

BRAND

Presented by Rubiya Noor



GUIDELINES

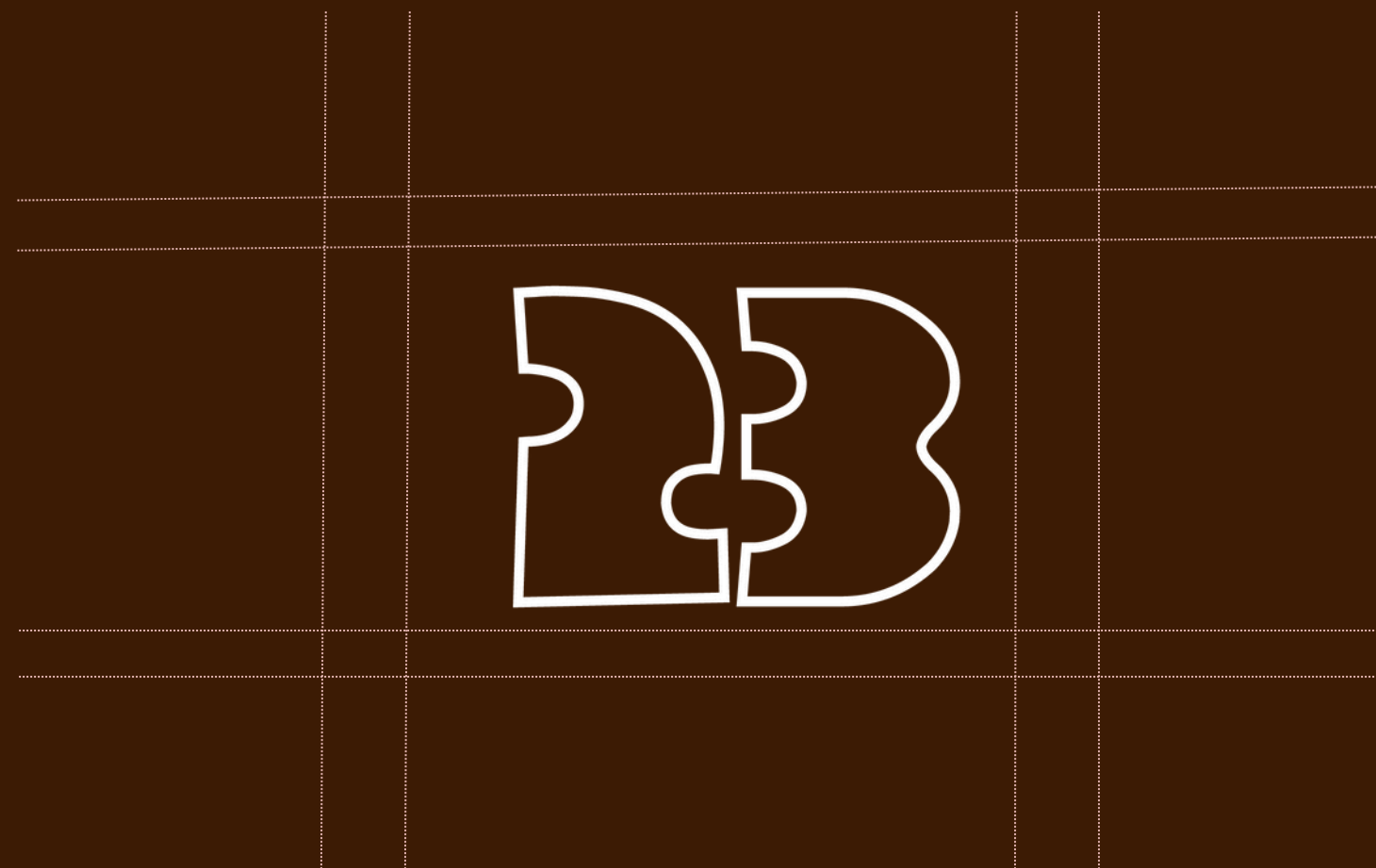
TWENTYTHREE

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FOAM AND FORM



The logo should not be modified in any way that changes its shape, color, or proportions.

