



**Rise Cafe**

Process Book

Katherine Fetter

TABLE OF CONTENTS

|                   |   |
|-------------------|---|
| Pages 2-3 .....   | Overview & Phase I Brief                            |
| Pages 4-5 .....   | Phase I: Initial Brainstorm & Research              |
| Pages 6-7 .....   | Phase I: Introductory Research Brief                |
| Pages 8-9 .....   | Phase I: Summary Brief Presentation                 |
| Pages 10-11 ..... | Phase I: Summary Brief Cont. & Phase II & III Brief |
| Pages 12-13 ..... | Phase II & III: Logo Design Sketches                |
| Pages 14-17 ..... | Phase II & III: Logo Computer Development           |
| Pages 18-19 ..... | Phase II & III: Color Palette & Brand Change        |
| Pages 20-21 ..... | Phase II & III: Style Guide                         |
| Pages 22-23 ..... | Phase II & III: Branding Research Development       |
| Pages 24-27 ..... | Phase II & III: Business Card                       |
| Pages 28-31.....  | Phase II & III: Letterhead Design                   |
| Pages 32-35 ..... | Phase II & III: Coffee Cup & Mug Design             |
| Pages 36-39 ..... | Phase II & III: Poster Design                       |
| Pages 40-41 ..... | Phase II & III: Menu Design                         |
| Pages 42-43 ..... | Phase II & III: Bag Design                          |
| Pages 44-45 ..... | Phase II & III: Website Design                      |
| Pages 46-49 ..... | Phase II & III: Interior Illustration               |
| Pages 50-51 ..... | Final Thoughts                                      |

Brand Development

Rise Cafe • Overview

Rise Cafe is a brand that focuses on breaking down the stigma behind being vocal about mental health. This cafe is a space where there is full support of mental health awareness, available resources, and an overall positive environment. Coffee shops are a space where you can be independent, connect with other, and open up with real conversations with others. This brand emphasizes the concept of *“growing together towards one vital light.”*

Capstone Phase I • Research & Discover

Phase I of the Capstone project was all about research and brainstorming for an initial concept. The final idea should “address a problem or opportunity you perceive important to address.” At the end of this phase, we were asked to create a “capstone summary brief” as well as a 5-minute introductory presentation. Throughout this phase we were able to discover our strategy, problem, solution, and solution deliverables.

Phase One • Initial Brainstorm & Research

For my initial brainstorming process, I had two different ideas:

Concept One

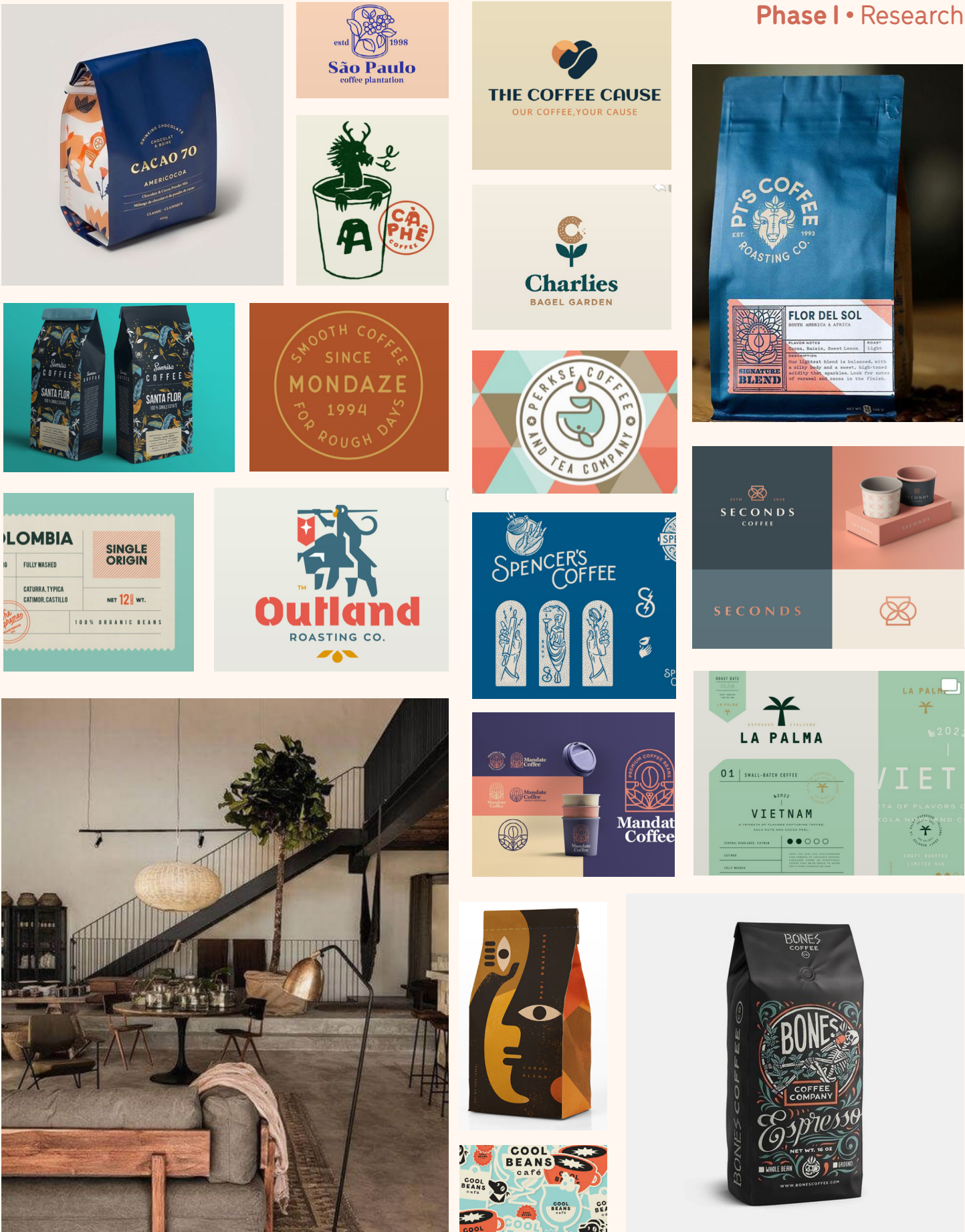
**Design Concept:** Designing the branding and interior space of a cafe focused on supporting mental health awareness  
**Target Audience:** Teens & Young Adults (Ages 18-45)  
**Final Deliverables:** Branding and Interior Space Design

Concept Two:

**Design Concept:** Designing the clothing brand clothing brand that breaks "diet-culture" .. "Size defining your worth" stigma and straying away from actual sizes and promoting positive affirmations and overall body neutrality  
**Target Audience:** Teens & Young Adults (Ages 18-45)  
**Final Deliverables:** Brand Design

Although these were both strong ideas, I had more connection with concept one since concept two did not have as a clear of a direction or being able to find a way to be completely inclusive. Therefore, I started to research some initial interior spaces and cafe branding concepts that inspired me.

