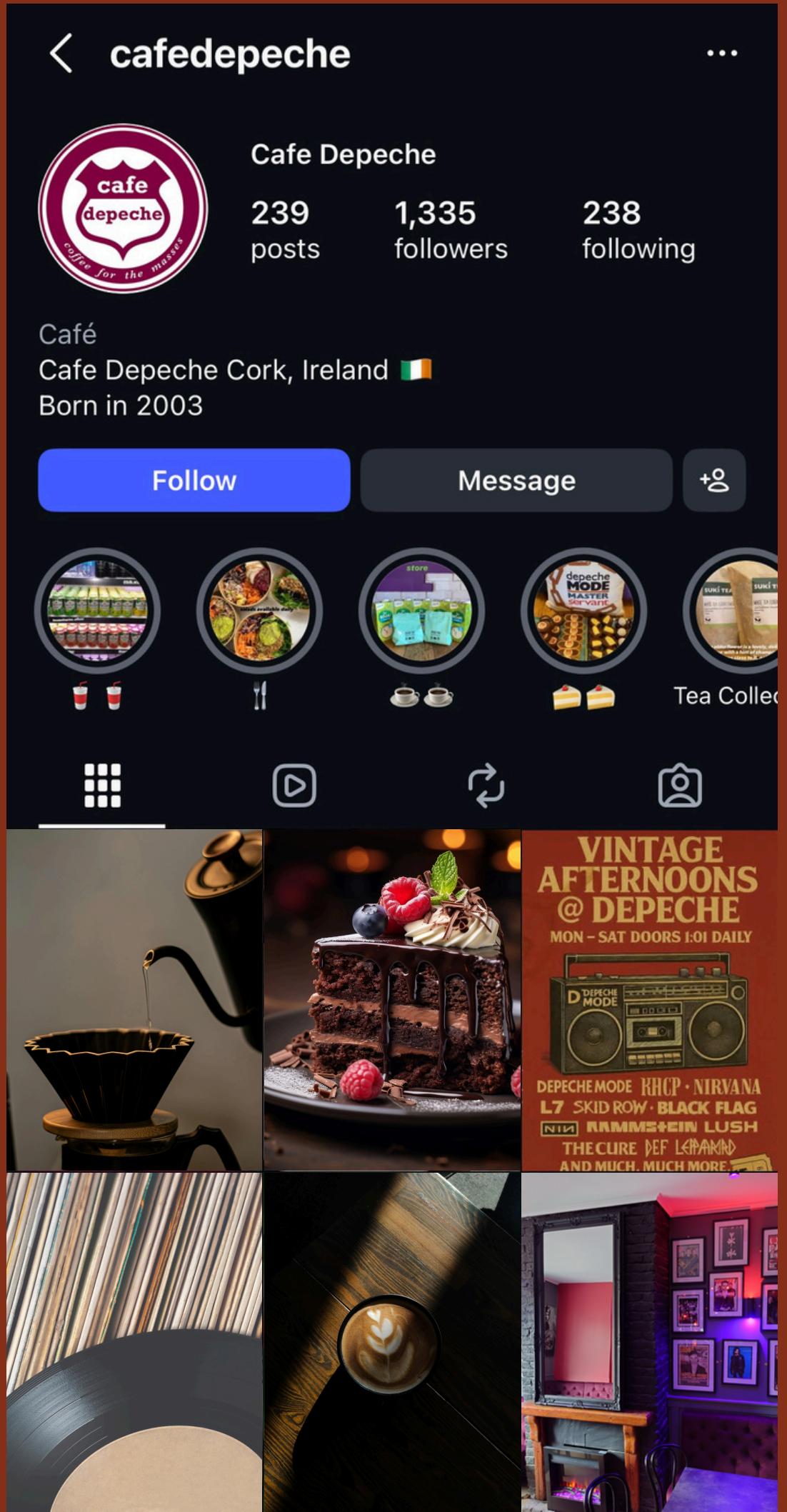
A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

ACTIVE REGULAR
FOR SUBHEADINGS

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

BOOK ANTIQUA
FOR TEXT

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



INSTAGRAM

Rebrand

This is my mock-up post ideas for Café Depeches Instagram. I kept the original poster as I felt it fits the aesthetic perfectly and added some moody coffee shots along with a post about vinyl records and cake to show the cafés menu and values about music

BRINGING THE *Site To Life*

This is my mockup wireframe for the website revamp. It follows recent trends with cafe website layouts while also leaving room for personal designs to fit the Depeche vibe



A wireframe mockup of a cafe website layout. The header features a red circular logo, 'Opening Hours', 'About', and 'News'. The main content area has a red background with a white 'X' pattern. It includes sections for 'Café Depeche reviews rotating', 'About Us', 'Paragraph text', 'Where we Are Based' with a circular 'Café Image', and a footer with 'Address' and 'Opening Hours' buttons, and links for 'Contact Info', 'Menu', 'Learn More', 'Keep Updated', and 'Social Media'.

BRINGING THE *Site To Life*



This is my mockup Design for the website revamp. It has a simple yet modern design with a retro, rock vibe



OPENING HOURS MENU ABOUT NEWS

CAFÉ DEPECHE
COFFEE FOR THE MASSES

JUST CAME BACK FROM AN AMAZING TWO WEEK VACATION IN IRELAND AND WAS SO EXCITED TO VISIT CAFE DEPECHE - A DEPECHE MODE THEMED CAFE AND BAR IN CORK! HAD A WONDERFUL TIME. IF YOU'RE VISITING CORK, HIGHLY RECOMMEND!

ABOUT US

STARTED IN 2004 BY HUMPHRY PORTER, CAFE DEPECHE BLENDS A LOVE FOR MUSIC, COFFEE AND IRISH PUB CULTURE. STARTING ON NORTH MAIN ST, CORK, THE BRAND QUICKLY GREW WITH A SECOND LOCATION OPENING IN LANCASTER QUAY IN 2008. DESIGNED AROUND OPEN BAR COUNTERS, CAFE DEPECHE PUTS CONVERSATION, BANTER AND CUSTOMER CONNECTION AT THE HEART OF EVERY VISIT.

WHERE WE ARE BASED

19 LANCASTER QUAY,
MARDYKE, CORK,
T12 XK40

CONTACT US

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cafedepeche@gmail.com

MENU

KEEP UPDATED

LEARN MORE

INSTAGRAM
TIKTOK