PORTFOLIO PREVIEW
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Hello, my name is Lauren Bruggeman! I am an experiential, exhibit, and graphic designer. I am from St. Cloud, MN and moved to Bemidji, MN almost four years ago to attend BSU. I joined the Technology, Art, and Design program as a freshman in college and never looked back! Now, I will be graduating on May 7th and look forward to finding my place in the design industry.
PROJECT PREVIEW

1. cantabria branding guidelines
   local coffee shop brand refresh

2. sketchup experience
   immersive branded environment

3. greenhaus
   seasonal pop-up retail destination
Cantabria is a local coffee shop in Bemidji, MN.

I was tasked with re-imagining the business’ look and feel by creating a new visual identity and associated branding guidelines.
LOGO INTRODUCTION

Out with the old, in with the new! A new logo and typography are implemented to bring a modern yet traditional look and feel to the brand.

The shapes and fonts were chosen to represent the community of Cantabria, Spain, in which the coffee shop is named after. Stepping into our shop feels like stepping into a small café along the coast of Spain. Our logo must be used in the primary colors: orange, brown, blue, and black. The yellow and orange elements along the top and bottom of our new logo represent what our company does: coffee. What is coffee without coffee beans?

These guidelines are being put in place to keep Cantabria’s branding consistent. Please abide by them at all times.

COLOR PALETTE

There are four colors used within our branding: brown and blue should be used in our primary logo. Specifications for the colors used in the primary logo and secondary logo are listed below.

Primary logo:

- Orange
- Brown
- Blue
- Black

Secondary logo:

- Golden Brown
- Blue
- Black

All four colors are featured in this version. The two primary colors used are blue for the outline and brown for the text. Yellow, orange, blue, and brown are used in the decorative elements, seen on the logos.

PANTONE P 17-6 C
C: 0
M: 10
Y: 71
K: 0
R: 255
G: 166
B: 97

PANTONE P 30-7 C
C: 0
M: 64
Y: 107
K: 0
R: 245
G: 130
B: 56

PANTONE P 100-8 C
C: 100
M: 54
Y: 0
K: 25
R: 31
G: 43
B: 125

PANTONE P 43-16 C
C: 42
M: 65
Y: 64
K: 60
R: 85
G: 55
B: 45

ARRANGEMENTS

There are two arrangements for the Cantabria logo: a primary and secondary. The primary logo, on the top, is the main typeface of the text and should be used for all signage. The secondary logo, on the bottom, should be used for stationery, merchandise, and staff uniforms. The logo must remain consistent by the coffee bean as the secondary Cantabria logo.

RESTRICTION ZONE

The restriction zone is how close other objects can be to your logo. This is to avoid collisions throughout everything the logo is used on. As the logos grow, the restriction zone must remain consistent by the coffee bean from the secondary Cantabria logo.

LOGO REVERSAL

The colors on the Cantabria logo may not be changed for any reason. When used on a light background, the primary logo will remain the same. If the logo must be put against a dark background or white outline following the style of the logos should be added so the colors remain visible.
SKETCHUP EXPERIENCE
SketchUp is a 3D modeling software. I was challenged with developing a space which exploits the design potential that SketchUp offers, leading to an increased number of Sketchup users.
GREENHAUS
Greenhaus is a seasonal pop-up destination. Here people can learn about and purchase plants in a new and exciting way.
THANK YOU

I’m looking forward to sharing my work and creative process with you on April 30th!