

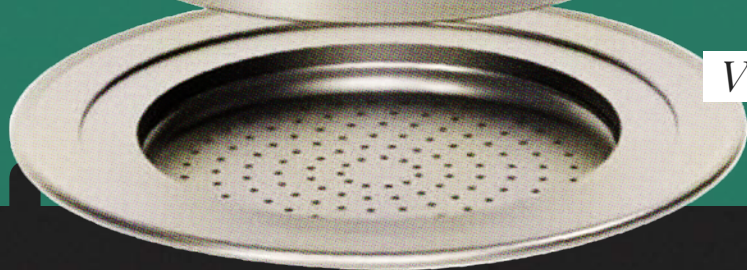
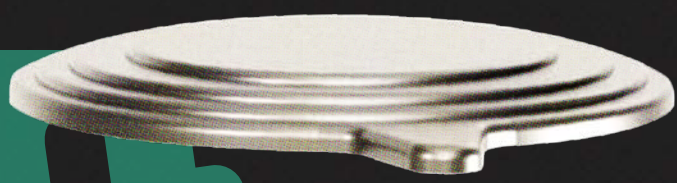
aaa

sip

of
viet

đi cà phê
không?

(bitter)
(sweet)



Vietnamese
coffee culture

Thy.Nguyen)))

BFA Graphic Design thesis project

Thy Nguyen
BFA DsGD thesis *project* 2023

(Advisors)

- (1) **Professor *Connie Hwang***
- (2) **Professor *Earl Gee***
- (3) **Professor *Joe Miller***

Thesis abstract

Thesis statement and *questions* (1)

Locating *thesis* range (2)

People, *Places*, and Things (6)

Repository of insight (8)

Framing reference (11)

Manifesto (12)

Annotated *bibliography*
and image *captions*

(14)

Brand *identity* (16)

Thesis outcome (36)

Conclusion (52)

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(Abstract)

It is no surprise coffee is a common beverage in the world and in all aspects of daily life. An individual can study, work, observe, and make conversation next to a cup of coffee. Beside many disparate cultures of coffee drinks around the world, *Vietnamese coffee* seems to have unusual notes with truly unique *street coffee culture*. Vietnamese people *live and breathe* their coffee as extensions to local cafés can be found in every street corner. At first glance, these local cafes may be named differently or located in unlike buildings. However, they all share many similar characteristics, which include the sitting styles of local customers drinking coffee on the sidewalk, the drinks listed on the menus, and the table arrangement. Customers are surrounded by the *intensity of sound* from the street and people talking, but in front of them, the coffee is brewed gradually and silently. The surrounding environment is *crowded and loud*, yet *slow and quiet* at the same time. Vietnamese do not drink coffee because of its caffeine effect, they relish their coffee as *a form of art*. They value the time having little sips of coffee while *talking, working, and contemplating*. They focus on enjoying their cup of coffee without being distracted by the surroundings. Unlike other modern coffee houses, the *warm welcome* of these local cafés make their customers feel like *home*. All these aspects build *an exclusive branding of street coffee culture in Vietnam* that cannot be found anywhere else around the world. As someone who identifies as a Vietnamese and a coffee enthusiast, I intend to *visualize this iconic experience* to whoever has not had a chance to know about it via a brand that will tell intriguing stories and meanings about Vietnamese coffee culture.

(Thesis Statement) Coffee is often associated with giving us energy or motivation to start a day, but it is also *a form of art and a way of life*. In addition, coffee can reveal a *person's personality* and represent the *culture of a country*.

(Everything starts with questions)

(1)

What are the *meanings* behind the *coffee experience* in Vietnam?

(2)

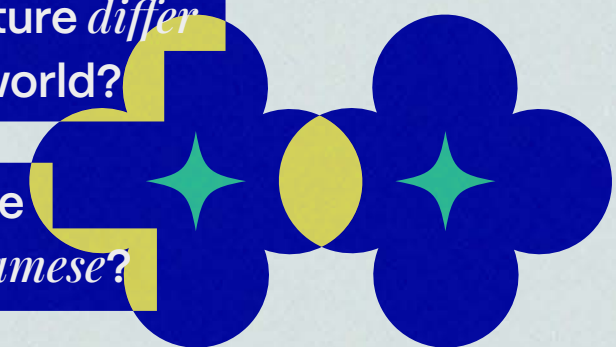
What are the *elements* that build the *Vietnamese coffee culture*?

(3)

How does Viet coffee culture *differ* from other cultures in the world?

(4)

How to *visualize* the coffee experience for *non-Vietnamese*?



After receiving feedback from faculty and classmates, I've gained clarity on the direction for my thesis. Initially, I had considered creating a new brand to represent *Vietnamese street coffee culture*. However, I realized that this approach might be unnecessary and may not capture the complexity of Viet coffee culture, while also potentially duplicating other local coffee shops. Professors Chang and Randall also pointed out that creating a brand is a conventional solution, which I agree with. To address this, Professor Chang suggested building a national marketing strategy that focuses on the coffee culture itself, rather than creating a new brand. This could include a tasting kit or an informational booklet, for example. I believe that this approach can raise awareness among the target audience without modifying the original aspects of the culture.

