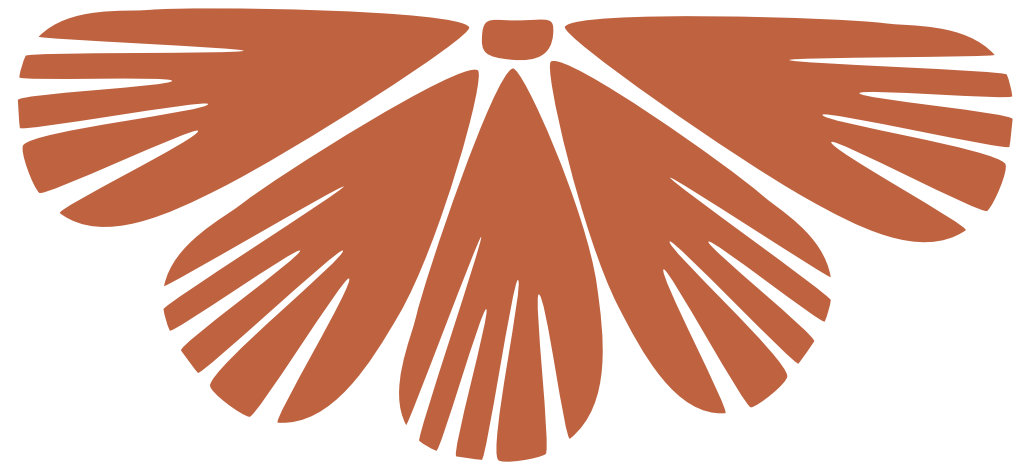


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STYLESCAPE

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creative
connected
adventurous
productive
engaging
unique

Pulp is a coffee shop bookstore combo that is located in downtown Chicago, so naturally my inspiration for the stylescape came from a dive into trendy coffee and bookshops. Pulp is a place of creativity and connection, and the bright colors highlight that along with the earthy tones. I also took inspiration from Epilogue, a local favorite in Chapel Hill.

The persona is part of the main group that Pulp is catering toward - young people who want to connect, caffeinate, and read sustainably.

MIND MAP

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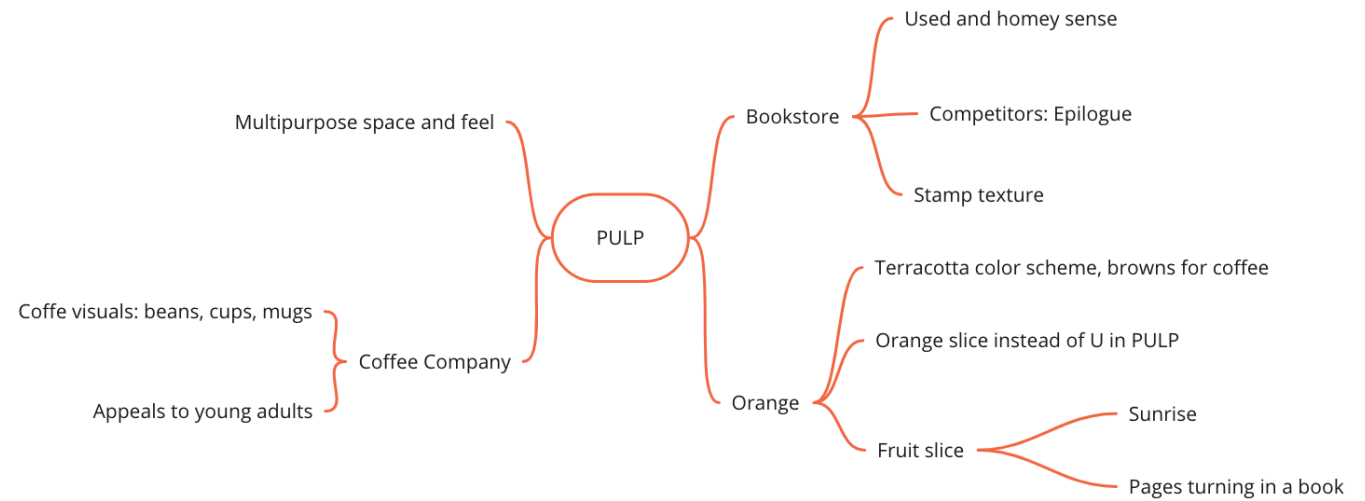
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SKETCHES

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FONTS



REGULAR

pulp

USE For official logo use only.



