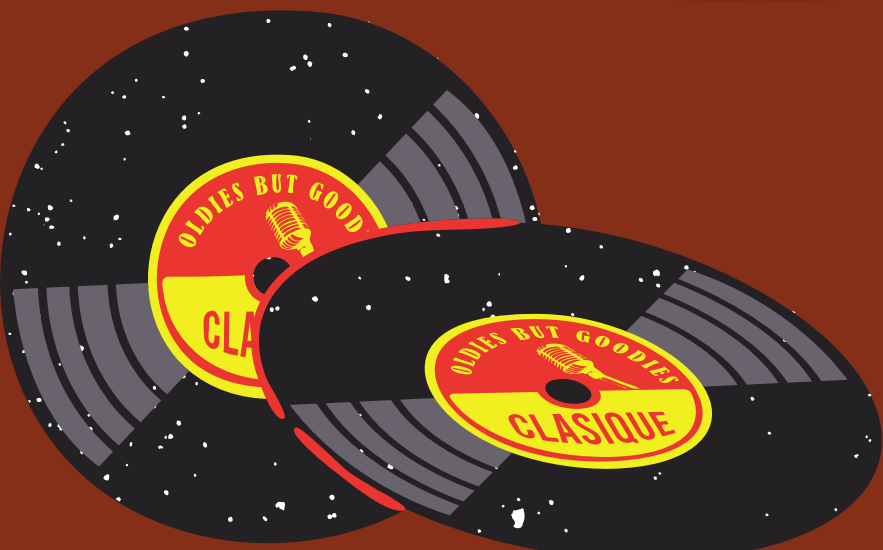
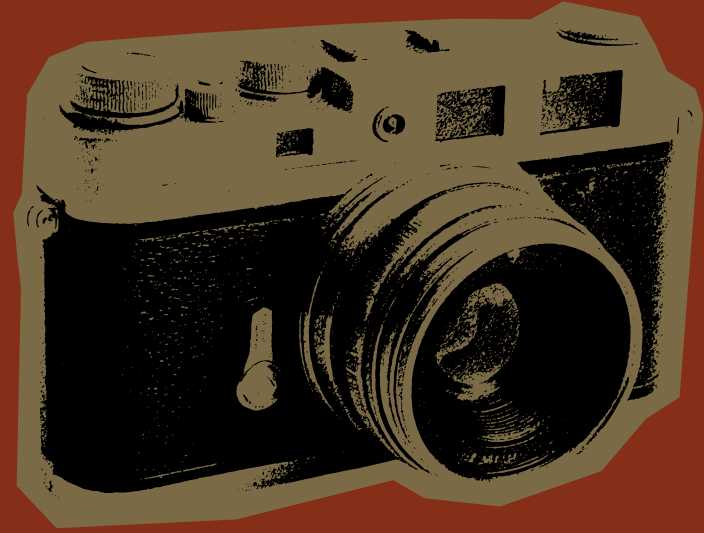




CONCEPT REBRAND *Cafe Depeche*



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.