In general, my thesis will involve building a visual marketing promotion strategy to introduce Viet coffee culture to foreigners, in collaboration with Vietcetera, a multimedia digital platform in Vietnam with a mission of bringing Vietnam to the world and the world to Vietnam. The goal of this promotion plan is to generate

Designing a coffee *brand* representing the street coffee culture in Vietnam.

(Locating thesis range)

interest and attraction among foreigners towards the nuances of coffee culture at a deeper level. This will be achieved through interactive coffee kits that include tasting samples, booklets, and/or promotional items; editorial content and video advertising on all of Vietcetera's social media platforms; and/or an event that showcases the culture. My thesis aims to authentically and aesthetically visualize the essence of Vietnamese coffee culture, allowing the audience to fully engage with it through all five senses.

Instead of relying on other multimedia companies to promote the product, creating a new unique brand will enhance the concept and focus more on visualizing and defining the Vietnamese coffee culture. To achieve this, I plan to establish a coffee kiosk (or coffee shop) that offers an authentic Vietnamese coffee experience for international travelers, along with selling interactive coffee kits for them to recreate the experience at home. This approach will strengthen the brand's identity and highlight the richness of Vietnamese coffee culture, providing a distinct and memorable experience for customers.

(Possible Applications)

Airport Kiosk
Products (Interactive Kit)
Motion Graphic

(Target Audience)

Above-16y.o
international
travelers

(Locations)

