

Cool Cupz Drink Shop Outdoor Wall Design Brief

Overview

My family is opening a drink shop that will serve

- Bubble Tea
- Soft Serve Ice Cream
- Slushies & Daiquiris - [Watch this video to understand what slushies and daiquiris are](#) and [this video too](#) (we will serve both alcoholic and non-alcoholic)
- Italian Ice / Water Ice - [Watch this video to understand](#)
- Shaved Ice / Bingsu / Kakigori - [Watch this video to understand](#)
- Snow Cones - Like Shaved Ice / Bingsu / Kakigori but more crunchy
- Italian Soda

The name of the shop is Cool Cupz

I need your help designing how we will decorate the walls outside the shop. I plan to have the design printed and put on the wall

Our Logo



- Company Name
 - Cool Cupz
- Byline on the bottom saying:
Bubble Tea - Soft Serve - Italian Ice - Snow Cones - Slushies - Daiquiris - Shave Ice - And More
- The 3 cute characters represent my wife, son and I. We also want to show that we are a family shop where everyone from the family can come to get a cool treat that will make them have fun and feel refreshed.

Our Shop

We want our shop to be very Instagramable and the design to draw people to visit, take and post their pictures and have a cool drink - It will have an outdoor seating area with benches, fake grass and we want it to be a bright fun area where families will come for a cool treat on a hot day.

This is what it looks like now



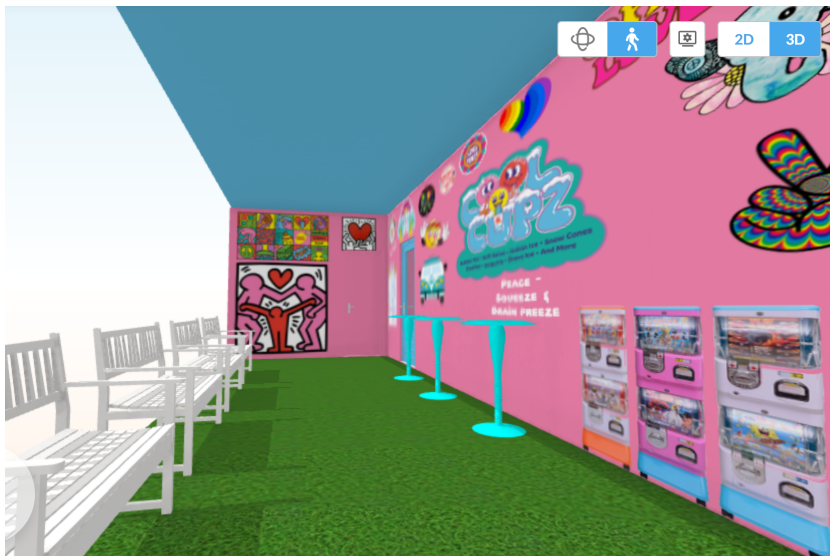
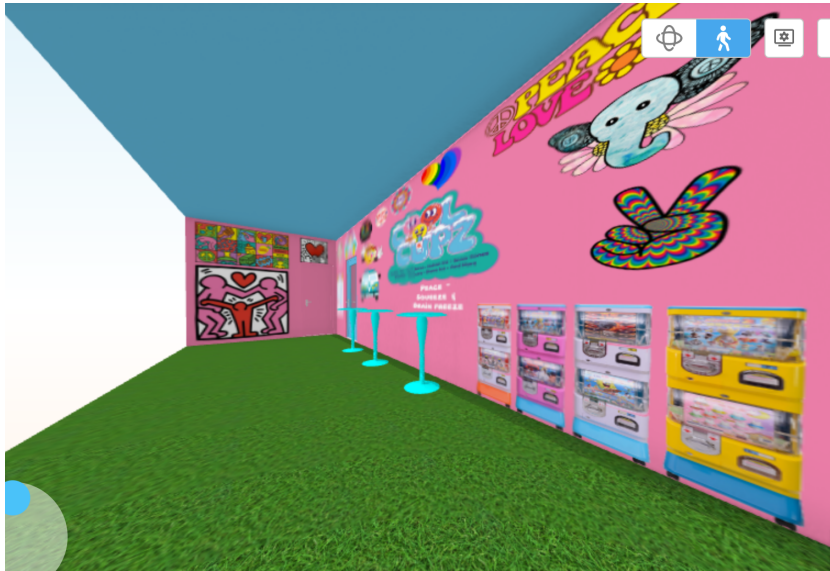
We plan to make it very fun

