

# BRAND INTRODUCTION

The three musketeers coffeeshop is a business that started selling coffee and beverages to construction workers and expanded to have locations offering drinks and snacks for hard working people for having a good time and enjoying the feeling of accomplishment and glory, it's about targeting the people that might come from different ages but they all aim to achieve greatness and winning in life and that what they reward.



# BRAND GOALS

## GOAL 1

Being the place where customers can enjoy a good time or sharing the achievements and goals with others within the community and enjoy their results, also blend within a loving community that thinks like them.

## GOAL 2

Serving a range of drinks, pastry, and desserts that only a minority of places offer them together

## GOAL 3

Entering the coffee domain with the intention of appealing for adults as well as teenagers that value hard work and grinding to achieve goals in life in Syria

## GOAL 4

Creating connection between our product and services and the glory and greatness for the customer

## GOAL 5

Creating a community of productive and hard working people that achieved goals in their life so they can always push each other to increase their results

## GOAL 6

Providing an environment where customers can work and be productive in an encouraging space that creates a suitable environment for focusing on work and accomplishment

# BRAND MISSION

**Creating** a unique coffeeshop that can excell at the food and beverages, as well as the sevice and the environment that it offers.

Creating a high quality space that provides positive energy and emotions to the customers that can be aimed to achieve bigger tasks and goals. and the mission is to ensure that this vibe and atmosphere is maintained through the people, services, and the items we serve.



That's how the **Three Musketeers Coffeeshop** will stand among its competitors in the market and is recognized by the people by aiming for a range of feeling that is missing in the country, and making customers attached to the idea of glory and the feeling of accomplishment.



# BRAND VALUES

## ➤ Community is Key

We value the community and the people that's why we aim to sustain a positive environment within this coffeeshop

## ➤ The Best in Town

We want to stand out in the market by aiming for points and goals that are walked on in the country  
we want to offer comfort and belonging to the society so the good people feel welcome by putting the effort in our identity and aesthetics

## ➤ Glory Glory Glory

This emotion is what we emphasize the most, because it is what achievement and accomplishment feels like, so we try to deliver it with every detail in our place

# COMPETITORS' IDENTITY



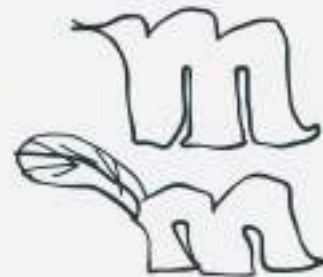
# DESIGN DIRECTION

As we understood the origin and the personality of the brand after having calls with the client, we structured a path to walk on for getting all the important points and values of the brand.

We decided to create a brand identity that delivers all there ideas to the customers by aiming for elegance, glory, and the weight of the brand.



Idea Draft:



## LOGO

And that was made by combining the concept of the (Fleur de lis) in french that the three musketeers stand for and follow then twisting it with out coffee bean to make a unique idea that would catch the customer's attention



Fleur de lis





## Primary



## Secondary



## Logotype



## Logomark







EST. 2024  
Three  
Musketeers  
Coffeeshop

EST. 2024  
Three  
Musketeers  
Coffeeshop



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Coffeeshop



## COLORS

We went with a palette that resonates with the luxurious feeling and high quality and value brand, It's not necessarily the luxurious feeling what we want to represent.

it's the high value and the greatness within the brand that we want to show



The earthy color are steady and still, whereas the cold watery colors feels fluid and comfortable that's why we made the primary colors ranges of blue to represent the smoothness of the brand, and the warm colors to hold the visual identity in place.



## FONTS

Using a main font that conveys the royal vibe and the elegance  
the secondary font is a strong style to emphasize certain ideas and words  
the third font is a flexible font for long paragraphs and reads

Primary Brand Font

*Aa* Blackchancery

Secondary Title Font

**Aa** Broadway

Side/Third Font

Aa Acumin



## Slogans and phrases

Our approach was to shape the personality of the brand through phrases that touches the targeted feelings in the customer, to connect the brand to a specific idea and concept



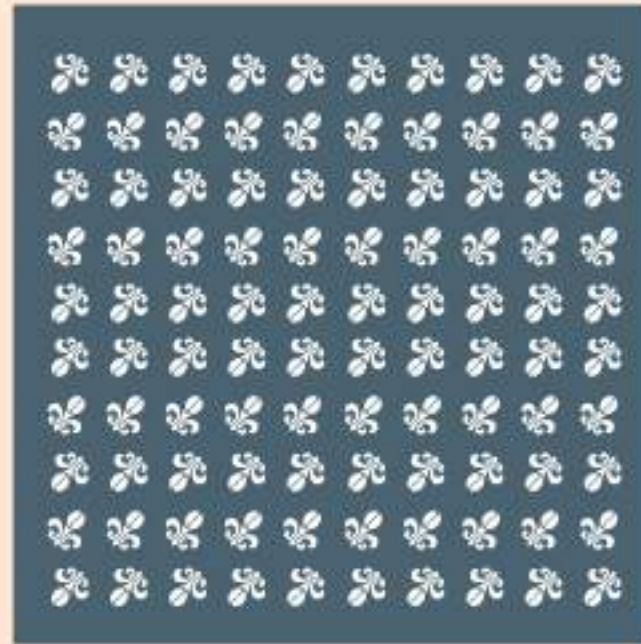
**Feel the glory**

Because you **deserve it**

Experience the royal taste of coffee

Enjoy your moment, enjoy your **glory**

All for coffee and, coffee for all





# THANK YOU.

It was a lovely and interesting project and we would love to have more projects together hopefully in the future

Made by **VISION** 