International airports

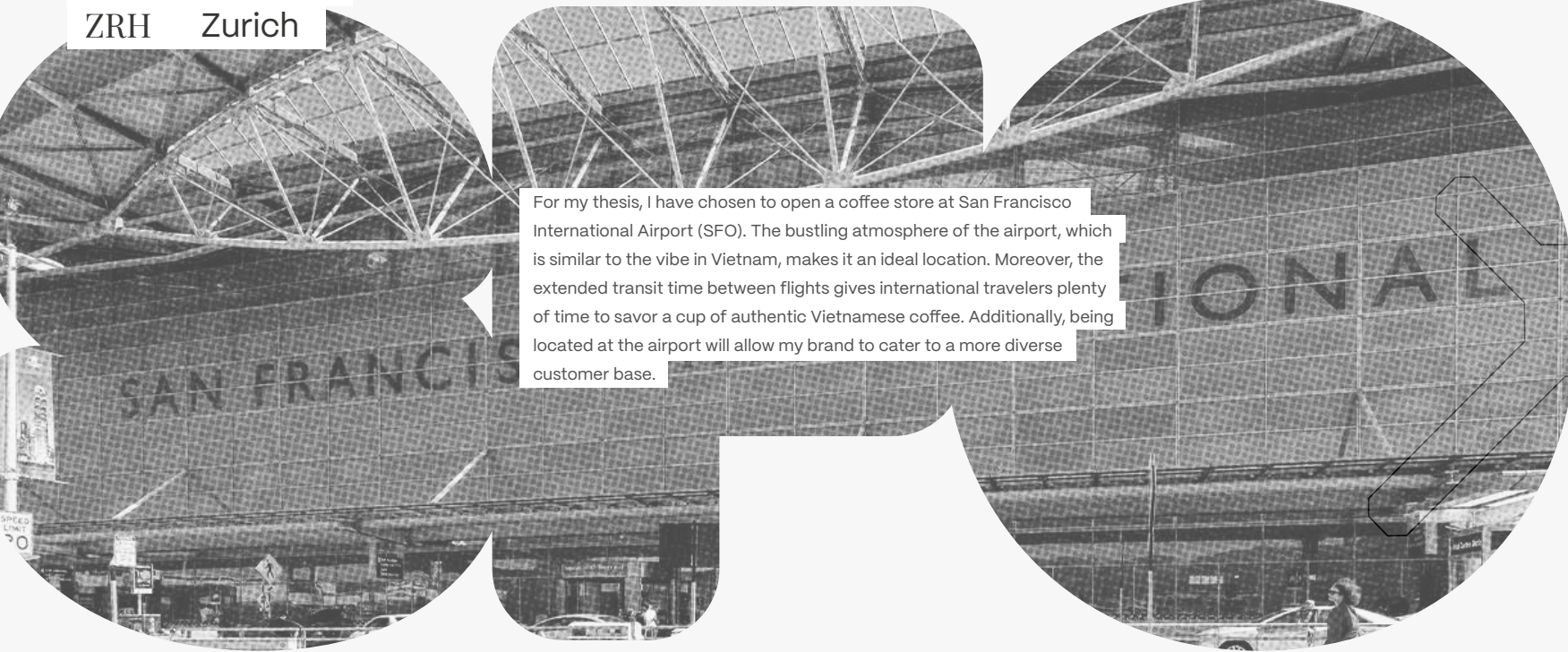
SFO San Francisco, Terminal 2

SIN Singapore Changi

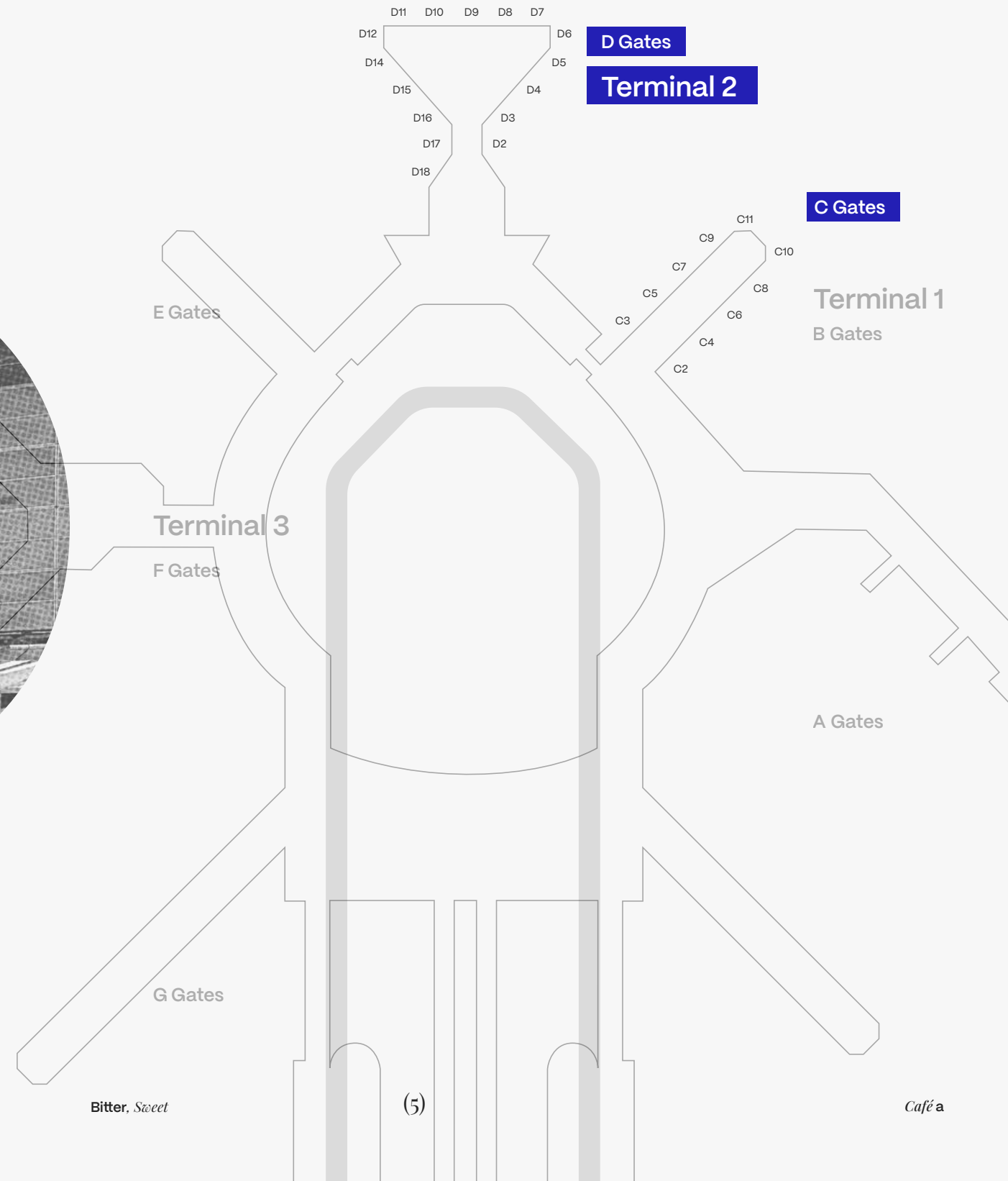
IST Istanbul

ICN Incheon

ZRH Zurich



For my thesis, I have chosen to open a coffee store at San Francisco International Airport (SFO). The bustling atmosphere of the airport, which is similar to the vibe in Vietnam, makes it an ideal location. Moreover, the extended transit time between flights gives international travelers plenty of time to savor a cup of authentic Vietnamese coffee. Additionally, being located at the airport will allow my brand to cater to a more diverse customer base.



(People, Places, and Things)



Physical places

Sidewalks in Vietnam
Streets of Vietnam
Small lanes in Vietnam

Physical qualities

Sense of coffee
Communication
Mess + Noise

Blue collar jobs

Barista
Marketer
Craftsman

Huge objects

Old asian buildings
Outdoor & indoor tiles
Power poles

Abstract qualities

Mindfulness
Productivity
Connection

New items

Old wall texture
Folded door
Shop signs

Tiny objects

Phin filter
Plastic stools
Ashtray



Movies

Co ba Sai Gon
Rom
Song Lang

Organizations

Vietcetera
Souvenir shops
Vietnam airline

Designers

The Lab studio
Eries Kun
Rice studio

Market items

Other coffee brands
Gift kit
POP

Historical events

The first exported Viet coffee
Egg coffee history
Phin coffee history

(Readings)

(1) Sarah and Mike. "Why the world is waking up to Vietnamese coffee."

CNN Travel. March 16, 2020.

<https://www.cnn.com/travel/article/waking-up-to-vietnamese-coffee-intl-hnk-spc/index.html>

(2) Thong Quoc, Viet-Ngu, Clevo, Trung-Thanh. "Eco-efficiency analysis of sustainability-certified coffee production in Vietnam."

Journal of Cleaner Production, 183.

Issued (May 2018): 251-260.

<https://www.sciencedirect.com/science/article/abs/pii/S0959652618304608>

(3) Sarah, Grant et al. Aspirations of Young Adults in Urban Asia: Values, Family, and Identity.

New York: Berghahn Books, 2020.