DEMIBOLD
ITALIC

ROASTS AND READS

DEMIBOLD

ROASTS AND READS

MEDIUM
ITALIC

Roasts and reads

MEDIUM

Roasts and reads.

LIGHT

Roasts and reads.

USE For all headers, demibold italic or demibold must be used. Medium italic must be used for subheaders, and medium for body text. Light will be used for additional notes and picture captions.

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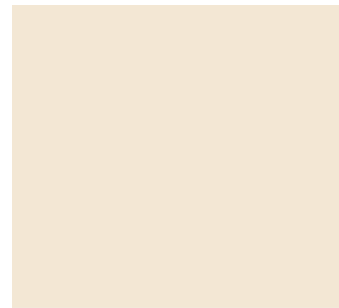
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COLORS



123

#3F7364



#F2E8D5



#BF895A



4

#732002



5

#BF613F

THE COLORS

The creation of the Pulp color palette comes from the name of the brand. It instantly evokes an orange color. However, due to the brand representing coffee and books, the oranges are muted and even a little brown. The earthy feel of the warm terracotta color scheme needed a pop of green or blue as well, so the teal was strategically placed to add a cool, fresh color to the mix. The colors came from a photo uploaded to Adobe Color.

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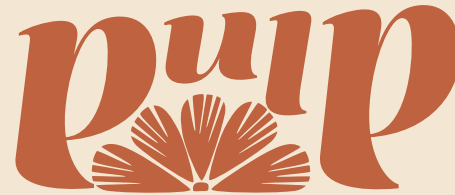
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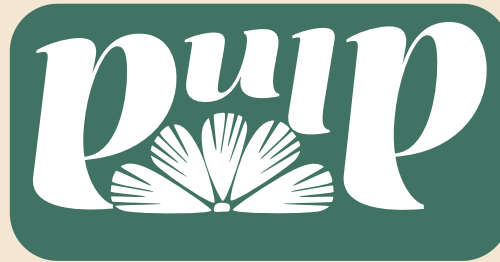
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LOGO USE

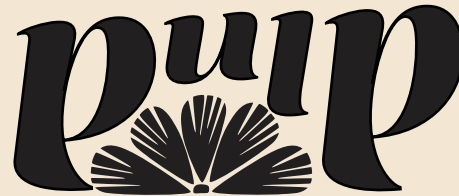
ACCEPTABLE LOGO USE



White logo to be used on teal and dark backgrounds.



White logo to be used on teal and dark backgrounds.

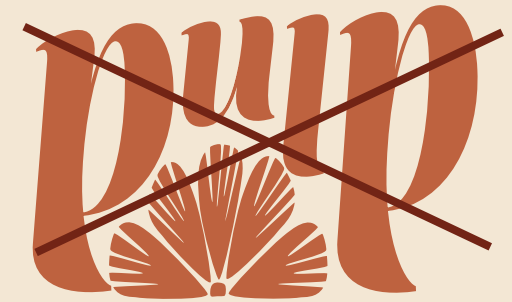


Black logo to be used on any brown or orange background.

UNACCEPTABLE LOGO USE



Logo should never appear in teal.



Logo should never be stretched horizontally or vertically.



Logo should never be rotated.

ORIGIN OF THE LOGO

The traditional logo was created to appear as a combination of an orange slice, book pages, and a sunrise. The logo appears to be rising along with the sun as a sign of motivation and productivity. It was created through Adobe Illustrator and is based off the font 'Lust Script.'

REAL WORLD USE

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