Brand Development





# Phase One • Introductory Research Brief Primary Presentation

For the first introductory research brief, I wanted to go through my initial purpose, mission, branding deliverables, and also primary research. The first information I wanted to seek out was with color association. For this, I looked at the most calming color tones and also word associations that I wanted people to think of when entering the space. For my initial deliverables, I wanted to do the branding (logos, business card, event posters, packaging, masks, shirts, a menu, and a website design) and the interior (adobe Illustrator or hand sketch with the connection with an Interior Designer). The last aspect of this primary presentation was discussing the events I had hoped for including a “cup of coffee with a mental health awareness speaker”, open mic night, an affirmation card, and donating proceeds.

## Feedback

The feedback I received on my ideas included researching more into how I am able to have a more clear idea for the deliverables for the cafe. The other feedback included:

- “With the interior lighting and color schemes, I think you just have to be careful about making it not too somber while keeping it cozy, but your inspiration pictures look like you’ve got the right idea!” – Alyssa C.
- “This is such an interesting idea! I really like how you chose to incorporate the psychology of color into this because I know that can play such a role in design beyond aesthetics, and I can’t wait to see more!” – Melodie M.

## INTRODUCTORY RESEARCH

01

### WORD ASSOCIATION

Calm, Open, Vocal, Speak, conversation, hope, express, affirmation, positive, warm

### COLOR ASSOCIATION

- **Blues:** calm your mind, slow down your heart rate, lower your blood pressure and reduce anxiety
- **Green:** comforting colors that attracts harmonious feelings that can diffuse anxiety and helps us stay calm and refreshed
- **Pink:** Pink is another color that promotes tranquility and peace; soothes various energies in a room and keep them understated; promotes balance of your energies
- **White:** color to be surrounded with in times of stress, to get clarity of your thoughts.

### Interior Research Images



I want to portray my interior and brand design using informative color theory research to reach an ambience that would draw the audience to feel safe, comforted, and relaxed while thinking about the brand and also while inside of the cafe.

## PROBLEM ANALYSIS

02

### PROBLEM ANALYSIS:

One in four people struggle with mental health, while 60% of people do not get proper treatment or speak up about it. There is a negative stigma towards vocalizing mental-health issues which leads to internalizing and building up emotion. There needs to be a shift in perspective of how mental health is viewed and make it *okay to not be okay*. There needs to be an addressment of seeking help and having an outlet of release.

### MISSION:

The cafe is an environment that fosters real and raw conversations while promoting self love and inclusivity, to start breaking down the negative stigma around mental health.

### PURPOSE:

The cafe's design promotes positivity and affirmations while the physical space emphasizes opportunities for open conversations and additional support for seeking help.

### EVENTS TO SUPPORT PURPOSE

Cup of coffee with a Mental Health awareness speaker

Open Mic Night

Proceeds going towards Mental Health organizations  
(Be Vocal + Speak up)  
<https://www.bevocalspeakup.com>

Positivity "Pass-it-forward"  
Fill in the blank coffee sleeve  
or anonymous affirmation card

## DESIGN DELIVERABLES

03

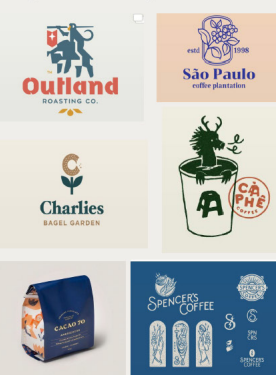
### FINAL BRANDING DELIVERABLES

- Logo
- Business Card
- Event Posters
- Packaging | Coffee Bag, Mug, To-Go Cup & Sleeve
- Masks
- T-Shirts
- Menu
- Website Design

### FINAL INTERIOR DELIVERABLES

- Mockup of Interior Space
  - Adobe Illustrator | Cinema 4D if possible
  - Hand-Drawn Sketches
  - Connection with Interior Designer

### Design Research Images





Phase One • Discovery

Summary Brief Presentation

Moving forward, we created a more solidified and detailed summary brief as well as a shortened presentation. I ended up creating a survey of 40 people to look into how many people are struggling with mental health and how many are actually reaching out for help. I was able to detail my final deliverables as well as provide a clear solution and problem statement.

**Problem:** One in four people struggle with mental health, while 60% of people do not get proper treatment or speak up about it. There is a negative stigma towards vocalizing mental-health issues which leads to internalizing and building up emotion. There needs to be a shift in perspective of how mental health is viewed and make it okay to not be okay. We need to address the issue of not seeking help and being able to have an outlet of release.

Feedback

There was not a lot of feedback on this portion. There were no minor or major problems at this point in the project. There was more research on my end. The only other comment I received was:

""Katie I'm impressed with the color research you did! I think that was a great idea to narrow down a color palette. I also think it's a great idea to work with an interior designer to help with that portion of your project. It seems like you have a great handle on what you need to do moving forward. Great work!" – Riley T.

02.  
RESEARCH

**Introductory Research.**

One in four people struggle with mental health, while 60% people do not get proper treatment or speak up about it.

**Survey Analysis**

Survey conducted to 40 people ranging from young adults to adults working as students, part-time employees, and full time employees; Researching how many people surrounding me struggle with mental health and how many actually reach out for help; develop some findings and reasonings as to why people would not want to get help. Further analysis was asking if people think there is a negative stigma surrounding mental health and how positivity can be promoted in their life.

**Color Theory Research**

Researched how different colors affect our mental health. I found that the best colors that have calming, anxiety reducing, and stress-relieving abilities are blues, greens, pinks, and white. After this initial research, I asked my participants from my survey what color they believed to be the most soothing and the top response was blue with 23 responses and green coming in second with 11 responses.

Research

03.  
PROBLEM

**Problem Analysis**

One in four people struggle with mental health, while 60% of people do not get proper treatment or speak up about it. There is a negative stigma towards vocalizing mental-health issues which leads to internalizing and building up emotion. There needs to be a shift in perspective of how mental health is viewed and make it okay to not be okay. There needs to be an addressment of seeking help and having an outlet of release.

**Mission**

The cafe is an environment that fosters real and raw conversations while promoting self love and inclusivity, to start breaking down the negative stigma around mental health.

