

SAVONA
COFFEE HOUSE

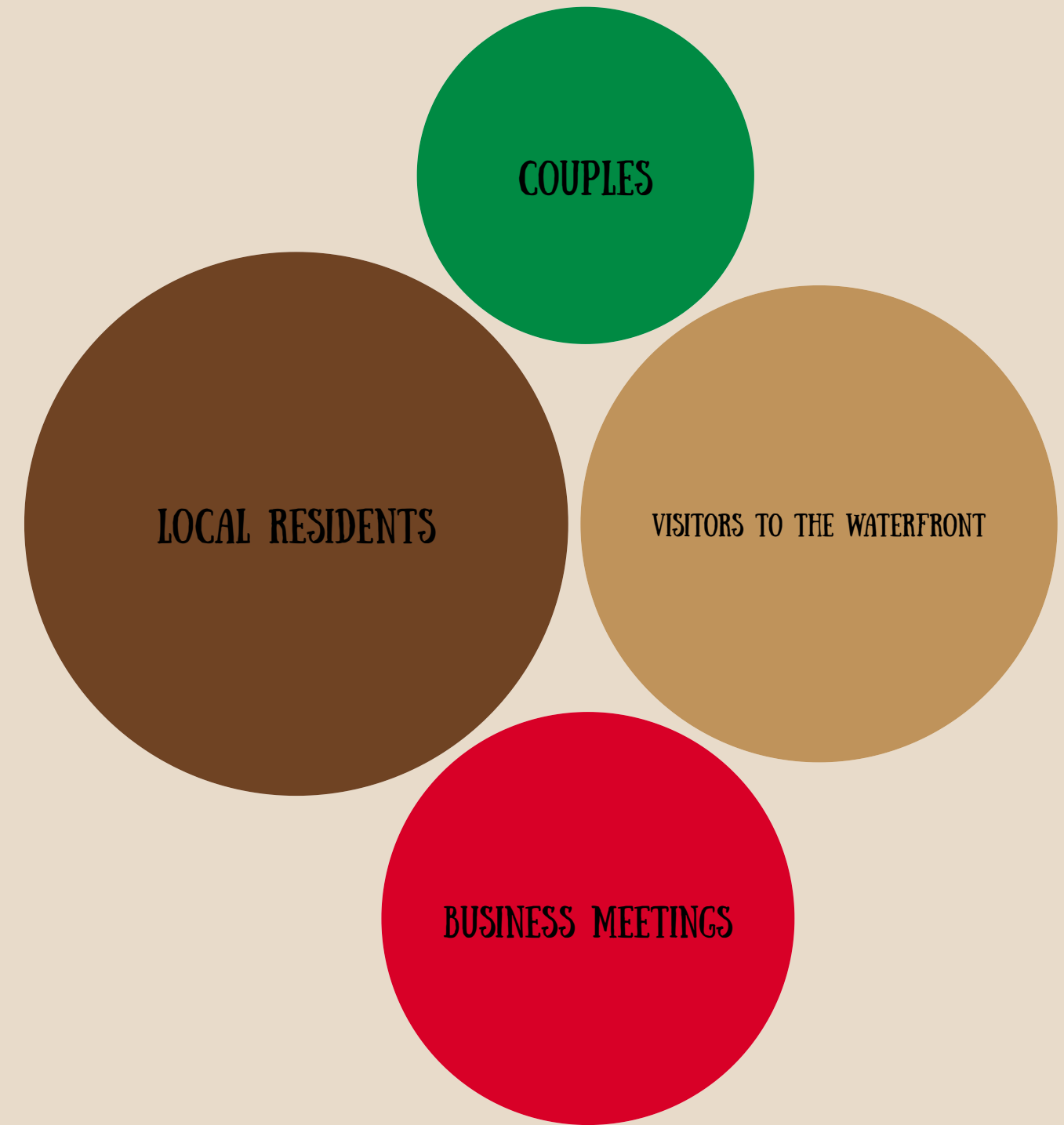
BY NIX PENDERGAST

SPRING 2026

AUDIENCE RESEARCH

Savona Coffee House caters to coffee lovers and offers convenience to visitors at the nearby Columbia River Waterfront.

Savona Coffee House also offers convenience to residents in the neighboring community. Other common customers of Savona include couples who go there on dates and folks who need a spot for a business meeting.



COMPETITORS



**RIVER
MAIDEN**

***River Maiden** is a Vancouver, WA-based coffee shop that takes pride in serving the community.*

Visual Style

River Maiden's visual style uses two different logos. One is a top view of a coffee cup, with foam art of a maiden, a River Maiden. Though, because it might be a little tough to decipher at a smaller scale, it used only on the website. A version of River Maiden's logo that simplifies to just the coffee shop's name is used on most store merchandising. The color palette it uses consists of shades of brown.

Verbal Style

In their verbal style, River Maiden uses casual language, including general slang, such as referring to menu items as "Egg Sando." As well as local slang, such as referring to Vancouver itself as "the 'Couve" and locals as "Couvies." Their brand story is that they are a little coffee shop that started at the Vancouver Saturday Market and is proud to continue serving the community.

COMPETITORS



Relevant Coffee is another Vancouver, WA-based coffee shop focused on community.

Visual Style

Relevant's visual style uses a black-and-white palette. Their logo is a bird forming a circle with their name. In the middle, there is a coffee bean with lines emphasizing it. The bird is likely supposed to be a reference to the many birds you see in the Northwest, and the coffee bean is included to still tell people that, hey, it's a coffee shop!

Verbal Style

Relevant's verbal style is casual and emphasizes the quality of the products they offer. For example, they describe their Nitro Cold Brew as "rich and creamy." Their language also emphasizes community, advertising their drip coffee as "well-sourced" from across the globe. Their brand story is that they encourage creating a sense of community by doing business with vendors from all over in order to provide variety and cater to many.

COMPETITORS

GREAT NORTH COFFEE

Great North is a coffee shop based in nearby Portland, OR, with a few stores in Vancouver, WA as well. Great North prides itself on sourcing everything it offers from the Pacific Northwest.

Visual Style

Like Relevant, Great North visually communicates itself with a black-and-white color palette. Their logo is simply their company name. Their logo, along with all their signage, is either black text on a white background or white text on a black background.

