

Alejandra Olavarria
Stone Forest - Process Book
Student Project

PROJECT OVERVIEW

Design a body of work that aims to create public dialog regarding a specific issue of your choosing. Your final solutions can be in any format, provided they are appropriate to the subject matter: a series of posters, a magazine, a Web site, informational mailers, or any combination thereof. The rationale for choosing the construct should be validated by your choice of topic and target audience. The topic can be as general or as specific as you wish. You must determine your target audience and your tenor immediately. Will you use humor? Satire? Shock? An appeal to intellect? Only then can you determine what elements will be best fitted to the project. The objective is to communicate the desired message to the desired target audience in as effective a fashion as possible.

Research & Process Component

Your topic must be thoroughly researched before you begin any serious design work. Subject matter that focuses on divisive issues must include research on the opposing viewpoint as well as the viewpoint to which you adhere. You must fully understand the scope of the issue before you can hope to address it in an informed fashion. Research should also include examples (in visual and written form) of past design work done for the same cause. Download visuals as you run across them, and save URLs in a file for future reference. This research should be compiled neatly in a project binder for your own reference.

Other areas of process include written brainstorming, thumbnail sketches, and computer developed roughs. Word association brainstorming with a pen and paper is an excellent way to discover unique solutions.

Once you have completed your research, write down any key words from your research, and begin writing other words that are in any way associated. Such an exercise may help facilitate your creative explorations. Thumbnails should show evidence of extensive exploration.

STONE FOREST



Coffeeshop & Roasters

Concept Idea

Humanity runs on coffee!

At Stone Forest, we believe that coffee is more than just an extra jolt of energy in the morning or a final boost after a long day. Our cup of coffee is like jumping on a spaceship and setting off on an adventure. Brewed to perfection, with high quality peruvian beans, our coffee will provide your tastebuds with an out-of-this-world experience you won't find anywhere else.

Stone Forest

Our name was inspired by the actual stone forest in Marcahuasi, Peru. These ancient ruins are believed to possess high UFO activity, attracting tourists from all over who seek a taste of the extraterrestrial.

Uniting the misfits.

Created by misfits, for misfits. Embrace your weird. Be yourself. We want to build a safe community where free spirits and nonconformists can face the universe one cup of coffee at a time.

Giving back.

At Stone Forest, we support the coffee farming communities in Chanchamayo, San Martin and San Ignacio by giving back a percentage of our profits. In addition, we make frequent donations towards the preservation of the beautiful mountain and stone forest of Marcahuasi that inspired the birth of our company.



TARGET AUDIENCE

Millennial & GEN Z - young adults (21 - 34)

Created by misfits, for misfits. Embrace your weird. Be yourself. We want to build a safe community where free spirits and nonconformists can face the universe one cup of coffee at a time.



ATTRIBUTES LIST

Misfits

Strange

Weird

New

Free Spirits

Galactic

Nonconformists

Coffee

Extraterrestrial

Different

TYPOGRAPHY

AMBOY - BLACK

For Titles.

**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**

Azo Sans - Regular

For body copy.

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

*For Titles and
Subtitles.*

- Bold

**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**

When creating a poster, banner, website or any other kind of application, it is important to maintain consistency between the items. Below are the typefaces that are within our guidelines:

MOODBOARD



COLOR PALETTE



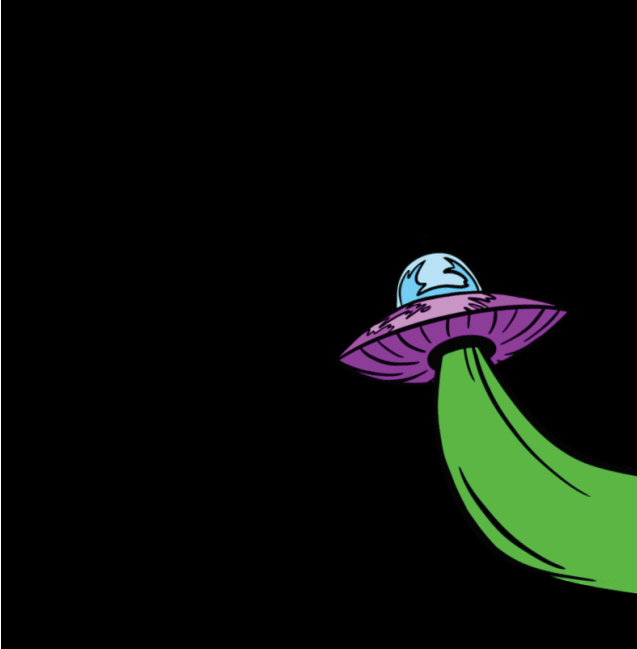
C 66 R 95 #5bb46
M 0 G 187
Y 100 B 70
K 0