**Purpose**

The cafe's design promotes positivity and affirmations while the physical space emphasizes opportunities for open conversations and additional support for seeking help.

Problem

04.  
SOLUTION, GOALS, & ATTRIBUTES

**Solution Statement**

My solution to this issue is to create a safe and calm environment that fosters real and raw conversations while promoting self love and inclusivity, to start breaking down the negative stigma around struggling with mental health. The cafe's branding design promotes positivity and affirmations while the physical space emphasizes opportunities for open conversations and additional support for seeking help.

**Goals**

The goal of my solution is overall trying to help people struggling with mental health by creating a physical outlet for people to be continuously reminded of positive affirmations while being able to be real with physical and mental emotions. There will be events (coffee with a mental health awareness speaker, open mic night), proceeds going towards mental health organizations, and positive affirmation (pass it forward) awareness. Overall, I will create a whole branded cafe (company), and an interior space to with a connection of an interior designer to thoroughly complete my goals.

Solution, Goals, Attributes

05.  
FINAL DELIVERABLES

**Branding Deliverables**

Logo  
Business Card  
Event Posters  
Packaging (Coffee bag, mug, to go cup and sleeve)  
Masks  
T-shirts  
Physical Menu  
Website Design  
Affirmation Card/Sleeve

**Interior Deliverables**

Mockup of interior space (sketches, Adobe Illustrator, and Cinema 4D (if time permits))  
(Furniture, Lighting, Greenery, Lighting, Textiles/Colors,etc.)  
Facade Design Illustration  
Interior Typography Design / Decoration on Walls - Experiential Graphic Design piece?  
Menu Board Design

Final Deliverables

Phase One • Discovery

Summary Brief Presentation Cont.

**Mission:** the cafe is an environment that fosters real and raw conversation while promoting love and inclusivity, to start breaking down the negative stigma around mental health.

**Purpose:** the cafe’s design promotes positivity and affirmations while the physical space emphasizes opportunities for open conversations and additional support for seeking help.

**Solution:** creating a physical outlet for people to be continuously reminded of positive affirmations while being able to be real with physical and mental emotions. There will be events (coffee with a mental health awareness speaker, open mic night), proceeds going towards mental health organizations, and positive affirmation (pass it forward) awareness. Overall, I will create a whole branded cafe (company), and an interior space to with a connection of an interior designer to thoroughly complete my goals.

Feedback

There was not a lot of feedback on this portion. There were no minor or major problems at this point in the project. There was more research on my end. The only other comment I received was:

“Katie I’m impressed with the color research you did! I think that was a great idea to narrow down a color palette. Like @Alyssa Clayton said, I also think it’s a great idea to work with an interior designer to help with that portion of your project. It seems like you have a great handle on what you need to do moving forward. Great work!” – Riley T.

Capstone Phase II – IV •  
Design, Develop, & Deploy

I combined the next three phases as I started to both design, develop, and then deploy my final mock-ups throughout these next stages, using valuable feedback and multiple rounds of design. For stage II (Design), it was the start of designing and creating your final deliverables. For stage III, (Develop) I used in-class feedback, feedback from friends, and also from Slack to then create the final mock-up versions for stage IV. (Deploy)

# Phase II • Design Logo Design Sketches

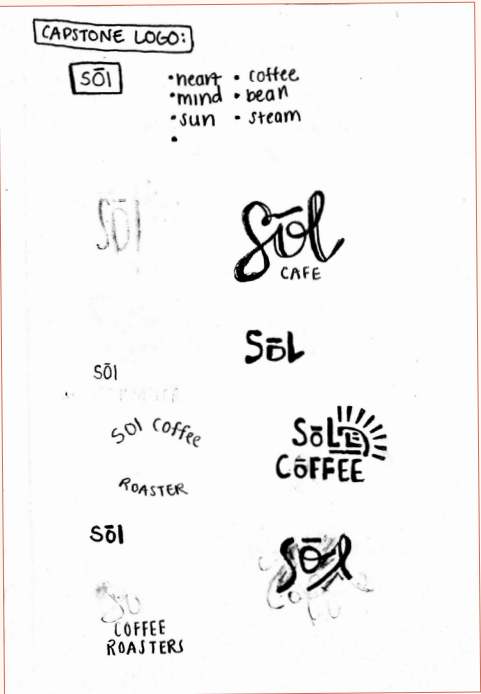
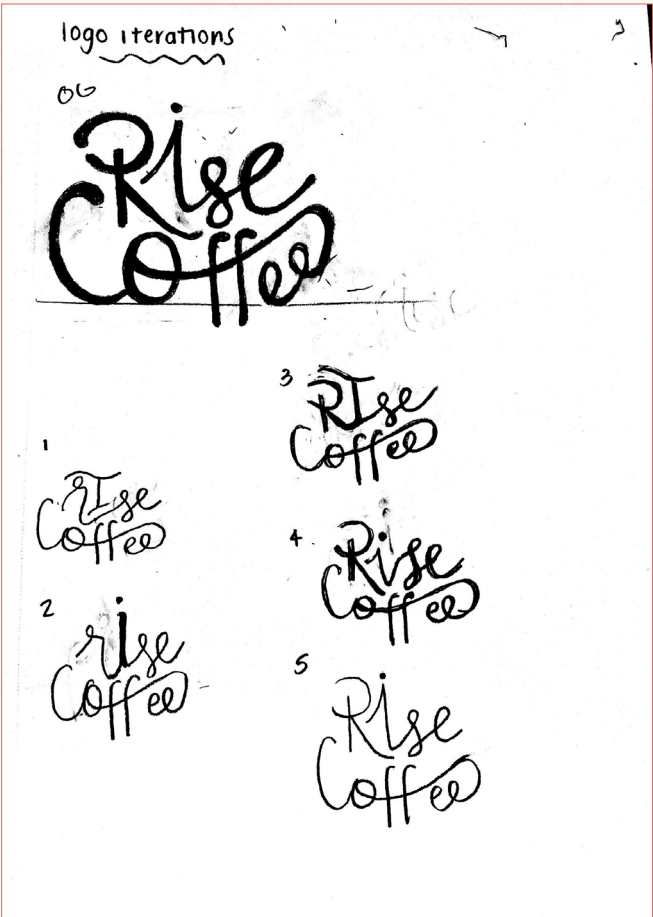
My initial logo design sketches included typography forms, abstract symbols and also ideas of what to name my brand. The names I was deciding between was Sol, Rise, and also tried Pour it Out and Healing grounds. Each of these included aspects of the sun and being lifted up. I ended up being more directed towards the typography logo designs, since I felt as though a specific vector or image did not fit into my brand. I liked this "handwritten" feel to make it more personable. I decided to start developing my concept in the top left image.

