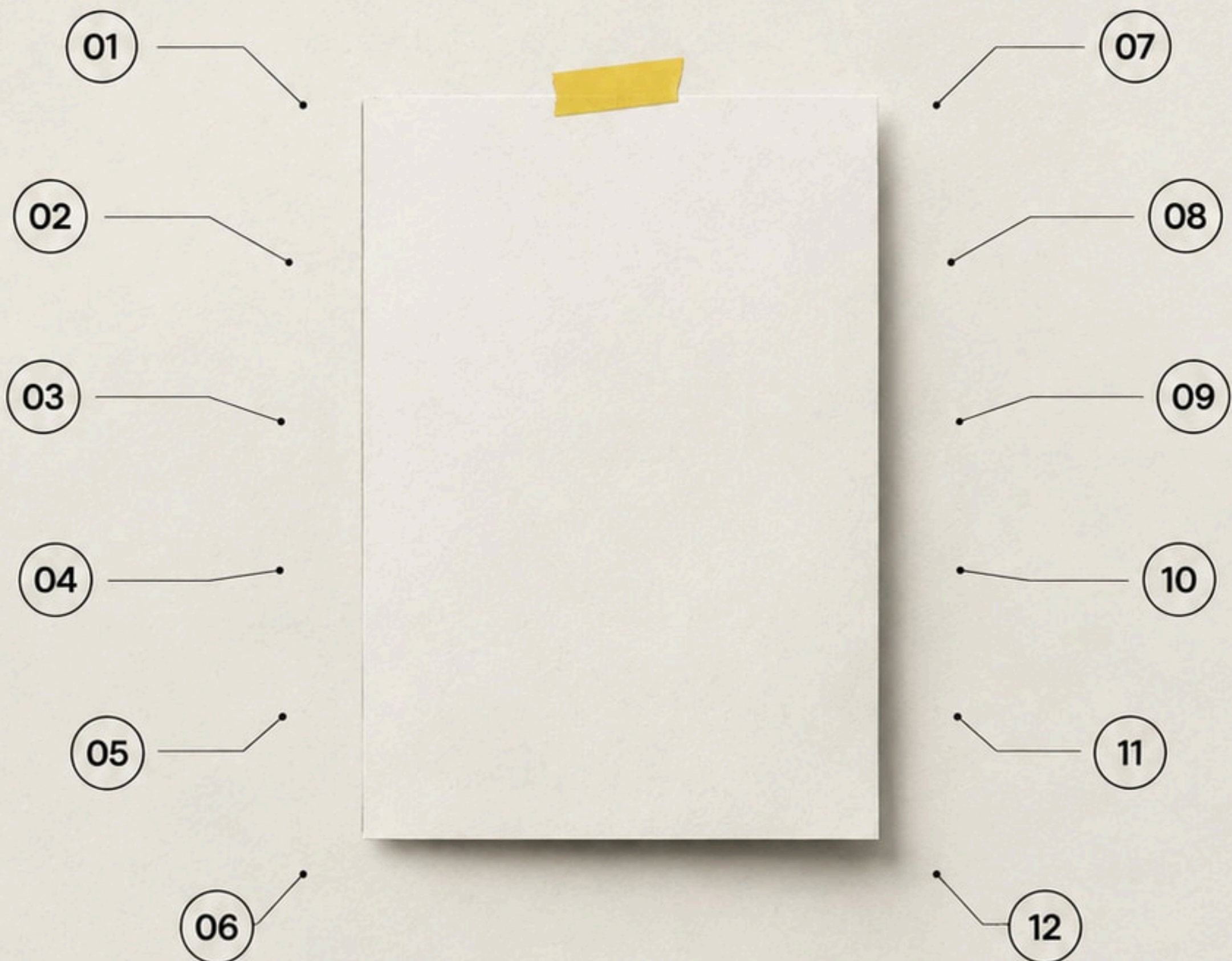


DON'T DESIGN UNTIL YOU ANSWER THESE 12.

A designer's thinking process
before creating a visual.



01 — TARGET AUDIENCE

WHO ARE YOU DESIGNING FOR?

The audience changes the design.



Professional



Creative



Student

PREMIUM COFFEE

AUDIENCE A

Professional

CLEAN / MINIMAL / PREMIUM



Clean, sophisticated and refined for a professional audience.

