

Mehdi  
Moradi

UI/UX Designer,  
Graphic Artist,  
Illustrator

# FULL BRANDING PROJECT / PART 2

**TAKEAWAY  
CUP**

*a cup of coffee*  
begins in  
wonder!

ARISTOTLE VANCOFFEEBEAN



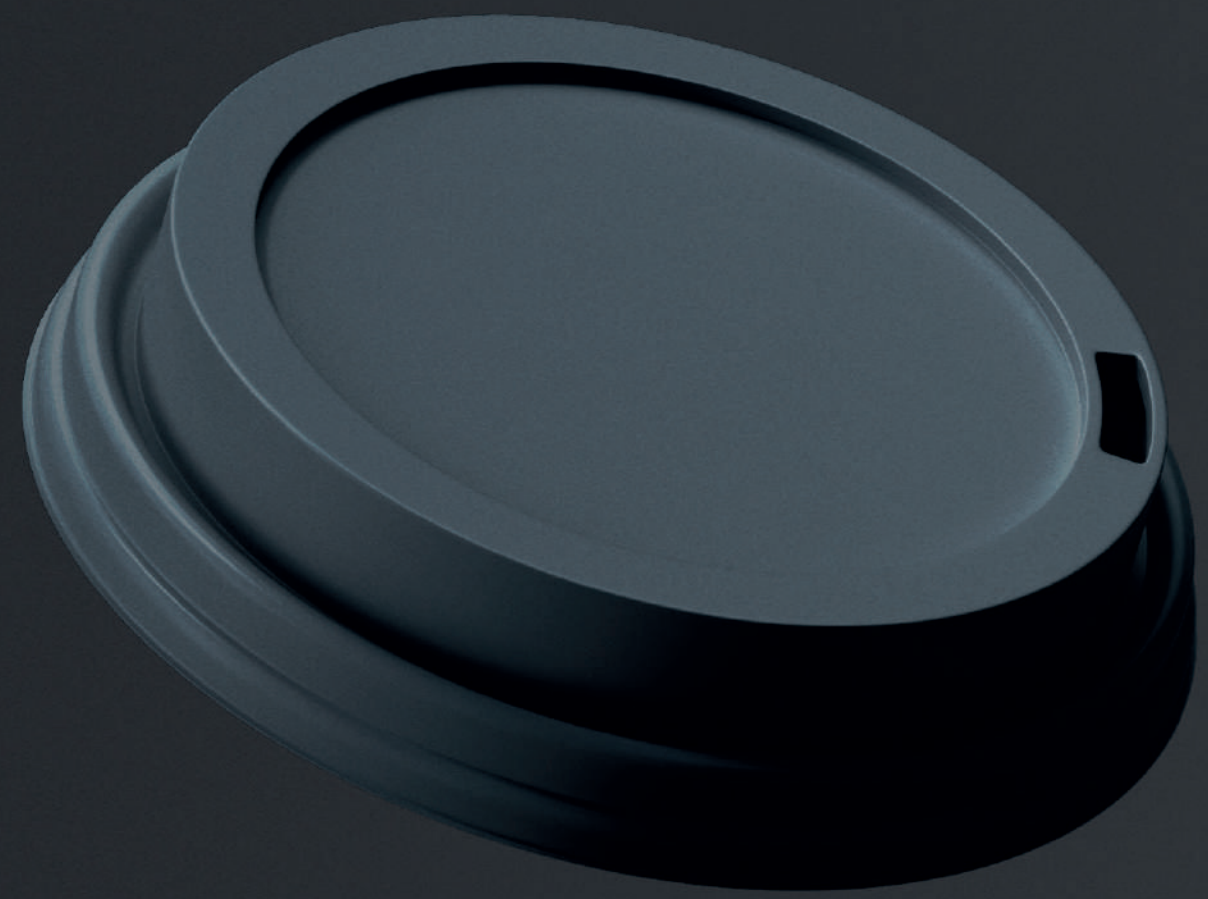
*Philosophy*

ESPRESSO











**TAKEAWAY  
BAG**





*Philosophy*  
ESPRESSO



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







*Philosophy*  
ESPRESSO



PHILOPRESSO COFFEE COMPANY  
1100 Station Drive  
Chicago, IL, 60601  
(+1) 233 912 6464  
INFO@PHILOESPRESSO.COM