## Feedback

For this portion, the feedback I received was concerning the name of my logo. I created a poll and more people were drawn to the name "Rise." However, there were some people that leaned towards "Sol," yet someone mentioned that it was already a previous cafe they know about. Some comments I received that were helpful in making my decision:

"I like the name Rise! You could still have the concept of sun or sun motifs in your project with that name." - Alyssa C.

"I like Rise better for the color palette you have so far. However, I also really enjoy Sol but think if you go with that you should incorporate a small amount of a pastel yellow into your palette as yellow symbolizes happiness and is associated with the sun. I also like the fact that Sol sounds like soul, the café could help heal the mind and the soul." - Victoria T.



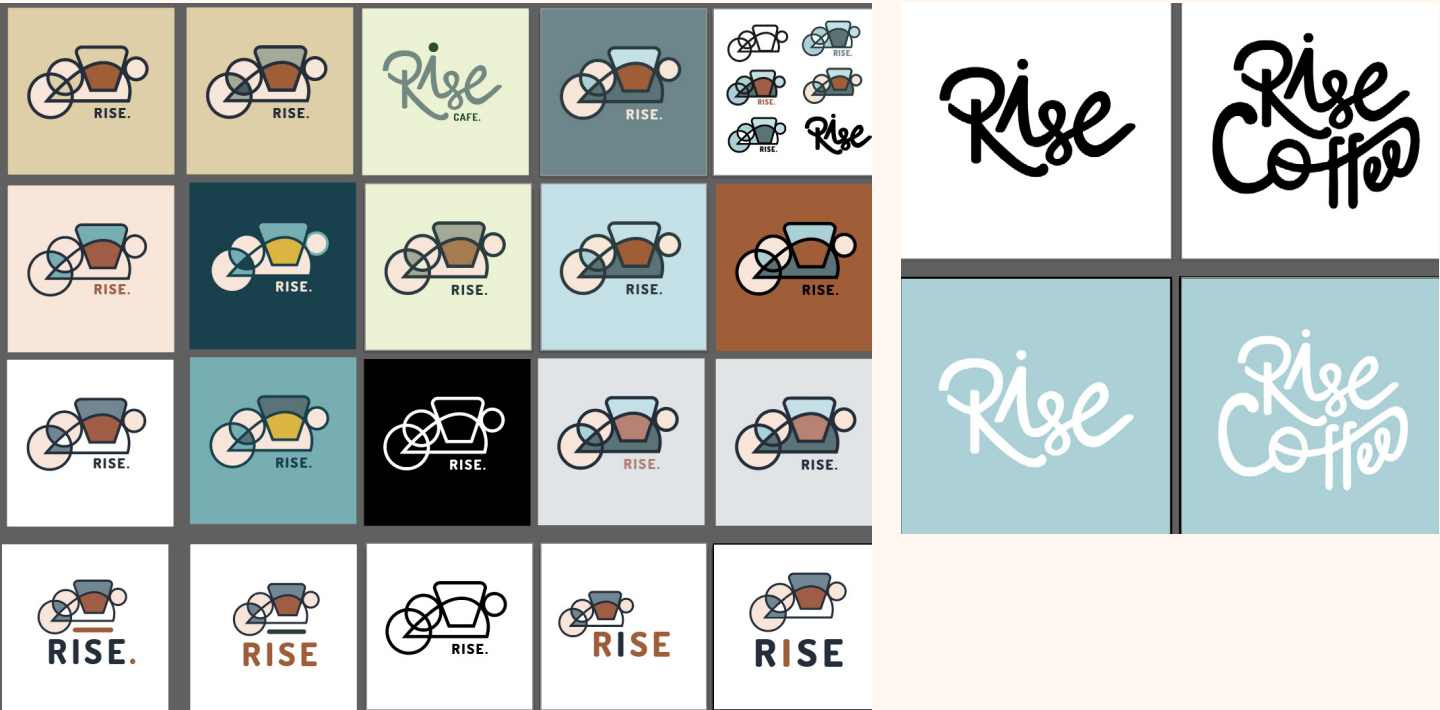


Phase II • Design  
Logo Design Computer Development

Moving forward with the typography based logo, I started to iterate on the computer. I hand drew the font in the top image. After not feeling confident or solid with this first variation, I tried to create a symbol-based logo with a coffee cup and cloud. I worked with a cloud because I felt as it had this "cool, calm, up-in-the-air, "light" feeling to it. However, I do not think that this was working, and ended up being too over-bearing for the brand. I still liked working with typography, but wanted to test out different fonts and iterations.

Feedback

Feedback I received, was more interest being shown in the typography based logos. The most beneficial feedback at this time was being told to take a step back from trying to figure out the color along with the logo and just work on a black and white version. "If it will work in black and white it will work in color." I was told to try to work with some different scripts as well. This helped me gain a more solid ground to work with, so I didn't try to work on too many things at one time.



Phase II • Design  
Logo Design Computer Development

After taking a step back from color, I was able to develop more solid black and white variations. I tested out two more different fonts that I thought fit my concept better. Both of these fonts are rounded to complete an organic-smooth-soft emotion. I started to also add in additional lines around the font which started to symbolize this fluid motion of "rising" and lifting up. I was able to pick a final combination and create a primary and secondary logo variation.