The logo should be used in its entirety, including the tagline, and any other elements that are part of the logo.

The logo should be used only in approved versions, and should not be altered in any way.

FLAVOR MEETS FONT



LOGO FONT

TYPOTINGL

HEADING

Aileron

abcdefghijklmnopqrstuvwxyz

SUBHEADINGS

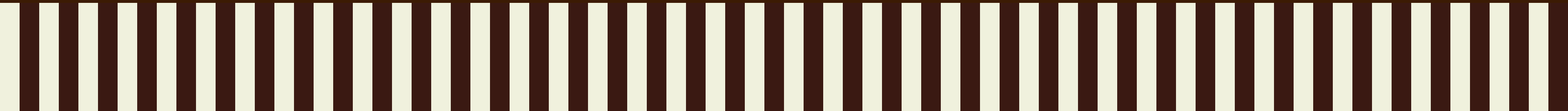
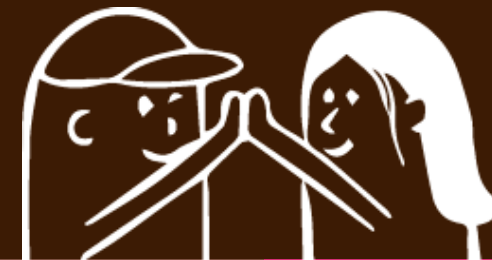
Sigher

