# Milo Cafe'

Branding/Service Design/Interior Design



#### Rushing Life

Along with Japan, our pace of living and the amount of time spent living is extreme when compared to other countries and cultures.

In the morning we usually spend no more than 45 minutes to get ready.



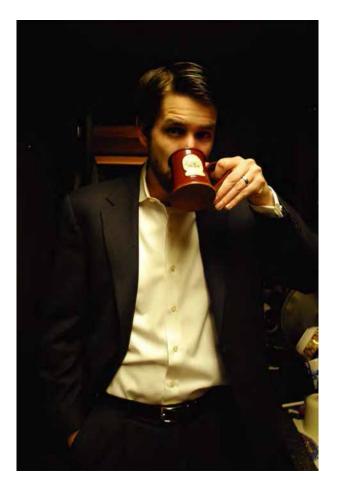




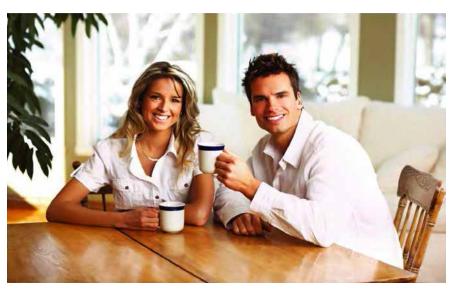


#### Target

- Office people
- Family
- Couples







#### What do they need?

- A quick break/short vacation
- Family day out with low expense
- A meditation/private space

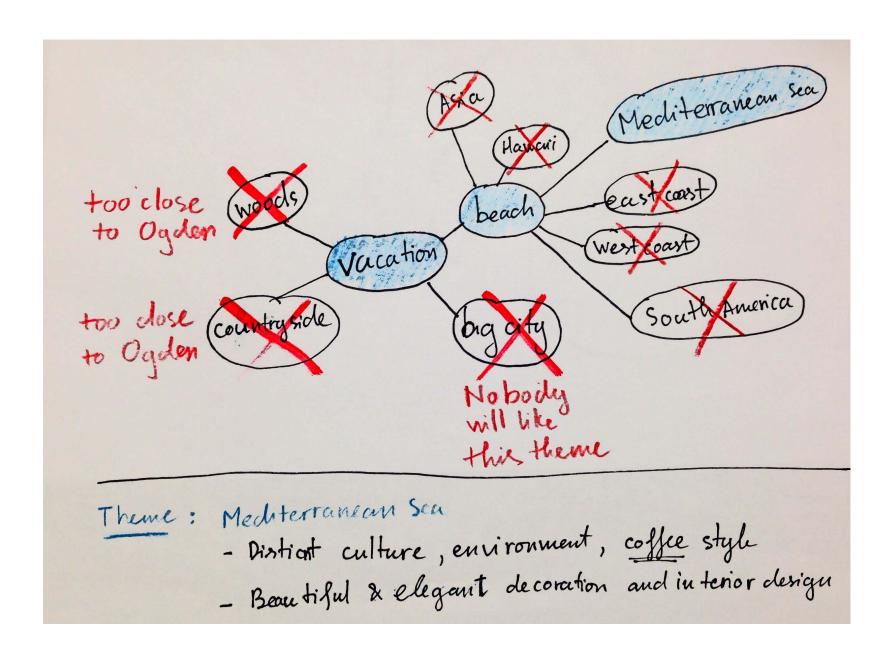








#### Brainstorming



#### Visual Research









#### Visual Research













# Brand Development

#### Sketches



#### |Logo|



Color Palette

86ABDA

8E8AC3



Fonts: Klinic Slab - Light Italic

Bodoni MT - Italic

### Stationary



#### Stationary



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#### Dear Mr. Harris,

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Sincerely Yours,

Hen Snich

Henry Smith







# Stationary





#### Menu



#### Coffee

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Flat White\$3.55	Cafe Machiato\$4.15
Americano\$2.45	Cafe Melange\$4.25
Cappuchino\$3.35	Cafe Viennois\$3.95
Galao\$3.15	The Signature\$4.95