# RESPONSIVE WEB DESIGN





Philosophy  
ESPRESSO

# *a cup of coffee* begins in wonder!

Philopresso® single origin coffee is sold in our one and only coffee house in Chicago. With a fine fruity aroma, this one-of-a-kind coffee makes you undergo the experience of a peak of pleasure in harmony with the wonders of the natural world.

EXPLORE







Philosophy  
ESPRESSO



# a cup of coffee begins in wonder!

Philopresso® single origin coffee is sold in our one and only coffee house in Chicago. With a fine fruity aroma, this one-of-a-kind coffee makes you undergo the experience of a peak of pleasure in harmony with the wonders of the natural world.

EXPLORE



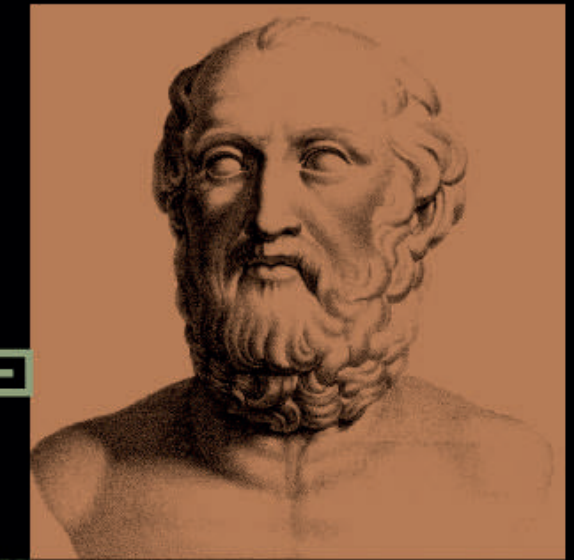




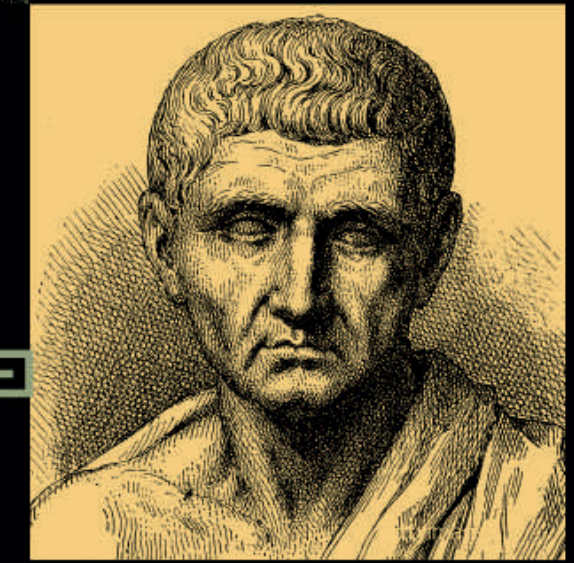
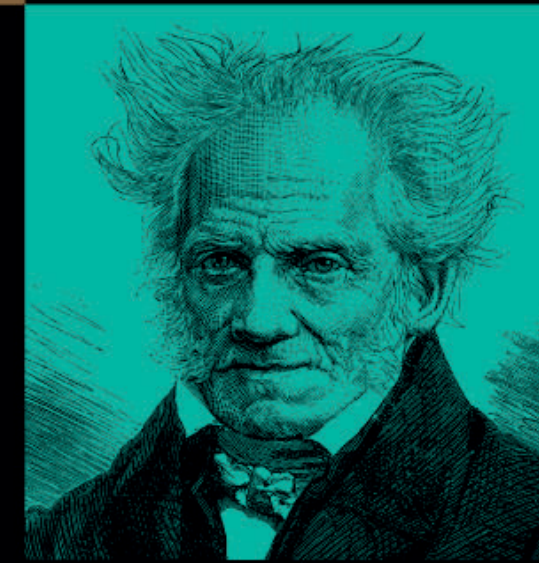
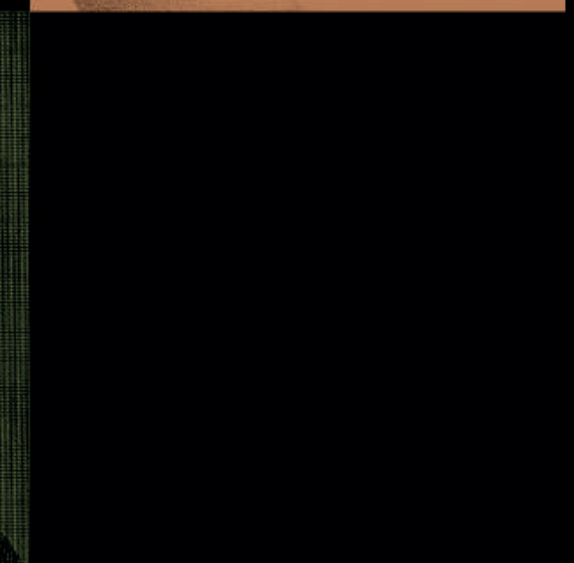
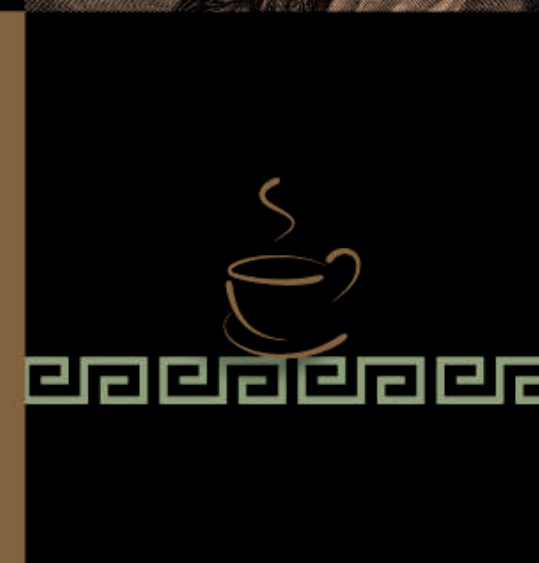
*contemplate our*  
**signature coffees**  
*in awe!*

These philosopher-inspired, signature coffees are not sold anywhere, but they are only *served* in our coffee house. Drink and think like a philosopher!

