

Brief 2

SOCIAL ENTERPRISE FOR CHANGE CO.

Beatriz Ramirez

PHASE 1

RESEARCH

FOR CHANGE CO

For Change Co is a social enterprise that consists of three sections:

1. For Change Coffee
2. Crêpes For Change
3. Catering For Change

In their website, each of these sections presents a similar branding, with consistent logos and fonts. However, when it comes to social media and physical locations, the branding varies significantly. The goal of this rebranding initiative is to harmonize all aspects of the enterprise, fostering a unified and coherent brand identity.



<https://forchangeco.com.au/>

TACKLING YOUTH HOMELESSNESS TOGETHER

The organization was established with a compelling mission: *to combat youth homelessness through community engagement and support.*

It serves as a unique platform where every cup of coffee or meal purchased contributes directly to programs and resources aimed at empowering homeless youth.



<https://forchange.co.com.au/donate/>

COMMUNITY FIRST

For Change Co. is fueled by a dedicated team of food and beverage experts, social workers, and volunteers, all united by their commitment to generate real change in the lives of young individuals.

Core to the brand are the values of *Collaboration, Transparency, Passion, Industry, and Agility*. These principles are not only foundational to the company's mission but are also integral to the rebranding, which amplifies its potential to make a significant impact.



<https://forchange.co.au/cafe-locations/>

CHAMBERLAIN COFFEE

Chamberlain Coffee, founded by Emma Chamberlain, mirrors her vibrant and spirited personality through its playful, colorful branding. The brand's adept use of bold colors and contrasts is visually striking.

Its photography style blends modern carefree elements with a vintage flair, appealing to a younger demographic. Impressively, Chamberlain Coffee's flexible branding seamlessly adapts to various collaborations across diverse industries.



<https://kontrapunkt.com/work/chamberlain-coffee>

ASTHMA + LUNG UK

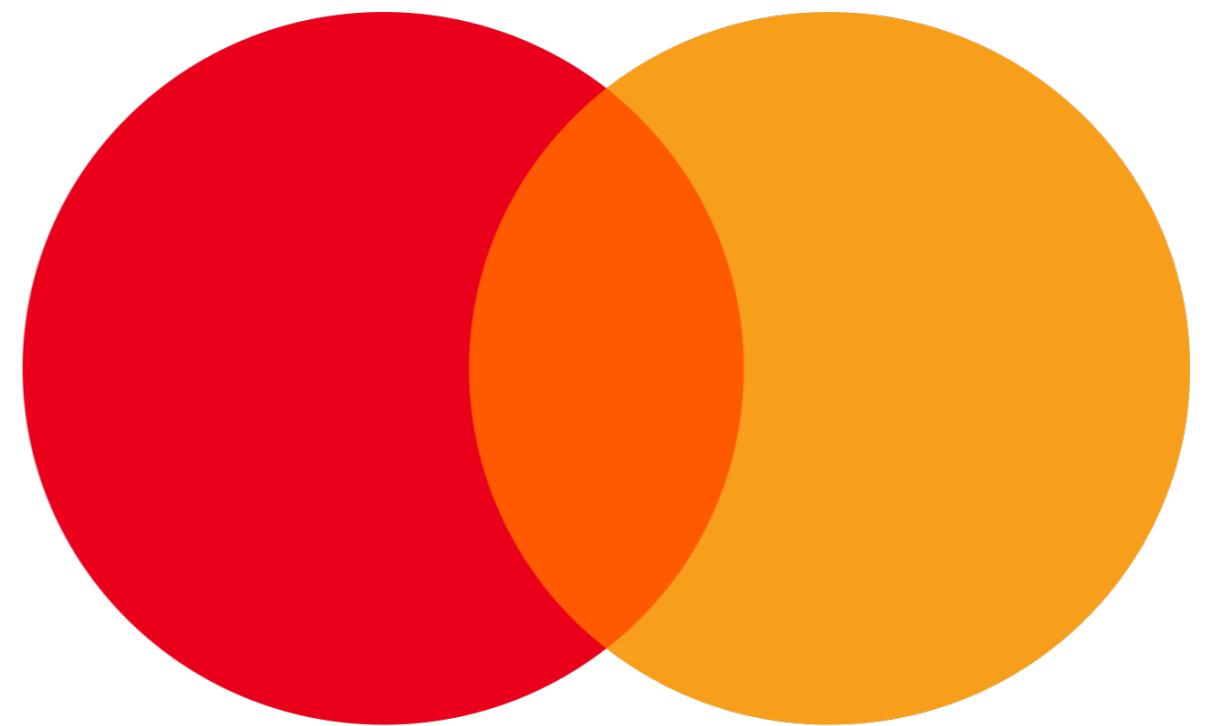
Asthma + Lung UK features a design system of transparent overlaid shapes that evoke a sense of human craftsmanship. This social enterprise employs a vibrant color palette that achieves striking contrasts. The simplicity of its logo, with a stark white typeface, contrasts effectively against the rich background hues, ensuring it makes a powerful impact.



<https://www.pentagram.com/work/asthma-lung-uk?rel=sector&rel-id=8>

MASTERCARD

Redesigned in 2016 by Pentagram's Michael Bierut and Luke Hayman, the Mastercard logo retains its iconic legacy while adapting for the digital age. Featuring simple, impactful overlapping circles, the designers refined the elements to their essence, creating a crisper, more versatile brand mark suitable for both digital and physical applications.

