

# **BONNY COFFEE: BRANDING FOR A SYRIAN COFFEE BRAND, TELLING A STORY OF SYRIA BY THE COFFEE.**

**A Thesis Submitted  
In Partial Fulfilment of the Requirements  
for the Degree of**

**MASTER OF DESIGN**

**in**

**Visual Communication**

**by**

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**MAY, 2025**

## **CERTIFICATE BY THE SUPERVISOR**

Certified that **Deema Saifo, Roll No. 2K23/MDVC/11**, has carried out her research work presented in this thesis entitled

**“The Branding of Bonny Coffee, Reimagining Syria Through Colour and Craft”**

for the award of **Master of Design**, from **Department of Design**, Delhi Technological University, Delhi, under my supervision. The thesis embodies results of original work, and studies are carried out by the student **herself** and the contents of the thesis do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University/Institution.

Signature

**Prof. Varun Singh**

**SUPERVISOR**

Department of Design

Delhi Technological University

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Place: Delhi

**DEEMA SAIFO**

Date: 15 May 2025

## **ABSTRACT**

This project explores the development of a unique and culturally resonant brand identity for Bonny Coffee, a specialty coffee brand rooted in Middle Eastern heritage. The objective was to create a compelling visual language that merges traditional influences with contemporary aesthetics, making the brand stand out in a competitive global market. Through a research-driven design process, the project investigated consumer behaviour, regional visual cues, and branding strategies to shape a cohesive identity system. Deliverables included a logo, packaging design, visual assets, and promotional materials that reflect the warmth, richness, and storytelling nature of coffee culture. The final outcome is a brand that balances authenticity and modern appeal, aiming to create a lasting emotional connection with consumers.

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# CHAPTER 1: INTRODUCTION

## 1.1 ABOUT THE PROJECT

Bonny Coffee is a branding project that focuses on building a strong visual identity for a specialty coffee brand inspired by Middle Eastern culture. The project began with a desire to create a brand that not only sells coffee but also tells a story—one that reflects the warmth, hospitality, and richness of the coffee-drinking experience rooted in the region's traditions. The goal was to develop a brand identity that feels both familiar and fresh, blending cultural elements with modern design practices to appeal to a contemporary audience.

Through research into coffee culture, competitive analysis, and user preferences, the brand was shaped to stand out with a distinctive voice and visual presence. Key components of the project include the development of the brand name, logo, color palette, typography, packaging design, and brand collateral. Each design decision was made to ensure consistency, memorability, and emotional resonance with the target audience. The result is a brand that captures the essence of Middle Eastern coffee culture in a modern, accessible way, ready to engage a wider, global market.

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## 1.2 PROJECT BRIEF

### 1.2.1 Project Title

“The Branding of Bonny Coffee, Reimagining Syria Through Colour and Craft”

### 1.2.2 Aim

The aim of this project is to offer Indian consumers a unique experience of Syrian coffee, while reshaping traditional perceptions about Syria and its coffee culture. By crafting a new narrative around Syrian coffee, the project aspires to position it not just as a beverage, but as a gateway to explore and appreciate Syrian culture in a fresh and inspiring way.

### 1.2.3 Objectives

1. **To create a unique and culturally grounded brand identity** that reflects the richness of Middle Eastern coffee traditions while appealing to a modern, global audience.
2. **To develop a cohesive visual system** including logo, packaging, typography, and colour palette that communicates the brand's personality and values.
3. **To establish a strong emotional connection with the target audience** through storytelling and meaningful design elements that evoke warmth, authenticity, and community.
4. **To differentiate Bonny Coffee from competitors** in the specialty coffee market by offering a fresh visual language and brand narrative rooted in cultural heritage.

5. **To explore and apply professional design practices and tools** (such as Adobe Illustrator, and Photoshop) in a real-world branding context.
- 

### 1.2.4 Scope

This project centres on the full visual identity design of **Bonny Coffee**, a fictional Syrian coffee brand built to celebrate the richness of Syrian culture through contemporary visual storytelling. The project follows a structured design process—from research to final application—ensuring each outcome is deeply rooted in cultural context and meaningful visual strategy.

The scope includes the following phases:

- **1. Research & Cultural Study**  
The project began with an in-depth exploration of Syrian traditions, landscapes, crafts, and social customs. This research provided the cultural and emotional foundation for the brand, including inspiration drawn from coffee rituals, traditional instruments, handcrafted backgammon tables, postage stamps, and regional symbolism.
- **2. Brand Naming & Concept Development**  
Creating a brand name that feels authentic, memorable, and connected to Syrian identity. The name "Bonny" was selected to suggest beauty, charm, and warmth—qualities that mirror the brand's personality.
- **3. Logo Exploration & Finalization**  
Designing a logo system inspired by traditional Syrian symbols such as the Qahwa jug and ornamental forms. Multiple iterations were explored, including Arabic calligraphy and abstract visual approaches.
- **4. Colour Palette Creation**  
Developing a distinct and meaningful colour system using orange and blue tones to reflect Syria's energy, diversity, and Mediterranean geography—redefining common visual stereotypes through intentional colour choices.
- **5. Pattern Design**  
Designing brand patterns based on Syrian wood inlay craft and cultural rituals like playing backgammon in cafés. These elements help build a deeper visual language and narrative for the brand.
- **6. Typography Selection**  
Choosing typefaces that balance functionality with emotional tone, supporting both Arabic and English applications while complementing the overall identity.
- **7. Packaging Design**  
Applying the brand identity to packaging elements such as coffee bags and labels. The packaging serves as a storytelling medium, visually communicating the spirit of the brand and its cultural roots.
- **8. Stationery & Supporting Collateral**  
Designing business cards, social media visuals, stickers, and other brand assets to show how the identity adapts across different platforms and touchpoints.
- **9. Documentation & Presentation**  
Compiling the full design process into a final report and presentation format, including rationale, iterations, cultural references, and final outcomes.

### 1.2.5 Expected Deliverable

- ★ Brand Mascot Design - A unique, friendly, and medically-relevant character to represent the Synapsis brand across digital platforms.
- ★ 2D Hand-drawn Animations - Three short animations illustrating the core app features to simplify user onboarding and increase engagement.
- ★ Visual Style Guide - A foundational guideline including color schemes, mascot usage, typography references, and iconography style.

### 1.2.6 Methodology

The methodology for this project follows a structured, research-driven design process that combines cultural exploration, creative experimentation, and strategic thinking. The aim was to build a cohesive visual identity for **Bonny Coffee** that authentically represents Syria's spirit while resonating with modern audiences. The process is divided into several key stages:

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## 1. Research & Cultural Analysis

This phase involved extensive research into **Syrian traditions, coffee rituals, visual symbols, and material culture**. I explored sources such as:

- Traditional Syrian musical instruments like the oud
- Syrian postage stamps and café rituals
- Wood inlay crafts used in backgammon tables
- Colours found in Syria's landscapes and Mediterranean coastline

This research provided the cultural context and inspiration needed to inform design decisions that are meaningful and rooted in authenticity.

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## 2. Brand Strategy Development

Based on the research, I defined the brand's **values, tone, and personality**. I identified key attributes such as warmth, beauty, and community, which guided the creation of the brand name "Bonny" and its emotional direction. This phase helped position the brand not only as a coffee product but as a **cultural experience**.