Verbal Style

Great North's verbal style, like the other coffee houses, is to use casual language. They are not too flashy with their language; their words are humble and just state what they have to offer. Their brand story is a company that prides itself on being from the Pacific Northwest and therefore keeps its business in the area.

NEW BRANDING STRATEGY

Verbal Style

Savona's current friendly and straightforward style is successful, and emphasizing what they offer that sets them apart from other coffee shops is a good tactic. They should continue this and also emphasize the shop's brand story of its convenience to the waterfront. Expressing this will help to set Savona apart from other coffee shops. Savona's brand value of creating community could also be reinforced with a new slogan like: "A place for friends and fine drinks."

Visual Style

The inconsistency in Savona's branding could be fixed by choosing a different font, such as one that closely resembles the shop's handwritten signage. Choosing fonts that more closely match the writing in the rest of the shop helps maintain the homey feeling of the signage while creating cohesion between the shop's signage and brand identity.

As for the color palette, the original idea of using the same colors as the Italian flag was kept, but the exact shades were made brighter rather than muted. As well as brown and tan, as expected in coffee shops. But using green, red, and white will make Savona stand out compared to its competitors' color schemes.



Mood Board

This mood board aims to evoke a feeling of comfort and coffee that Savona has to offer. The color palette from the photos offers a basic idea of a good palette for Savona's rebranding. Coffee-like colors, with some accent colors as well.

COLOR PALETTE

Primary Palette

DARK ROAST COFFEE

HEX: #373631
CMYK: 0,2,11,78
RGB: (55,54,49)

MEDIUM ROAST COFFEE

HEX: #6F4323
CMYK: 0,40,68,56
RGB: (111,67,35)

COFFEE WITH CREAM

HEX: #BF935B
CMYK: 0, 23, 52, 25
RGB: (191,147, 91)

The new color palette for Savona is inspired by both the mood board and the old palette. The new color palette is made much more vibrant to catch the viewer's eye.

The primary palette references coffee in various forms, while the accent palette references Savona's Italian roots.

Accent Palette

VIBRANT GREEN

HEX #008C45
CMYK: 100,0,51,45
RGB: (0,140,69)

LIGHTEST BLUE

HEX: #F4F9FF
CMYK: 4,2,0,0
RGB: (244,249,255)

CRIMSON RED

HEX: #D80027
CMYK: 0,100,82,15
RGB: (216,0,39)

The HEX, CMYK, and RGB codes are provided for each color so they can be replicated in any future designs done by any designer.

TYPOGRAPHY

SUNDAY REGULAR
ABCDEFGHIJKLMN OPQRSTU V
WXYZ1234567890!@#\$%^&*() ,.

For Savona's typography, the suggested font is a handwritten style called **SUNDAY**, meant to mimic the handwritten signage Savona uses. Similar to the handwritten signage, this font has a homey, comfy feel that aligns with the visual brand.

It will also allow Savona to retain the handwritten signage while achieving typographic cohesion. The **SUNDAY** font will be used for headings. Provided is an example of each letter and commonly used characters in the font.

TYPOGRAPHY

Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQrRsSsTtUuVvWwXxYyZz

1234567890!@#\$%^&*(),.

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQrRsSsTtUuVvWw,XxYyZz12345

67890!@#\$%^&*(),.

Montserrat Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQrRsSsTtUuVvWwXxYyZz123456

7890!@#\$%^&*(),.

To improve legibility and differentiate between text types, **Montserrat Bold** has been chosen for subheadings or to emphasize certain words; Montserrat Regular for paragraph text; and Montserrat Light for subtitle text.

This creates cohesion by using a single font for headings while still allowing variation through the font's different weights. This font choice aligns with the brand's verbal identity because it is clear and easy to read.

NEW LOGO CONSIDERATION



The new logo could reference the coffee shop's namesake. In Savona, Italy, the city's icon is the Leon Pancaldo Tower, which could also serve as a symbol for the Savona Coffee Shop. This would set Savona's logo apart from other coffee shops and be a very recognizable shape for the shop.



The visual branding is evident through a brand-approved color palette and typography. The verbal branding is evident through making it clear what Savona is by including the words "Coffee Shop" underneath the shop name. This makes what the business is perfectly clear.

NEW LOGO CONSIDERATION



The logo was designed to be legible when simplified to a single color. Included are variations of the logo to show how it can be styled using the brand-approved color palette.



Alternative Versions

ALTERNATIVE LOGO CONSIDERATION



As an alternative option for Savona's logo, I suggest a slightly elevated version of the original. Many coffee shops use the visual metaphor of a coffee cup as their logo, as it gives a very clear message, but Savona could set its logo apart from competitors with similar logos by drawing viewers' attention with steam and sparkles in the design.

The visual brand is evident through the brand-appropriate color palette and typography. The verbal brand is conveyed by sending a very clear message through the logo's symbolism. There will be no doubt about what type of business it is, but it can still convey individualism with accent sparkles.

This could easily replace the logo on any item within this deck if chosen instead.

BRANDING KIT

DRINKS



COFFEE

Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			

NON-COFFEE

Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			

ICE CREAM

Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			

FOOD



HOT SANDWICHES

Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			

COLD SANDWICHES

Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			

SALAD, WRAPS, & PITA

Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			
Menu Item Name	\$28	Menu Item Name	\$28
This is a description of the item on the menu. List ingredients here.			

WINES



REDS

Vineyard Name Cabernet Sauvignon	\$12 \$60
Vineyard Name Merlot	\$12 \$60
Vineyard Name Pinot Noir	\$12 \$60
Vineyard Name Zinfandel	\$12 \$60
Vineyard Name Shiraz	\$12 \$60
Vineyard Name Malbec	\$12 \$60

WHITES

Vineyard Name Sauvignon Blanc	\$12 \$60
Vineyard Name Pinot Grigio	\$12 \$60
Vineyard Name Riesling	\$12 \$60
Vineyard Name Chardonnay	\$12 \$60

ROSÉ

Vineyard Name Rosé	\$12 \$60
Vineyard Name Rosé	\$12 \$60

BUBBLES

Vineyard Name Champagne	\$12 \$60
Vineyard Name Moscato	\$12 \$60
Vineyard Name Prosecco	\$12 \$60

Menus

The first item in Savona's brand identity system is a menu template. It features a different page for each of their drink, food, and wine offerings.

The visual brand is evident through the logo, brand-appropriate typography, and colors. The verbal brand is present, straightforwardly presenting Savona's menu items in different sections.