C 0 R 255 #ffffff
M 0 G 255
Y 0 B 255
K 0

C 100 R 0 #000000
M 100 G 0
Y 100 B 0
K 100

DELIVERABLE | 1

Deliverable number 1 is an Identity Book with the Logo Guidelines that will detail how the logo and identity are to be used.



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About Us

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Typography

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**AA BB CC DD EE
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VV WW XX YY ZZ**

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For body copy.

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

- Bold

For Titles and Subtitles.

**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**

Incorrect Usage



This is the wrong color.



No outside elements should be added.



Logos may not be transformed and shift must always be used while resizing.



Elements cannot be reshaped or transformed.



This is the wrong color.



No outside elements should be added.



Logos may not be transformed and shift must always be used while resizing.



Elements cannot be reshaped or transformed.

Minimum Size



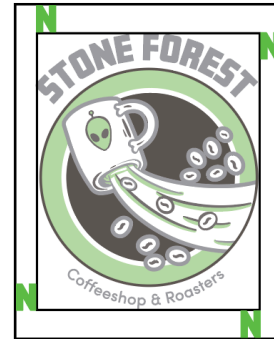
4p10.2027 2.0533 cm 1 in 58.2027 pt



2.6 Pica 1.1 cm 0.4 in 31 pt

When using the logo in any kind of application, it is very important to create guidelines for the minimum size the logo H value must be resized to. This is so that the logo does not lose its readability.

Clear Space



When using the logo in any kind of application, it is very important to maintain a clean space between the logo and any other objects that surround it. This space is measured by placing the M from 'Cosmic' on the outer edges.

12

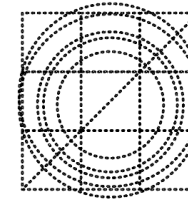


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Logo Construction



With Logo

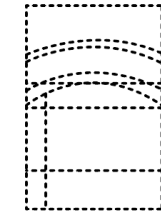


Grid by itself

10



With Logo



Grid by itself

11

Main Logo

The logo features the words Stone Forest Coffeeshop & Roasters surrounding an alien coffee mug trying to abduct the delicious, peruvian roasted coffee beans.



Secondary Logo

The logo features the words Stone Forest floating over an alien coffee mug. This logo is to be used when the main logo is too complicated or has to be resized to under 1".



8

Color Palette

Main Logo

These are the logo variations you may use if ever needed.



Secondary Logo

These are the secondary logo variations you may use if ever needed.



C 66	R 95	#5bb46	C 0	R 255	#ffffff	C 100	R 0	#000000
M 0	G 187		M 0	G 255		M 100	G 0	
Y 100	B 70		Y 0	B 255		Y 100	B 0	
K 0			K 0			K 100		

9

FINAL DELIVERABLE



Main Logo

The logo features the words Stone Forest Coffeeshop & Roasters surrounding an alien coffee mug trying to abduct the delicious, peruvian roasted coffee beans.



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These are the logo variations you may use if ever needed.



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These are the secondary logo variations you may use if ever needed.



C 66	R 95	#5fb346	C 0	R 255	#ffffff	C 100	R 0	#000000
M 0	G 187		M 0	G 255		M 100	G 0	
Y 100	B 70		Y 0	B 255		Y 100	B 0	
K 0			K 0			K 100		



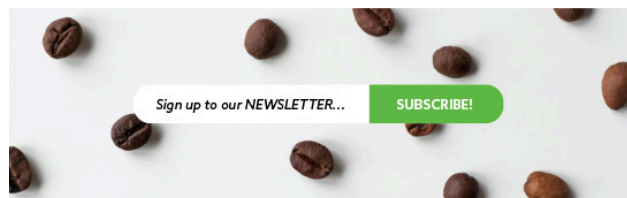
DELIVERABLE | 2

Deliverable number 2 is a web page for the coffee company. In it you will find the a quiz, a shop where you can buy merch, a landing page and a contact page.