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## 3. Visual Exploration

In this creative phase, I began experimenting with visual elements, including:

- **Logo concepts** using Arabic calligraphy and traditional forms like the Qahwa jug
- **Pattern design** inspired by geometric motifs in Syrian craftsmanship
- **Colour palettes** that challenged stereotypes and reflected Syria's natural beauty

Multiple iterations were explored to strike a balance between tradition and modernity, ensuring the visuals remained accessible while deeply expressive.

## 4. Design Refinement

After testing different visual directions, I refined the strongest concepts based on feedback, coherence, and alignment with the brand story. This included:

- Finalizing the logo system with multiple lockups
- Selecting a colour palette with cultural and psychological significance
- Developing a modular pattern that could be used across brand applications

Typography and layout systems were also established to ensure consistency and professionalism.

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## 5. Brand Application

The finalized visual identity was applied to key touchpoints, including:

- Packaging design (coffee bags and labels)
- Stationery (business cards, stickers)

Each application was designed to reflect the brand's identity while demonstrating functionality and versatility in different formats.

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## 6. Documentation & Presentation

The final phase involved compiling all research, development stages, and design outcomes into:

- A detailed report explaining each stage of the project
- A visual presentation showcasing the evolution of the brand
- Brand guidelines to ensure future consistency in visual communication.

### 1.2.7. Brand Personality

Bonny Coffee embodies a brand personality that is warm, refined, and culturally grounded. It represents a harmonious blend of tradition and design, where each visual and verbal element communicates intentionality and respect for heritage.

The brand draws inspiration from the essence of Syrian hospitality—a value system rooted in generosity, grace, and human connection. Bonny Coffee's authenticity is reflected not only in its cultural references but in its commitment to preserving the integrity of those traditions in contemporary form.

Aesthetic sophistication plays a vital role in shaping its identity. The brand is artistic, not merely in appearance, but in philosophy—where every design choice serves as a conduit for storytelling. At its core, Bonny Coffee seeks to evoke a sense of cultural memory, nostalgia, and appreciation. It does not aim to replicate tradition; it reinterprets it with elegance and sensitivity.

Bonny Coffee presents itself as approachable yet distinctive—welcoming in spirit, but rich in depth and meaning. It is a brand that values sincerity, craftsmanship, and emotional resonance.

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## **Mission**

The mission of Bonny Coffee is to convey the cultural and sensory richness of Syria through a carefully curated brand experience. It seeks to preserve and reintroduce traditional Syrian narratives—culinary, visual, and social—through the contemporary language of design.

Every detail of the brand, from its visual identity to its communication, is developed with the purpose of honouring Syria’s past while engaging modern audiences. Bonny Coffee aims to offer more than a product; it offers a moment of cultural immersion, fostering connection through shared stories, rituals, and aesthetics.

By translating heritage into design, the brand seeks to inspire recognition, respect, and curiosity toward Syria’s lesser-known beauty and traditions.

## **Vision**

Bonny Coffee envisions becoming a symbol of cultural continuity and pride for Syria, initially within the Indian context, and gradually expanding its presence on a global platform. The brand aspires to reshape perceptions by highlighting Syria’s artistic, historical, and social richness through a product that is widely accessible and universally appreciated—coffee.

The long-term vision is to establish Bonny Coffee as a cultural bridge—bringing nuanced, positive representations of Syrian identity to diverse audiences. In doing so, the brand aims to foster intercultural appreciation, spark meaningful dialogue, and reaffirm the value of craftsmanship and heritage in contemporary life.

is evident in GEICO's brand awareness metrics, which rose dramatically following the Gecko's introduction—from just 41% in 1999 to becoming one of the most recognized insurance brands today. The Gecko exemplifies how a well-designed mascot can differentiate a brand in a crowded marketplace and forge emotional connections with consumers.

# CHAPTER 2: RESEARCH

## 2.1. The research Part:

### 2.1.1 Market Survey: Understanding Indian Coffee Consumers

As part of the project development, a targeted survey was conducted to explore the **coffee consumption habits, visual preferences, and openness to cultural storytelling** among Indian urban consumers. This research aimed to validate whether a Syrian-inspired coffee brand like Bonny Coffee could resonate with the tastes and expectations of a young, design-conscious market outside Syria.

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#### 2.1.2. Objective

To gain insights into how Indian consumers (ages 18–35) interact with coffee brands, and to measure their interest in a brand that merges **Syrian culture with contemporary coffee experiences**.

Sample Group:

- Total respondents: 150
- Age group: 18–35 years
- Location: Urban cities (Delhi, Mumbai, Bengaluru, Pune)
- Profile: College students, young professionals, creative community

Do you drink coffee regularly?

- Yes – 92%
- No – 8%

Where do you usually buy coffee?

- Café chains (Starbucks, Blue Tokai, etc.) – 48%
- Local cafés – 27%
- Home-brew – 25%

How important is ambiance/design when choosing a coffee brand?

- Very important – 69%
- Somewhat important – 28%
- Not important – 3%

Are you open to trying Syrian-inspired brand?

- Yes – 82%
- Maybe – 13%
- No – 5%

What attracts you the most to a new coffee brand? (multiple choice)

- Unique visual identity – 72%
- Affordable pricing – 68%
- Cultural storytelling – 55%
- Menu innovation – 48%
- Instagram able interior – 44%

## **2.2. Conclusion**

This survey validates that Indian urban consumers are ready for a fresh coffee concept that's rooted in culture, visually rich, and affordably indulgent. The market shows a strong fit for a Syrian-inspired brand that delivers both taste and experience.

## **2.3. Insights:**

Urban Indian consumers are highly visual and design-conscious. There's a strong appetite for global cultural experiences in a coffee context. A coffee that combines affordability, design, and storytelling has clear market potential.

## CHAPTER 3: DESIGN

### The Design Part

#### 3.1. Logo Exploration

The logo development process for Bonny Coffee began with an exploration of Arabic calligraphy, chosen for its cultural depth and visual elegance. Since the brand name "Bonny" is written in Arabic as "بني", I focused on integrating traditional script styles that would resonate with the brand's Middle Eastern roots. My initial approach involved experimenting with the **Kufic script**, known for its geometric structure and historical significance in Arabic design.



Figure 1: 3.1 Logo Sketches  
(Source: Author)

In the **first concept**, I used a classic Kufic treatment of the word "بني", maintaining the original proportions and structure of the script without modifications. This version was intended to emphasize authenticity and tradition, reflecting the historical richness of Arabic calligraphy.

In the **second concept**, I began to stylize the script by incorporating visual storytelling elements. Specifically, I modified the final letter of the word to subtly resemble a **traditional Syrian rakwa** (coffee pot), a culturally iconic object used for brewing Arabic coffee. This design aimed to fuse typography and imagery, embedding a cultural symbol directly into the logo form.

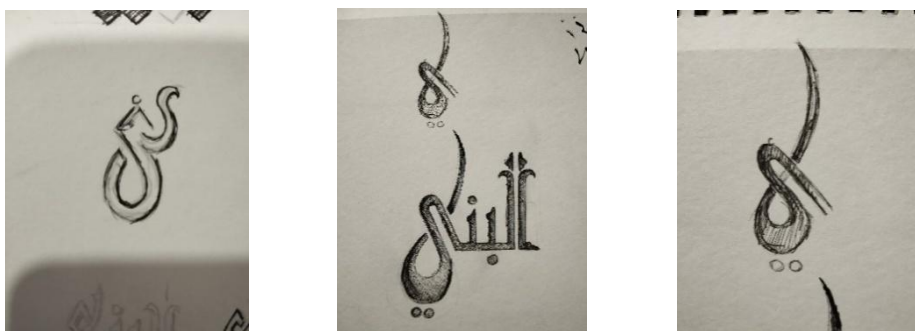


Figure 2: 3.2 Logo Sketches (Source: Author)



For the **third concept**, I pursued a more abstract direction. I extracted the **diacritical dots** from the word "بني" and rearranged them into a symbolic composition, creating a minimalist mark that suggests coffee, culture, and identity in a more contemporary, open-ended way. This version was intended to appeal to a broader audience by focusing on form and abstraction, while still referencing the original Arabic word.