(Keywords)

Contemplating

Contrast

Crowded

Loud

Open air

Slow

Stories

Strong

Surrounding

Sound

Texture

Vibrant

Research
process

It's worth noting that while Vietnamese coffee-inspired drinks—those mixed with sweetened condensed milk—have popped up on many café menus over the years, it's only been very recently that these establishments were being operated by proprietors of Vietnamese heritage, let alone offering beans from Vietnam. But it's that proximity to the culture, and a sense of community, that define this new generation of Vietnamese cafés—whether they're serving drinks that are more traditional or entirely new. "It's not just understanding the origin of the beans—there's more. There's a story behind it," Jackie Nguyen explains. "Coffee is a huge part of Vietnamese culture. There are coffee shops everywhere. It's old men sitting around for hours, smoking cigarettes, and sharing stories about their day at work. I wanted a space that would showcase the flavors as well as the culture." The space in question? The Café Ca Phe truck recently completed a residency inside the Firsthand Collective, a female-focused co-working space in Kansas City.

But despite the size of its export sales, and its vibrant local coffee culture, Vietnam has not gained a reputation as a source of quality coffee. And that's because of the beans.

The majority of Vietnam's coffee beans – around 97% – are the robusta variety.

Known for their bold, earthy, bitter flavor, and high caffeine content, robusta beans are typically used to make cheap, mass-market products, including instant coffee and supermarket blends.

What matters, Atthill says, is the quality of the beans.

"There's high quality robusta and poor quality arabica."

Ca Phe VN's house blend, which Atthill describes as "nutty, chocolatey, strong but approachable" accounts for 90% of his sales. The blend combines 85% robusta beans, which provide body and flavor, with a dash of arabica, which adds acidity, complexity and aroma, he says.

For the Vietnamese, coffee provides much more than just a shot of energy – it's a way of life. Coffee outlets range from hole-in-the-wall counters with plastic stools on the sidewalk, to sleek, contemporary cafes with roasters on the premises.

"It's about getting together with friends," says Will Frith, a coffee consultant who owns a co-roasting enterprise in Ho Chi Minh City. He says coffee drinkers tend to gather in their favorite coffee shops, which operate as "a third space," outside the home and workplace, and often form friendships with the owners and staff. Additionally, "nearly every Vietnamese household makes coffee at home," he says.

rearily grown commodity-grade coffee that much of the country produces and consumes is relegated to "Vietnamese-style coffee" – often roasted commercially or chemically processed into soluble instant coffee crystals. Specialty coffee, however, is roasted lightly and brewed via a 'pour-over' method, and baristas in the specialty industry often note their training and careful attention to global specialty coffee consumption styles.³ There is rarely sweetened condensed milk at these new 'specialty' cafés and baristas' efforts focus on the 'pure' quality of specialty coffees grown in Vietnam without the adulteration that often masks Robusta coffees from neighbouring provinces. Despite the rising production rates of specialty coffee varieties in Vietnam and the growing popularity of specialty coffee and consumption culture, these cafés are still few and far between in Vietnam.

(Repository of insight)

Coffee has a profound cultural significance in Vietnam, going beyond its role as a mere source of caffeine. For the Vietnamese, coffee represents a way of life that fosters social connection and community. The coffee outlets in Vietnam reflect this cultural tradition, offering a diverse range of experiences to cater to different lifestyles and preferences. Many Viet people see coffee shops as a hub for socializing, networking, and making new friends. Whether it's a simple, informal street stall or a chic, modern café with a roaster on site, these venues offer a warm and inviting atmosphere where people can come together to share their love for coffee. The plastic stools on the sidewalk may not seem like the most comfortable seating to some, but for the Vietnamese, they are a familiar and cozy spot to gather and chat with friends or strangers. Vietnamese coffee culture is also evolving with time. The growth of sleek and contemporary coffee shops with a stylish decor, comfortable seating, and a variety of specialty drinks is a testament to this. These cafes cater to a more urban and modern crowd, providing a space to work, study, or relax in a chic setting. Vietnamese coffee is also renowned for its bold and rich flavor, thanks to the robusta beans grown in Vietnam. This has helped Vietnam establish itself as one of the top coffee-producing countries globally. In conclusion, coffee plays a much more significant role in Vietnamese culture than merely providing a caffeine boost. It fosters social connection and community, and the diversity of coffee outlets reflects this. Experiencing Viet coffee culture is an essential part of understanding the country's rich history and unique traditions, and whether one is a coffee lover or not, it is worth exploring this aspect of Vietnam's culture.

Survey responses

- Can you describe the coffee culture in Vietnam?
- What makes sidewalk coffee shops in Vietnam special?
- What are five objects that embody Vietnamese coffee culture?
- How is Vietnamese coffee different from other coffee types around the world?
- What is the difference between having Vietnamese coffee at a cafe versus at home?
- What role do you think coffee plays in Vietnamese culture?
- In your opinion, what are the values that coffee culture brings?
- Can you sum up the Vietnamese coffee culture in three words?

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Interviews

Can you describe the coffee culture in Vietnam? ...

What makes sidewalk coffee shops in Vietnam special? ...

What are five objects that embody Vietnamese coffee culture? ...

How is Vietnamese coffee different from other coffee types around the world? ...

What is the difference between having Vietnamese coffee at a cafe versus at home? ...

What role do you think coffee plays in Vietnamese culture? ...