#### Others

Hot Chocolate\$2.95	Smoothie\$3.35
Full -Leaf Tea\$3.55	Iced Tea\$4.15

#### Tooa

Sanwich\$5.95	Croissant\$3.55
Mediterranean\$3.55	Fruit Platter\$4.15
Salad Precise as you code; ask as for more internation	Septional, use us for internation



#### **Tablewares**



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#### To-Go Items



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#### Gifts

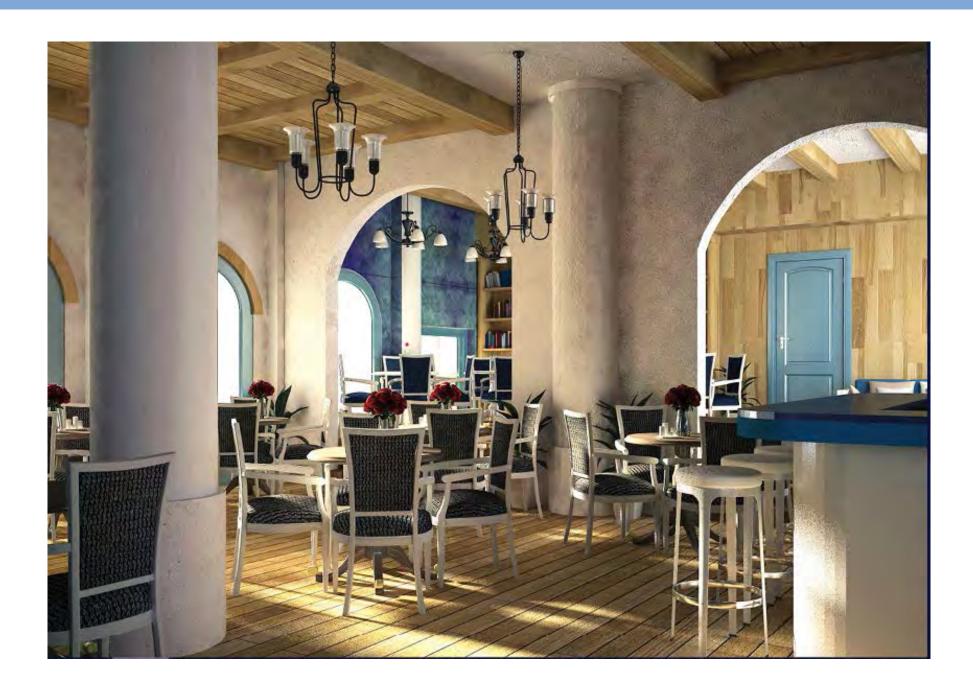




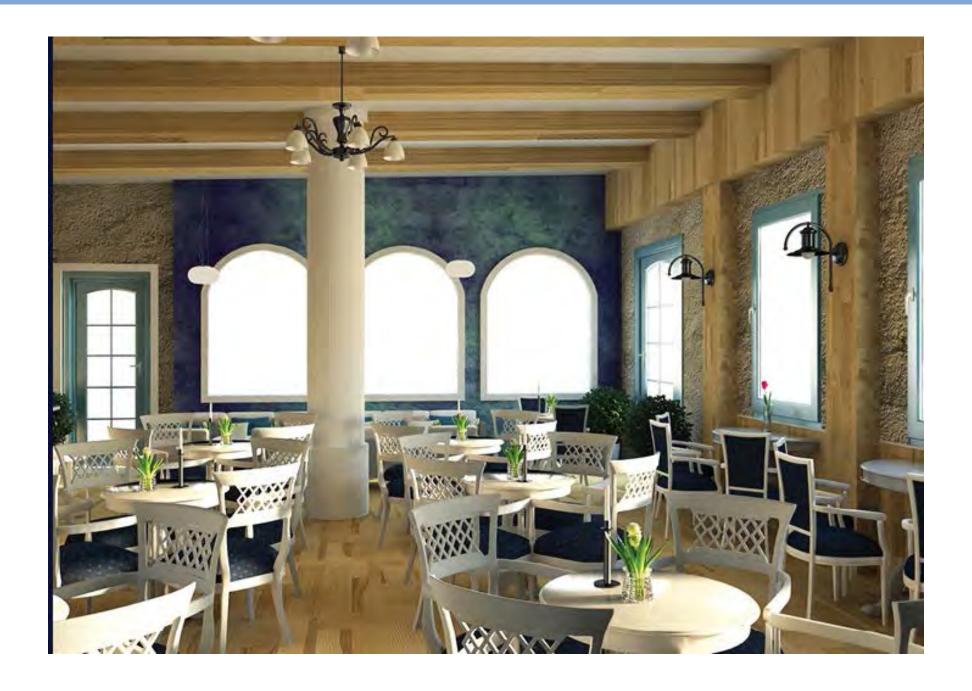