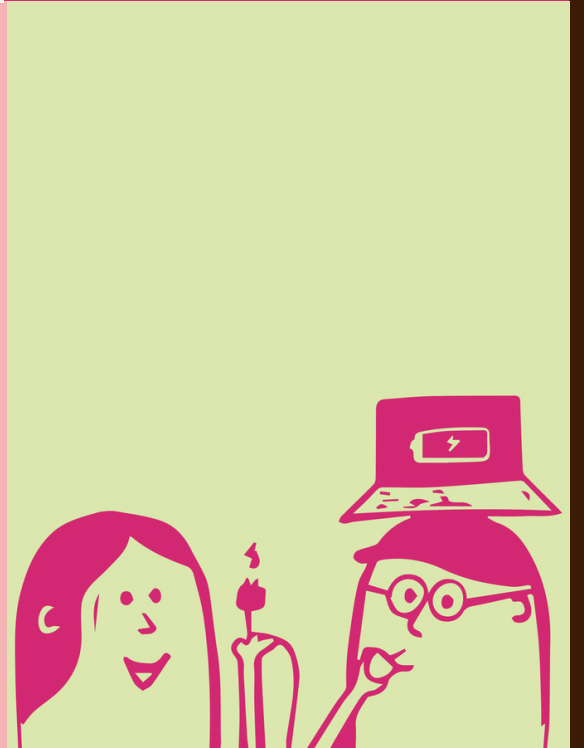
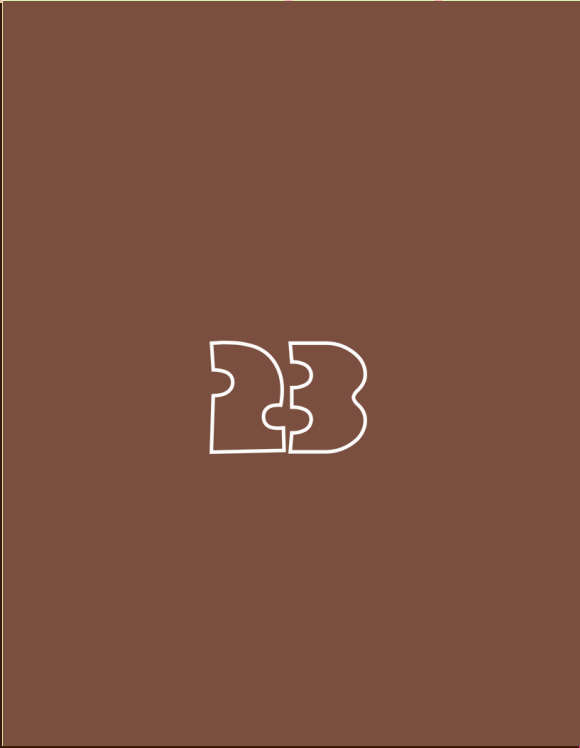
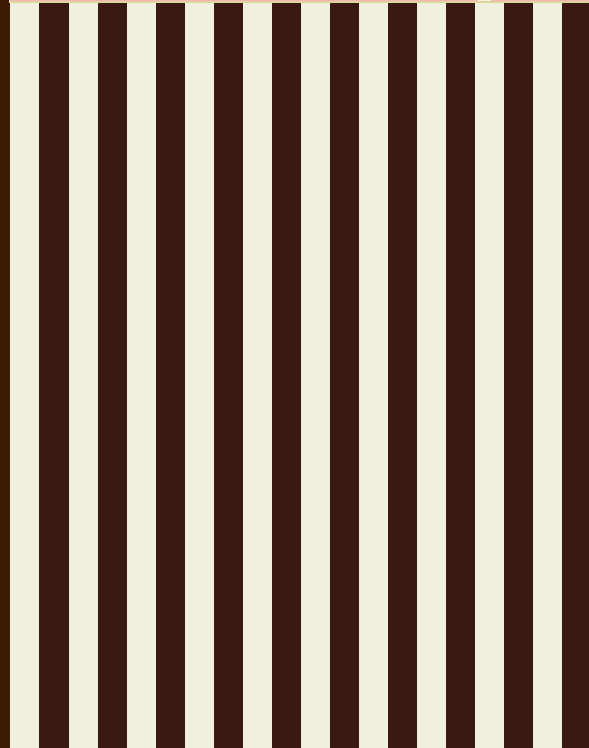
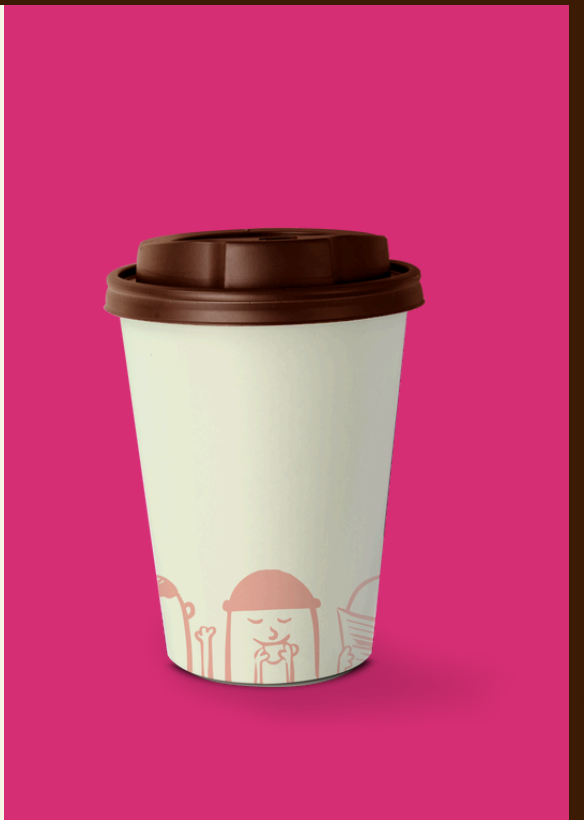
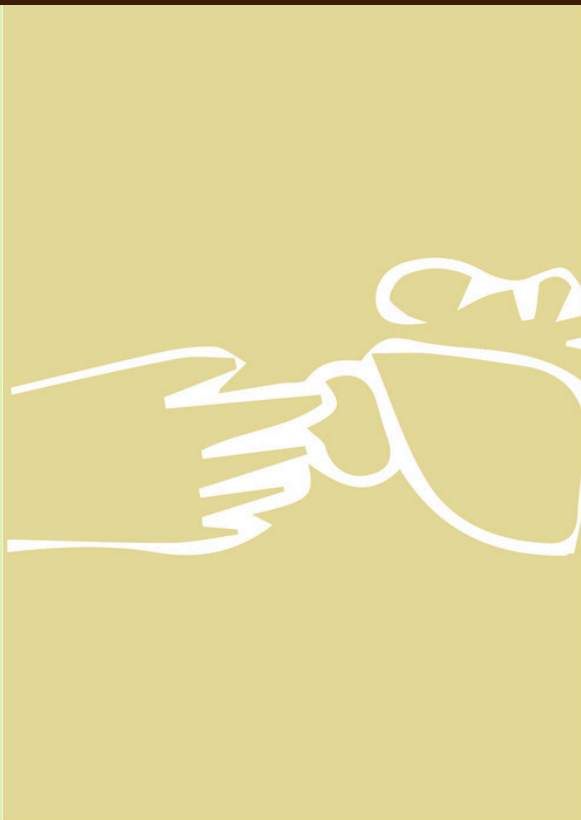
abcdefghijklmnopqrstuvwxyz