In your opinion, what are the values that coffee culture brings? ...

Can you sum up the Vietnamese coffee culture in three words? ...

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Can you sum up the Vietnamese coffee culture in three words? ...

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What makes sidewalk coffee shops in Vietnam special? ...

What are five objects that embody Vietnamese coffee culture? ...

How is Vietnamese coffee different from other coffee types around the world? ...

What is the difference between having Vietnamese coffee at a cafe versus at home? ...

What role do you think coffee plays in Vietnamese culture? ...

In your opinion, what are the values that coffee culture brings? ...

Can you sum up the Vietnamese coffee culture in three words? ...

(Framing references)

As a Vietnamese, are you familiar with the coffee culture? What are some special characteristics of it?

Yes, I am. Vietnamese coffee is known for its unique variety, particularly the sidewalk coffee culture where people can enjoy a cup of coffee while sitting on small tables and chairs on the sidewalk. Unlike fancy coffee shops, these sidewalk coffee spots are not adorned with expensive decorations, yet they have become a deeply ingrained habit for the Vietnamese people that is hard to break.

What role do you think coffee plays in Vietnamese culture?

It is not only a popular beverage but also a social lubricant, where people come together to enjoy a cup of coffee, share stories, and build relationships. Coffee shops are a common meeting place for friends, family, and colleagues to gather and catch up on their lives.

Can you sum up the Vietnamese coffee culture in three words?

Intricacy, Intrigue, Friendliness

What makes sidewalk coffee shops in Vietnam special?

Small and simple, with low plastic stools and tables set up on the sidewalk. The atmosphere is relaxed and casual. LOW PRICES, making them accessible to everyone. It's a place to slow down and connect with others.

What is the difference between having Vietnamese coffee at a cafe versus at home?

Probably the atmosphere. When you have coffee at a cafe, you are surrounded by the ambiance of the cafe.

In your opinion, what are the values that coffee culture brings?

A unique set of values that reflect the country's rich history and traditions. One of the values is community and socializing, as coffee shops are often seen as gathering places for people to connect and share stories. Another value is simplicity, as evidenced by the popularity of sidewalk coffee shops that offer just a few basic items without the need for expensive decor or complicated menus.

What are five objects that embody Vietnamese coffee culture?

Phin filter, plastic stools, newspaper, teapot, cigarettes

How is Vietnamese coffee different from other coffee types around the world?

We primarily use robusta beans in all our recipes, resulting in a bolder and richer flavor compared to other types of coffee. Our coffee is brewed using a phin filter, rather than an espresso machine, which allows for a strong, concentrated brew. It is typically served in small glasses or cups, and is intended to be enjoyed slowly and savored.

Expert interview

Vu Le

Graphic Designer at Havas Vietnam

Bitter, Sweet

(11)

Café a

*(Manifesto of thoughts
and design principles)*

⁽¹⁾ Look for patterns in everything you see, as *everything is interconnected*.

⁽²⁾ Use your *thoughts, inner self, spiritual, cultural experiences* as content, and *observation of the outside world* as your medium.

⁽³⁾ The first idea is *not always* the best idea.

⁽⁴⁾ *In-depth research* equals effective visual solutions.

⁽⁵⁾ *Stupid ideas* can often be the seeds of *genius ideas*.

⁽⁶⁾ Always *have doubts* about your work. Don't execute it with 100% certainty.

⁽⁷⁾ Creativity often strikes when you're *not actively engaged* in creative work.

⁽⁸⁾ Human-centered design can yield to *sustainability*.

⁽⁹⁾ *Break down* your thoughts into keywords and *reconnect* them to find solutions.

⁽¹⁰⁾ *Don't let trends* dictate the visual elements of your works.

From the outset, it was challenging to capture the cultural essence of Viet coffee when I began to finalize my thesis prompt. Despite being inspired by many iconic objects found in traditional Vietnamese coffee shops, the first version of my branding design seemed too formal and corporate. To break away from this, I introduced a more chaotic and disordered approach to the branding, which better reflected the brand's authentic character. Similarly, the kiosk design appeared sterile and impersonal at first. It was difficult to maintain the uniqueness of a local coffee shop while integrating a modern branding design. In the end, I opted for a more authentic, traditional, and slightly modern look. I completely reimagined the design approach for the second round, making it more vibrant and lively, which truly captured the essence of Vietnamese coffee. In the second round, I decided to take a step outside my comfort zone by eschewing the use of a grid for branding design. This allowed me to elevate the concept of Viet coffee culture even further, and once I locked in my design approach, everything flowed more smoothly. From the outset, I knew that I wanted to create a motion graphic to help people pronounce the brand name "ah" correctly in Vietnamese. However, I came up with another idea to embed small screens onto the walls at the airport store, which can also teach people how to pronounce the name accurately. While this solution works well when time is short, ideally, a short motion graphic displayed at the register would be more effective.

(Image captions)

Group of people drinking coffee on sidewalk. **Travellive**,
vntravellive.com/ca-phe-trong-doi-song-nguoi-viet-d28955.html.

Sidewalk coffee after 1975. **Kenh14**,
kenh14.vn/nhom-chu-de/emagazine.chn

Chan, Stacie. Vietnam. Photograph. Flickr. October 31, 2010.
flickr.com/photos/stacieicats/518110598/

A man drinking coffee on sidewalk. **Lucotravel**,
lucotravel.com/vietnamese-drink-unique-coffee-culture-in-ho-chi-minh-city.html

(Bibliography)

(1) Sarah and Mike. “Why the world is waking up to Vietnamese coffee.”

