

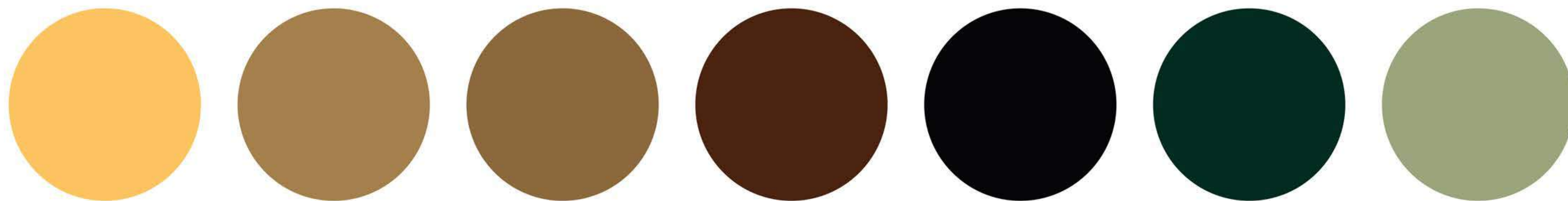
Mehdi
Moradi
UI/UX Designer,
Graphic Artist,
Illustrator

FULL BRANDING PROJECT / PART 1

FULL
BRANDING
PROJECT

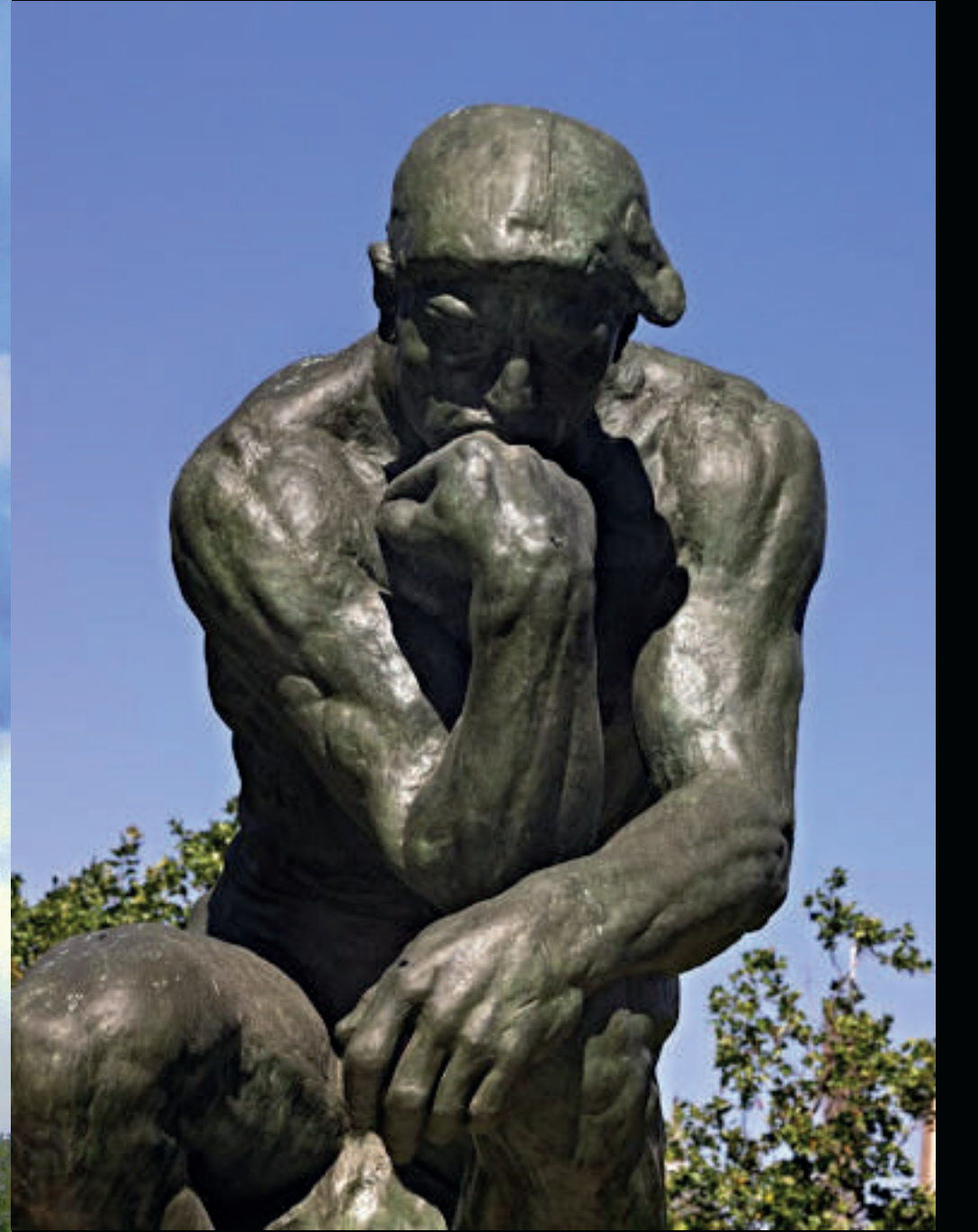
