

CASE STUDY PRESENTATION

Hearth & Hollow Brand Identity

*Where Every
Cup Tells A Story*



Designer: Hope Scott

Hero Image

The hero image introduces the Hearth & Hollow brand through a curated collection of branded products. By combining café essentials with bookstore merchandise, the composition immediately communicates the brand's cozy atmosphere and inviting personality. Warm neutrals, natural textures, and clean product photography reinforce the concept of a welcoming space where coffee and stories come together.



Project Summary

Project Name: Hearth & Hollow

Background

Hearth & Hollow is a conceptual independent café and bookstore designed to provide a warm, welcoming retreat for people seeking comfort, creativity, and connection. The brand blends the inviting atmosphere of a neighborhood coffee shop with the charm of a curated bookstore, creating a space where guests can enjoy handcrafted beverages, locally inspired pastries, and thoughtfully selected books. More than just a café, Hearth & Hollow is envisioned as a community gathering place where visitors can relax, read, work, attend events, or simply escape the fast pace of everyday life.

Inspiration

The inspiration for Hearth & Hollow comes from the growing appreciation for cozy, experience-driven spaces that encourage people to slow down and reconnect. Trends such as cottagecore, dark academia, fantasy literature, and independent coffee culture have inspired consumers to seek environments that feel authentic and personal rather than corporate. Hearth & Hollow captures these influences by combining natural materials, warm lighting, vintage details, and storytelling into a cohesive brand identity that feels timeless and inviting.

Project Goal

The goal of this project is to create a complete visual identity for Hearth & Hollow that communicates warmth, comfort, and creativity. The branding will establish a memorable personality across multiple touchpoints, including logo design, packaging, merchandise, signage, social media, and digital experiences. Through thoughtful research and strategic design decisions, the project aims to create a brand that builds lasting relationships with its community while standing out in the competitive café market.



Problem

The specialty coffee market is highly competitive, with many cafés offering similar products and services. Large chain coffee shops provide convenience and consistency but often lack the warmth, individuality, and sense of community that many customers seek. At the same time, independent bookstores continue to face declining foot traffic as consumers increasingly purchase books online.

Today's customers are looking for more than a place to grab coffee—they want meaningful experiences, welcoming environments, and authentic brands that encourage them to slow down, connect with others, and spend time away from screens. There is an opportunity to create a destination that combines the comfort of a neighborhood café with the discovery and inspiration of an independent bookstore.

Solution

Hearth & Hollow addresses this opportunity by creating a brand centered around comfort, storytelling, and community. The concept combines handcrafted coffee, curated books, and thoughtfully designed spaces into a single destination where guests feel encouraged to stay, relax, and connect.

The visual identity will reflect this experience through warm colors, natural materials, elegant typography, and timeless branding that evokes feelings of home and belonging. Every customer touchpoint—from packaging and signage to digital experiences and merchandise—will reinforce Hearth & Hollow's mission of creating a welcoming environment where every visit feels memorable.

Customer Journey Map

Hearth & Hollow Experience

	Customer Actions	Thoughts	Emotions	Opportunities
Discover	Finds Hearth & Hollow through Instagram, Google, or a friend's recommendation.	"This place looks so cozy!"	Curious 😊	Strong social media presence and beautiful photography attract attention.
Explore	Visits the website, browses the menu, checks event listings, and reads about the café.	"I'd love to visit this weekend."	💖 Excited	Easy navigation, inviting visuals, and clear information encourage a visit.
Visit	Enters the café, orders a drink, and browses the books.	"This feels so relaxing."	☕ Comfortable	Friendly staff, welcoming atmosphere, and thoughtful interior design create a positive first impression.
Experience	Enjoys coffee while reading, studying, or meeting friends.	"I could stay here for hours."	😌 Relaxed	Comfortable seating, quality products, and community events encourage longer visits
Share	Posts photos on social media or recommends the café to friends.	"Everyone needs to know about this place!"	💖 Happy	Encourage user-generated content with branded hashtags and photogenic spaces.
Return	Comes back for seasonal drinks, book clubs, or community events.	"This is my favorite café."	❤️ Loyal	Loyalty programs and rotating seasonal offerings build long-term relationships.