We will put fake grass on the ground

Have nice benches

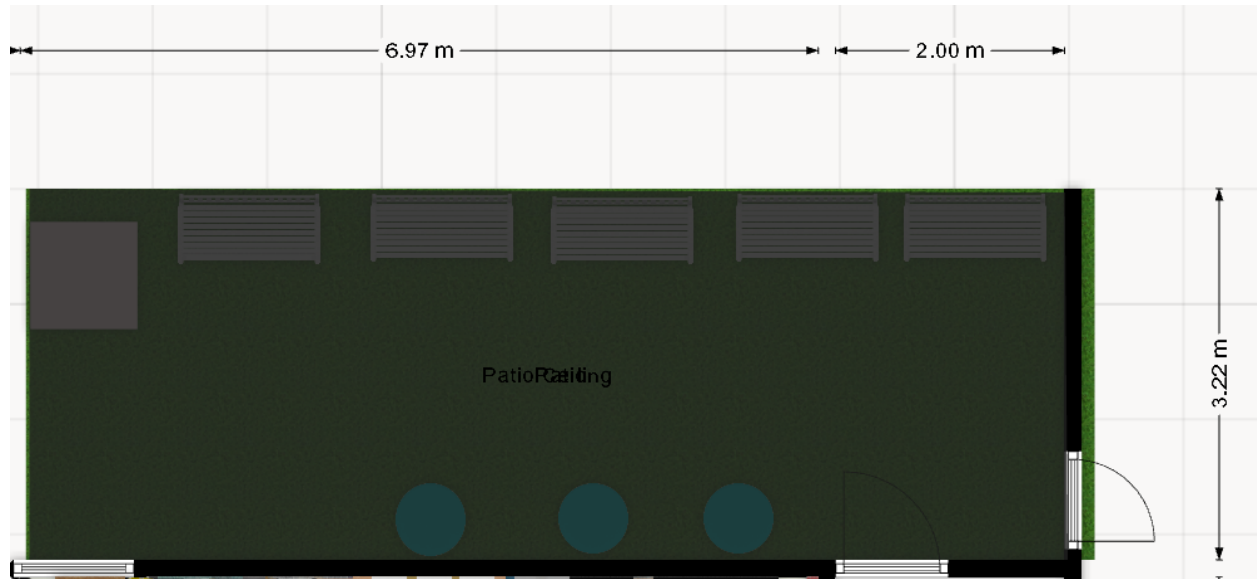
And will serve from the door you see in the picture

Here are quick renders as an example - But this is just to give you a very rough idea of what we are thinking.



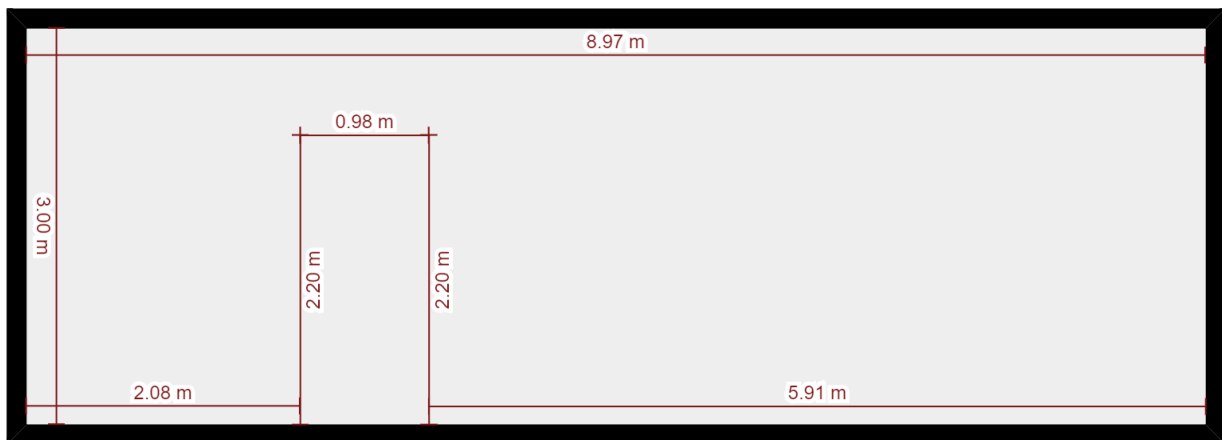
Please note those pictures are just a mock up design and it does not need to influence your design at all. Feel free to change color palette as long as it still matches our logo