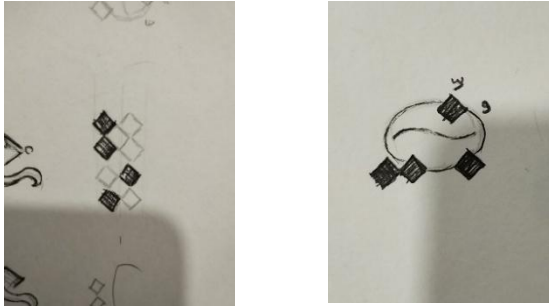


Figure 3: 3.3 Logo Sketches (Source: Author)

For the **fourth concept**, I combined the shape of a traditional **Qahwa jug** with decorative elements inspired by the **Syrian oud instrument**. I studied the inlay patterns and ornamental details found on the oud's wooden body and used them as a background behind the jug. This concept aimed to merge two strong cultural symbols—coffee and music—into one visual, reflecting the beauty and craftsmanship of Syrian heritage.

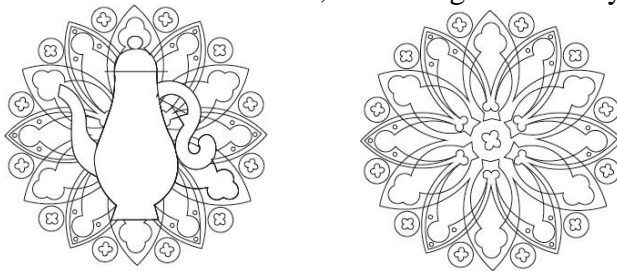


Figure 4: 3.4 Logo Sketches (Source: Author)

Each of these explorations contributed to shaping the final identity, balancing heritage with modern aesthetics, and ensuring that the logo remains meaningful, memorable, and versatile across different brand touchpoints.

### 3.1.2. Final Logo Description

The final logo for Bonny Coffee is a visual tribute to the deep-rooted coffee culture of Syria, drawing on both historical and cultural symbols to create a meaningful and distinct identity. At the core of the design lies the **Qahwa jug**, a powerful symbol of Syrian hospitality and the social rituals that revolve around coffee. More than just a beverage, the Qahwa jug represents warmth, generosity, and the communal experience of sharing stories and moments over a cup of coffee. This central motif captures the essence of Syrian culture, where coffee is a gesture of welcome and a vital part of everyday life.

Encircling the Qahwa jug are decorative elements inspired by **Tazhib**, the traditional ornamental art characterized by its intricate and symmetrical patterns. Tazhib has been historically used in Syrian art and design, evoking a sense of craftsmanship and cultural richness. The patterns also incorporate visual influences from **Syrian architecture**, particularly the historic cities of **Damascus** and **Aleppo**, known for their ornate details

and geometric elegance. These elements reinforce the connection to Syria's architectural and artistic heritage, grounding the logo in the country's rich history.

The fusion of Tazhib-inspired arabesques with the sleek, geometric form of the Qahwa jug creates a harmonious balance between tradition and modernity. The logo's design speaks to the authenticity of Syrian culture while also offering a contemporary expression that resonates with a global audience. It reflects Bonny Coffee's core values of warmth, community, and craftsmanship, while staying rooted in the timeless traditions of Syrian coffee culture.

### **Tazhib art moodboard**

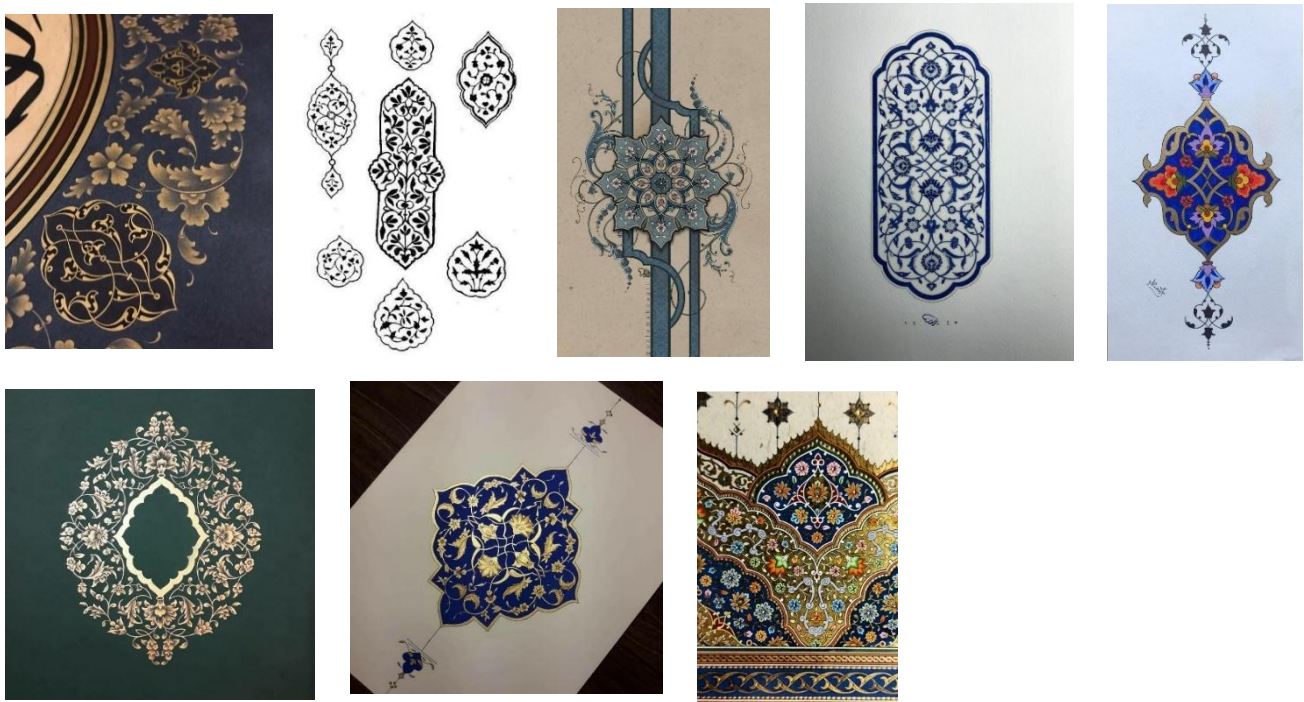


Figure 5: 3.4 Tazhib Art Moodboard(Source: in.pinterest.com)

### **The Qahwa (coffee meaning in Arabic) jug examples:**



Figure 6: 3.5 Jug Moodboard(Source: in.pinterest.com)

### The final logo simplification:



Figure 7: 3.6 Logo Sketches(Source: Author)