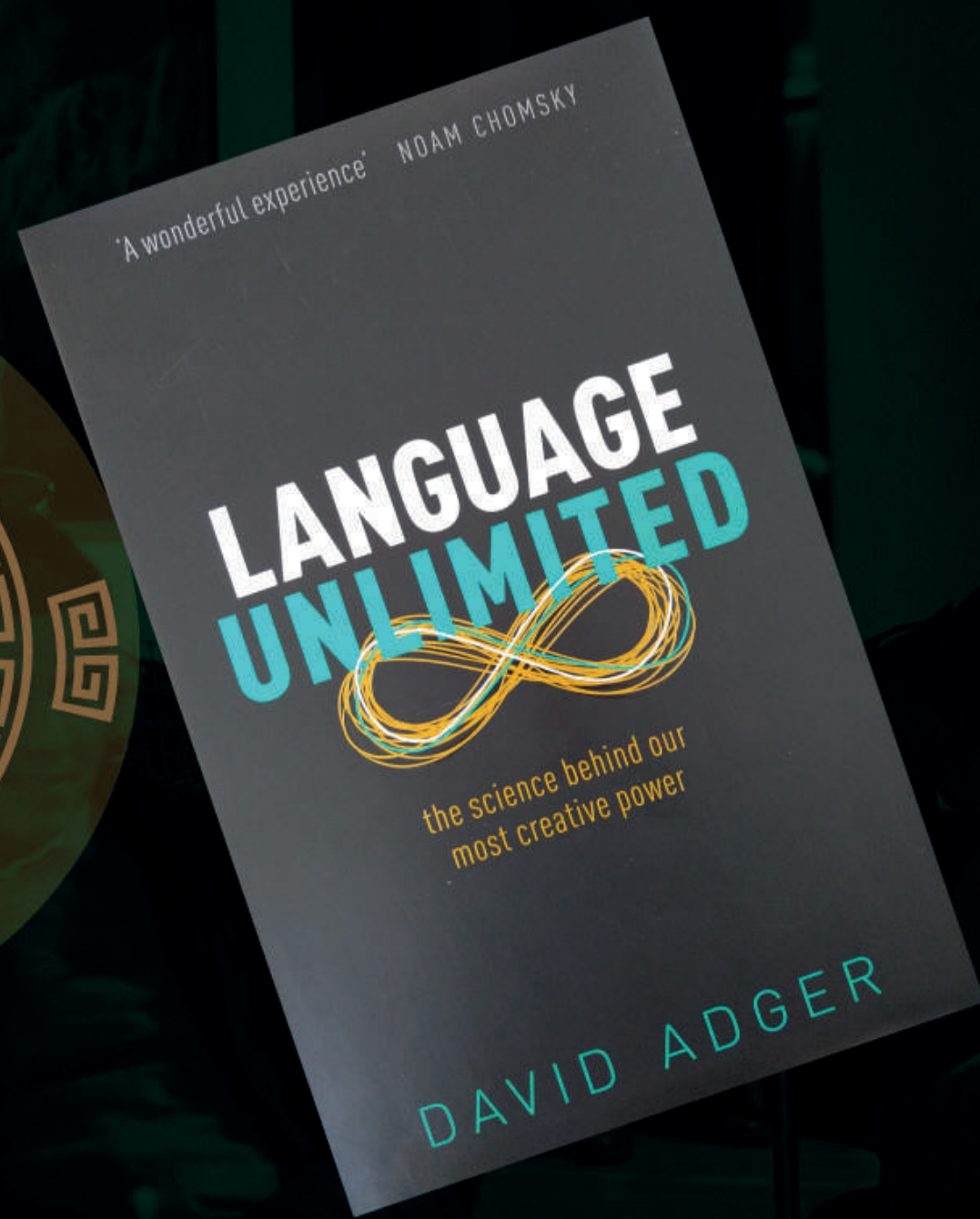
EXPLORE



*Nietzsche*  
DARK ROAST



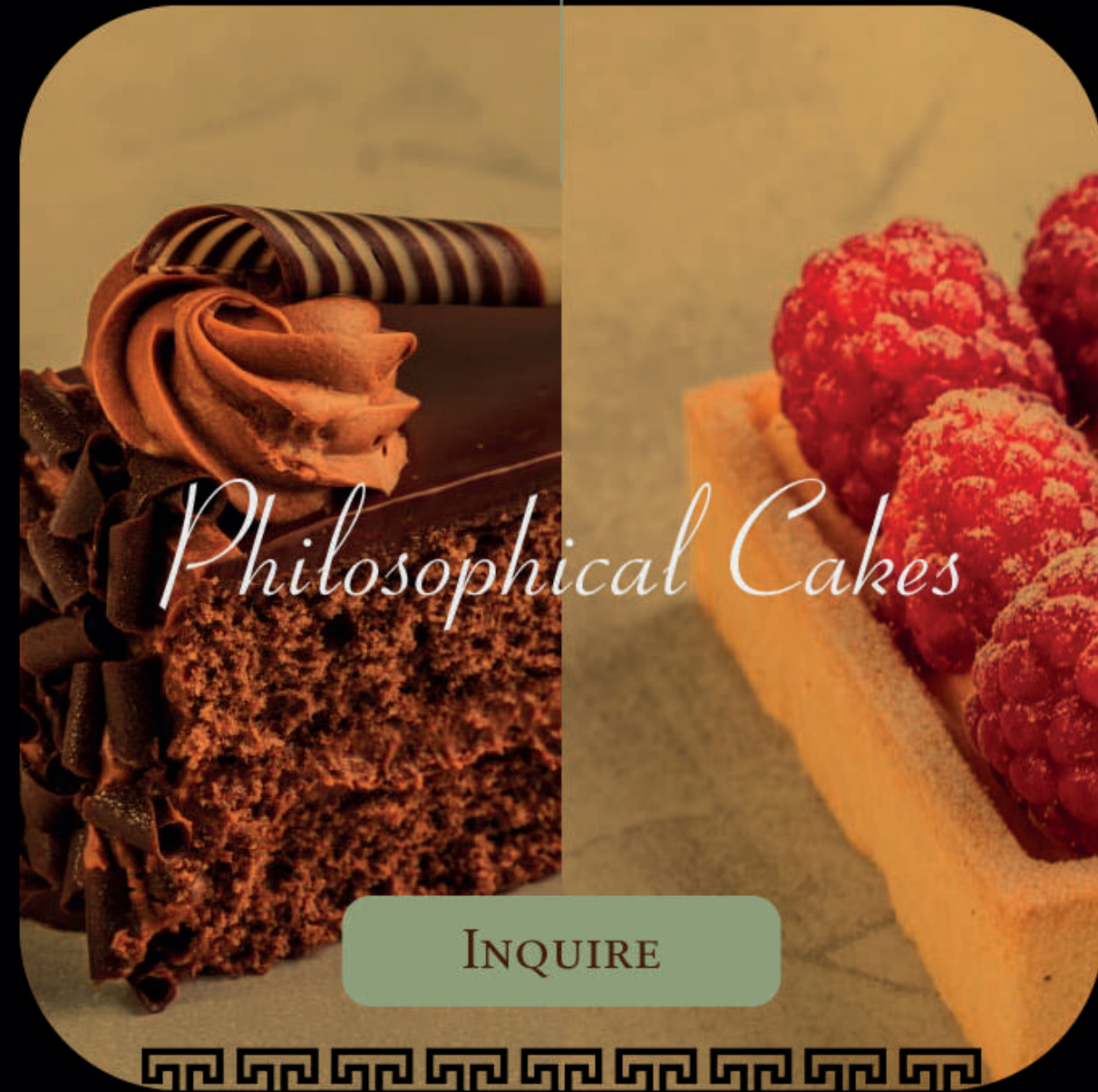




*coffee and book event* welcomes  
the British linguist **David Adger**  
*on 21st of March*