Open Hours

Monday - Sunday
8:00 AM - 8:00 PM
[View Map](#)



ARE YOU A COFFEE NEWBIE?

You really want a coffee but don't know what to get? Take our coffee quiz and find out which brew is best for you!

[START NOW](#)



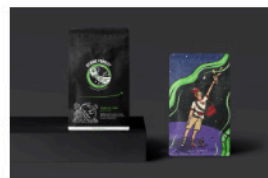
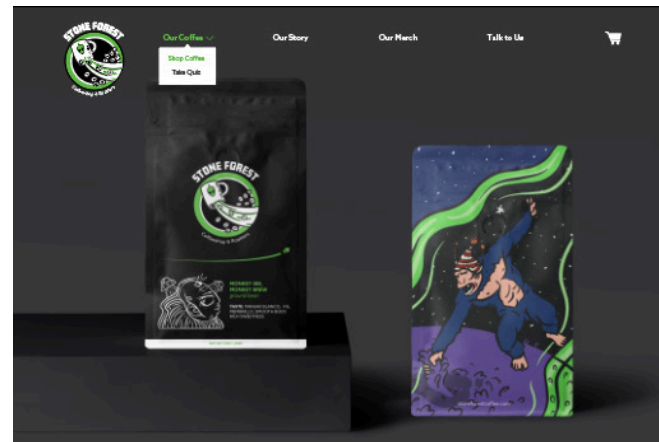
hello@stoneforestcoffee.com
 123 Anywhere St., Any City ST 12345
 123 456 7890

Join our mailing list for special offers and surprises!

STONE FOREST e-mail

[@](#) [/stoneforestcoffee](#)

stoneforestcoffee®



CHURRY' ALL I NEED! USD \$14.99



MONKEY SEE, MONKEY BREW USD \$14.99



MEDIUM ROAST USD \$14.99



DARK ROAST USD \$14.99



MINT CHOCO MAMA LLAMA USD \$14.99



FEMME FATALE USD \$14.99

[load more... v](#)

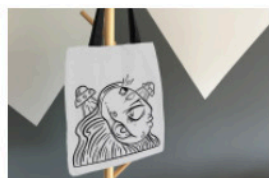
hello@stoneforestcoffee.com
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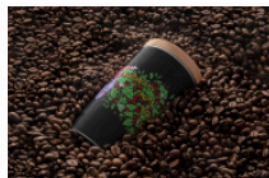
stoneforestcoffee®



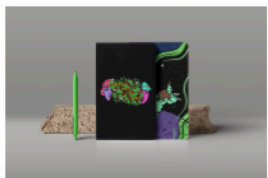
TOTE BAGS USD \$34.99



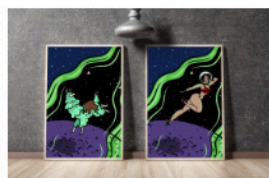
ENAMEL MUG USD \$19.99



TRAVEL CUP USD \$29.99



NOTEBOOKS USD \$14.99



POSTERS USD \$14.99



KETTLE USD \$59.99

[load more... v](#)