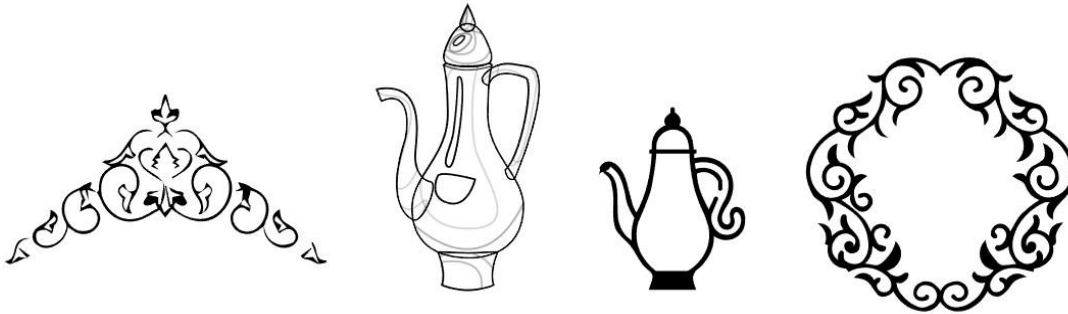


Figure 8: 3.7 Logo Simplification(Source: Author)



Figure 9: 3.8 Final Logo(Source: Author)



Figure 10: 3.9 Final Logo Examples(Source: Author)



### 3.2. Pattern Development Process

#### Pattern inspiration 1 moodboard (Oud):

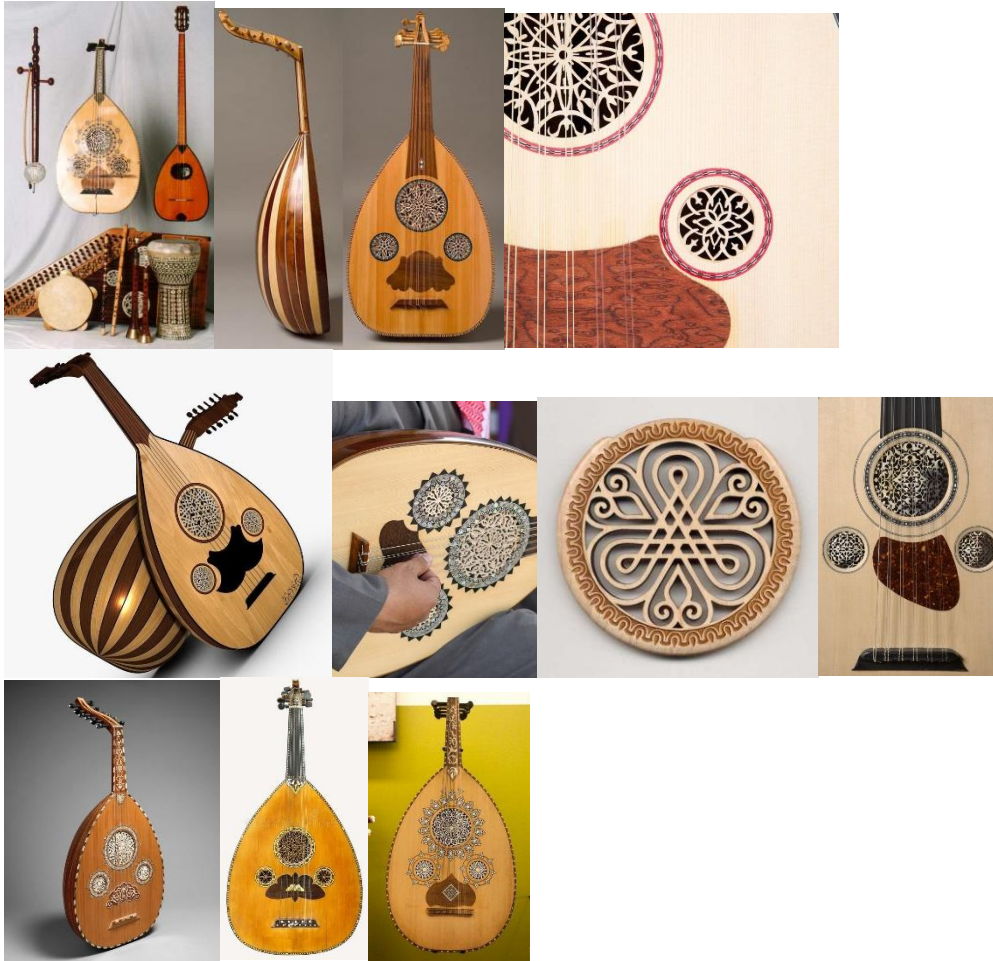


Figure 11: 3.10 Oud moodboard(Source: in.pinterest.com)

The development of the brand pattern for Bonny Coffee began with an exploration of traditional Syrian cultural elements. I focused on identifying visual motifs that could carry symbolic meaning while also contributing to the brand's unique aesthetic. To start, I drew inspiration from **traditional Syrian musical instruments**, particularly the **Oud**, known for its elegant curves and intricate carvings. The delicate shapes and handcrafted detailing of the Oud offered rich visual language that could be translated into ornamental patterns.

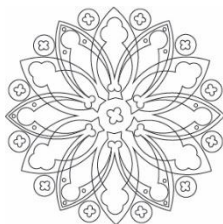


Figure 12: 3.11 Pattern Concept(Source: Author)

## Logo inspiration 1 Moodboard (Syrian post stamps)



Figure 13: 3.12 Stamps Moodboard(Source: in.pinterest.com)

Continuing this exploration, I turned to **vintage Syrian postage stamps** as another source of inspiration. These stamps often feature finely detailed illustrations, calligraphic elements, and architectural motifs that reflect Syria's visual identity across time. By studying their line work, symmetry, and historical references, I gathered a variety of forms and textures that could inform the visual rhythm of the pattern.

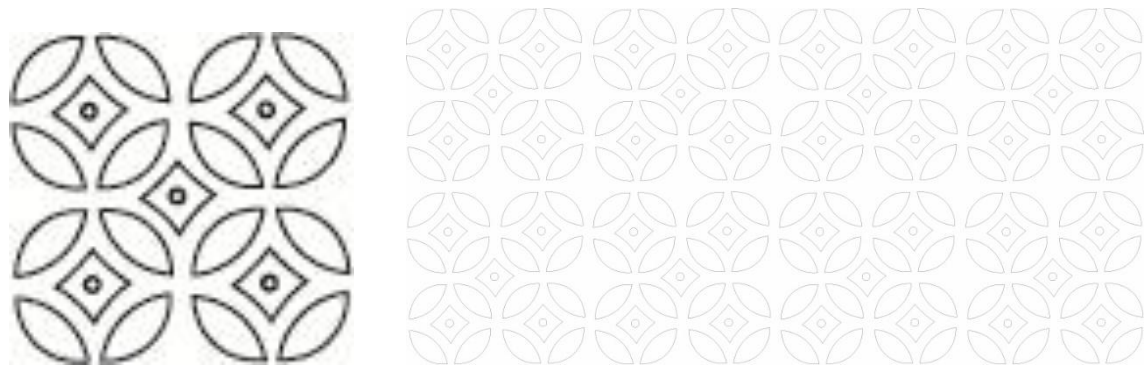


Figure 14: 3.13 Pattern Concept(Source: Author)

This research phase allowed me to build a library of shapes and cultural references, setting the foundation for a pattern that is both meaningful and visually cohesive with the overall brand identity. It was important that the final design not only served an aesthetic function but also reinforced the brand's roots in Syrian tradition and storytelling.