Wall Sizes



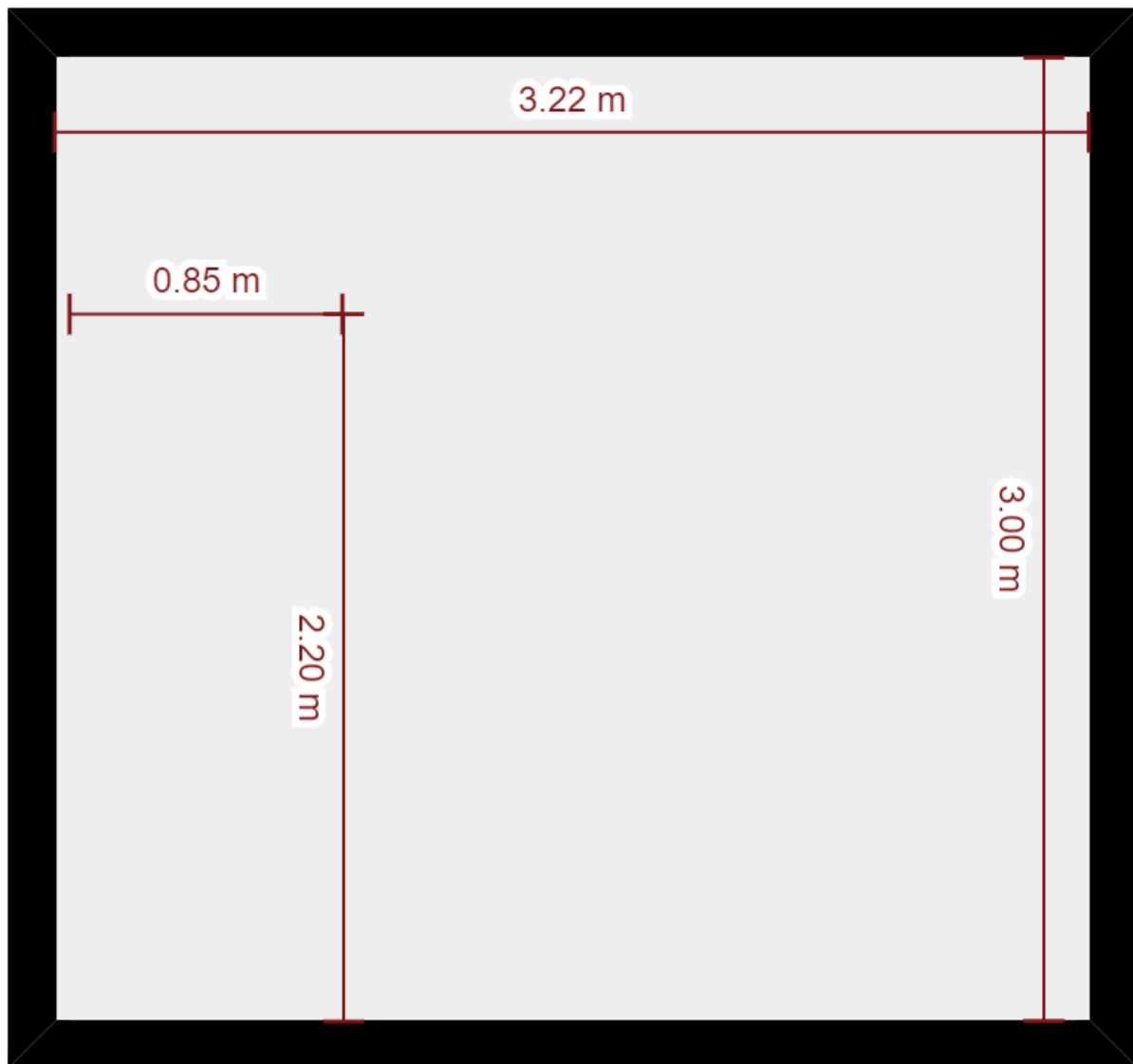
The big wall with the Cool Cupz logo is 8.97m long x 3m tall

The door is 2.08M from the wall on the left and the door dimensions are 0.98m x 2.2m



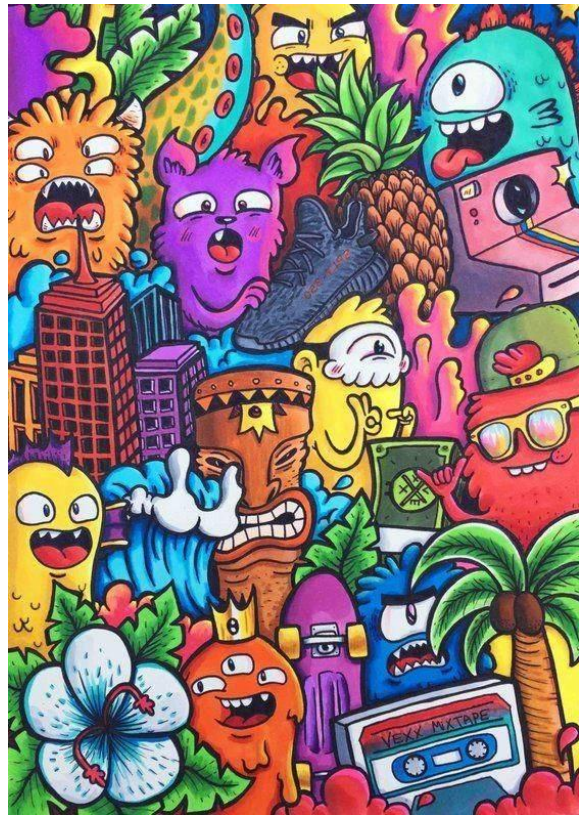
The small wall is 3.22m x 3m

The door is almost all the way in the corner and the door dimensions are 0.85m x 2.2m