BRANDING KIT



Business Card

The third item in the branding identity system is a business card featuring the owner's name, Instagram handle, the coffee shop's phone number, and the shop's address.

The visual brand is evident in the use of the new brand logo, brand colors, and typography, and it also reinforces the verbal brand of friendliness by providing the shop owner's name and ways to reach out to or find the shop.

BRANDING KIT



Loyalty Card

The fourth item in the brand identity system is a loyalty punch card: after 9 visits, a customer's 10th visit earns them a free coffee. This will create an incentive for customers to return again and again to get their free coffee.

The visual brand is evident through the use of the logo, brand-appropriate colors, and typography. It also reinforces the verbal brand by encouraging customers to return.



BRANDING KIT



Merchandise

Lastly, I have created mockups of potential branded merchandise that Savona could sell to generate more enthusiasm about the coffee shop.

The visual brand is present through the use of the logo, and the verbal brand is present by encouraging comfort and being perfectly clear about what shop the merch was bought from. As well as encouraging community through customers wearing Savona merch.




The graphic applied to each item

EVENT POSTERS

SAVONA
COFFEE HOUSE

BOOK EXCHANGE



Saturday, April 13th
8:00AM to 4:30PM

All day long, at Savona Coffee Shop there is going to be a book exchange. Unload your old or unread books and pick up something new!

Try some of Savona's Caffe D'Arte Coffee while you're here!


1898 SE Columbia River Dr,
Vancouver, WA 98661

SAVONA
COFFEE HOUSE

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SAVONA
COFFEE HOUSE

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Try some of Savona's Caffe D'Arte Coffee while you're here!

Saturday, 8:00AM
April 13th to
4:30PM

1898 SE Columbia River Dr,
Vancouver, WA 98661

To encourage customers, Savona may host a book exchange.. Included are three different design options that all use the same main graphic. To avoid distracting from the main event graphic, the logo was simplified to the lettering only.

The visual brand remains evident through brand-appropriate colors and typography. The verbal brand is evident in its efforts to facilitate community by encouraging customers to attend the event.

BROCHURE

In order to encourage customers, Savona could also hand out this brochure that not only gives the address of the shop, but also shows where it is on a map, as well as directs them to the nearby Columbia River Renaissance Trail, a nice trail for customers to walk after they get their coffee and goodies.



SAVONA
COFFEE SHOP



Located Near the Columbia River Renaissance Trail

ABOUT SAVONA

Savona Coffee Shop is nestled on a corner near the Vancouver, WA waterfront.

There you can find a cozy spot to have a nice coffee or non-coffee drink with plenty of both hot and cold sandwiches to offer. As well as salads, pita, wraps, ice cream, and even alcoholic beverages.

Savona is the only place in Vancouver, Washington that offers Caffe D'Arte Italian Roasters coffee.

We offer inside and outside seating where you can bring your furry companion.



1898 SE Columbia River Dr,
Vancouver, WA 98661







COFFEE

Coffee Item\$0.00
Epera serio voluptum que mo incilupta.

Coffee Item\$0.00
Epera serio voluptum que mo incilupta.

Coffee Item\$0.00
Epera serio voluptum que mo incilupta.

Coffee Item\$0.00
Epera serio voluptum que mo incilupta.

NON-COFFEE

Non-Coffee Item\$0.00
Epera serio voluptum que mo incilupta.

Non-Coffee Item\$0.00
Epera serio voluptum que mo incilupta.

Non-Coffee Item\$0.00
Epera serio voluptum que mo incilupta.



ICE CREAM

Single Scoop Cone\$0.00
Double Scoop Cone\$0.00
Single Scoop Cup\$0.00
Double Scoop Cup\$0.00

Flavors Available:
Vanilla, Chocolate, Mint, Unicorn Tears, Double Chocolate

WINE

Red Wine\$0.00
White Wine\$0.00
Rose\$0.00
Bubbles\$0.00

HOT SANDWICHES

Hot Sandwich\$0.00
Epera serio voluptum que mo incilupta.

Hot Sandwich\$0.00
Epera serio voluptum que mo incilupta.

COLD SANDWICHES

Cold Sandwich\$0.00
Epera serio voluptum que mo incilupta.

Cold Sandwich\$0.00
Epera serio voluptum que mo incilupta.

SALADS, WRAPS, PITA

Salad\$0.00
Epera serio voluptum que mo incilupta.

Pita\$0.00
Epera serio voluptum que mo incilupta.

Wraps\$0.00
Epera serio voluptum que mo incilupta.





The visual brand is conveyed through the logo, brand-appropriate typography, and colors. The verbal brand is evident in its straightforwardness and in providing the most important information: what Savona is, what the coffee shop has to offer, and where it is.

SAVONA NEWSLETTER

SAVONA COFFEE HOUSE

[MONTH] - ISSUE #[]

SAVONA NEWSLETTER



Featured Items This Month:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris commodo diam tellus, sed porttitor eros euismod ut. Maecenas sagittis, est et sodales blandit, nibh orci.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris commodo diam tellus, sed porttitor eros euismod ut. Maecenas sagittis, est et sodales blandit.

Upcoming Events

EVENT 1 [DATE], [TIME] EVENT 2 [DATE], [TIME]

SAVONA COFFEE HOUSE

[MONTH] - ISSUE #[]



Event Information

EVENT 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris commodo diam tellus, sed porttitor eros euismod ut. Maecenas sagittis, est et sodales blandit, nibh orci pharetra dui.

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EVENT 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris commodo diam tellus, sed porttitor eros euismod ut. Maecenas sagittis, est et sodales blandit, nibh orci pharetra dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris commodo diam tellus, sed porttitor eros euismod ut. Maecenas sagittis, est et sodales blandit, nibh orci pharetra dui.

SUBSCRIBE TO THE DIGITAL SAVONA NEWSLETTER AT: SAVONACOFFEESHOP.COM

SAVONA NEWSLETTER



Featured Items This Month

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris commodo diam tellus, sed porttitor eros euismod ut. Maecenas sagittis, est et sodales blandit, nibh orci.

Event Information

Event 1



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris commodo diam tellus, sed porttitor eros euismod ut. Maecenas sagittis, est et sodales blandit, nibh orci pharetra dui.

Event 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris commodo diam tellus, sed porttitor eros euismod ut. Maecenas sagittis, est et sodales blandit, nibh orci pharetra dui.