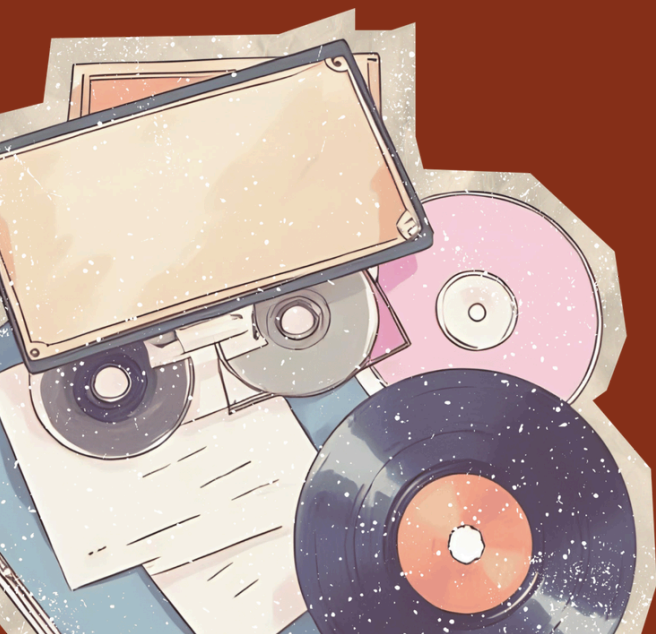
FROM ROOTS *To Recognition*



A BRIEF HISTORY



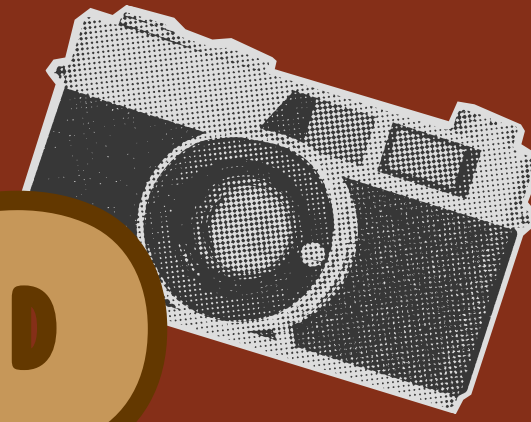
Started in 2004 by Humphry Porter, Cafe Depeche blends a love for music, coffee and Irish pub culture. Starting on North Main St, Cork, the brand quickly grew with a second location opening in Lancaster Quay in 2008. Designed around open bar counters, Cafe Depeche puts conversation, banter and customer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





CURRENT BRAND

Evaluation



STRENGTHS

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



CHALLENGES

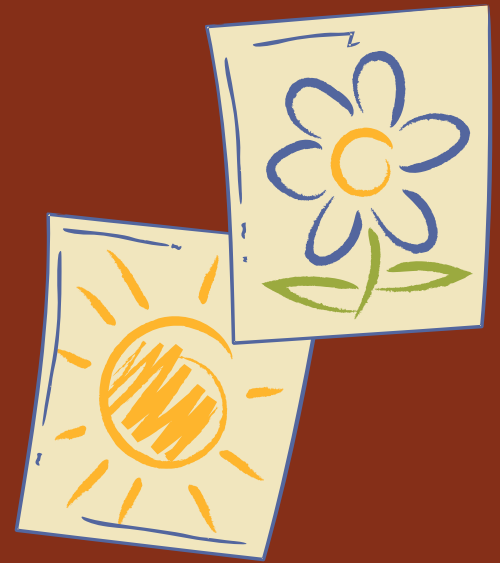
Outdated visuals, and limited digital
engagement. A rebrand offers the
chance to unify and elevate the
brand presence.