BOOK A CHAIR





*Philosophical Cakes*

INQUIRE



*Philosophical Leaf Teas*

SCRUTINIZE



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

*Gifts*

ACQUIRE



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

PHILOPRESSO COFFEE COMPANY

1100 STATION DRIVE  
CHICAGO, IL, 60601

(+1) 235 912 6464  
INFO@PHILOPRESSO.COM



*Philosophy*  
ESPRESSO



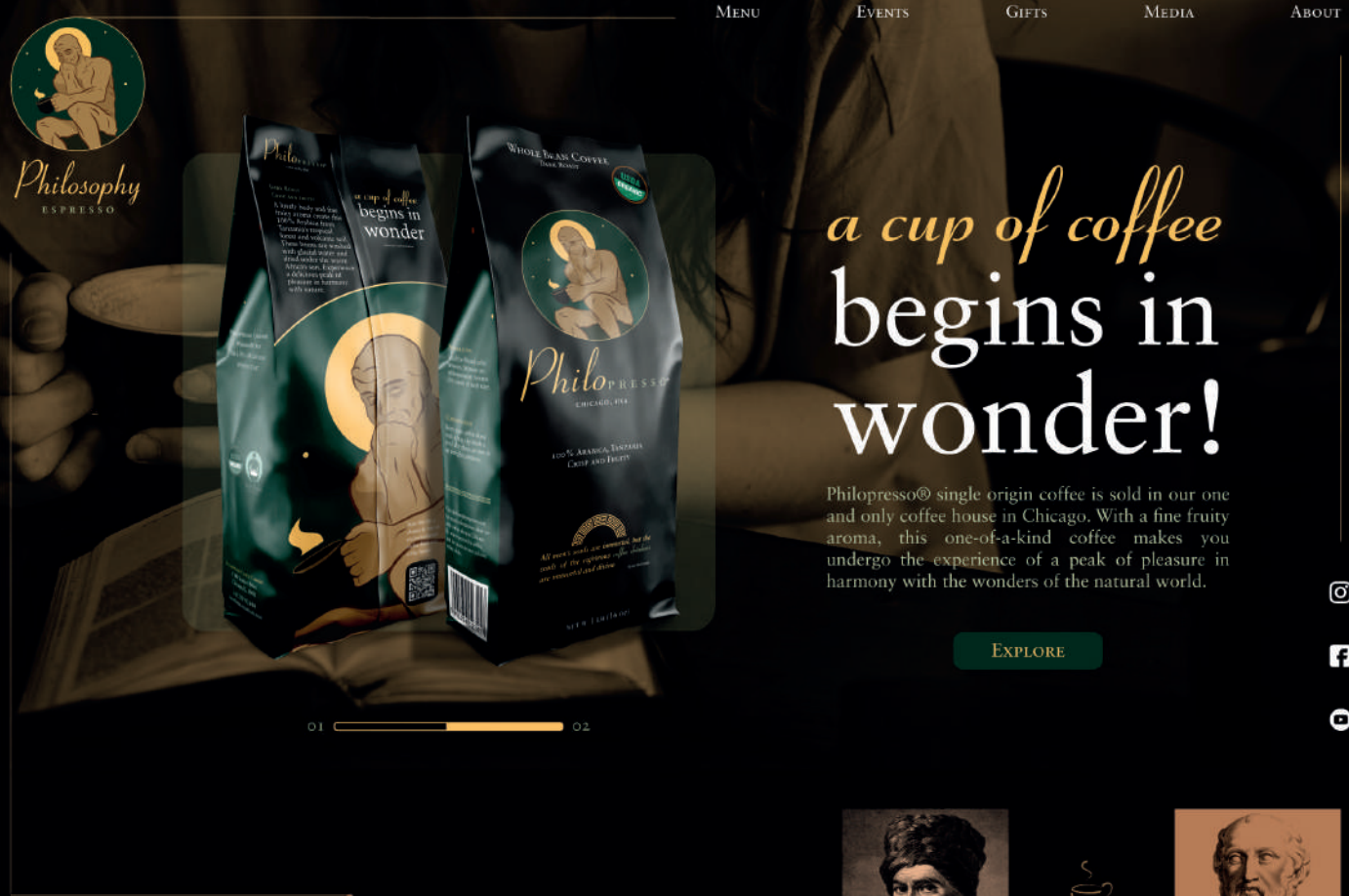
[PRIVACY STATEMENT](#)  
[TERMS OF USE](#)  
[SUBMIT YOUR IDEA](#)

© 2020 PHILOPRESSO COFFEE COMPANY. ALL RIGHTS RESERVED.





Philosophy  
ESPRESSO



# a cup of coffee begins in wonder!

Philopresso® single origin coffee is sold in our one and only coffee house in Chicago. With a fine fruity aroma, this one-of-a-kind coffee makes you undergo the experience of a peak of pleasure in harmony with the wonders of the natural world.

