

SWEET UNITY 42 – FATHER AND SON_STOREFRONT

WHO WE ARE

Our coffee brand is called Sweet Unity Farms Coffee. We grow 100% Tanzania Arabica coffee, which we market and distribute in the U.S. as Sweet Unity Farms Coffee.

WHAT WE ARE LOOKING FOR

- We are exploring a coffee shop concept which will potentially be branded as “Sweet Unity 42”
- The objective is to create design options featuring the founder, David, and his father Jackie Robinson
- Our goal is to emphasize the continuation of the father’s legacy and the work that his son has continued
- Read more about David Robinson: <https://sweetunityfarmscoffee.com/>
- Read more about Jackie Robinson: <http://jackierobinson.com/biography.html>
- As part of the coffee shop concept, our partners would like to have these coffee shops in major travel hubs (airports/train/bus stations)

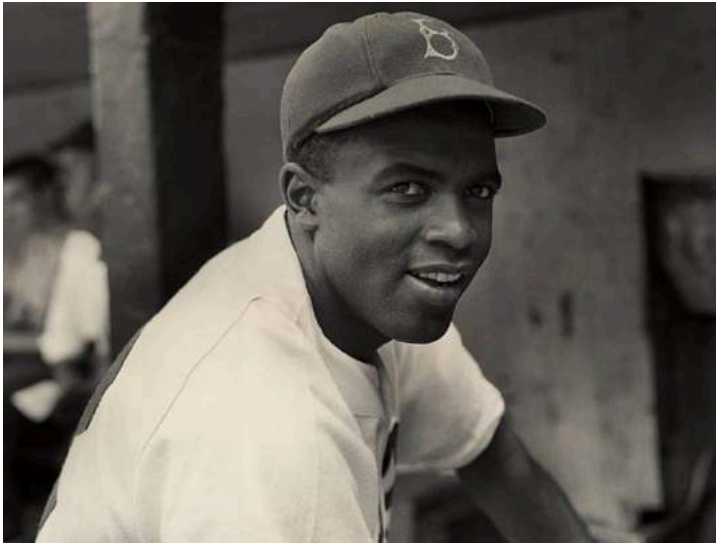
CREATIVE DIRECTION

- We want a single design that could be at the forefront of the concept (potential specs: 7.5ft x 7.5ft to 10ft x 7.5ft)
- We want to use an image of both the father and the son in the design (image options attached to brief)
- The copy, which is critical in telling this narrative of a continuation of a legacy is: “The Next Generation: A Continuation of Opportunity. An Experience in Global Coffee Excellence”
- We’d recommend making the text prominent, without the text, the two images could be disconnecting.
- We’ve also developed a logo for the concept (attached to the brief)
- Designs/images can be black/white and or color
- We will secure high-res images once designs are finalized

