

Takeaway Cup Design Brief

Objective

Design a takeaway cup that embodies the Kelly + Calcott Chocolate Cafe brand, creating a luxurious and memorable experience for customers with every purchase. The design should visually reinforce the brand's premium and indulgent positioning while remaining functional for everyday use.

Brand Overview

Kelly + Calcott Chocolate Cafe offers a contemporary yet timeless experience of luxury indulgence. The brand is centered on delivering "Moments of Happiness" with every interaction, characterized by a refined aesthetic and a welcoming, high-end atmosphere.

Core Visual Elements from Brand Guidelines:

- **Primary Colours:** Light moss green, white marble, and gold accents.
- **Typography:** Sophisticated, legible fonts emphasizing elegance.
- **Imagery Style:** Minimalistic yet indulgent; patterns inspired by marbled textures or fine detailing.

Design Goals

1. **Brand Reflection:**
 - Convey a sense of premium quality and indulgence.
 - Align with the brand's luxury yet approachable ethos.
2. **Aesthetic Appeal:**
 - Incorporate light moss green and white marble as dominant colours.
 - Use gold sparingly for accents or detailing (e.g., logo outlines, patterns).
3. **Functionality:**
 - Ensure high readability of any text (e.g., logo or tagline).
 - Design should remain visually impactful even when held, stacked, or displayed.
4. **Customer Experience:**
 - Evoke "Moments of Happiness" in every interaction.
 - The design should feel special but also adaptable to seasonal or promotional variations.

Mandatory Elements

- **Logo Placement:**
 - Front and center with the logo in either white, gold, or moss green (depending on the background).
- **Tagline (Optional):**
 - Consider including: a short, brand-aligned message.
- **Visual Texture:**
 - Subtle marbled or luxurious patterns to tie into the Cafe theme.

- **Sustainability Acknowledgment:**
- Include a note, logo, or symbol indicating eco-friendly or recyclable materials.

Technical Specifications

- **Cup Sizes:** Small (8 oz)& Medium (12 oz),
- **Print Area Dimensions:** [Provide specific dimensions as per manufacturer's guidelines].
- **Colour Reproduction:** CMYK or Pantone for accurate colour matching.
- **Material Compatibility:** Ensure the design prints well on recyclable materials (e.g., compostable PLA-lined paper).

Additional Considerations

1. **Seasonal Variations:**
 - Propose how the design can adapt for festive periods (e.g., subtle holiday elements that don't overpower the core branding).
2. **Cost Efficiency:**
 - Design should be striking without increasing production costs significantly.
3. **Cohesion Across Packaging:**
 - The cup design must complement other K+C packaging, such as chocolate boxes and gift bags.

Timeline & Deliverables

- **Initial Concepts:**
- **Revisions:**
- **Final Design Submission:**



Deliverables:

- High-resolution design files (AI, PDF).
- Mockups for each cup size.

Inspirational Keywords

Luxury | Indulgence | Minimalism | Elegance | Happiness