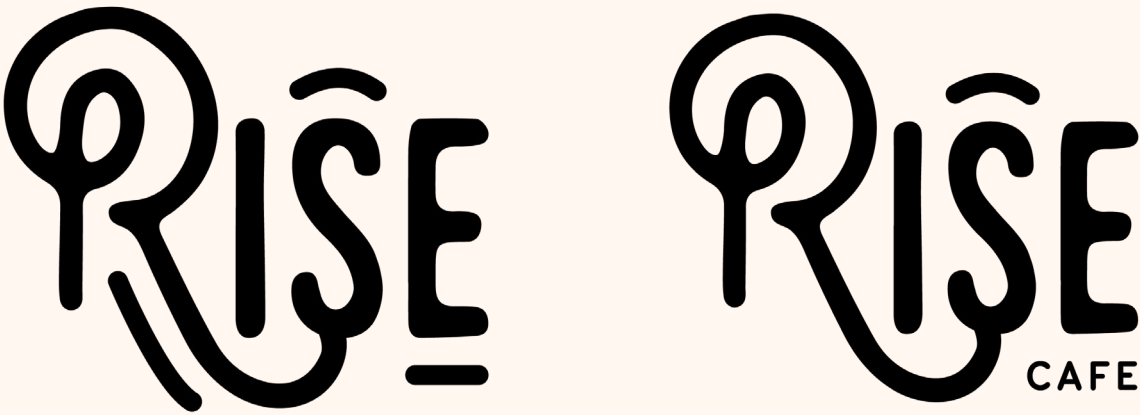
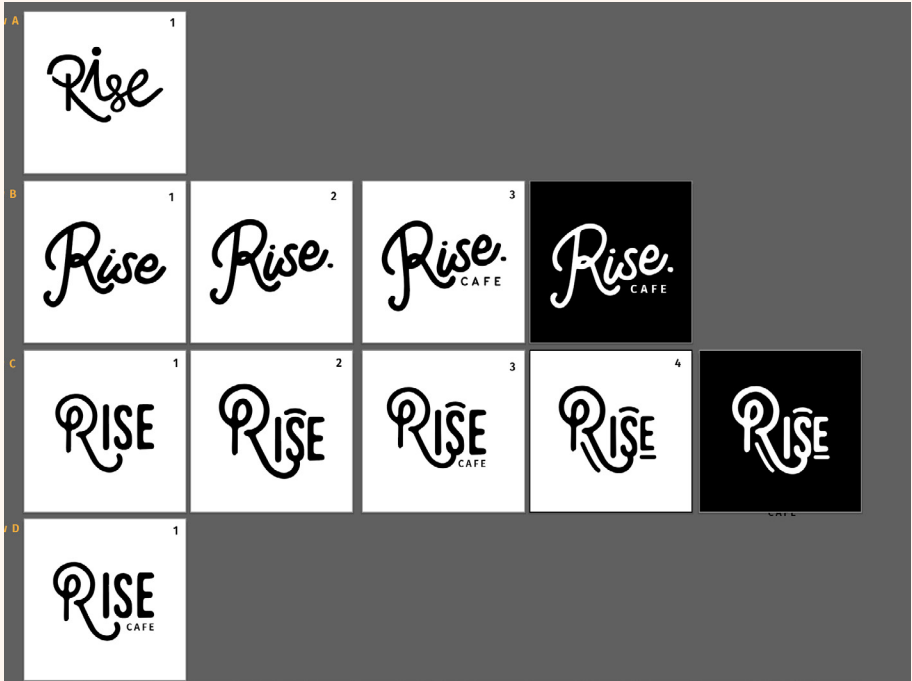
Feedback

I was able to put up another poll on Slack for these logos. Some people mentioned they liked that the second row was physically moving upwards, but most respondents were interested in the unique "r" of the third row. Direct feedback I received was to narrow the options down to two or three.

'B3 and C4 stick out to me because they seem to embody the actual title of "rise". B3 because the letters slants upward to literally rise and C4 because the arch above the "s" is reminiscent of a rising sun. The other lines add a balance that I think C2 was missing.'" - Riley T.

"I agree with Alyssa, I like rows C and D. They are easier to read since "rise" straight left to right. I also like how you chose rounded text it reminds me of sun rays.'" - Leslie T.

"I love row C and D, and I think I would love to see C3 with the little line over the S. But that type, especially the capital R is gorgeous.'" - Alyssa C.



Phase II • Design  
Color Palette Iteration

My first round of color palette design was initiated with hues of blues and yellow. I initially thought that this was the best fitting color with my idea of being “calm.” I liked the addition of the pop of color in the lines around the type to create contrast. However, after starting to work with this palette, I realized that it actually did not work, felt too corporate, and gave more of a gloomy - “too cool” feeling. None of my designs were working and I felt as if something was off, therefore needing to go back to the drawing board and changing the direction of my brand.

Brand Direction & Deliverable change

After several weeks of research and starting to design, I realized I was trying too hard to convey a “cool” emotion, and avoiding any warm colors because I thought it would be too vibrant and energetic. However, when thinking of my own mental health journey, I have always looked for the light and positivity. Through the feedback of a family friend, I realized that warm colors can still have a calming effect. I played around with different warm tones and found that the pinkish-red hue’s truly felt more positive and uplifting - reaching toward this one “vital light” that I want people to be able to find. I started to develop the concept of being on this “journey” with mental health. This direction change was a huge turning point in finding the identity of my brand. Lastly, I decided to change my deliverables after realizing my shortage of time with this change and other workload. I decided to have my new deliverables of:

Logo Identity, Website, BLE, Bags, Coffee Cups, Poster, Menu, and a simplified illustration for interior sections of the cafe





Phase II • Design  
Logo Final - Style Guide

For the final design of my logo, I kept a warm tone to display a feeling of positivity and overall hope. The lines surrounding "rise" are meant to emphasize this "journey" that people go through with mental health. The line underneath the R signifies falling down into the hands of mental health. The line above the S signifies the uplifting force and an abstract symbolization of the sun as you find the light in life again. Lastly, the line underneath the E signifies a state of balance. All of these lines form the movement of a circular shape explaining that our are ever changing and don't begin or end, but managing them can become stable. The next addition to following this "journey" was creating a pattern. This pattern that contains vectors made from the shapes in my logo, is a contrast of chaotic and fluid energy. It symbolizes that mental health is chaotic and the path is not always clear, but you're still able to flow in one direction and still continue through the chaos.

Feedback

The most helpful feedback was from a graphic designer - family friend who helped me navigate this new direction for my brand. She said that the blue palette was not resonating with her and understands why my designs weren't working. She told me to try a warm color palette: "Warm colors can still be calm. Like sunrises and sunsets."

Other feedback to the new palette:  
'I love the color combination, it gives me really happy vibes. I think you did a good job with your abstract patterns, it works really well with your logo"  
- Ethan

"But I most definitely like the direction you've taken! The palette is interesting and the layout of the graphics is very appealing and eye catching (not too messy or cluttered)" - Amina H.

RISE CAFE • STYLE GUIDE

PRIMARY LOGO



SECONDARY LOGO



LOGO CONCEPT

The Rise Cafe logo is designed around the journey of finding your light and path within the depths of mental health. The line beneath the "R" signifying your start of falling down into the internal battle then being able to **rise up and find the positive in life**. The last line is straight and balanced to show finding a sense of grounding. A singular flowing path showing how emotions continue to rise and fall, ever-changing but being able to manage them to become stable. Lastly, the colors signify a soft authentic energy, similar to a sunrise in order to capture the warm mood and tone.

BRAND MISSION

The cafe is an environment that fosters real and raw conversations while promoting self love and inclusivity, to start breaking down the negative stigma around mental health. The cafe's design promotes positivity and affirmations while the physical space emphasizes opportunities for open conversations and additional support for seeking help. "In being real, in staying devoted to this energy of realness, we help each other grow toward the one vital light. The warmth and light that causes growth in life - to rise."