### 3.2.2. Final Pattern Concept & Inspiration

In Syria, the act of drinking coffee is deeply rooted in tradition. It is not simply a daily habit, but a social and cultural ritual that brings people together. In many old cafés across Syrian cities, people gather not just for the taste of coffee, but for the experience that surrounds it—conversation, laughter, storytelling, and games. One of the most iconic of these traditions is **playing backgammon**, a game beloved across generations and commonly played in coffeehouses. This sense of community and togetherness became a central theme in my exploration for the Bonny Coffee brand pattern.

**The inspiration moodboard:**

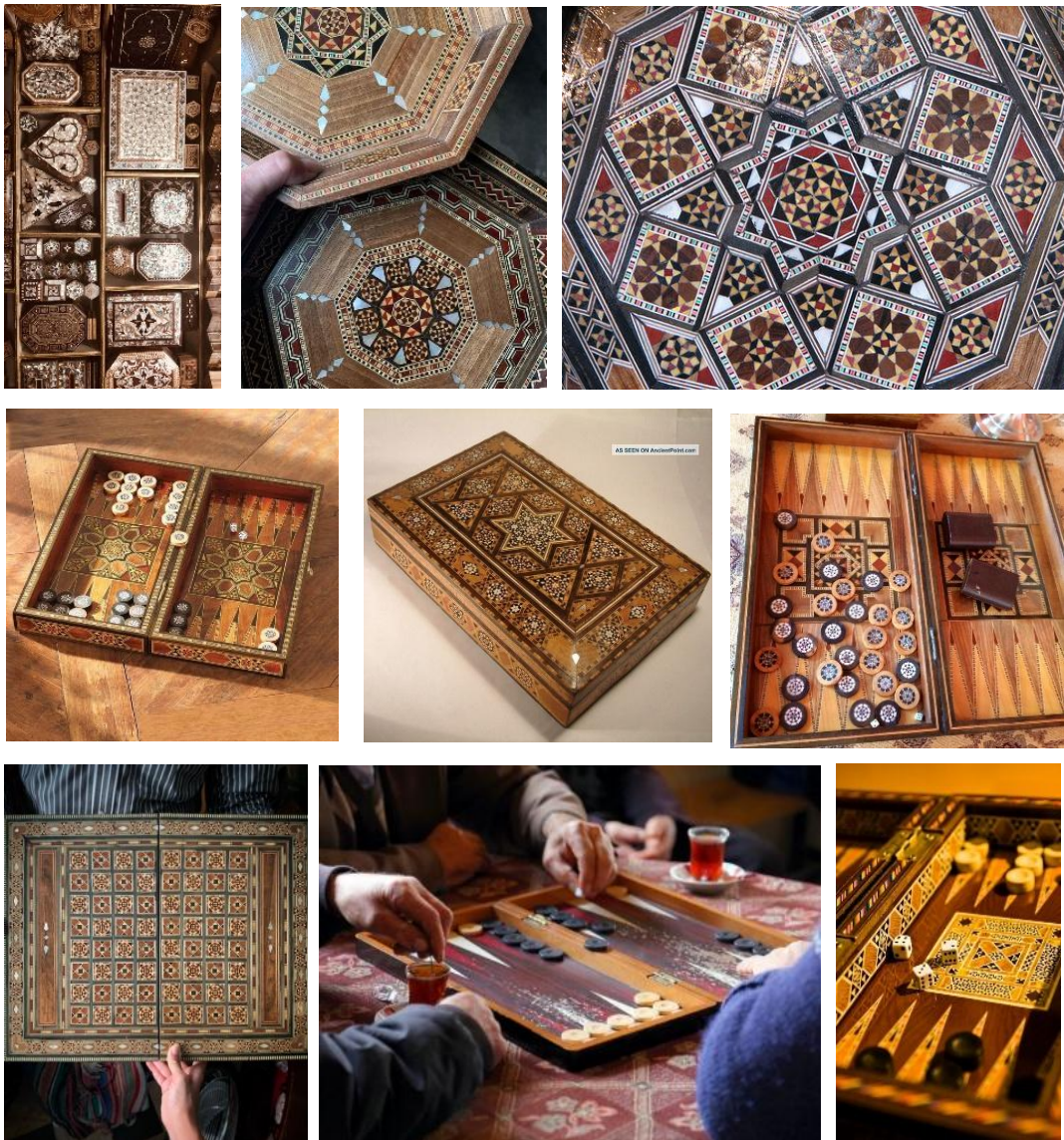


Figure 15: 3.13 Final pattern moodboard(Source: in.pinterest.com)

## Craftsmanship as Cultural Symbolism

My visual research led me to the traditional **craft of Syrian wood inlay**, especially as seen on handcrafted backgammon tables. These tables are often decorated using an ancient artisanal technique in which geometric patterns are inlaid with **mother of pearl, ivory, bone, and other fine materials**. The craftsmanship is intricate, symmetrical, and elegant—each piece a reflection of heritage, patience, and artistic precision. This craft is not only aesthetically beautiful but also symbolic of Syrian legacy, passed down through generations of artisans.

## From Craft to Contemporary Design

Inspired by these elements, I developed a pattern that merges the **spirit of traditional Syrian craftsmanship** with the **language of modern design**. The goal was to create a **visual bridge**—one that respects the cultural depth of Syria while also aligning with a fresh, contemporary brand aesthetic. I extracted geometric forms and structural motifs found in inlaid backgammon boards and reinterpreted them digitally into a modern, clean pattern. These forms now serve as decorative assets within the Bonny Coffee identity, appearing across packaging, collateral, and digital media to create a consistent and culturally anchored look.

## Design Intent & Cultural Meaning

I chose to focus on this particular connection between coffee culture and craftsmanship because it speaks to more than just visual beauty—it embodies the **spirit of gathering, hospitality, and shared memory**. The pattern becomes a symbol of Syria's rich cultural fabric, representing more than a game or a style. It represents a way of life—a rhythm of interaction, of welcoming others, of passing stories across the table.

By incorporating these motifs into the brand, I aimed to bring **warmth, elegance, and emotional depth** into Bonny Coffee's identity. The result is a pattern that not only enhances the visual system but also strengthens the brand's cultural narrative in a way that feels both timeless and relevant.

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3.2.3. The Final Simplification of The Pattern

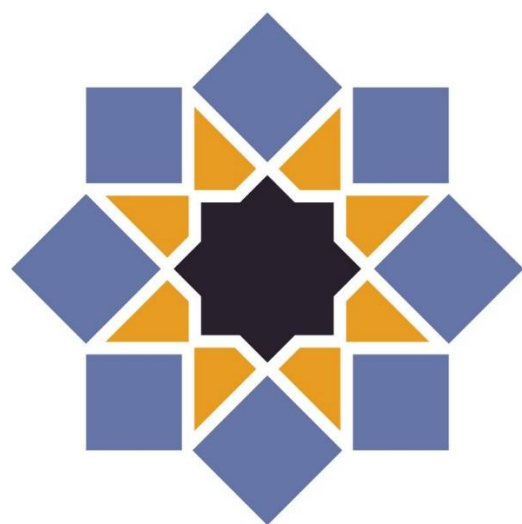


Figure 16: 3.14 Final pattern(Source: Author)