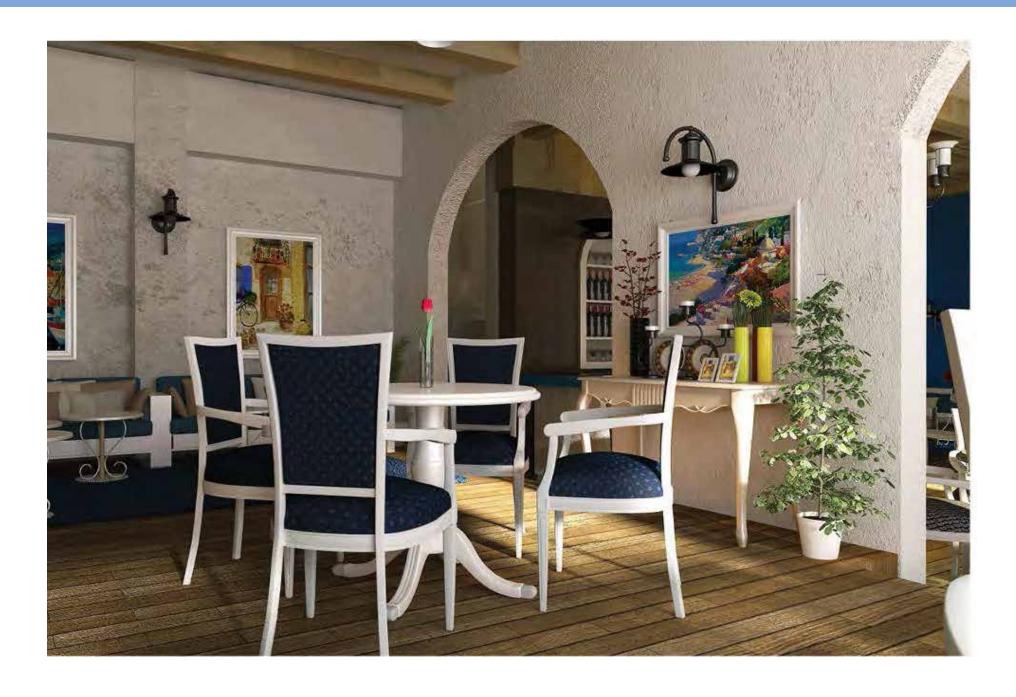
#### Interior

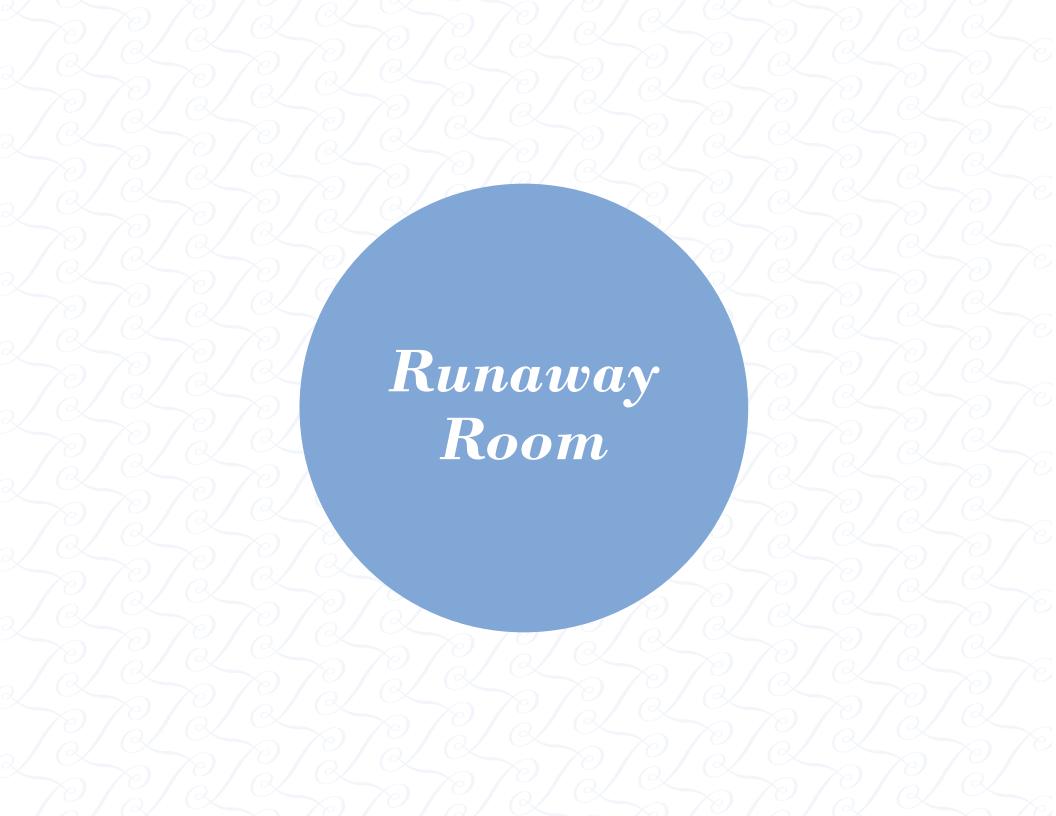


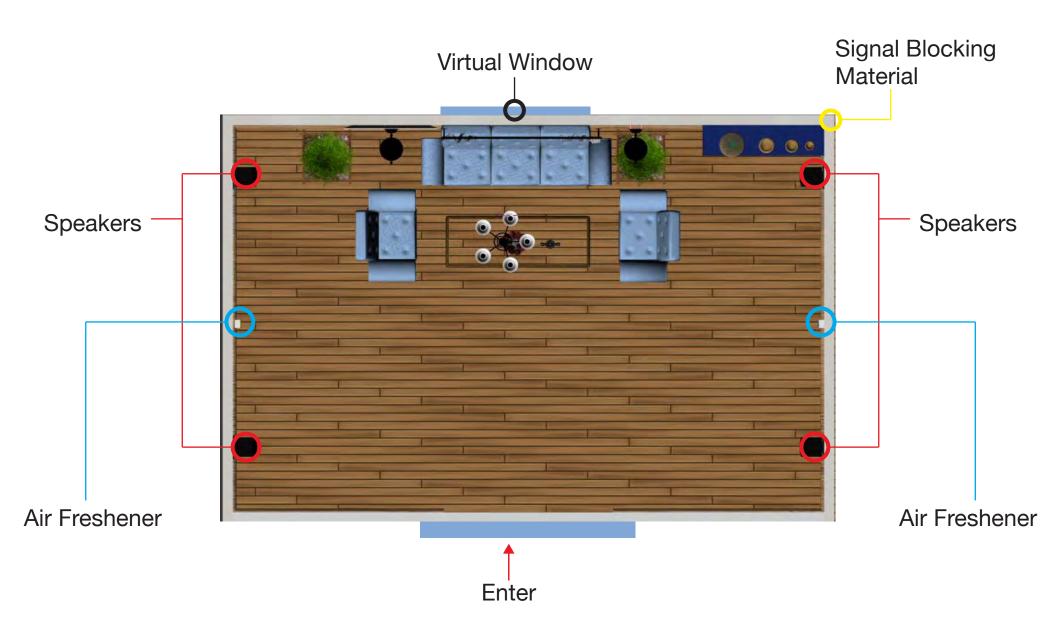
#### Interior

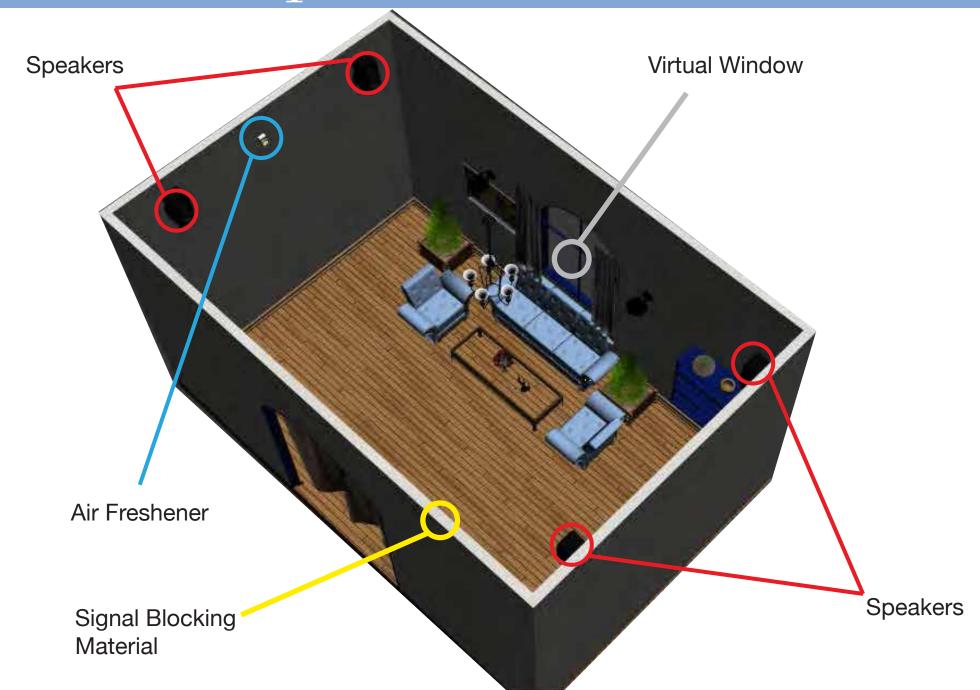