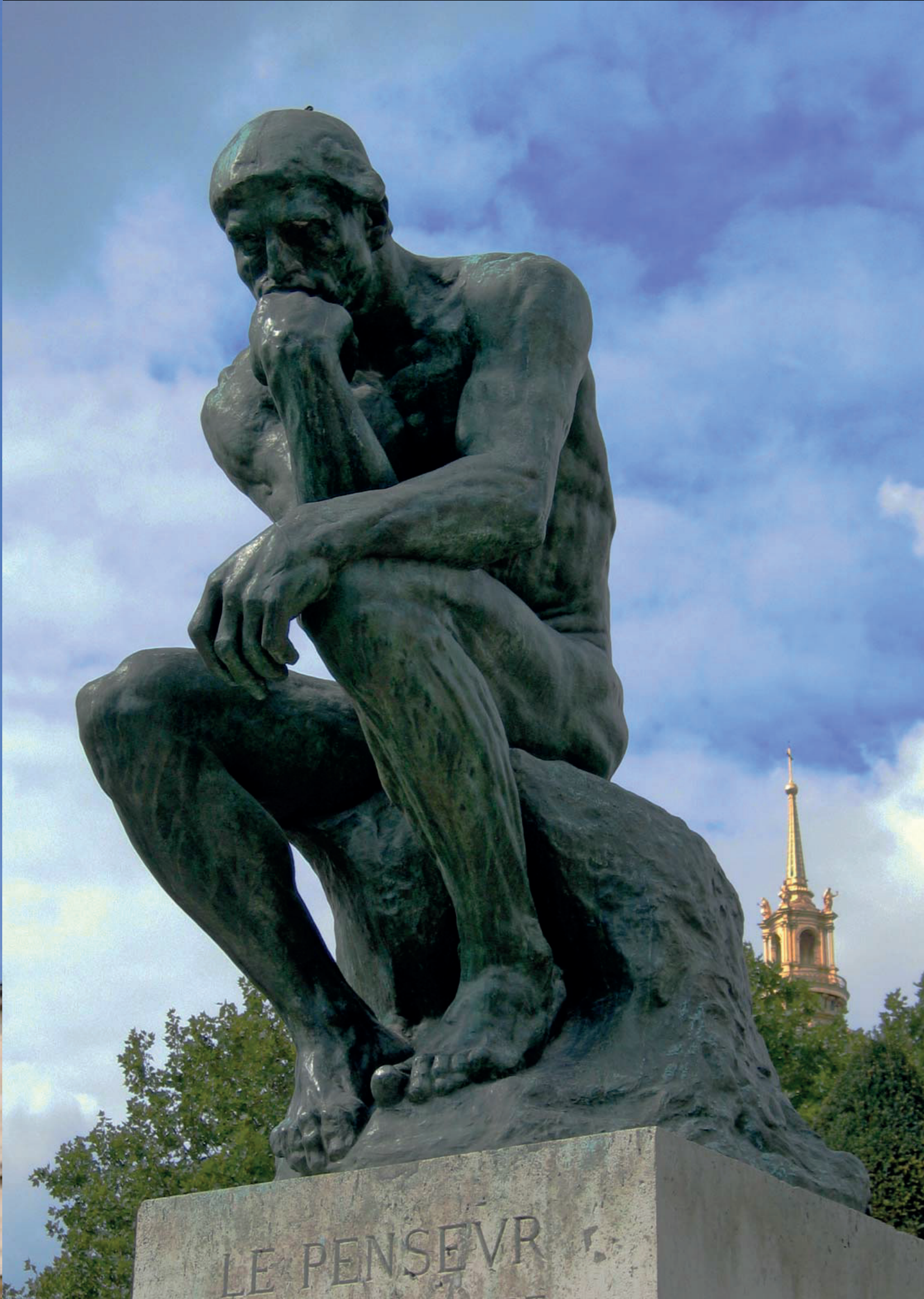
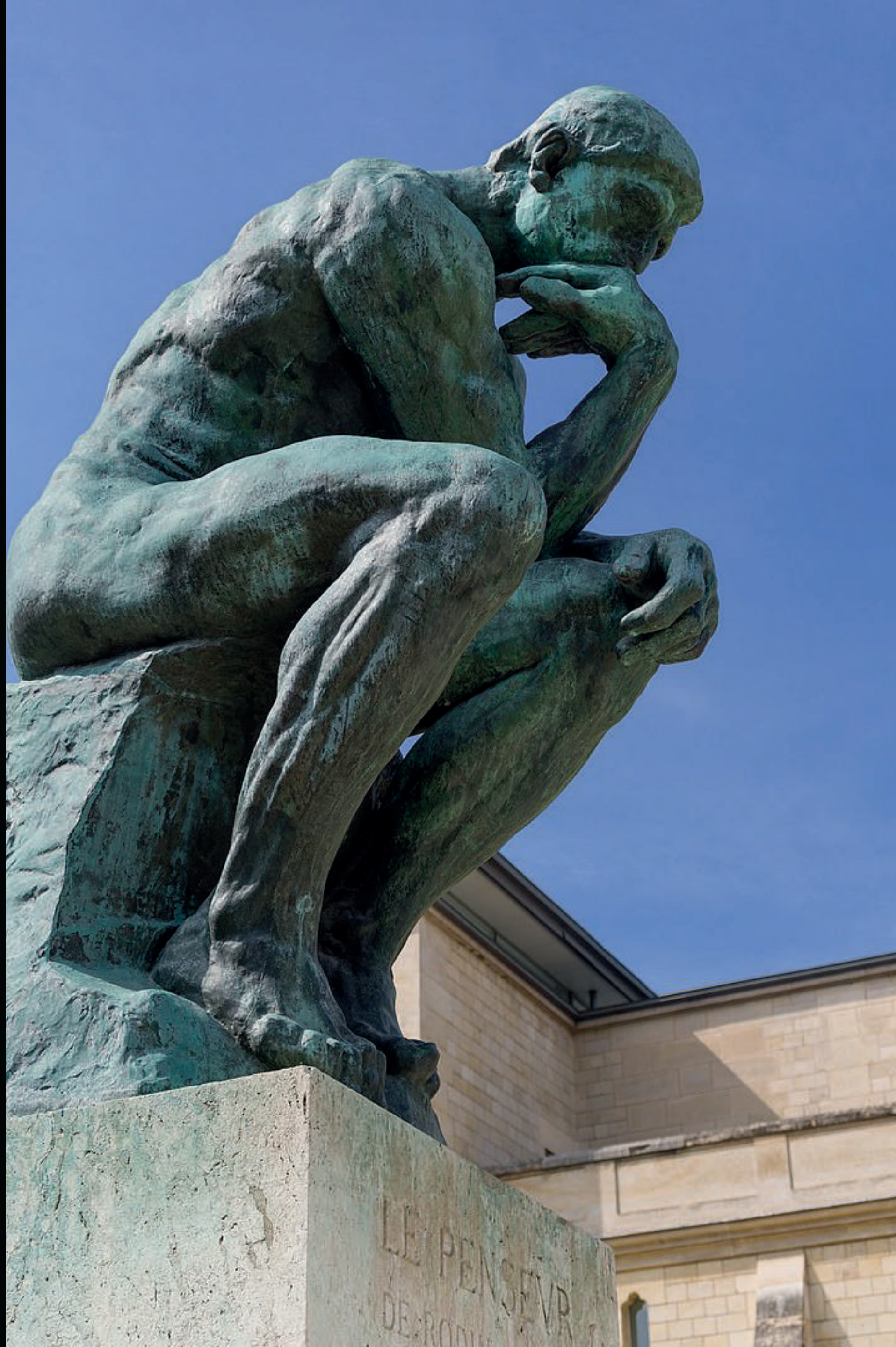
PHILOSOPHY
ESPRESSO
CAFÉ