View email in browser. Update your preferences or unsubscribe.

1808 SE Columbia River Dr. Vancouver, WA 98661

Print

For the Savona Newsletter, I decided to make a print version so that it can easily be picked up by customers at the store, or offered outside.

Digital

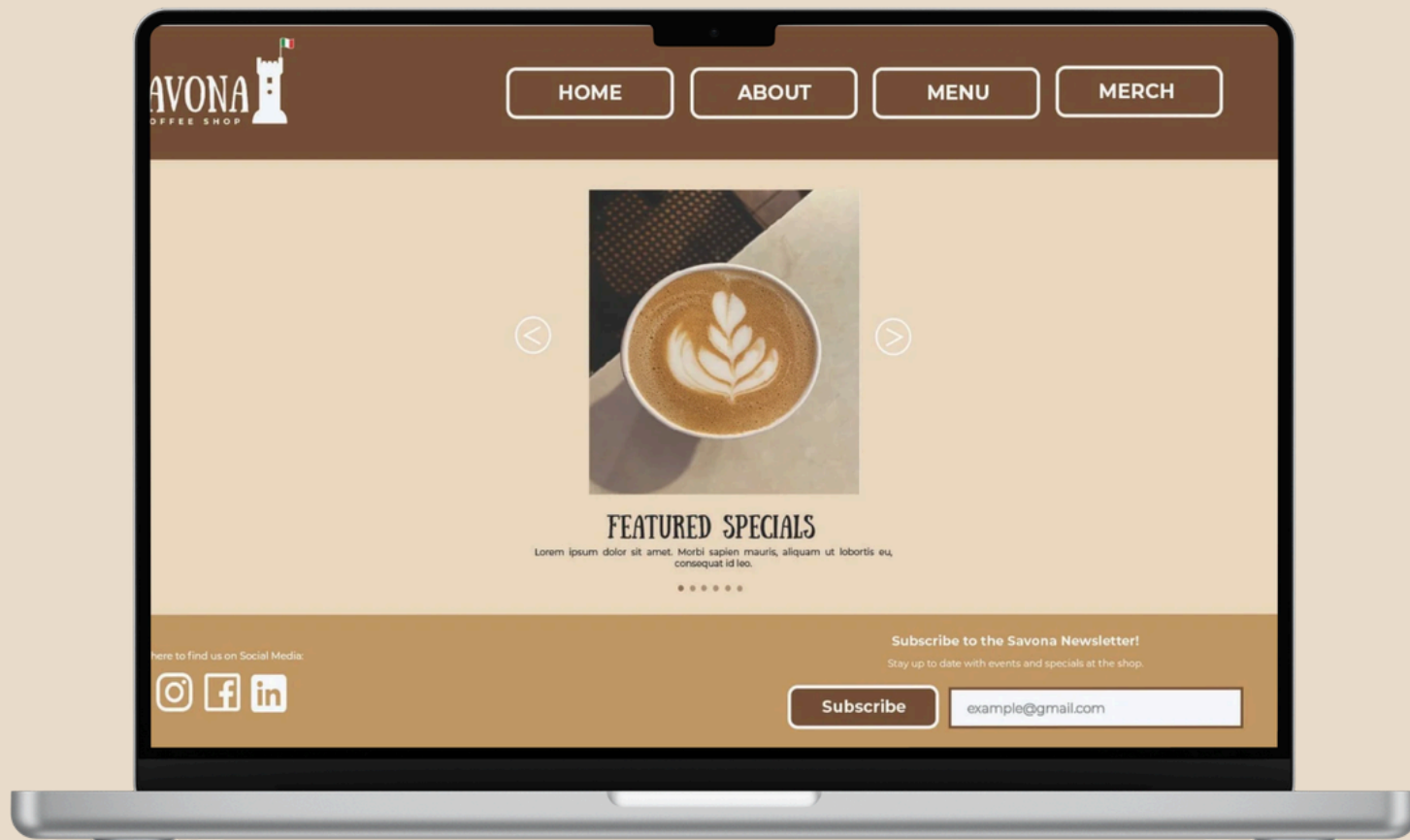
Alternatively, I have also included a digital version that can be sent out via email if customers prefer.

For both newsletters, the visual brand is evident through the use of the logo, brand-appropriate typography, and colors. The verbal brand is evident in the friendliness and community-building of keeping customers up to date on events and specials. As well as providing options for keeping up to date based on the preference of the customer.

