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CASE STUDY HONEYMOON BAY COFFEE BRAND

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COMPANY OVERVIEW

CK Graphic Design, LLC., is a design firm specializing in strategic branding services with a proven methodology to identify brand goals, recommend the best design approaches, and effectively execute brand deliverables.

CK Graphic Design's mission is to achieve client success and nurture a lasting business relationship. Our experience and expertise working with clients from large urban centers to small rural communities continues to be something we are proud of.

CK Graphic Design, LLC is uniquely positioned to perform branding and marketing work as a woman-owned business in Island County, Washington. For 16 years, we've helped clients with their branding and communication needs at every stage and circumstance imaginable.

Clients are assured to receive local, personal attention on each aspect of their custom business needs. From project management to the creative development, design, and delivery of a Client's new brand elements, CK Graphic Design's strong connection to the local community, access to a talented pool of professionals, and years of experience in the design and print industry uniquely position us to be a value add. In essence, your brand's success is truly our success – a win-win!



CASE STUDY

HONEYMOON BAY COFFEE ROASTERS

STARTUP BUSINESS BRANDING

A LOOK AT HONEYMOON BAY COFFEE ROASTERS BRAND

ORIGINAL PROBLEM

A local U.S. Navy veteran and entrepreneur, Mike Donohoe, came to CK Graphic Design, LLC in March of 2008 to create a brand for and help him market his new startup coffee roasting business, Honeymoon Bay Coffee Roasters (HBCR), and its N Oak Harbor Café in Oak Harbor, WA. The business was slated to open in 20 August of that year. He didn't know where to begin.

CREATIVE STRATEGY TO OVERCOME THE PROBLEM

Mike hired CK Graphic Design, LLC. to build his brand from the ground up. After several meetings and many communications, Mike's passion as a Coffee Roaster and entrepreneur became clear. That passion started as a child, just like his story. This is where we started.

CREATING A MEMORABLE NARRATIVE ALIGNED WITH MIKE'S TARGET AUDIENCE (BRAND STORY)

Growing up in the Puget Sound region, Roast Master Mike Donohoe was exposed to the high standards of coffee roasting. At an early age, he sampled his grandparent's "cowboy" coffee.

It was very dark and sometimes a little gritty. His earliest memory is sitting at his grandparent's kitchen table, drinking coffee with a big scoop of sugar and fresh cream from the nearby dairy. They discussed plans for the day or the weather. He always looked forward to that pairing of coffee and conversation.

In his 20s, Mike Donohoe joined the Navy. While serving in VAQ-141 in Oak Harbor, he and his wife Katie lived in Bellingham and frequented a local coffee roaster where the aromas and flavors inspired him to learn more about specialty coffee.

After serving as roast master and director of roasting for another local coffee roasting company, Mike decided to pursue his passion for small-batch European-style coffee roasting. Honeymoon Bay Coffee Roasters was born from a long journey on the road to the perfect roast.

Today, Honeymoon Bay Coffee Roasters is passionately dedicated to the art of small-batch European-style coffee roasting. They gather only the highest-grade coffees available, using their roasting expertise and vintage cast iron roaster to create coffees with exceptional flavor. And they pride themselves on exemplary service that pairs their coffee with your good conversations.



HBCR Brand and product line.

DEVELOPING A SET OF VISUAL BRAND ASSETS

I developed the logo for the HBCR logo, brand fonts, and the associated brand guide to help keep the brand materials aligned and consistent. During several meetings to discuss the overall needs: how his new business would serve the community, what specific products would be and what his specific brand needs in operational materials, product line development, website functionality, vendors for printing, labels, stamps, website developers, photographers, and media and marketing campaign launch. The client completed the creative brief, where the brand strategy, keywords, and other elements were developed: overall project timelines and ongoing communications leading up to launching this local business. Mike wanted to connect his new business with the Fair-trade federation, and the original launch had the fair-trade logo on the home page. A retail merchandising product line was implemented after the business's launch, including assorted coffee mugs, hats, T-shirts, sweatshirts, etc.

Upon securing the contract for this new brand, I did online and in-person research on the competition to see how they present their brand, products, roasting, cafes, images, colors, brand messaging, pricing, social media, etc.

After the client's insight, I performed local and national competitor research on the coffee industry. This research included online and in-person (in WA) at local

coffee roasteries, retainers, cafes or coffee shops, coffee services, and wholesale coffee companies in the local western Washington area and nationwide.