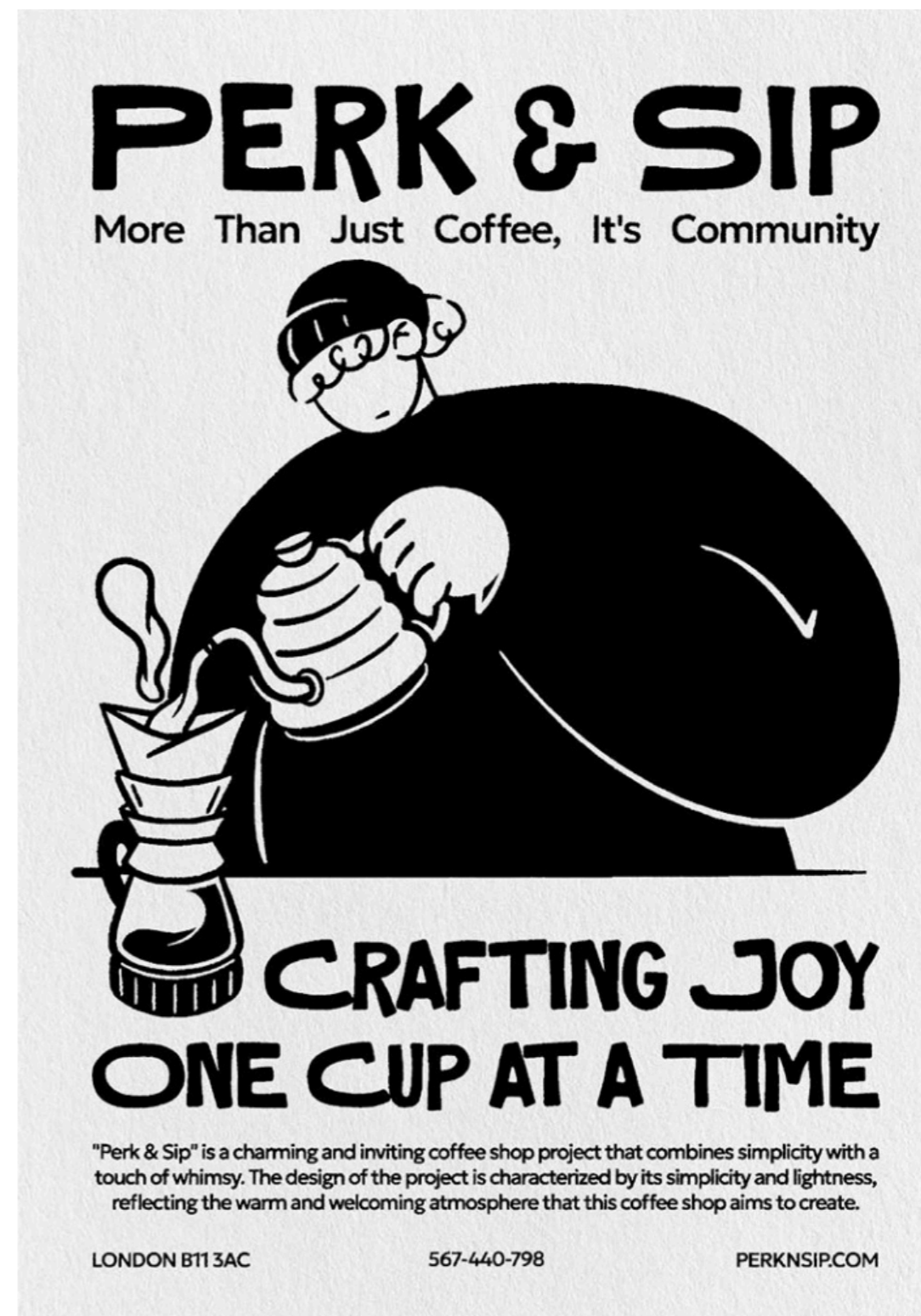


mastercard

<https://www.pentagram.com/work/mastercard/story>

PERK & SIP

Perk & Sip is a coffee shop distinguished by a simple yet impactful word mark that is both easily identifiable and adaptable. The branding features playful illustrations that incorporate people and coffee, enhancing the shop's fun, engaging atmosphere. They use catchy phrases to highlight the unique aspects of the café. Although the branding employs a monochromatic black and white scheme, the lively drawings infuse it with a whimsical and dynamic vibe.



https://www.behance.net/gallery/184092799/Perk-Sip-Brand-Identity?tracking_source=search_projects|coffee+shop+branding&l=7uk?rel=sector&rel-id=8

CAFÉ SINÓNIMO

Located in Guadalajara, Mexico, this coffee shop boasts a vibrant and youthful photography style. Their Instagram feed showcases their food, beverages, merchandise, and community, enhanced by engaging and catchy phrases that reflect the brand's spirited personality. The experience feels exceptionally personal, creating a unique connection with customers.

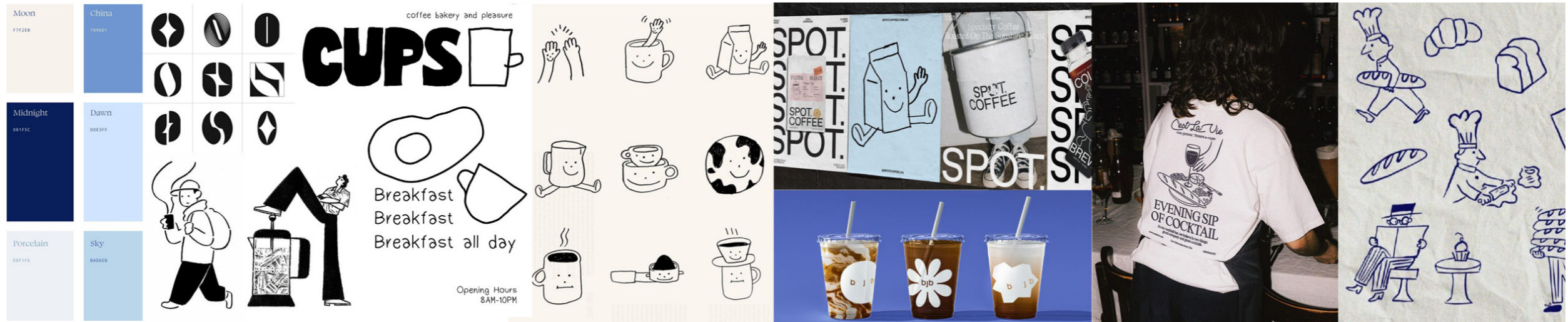
The distinctive use of blue in their branding is striking and memorable, making the shop easily recognizable.



<https://www.instagram.com/cafesinonimo>

PHASE 2

STYLESCAPES

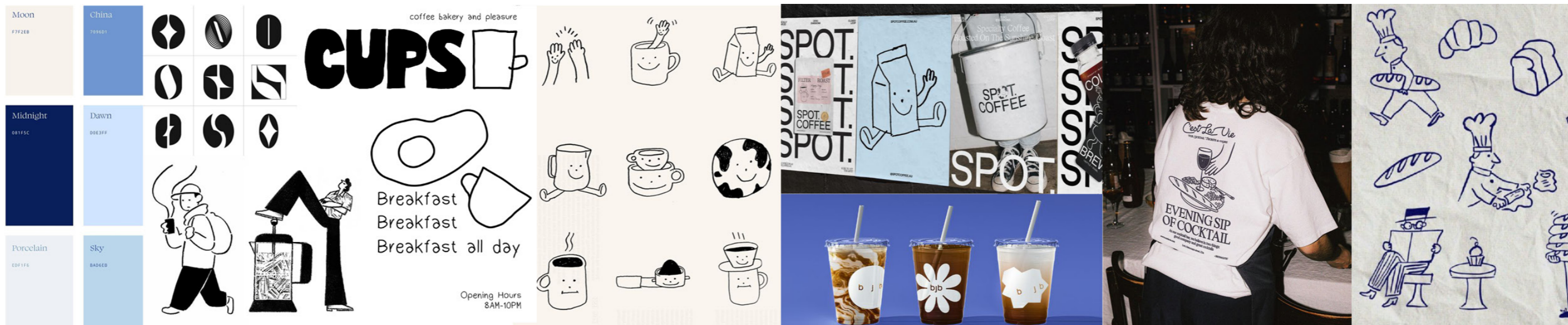


STYLESCAPE 1

Minimalistic

Hand-drawn

Monochromatic



Friendly

Organic

Simplistic

Playful

Quircky

STYLESCAPE 2

Bold

Vibrant

Modern



Dynamic

Urban

Energetic

Warm

Refreshing

CHOSEN STYLESCAPE



This stylescape bursts with a colorful palette, using transparent shape overlays that blend and interact with a sense of playfulness and depth. Hand-drawn representations of people and everyday objects bring a charming and personal touch. Photographic elements are styled with a retro yet contemporary flair. The overall composition is alive

with color, creating an energetic and welcoming atmosphere that is as visually engaging as it is cheerful. From whimsical illustrations to thoughtfully layered designs, the stylescape exudes a creative and approachable feel, inviting interaction and generating a sense of community.