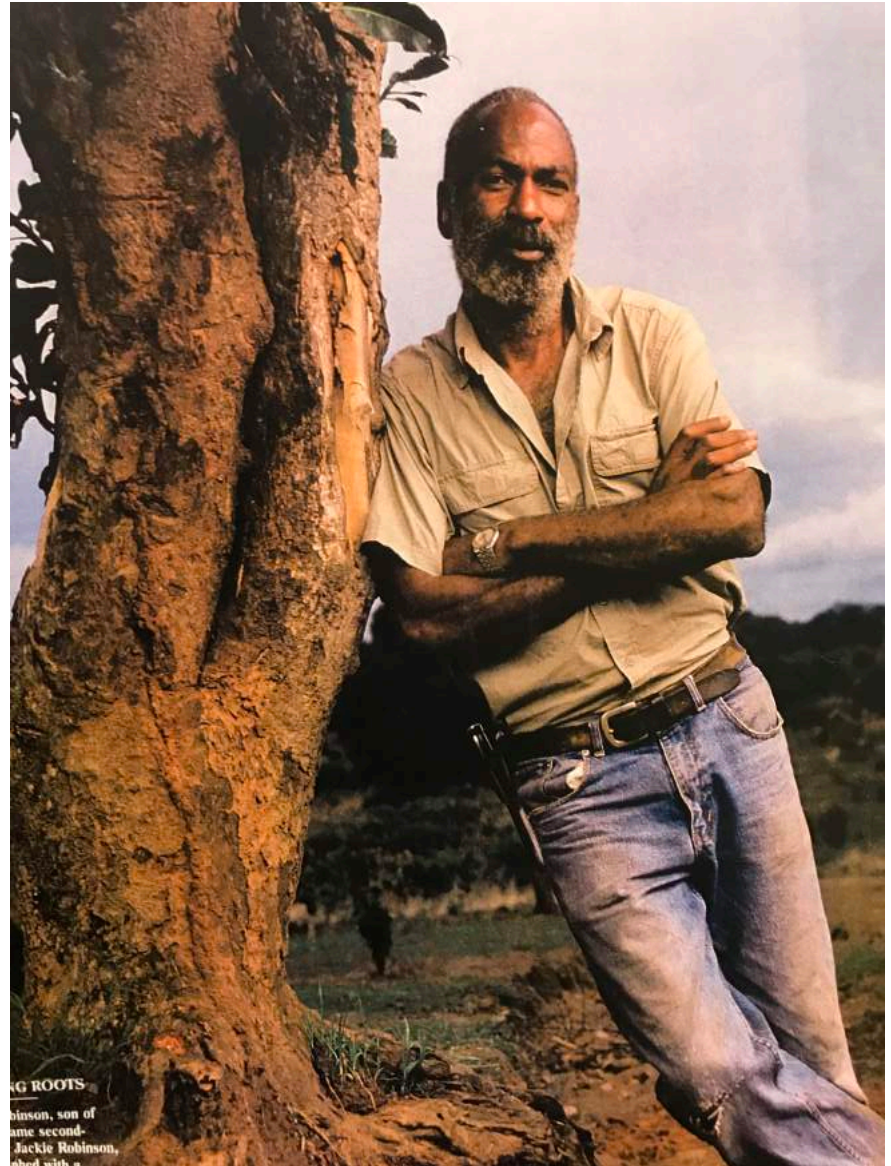
WHAT WE NEED FROM YOU

- Design options featuring text, image of father and son, and logo
- Design options can feature more than one image, like a collage - the key is to connect the two men. We want to tell a compelling story (continuing of a legacy) as the primary focus, and also push the coffee product.

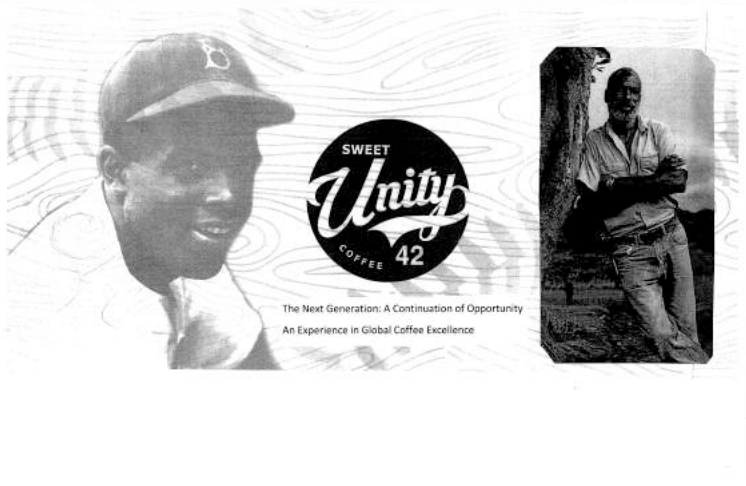
“The Next Generation: A Continuation of Opportunity. An Experience in Global Coffee Excellence”