LOGO DEVELOPMENT

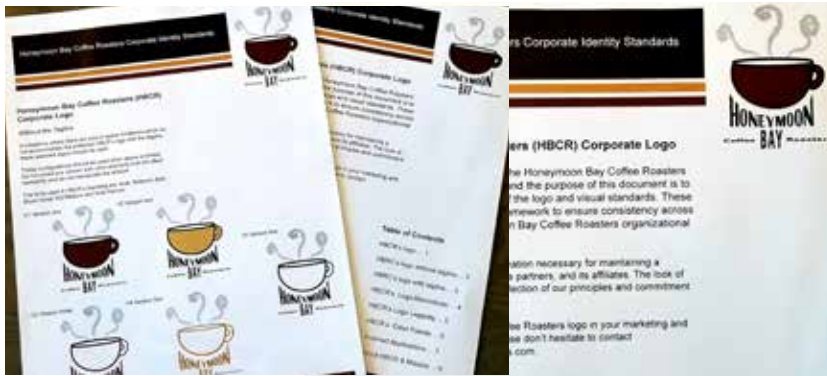
The information gathered during client meetings and comprehensive research performed, romance/love was an insightful idea and paired nicely with the name "Honeymoon" Bay, which proved to be a clear direction to explore. Sketching commenced producing many iterations with several final concepts presented to the client for choice before refinement of the final logo.

TYPOGRAPHY

The search for the typefaces that would communicate the right message took some research and concepting. With all brand work, choosing the right font is as important as creating a brand mark. The font chosen was Britannic Bold font family and Arial. The feeling these Serif fonts evoke are stability, practical, and mature brands. The scripted font chosen for the tagline was to communicate casually. The branded fonts: Arial, Britannic Bold, Brush Script Std. Medium and Arial Narrow. Arial is the most accessible font to read and comes standard on Windows and apple computers. These fonts were chosen during the development of the brand's look and feel. Serif fonts are the most classic of the bunch; when you use a serif font in your designs, it tells your audience you're an established and traditional company they can trust. This typeface exudes elegance that has not often been matched in the century since it was first drawn.

BRAND COLORS

The brand invokes warmth, inviting, rest, hangout, upbeat music, good vibes, robust coffee aromas, sounds of grinders, staff making coffee drinks, packaging coffee beans, chatter between locals and staff on their orders or local updates on weather, naval or serviceman/servicewomen clientele, oak harbor event insight. Developing the color palette started with understanding what the brand would be communicating. The above descriptors and keywords and industry research helped the initial process of selection. The color theory process evolved with refinement and finalization and client approval.



HBCR Corporate Identity Standards cover and inside spread.

DEVELOPMENT OF CORPORATE IDENTITY STANDARDS FOR HBCR

The following TOC for this style guide was developed: logo/cover page, logo without tagline, logo with slogan, logo alternatives, logo legibility, color palette, incorrect applications, and about HBCR/Mission.

CORPORATE IDENTITY STANDARDS - BRAND STYLE GUIDE

Our corporate logo is an important strategic component of the Honeymoon Bay Coffee Roasters (HBCR) brand. This document aims to help promote consistent logo application and visual standards. These graphic identity guidelines create a framework to ensure consistency across the places which make up Honeymoon Bay Coffee Roasters' organizational identity: to work its brand.

These guidelines contain the basic information necessary for maintaining a consistent visual style for the company, its partners, and its affiliates. The look of Honeymoon Bay Coffee Roasters reflects our principles and commitment to our customers. I provided HBCR with more than what they initially wanted. The brand mark and product label, blend list with the website were initially discussed as deliverables. I encouraged the client to add to their needs: develop the strategy/mission and brand story "about us," which was used to create the news release and

website content, exterior signage, marketing campaign including photoshoots, sponsorships/grand opening promotion, uniforms, social media management services, coffee products, punch card, coffee sleeve and other operational needs (invoice, receipts, stamps, grind stickers, shipping boxes, etc).

BUILDING A WEB & SOCIAL MEDIA PRESENCE FOR A BRAND

HBCR WEBSITE

When the brand and product line was completed, it was time to move on to the business website. This project took several months to complete and stages to complete under its contract. I handled the project management and design and used subcontractor The Gurus for the website implementation. I dealt with all final revisions to the design before going live.

We met both in person and over the phone to discuss the needs of this site the Client envisioned. He was clear from the start that having an online shopping experience was something he wanted this site to have. When creating the website, the brand style guide branded colors were used in both designs, but photography was chosen. The brand evokes warmth and comfort, and these colors give the user that feeling. Once the final verbiage of their product line, with product naming, etc., this content was provided to the website developer to include under the specific pages of blends/varietals, brewing tips, wholesale, office coffee, and about us.

Concepts were sketched, and several final concepts were presented to HBCR for selection. I also coordinated the photoshoot of the HBCR products and imagery of people in the café using models. HBCR uses the website HoneymoonBayCoffee.com to provide its customers with detailed information about its coffee blends and varietals, offers brewing tips, the option to sign up for the "Love thy coffee" club, view their menu, make online purchases, and includes a map to their two locations.