PHASE 3

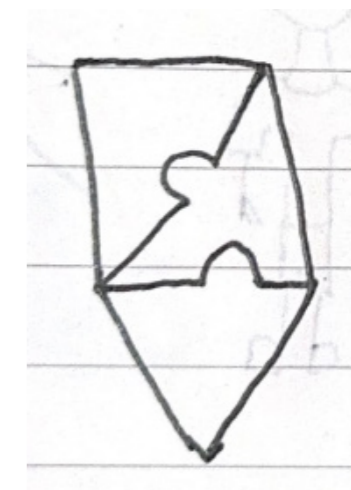
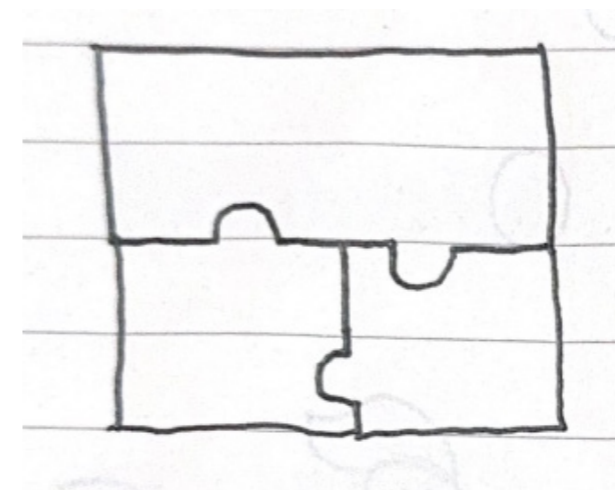
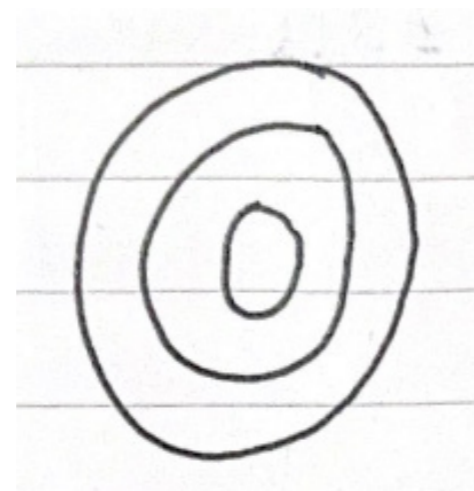
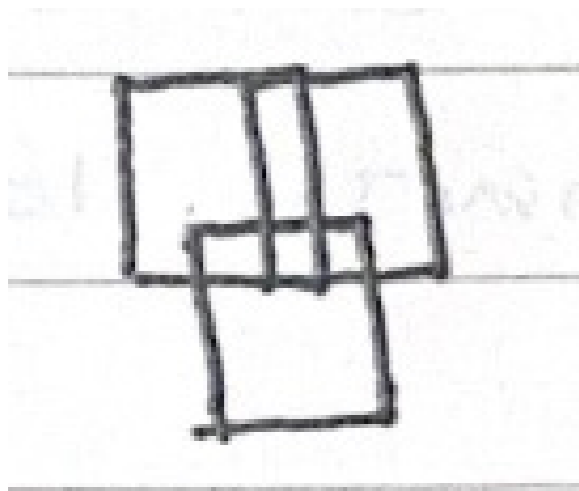
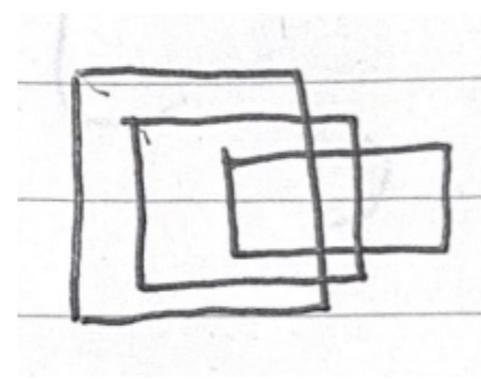
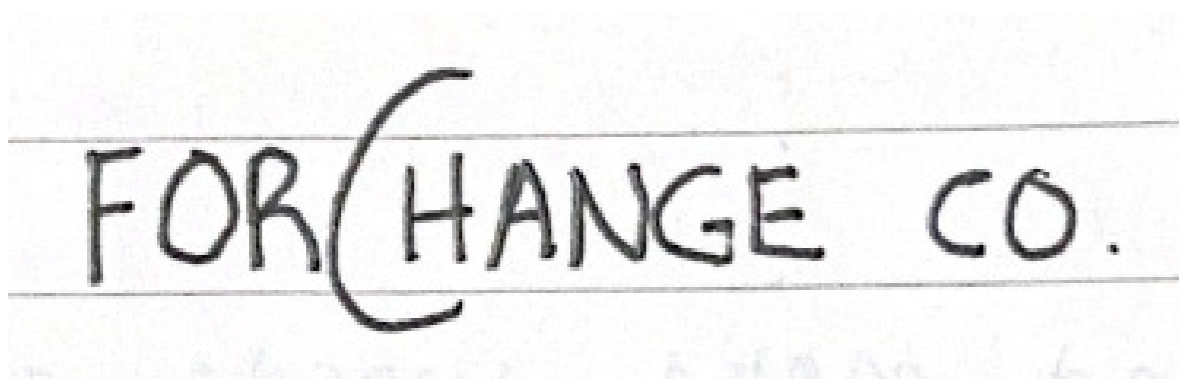
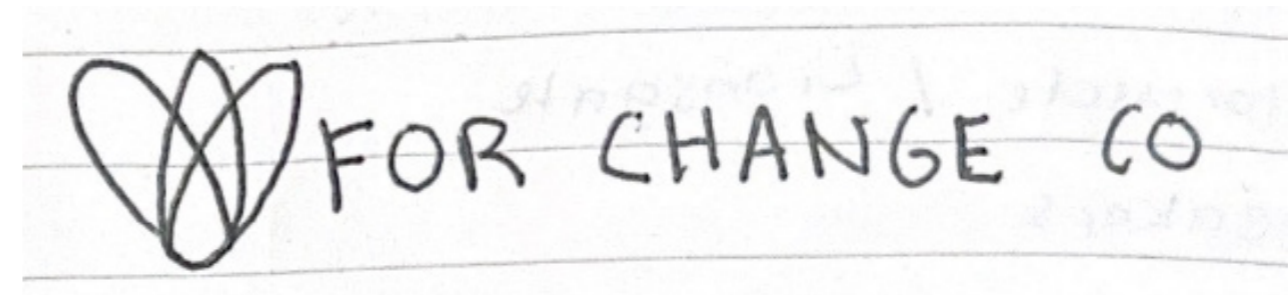
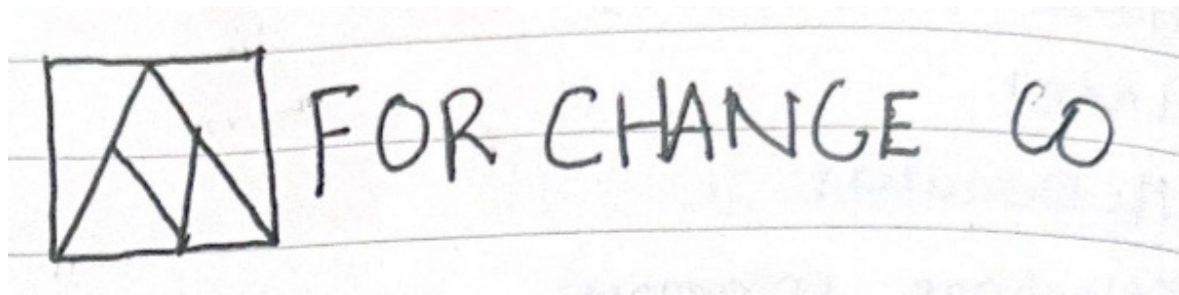
CONCEPTUAL DEVELOPMENT