CNN Travel. March 16, 2020.

cnn.com/travel/article/waking-up-to-vietnamese-coffee-intl-hnk-spc/index.html

The CNN article "Waking up to Vietnamese coffee" explores the unique coffee culture of Vietnam. The author describes the traditional method of making coffee in Vietnam, which involves using a French press-like device called a phin and sweetened condensed milk. The article also delves into the history of coffee in Vietnam, including the influence of French colonialism and the role of the coffee industry in the country's economy. The article includes interviews with locals and experts who share their love for Vietnamese coffee and the experience of drinking it. The author concludes by highlighting the importance of coffee in Vietnamese culture and its growing popularity around the world.

(2) Sarah, Grant et al. Aspirations of Young Adults in Urban Asia: Values, Family, and Identity.

New York: Berghahn Books, 2020.

In "Cosmopolitan Coffee Aspirations in Contemporary Vietnam," Sarah G. Grant examines the emergence of specialty coffee culture in Vietnam's urban centers. Drawing on interviews with coffee shop owners and customers, Grant explores the motivations behind the shift towards specialty coffee and the role it plays in shaping contemporary Vietnamese identity. She argues that the rise of specialty coffee reflects a desire to connect with the global community and to be seen as cosmopolitan and sophisticated, but also notes concerns about cultural authenticity and the loss of traditional Vietnamese coffee culture. Grant highlights the need for further research on the social and cultural implications of the changing coffee culture in Vietnam.

(3) Thong Quoc, Viet-Ngu, Clevo, Trung-Thanh. “Eco-efficiency analysis of sustainability-certified coffee production in Vietnam.”

Journal of Cleaner Production, 183.

Issued (May 2018): 251-260.

sciencedirect.com/science/article/abs/pii/S0959652618304608

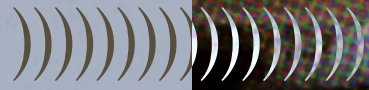
This paper examines the impact of sustainability-certified coffee farming on economic benefits and environmental impact in Vietnam, the world's second-largest coffee producer. The authors analyze data from 726 farms over three crop years and find that sustainability-certified farms tend to be more eco-efficient than conventional farms. They also find that higher eco-efficiency is associated with factors such as higher elevation locations, wind-break trees, and drip or spray irrigation systems. The study suggests that policy options should focus on sustaining and improving the positive effects of certification rather than rapid expansion. The authors also suggest incorporating ecological and environmental dimensions into eco-efficiency models and using a stochastic production environment modeling approach.

(4) Dao, Dan Q. A Vietnamese Coffee Movement is Brewing Across America.

Imbibe. June 18, 2021.

The author explains how coffee shops across the United States are now offering Vietnamese coffee and traditional brewing methods, such as using a phin filter and adding condensed milk. The article delves into the history of Vietnamese coffee and its unique flavor profile, which is attributed to the use of robusta beans and the roasting process. It also highlights how the Vietnamese coffee industry has faced challenges in recent years due to climate change and increasing competition from other countries. The author then explores how Vietnamese Americans are using coffee as a way to connect with their cultural heritage and share their traditions with others. The article profiles several Vietnamese American coffee entrepreneurs who are bringing their family recipes and brewing techniques to the forefront of the industry.

(Brand identity)
(Brand identity)



Popular ITEMS



(0) Dotted Glass

(1.1) One Blue Plastic Stool



(1.2) Stack of Red Plastic Stools

(2)

Over Door Awning



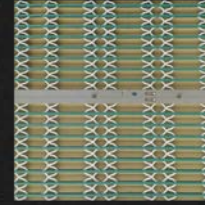
Finding these items at local coffee shops in Vietnam is relatively easy. The similarities among them create a distinct branding design. They can serve as a great source of inspiration for color schemes, materials, patterns, and concepts when developing a new brand identity.



(3) Indoor Floral Tiles



(4) Outdoor Sidewalk Tiles



(5) Folding Metal Front Door



(7) Condensed Milk Can



(6) Traditional Phin Filter

(Brand Name
and Logo)

(First Round)

The Viet coffee culture goes beyond just the beverage itself. It includes the *ambience, sounds, people, and distinctive cultural features* that surround a cup of coffee. While Ambient may be a suitable choice among the listed brand names, its meaning falls short in capturing the essence of Viet coffee culture.

Dense Sip

Cà Phê Không

Street Aroma

Metal Brew

Cà Phê 0?

Bitter Ln

Ambient

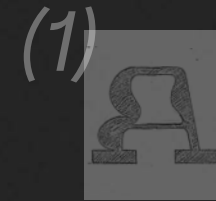
(Second Round)

In the second round of brand naming, I decided to focus on the letter A and explore words that best describe the coffee culture, including Authenticity, Aroma, Ambience, and Art. By doing so, I hope to create a brand name that truly encompasses the richness of the Vietnamese coffee experience.