Personas



Name: Emma Carter
Age: 27
Occupation: Graphic Designer
Income: \$62,000/year
Education: Bachelor's Degree in Graphic Design

About Emma

Emma works remotely three days a week and enjoys spending her afternoons in cafés that provide a peaceful environment. She loves fantasy novels, journaling, and discovering small local businesses with unique personalities. She often shares aesthetically pleasing locations on social media and prefers supporting independent businesses over large chains.

Goals

- * Find a comfortable workspace outside of home.
 - * Discover new books and local authors.
- * Enjoy quality coffee in a relaxing atmosphere.
 - * Meet friends for casual conversations.

Pain Points

- * Loud cafés make it difficult to concentrate.
 - * Generic coffee chains lack personality.
- * Finding a place that combines books, coffee, and community is difficult.

Favorite Activities

- * Reading fantasy novels
- * Visiting local bookstores
 - * Journaling
 - * Photography
- * Exploring farmers markets



Name: Michael Nguyen
Age: 35
Occupation: Software Engineer
Income: \$98,000/year
Education: Bachelor's Degree in Computer Science

About Michael

Michael enjoys spending weekends away from his home office. He prefers quiet cafés where he can unwind, read historical fiction, or meet friends for board game nights. He values businesses that feel welcoming and prioritize customer experience over speed.

Goals

- * Relax after work.
- * Support independent local businesses.
- * Attend community events and book clubs.
- * Enjoy quality coffee in a peaceful setting.

Pain Points

- * Busy chain cafés feel rushed and overcrowded.
- * Finding unique local gathering places can be challenging.
- * Many cafés prioritize quick turnover instead of customer comfort.

Favorite Activities

- * Reading
- * Board games
- * Coffee tasting
 - * Hiking
- * Visiting local artisan markets

Competitors

The specialty coffee industry has evolved beyond serving beverages to creating memorable customer experiences. Consumers increasingly choose cafés that reflect their lifestyles, values, and interests, often seeking comfortable environments where they can work, socialize, or unwind. Independent cafés have become popular because they offer unique identities and foster a stronger sense of community than larger chains. Hearth & Hollow positions itself within this market by combining exceptional coffee with books, storytelling, and inviting interior design to create a destination that encourages guests to stay longer and return often.