Inspiration

We like this kind of artwork

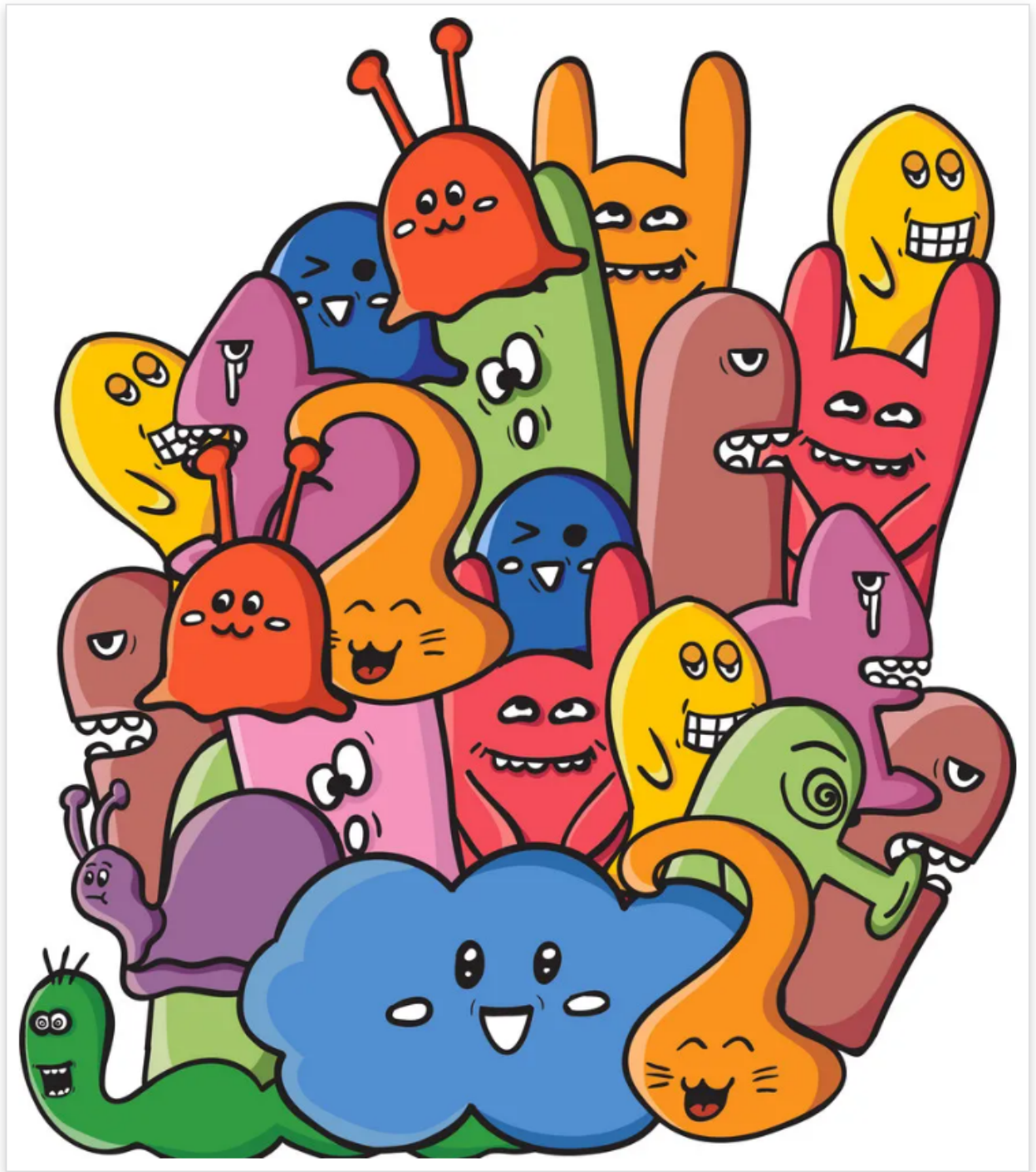


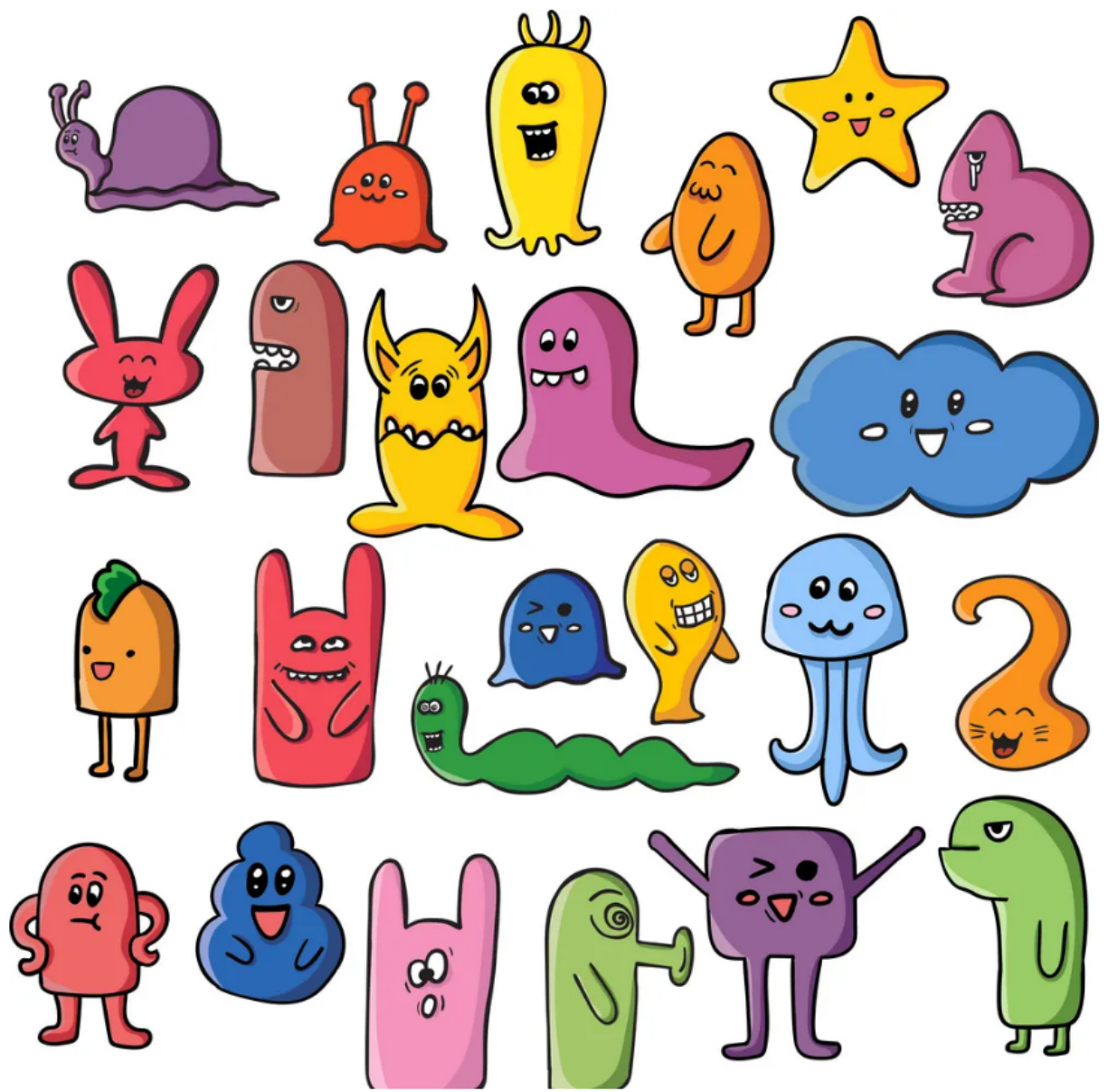




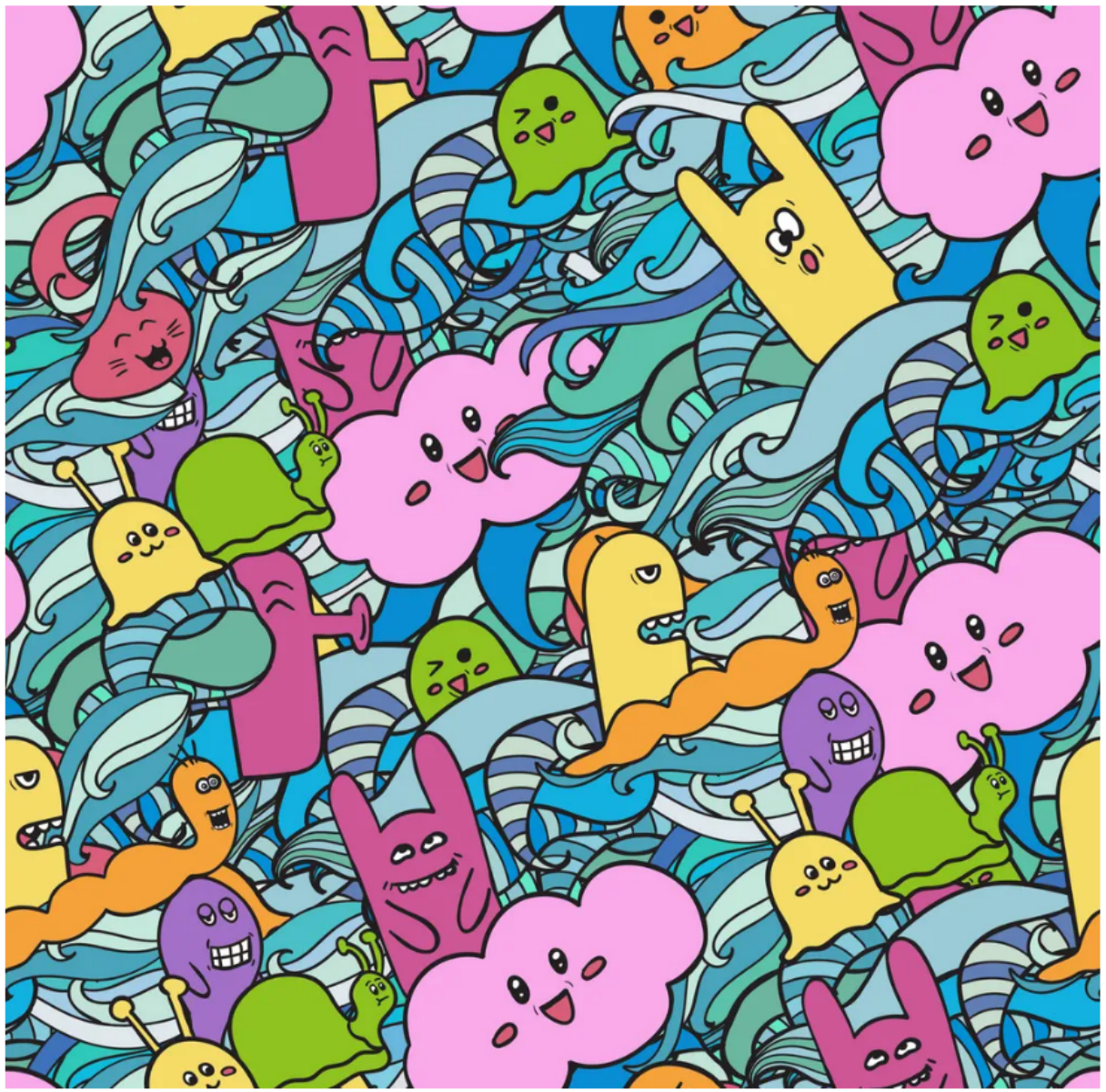