Our brand typography consists of two font families: Typo Tingle and Aileron. Typo Tingle is used as a Logo identity, while Aileron is used for subheadings. Both fonts should be used in their original, approved versions. The fonts should be used in a balanced way that reflects the overall look and feel of the brand.

VISUAL HARMONY







**Your Moment
in every Sip.**



SAVOR THE TASTE, SHARE THE MOMENT.

23 - NOT JUST A COFFEE

twentythree

It's here
our Moment
twentythree



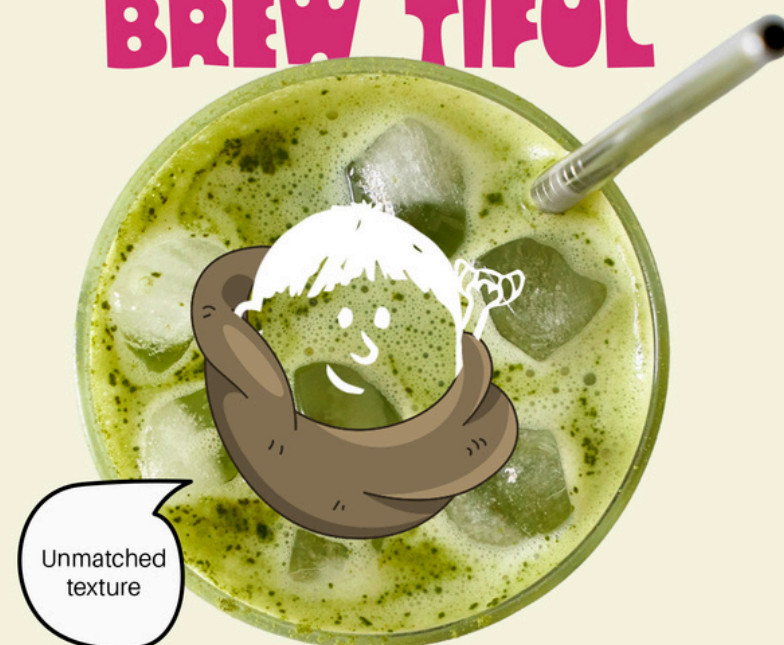
See you in a bit,
we'll bring the coffee ;)

SAVOR THE TASTE, SHARE THE MOMENT. 23 - NOT JUST A COFFEE



One sip, endless smiles

BREW TIFUL



Mornings start
with Coffee.

SAVOR THE TASTE, SHARE THE MOMENT. 23 - NOT JUST A COFFEE

Sip. Smile. Share.

Layers of
Flavors



Brewed for taste,
crafted for moments.

SAVOR THE TASTE, SHARE THE MOMENT. 23 - NOT JUST A COFFEE



Where every sip is a chapter

Bean & Brains



SAVOR THE TASTE, SHARE THE MOMENT. 23 - NOT JUST A COFFEE

Sip the Rainbow

BerryCha



Where sweet
meets serene.