WHAT I AIM TO *Achieve!*



Clear and Strategic Objectives



**Enhance Digital
Visablility**

**Clarify the
brand voice**

**Modernize the
visual identity**





NEW LOOK & *Feel!*

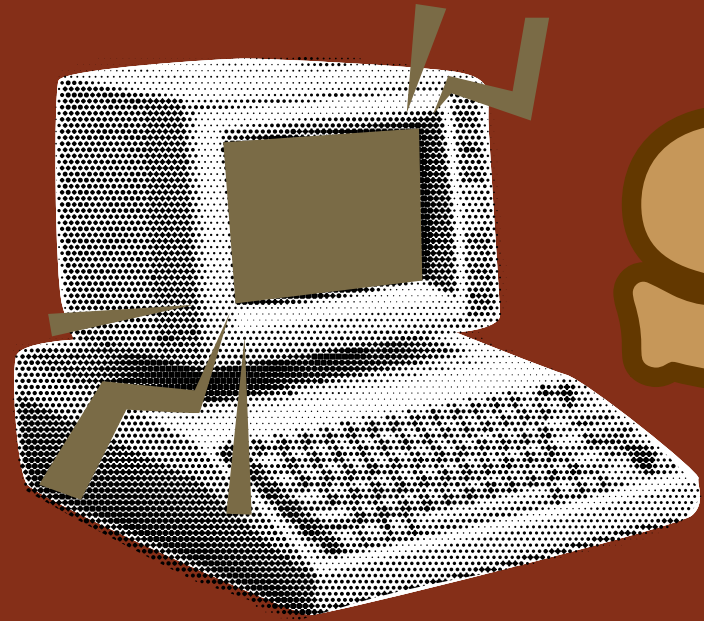


Retro, Warm, Evocative

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

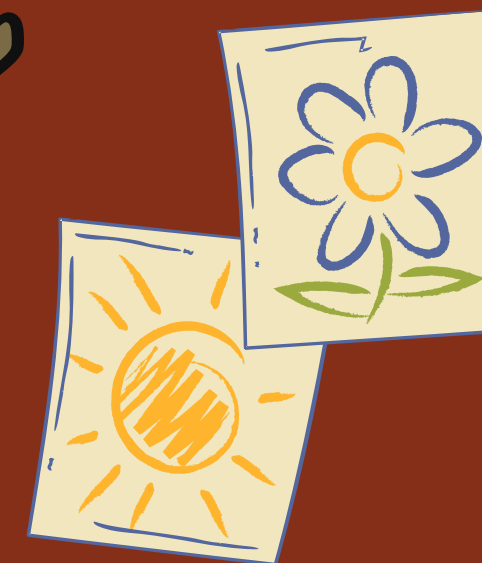
Our new brand voice will be warm, charming and human-centered. From the website to every greeting, every word will reflect your story, values and love for coffee and music culture.





