Dayform Studio

Brand identity proposal

Prepared for a neighborhood café

Fictional studio and concept studies. Scope, fees and timing are examples.



A local café, a clear identity

Working assumption: an independent café preparing its first identity. The brief needs confirmation.

The café should feel familiar on the street and easy to recognize on a cup. This proposal connects the physical space with the small things people take away.

What the identity needs to do

01

Feel at home

An approachable visual language for everyday visits, without losing a distinct point of view.

02

Work in the real world

Clear decisions for the sign, menu, takeaway packaging and a small digital presence.

Warm. Direct. A little unexpected.

A proposed direction for discussion, not an approved identity.

Uncoated paper, a confident red and generous typography. A simple system that can carry a menu as comfortably as a window sign.

The everyday coffee run

A concept study in familiar materials and one unmistakable color.



Original AI-generated packaging study. No real client or delivered project.



A small print series

A second concept study explores how a few consistent decisions can hold different stories together.

Original AI-generated print study. No existing publication or commissioned work.

A focused set of tools

01 **Identity foundations**

Primary identity, supporting marks and a practical color and type system.

02 **Everyday applications**

A menu layout, takeaway cup and bag concepts, and a window-sign direction.

03 **Digital essentials**

A small set of social layouts and a landing-page art-direction sheet.

04 **A usable handover**

Organized artwork, file guidance and a concise identity guide.

How we work together

01

Understand

A focused conversation about the café, its visitors and the decisions ahead.

02

Explore

Two visual directions, discussed together before one moves forward.

03

Develop

Refine the selected identity and test it on the agreed applications.

04

Prepare

Check artwork, document the system and prepare the handover.

A six-week first plan

An example schedule, subject to the agreed scope and timely feedback.

Week 1	Brief and discovery
Weeks 2–3	Visual directions and selection
Weeks 4–5	Identity and applications
Week 6	Final checks and handover

Example investment

An illustrative fee for the sample scope. A real quote follows an agreed brief.

Discovery and direction	$1,800
Identity development	$4,800
Artwork and handover	$1,800
Example total	**$8,400**

Illustrative USD fees, not an offer. Tax, production and third-party costs are not included.

What this scope covers

Included in this example

One selected identity direction, two refinement rounds and the applications listed in this proposal.

Agreed separately

Printing, photography, copywriting, website development and additional rollout work.

The next conversation

Confirm the brief, agree on the scope and choose a starting date.

Let’s review the proposal together