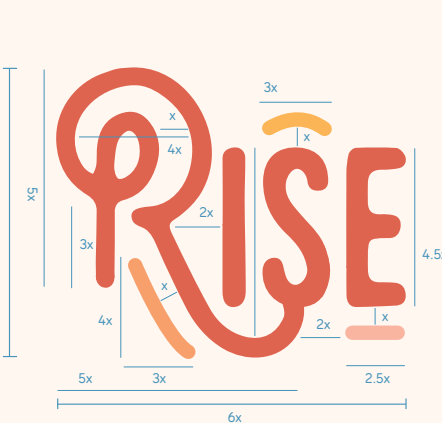
BLACK AND WHITE



PATTERN









SIZING



PRIMARY TYPEFACE

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AA | A | B | C | D | E | F | G | H | I | J | K | M | N | O |
|    | P | Q | R | S | T | U | V | W | X | Y | Z | 0 | 1 | 2 |
|    | 3 | 4 | 5 | 6 | 7 | 8 | 9 |   |   |   |   |   |   |   |

PRIMARY COLOR PALETTE

|   |   |   |
|---|---|---|
| <br>CMYK: 89, 75, 71, 1<br>RGB: 207, 107, 86<br>HEX #: CF6B56<br>PANTONE: 7618 C | <br>CMYK: 0, 33, 76, 0<br>RGB: 252, 187, 191<br>HEX #: FCB665<br>PANTONE: 1485 C | <br>CMYK: 0, 35, 32, 0<br>RGB: 255, 188, 163<br>HEX #: FFB6A3<br>PANTONE: 162 C  |
| <br>CMYK: 22, 12, 6, 0<br>RGB: 197, 207, 220<br>HEX #: C5CFDC<br>PANTONE: 538 C  | <br>CMYK: 0, 45, 61, 0<br>RGB: 254, 168, 115<br>HEX #: FAE873<br>PANTONE: 7410 C | <br>CMYK: 0, 0, 0, 0<br>RGB: 255, 255, 255<br>HEX #: FFFFFFFF<br>PANTONE: 7436 C |



Phase II • Design  
Branding Research Development

After developing my logo, and before starting my deliverables. I did additional research into the design of menus, coffee cups, interior spaces, and business cards. This helped me develop some concepts and layout/composition inspiration before beginning my creations.





Phase II • Design  
*Business Card Development*

My business card was one of the most time-consuming processes, as it had developed throughout the whole project. I initially wanted to try to do a unique type of printing alongside my pattern. I thought this would be something different than anything I’ve done before. My pattern was able to be further developed as the project moved forward. With a shortage of time, I tried to play to the strength of my pattern and develop a square business card. My final design ended up being simplified with the phrase “rise up,” as I started to implement it throughout my brand. Throughout my process, I started to design with the initiative of being simple, engaging, but still effective. The pattern has a strong energy in it’s dynamic, therefore shifting towards a more neutral and clean composition with the type.

Feedback

The feedback I received was to make sure the pattern would actually work if I decided to do a die-cut or laser cut version. After moving towards a completely new design, I asked for feedback from friends as to what colors they liked, looking at the bottom image and if they were more interested in the standard business card layout or the square version. I had a mix of responses, but ended up keeping the square since someone said it was more unique. The pink color for the back resonated most with one of my design friends as they stated, “It is more cohesive, and does not contrast the front of the card too much.” This part was more in my hands in making the overall decisions, since I did not like the first direction it was going.



Brand Development



Phase II • Design  
*Business Card Development*

My business card was one of the most time-consuming processes, as it had developed throughout the whole project. I initially wanted to try to do a unique type of printing alongside my pattern. I thought this would be something different than anything I’ve done before. My pattern was able to be further developed as the project moved forward. With a shortage of time, I tried to play to the strength of my pattern and develop a square business card. My final design ended up being simplified with the phrase “rise up,” as I started to implement it throughout my brand. Throughout my process, I started to design with the initiative of being simple, engaging, but still effective. The pattern has a strong energy in it’s dynamic, therefore shifting towards a more neutral and clean composition with the type.



Front Side



Back Side



# Phase II & III • Design Letterhead Development

For my letterhead, I initially used a bold version of my pattern and tried to manipulate it around the borders of the page. After receiving feedback for my first round of designs, I found it was too heavy against the text with the line weight and color choices I decided on. Therefore, my second round of designs, i used a much larger imprint of the pattern and made it an opaque watermark. The user will be able to add in information on the page without visibility problems and it also still adds a flare without overbearing the composition. I was not initially going to do an envelope, but ended up creating a very simple design to follow along with the letterhead. My first round of design for the envelope, was again, too heavy of a line weight and did not allow for balance.

# Feedback

I made my own design decisions and did not receive feedback on this portion.



# Phase II & III • Design

## Letterhead Development

For my letterhead, I initially used a bold version of my pattern and tried to manipulate it around the borders of the page. After receiving feedback for my first round of designs, I found it was too heavy against the text with the line weight and color choices I decided on. Therefore, my second round of designs, i used a much larger imprint of the pattern and made it an opaque watermark. The user will be able to add in information on the page without visibility problems and it also still adds a flare without overbearing the composition. I was not initially going to do an envelope, but ended up creating a very simple design to follow along with the letterhead. My first round of design for the envelope, was again, too heavy of a line weight and did not allow for balance.

## Feedback

I made my own design decisions and did not receive feedback on this portion.





Phase II & III• Design  
*Mug & Cup Development*

As stated previously, my pattern was able to be further developed as the project moved forward. I thought that these paper cups would be interested with a more bold-set pattern surrounding it. It took me awhile to decipher the color lid that would work best. However, I ended up doing multi-color lids that could be exchanged out with different cups. I liked the pattern spread across the entire layout, but I felt as if the logo should be incorporated into the design. For my final variations, I had implemented the logo into the larger coffee cups. For the mini coffee cup, I added in the phrase 'rise up' on the pink lid. I thought this would be a neat incentive as people looked down to take a sip and was reminded to be strong. Lastly, I added in a mug design, if people were to have a latte/cappuccino sitting down inside of the cafe. I feel as if it is more inviting when the dishes you use are tied to the brand itself.

Feedback

I made my own design decisions and did not receive feedback on this portion. The only question I asked for feedback on was for the background color and logo markings. I was told to make a watermark instead of having it at full opacity, which ended up being the design decision in my final mock-ups.