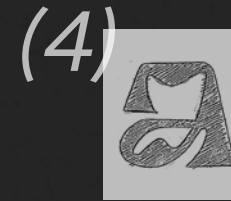
(20)

Bitter, Sweet

Café a



(Sketches)



art ambience authenticity aroma

(Final logo)

The lowercase letter "a" is imbued with multiple meanings, evoking the concepts of art, authenticity, aroma, and ambience. This logo type draws inspiration from the iconic plastic stool that can be found in many traditional coffee shops across Vietnam.

The logo's organic form is intentionally designed to mimic the fluid curves of liquid and sound, creating a dynamic and lively impression. By incorporating these shapes and forms, the logo captures the essence of the bustling and lively coffee culture of Vietnam, while also conveying a sense of authenticity and individuality. The curves of the logo evoke a sense of the movement, the rich, and the aromatic scents which further enhances the ambience and atmosphere of a traditional Viet coffee shop.

Bitter, Sweet

(21)

Café a

In Vietnam, it's common for local coffee shops to use a combination of serif and sans-serif fonts for their store names and menus. These are typically displayed on an awning or a large rectangular sign above the storefront, and have become a standard feature of coffee shop branding design. A has taken inspiration from this approach and uses two typeface sets - Playfair and PP Mori - to capture the complexity, vibrancy, and energy of Vietnam's coffee culture by incorporating both serif and sans-serif fonts.

Playfair Display Regular

Playfair Display Italic

Playfair Display Medium

Playfair Display Medium Italic

Playfair Display Semibold

Playfair Display Semibold Italic

Aa
Aa

PP Mori ExtraLight
PP Mori ExtraLight Italic
PP Mori Regular
PP Mori Regular Italic
Aa
Aa

PP Mori Regular Italic

PP Mori Semibold

PP Mori Semibold Italic

(Possible Taglines)

Authentic

(1) Bringing *Authentic Viet* to Your Cup

(2) A *Sip* of A Culture

(3) Taste the *Boldness*, Relish the *Culture*

(4) Authentic *Việt* in Your Cup

(5) A Sip of *Việt*



To better reach potential customers, the taglines should convey a strong and clear understanding of Vietnamese coffee culture while also being brief and memorable.

A Sip
of
Việt

(Final tagline)

With only four words, "A Sip of Viet" is the strongest and most memorable tagline for the brand. Its brevity and accessibility make it effective in reaching a diverse customer base across different countries.

(Color Schemes
and Patterns)

#442807	C 50		
R 68	M 60		
G 40	Y 89		
B 7	K 65		
#176ada	C 82	#coeff	C 22
R 23	M 60	R 192	M 4
G 106	Y 0	G 225	Y 0
B 218	K 0	B 255	K 0
#f2b1cf	C 2	#ffe600	C 2
R 242	M 38	R 255	M 4
G 177	Y 0	G 230	Y 99
B 207	K 0	B 0	K 0
#c64234	C 16		
R 198	M 88		
G 66	Y 88		
B 52	K 5		

(First Round)

In the initial round, I incorporated the colors of iconic items, such as the red and blue plastic stools, and paired them with complementary colors in dotted glass. These colors effectively convey the vibrancy and liveliness of Viet local coffee shops. Additionally, the patterns were inspired by indoor floral tiles and sidewalk pavement, providing a unique visual element. The combination of colors and patterns has significant potential to be further developed into a branding concept for A. However, this color scheme appears slightly rudimentary and overly focused on the objects themselves. While it accurately describes them, it does not effectively capture the essence of Vietnamese coffee culture. As a result, a second round of color exploration is necessary.

#d4d843

R 212	
G 216	C 20
B 67	M 3
	Y 90
	K 0

(Second Round)

Although this color scheme doesn't represent any specific objects, it effectively captures the cool ambiance of Vietnam's coffee scene. By utilizing a variety of blending modes, the brand's visual design incorporates contrasting colors that work together to convey a unified concept.

#de5de8

R 222	
G 93	C 29
B 232	M 69
	Y 0
	K 0

#bcbcbc

R 188	
G 188	C 27
B 188	M 21
	Y 22
	K 0

#ffffff

R 255	
G 255	C 0
B 255	M 0
	Y 0
	K 0

#232323

R 35	
G 35	C 71
B 35	M 65
	Y 64
	K 72

#0d8907

R 13	
G 137	C 86
B 7	M 21
	Y 100
	K 9

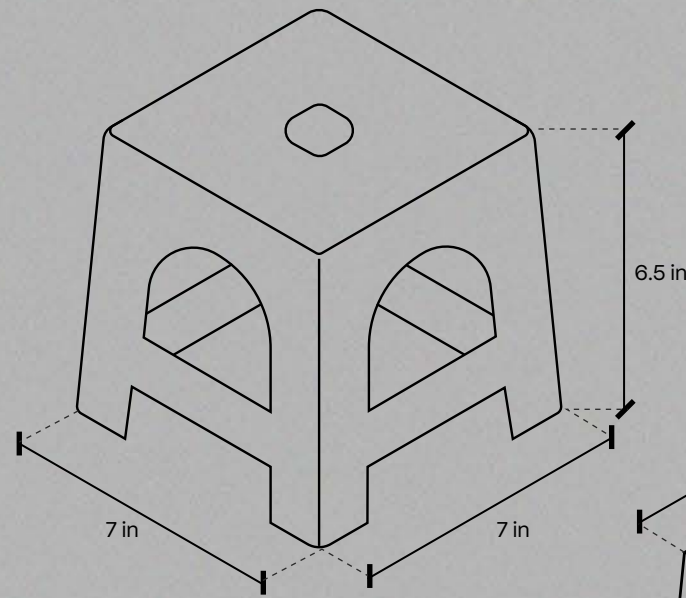
#0b68ce

R 11	
G 104	C 85
B 206	M 60
	Y 0
	K 0

(Materials)

Many local shops utilize utensils made of either aluminum or stainless steel, which are durable and eco-friendly materials. In line with this, the brand uses primarily aluminum and stainless steel for product packaging and certain sections of the airport kiosk to ensure sustainability.