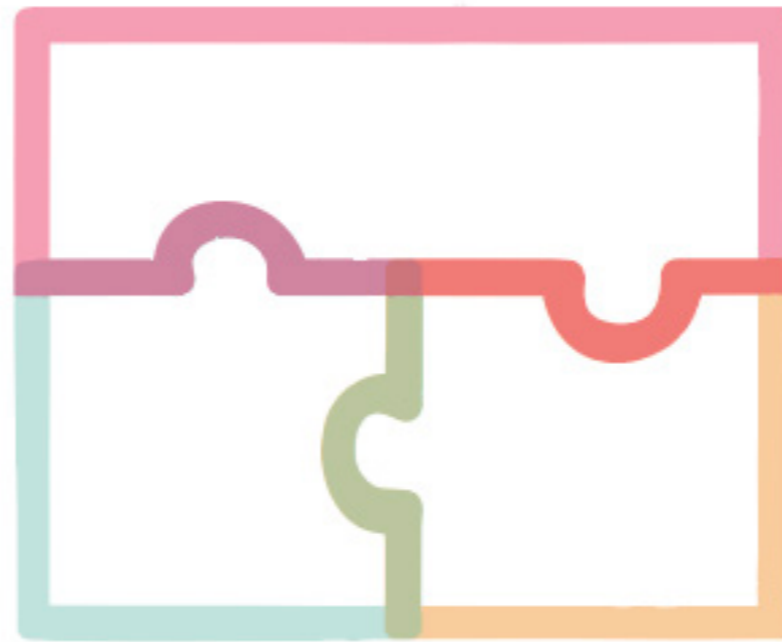
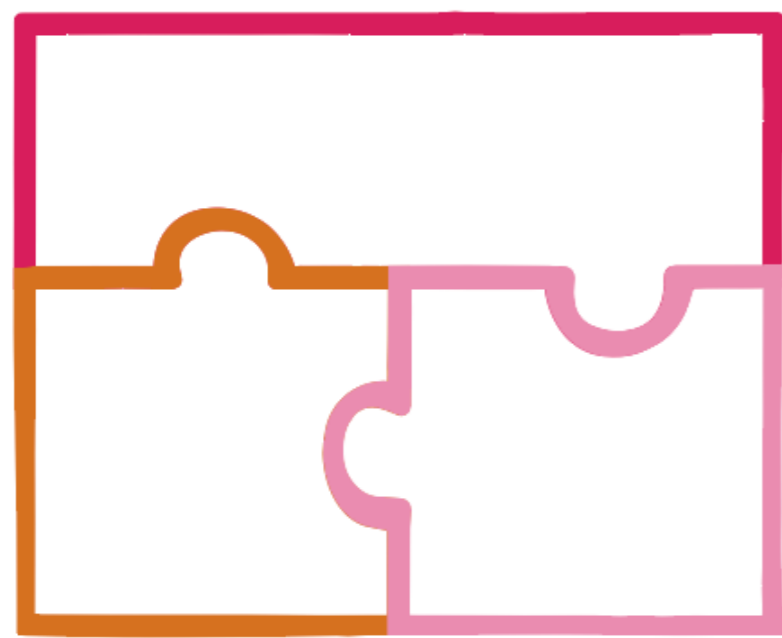
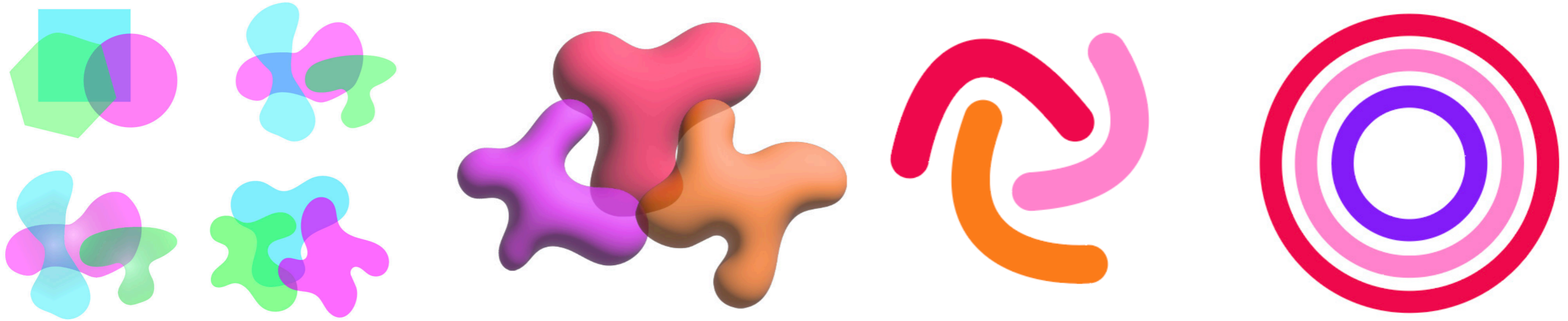
FOR CHANGE CO: HARMONY IN ACTION

For Change Co.'s rebranding, 'Harmony in Action' brings together the company's core values of Collaboration, Transparency, Passion, Industry, and Agility into a vibrant tapestry that visually articulates their commitment to social impact.

The new identity embodies a dynamic convergence of shapes and hues that symbolize diverse elements uniting for a common purpose. This reimagined branding not only captures the essence of For Change Co. but also radiates its mission to drive change, empowering young individuals to eradicate youth homelessness, and invigorating communities with every colorful interaction.







FOR CHANGE CO.

**FOR
CHANGE
CO.**

**FOR
CHANGE
CO.**

FOR CHANGE CO.

FOR CHANGE COFFEE

FOR CHANGE CRÊPES

FOR CHANGE CATERING

**FOR
CHANGE
COFFEE**

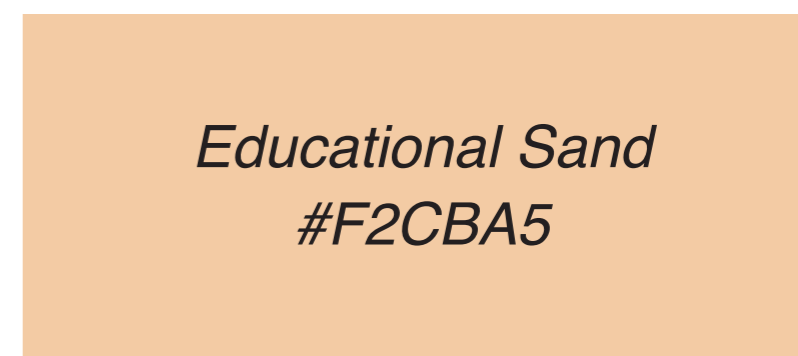
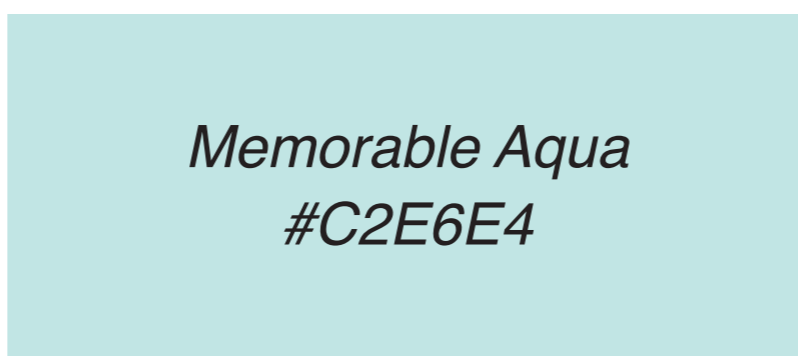
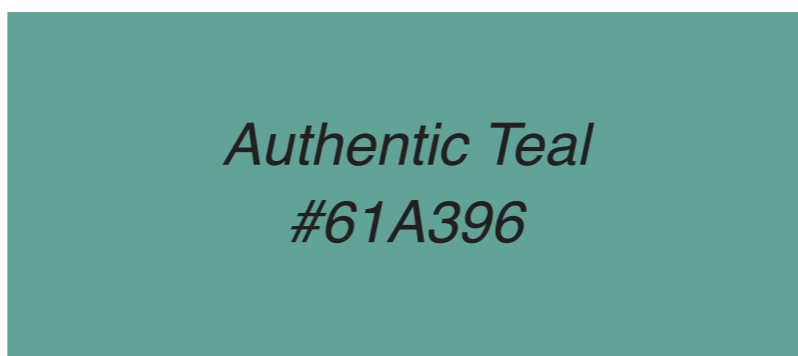


