

BEYOND

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A VIRTUAL
**GRAPHIC
DESIGN**
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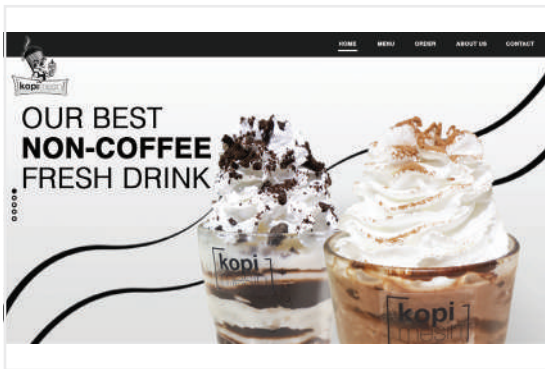
CORPORATE ITEM

This is a corporate item theme for Kopimesin. As you can see Kopimesin theme in this corporate design is black and white. We use the element of quality of line as a supporting element in this design to make sure it is in the same theme as the logo design itself which is bold and thin line.



WALL DESIGN

This is one of the method to promote "Oppi" which is the name of the character in this logo to customer. By putting "Oppi" in the wall, customer can have fun taking picture with them and be creative. "Oppi" have many kind of pose that he just love to do because he is full of energy after drinking some coffee in Kopimesin cafe. So customer can enjoy themselves while relaxing in this cafe.



WEBSITE

In this website design, we use simple one click technique to make it easy for consumer to navigate. Each time a consumer press a button page in this website the rounded white bubble on the left will turn black to show which part of the website you are in. With this consumer can easily know if they are at the end of the page. In this website also consumer can order or book food or drink directly using the website. The theme of the website also follow up with the rest of the design theme.

PACKAGING

This a packaging design for the food container. By using this packaging the owner can put any food they want in this new fresh design. We also create a hot cup design which have two type. There will be regular cup and also limited edition that look exactly like "Oppi" design element.

LOGO

Logo Rationale

The illustrated logo is inspired by a hot cup plastic packaging that are often used in cafe shop and based on a barista worker. By using illustration skill we try to make the logo look lively but at the same time not too complicated. This character are in quality of line to sync with the existance logo theme which is bold and thin.



POSTER

This poster use the theme of white space and shadow to make it look minimalize but at the same time look exclusive and profesional. The line in the background are the element in this design which is a quality of line. In this poster what we trying to promote are the best selling drink and best selling non-coffee shop to consumer.



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THE POWER OF ILLUSTRATED LOGO

A logo with detailed illustration is known as an illustration logo design. A non-illustrated logo design may include a drawing, but it will be more of an outline or shape. In this project, We want to see how effective the illustrated logo is for Kopimesin cafe in terms of making an impression on customers.



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