Brand Development

Two-Color Variation



Mini Coffee Cup



All-Color Variation



Phase II & III• Design  
Mug & Cup Development

As stated previously, my pattern was able to be further developed as the project moved forward. I thought that these paper cups would be interested with a more bold-set pattern surrounding it. It took me awhile to decipher the color lid that would work best. However, I ended up doing multi-color lids that could be exchanged out with different cups. I liked the pattern spread across the entire layout, but I felt as if the logo should be incorporated into the design. For my final variations, I had implemented the logo into the larger coffee cups. For the mini coffee cup, I added in the phrase 'rise up' on the pink lid. I thought this would be a neat incentive as people looked down to take a sip and was reminded to be strong. Lastly, I added in a mug design, if people were to have a latte/cappuccino sitting down inside of the cafe. I feel as if it is more inviting when the dishes you use are tied to the brand itself.



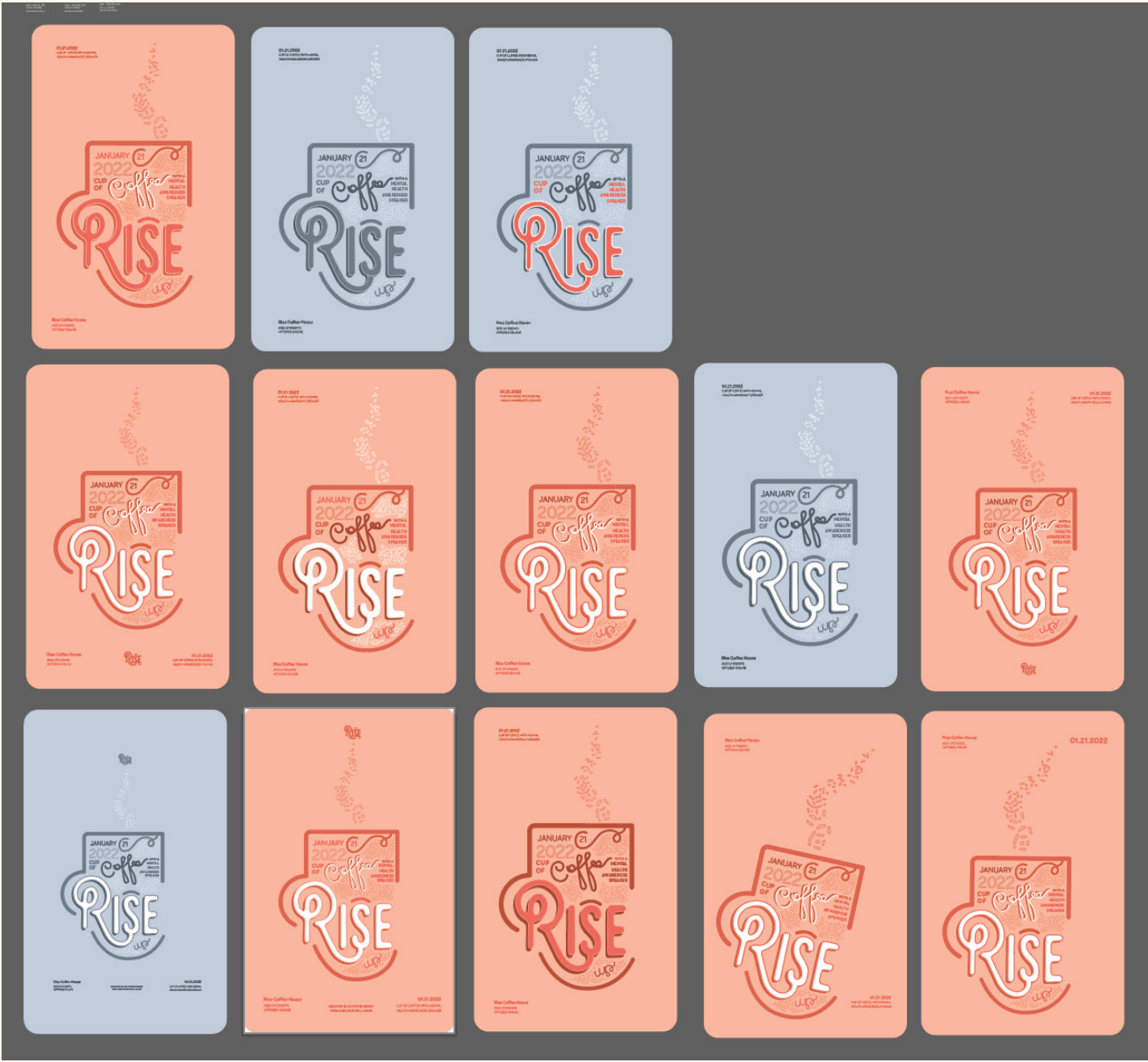
Phase II & III • Design  
Poster Development

For my poster, I thought I was going to be creating multiple ones for the different events that I had proposed. With the deliverables change, I decided on one poster to advertise the "cup of coffee with a mental health awareness speaker." I did a simplified composition, but added abstraction within the typography in the "mug." I have my pattern flowing throughout the cup to symbolize two different ideas. The first idea being a representation of the coffee and steam. The second idea being a representation of this flowing journey and your cup being seen as 'full' throughout this journey. I added in handwritten typography, layered text, vectors to create hierarchy, balance, and some depth within the contrast. I tried a blue palette and pink palette, but ultimately decided on the pink since it was more fluid and cohesive with my other deliverables.

Feedback

The overall feedback for my poster, was definite interest in the simplified layout and to make sure all of my lines for the mug line up. I also received a comment on slack, which I was able to fix, stating:

"One thing that I think you could change is making the text on the poster bigger since it's a big hard to read the way it is. I do love the shape of the mug and how the poster is laid out, but I think you would be able to make all the text a big bigger if you resized the steam pattern or even removed it. Great work!" - Riley T.





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Rise Coffee House  
RISE UP EVENTS  
OFFERED ONLINE

HELPING EACH OTHER GROW  
TOWARDS ONE VITAL LIGHT

01.21.2022  
CUP OF COFFEE WITH MENTAL  
HEALTH AWARENESS SPEAKER



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Phase II • Design  
Menu Final

The menu design is a simple structural grid layout. I played around with colors, as most menu’s have a white background. I found that the red background provided the most emphasis and engagement with my brand values. I added in some additional resources for mental health hot lines. I thought this was important to add in, as some people are still unaware of where to go or call for support. I included a suicide hot-line, Eating disorder hot-line, crisis text line, as well as a treatment referral line. The last addition to my menu was the statement at the bottom letting the audience know to ask the servers about making donations towards the mental health organization that Rise is supporting. For the creative aspect of my menu, I wanted it to be organized, but still incorporating my pattern as a watermark and adding in more of the “orange” color that was not as frequently used throughout my deliverables.