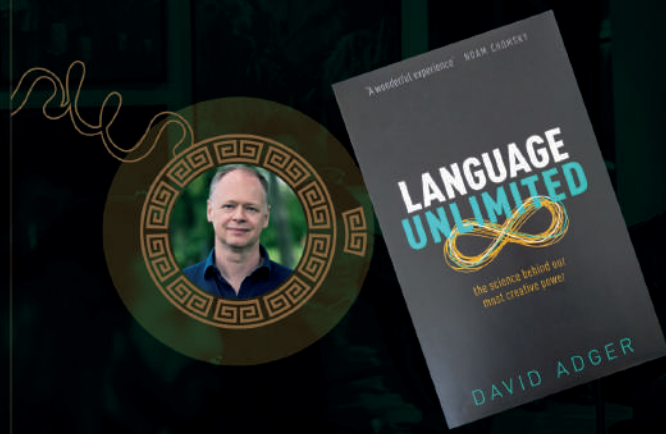
EXPLORE



## contemplate our signature coffees in awe!

These philosopher-inspired, signature coffees are not sold anywhere, but they are only served in our coffee house. Drink and think like a philosopher!

EXPLORE



## coffee and book event welcomes the British linguist **David Adger** on 21st of March

BOOK A CHAIR



INQUIRE



SCRUTINIZE



ACQUIRE

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

PHILOPRESSO COFFEE COMPANY  
1100 STATTON DRIVE  
CHICAGO, IL, 60601  
(+1) 235 912 6464  
INFO@PHILOPRESSO.COM



PRIVACY STATEMENT  
TERMS OF USE  
SUBMIT YOUR IDEA





*Philosophy*  
ESPRESSO

MENU

EVENTS

GIFTS

MEDIA

ABOUT

*contemplate our*  
**signature coffees**  
*in awe!*



*Plato*



*Aristotle*



*Voltaire*



*Rousseau*



*Schopenhauer*



*Nietzsche*



☺ ☺ ☺ ☺ ☺ ☺  
Plato Aristotle Voltaire Rousseau Schopenhauer Nietzsche



### Plato

LIGHT ROAST

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

SERVING SIZE 473 ML  
5 CAL

### 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.

SERVING SIZE 473 ML  
5 CAL



### 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.

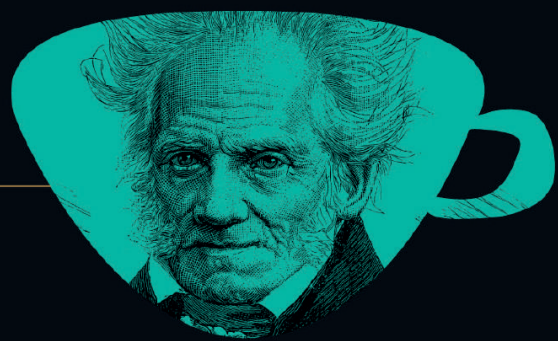
SERVING SIZE 473 ML  
10 CAL

### 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.

SERVING SIZE 473 ML  
15 CAL



### 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.

SERVING SIZE 473 ML  
15 CAL

### Nietzsche

DARK ROAST

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

SERVING SIZE 473 ML  
15 CAL





# 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.

SERVING SIZE 473 ML  
5 CAL







contemplate our signature coffees in awe!



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.

Starbuck Size 473 ML 14 OZ



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.

Starbuck Size 473 ML 14 OZ



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.

Starbuck Size 473 ML 14 OZ



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.

Starbuck Size 473 ML 14 OZ



Nietzsche

DARK ROAST

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

Starbuck Size 473 ML 14 OZ



Plato

LIGHT ROAST

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

Starbuck Size 473 ML 14 OZ



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





Philosophy  
ESPRESSO

MENU

EVENTS

GIFTS

MEDIA

ABOUT



# *a cup of coffee* begins in wonder!

Philopresso® single origin coffee is sold in our one and only coffee house in Chicago. With a fine fruity aroma, this one-of-a-kind coffee makes you undergo the experience of a peak of pleasure in harmony with the wonders of the natural world.