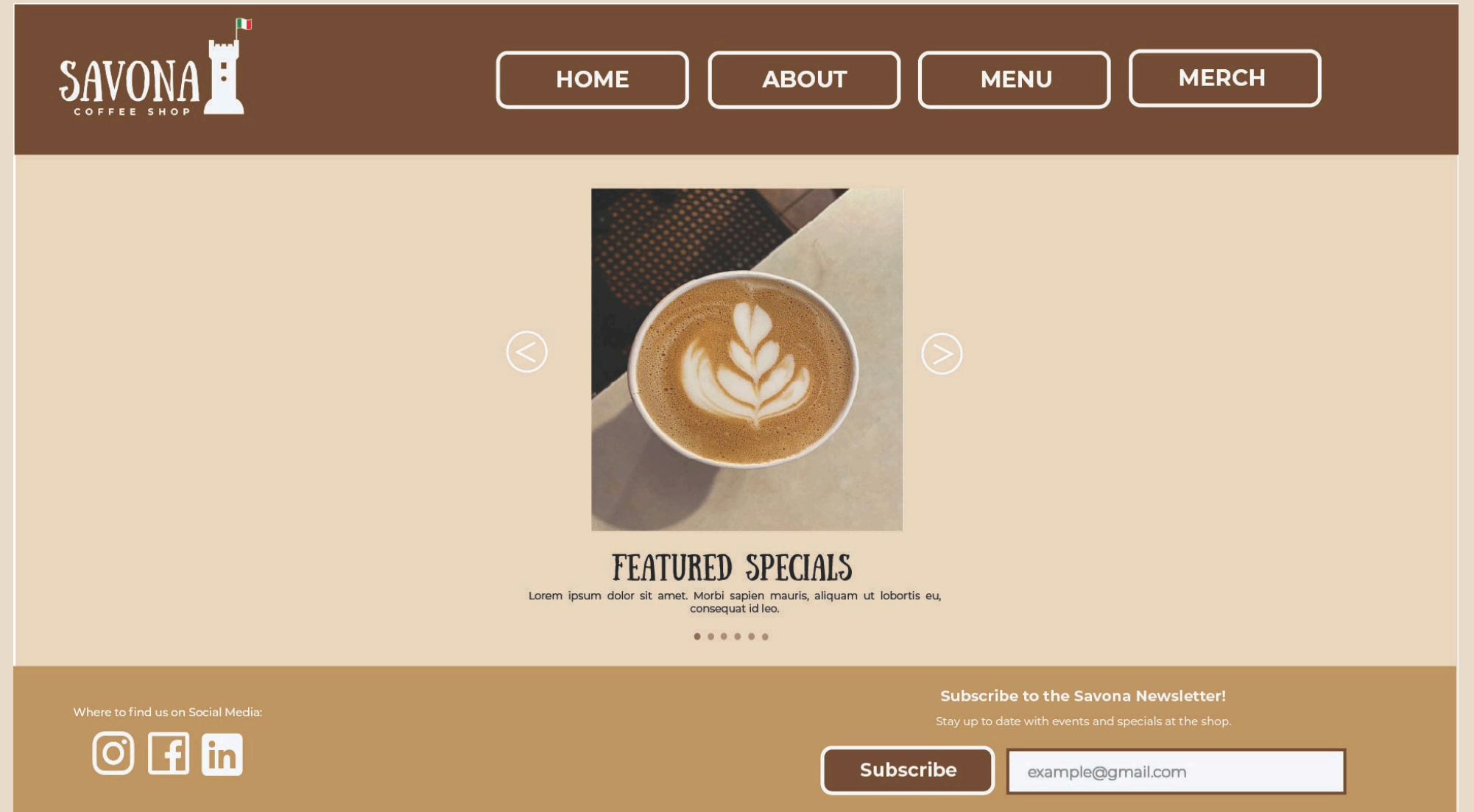
WEBSITE DESIGN

Homepage

The following is a selection of website page designs. This first one is a home page. This showcases the shop's featured specials in a carousel gallery viewer. The top navigation bar shows all of the pages available. The footer features links to the social media pages that



Mockup on a laptop

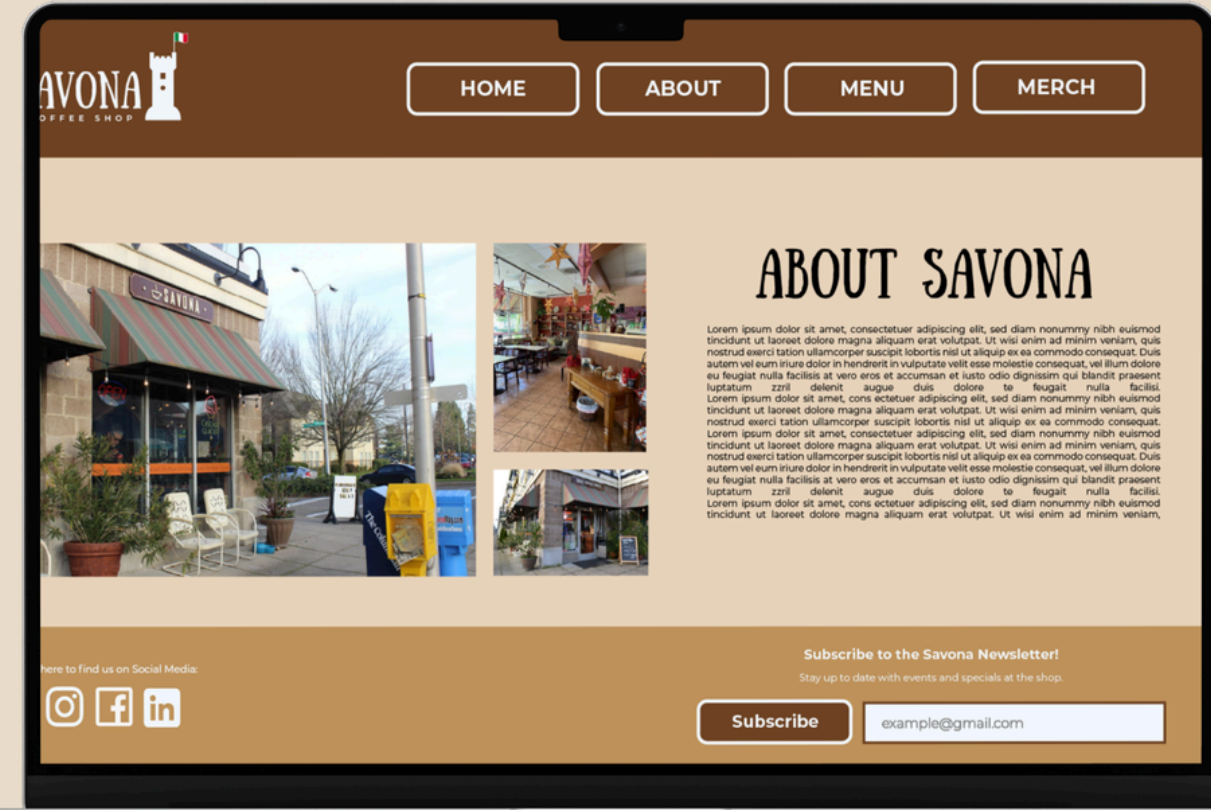
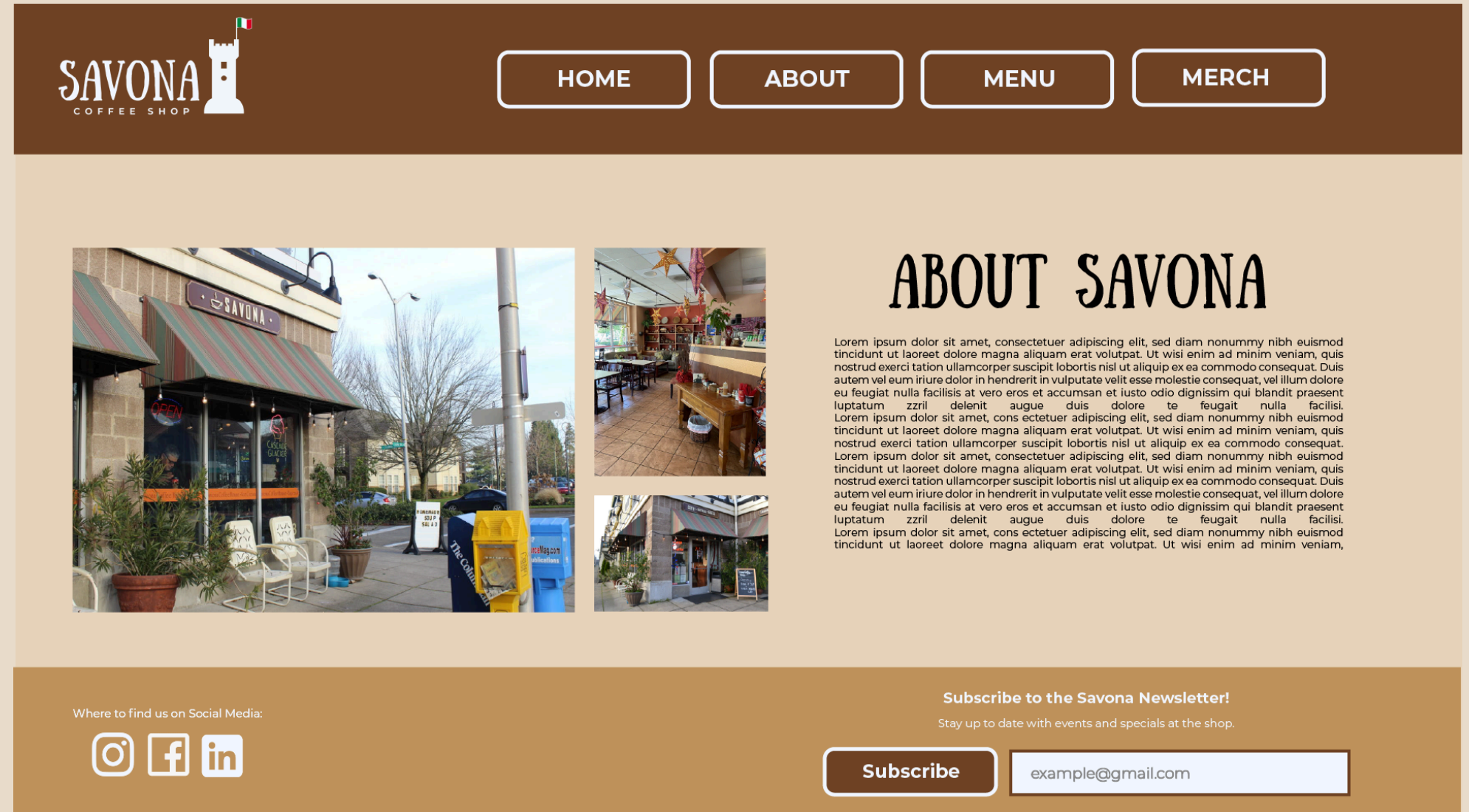