COLOR PALETTE



a series of analogous colors

LOGO



source of inspiration:

THE THINKER

BY AUGUSTE RODIN





Philosophy

ESPRESSO



Philosophy

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Philosophy
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STATIONARY



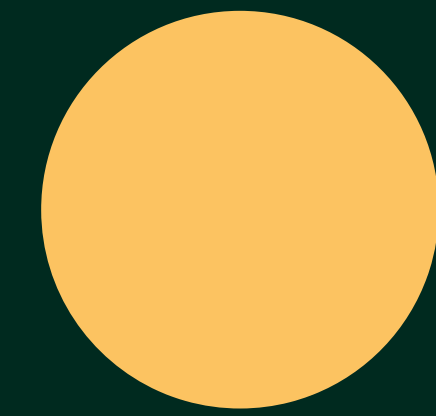
Philosophy
ESPRESSO



ARISTOTLE MCGREECE
STORE MANAGER

253 912 9974
ARISTOMCG@PHILOPRESSO.COM

PHILOPRESSO COFFEE COMPANY
1100 STATION DRIVE
CHICAGO, IL, 60601



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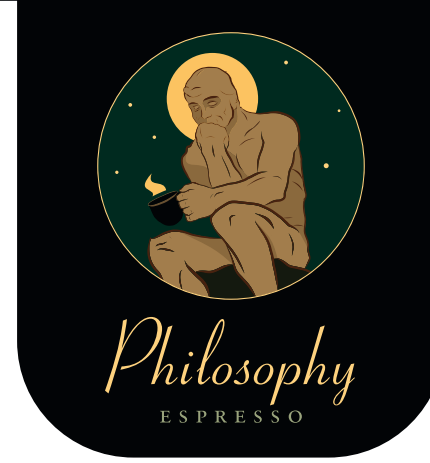
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235 912 6464
info@philoespresso.com



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Philosophy

ESPRESSO

Philosophy *with a cup of coffee* begins in wonder! - ARISTOTELE VANCOFFEEBEAN



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1100 STATION DRIVE
CHICAGO, IL, 60601

Philosophy
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cup of coffee begins in wonder!




Philosophy
ESPRESSO

MASTELLA McGREE
STRAWBERRY
100% ARABICA

PHILOESSENCE COFFEE COMPANY
1100 STATION DRIVE
CHICAGO, IL, 60601

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MENU



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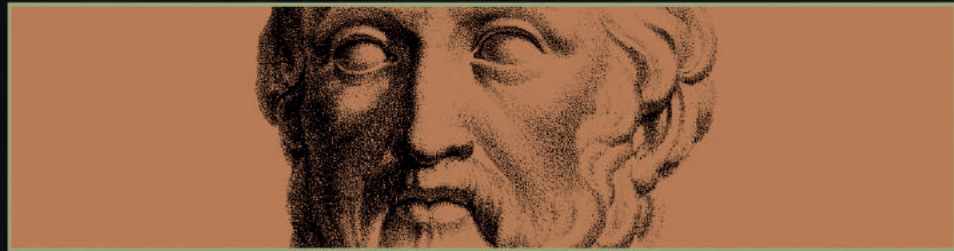
m e n u