**FOR
CHANGE
CRÊPES**

**FOR
CHANGE
CRÊPES**

**FOR
CHANGE
CATERING**

**FOR
CHANGE
CATERING**



NIKKEI JOURNAL

Regular

Regular Italic

Ultrabold

Ultrabold Italic

Primary Typeface

HELVETICA

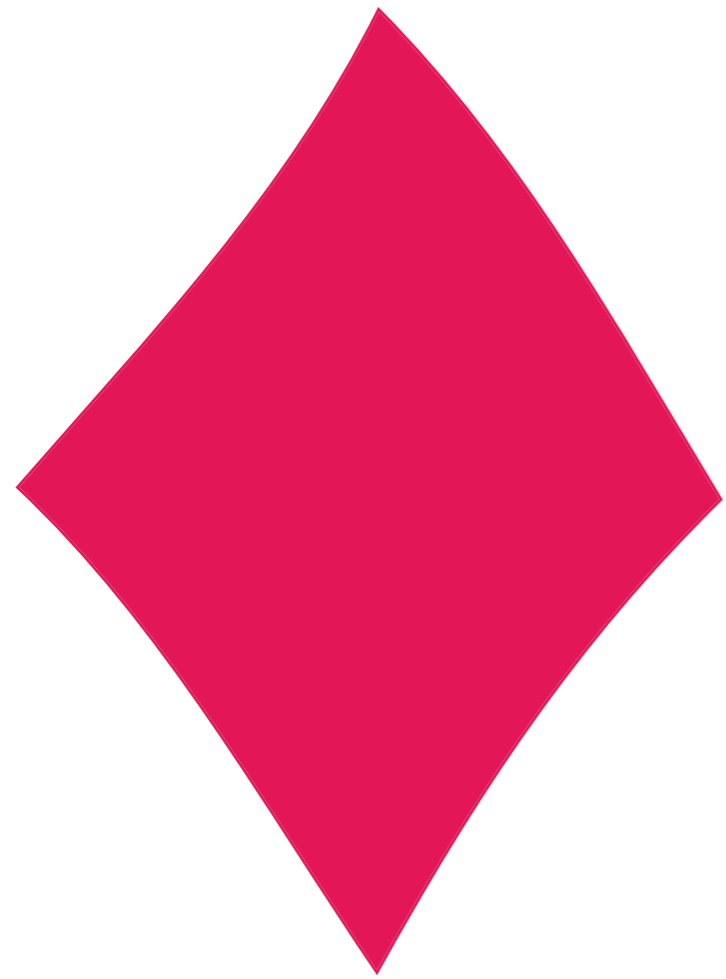
Light

Light Oblique

Regular

Oblique

Secondary Typeface



**FOR
CHANGE
COFFEE**

+



**FOR
CHANGE
CATERING**

+



**FOR
CHANGE
CRÊPES**



The design elegantly represents the interconnected nature of For Change Co., where each shape symbolizes a distinct segment of the company: For Change Coffee, For Change Crêpes, and For Change Catering.

The way these shapes interact and merge visually manifests the company's ethos of community and collaboration.

Each component is integral to the brand's functionality, emphasizing that the whole is greater than the sum of its parts.

