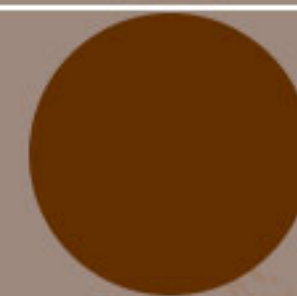




DUDEC☕FF

"Coffee Meets Good Health"

DUDEC☕OFF



DUDEC☕FF



Scopes & Challenges

Dudecaff has an eccentric feature which can make people fall in love with the brand but when we came across this brand it was quite difficult to differentiate between dudecaff and already existing coffee brands. Also there was need to instill some familiarity regarding the product in audience. They needed something that can attract their target audience in the first visit to their website.





Apple Green

#9fbe8b

Secondary

C	40%
M	11%
Y	56%
K	0%

R	159
G	190
B	139

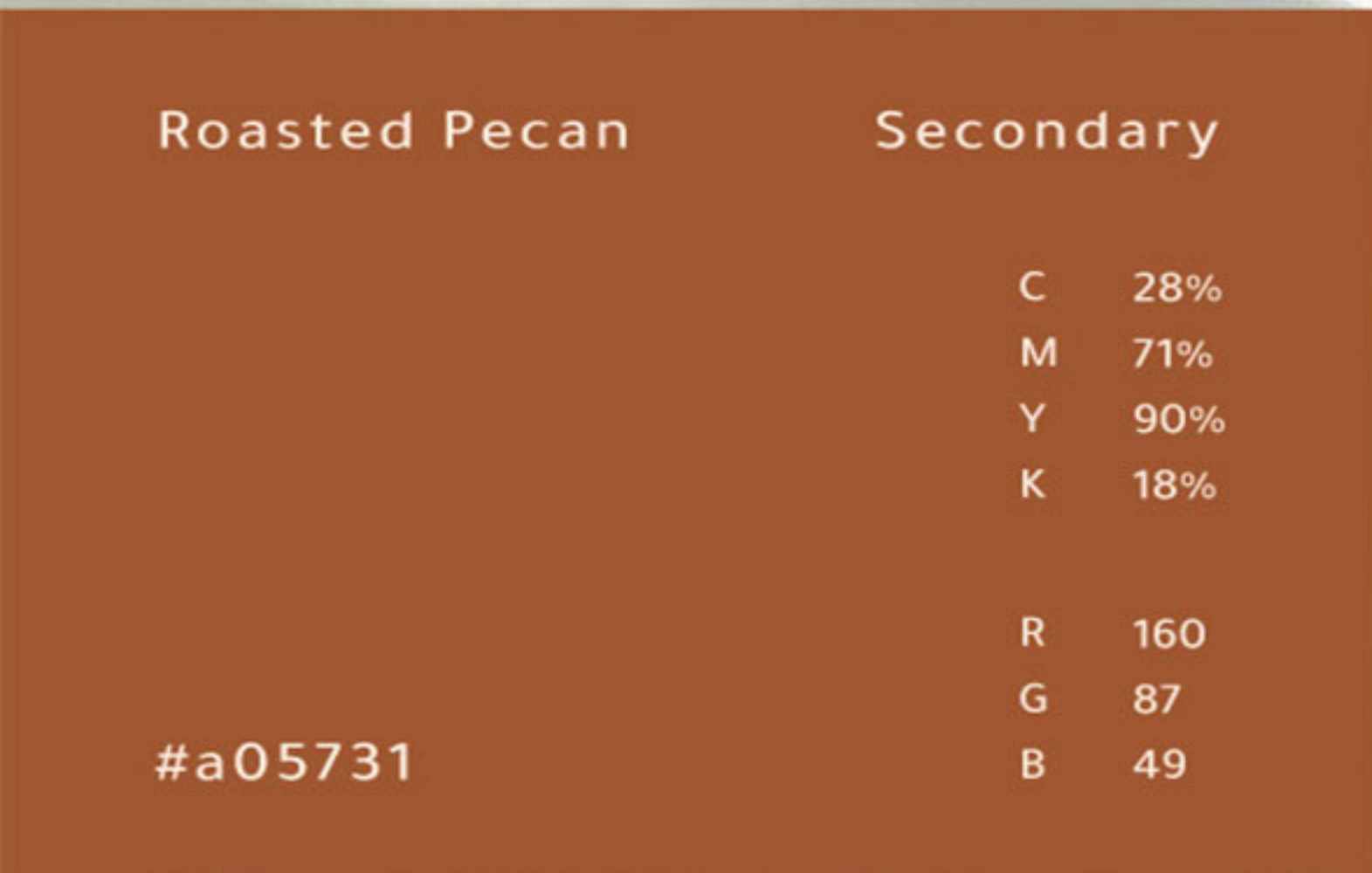
Dark Green

#608C66

Main

C	66%
M	28%
Y	70%
K	8%

R	96
G	140
B	102



Roasted Pecan

#a05731

Secondary

C	28%
M	71%
Y	90%
K	18%

R	160
G	87
B	49



Golden Fog

#F6D7C1

Main

C	2%
M	16%
Y	22%
K	0%

R	246
G	215
B	193



Antique Brass

#d79b75

Secondary

C	15%
M	42%
Y	57%
K	0%

R	215
G	155
B	117

Dark Coffee

#896151

Main

C	39%
M	59%
Y	65%
K	21%

R	137
G	97
B	81

Goals & Objectives

Reaching the target audience

Boosting sales





"Coffee Meets Good Health"

DUDECK

Typography

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Approach

Strategy

Before, moving towards brand identity, we started by determining the brand's position, target market and the goals. Later we move towards gathering our facts and remaining information about the brand. We went through the already existing website and also heard the requirements of the client in order to match our creativity with their demands.

Brand strategy