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

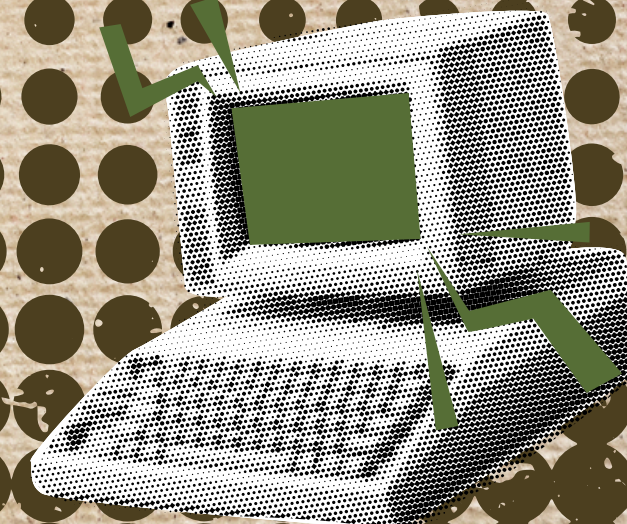
Update Website
Design and
information

PHASE 4

Promote Rebrand
on Social Media

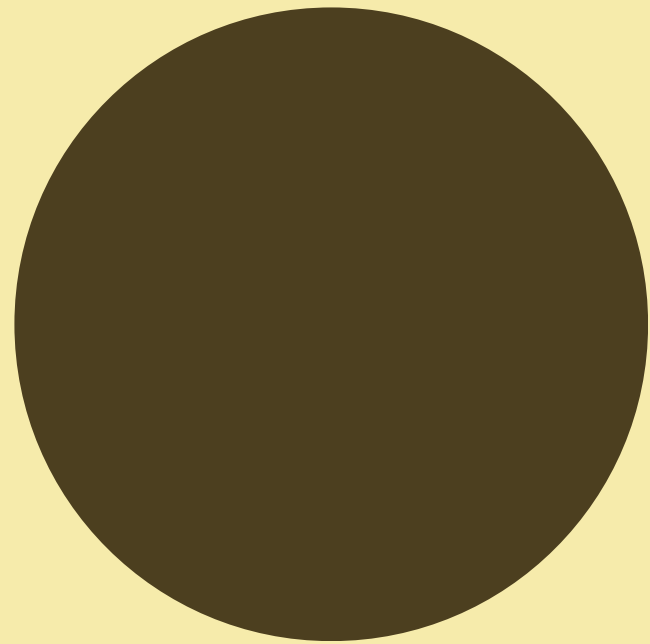
BRINGING THE *Vibes*

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 BRANDKIT

Colour Palette

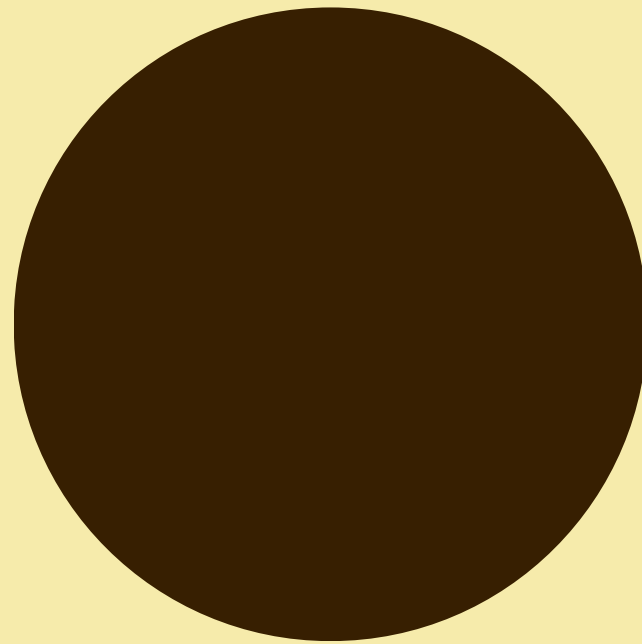


Hex

#4c3f1f

CMYK

0%, 17%, 59%, 70%

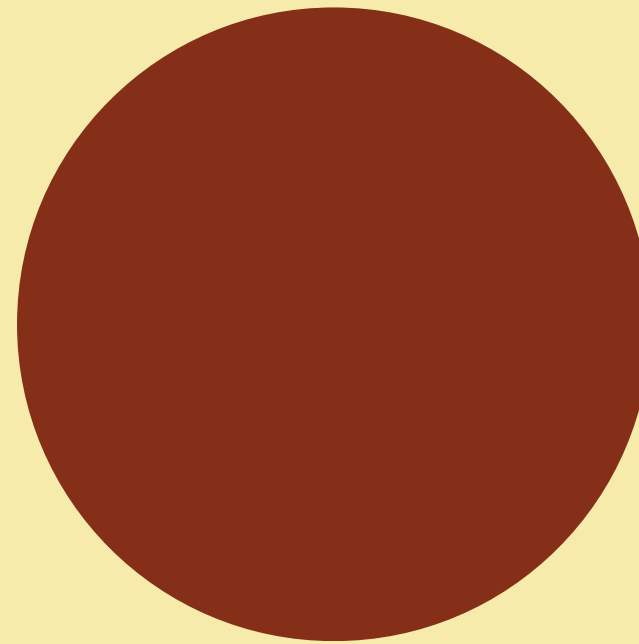


Hex

#371f01

CMYK

0%, 44%, 98%, 78%

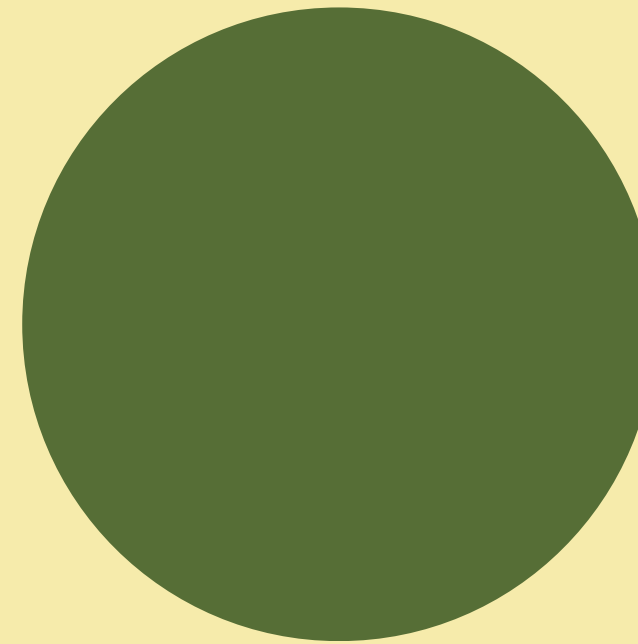


Hex

#852f18

CMYK

0%, 65%, 82%, 48%

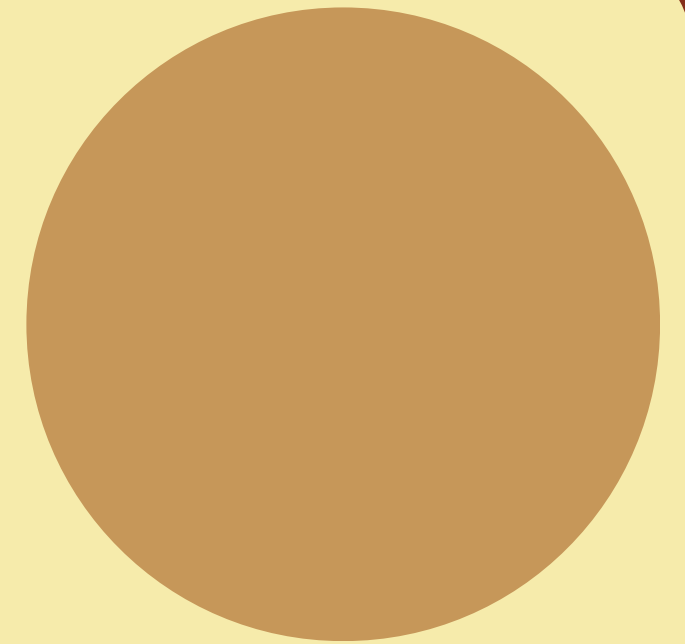


Hex

#566e36

CMYK

22%, 0%, 51%, 57%



Hex

#c69759