AUDIENCE B

Creative

BOLD / EXPRESSIVE / YOUTHFUL



Bold, energetic and expressive for a creative audience.



02 — BRAND PERSONALITY

IF YOUR BRAND WERE A PERSON, WHO WOULD IT BE?

Personality shapes how your brand looks, sounds and feels.



SOPHISTICATED
CONFIDENT
MINIMAL
AUTHENTIC
PREMIUM

PERSONALITY | INFORMS | VISUAL LANGUAGE

→ Personality becomes visual language.



03 — COMMUNICATION OBJECTIVE

WHAT SHOULD THEY UNDERSTAND IN 2 SECONDS?

One design. One primary message.

✗ TOO MUCH INFORMATION



✓ ONE CLEAR MESSAGE



ONE DESIGN → ONE PRIMARY MESSAGE.



04 — VISUAL HIERARCHY

WHAT DO THEY SEE FIRST?

Guide their eye with a clear visual order.

1 HEADLINE

Grabs attention and sets the message.

2 PRODUCT

Shows what you're offering.

3 SUPPORTING INFO

Adds context and builds trust.

4 CTA

Tells them what to do next.



05 — FOCAL POINT

GIVE THEM SOMETHING TO LOOK AT.

Guide their attention to what matters most. A clear focal point creates instant impact and better recall.

FOCAL POINT

The product stands out. It catches the eye first.

SUPPORTING ELEMENTS

Coffee beans, texture, shadows, background, etc. add context, not distraction.

**EXAMPLE 1**

Product as the focal point.

**FOCAL POINT**

The person creates the instant focus.

SUPPORTING ELEMENTS

Landscape, sky, text, logo, etc.