After looking over a number of facts and objectives we found that the quality that differentiates this dudecaff with other existing coffee brands is that it has less amount of caffeine that makes it healthy. Keeping this in mind we kept students, programmers, athletes and designers our prime target audience.



Design

After researching enough, we utilised the information collected to build the best possible layout, sitemap and wireframes for the website. We ensured that the new website is easier to navigate and is more engaging.

Working

Now it was time to show our technical development skills to finalise the website. It wasn't a difficult task though as everything was done and we have some of the really good technicians to take care of this part. This was how we've built a user friendly, customised and SEO friendly website.

Delivery

After finalising everything, we sent the website to Dudecaff for approval. After thorough checking of everything in the website they finally approved the website. After that thoroughly checking the website. It was finally released.



DUDEC☕FF

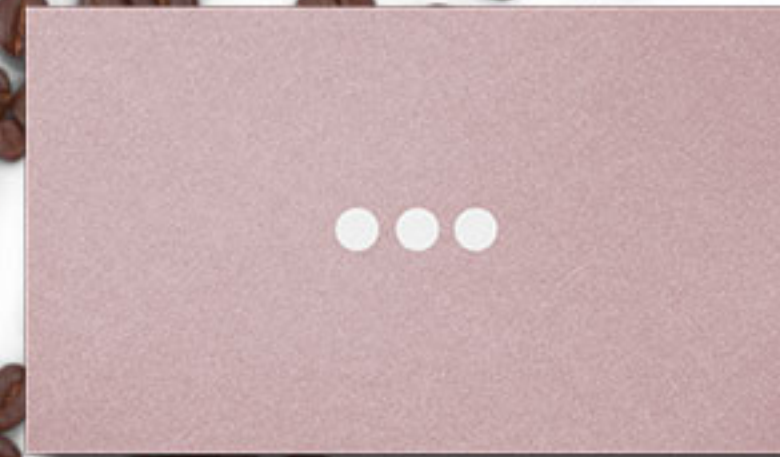
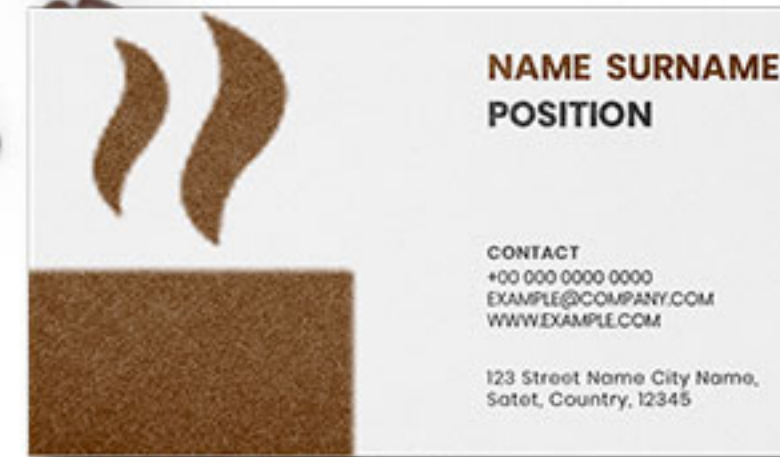
Information regarding branding for your next project. Branding is defined as the process of coming up or making a unique name or design for a certain product.

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can expect from the products and services you offer.

Are you innovative or are you the experienced type? Do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication, and distribution channels are parts of brand strategy.

The branding strategy you have should be consistent as it leads to a strong brand equity.





DUDECOFF

ImDae

0.25

0.5

0.75

1.0

1.25

1.5