ILLUSTRATIONS



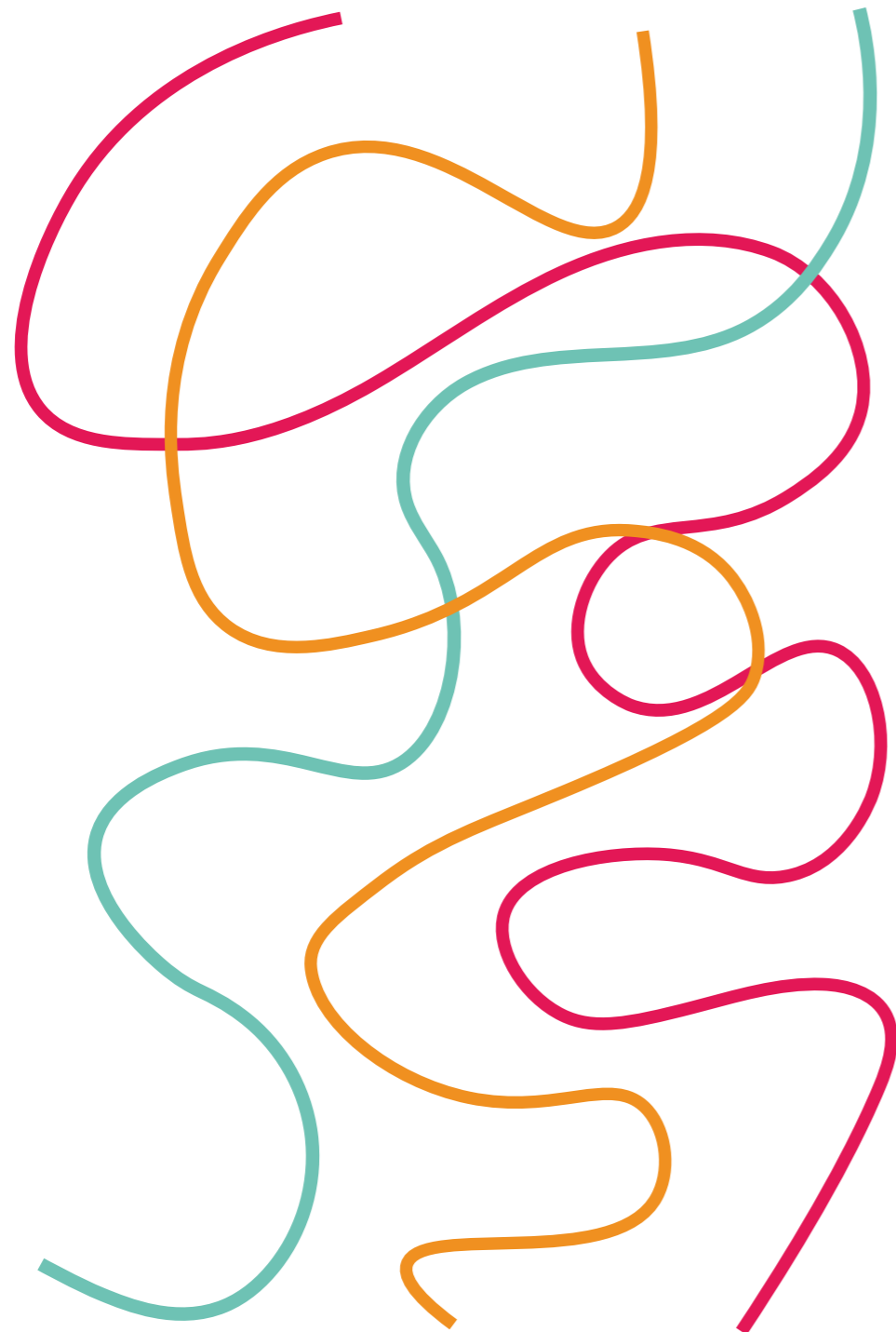
For Change Coffee



For Change Crêpes



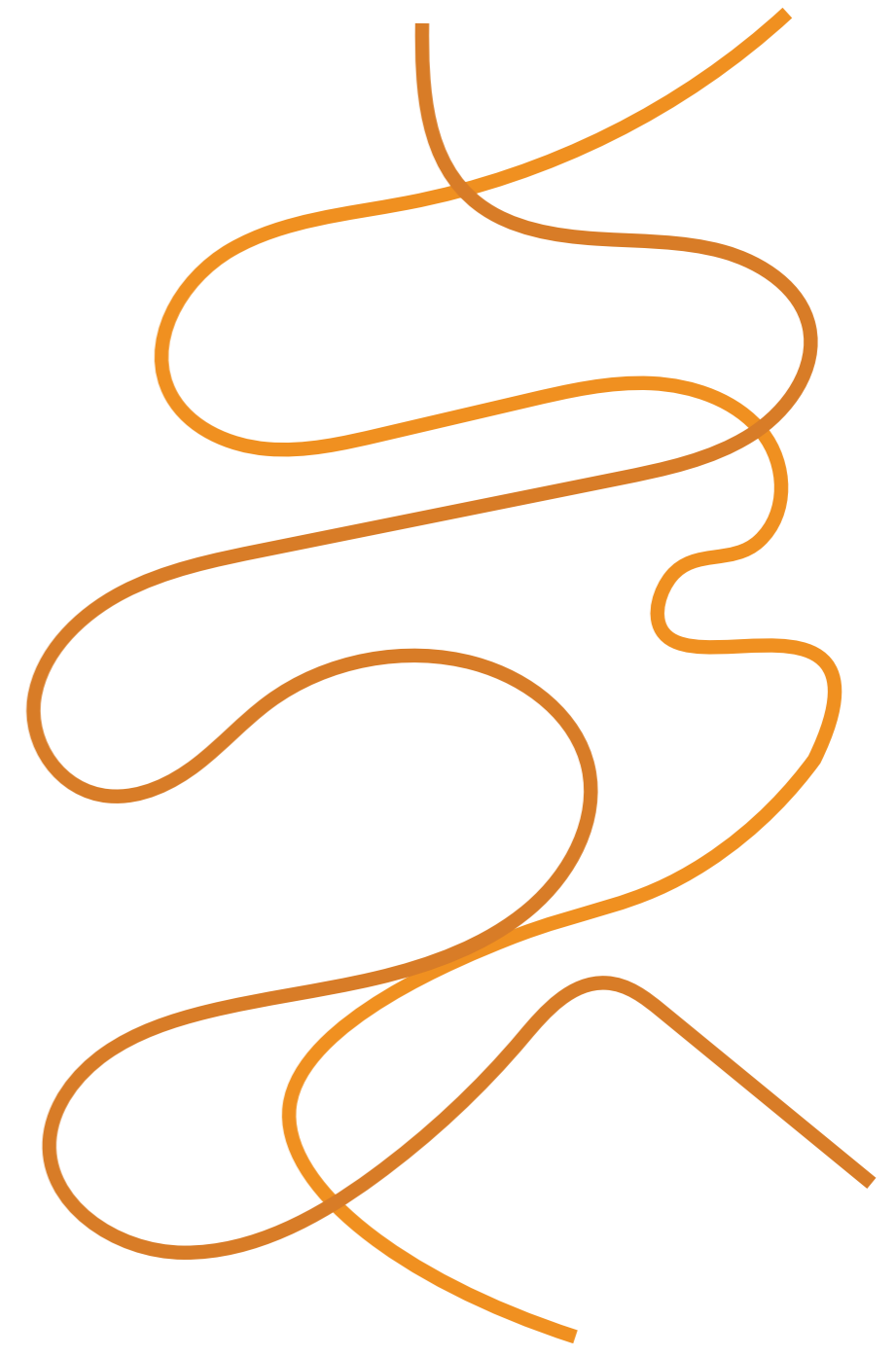
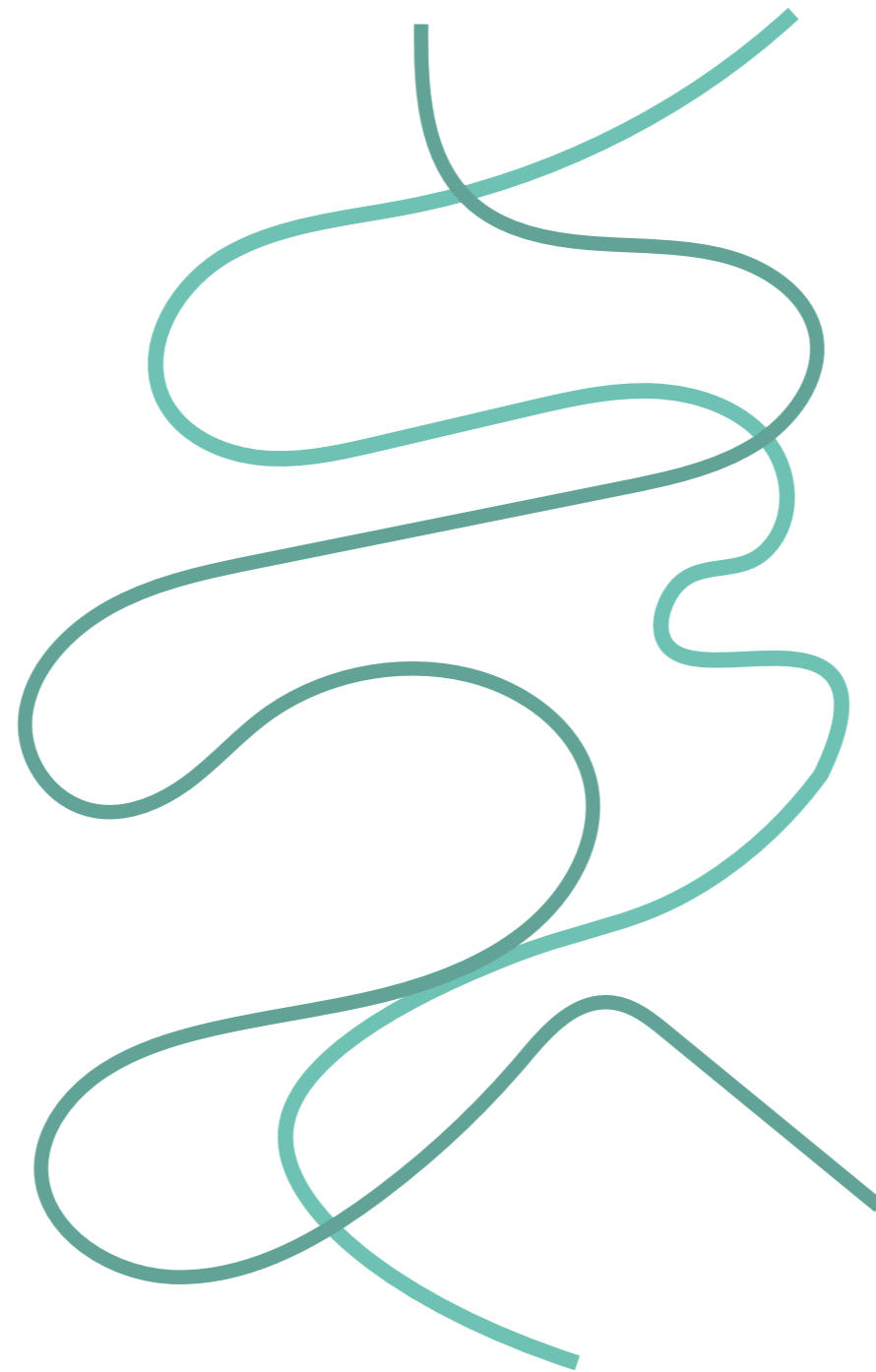
For Change Catering



For Change Co.'s flagship program, **Pathways for Change**, is at the heart of the brand's mission.

This graphic element symbolizes the program, each line uniquely crafted for specific designs, regardless of where it is placed. The distinctive, one-of-a-kind nature of each line reflects the organization's recognition that every individual's journey is different.

This element represents the brand's commitment to positively impacting the diverse paths of young people experiencing homelessness, highlighting its dedication to creating personalized, meaningful change.



Correct use of logo

Single line

FOR CHANGE CO.

Triple line

**FOR
CHANGE
CO.**

Incorrect use of logo

Rotated

FOR CHANGE CO.

