

Client Brief - Rise Up Coffee

Rise Up Mission

“The farmer who grew this coffee should receive the glory. We are among the fortunate who get to roast their beautiful coffees and share them with you. By staying committed to the time-honored craft of artisanal coffee roasting, we strive to make them proud.”

Rise Up About

Rise Up Coffee, founded in 2005 by Tim Cureton and Abby West, started as an independent small-batch coffee roaster and retailer from a coffee trailer. Inspired by Cureton’s transformative coffee experience during his Peace Corps service, the brand has expanded from a single location in a small town to thirteen high-volume cafes, a robust online store, and various wholesale partnerships. With over 300 staff members, including Head Roaster Noah Kegley, Rise Up is celebrated for its commitment to sustainable, Certified Organic, and Fair Trade coffees. Headquartered in Easton, Maryland, it has become a nationally recognized brand, with significant presence in Maryland and Delaware.

Target Audience Analysis

Rise Up Coffee has several compelling features that make it highly appealing to both the millennial generation (ages 29-44) and Gen Z (ages 13-28). Many individuals from these generations value businesses that offer organic options and prioritize making a positive impact on the world. Rise Up effectively attracts this demographic by providing organic, ethically sourced coffee along with a stylish, modern brand image.

Product Proposal

Rise Up Coffee is excited to introduce a new spring product: a unique blend of Vanilla Matcha Tea. This refreshing drink is perfect for the warmer weather and is becoming increasingly popular. Rise Up will provide a 12 oz Matcha blend to promote this new offering, and printed posters will be displayed in the café to advertise the product.

Product 1 - The 12oz paper bag will be 5in x 3 1/8 in x 7 7/8 in (WxDxH) and have a vector design showing the new matcha blend. This Matcha blend will include Matcha green tea with a hint of vanilla.

Project 2 - This 18in x 24x glossy printed poster will be put with within the café advertising the new Matcha and Vanilla products, showcasing the variety of drinks made with this new blend including, warm and cold drinks.