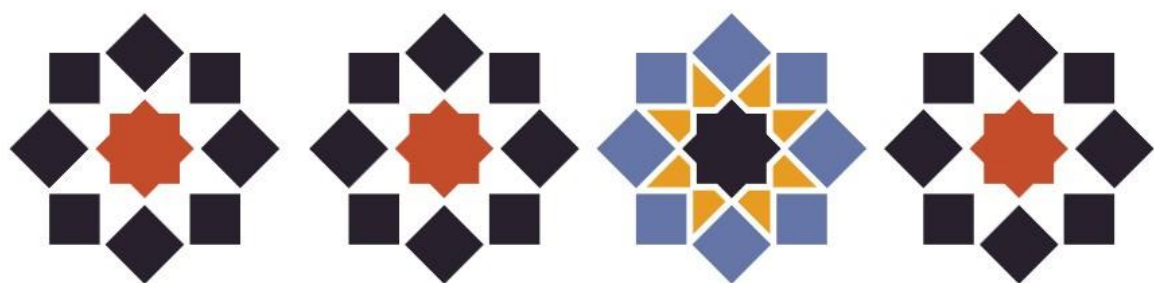


Figure 17: 3.15 Final pattern(Source: Author)

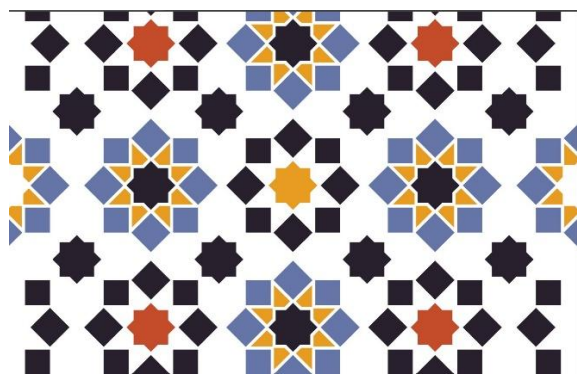


Figure 19: 3.15.1 Final pattern(Source: Author)

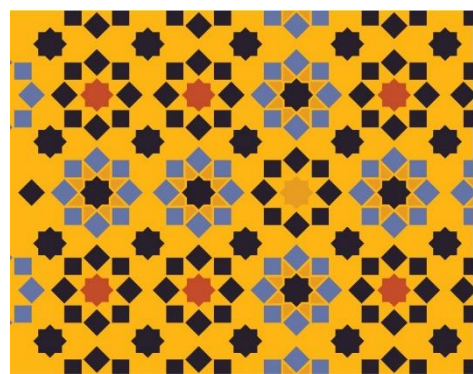


Figure 18: 3.15.2 Final pattern(Source: Author)



### 3.3. Colour Concept: Telling Syria's Story Through Colours

## The colours moodboard(photos from Syria)

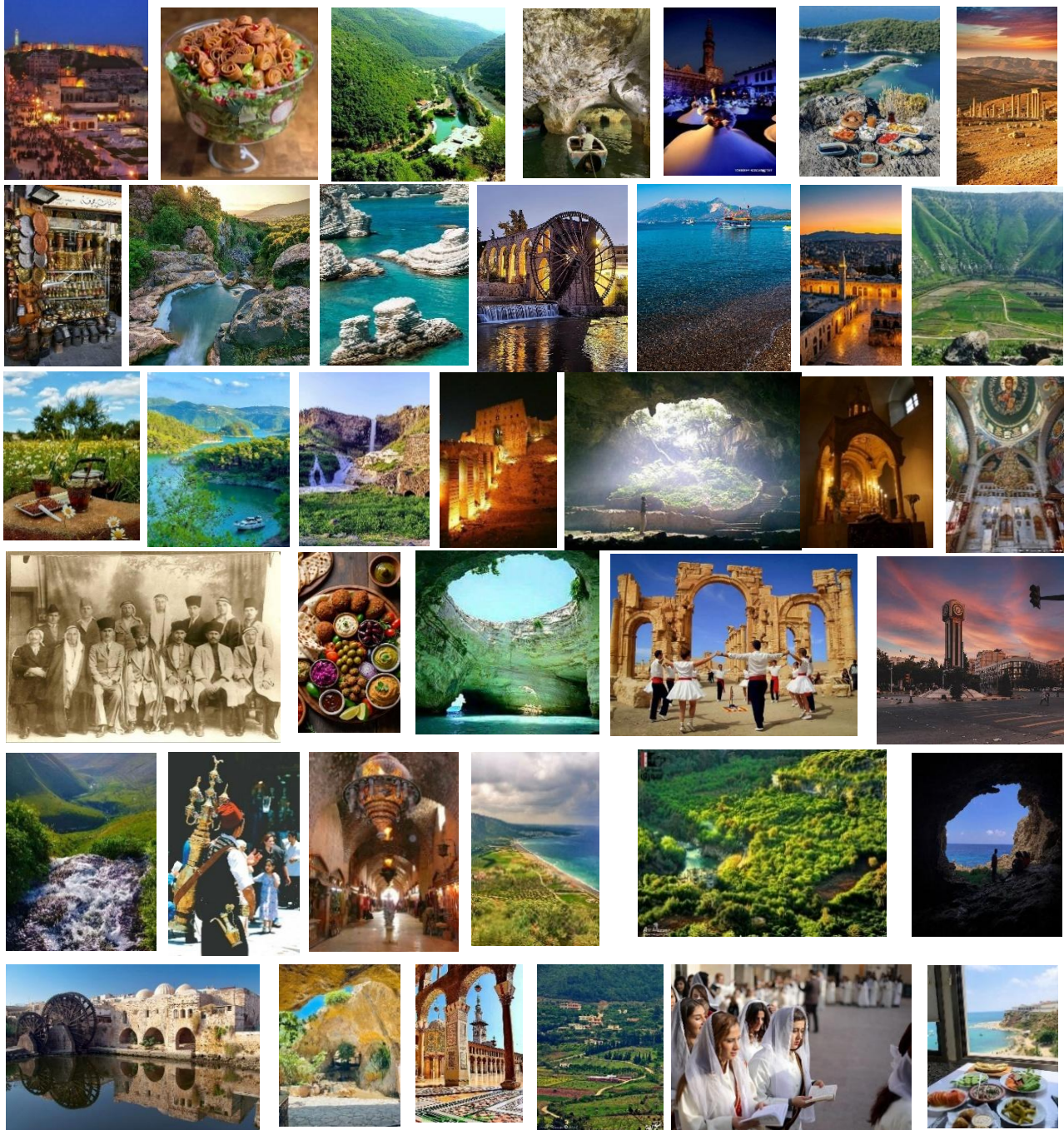
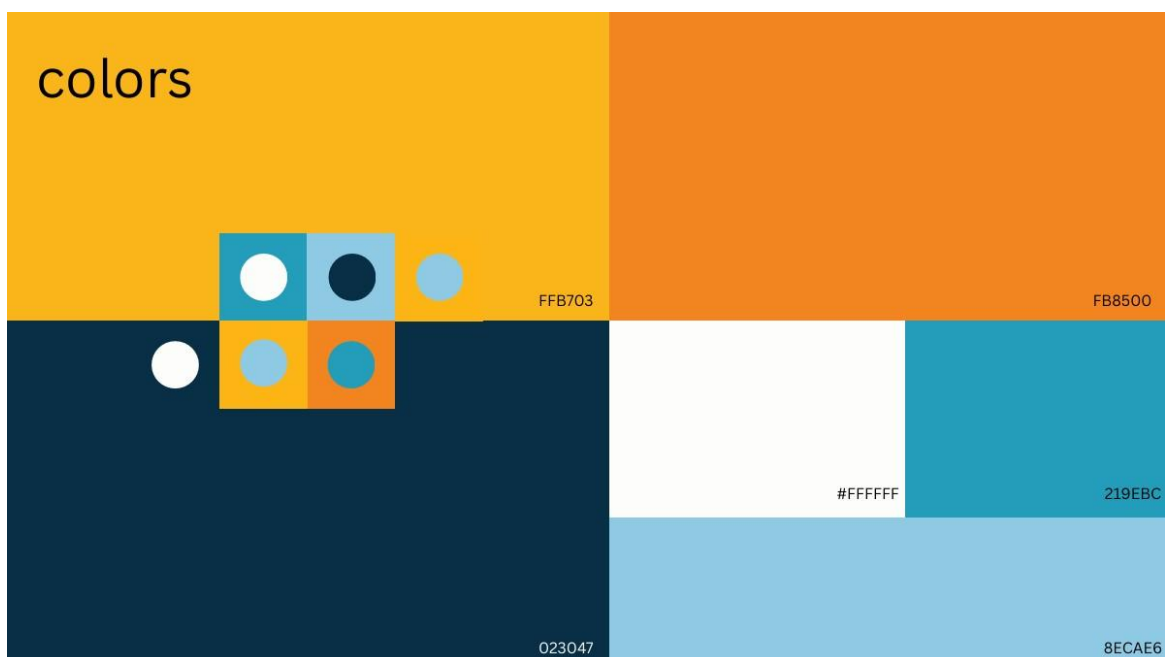