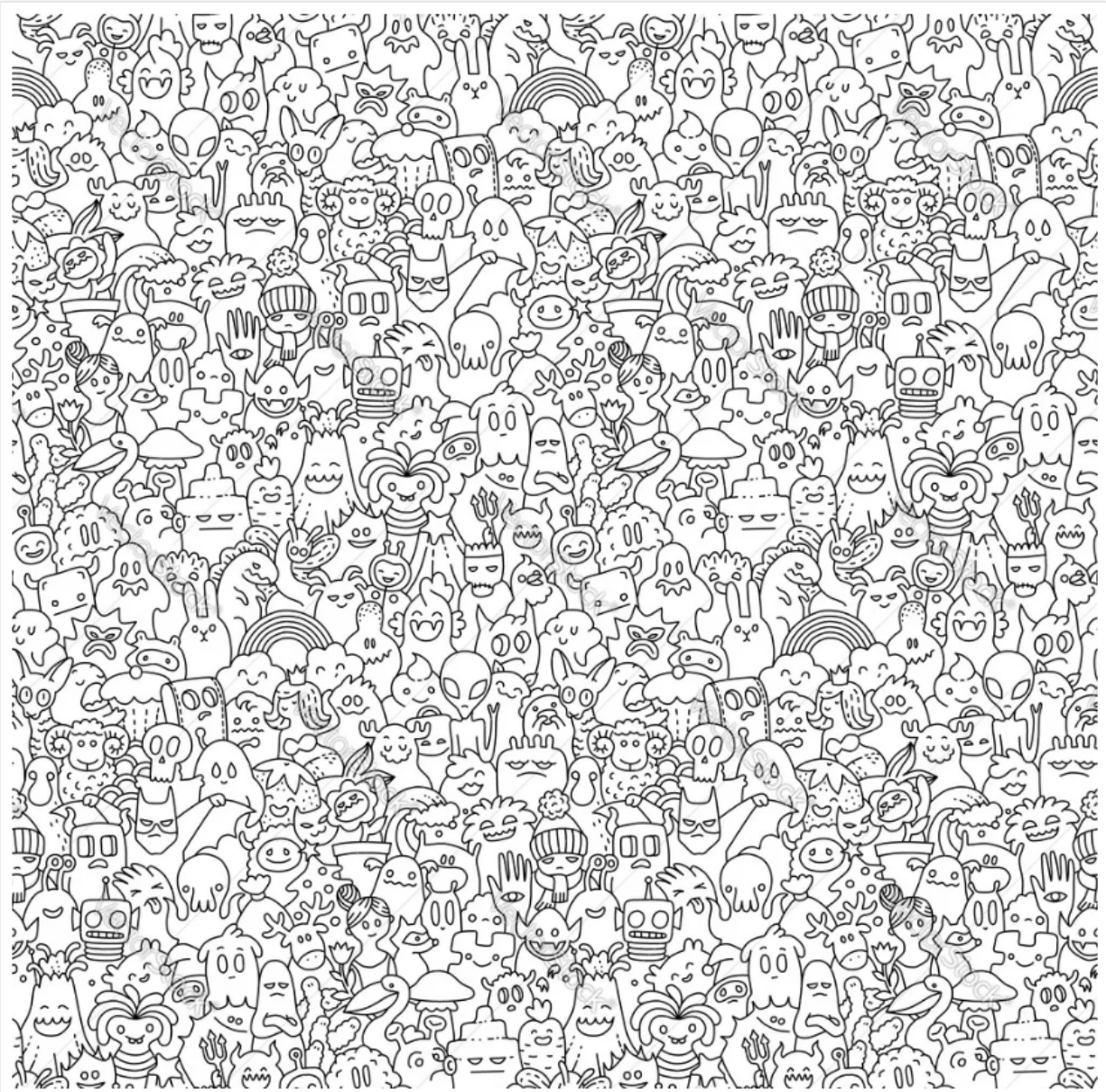


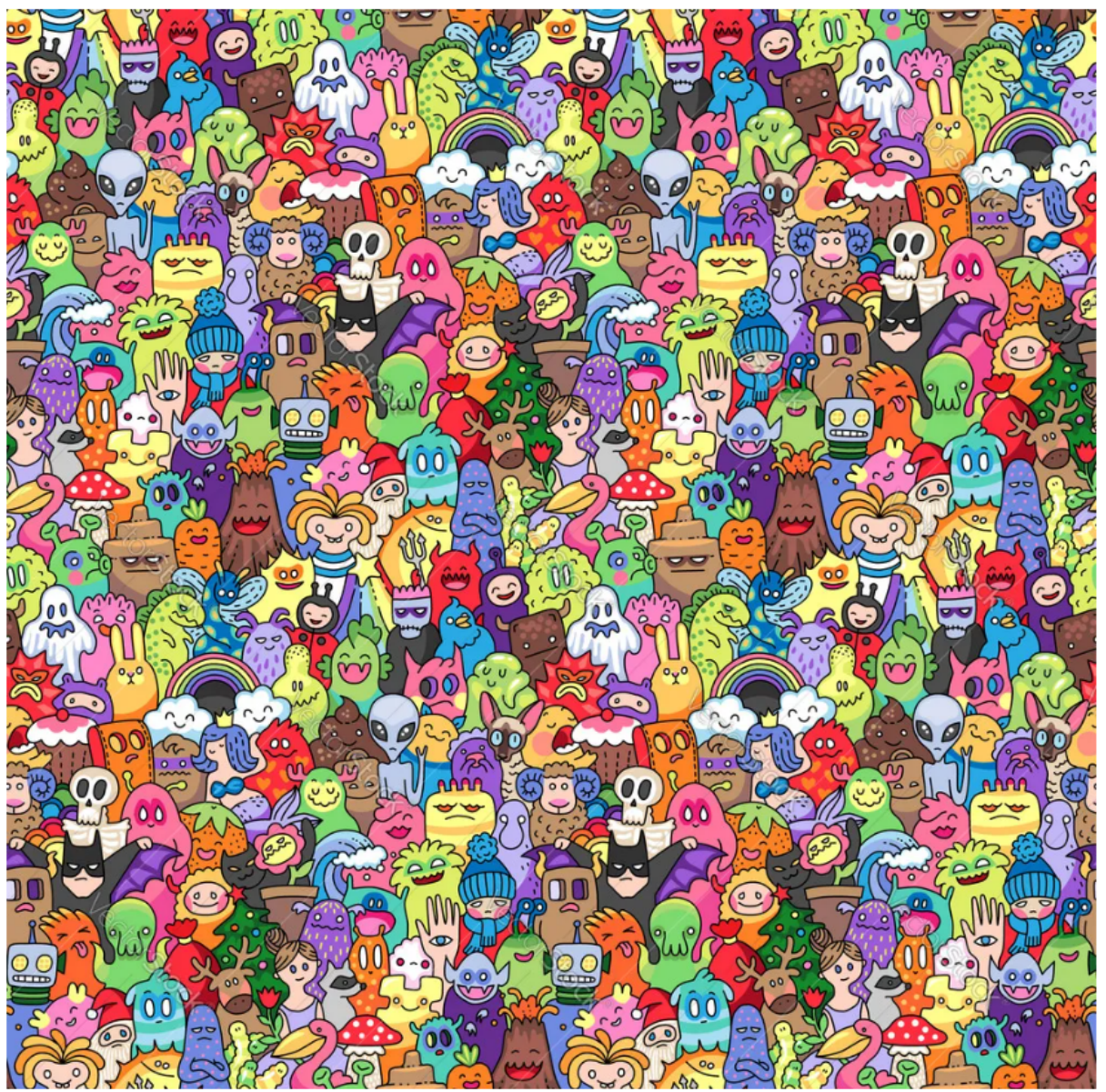


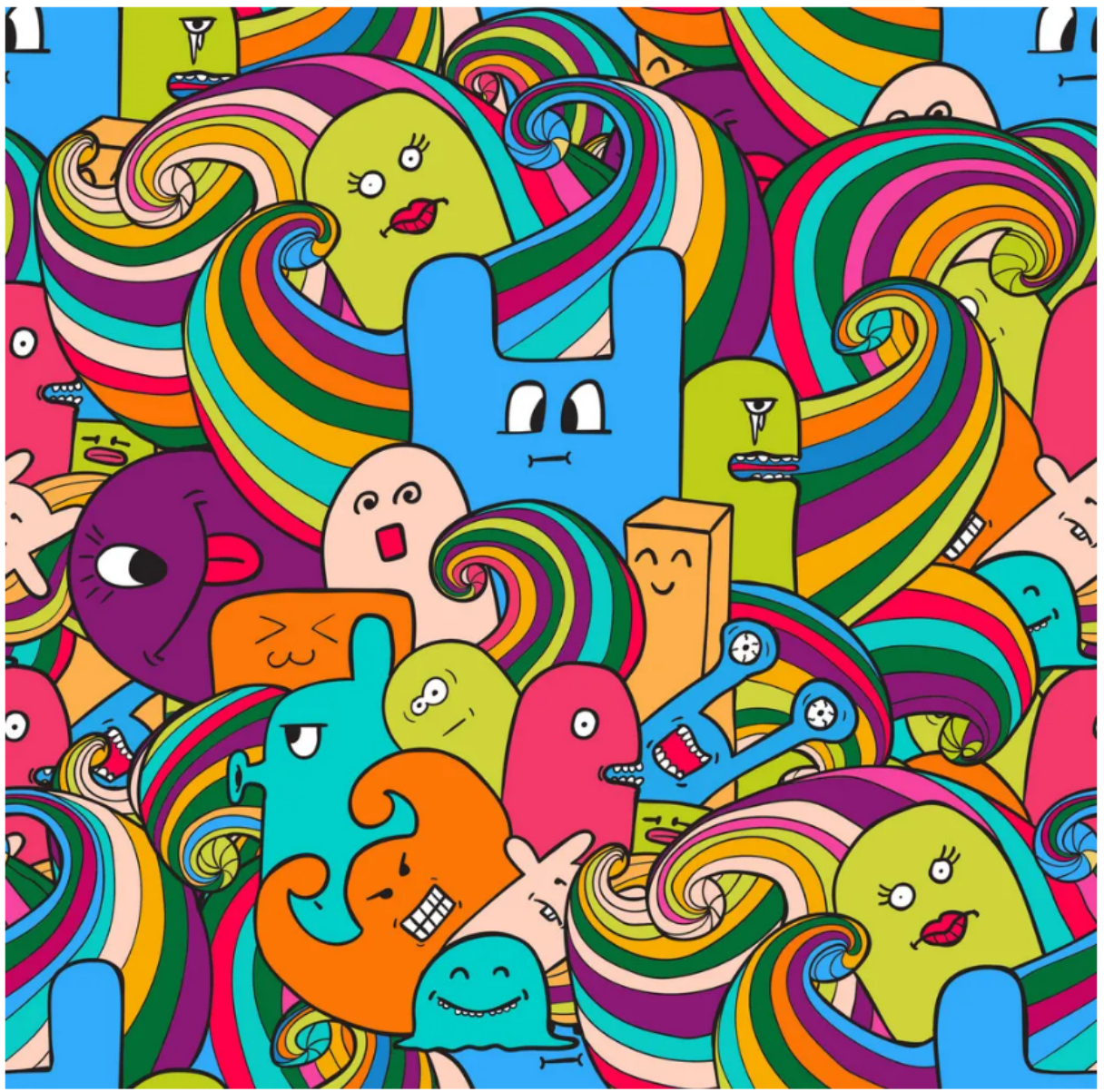














We are also fans of [Keith Haring](#)



And a similar shop that has a great brand that serves as inspiration to me and should influence your design

[Happy Ice](#)

Logo



Store



Their foodtruck



Below you will find a Zip File to our Logo

Zip files here:

[Logo PSD File](#) -

<https://drive.google.com/file/d/1BuUREwzBXVlvrxP2OC7wxj5fU9nTqG1h/view?usp=sharing>

[Logo Vector File](#) -

<https://drive.google.com/file/d/1RIB7Gh4TiWaFXoxTzfdyXJSGwPE6PoFr/view?usp=sharing>

We look forward to your designs!

Thank You!