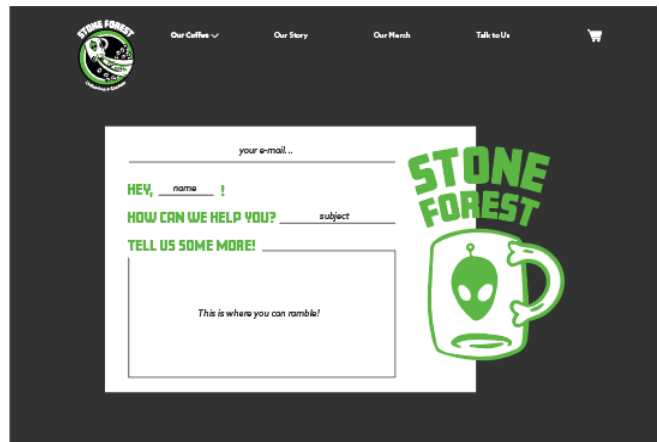
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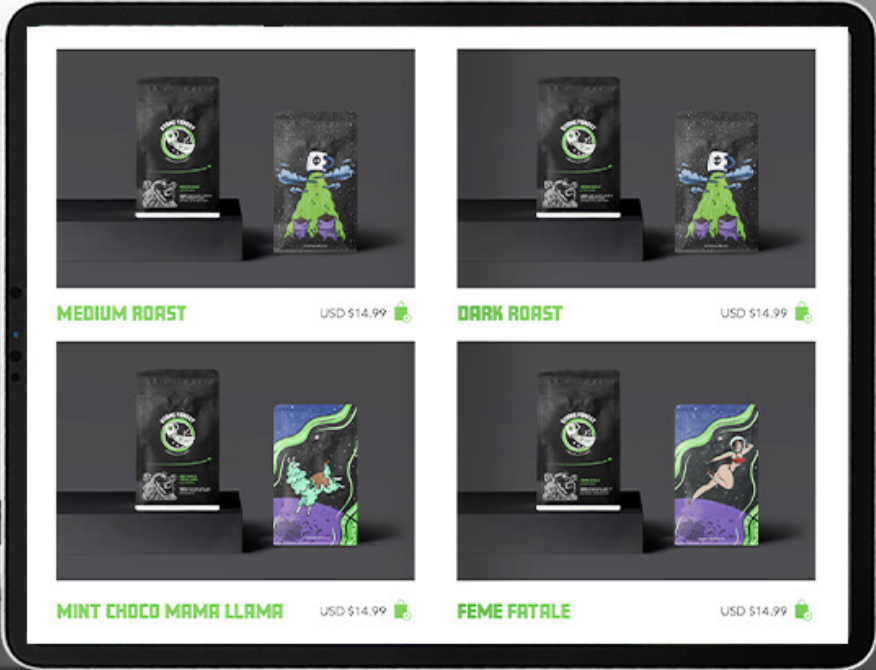