SAVOR THE TASTE, SHARE THE MOMENT. 23 - NOT JUST A COFFEE

Rise & Sip
**REFRESH AND
HEALTHY**



The image shows four iced coffee drinks arranged on a tiered, light green stand against a background of soft, white clouds. The drinks vary in color and ingredients: one is chocolate, one is green, one is pink, and one is brown. Each cup has a small, cute character sticker on it.

www.twentythree.com

One sip.
**Endless
Swirl**



A close-up of a glass filled with iced coffee and a thick, white milk swirl that is splashing out of the top. The background is a solid, warm yellow.

www.twentythree.com

Why choose when you can have both?



A cup of coffee with a green smoothie overlay, topped with nuts and seeds. The background is a solid, warm yellow.

www.twentythree.com





THEME

A Cozy Nook. Our coffee cart will provide a warm and inviting atmosphere, perfect for relaxation, work, or meetups.



TWENTYTHREE



CONCEPT AND THEME

TWENTYTHREE

TWENTYTHREE

UNIQUE SELLING POINT (USP)

- **Cozy Atmosphere:**

A warm and inviting space for relaxation and productivity.

- **Community-focused:**

Hosting regular events to bring people together.

- **Sustainable Practices:**

Prioritizing eco-friendly practices and local sourcing.

PROJECT OBJECTIVE

HELLO EVERYONE.

Today, we're thrilled to announce
our coffee initiative.

Twenty-three offers a curated selection of high-quality beverages and light snacks designed for on-the-go enjoyment. Our menu features signature hot and iced coffee blends crafted from premium beans, along with seasonal specialties like Lavender Latte that evoke the flavor and feeling of the moment. For non-coffee drinkers, we provide comforting alternatives such as herbal teas, matcha. To complete the experience, we serve fresh, locally sourced pastries and snacks that pair perfectly with our drinks and reflect our commitment to quality and community.



PROJECT GOALS

01 Develop a Comprehensive Business Plan:

Outline the coffee shop's concept, target market, and financial projections.

03 Develop a Unique Menu:

Offer a diverse menu of high-quality coffee, tea, and flavors.

02 Implement Effective Marketing:

Attract customers through social media, partnerships, and promotions.

04 Ensure Operational Efficiency:

Establish efficient procedures for inventory, staffing, and customer service.



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INTRODUCTION

To create a welcoming, mobile space where people can enjoy exceptional coffee, discover unique flavors, and connect with others in a visually appealing and memorable environment.

INTRODUCTION

BRAND DNA

WHO WE ARE

We're not just a cart—we're a
Flavorful culture on wheels.

WHAT WE DO

We deliver high-quality, specialty
drinks in an artistic, mobile setup
that connects directly with city life.

WHAT WE BELIEVE

A bridge between people, ideas,
and moments.

CHARACTERS



Jojo — The Warm Whisperer
Role: The Keeper of Comfort
Backstory: Jojo believes the secret to happiness is a cup of something warm shared quietly. He records every customer's "comfort cup" in a little book no one has ever seen. Jojo's favorite spot is the cozy corner chair, where regulars gather for silent sips and soothing company.
Core Value: Comfort

"You don't always need words. Just warmth, and a little cinnamon."



Max -- The Ritual Reader
Role: The Rule-Keeper & Menu Master
Backstory: Max is obsessed with traditions. He's memorized every ritual of the Sip Society and makes sure newbies feel at home. He also guards the "23 Sips of the Season," a rotating menu that aligns with moods, moon cycles, and memories.
Core Value: Legacy & Ritual

"We don't just serve coffee — we serve moments worth remembering."



Luna - - The Story Collector
Role: The Memory Archivist
Backstory: Luna listens more than she speaks, gathering life stories one cup at a time. Her job? Naming drinks after real customer moments—breakups, reunions, triumphs. There's a secret menu hidden in her journal, and if she likes your story, your drink might end up in it.
Core Value: Love

"Every flavor tells a story. Let me find yours."



