

Design Brief for the first Coffee Farm, UK

Project Name: Coffee Farm

Concept: A coffee shop that highlights the connection between the coffee bean and the farmer. The shop is supplied directly by the Rwandan farmers who grow the beans, creating a direct and authentic link to the source.

Core Feature: An old-fashioned pedal bike with a hessian sack of coffee beans, similar to those used by the farmers to deliver the sacks of coffee to the washing station, will serve as a central, symbolic feature within the shop.

Goal: To create a warm, inviting space that tells a story, promotes ethical consumption, and stands out from typical high street coffee chains. Design Principles

Authentic & Humble: The design should feel genuine and not overly polished or commercial. It should celebrate the craft of farming and the journey of the coffee bean.

Community & Connection: The space should foster a sense of community, both for local customers and as a link to the farming community in Rwanda.

Storytelling: Every design element, from the materials to the decor, should contribute to the narrative of the coffee journey.

Key Design Elements

Branding & Visual Identity

- **Logo:** A simple, hand-drawn style logo that incorporates a coffee plant, a silhouette of a farmer, or the iconic bicycle. The font should be rustic and approachable, like a serif or a friendly sans-serif but sufficiently strong to allow just the two words, Coffee Farm, to be able to be used on their own without any other logo element.
- **Colour Palette:** Earthy tones inspired by the Rwandan landscape and coffee beans. Think deep browns, warm terracottas, leafy greens, and off-white. A splash of brighter color, like a deep red of ripe coffee cherries or a vibrant blue, could be used as an accent.
- **Typography:** Use a clean, legible font for menus and signs, paired with a more characterful font for branding and storytelling elements. The font needs to be strong enough to be able to stand alone. Physical Space
- **The Bicycle Feature:** The central old pedal bike should be a focal point, perhaps built into the table/seating, suspended from the ceiling, mounted on a wall with integrated lighting, or placed as a sculptural element near the entrance. It should be authentic, showing signs of age and use.