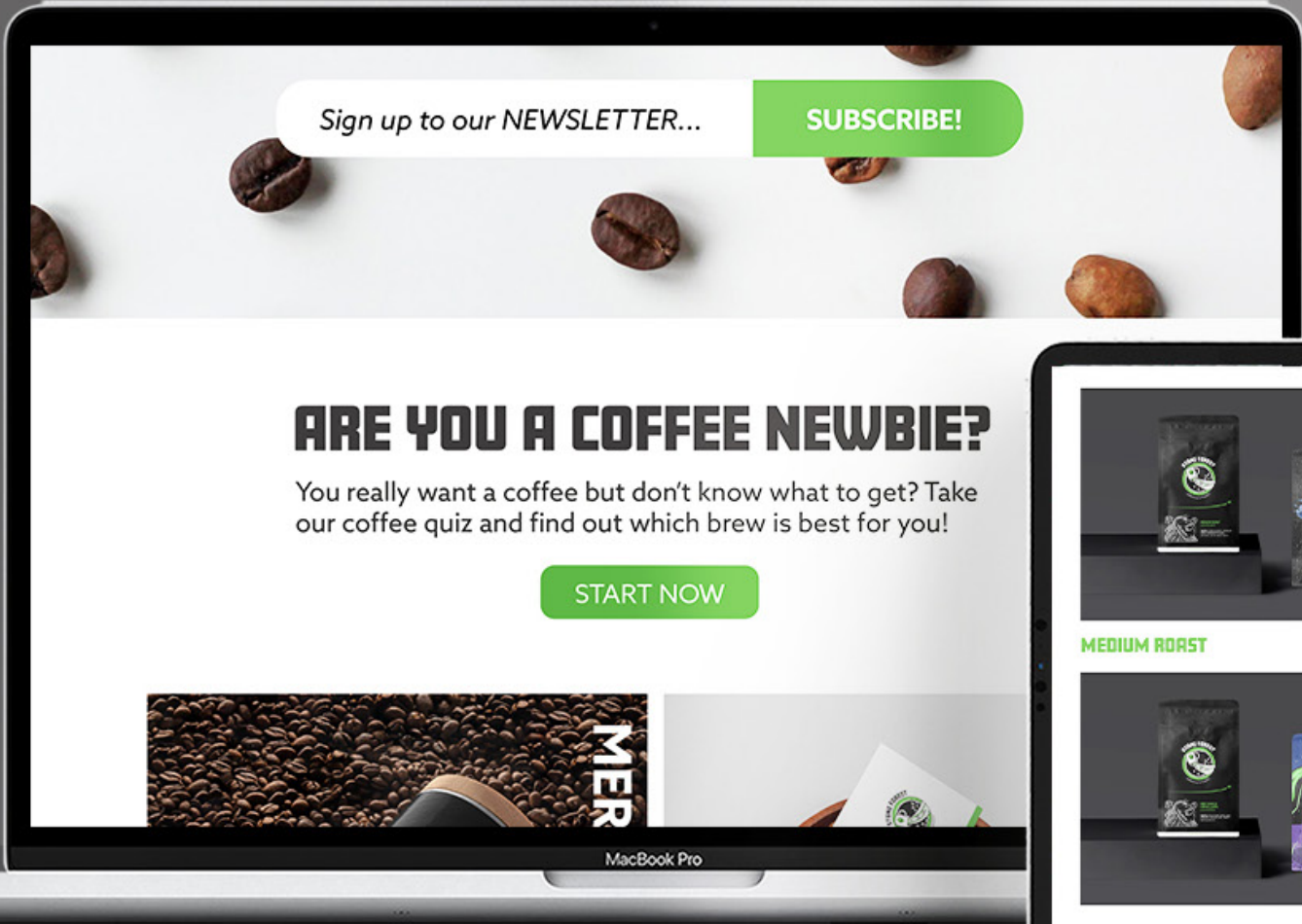
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stoneforestcoffee®