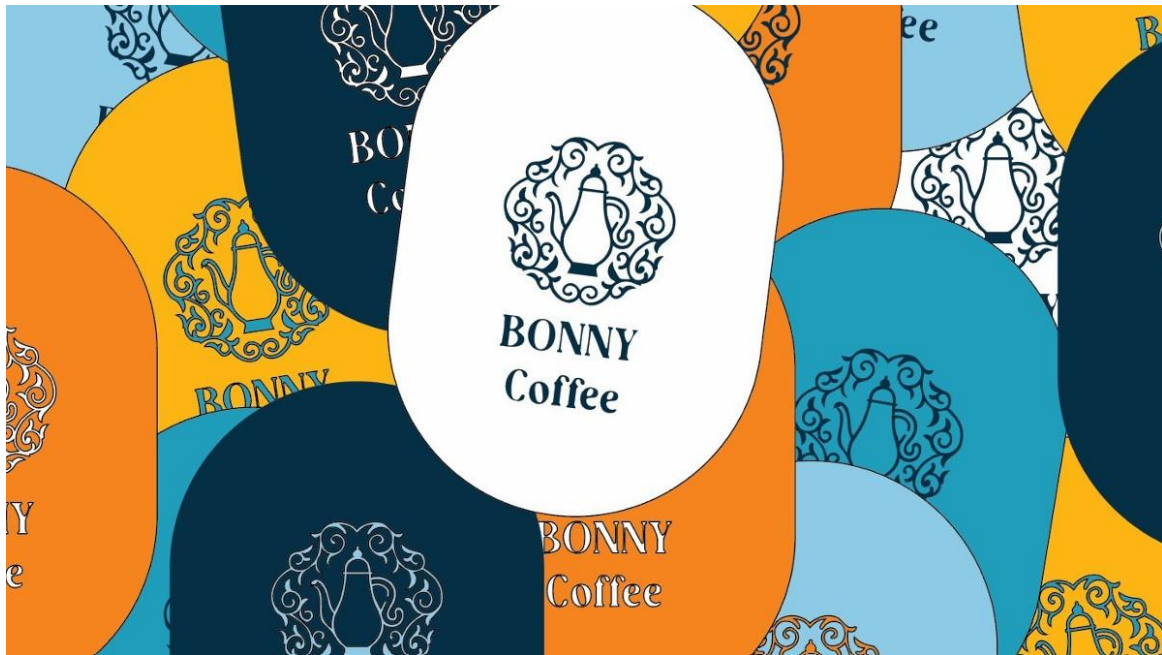
Figure 20: 3.16 Colours moodboard(Source: in.pinterest.com)

### 3.3.1. Process & Rationale

In developing the colour palette for Bonny Coffee, my objective was to tell a story—a **story of Syria as it truly is**, beyond common stereotypes. The colour direction was guided not only by visual aesthetics, but by the emotional and cultural associations colours carry. I wanted the brand to feel grounded in **Syrian identity**, with tones that evoke the country's rich geography, vitality, and spirit.

The colour palette consists of **shades of orange and blue**, intentionally selected to reflect both **Syria's natural landscape** and **the emotional tone** of the brand. These colours were chosen not just to stand out on the shelf, but to **reframe perceptions** and present a different narrative—one that is **joyful, hopeful, and deeply rooted in culture**.





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## Key Design Decisions

### 1. Orange – Energy, Warmth, and Curiosity

- The orange tones in the palette symbolize **vitality, energy, and liveliness**—qualities that reflect the real, lived experience of Syria today.
- Orange is a warm and welcoming colour. It naturally **draws attention**, and I chose it to spark **curiosity and emotional connection**, especially among first-time customers encountering the brand.
- This tone breaks from the typical coffee brand palettes that lean heavily on brown and beige, allowing Bonny Coffee to stand out as more vibrant and expressive.

### 2. Blue – The Coastal Identity

- The use of blue in three distinct shades is a tribute to **Syria's Mediterranean coastline**. From **soft cyan to deep navy**, these hues mirror the natural gradient of the sea.
- This choice evokes clarity, calmness, and depth—qualities that align with the brand's storytelling nature and the peaceful aspects of Syrian life.
- The sea is a metaphor for **transparency and openness**, echoing the brand's welcoming and honest character.

### 3. Breaking Stereotypes

- One of the main goals behind this palette was to **challenge and redefine external perceptions** of Syria. Many people outside the region associate the country with deserts or conflict. Through colour, I wanted to present **a fuller, truer picture**.
- Syria is a country of contrasts: from green valleys to river plains, lakes, and mountains. The colours in the palette represent this **diversity and richness**—inviting viewers to see beyond the narrow lens often applied to Syrian identity.



#### 4. A Syrian Identity, Not a Generic Arab One

- While many Arab brands rely on **gold, maroon, and earthy tones**, I intentionally moved away from that colour direction to present something **more specific and personal** to Syria.
- The choice to use blue and orange helps Bonny Coffee establish a **distinctive visual language** that feels **modern, uplifting, and culturally grounded** without being stereotypical.

#### 6. Avoiding Red – Moving Beyond Conflict

- I made a conscious decision to **avoid red tones**, which are often linked to urgency, danger, or conflict—especially in the context of Syria’s recent history.
- Instead, this palette aims to represent a **peaceful, human, and hopeful** side of Syria—one that reflects beauty, craftsmanship, and connection rather than hardship

#### 3.3.2. Conclusion

The colour palette for Bonny Coffee is more than a visual decision—it is a **narrative tool**, designed to reintroduce Syria through colour. Every shade was chosen to highlight a different facet of the country’s identity and to **evoke emotion** in a way that’s both personal and inviting. Through orange and blue, the brand conveys a message of warmth, openness, and a culture that is rich in history, community, and life.

### 3.4 Typography

For Bonny Coffee’s visual identity, a carefully curated set of typefaces was selected to reflect a balance between **elegance, readability, and cultural depth**. Each typeface contributes to the overall tone of the brand, supporting both its modern direction and traditional inspiration.