Tobi — The Sip Scientist
Role: The Innovator & Mood Mixer
Backstory: Tobi is the experimenter. He's always inventing interactive drink experiences - - changing color, fizz, layered textures - - depending on your mood. Tobi believes taste is a form of emotional design.
Core Value: Discovery through Flavor

"Tell me how you feel, and I'll build your brew."



Rico — The Flavor Tinkerer
Role: The Alchemist of Taste
Backstory: Rico can taste a memory and recreate it in a cup. Known for sneaking into the kitchen late at night to blend bizarre but beloved concoctions, Rico is always on a mission to surprise your taste buds.
Core Value: Flavor

"Life is bitter, sweet, and sometimes a bit nutty - - so is my mocha."



S

STRENGTHS

- Unique mobile format with visual branding appeal
- High-quality, specialty coffee and seasonal offerings
- Strong social media content potential (Instagrammable aesthetics)
- Flexibility to go where the audience is

W

WEAKNESSES

- Limited serving capacity during peak times
- Weather-dependent operations
- Needs high visibility locations to maintain footfall
- Setup and breakdown logistics for daily movement

O

OPPORTUNITIES

- Collaborations with universities, festivals, and local artists
- Expand through multiple carts across the city
- Build a strong lifestyle brand through merchandise and content
- Eco-conscious initiatives to attract sustainable audiences

T

THREATS

- Heavy competition from established cafés and franchises
- Rising ingredient and operational costs
- Regulatory hurdles in mobile vending across boroughs
- Seasonal drops in outdoor foot traffic

AUDIENCE SCENARIOS

LOCATION

DEVICE

TIME

ACTIVITY

MOTIVATION

SELECTION

At home, working

Work laptop

20 minutes

Watching

Relaxation

Social media

Commuting

Mobile Phone

35 minutes

Listening

Education

Podcasts

At home, evening

Television

4 hours

Watching

Entertainment

Streamer

CONSIDERATIONS

ADAPTABILITY

We move with the city, evolving our offerings to meet changing tastes and moments.

DISTINCTIVENESS

Every detail—from our cart to our coffee—is designed to be unmistakably Twentythree.

FAIRNESS

We champion fairness in pricing, sourcing, and the way we treat people.

CUSTOMER FLOW

Design signage and cart layout for intuitive interactions and efficient service.

SUSTAINABILITY

Use biodegradable cups, source local ingredients, and promote reuse (e.g., bring-your-own-cup discounts).

PROMOTION

We actively uplift local talent, voices, and culture through collaboration and visibility.

OPERATIONAL SYSTEM

01

STAFFING:

Recruit, train, and schedule staff efficiently.

02

INVENTORY MANAGEMENT:

Track stock levels and minimize waste.

03

CUSTOMER SERVICE:

Prioritize excellent customer service and maintain a clean environment.

04

QUALITY CONTROL:

Ensure high-quality products and maintain food safety standards.

05

HEALTH AND SAFETY:

Implement safety protocols and emergency procedures.



BUDGETING

- **Startup Costs:** Initial investment for renovations, equipment, inventory, marketing, and legal fees.
- **Operational Costs:** Ongoing expenses like rent, utilities, labor, inventory, and marketing.
- **Revenue Streams:** Income from beverage and food sales, merchandise, and potential catering services.
- **Financial Forecasting:** Create a detailed budget to track income and expenses over time.

Sketch book

PREPARED BY RUBIYA NCOR

Brand Name:

Ideation & Research

Initial Brainstorming

- Purpose: Create a coffee brand more than just a beverage—focused on fun, love, comfort, and family.
- Tour and Inspiration: Visited famous coffee houses in London, Canterbury, Norwich, Greenwich, and other tourist attractions accessible to you.
- Online Brand Research: Explored brands like Rave, Black Sheep, Blank Street, Scenery Coffee Roasters, Ride & Grind, observing their stories and aesthetics.

Coffee Bean Exploration

- Tasted coffee beans from Ethiopia, Colombia, and American beans to inspire brand name and story.
- Considered naming after a bean origin (e.g., "Java"), but refocused on emotional values.