DELIVERABLE | 3

Packaging & Illustrations for the coffee bags.



CHURR'ALL I NEED



MONKEY SEE, MONKEY BREW

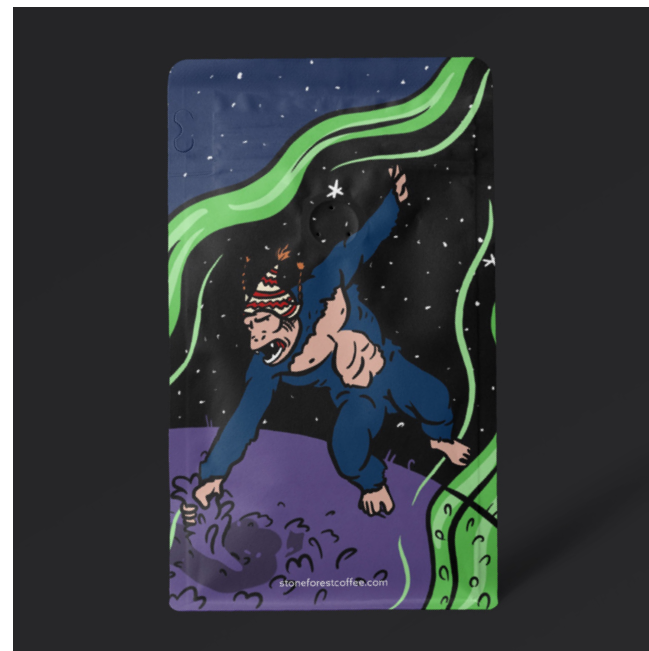
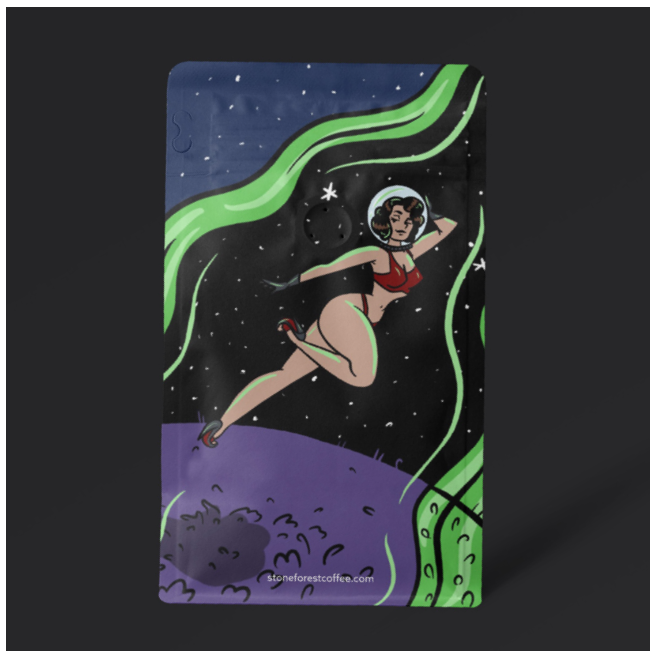
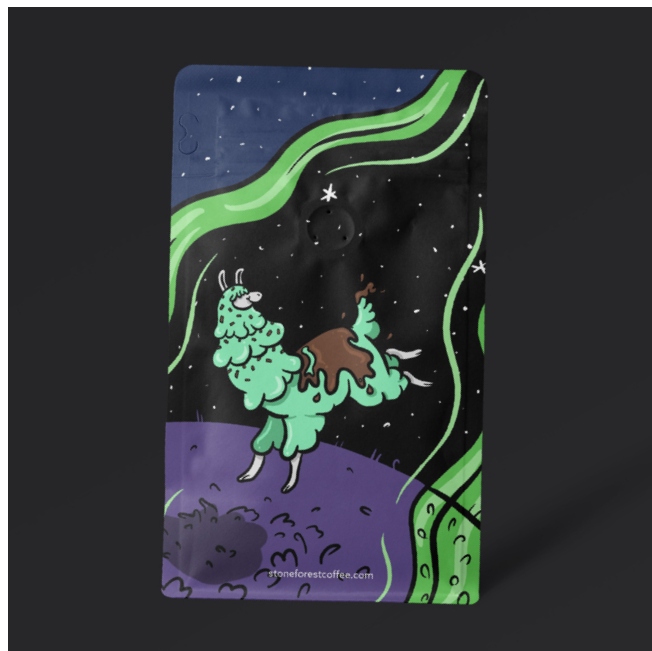
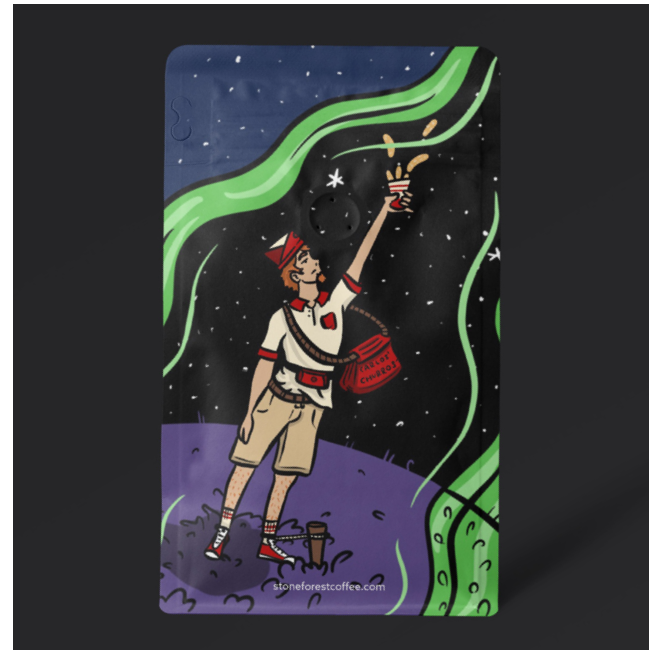


MINT CHOCO MAMA LLAMA



FEMME FATALE





DELIVERABLE | 4

Merchandise and Stationery





ALEJANDRA OLAVARRIA | STONE FOREST | PROCESS BOOK