

# Penny Cluse Cafe | Brand Kit

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## Logo:



## Voice Brief:

When we opened Penny Cluse Cafe in 1998, we knew two things: we wanted to name it after our beloved childhood dog, Penny, and we wanted to create a place that wasn't just a cafe, but a home full of life and warmth where people could share a lovingly crafted meal with the ones they hold dear. Since then, we've become a Downtown Burlington staple with our menu of breakfast classics, unique lunch dishes, and local favorites, but our passion for what we do goes so much further than food. What keeps the line out the door is our love of people, and the family we've made along the way. We hope you'll stop in and become part of that family as you enjoy a cup of coffee, a bite of Tofu Scram, and maybe even mozy over to our sister restaurant, Lucky Next Door -- also named after a cherished family dog.

## Fonts:

AMATIC SC

Pathway Gothic One

Montserrat

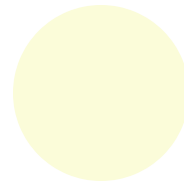
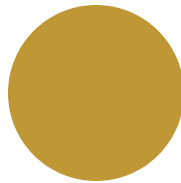
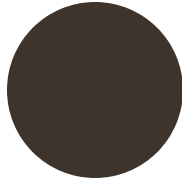
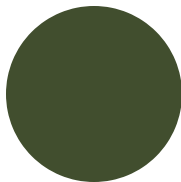
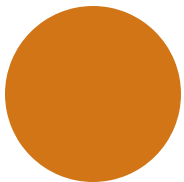
Catamaran Medium

Architects Daughter

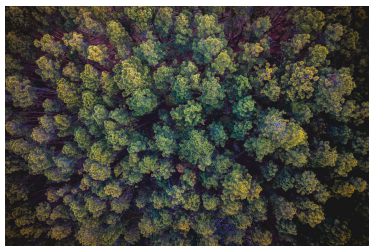
## Keywords:

Cozy  
Welcoming  
Community  
Family  
Brunch  
Warmth  
Comfort  
Homey

## Brand Colors:



## Inspiration:



## Social Media Posts:

### Post 1: Business Highlight



#### Caption:

For the past twenty years, Downtown Burlington has been our home to do what we do best -- brunch all day, every day.

### Post 3: Testimonial



#### Caption:

Lovingly crafting you the most delicious meals this side of Vermont isn't just our profession, it's our passion.

### Post 2: Product Highlight



#### Caption:

Caution: when holding a plate of our blueberry pancakes, smiles can be contagious.

### Post 4: Atmosphere



#### Caption:

When you're at Penny Cluse Cafe, you share more than a meal -- you share memories.

## **Branding & Design Choice Insight:**

While I was designing my brand board and social media posts for Penny Cluse Cafe, the most important thing to me was that every choice communicated what makes brunch such a special meal -- the rare time to slow down and connect with our loved ones over delicious food.

When crafting my voice brief and keywords, I wanted to work in Penny's language from the questionnaire, while telling the story of a cafe that feels like a home and invites locals and tourists alike. I also wanted to work in their sister restaurant, Lucky Next Door and decided to do that organically by using it to drive home the importance of family at Penny Cluse Cafe. I thought it was such a sweet and telling detail that they chose to name both businesses after family pets, and I felt this was a perfect way to begin and end the brief.

For the logo, I was inspired by the hand-drawn quality of the one they already had but wanted to work in the modern details and the pop of color that Penny spoke about in the questionnaire. I felt like Amatic SC and Pathway Gothic One were the perfect fonts to create a blend of whimsy and modernism, and I had this same intention when choosing the rest of my fonts. I also wanted to make a coffee cup the anchor to my logo, which then inspired me to choose a circle that resembled a coffee cup ring to tie it all together.

I wanted to stay true to Penny's vision of warm earth tones with a pop of color for my brand colors, but I was also inspired by the tones found in Vermont's beautiful outdoors, the shades of a penny, coffee, and maple syrup. It's certainly evident from my inspirational images, but when I think of Vermont, I think of a simplistic and rustic place full of warm energy, covered in fall leaves and gorgeous trees.

For their first four social media posts, I wanted to begin crafting a presence that radiates the same welcoming vibes as their branding. They've clearly become a Burlington mainstay in the past twenty years for their brunch, so I wanted to highlight that longevity as well as their specialty in the first post. For the second post, I decided to feature a menu item Penny talked about wanting to promote while showing a more playful side of their voice. On my testimonial, I was inspired by warm tones and maple syrup when creating the background, and I decided to bring in some of the language I used in the voice brief to tie it all together. In my final post, I wanted to circle back to the idea of what makes brunch so special, and show that Penny Cluse Cafe is the perfect place to share some comfort food with your favorite people.