The visual brand is evident through the logo and brand-appropriate colors and typography. The verbal brand is present through the straight forwardness with showing off featured

WEBSITE DESIGN

About Page

In order to encourage customers, Savona could also hand out this brochure that not only gives the address of the shop, but also shows where it is on a map, as well as directs them to the nearby Columbia River Renaissance Trail, a nice trail for customers to walk after they get their coffee and goodies.



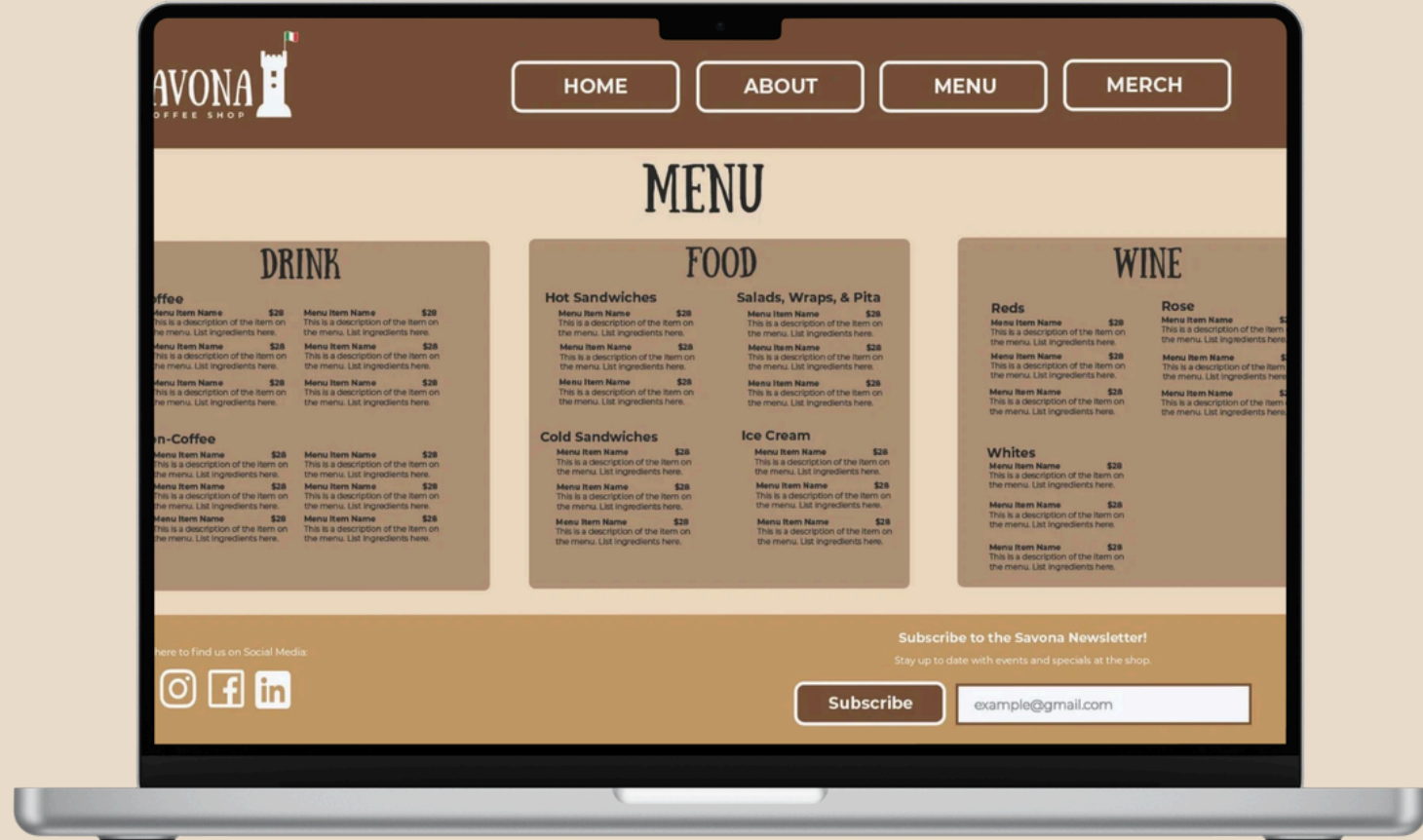
Mockup on a laptop

The visual brand is present through the brand-approved colors and typography. The verbal brand is present through being perfectly clear about Savona's backstory.