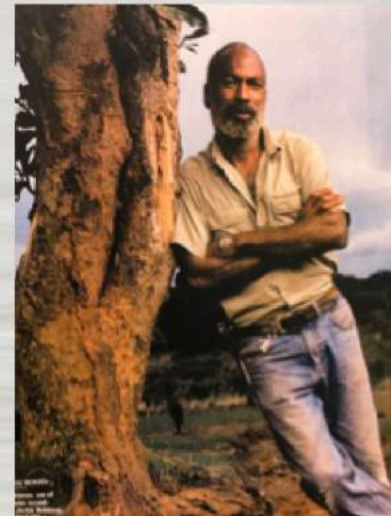
Example of the layout



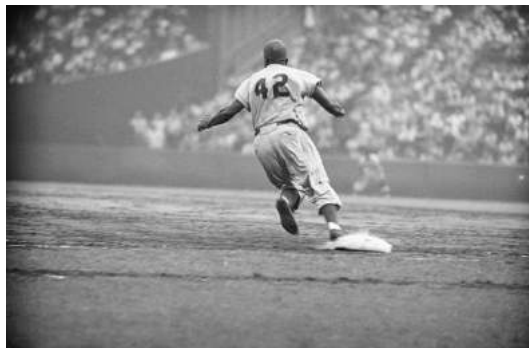
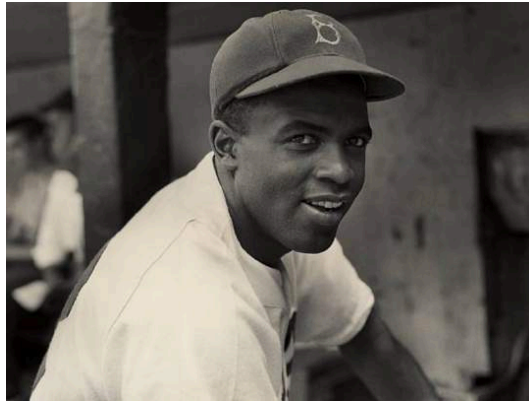
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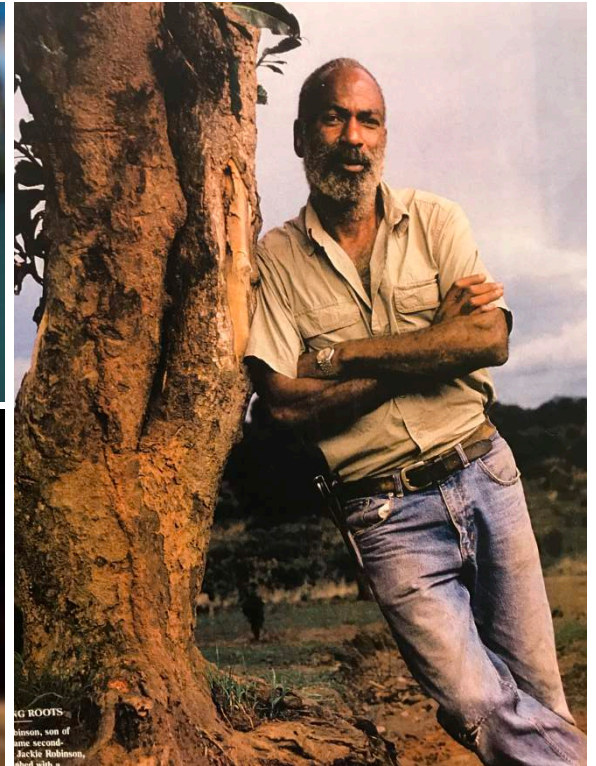
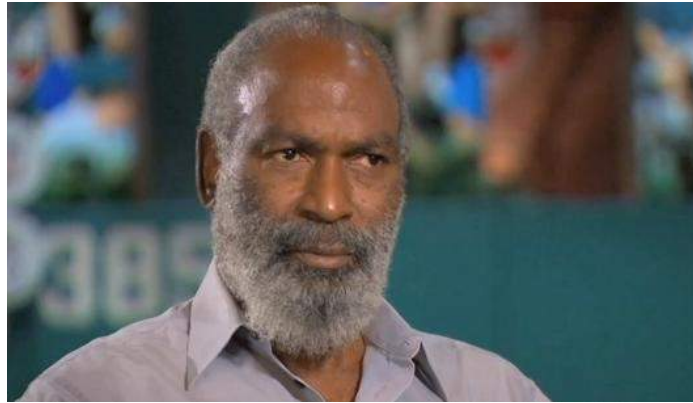
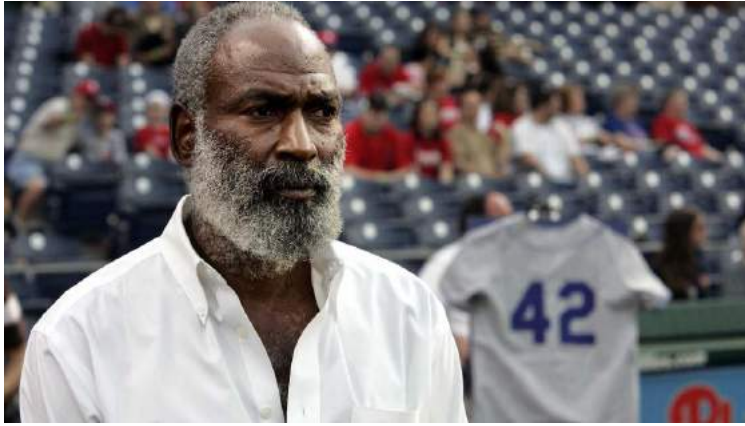
**"The Next Generation: A Continuation of
Opportunity. An Experience in Global
Coffee Excellence"**



Jackie Robinson: image options



David Robinson: image options



Logo