EXPLORE



01  02







Philosophy  
ESPRESSO

MENU

EVENTS

GIFTS

MEDIA

ABOUT

*contemplate our*  
signature coffees  
*in awe!*



Plato



Aristotle



Voltaire



Rousseau



Schopenhauer



Nietzsche





Philosophy  
ESPRESSO



*contemplate our*  
**signature coffees**  
*in awe!*



Plato



Aristotle



Voltaire



Rousseau



Schopenhauer



Nietzsche







Philosophy  
ESPRESSO

contemplate our  
signature coffees  
in awe!

Plato Aristotle Voltaire  
Rousseau Schopenhauer Nietzsche

52 52



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

SERVING SIZE: 473 ML  
1 CAL

**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.

SERVING SIZE: 473 ML  
5 CAL



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

SERVING SIZE: 473 ML  
10 CAL

**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.

SERVING SIZE: 473 ML  
14 CAL



**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.

SERVING SIZE: 473 ML  
15 CAL

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

SERVING SIZE: 473 ML  
18 CAL





*Aristotle*  
 A high...  
 roast a very rare...  
 medium acidity and a sharp...

*Voltaire*  
 A mild bodied coffee with a lively aftertaste; su...  
 Colombian beans that are naturally decaffeinated...  
 a water process method without the use chemica...

*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*  
 A unique espresso blend r...  
 India, Kenya, Central and...  
 sweetness and a thick full...

☰

*Philosophy*  
 ESPRESSO

*contemplate our  
 signature coffees  
 in awe!*

☕ Plato      ☕ Aristotle      ☕ Voltaire

☕ Rousseau      ☕ Schopenhauer      ☕ Nietzsche

*Aristotle*  
 A high...  
 roast a very rare...  
 medium acidity and a sharp...

*Voltaire*  
 A mild bodied coffee with a lively aftertaste; su...  
 Colombian beans that are naturally decaffeinated...  
 a water process method without the use chemica...

*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*  
 A unique espresso blend r...  
 India, Kenya, Central and...  
 sweetness and a thick full...





## Plato

LIGHT ROAST

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

SERVING SIZE 473 ML  
15 CAL



## Aristotle

MEDIUM-LIGHT

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

SERVING



## Voltaire

MEDIUM ROAST

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

SERVING SIZE 473 ML  
10 CAL



## 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.

SERVING SIZE 473 ML  
15 CAL



## 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.

SERVING SIZE 473 ML  
15 CAL



## Nietzsche

DARK ROAST

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

SERVING SIZE 473 ML  
15 CAL



[PRIVACY STATEMENT](#)  
[TERMS OF USE](#)  
[SUBMIT YOUR IDEA](#)

© 2020 PHILOPRESSO COFFEE COMPANY. ALL RIGHTS RESERVED.





contemplate our  
signature coffees  
in awe!

☕ Plato  
☕ Aristotle  
☕ Voltaire

☕ Rousseau  
☕ Schopenhauer  
☕ Nietzsche

### 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.

SERVING SIZE 4.73 FL. OZ.  
15 CAL.



### 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.

SERVING SIZE 4.73 FL. OZ.  
15 CAL.

### Nietzsche

DARK ROAST

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

SERVING SIZE 4.73 FL. OZ.  
15 CAL.



PHILOSOPHY ESPRESSO COFFEE COMPANY  
1100 STATION DRIVE  
CHICAGO, IL, 60601

(+1) 235 912 6464  
INFO@PHILOSOPHYESPRESSO.COM



PRIVACY STATEMENT  
TERMS OF USE  
SUBMIT YOUR IDEA

© 2020 PHILOSOPHY ESPRESSO COFFEE COMPANY. ALL RIGHTS RESERVED.