Philosophy
ESPRESSO

m e n u

contemplate our
SIGNATURE COFFEES
 in wonder



Plato ☺

LIGHT ROAST

A high percentage of Kenya AA beans make this light roast a very rare find. It has a full bodied taste with medium acidity and a sharp, crisp finish.

S \$2.50
 M \$3.00
 L \$4.00

Aristotle ☺

MEDIUM-LIGHT ROAST

An exquisite blend of choice South, Central American and African beans with underlying chocolaty, nutty, fruity tones that complement this fine blend.

S \$2.50
 M \$3.00
 L \$4.00



Voltaire ☺

MEDIUM ROAST

A mild bodied coffee with a lively aftertaste; superior Colombian beans that are naturally decaffeinated, using a water process method without the use chemicals.

S \$2.50
 M \$3.00
 L \$4.00

Rousseau ☺

MEDIUM-DARK ROAST

A blend of African, Central and South American beans with a powerful aroma; this darker roast brings out its spicy, nutty character.

S \$2.50
 M \$3.00
 L \$4.00



Schopenhauer ☺

MEDIUM-DARK ROAST

A unique espresso blend made from the best beans of India, Kenya, Central and South America, with a hint of sweetness and a thick full crema.

S \$2.50
 M \$3.00
 L \$4.00

Nietzsche ☺

DARK ROAST

Our darkest roast of select Indonesian, South and Central American coffees, exhibiting a heady aroma and zesty flavor, yet is smooth and complex.

S \$2.50
 M \$3.00
 L \$4.00





Voltaire ☕

MEDIUM ROAST

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M \$3.00
L \$4.00

Philosophical Cakes



STOICISM

Enjoy this cheesecake and know that pain will pass! You will remain, so focus on what you *can* control!

IDENTITY:

Rich and creamy vanilla filling sits on top of crumbly biscuit base, finished with fresh cream rosettes and chocolate shards.

\$6.20



TAOISM

Trying this chocolate cake will help you better focus on the wonders of individuality, simplicity, and naturalness!

IDENTITY:

Whipped cream layered with tart and juicy dark cherries between sheets of rich chocolate sponge, decorated with plump amarena cherries and handmade chocolate fans.

\$6.80



RATIONALISM

Do you want to go beyond your senses and unearth the passions of your divine soul? Go for this chocolate cake!

IDENTITY:

Moist dark chocolate sponge layers with dark chocolate cream, finished with chocolate ganache and a white and dark choc swirl.

\$6.80



EMPIRICISM

Unequivocally trust the ardors of your sense-experience and enjoy this luxurious raspberry tart!

IDENTITY:

Buttery, crisp pastry casing filled with light cream St Honore custard filling, and crowned with rows of mirror glazed raspberries.

\$7.00



MARXISM

Try this mille-feuille, lest you let the capitalist mode of production alienate you!

IDENTITY:

Three sheets of butter puff pastry sandwich a dairy custard cream, decorated with a soft fondant topping and a hand-poured chocolate web design garnish.

\$4.80

Philosophy through Leaf Teas

METAPHYSICS ~~~~~ through *English Breakfast*

ETHICS ~~~~~ through *Earl Gray*

LOGIC ~~~~~ through *Ginger & lemon*

EPISTEMOLOGY ~~~~~ through *Peppermint*

POLITICAL PHILOSOPHY ~~~~~ through *Oriental Sencha*

LINGUISTIC THEORY ~~~~~ through *Elderflower & lemon*

AESTHETICS ~~~~~ through *Chamomile flowers*



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contemplate our
SIGNATURE COFFEES
 in wonder



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LIGHT ROAST

A high percentage of Kenya AA beans make this light roast a very rare find. It has a full bodied taste with medium acidity and a sharp, crisp finish.