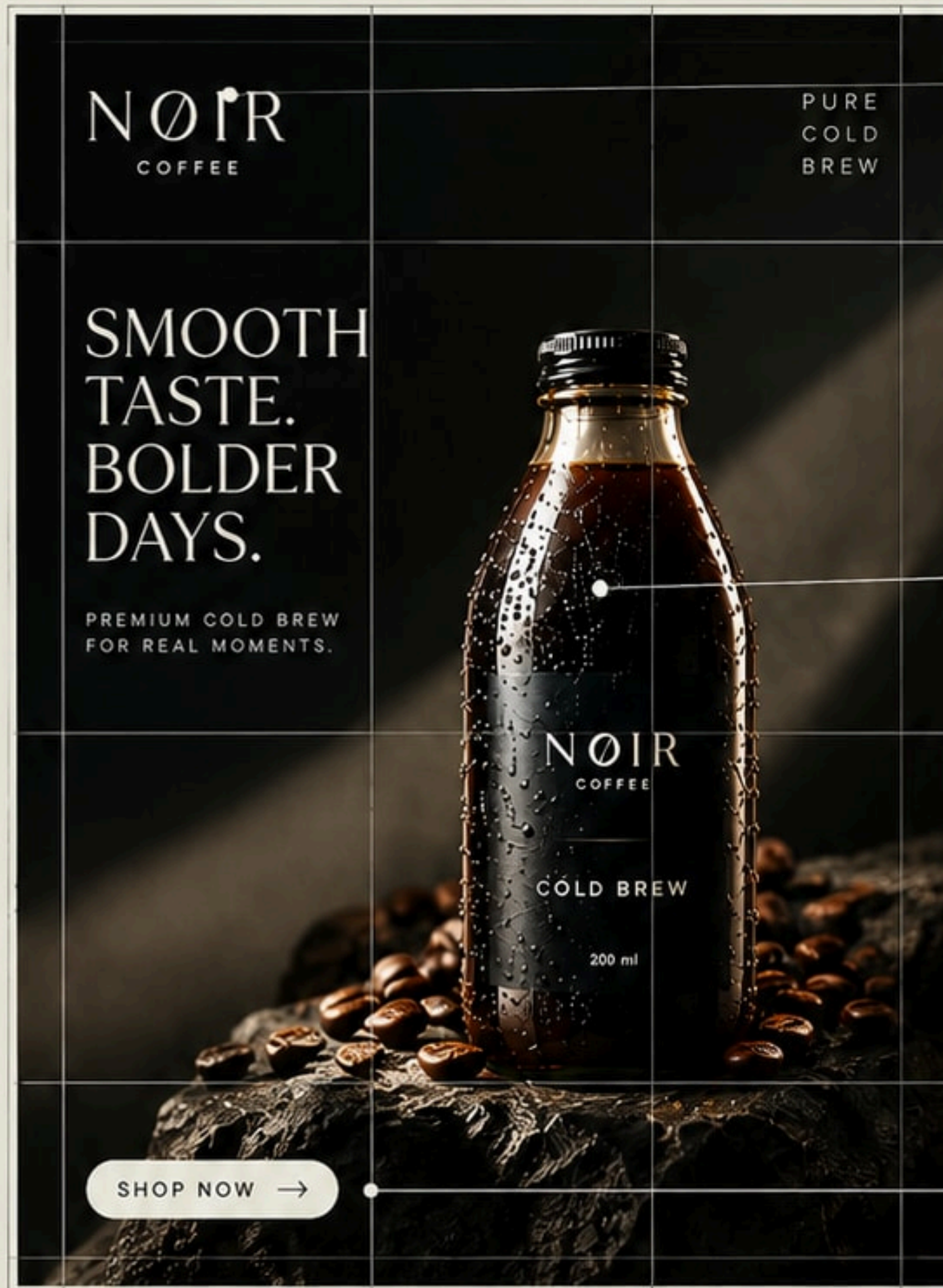
EXAMPLE 2

Person as the focal point.



06 — COMPOSITION

WHERE DOES EVERYTHING GO?

**GRID**

The grid keeps your elements organised. It gives structure and helps create a clean, professional layout.

**ALIGNMENT**

Aligning elements creates order and makes the design feel intentional and easy to follow.

**BALANCE**

Distributing visual weight (heavy and light elements) creates a stable and harmonious composition.



GOOD COMPOSITION MAKES THE EYE MOVE NATURALLY.



08 — COLOR STRATEGY

DON'T JUST PICK PRETTY COLORS.

Colors do more than look good. They create mood, guide attention and build meaning.

THE PALETTE

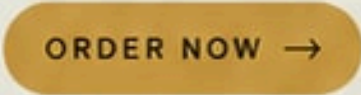
- 80%
BACKGROUND

Creates depth, warmth and focus.
- 15%
SECONDARY

Adds structure and balance.
- 5%
ACCENT

Draws attention and creates emphasis.

THE ACCENT IN ACTION



The accent colour is used only for key elements like buttons, labels or highlights.

COLOR USAGE

Dark, warm tones create a premium and cozy feel.

ACCENT

Gold adds a touch of luxury and draws attention to the key elements.



TYPOGRAPHY

A mix of elegant serif and clean sans-serif creates contrast and hierarchy.

COMPOSITION

The product is the hero, placed on the right with negative space on the left.

BALANCE

Dark background + warm tones + subtle highlights create a harmonious and focused design.



08 — COLOR STRATEGY

DON'T JUST PICK PRETTY COLORS.

Colors do more than look good.
They create mood, guide attention
and build meaning.

THE PALETTE

- 55%**
Background
Creates depth and contrast.
- 20%**
Secondary
Supports structure and balance.
- 10%**
Neutral
Keeps the design clean and calm.
- 10%**
Accent
Draws attention and creates energy.
- 5%**
Highlight
Adds freshness and detail.



ACCENT COLOUR

Used only for key elements like the headline or CTA to grab attention.

HIGHLIGHT COLOUR

Adds freshness and brings out details (like sky, mountains, or product highlights).

NEUTRAL COLOUR

Keeps the design clean and balanced, so the main message stands out.



ADVENTURE
(Orange = Energy)



TRUST
(Blue = Stability)



NATURE
(Green = Growth)



CLARITY
(Beige = Calm)



COLOUR SHOULD CREATE MEANING AND HIERARCHY.



07 — COLOR STRATEGY

DON'T JUST PICK PRETTY COLORS.

Colors do more than look good.
They create mood, guide attention
and build meaning.



WRONG

Too many colours, no clear focus.
The message gets lost.



THE PALETTE



80%
Background

Creates space
and keeps it clean.



15%
Secondary

Supports the message
and adds depth.



5%
Accent

Draws attention
and creates action.

ACCENT IN ACTION

NEW →

The accent colour is used
only for key elements like
buttons, labels or highlights.



RIGHT

Focused palette,
clear focal point,
strong hierarchy.
The message
is easy to see
and remember.