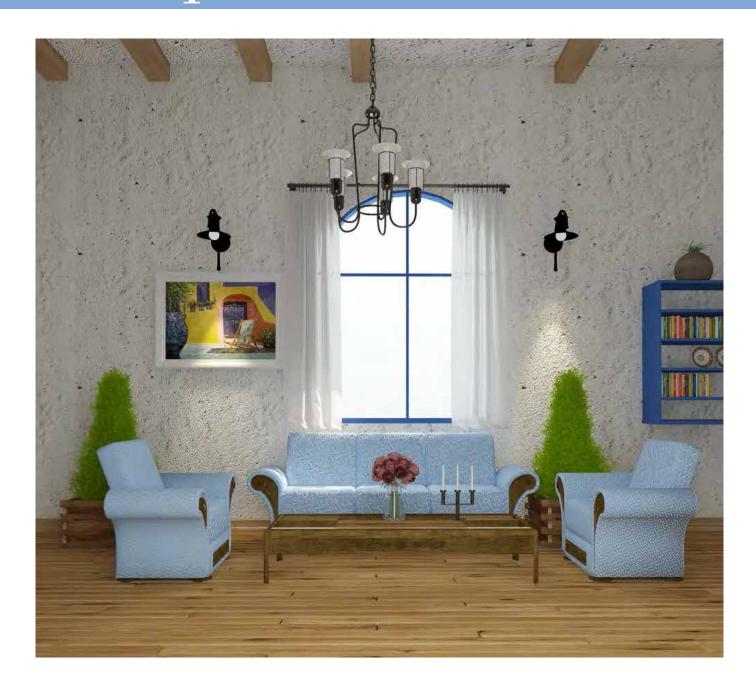
#### Interior



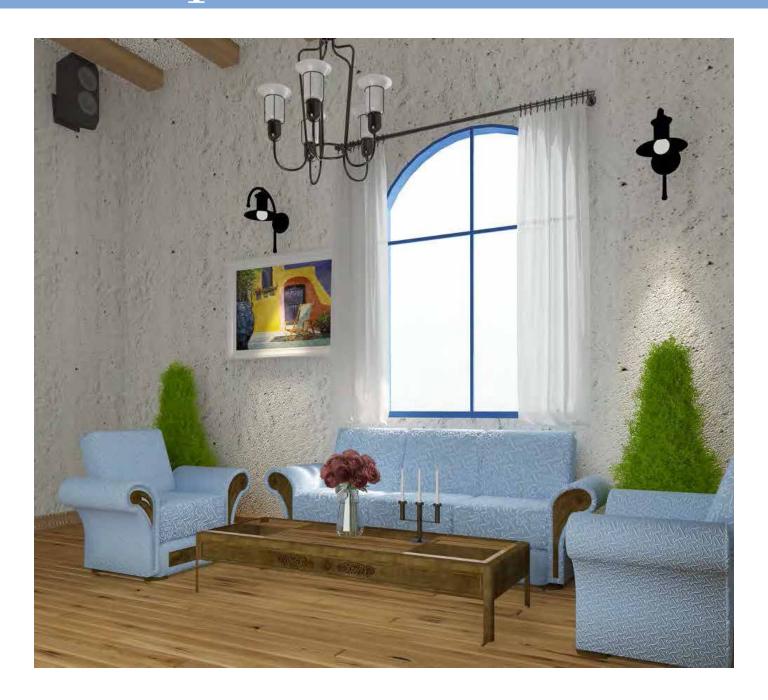


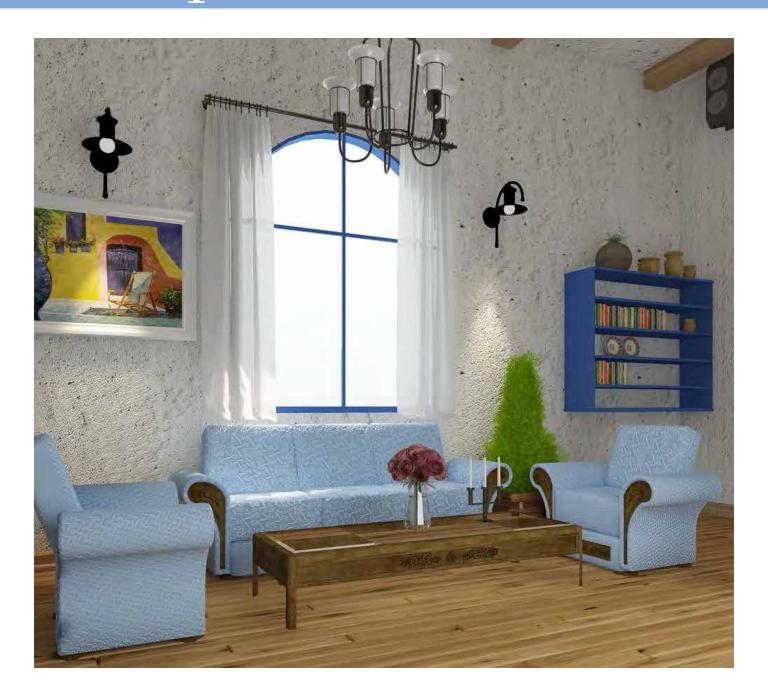












# The End