S \$2.50
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Aristotle ☕

MEDIUM-LIGHT ROAST

An exquisite blend of choice South, Central American and African beans with underlying chocolaty, nutty, fruity tones that complement this fine blend.

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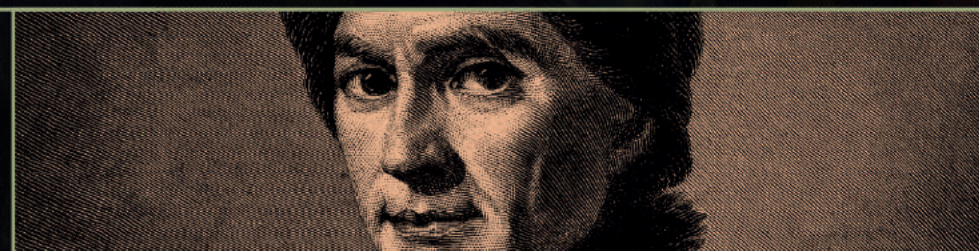
S \$2.50
 M \$3.00
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Rousseau ☕

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Schopenhauer ☕

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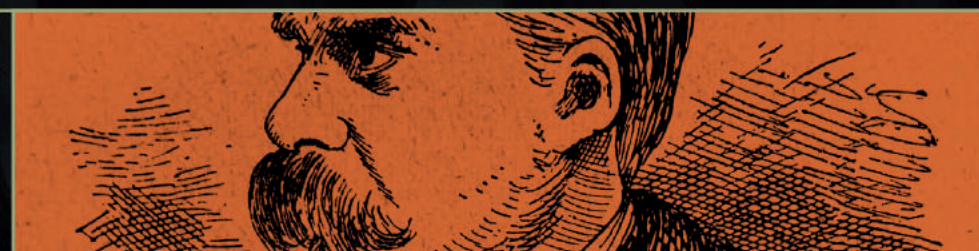
S \$2.50
 M \$3.00
 L \$4.00

Nietzsche ☕

DARK ROAST

Our darkest roast of select Indonesian, South and Central American coffees, exhibiting a heady aroma and zesty flavor, yet is smooth and complex.

S \$2.50
 M \$3.00
 L \$4.00



Philosophical Cakes



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Buttery, crisp pastry casing filled with light cream St Honore custard filling, and crowned with rows of mirror glazed raspberries.

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Philosophy through Leaf Teas

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ETHICS ~~~~~ through Earl Gray

LOGIC ~~~~~ through Ginger & lemon

EPISTEMOLOGY ~~~~~ through Peppermint

POLITICAL PHILOSOPHY ~~~~~ through Oriental Sencha

LINGUISTIC THEORY ~~~~~ through Elderflower & lemon

AESTHETICS ~~~~~ through Chamomile flowers



All men's souls are immortal, but the souls
of the righteous are immortal and divine.

coffee drinkers



All men's souls are immortal, but the souls
of the righteous are immortal and divine.
coffee drinkers

PHILOPRESSO COFFEE COMPANY
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Chicago, IL, 60601
(+1) 235 912 6464
INFO@PHILOESPRESSO.COM



Philosophy
ESPRESSO

menu



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of the righteous are immortal and divine.
coffee drinkers

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contemplate our
SIGNATURE COFFEES
in wonder

Nietzsche ☺ **DARK ROAST**
Our darkest roast of select Indonesian, South and Central American coffees exhibiting a heady aroma and spicy flavor, yet is smooth and complex.

Voltaire ☺ **MEDIUM ROAST**
A mild bodied coffee with a lively aftertaste; superior Colombian beans that are naturally decaffeinated, using a water process method without the use of chemicals.

Plato ☺ **LIGHT ROAST**
A high percentage of Kenya AA beans make this light roast a very rare find. It has a full bodied taste with more acidity and a sharp, crisp finish.