Double line

**FOR CHANGE
CO.**

**same rules apply for subbrand logos*

Correct use of brand elements

Straight



Individual



Black outline with color



White outline with colored background

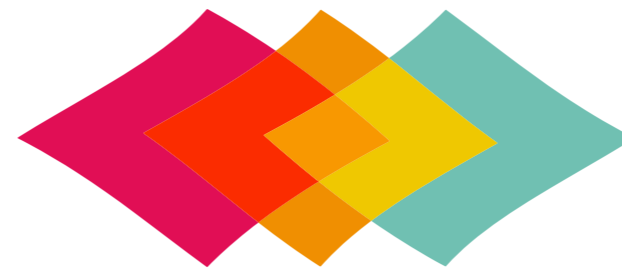


Incorrect use of brand elements

Mirrored



Distorted



Distorted

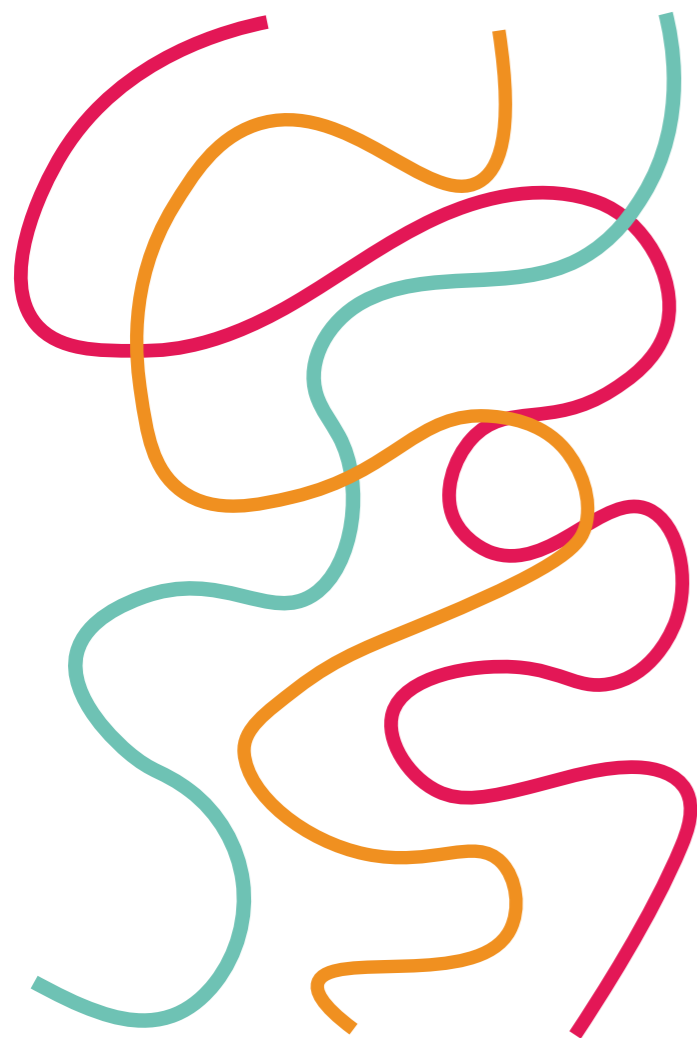


Mismatched color background

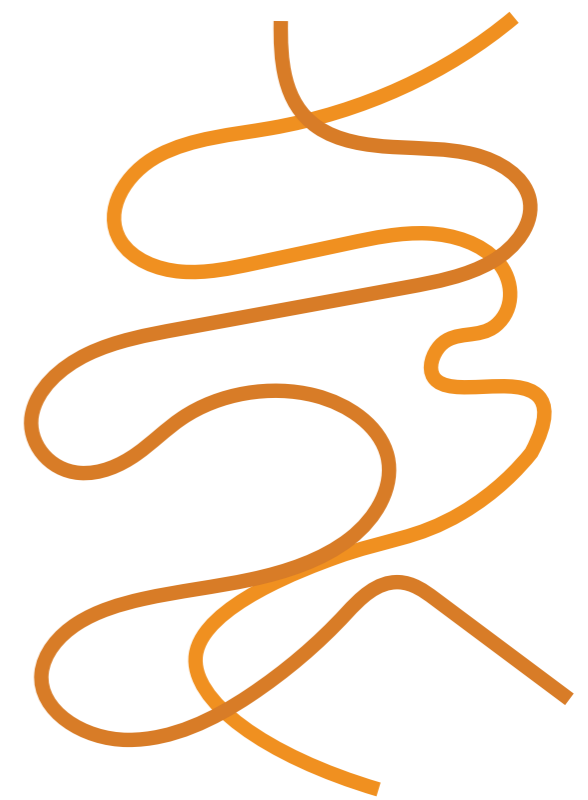
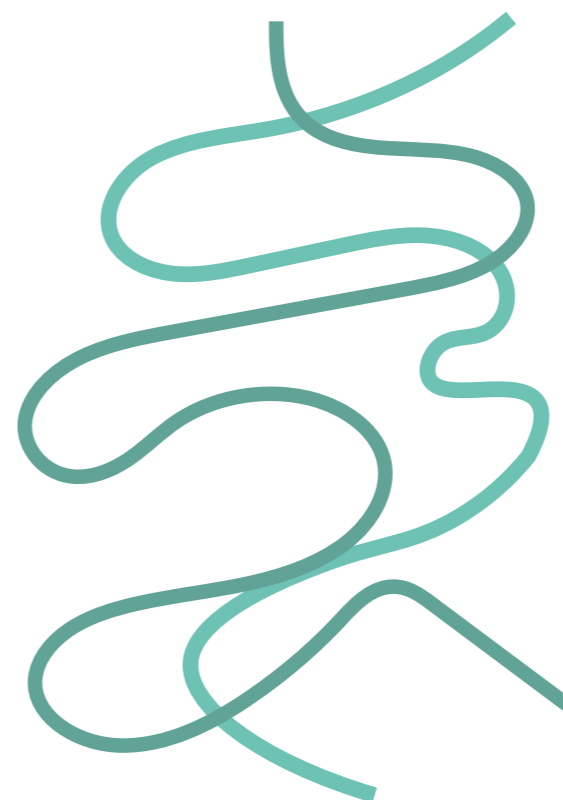