Final Brand Name

- Chose "23" for its mystery, mathematical symbolism, and energy, evoking ideas of family, love, and togetherness.
- The number 23 has been linked to the "23 Enigma," a belief that it holds mystical Cultural and Historical significance. A combination of the energies of 2 (balance) and 3 (creativity), 23 symbolizes balance, harmony, and the pursuit of creativity and growth.

Visual Identity:

Colors & Typography

- Exploration Phase
 - Mix and match multiple color palettes and typography combos—from nostalgic classics to modern, energetic looks.
 - Surveyed designers internationally for feedback on combos.



- Color Palette
 - Primary: Coffee Brown, Blush Pink
 - Accents: Pistachio Foam, Vanilla Cream, Strawberry Shot, Oatmilk Drizzle

Each color evokes comfort, warmth, and a playful mood suitable for all ages.

- Typography
 - Logo: Typo Tingle
 - Headings: Ailegron
 - Body/Subheadings: Sigher (handwritten look)

Typo Tingle makes the logo playful but modern, Ailegron is bold for main info, and Sigher adds a personal handwritten touch for warmth.

BRAND CHARACTER DESIGN

- Designed 5 unique characters, each representing a core value and concept tied to coffee and comfort.
- Each character has a name and story connecting them to the brand's concept of family and love.





- JOJO – Iced Matcha

Calm, collected, and a little mysterious. JOJO gives off a refreshing presence that feels both grounding and energizing. They're thoughtful, often the voice of reason in the group, and people find them easy to be around—like a quiet confidence that cools the room.



- Luna – Cappuccino

Warm, cozy, and a little dreamy. Luna has a soft charm that makes everyone feel welcome, like a hug in a cup. They balance elegance with playfulness, often sparking conversations with a gentle smile. A natural comfort-giver who thrives in social moments.

- Max – Espresso
Intense, sharp, and unstoppable. Max is pure energy in a small package—straight to the point and full of drive. They can be intimidating at first, but their focus and determination inspire others. A true powerhouse who doesn't waste time.



- Tobi – Latte
Smooth, friendly, and approachable. Tobi is the kind of person you can sit with for hours and talk about anything. They're adaptable, easygoing, and always try to bring balance to the group. Their warmth makes them dependable and well-loved.





- Rico – Iced Strawberry Matcha
Playful, colorful, and unique. Rico has a vibrant personality that stands out, always bringing sweetness and fun to the table. They're creative, unpredictable, and love surprising others with their bold ideas. A mix of charm and energy that no one forgets.

Content Creation Process

SOCIAL MEDIA POSTS & POSTERS

- Designed posts and posters using brand characters and established color palette.
- Focused on highlighting themes of fun, comfort, togetherness, and each character's unique personality.

SHORT VIDEOS

- Produced short video content featuring characters in static (still) form due to time constraints.
- Video concept: One character walks in with their signature drink, leaves, and another character enters with a different drink—showcasing variety and family-themed interaction.
- My vision for future animated campaigns, even though time did not permit animation for this phase.

SHORT VIDEOS IDEAS

Character Swap (Tag Team)

- Character A walks out with drink → slide transition → Character B enters with theirs.
- Repeat with multiple characters (each with unique product).
- Caption: "Which one's your pick?"

Journey Through Rooms

- Character walks through different doors → each door reveals a new product.
- Final frame: all products lined up with tagline.

Group Showcase

- Multiple characters pop up one by one with their products.
- End with all standing together in a lineup.
- Caption: "There's one for everyone."

Before & After Transformation

- Scene 1: Character looks tired/bored → blank background.
- Scene 2: Character drinks their product → background brightens → character looks energized.
- Caption: "Fuel your day."

Product Design Integration

- Coffee Cups
 - Designed custom coffee cups for both iced and hot drinks.
 - Incorporated visual elements of branding, character icons, and playful accent colors on cup designs.
- Coffee Cart Design
 - Created multiple coffee cart mockups, testing different formats, layouts, and colors.