Competitive research

Bitty & Baue's

<https://www.bittyandbeauscoffee.com/>

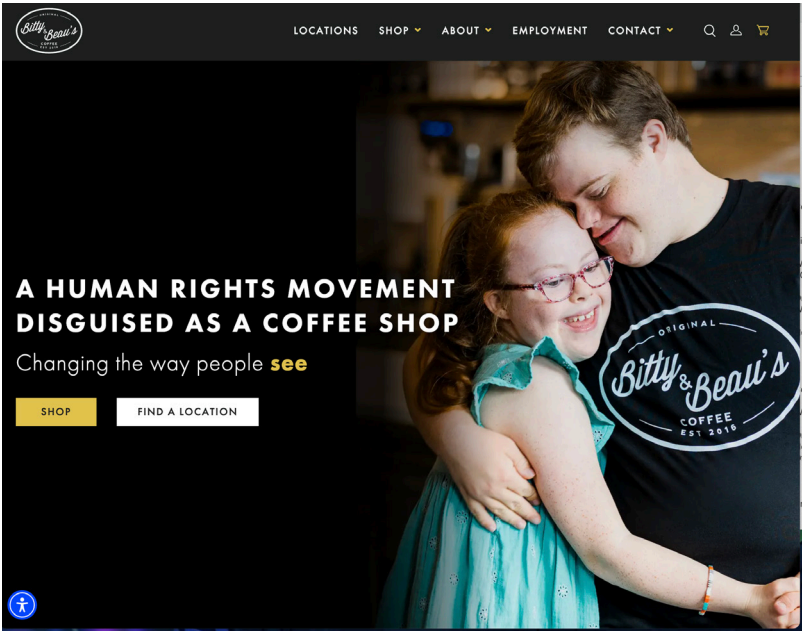
Has a Website

20 locations

Online shop to purchase coffee & merch

Wide Varity of blends

Focus on activism and inclusion for those with physical andmental disabilities



Ceremony Coffee Roasters

<https://ceremonycoffee.com/>

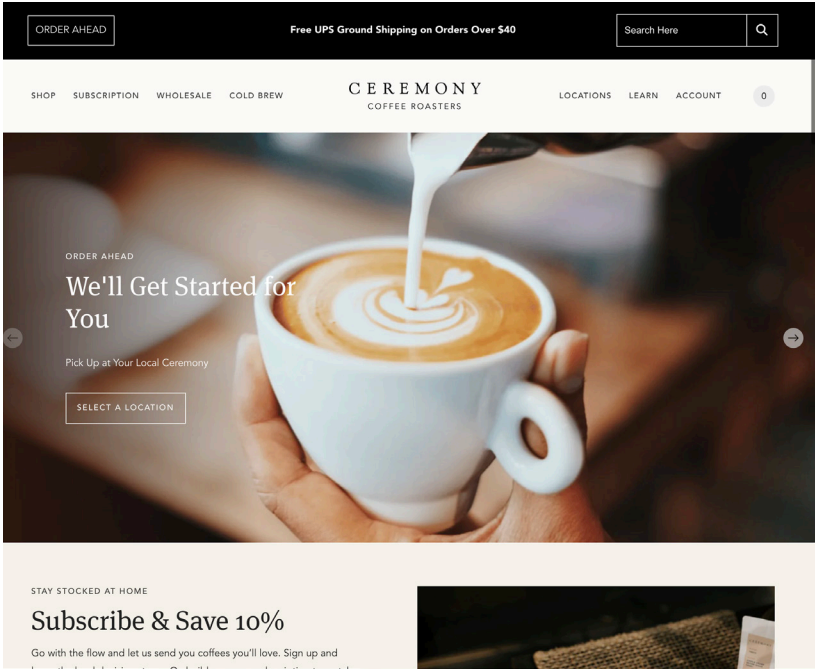
Has a Website

7 Locations all in Maryland

Online Shop to purchase coffee and merch

Has a focus in offering ethically sourced coffee

Offers a wide variety of specialty blends of coffee



Type Study

Main Font- FF Real (Book & Black)

FF Real - Body -Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

FF Real - Header - Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

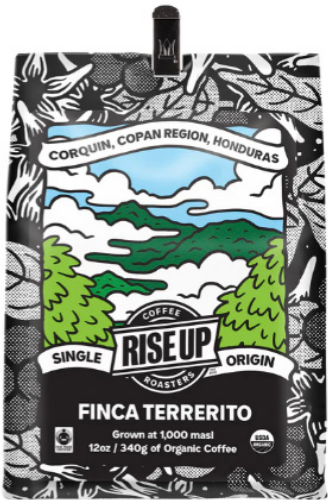
1 2 3 4 5 6 7 8 9 0

Color Study

<div>Hex #006838</div> <div>R- 2 G- 105 B- 56</div> <div>C- 90 M- 33 Y- 98 K- 26</div>	<div>Hex #00804d</div> <div>R- 0 G- 128 B- 77</div> <div>C- 88 M- 26 Y- 88 K- 12</div>	<div>Hex #0b9a69</div> <div>R- 11 G- 154 B- 105</div> <div>C- 83 M- 15 Y- 76 K- 2</div>	<div>Hex #8bc13f</div> <div>R- 139 G- 193 B- 63</div> <div>C- 51 M- 12 Y- 100 K- 0</div>	<div>Hex #c8e5c8</div> <div>R- 121 G- 13 B- 90</div> <div>C- 22 M- 0 Y- 26 K- 0</div>
<div>Hex #000000</div> <div>R- 0 G- 0 B- 0</div> <div>C- 75 M- 68 Y- 67 K- 90</div>	<div>Hex #ffffff</div> <div>R- 255 G- 255 B- 255</div> <div>C- 0 M- 0 Y- 0 K- 0</div>			

Creative Research

Matcha Packaging



Creative Research

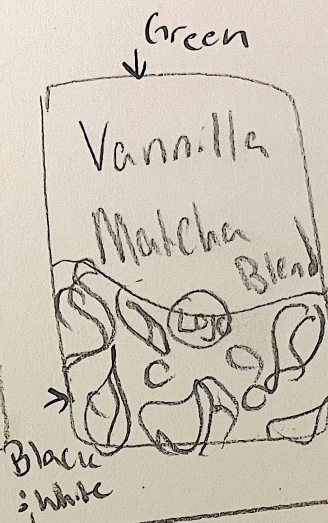
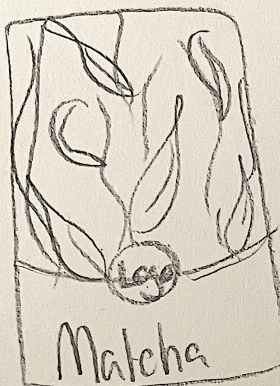
Poster Design



Sketches

Rise-Up
Matcha

Matcha Blend
Packaging



Poster