Rousseau ☺ **MEDIUM-DARK ROAST**
A blend of African, Central and South American beans with a powerful aroma; this darker roast brings out its spicy, nutty character.

Schopenhauer ☺ **MEDIUM-DARK ROAST**
A unique espresso blend made from the best beans of India, Kenya, Central and South America, with a hint of sweetness and a thick full crema.

Philosophy through Leaf Teas

through English Breakfast
through Earl Grey
through Ginger & lemon
through Oriental Scent
through Peppermint
through Elderflower & lemon
through Chamomile flowers

METAPHYSICS
ETHICS
LOGIC
EPISTEMOLOGY
POLITICAL PHILOSOPHY
LINGUISTIC THEORY
AESTHETICS

EMPIRICISM
Empirically trust the wisdom of your senses; experience and enjoy this luscious raspberry tart.

MARXISM
Try this multi-fruit, hot you let the capitalist mode of production alienate you!

RATIONALISM
Do you want to go beyond your senses? Search the wisdom of your drive for the truth in this chocolate cake!

TAOSISM
Taste this chocolate cake will help you liberate on the wisdom of individual simplicity and naturalness.

STOICISM
Taste this chocolate and know that pain will pass! You will remain so focus on what you can control.

contemplate our
SIGNATURE COFFEES
in wonder

Plato ☺ **LIGHT ROAST**
A high percentage of Kenya AA beans make this light roast a very rare find. It has a full bodied taste with medium acidity and a sharp, crisp finish.

Aristotle ☺ **MEDIUM-LIGHT ROAST**
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Voltaire ☺ **MEDIUM ROAST**
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Philosophical Cakes

STOICISM
Taste this chocolate and know that pain will pass! You will remain so focus on what you can control.

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Philosophy through Leaf Teas

through English Breakfast
through Earl Grey
through Ginger & lemon
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METAPHYSICS
ETHICS
LOGIC
EPISTEMOLOGY
POLITICAL PHILOSOPHY
LINGUISTIC THEORY
AESTHETICS

**COFFEE
BAG**

Philo PRESSO®
CHICAGO, USA

DARK ROAST
CRISP AND FRUITY

A lovely body and fine fruity aroma create this 100% Arabica from Tanzania's tropical forest and volcanic soil. These beans are washed with glacial water and dried under the warm African sun. Experience a delicious peak of pleasure in harmony with nature.

*a cup of coffee
begins in
wonder*

ARISTOTLE VAN COFFEE BEAN



Scan this for a chance to win an exclusive merchandise from our coffee house:



PHILOPRESSO COFFEE®
#GRINDITOUT
SELL BY: 08/26/2020
9856233547



PHILOPRESSO COFFEE COMPANY
1100 Staition Drive
Chicago, IL, 60601
(+1) 235 912 6464
INFO@PHILOESPRESSO.COM

PREPARATION
Ideal for filtered coffee brewers. Measure one tablespoon per 6 ounces (3/4 tasse) of fresh water.

CONSERVATION
Keep your coffee closed with a bag clip inside a cool, dry place, or store in an airtight container.

Visit philosophyexpresso.com for more information about our only coffee shop in Chicago, IL, where serves this coffee, and for access to our exclusive online deals.



WHOLE BEAN COFFEE
DARK ROAST



Philo PRESSO®
CHICAGO, USA

100% ARABICA, TANZANIA
CRISP AND FRUITY



All men's souls are immortal, but the souls of the righteous coffee drinkers are immortal and divine.

PLATO MCOFFEE

NET W 1 LB (16 oz)

Philopresso[®]
CHICAGO, USA

DARK ROAST
CRISP AND FRUITY

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Tanzania's tropical
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These beans are washed
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*a cup of coffee
begins in
wonder*

ASSEMBLED IN THE USA

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(616) 233-9126
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andise from our
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WHOLE BEAN COFFEE
DARK ROAST



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CHICAGO, USA

100% ARABICA, TANZANIA
CRISP AND FRUITY

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