



INSOMNIA
coffee

Brand Book





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Company History

Insomnia Coffee is an Ireland-based coffee shop chain founded in 1997. Growing from one shop inside a bookstore to over 175 coffee shops across Ireland and the UK, Insomnia has become one of the largest coffee chains in Europe and leads the pack in Ireland. There are also over 600 Insomnia Coffee self-service machines in Ireland and the UK, adding to their availability and convenience.

Insomnia Coffee prides itself on its selection of high-quality coffees, well-trained baristas who handcraft each drink, and locally sourced foods.

To celebrate their 25th Year in Business, Insomnia Coffee launched a rebranding campaign. Their logo evolved from a single yellow sketched coffee mug with wings and simple font on a deep red background to two white mugs with the iconic yellow wings and a font with slightly more personality on a brighter red background.



Original Logo



25th Anniversary Logo

SWOT Analysis

Strengths

- Nearly 30 years in business
- Over 175 shops and over 600 self-service machines
- Leader in coffee chains in Ireland
- Well-trained baristas handcraft each drink
- Foods are sourced locally
- Consistently high-quality product
- Established website ships coffee and branded merchandise

Weaknesses

- Brand recognition is limited to Ireland and some parts of UK
- Regularly adding more options to menu to keep up with trends could lead to wasted resources and slower service as baristas have increasingly more recipes to recall



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The Challenge

As a case study for my Media Campaigns course, I chose to rebrand the existing company Insomnia Coffee.



Target Audience

Persona 1

Milly is a 20-year-old student at Dunboyne College. She lives with her parents in Meath and has a part-time job on campus. She enjoys reading and shopping. She aspires to be a social media influencer.

When she is not in class or working, Milly can be found browsing local bookstores and hanging out at cafes that offer free wi-fi, where she can study while people-watching. She also enjoys spending time with her friends, checking out local restaurants, and seeking out the latest food and drink trends.

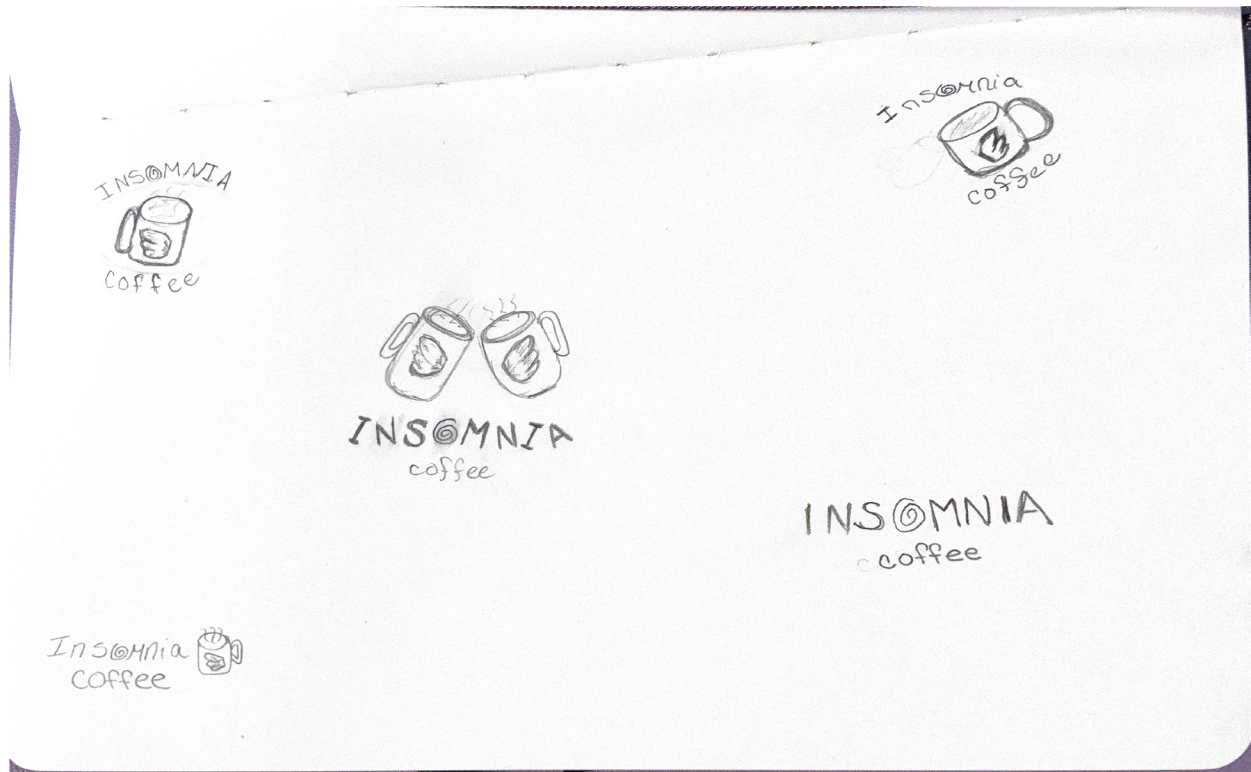
On the way to classes, Milly usually grabs a quick bite from the food trucks near campus. Over the past three years, she has racked up an astounding amount of rewards through loyalty programs at her favorite shops and stops.

Persona 2

Conor is a 47-year-old accountant at a fast-growing tech company in Dublin. He married is college sweetheart, Siobhan, and they have a 15-year-old daughter, Maeve. On the weekends, the family enjoys walking around Dublin, shopping and visiting trendy restaurants.

Conor and his family take holidays throughout UK throughout the year and to other European countries at least once a year. While on holiday, Conor finds small cafes to catch up on work emails and check-in on his workload.

Logo Sketches



Improved Logo Design



Original Logo



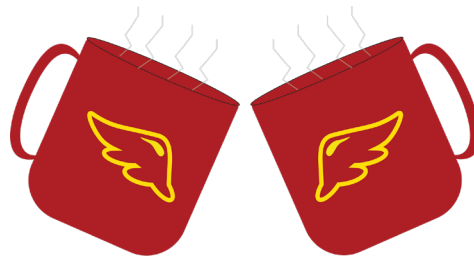
25th Anniversary Logo



New Logo Variances

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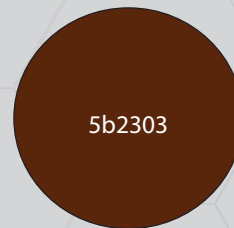
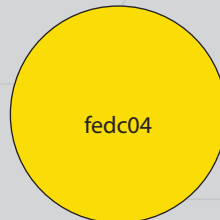


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Color Palette



Typography

Myriad Pro - Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ

fontdinerdotcom Swanky - Subheader
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tahoma - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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