



The Bruin Coffee Cave Needs Your Help

Gift Card

3.375 inches wide x 1.25 inches high

The Bruin Coffee Cave needs:

1. a Logo - for use on all business materials
2. a Sign - for the store front
3. a Gift Card - credit card size (see at left)

You should do your design in **Adobe Illustrator**, because logos are always **vector files** so that they can be sized up without pixelation.

The Steps in the Design Process are as follows:

1. **Design the Logo**
Research
Look online at other Coffee Outlets - there are thousands of them
2. **Concept/Thumbnail Sketches**
Make **at least 50** different sketches of ideas and show them to Ms. Durkin for further development
3. **Develop/Render at least 3 of the sketches in Adobe Illustrator**
4. **Have Ms. Durkin print out the designs and mount them on board** for presentation to the client (a group of teachers & students who will decide on the winner).
5. **Make revisions as needed.**
6. **After approval by Durkin, prepare:**
 - a. final .ai files of logo
 - b. design for sign (can be done in Illustrator or InDesign)
 - c. design for credit card/gift card