Starbucks



Strengths

Global recognition, rewards program, consistent quality

Weaknesses

Can feel corporate and impersonal

Barnes & Noble



Strengths

Combines books and beverages, familiar destination

Weaknesses

Café is secondary to the bookstore experience

Blue Bottle Coffee



Strengths

Premium coffee, minimalist aesthetic, high-quality products

Weaknesses

Modern style may feel less cozy or approachable

Brand Archetype Analysis

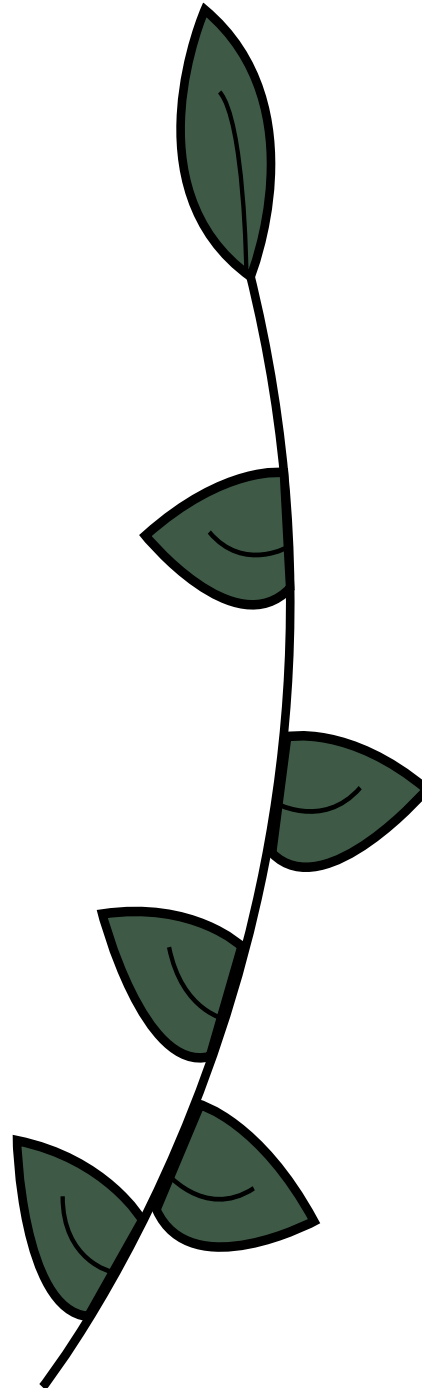
Primary Archetype - 70% The Caregiver

The Caregiver archetype is centered on compassion, comfort, and creating a sense of belonging. Hearth & Hollow is designed to be more than a coffee shop—it is a place where guests can slow down, recharge, and feel at home. Every aspect of the brand, from its warm interior design to its customer service and thoughtfully crafted menu, is intended to make visitors feel welcomed and cared for.

The Caregiver also emphasizes community and meaningful relationships. Hearth & Hollow encourages guests to stay, read, work, or spend time with friends rather than simply purchasing coffee and leaving. This focus on hospitality helps create memorable experiences and fosters customer loyalty.

Brand Traits

- * Warm
- * Welcoming
- * Compassionate
- * Trustworthy
- * Relaxing
- * Community-focused



Secondary Archetype - 30% The Magician

The Magician transforms ordinary experiences into memorable moments. Hearth & Hollow aims to create an atmosphere where customers feel transported into a cozy storybook setting through warm lighting, natural textures, vintage details, and immersive branding.

Rather than focusing on fantasy in a literal sense, the Magician archetype represents the emotional transformation customers experience when they enter the café. A simple coffee break becomes a peaceful escape from everyday life.

Brand Traits

- * Enchanting
- * Memorable
- * Immersive
- * Transformative
- * Cozy

MoodBoard



Color Palette



Typography

Times New Roman

Montserrat

CINZEL

Sketches



Final logos



Hearth & Hollow



Hearth & Hollow



Hearth & Hollow



Final logo
BW & Color



Brand Applications

To demonstrate the flexibility of the Hearth & Hollow identity, the logo was applied across a variety of branded touchpoints. Each application was designed to create a cohesive experience that reflects the café's welcoming atmosphere while maintaining consistency across merchandise, packaging, and customer interactions.

Applications Used



To-Go Coffee Cups

The branded coffee cups extend the identity beyond the café itself, turning every purchase into a mobile advertisement. The clean design keeps the focus on the logo while maintaining a refined, minimalist appearance that reflects the calm, welcoming experience of the brand.

Shopping Bag

The shopping bag provides customers with a cohesive branded experience when purchasing books, gifts, or merchandise. The natural kraft material complements the earthy aesthetic of Hearth & Hollow while reinforcing the café's cozy and sustainable personality.



Exterior Signage

The storefront sign establishes Hearth & Hollow's visual identity at first glance. The circular logo was designed to remain clear and recognizable from a distance while reflecting the café's warm, book-inspired atmosphere. The simple composition ensures the sign is memorable and easily identifiable.



Branded Book Covers

The custom book covers demonstrate how the Hearth & Hollow identity can extend into the bookstore portion of the business. Incorporating subtle botanical elements and the logo creates a consistent visual system while celebrating the connection between reading and relaxation.

Bookmark

The bookmark serves as a practical keepsake that reinforces the Hearth & Hollow experience long after a customer leaves the store. By incorporating the brand's tagline and botanical graphics, it functions as both a useful reading accessory and a memorable piece of branded merchandise.



Ceramic Mug

The ceramic mug was designed as both functional drinkware and branded merchandise. Its warm, comfortable appearance reflects the relaxed atmosphere of the café, making it an item customers would enjoy using both in-store and at home.



Reflection

Creating Hearth and Hollow allowed me to explore how branding can create a sense of comfort, connection, and belonging. Through research, sketching, and visual development, I built a brand identity that combines the warmth of a café with the curiosity of a bookstore.

This project strengthened my skills in logo design, typography, color selection, and creating a cohesive visual system across multiple applications. I learned that thoughtful design is not only about how something looks, but how it makes people feel.

Thank You

Thank you for taking the time to explore Hearth and Hollow. This project was a journey of creativity, problem-solving, and storytelling, and I hope it captures the welcoming atmosphere I envisioned from the beginning.