#### 1. Audrey Mirages DEMO

- A serif typeface that blends **geometric precision** with graceful curves.
- It adds a sense of **refined sophistication** and visual character, echoing the ornamental quality of Syrian aesthetics.
- The high contrast and stylish forms bring a unique voice to the brand’s visual language.

#### 2. Myriad Pro

- A **clean and neutral sans-serif** with high legibility and modern appeal.
- It offers a minimalist balance to decorative elements and supports clear communication.
- Its simplicity complements the more expressive parts of the design without overpowering them.

#### 3. Minion Variable Concept

- A **classic serif font** known for its versatility and strong typographic structure.
- It brings a **sense of tradition, storytelling, and editorial richness**.
- The variable feature allows for flexibility in tone and expression, contributing to a dynamic yet cohesive brand system



Figure 21: 3.17 Typography(Source: Author)

## 3.5 Packaging Design

### Aesthetic, Strategy, and Contextual Intent

#### 3.5.1. Visual Language and Brand Voice

The design employs a vibrant yet harmonious palette of orange and blues, which together communicate energy, optimism, and trust. These brand colours were selected for their emotional resonance: orange brings a sense of warmth and approachability, while blue reinforces reliability and calm. The contrast between them generates visual interest and creates a dynamic identity that feels both modern and memorable.

Typography is clean and purposeful, ensuring legibility while supporting the overall tone of clarity and confidence. Paired with subtle illustrative elements and iconography, the packaging carries forward the essence of Bonny Coffee—a brand that is lively, youthful, and sincere.



Figure 22: 3.18 Front first Packaging(Source: Author)

### 3.5.2. Materiality and Form

The packaging form is a resealable pouch—practical for everyday users and aligned with environmentally conscious choices. This form allows for large, uninterrupted graphic surfaces where colour and composition can shine. The label layout is intentionally off-centered or modular, offering a break from traditional symmetry and suggesting a handcrafted, design-forward sensibility.



Figure 24: 3.19.1 Front and back second packaging



Figure 23: 3.19.2 Front and back third packaging



Figure 25: 3.19.3 Front and back first packaging (Source: Author)

### 3.6. Mock-ups

In the mock-ups, the packaging is rendered in a range of lighting and environmental contexts—some in clean studio setups, others in lifestyle arrangements. This decision was made to test the adaptability and visual consistency of the design in retail, digital, and in-home use scenarios. Throughout all placements, the identity remains consistent and compelling, reinforcing the brand's tone: bright, modern, and rooted in character.

#### 3.6.1. Packaging Mock-ups



Figure 26: 3.20 Front packaging mock-up(Source: Author)





Figure 27: 3.21 Front packaging mock-up(Source: Author)



Figure 28: 3.22 Front packaging mock-up(Source: Author)



Figure 30: 3.23 Back packaging mock-up(Source: Author)



Figure 29: 3.24 Front packaging mock-up(Source: Author)



Figure 31: 3.25 Mock-up(Source: Author)



Figure 32: 3.26 Front packaging and business card mock-up(Source: Author)



Figure 34: 3.27 Mock-up(Source: Author)



Figure 33: 3.28 Front packaging mock-up(Source: Author)



### 3.6.2. Business Cards Mock-ups



Figure 35: 3.29 Business cards mock-up(Source: Author)



Figure 36; 3.30 Business cards mock-up(Source: Author)

### 3.6.3. Banners Mock-ups



Figure 37: 3.31 Banners mock-up(Source: Author)

### 3.6.4. Rest of the Mock-ups



Figure 38: 3.32 Cartoon bag mock-up(Source: Author)





*Figure 39: 3.33 Duct tape mock-up(Source: Author)*



*Figure 40: 3.34 Duct tape mock-up(Source: Author)*



*Figure 41: 3.35 Duct tape mock-up(Source: Author)*





Figure 42: 3.36 Mugs mock-up(Source: Author)



Figure 43: 3.37 Menu mock-up(Source: Author)

## CHAPTER 4: LEARNING AND CHALLENGES FACED

### 4.1. Key Learnings

#### 1. **Strategic Branding Goes Beyond Aesthetics**

Through the development of Bonny Coffee, I learned that successful branding is not just about creating something visually appealing—it is about constructing a system of meaning. Every visual decision, from colour selection to typographic hierarchy, must support the brand's personality and narrative.

#### 2. **The Importance of Visual Consistency**

Working across multiple brand touchpoints—from packaging to mock-ups, social media, and posters—reinforced the value of maintaining a consistent visual language. I gained a deeper understanding of how colour, layout, and typography must remain cohesive while adapting to different formats and contexts.

#### 3. **Design as Cultural Storytelling**

Embedding cultural nuance into contemporary design was a central goal. This project deepened my appreciation for the power of design to carry identity and memory. I learned how to balance modern design principles with subtle references to heritage, without becoming cliché or overly literal.

#### 4. **Mock-ups as a Communication Tool**

I discovered how mock-ups can do more than present a design—they communicate usability, emotion, and market context. They became an essential tool in translating my ideas into tangible experiences that viewers could imagine interacting with.

#### 5. **Working Iteratively Leads to Clarity**

Throughout this process, I learned to trust the value of iteration. Some ideas had to evolve or be discarded, and that openness to change strengthened the outcome. Refining over time made the final design more intentional and informed.

## 4.2. Challenges Faced

### 1. **Colour Palette Refinement**

Shifting from earthy tones to a bold orange and blue palette required careful adjustment. I had to rework certain compositions and backgrounds to avoid clashing or overwhelming the design, especially in packaging and promotional materials.

### 2. **Representing Culture Without Stereotyping**

One of the more complex challenges was incorporating cultural cues in a respectful and modern way. I continuously asked myself: Am I celebrating or simplifying culture? It was a process of learning sensitivity and restraint—honouring origins without relying on overused symbols.

### 3. **Maintaining Motivation Over Time**

Like many long-term projects, sustaining energy and objectivity over several weeks was difficult. Creative fatigue and second-guessing my direction were part of the process. Regular critique sessions and reflective pauses helped me stay aligned with my goals.

### 4. **Technical Execution of Mock-ups**

While mock-ups played a crucial role in my project, achieving high-quality, believable presentations was technically demanding. Lighting, perspective, and realism were all things I had to troubleshoot and refine to make sure my work looked polished and professional.

## CHAPTER 5: CONCLUSION

This thesis project has been a journey of cultural exploration, visual storytelling, and strategic branding. Through the creation of Bonny Coffee, I set out to develop a brand that not only celebrates Syria's rich heritage, but also introduces it in a fresh and compelling way to a contemporary audience. Every design decision — from the logo and colour palette to packaging and pattern systems — was made with the intent to reflect authenticity, evoke emotion, and foster connection.

In a world of saturated coffee brands, this project demonstrates how design can go beyond surface aesthetics to tell a deeper story — one that honours tradition while engaging with modern sensibilities. It highlights the importance of context, research, and cultural sensitivity in design practice, especially when crafting narratives for global or cross-cultural markets.

This project has deepened my understanding of how branding can be used as a tool for cultural dialogue and identity expression. It also allowed me to push my creative boundaries, challenge assumptions, and apply a holistic design process — from concept to execution — rooted in purpose and meaning.

Looking forward, I see Bonny Coffee not just as a brand, but as a platform to open new conversations about Syria, community, and the rituals that bring people together — one cup at a time.

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