Honeymoon Bay Coffee website home page.

SOCIAL MEDIA

Our demographics included Whidbey Island Naval Base in Oak Harbor, so officers and recruits would appreciate the local roast and hanging out in the Café. Oak Harbor is the largest city on Whidbey Island, with a population of 22,350. This grew to 24,709 in 2022.

TWITTER

Since Twitter is primarily meant for sharing information and snippets, using this platform for informational or product-related posts to educate users about our brand products.

FACEBOOK

Facebook was a solid choice since many locals were connected to this platform. Customers wanted to see our brand online and mentioned they were on Facebook and Instagram. Facebook is meant for connecting with members of your network and sharing more in-depth.

This platform was the primary platform used for promotional and marketing purposes of the brand. Customers like to “check-in” while enjoying their coffee with a friend –a good chance to share promotions, updates, releases, and other important business news. Whidbey Island has had several intense winds/snowstorms that incurred power outages, and then we had the pandemic. These communication tools are effective to get the message out to customers about our change in hours or how we provide our products were crucial to keeping our products available to our local and national audience.

INSTAGRAM

Adding this platform made sense as we provide a product and serve a need with our coffee experience. Our target audience includes a younger audience in this naval town, including 18-25. This popular platform for sharing images and videos continues to be a positive online experience for customers and visitors alike. Instagram is more mobile-friendly and younger users enjoy using this platform.



HBCR's Facebook and Twitter posts.



HBCR Exterior signage of storefront.

BUILDING A BRAND STRATEGY

The collaborative steps we took (CK and the client) to arrive at the brand strategy: It started with a creative brief completed by the Client and then a follow-up meeting to discuss in more detail the responses. I find the follow-up meeting necessary, as sometimes the creative brief starts the conversation, and then connecting can uncover a passion for their "why," brand stories, and what they envision for their new business.

BRAND VALUES

- Deliver exemplary customer service
- Be passionate, resourceful, and dedicated to serving the best product
- Build strong customer and community relationships

BRAND PERSONALITY

1. Passionate: expertise, dedicated, small batch, artistry, hand roasting
2. Entrepreneur: navy veteran, WI Resident for 30 years, wholesale, old-fashioned way
3. Customer service: highest-grade coffee beans, exceptional flavor, coffee experience

BRAND TAGLINE DEVELOPMENT

During these client meetings, the "love thy coffee" concept was conceptualized as connecting our relationship with coffee, whether we enjoy it to start our day or share it with others. The experience of coffee, from its smell, taste, and feeling.

BRAND STRATEGY

At Honeymoon Bay Coffee Roasters, we are passionately dedicated to the art of small-batch European-style coffee roasting. We gather only the highest-grade coffee beans available, using our roasting expertise and our vintage cast iron roaster to create coffees with exceptional flavor. We also pride ourselves on our exemplary customer service--we are here to serve you the best local coffee!

Our discussions about a coffee club and newsletter resulted in the development of a comprehensive contact page for "new club members" to complete to be added to a future mailing list. Items included: areas of interest (home brewing, wholesale/resale, retail purchases, office packs, and private labeling), what is your favorite blend or varietal? What is your favorite extraction process? Please share your comments about our products and how you learned about Honeymoon Bay Coffee Roasters.



HBCR pump pot station and product display.

BRAND ASSETS

The following supporting brand assets were designed and/or created once the initial HBCR brand was final:

- Stationery: Letterhead, envelope and business cards
- Signage: Interior, exterior, and table signage
- Product line labels, stamps and private labeling
- Operating materials, invoice and shipping boxes
- Pump pot designs, coffee sleeves and punch cards
- Cafe' and coffee bar menus and blend list brochure
- Uniform, apron and brand merchandising

PROMOTING THE BRAND

PROMOTIONAL ASSETS & BUSINESS LAUNCH PROMOTION

- Marketing materials/campaigns that included print onsite coupons, print/digital advertisements, promotional flyers, signage for carts (at markets)

A social media campaign sharing weekly promotions, highlighting fans to giveaways, and being a special part of the Whidbey Island community.

PRESS RELEASE

FOR IMMEDIATE RELEASE

August 1, 2008

MEDIA CONTACTS

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Honeymoon Bay Coffee Roasters announces its grand opening a local coffee roasting facility is set for its grand opening on Whidbey Island later this month.

The people of Oak Harbor will soon enjoy fresh locally-roasted coffee. Local businessman and Roast Master Mike Donohoe will launch Honeymoon Bay Coffee Roasters at 1100 SW Bowmer, Suite A101, Oak Harbor, WA 98277, on Saturday, August 9, 2008, from 9 a.m. to Noon.

The company caters predominantly to commercial distributors and local businesses that sell and serve coffee to the public. A small storefront will be open several hours each day; so that people may sample any of the 21 specialty coffees, they offer. Mike has always enjoyed the social interaction around a cup of coffee and looks forward to introducing his blends to the public.