COLOUR SHOULD CREATE MEANING AND HIERARCHY.



08 — TYPOGRAPHY

TYPE HAS A PERSONALITY TOO.

PREMIUM

ELEGANT SERIF

Feels classic, refined
and luxurious.

PREMIUM

BOLD GROTESK

Feels modern, strong
and confident.

PREMIUM

HANDWRITTEN

Feels personal, creative
and approachable.

THE RIGHT TYPE
SETS THE TONE.

PREMIUM

SOPHISTICATED

- ✓ ELEGANT
- ✓ REFINED
- ✓ LUXURIOUS
- ✓ TIMELESS



GOOD TYPE BUILDS TRUST.

It doesn't just say
what your brand is,
it shows how it feels.

PREMIUM
EXCLUSIVE COLLECTION



CHOOSE TYPE THAT SOUNDS LIKE THE BRAND.



09 — SUPPORTING ELEMENTS

EVERY ELEMENT NEEDS A JOB.

ICE

Communicates
cold.

COFFEE DROPLETS

Reinforces
the product.

CONDENSATION

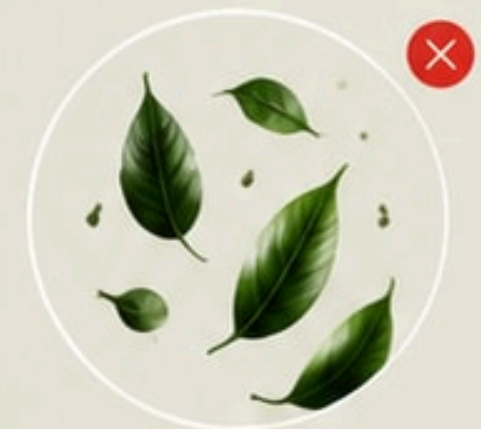
Communicates
freshness.

SHADOW

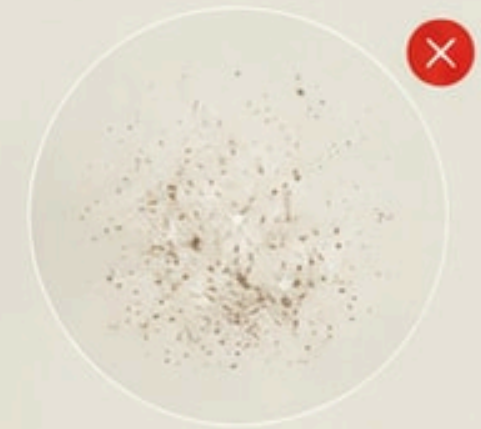
Adds depth.

AVOID THESE:**RANDOM SHAPES**

Creates distraction,
not meaning.

**RANDOM LEAVES**

Feels decorative,
not purposeful.

**RANDOM PARTICLES**

Adds noise,
not value.



| DON'T DECORATE. COMMUNICATE.



10 — NEGATIVE SPACE

EMPTY SPACE IS NOT EMPTY.



BAD ✕

Too many elements.
No focus.
Feels cluttered.
Hard to read.



BETTER ✓

More breathing room.
Clear focus.
Easy to read.
Looks premium.



SPACE TELLS THE EYE WHERE TO LOOK.



11 — EMOTIONAL RESPONSE

WHAT SHOULD THEY FEEL?



A

BRIGHT + PLAYFUL

JOY

- Feels fun and energetic.
- Creates positivity.
- Makes it feel refreshing.



B

DARK + CINEMATIC

DESIRE

- Feels premium and bold.
- Creates curiosity.
- Makes it want to try.



C

SOFT + MINIMAL

CALM

- Feels clean and natural.
- Creates trust.
- Feels easy and refreshing.



PEOPLE REMEMBER FEELINGS BEFORE DETAILS.



12 — CTA

WHAT SHOULD THEY DO NEXT?

VELORA
PREMIUM COFFEE

NEW

COLD
BREW

SMOOTH. BOLD.
SLOW BREWED.

ORDER NOW →

VELORA
PREMIUM COFFEE

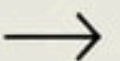
COLD
BREW

100% ARABICA

330 ml



ATTENTION → UNDERSTANDING → ACTION



MAKE IT CLEAR. MAKE IT EASY.



**SAVE THIS FOR YOUR
NEXT DESIGN PROJECT**