Correct use of brand elements

Three colors

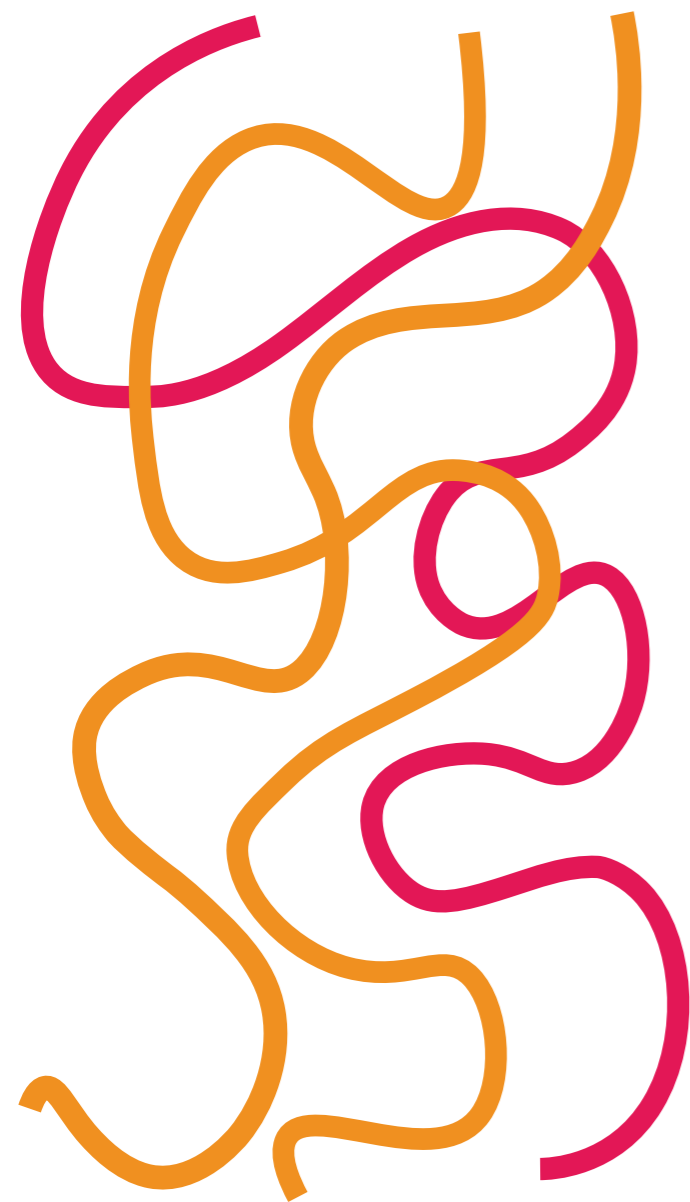


Single color palette

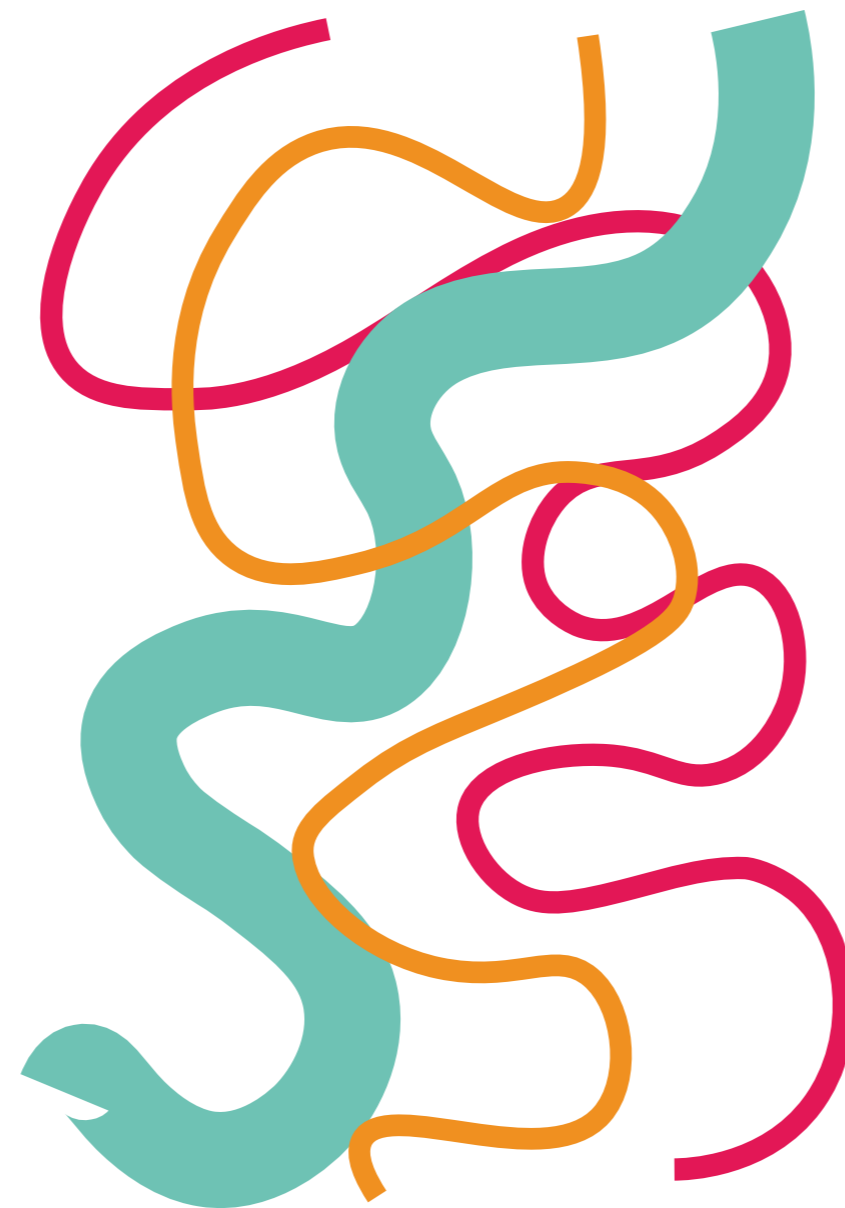


Incorrect use of brand elements

Double colors



Different stroke weights



PHASE 4

APPLICATIONS TO MEDIA















FOR CHANGE COFFEE

Breakfast

Sourdough Fruit Toast \$8.5
Served with house preserves

Warm Croissant \$8.5
Served with house preserves

Golden Granola \$16
House-made granola, coconut, yogurt, watermelon & strawberries

Overnight Oats \$16
Apple & cinnamon-soaked oats with toasted coconut, silvered almonds, currants, topped with blueberry compote, mango & pepitas

Summer Berry Waffle \$22
House made, served with summer berries, vanilla cream & maple syrup

Brunch

Smashed Avo \$18
Avocado with lime, persian feta, dukkah & salsa verde on multigrain toast

Potato Rosti \$22
With rosemary salt, grilled portobello mushroom, avocado, cherry tomatoes, spinach & black beans

Sweetcorn & Jalapeño Fritters \$24
Wild rice with char-grilled broccolini, sugar snap peas, red cabbage & miso dressing

Freekeh Salad with Za'atar Cauliflower \$21
Za'atar roasted cauliflower, freekeh salad with pomegranate vinaigrette, almond hummus

Crispy Sichuan Tofu \$19
Cold buckwheat noodle salad, shredded cabbage, carrot & coriander with gochujang sesame dressing

Bowl of chips \$8
Rosemary salt, garlic aioli

We are a Not For Profit cafe. Every coffee & food purchase supports young people to sustainably leave homelessness behind.

FOR CHANGE COFFEE

Drinks

5 Senses Coffee

Black	\$4.5
White	\$5
Mocha	\$5.5
Extra Shot	+50c
Alt Milk: Oat, Soy, Almond	+50c
Large	+50c

Hot Chocolate

Hot Chocolate	\$5
Kids Chocolate	\$4.5
Large	+50c
Mork Deluxe 70% Dark	\$6

Prana Chai

Chai Latte	\$5.5
Dirty Chai Latte	\$6
Alt Milk	+60c

Iced

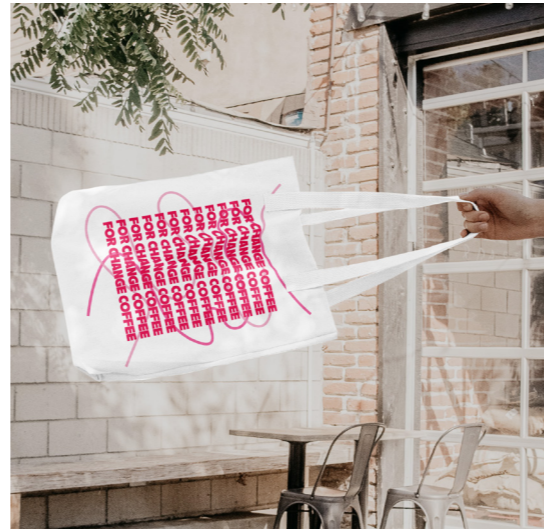
Iced Long Black	\$5.5
Iced Latte	\$5.5
Iced Chocolate	\$5.5
Iced Mocha	\$5.5
Iced Chai	\$6
White	\$5.5

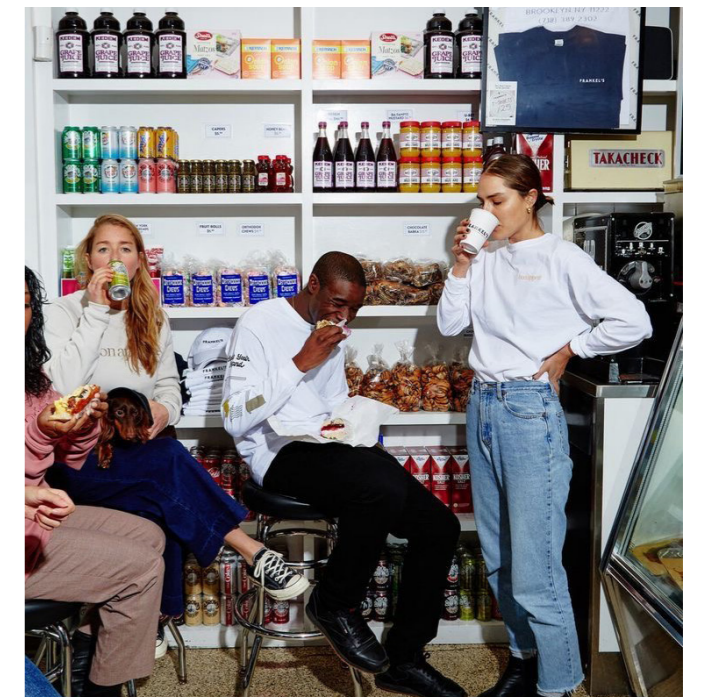
Larsen & Thompson Tea

English Breakfast	\$4.5
Earl Grey	\$4.5
Green Tea	\$4.5
Peppermint	\$4.5
Lemongrass Ginger	\$4.5
Chamomile	\$4.5









<https://www.instagram.com/forchange.cafes/>

<https://linktr.ee/ForChangeCo>

<https://forchange.co.com.au/our-impact/>

<https://www.instagram.com/cafesinonimo/>

<https://forchange.co.com.au/wp-content/uploads/2024/01/Catering-For-Change-Pack-Jan24.pdf>

https://www.behance.net/search/projects/fun%20youthful%20photos?tracking_source=typeahead_search_direct

<https://www.pentagram.com/work/asthma-lung-uk?rel=sector&rel-id=8>

<https://www.robot-food.com/work/>

<https://chamberlaincoffee.eu/>

<https://smith-diction.com/contact>

https://www.behance.net/search/projects/instagram%20feed?tracking_source=typeahead_search_direct

https://www.behance.net/gallery/139696885/Noon-Tea-Bar-Branding-Project?tracking_source=search_projects|plastic+cup&l=2

<https://www.freepik.com/free-photos-vectors/instagram-mockup>

<https://www.pentagram.com/work/mastercard/story>

https://www.behance.net/gallery/184092799/Perk-Sip-Brand-Identity?tracking_source=search_projects|c

Thank You!

Beatriz Ramirez

bramirezrami@student.unimelb.edu.au