Feedback

I made my own design decisions and did not receive feedback on this portion.





Phase II • Design  
Bag Final

My first tote bag design is similar to my cup as I added in my secondary logo to my pattern. For my carry out bag, I wanted to add the “rise up” statement as the audience can be reminded of this phrase as they leave the cafe with their food. I utilized the pattern containing the singular line movement, to enhance this “rising” motion towards the top of the bag.

Feedback

For this portion, I was told to make the “Rise up” in title case form, to keep the uppercase R fluid within the logo and the deliverables. I am unsure if I were to change this looking back at the design.

Tote Bag



Carry Out Bag





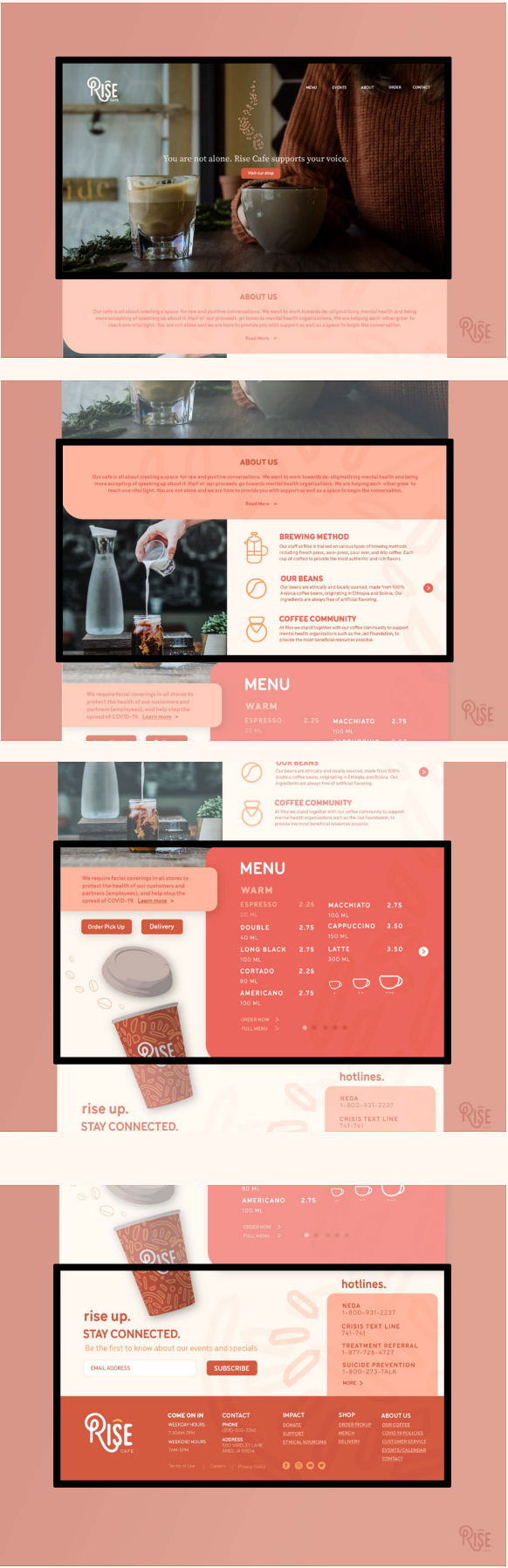
# Phase II • Design Website Final

When creating my web design, I wanted to stray away from the typical sites that use a lot of photography and lean more towards the illustrative dynamic that I have developed. I was able to use my pattern to enhance movement towards scrolling down the pages as well as calling information out, such as the hot lines at the bottom. I took my coffee cup design and was able to create an illustrated version of it to flow along with this “hand-touched” feel of Rise. Lastly, I was able to create contrast with the pop of red/pinks/oranges against the white background and offer a sense of hierarchy of information as the user is navigating the site.

# Feedback

I made my own design decisions and did not receive feedback on this portion.

Brand Development



## Phase II • Design

### Interior Design Illustrations & Signage

For the interior section designs of the cafe, I kept the same illustrative style that was flowing throughout my process. The first section I did was a coffee bar. I incorporated rounded seating, a contrasted color wall, patterned wall, and plants to engage a sense of invitation. There are also mental health benefits to plants like giving more clean oxygen into the air, as well as a sunlight window to increase the amount of Vitamin D that also helps brain function, therefore improving the mental space. The ambiance of my cafe is important in trying to provide a universally sense of comfort, while still promoting positive energy. The last addition to my scene was adding in my designed coffee cups to the shelves and on the counter.

For the second scene, I illustrated the main seating area. Again, I wanted to incorporate plants with the addition of a lot of sunlight let into the space. I still kept the tones clean neutral for the chairs and benches. The main piece of this illustration was to create a wall-art piece. I wanted to create contrast from the rounded features throughout the whole brand a cafe scene with geometric forms holding the patterns. The last piece was an exterior sign.

## Feedback

Some feedback from Slack I received for this portion:

"For having not used a 3D program, I think your building mock-ups are very illustrative of what the cafe would actually be, and the end result is very cozy and inviting! Well done!" - Nicholas D.

"Your mock-ups look great but I would revisit your "round-sign-red" and add a shadow on the logo/sign to make it a little more realistic. (on the inside of the ring area) It will hopefully give the sign some dept to it." - Ray G.



Coffee Bar Interior



Phase II • Design  
*Interior Design Illustrations & Signage*

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Interior Lounge Space

Exterior Signage





# Rise Cafe • Final Thoughts

Final Capstone Project  
Katherine Fetter  
Art GR 471

# Final Thoughts

Overall, this project has allowed me to use all of the knowledge and skills that I have attained during my time as a student at Iowa State. Struggling with my own mental health, this project has helped me find my own light while creating, struggling, failing, succeeding, and then reaching the final designs. I realized and was able to reflect on my own "journey," as I had a lot of ups and downs along the way. In the end, the final designs are cohesive with one another, and although it went differently than originally planned, I believe the outcome was successful with the time I had left. The project was able to make some big turn around, since it was initially difficult for me to grasp a solid stance on the direction I wanted to take.

The challenges I faced were time constraints, settling on a direction, moving forward when some deliverables were not working, and the motivation to keep going when I was not happy with what I had.

The successes I achieved was being able to turn the project into something I am proud of, overcoming the "creative rut," creating a brand that supports something I am very passionate about, making a quick turn around, and learning to "take a step back," when it is necessary.