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

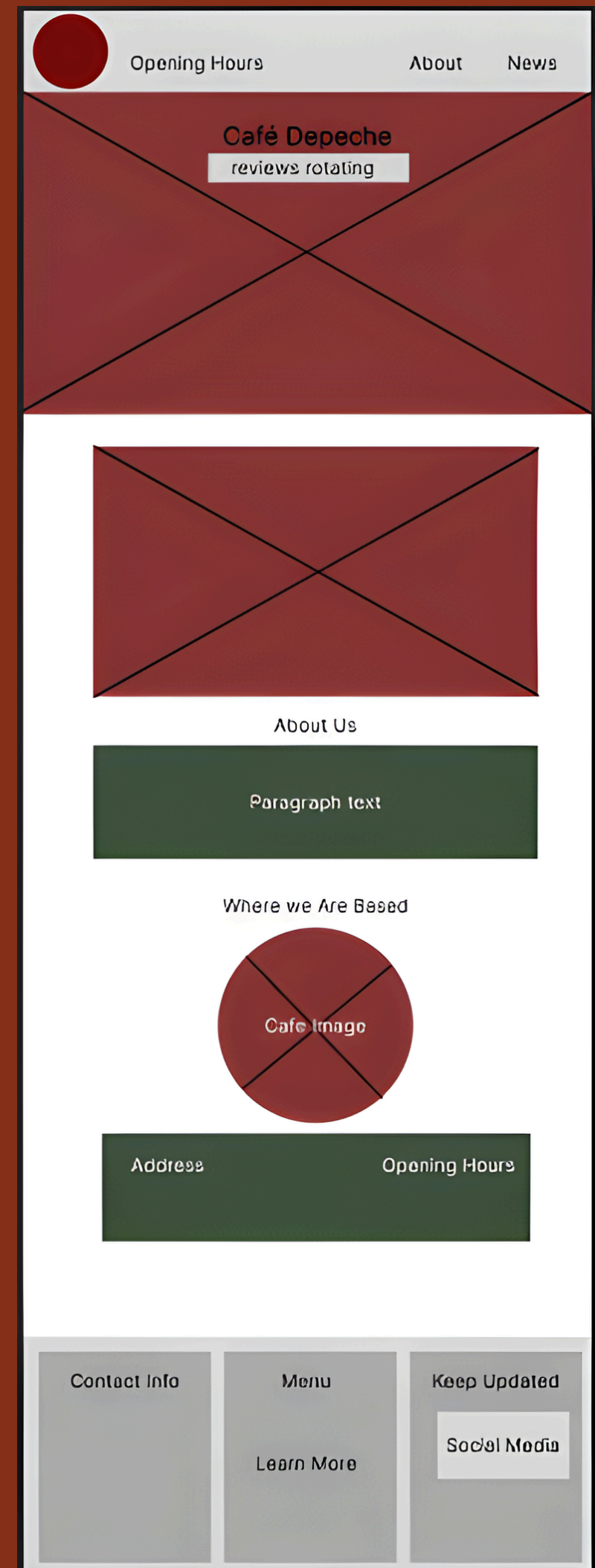


This is my mock-up post ideas for Café Depeches Instagram. I kept the original poster as I felt it fits the aesthetic perfectly and added some moody coffee shots along with a post about vinyl records and cake to show the café's menu and values about music

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





BRINGING THE *Site To Life*

This is my mockup Design for
the website revamp. It has a
simple yet modern deisgn
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

087 782 4902
cafedepeche@gmail.com

MENU

LEARN MORE

KEEP UPDATED

INSTAGRAM
TIKTOK