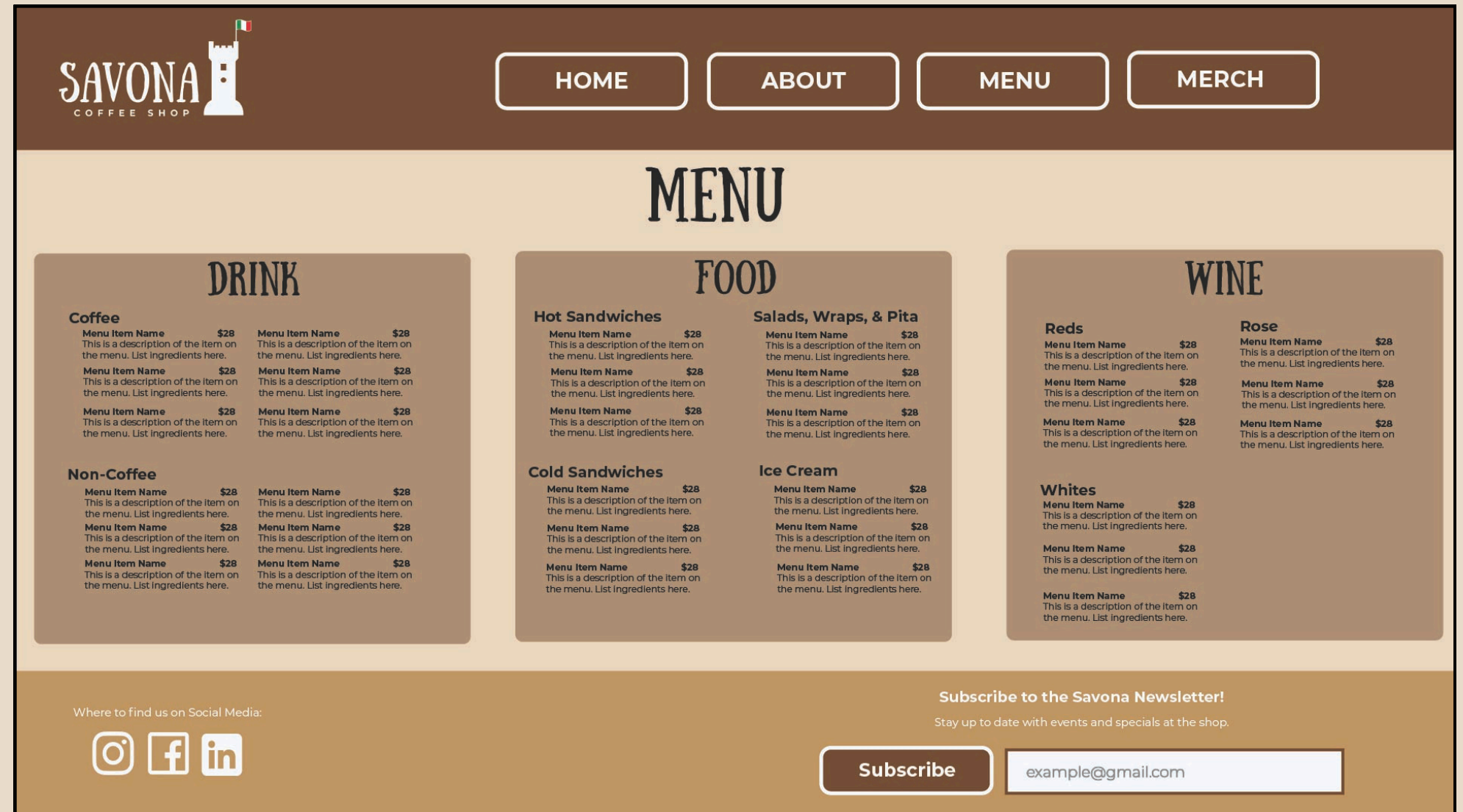
WEBSITE DESIGN

Menus

In order to encourage customers, Savona could also hand out this brochure that not only gives the address of the shop, but also shows where it is on a map, as well as directs them to the nearby Columbia River Renaissance Trail, a nice trail for customers to walk after they get their coffee and goodies.