HBCR Facebook posts.



HBCR product display.

"The pairing of coffee and conversation is something I have always looked forward to," says Mike Donohoe. Having enjoyed coffee and conversation since childhood, he has greatly admired the beverage. Even while serving in VAQ-141 during his Navy service in Oak Harbor, he never lost sight of his passion for coffee. During that time, Mike began courting his wife, Katie, and they both enjoyed many local coffee brews and sought to learn more.

After six years serving as Roast Master and Director of Roasting for another local coffee roasting company, Mike decided it was time to pursue his passion for small batch European style coffee roasting.

"It's all about the roast," Mike says, standing in front of an impressive, eclectic-looking roaster that he rebuilt himself. "All 21 of the company's specialty coffees are roasted here and sport unique names such as Buzz Bomb, Dead Man Walking, and Moonstruck."

Be sure to stop by Honeymoon Bay Coffee Roasters on Saturday, August 9, 2008, from 9 a.m. to noon. While enjoying a delicious cup of coffee, you'll learn what European-style small-batch roasting is all about.

For more information, visit HoneymoonBayCoffee.com or contact Mike Donohoe at Mike@HoneymoonBayCoffee.com or 360-682-6654.



HBCR campaign posts on Instagram.

BUDGET

For each project, a contract was provided for the following specific work:

- Brand development, brand style guide, business cards, letterhead, envelope - \$3,295
- Signage design and private label - \$1,795
- Design of product label line/blend list/stamps/shipping boxes, and punch card - \$2,500
- Whole client brand, marketing, and social media creation - \$1750
- Website design and coordination of implementation - \$5,500
- Social media management with weekly promotions (both locations) annually (3 years) \$18,000
- Campaign launch 2008 (photoshoot with product and models), media buys, ad design and coordination \$2,750
- Campaign anniversary celebration 2018 with new product launch, media buys, ad design, giveaways plus a coffee sleeve design \$3,750

TOTAL (over 10 years): \$39,340



HBCR social media campaign engagement and posts.



Roast Master Mike checking the batch of roasted coffee beans at HBCR Cafe in Oak Harbor.

RESULTS

- HBCR launched a business and marketing campaign in August 2008, with the website going live that same day. Results: Increase 100%.
- HBCR opened another location on the Clinton Ferry dock on the South end of Whidbey Island, which provided such delight to travelers to and from the Island.
- HBCR 10 years celebration – PR, campaign promotions, and new anniversary blend, and products released during the festivities. Results: Increase 10%.
- HBCR Social Media Management Services - January 2018 to March 2020
January 2018 thru December 2018 Results: Increase 28%
January 2019 thru December 2019 Results: Increase 25%
January 2020 thru March 2020 Results: Increase 20% but sales dropped significantly due to pandemic.

GROWTH OF HBCR

Growth of another location (HBCR-S Clinton Ferry dock) proved to be a great decision with the ongoing growth of this local brand. The second location HBCR-South was opened on May 2017, where locals or visitors can stop by to enjoy their custom beverage and grab a snack. The local business continues to roast and serve coffee beans and drinks at its Oak Harbor location.

Owner Mike wanted to branch out with a another location to roast his product and create storage for his product packaging and merchandise. We discussed options including a subscription-based channel for his business. I performed an initial research (2017-2018) to see what the competition is doing in brand awareness and future marketing purchases. This sector of marketing is a positive way to distribute coffee in other areas of Washington State and beyond. He found property in Coupeville and purchased the raw land in 2018. He sold the Clinton location in January 2022, as this location was difficult to staff and manage with the pandemic.

The business plans for Coupeville changed, as the new opportunity of moving the second roastery to 5970 Double Bluff Road on the 100-year-old family farm was a better choice for the business. The legacy connection between the actual location where Mike's passion for coffee started and where he will provide this love for his customers is a full-circle experience. Utilizing the existing barn to retrofit the roastery needs, storage for the business, and space for implementing the monthly coffee subscription and wholesale production is in the current operation plan. As of now, Mike has tabled the option to use this location for retail purposes. Mike can re-evaluate this option once stage one is completed and operational. This new work is in progress, with the completion planned for the late fourth quarter of 2024.

"CK Graphic Design was an integral part of my business success. The design work and expert collaboration upon our startup, with her team was invaluable. Great advice from her expert business contacts. Christina is a great designer and a networking genius. The actual creative design exceeded all of my expectation; form, color choices to communications with me on changes and alterations. I would highly recommend CK Graphic Design to any company interested in starting a business, rebranding to gain brand awareness, or engaging online. Thank you Mrs. Kitchens for your expertise."

Mike Donohoe, Owner of HBCR