Mockup on a laptop

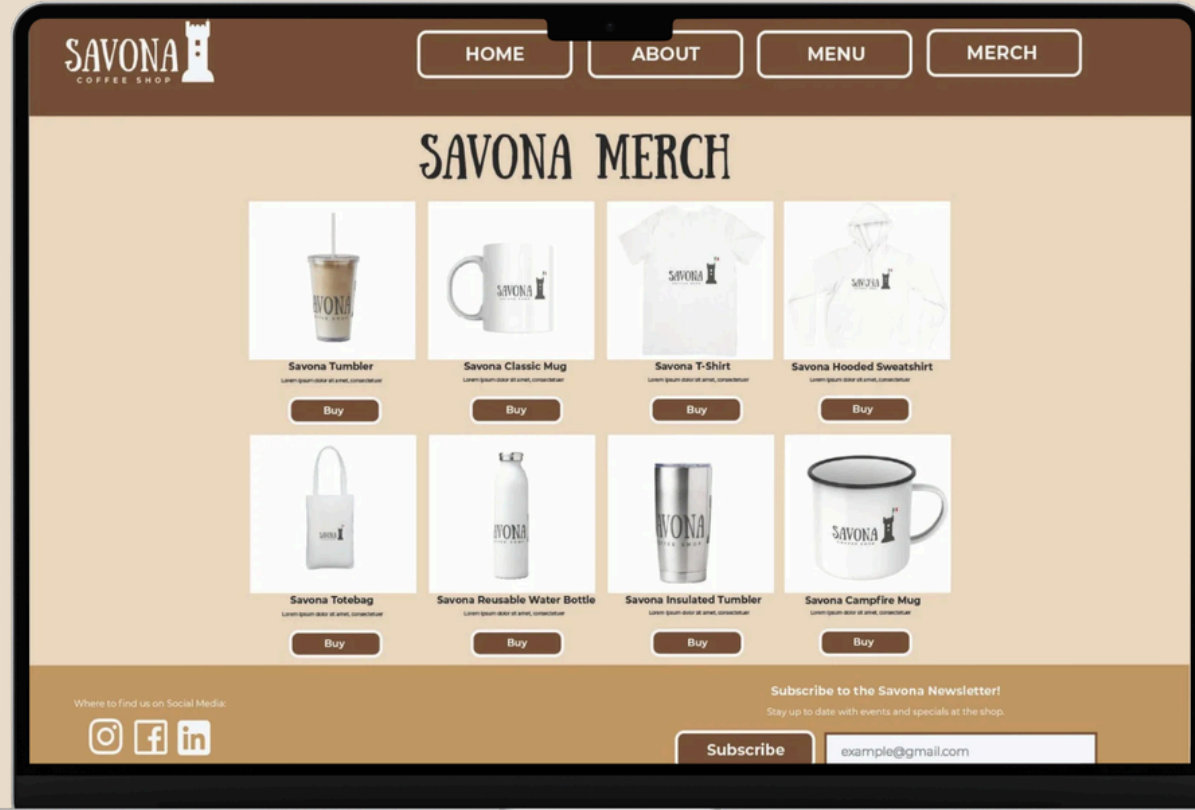


The visual brand is present through the use of the logo and brand-approved color palette and typography. The verbal brand is present by presenting the different menu items as clearly as possible.

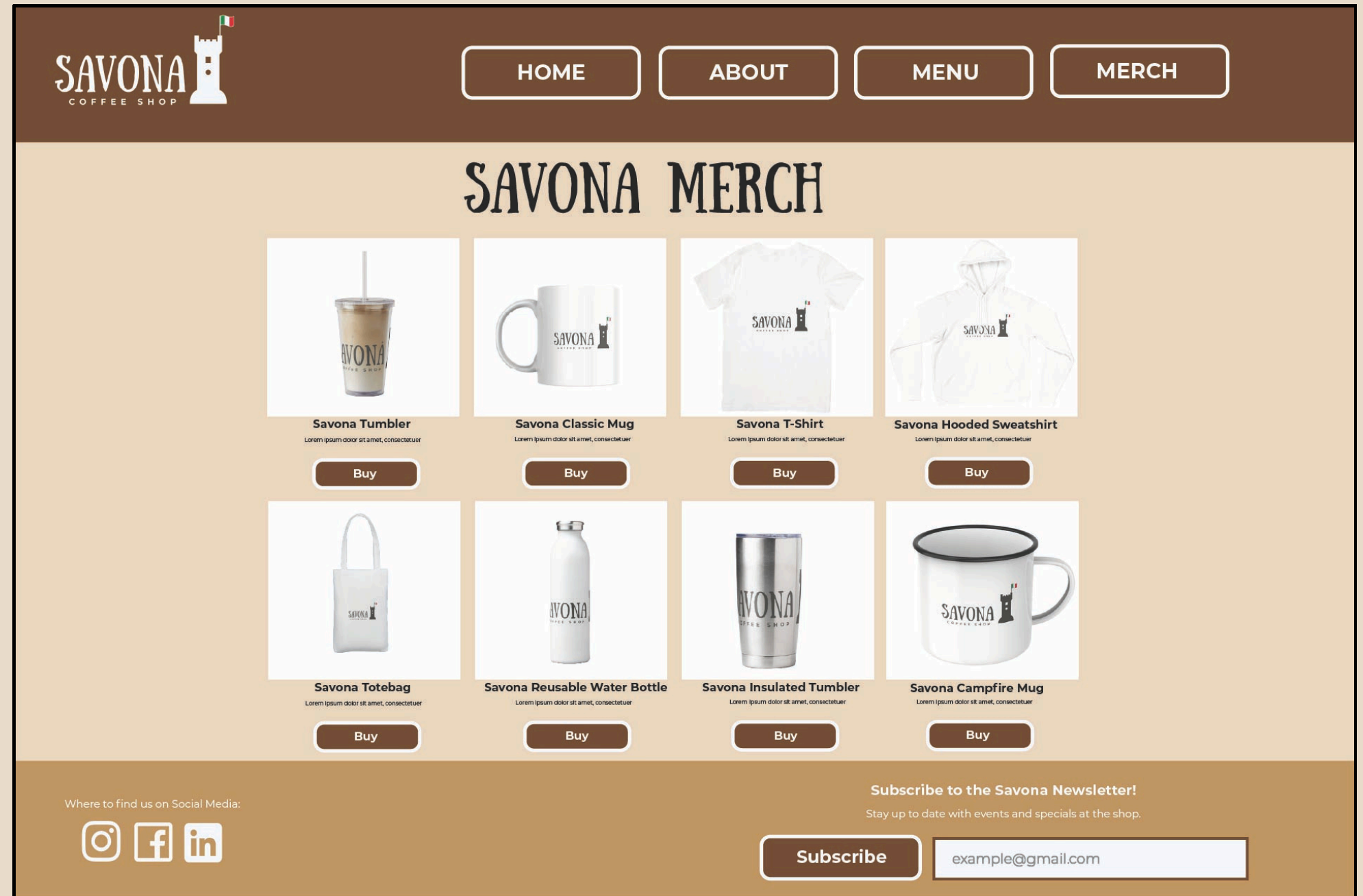
WEBSITE DESIGN

Merch Page

In order to encourage customers, Savona could also hand out this brochure that not only gives the address of the shop, but also shows where it is on a map, as well as directs them to the nearby Columbia River Renaissance Trail, a nice trail for customers to walk after they get their coffee and goodies.



Mockup on a laptop



The visual brand is present through the use of the logo and brand-appropriate colors and typography. The verbal brand is present through being as clear as possible about each item, and providing comfort with the items offered.

THANK YOU

for viewing

SAVONA

[Yelp](#)

[Wordpress](#)

[Instagram](#)