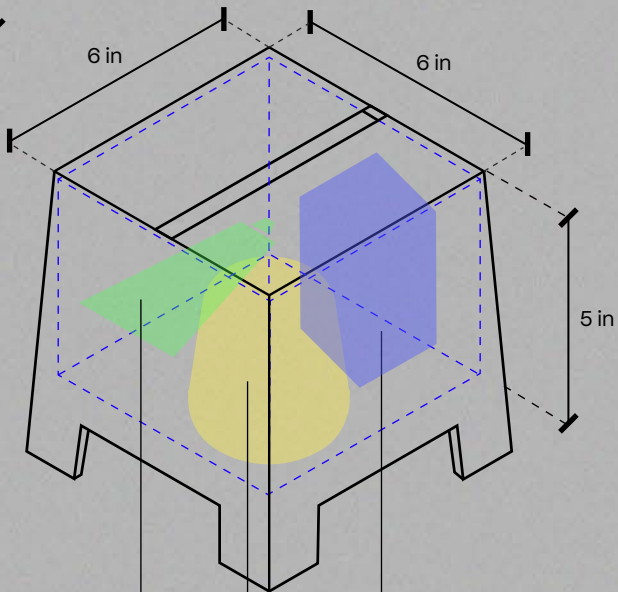
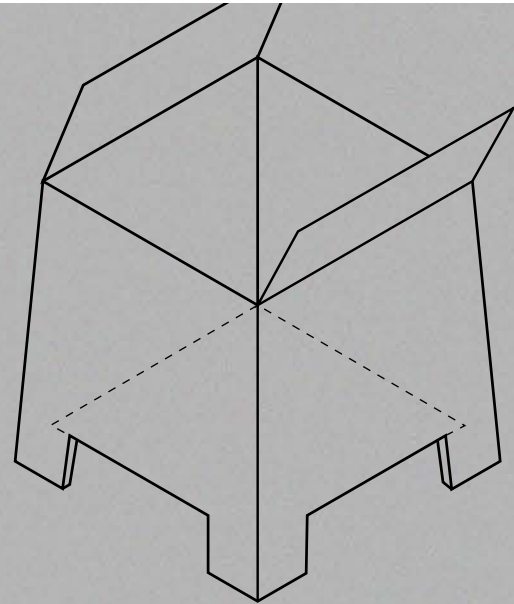
(Product packaging) (Coffee kit sketches)



(Material)

Inside: recycled cardboard

Outside: colored acrylic plastic

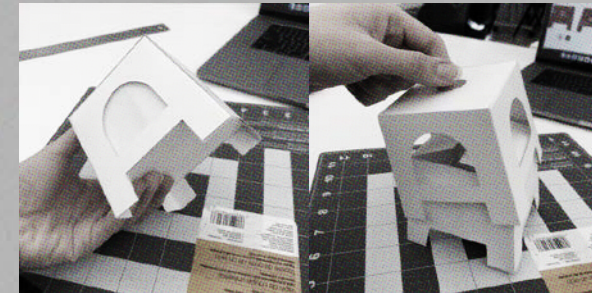
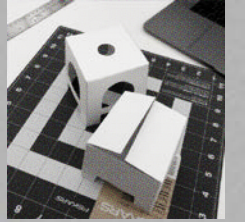
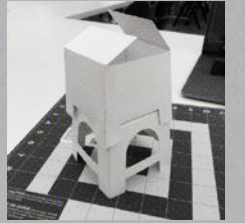
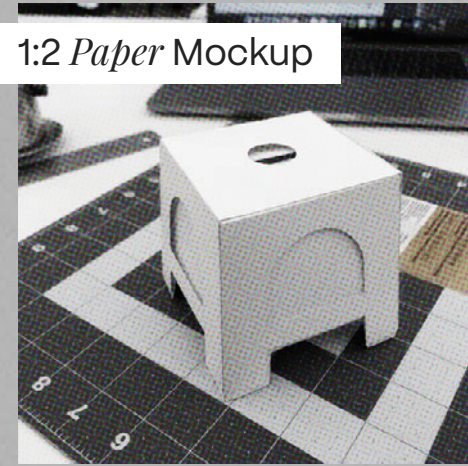


Condensed milk
(5.5x2.5x2.5)

Phin filter
(4x4x2.7)

Coffee bag
(2.5x4x5.5)

1:2 Paper Mockup



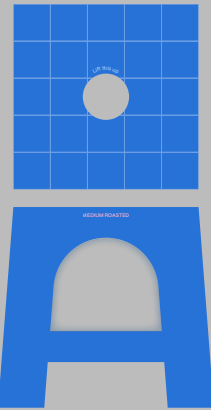
Vietnamese coffee kit

The coffee kit consists of two distinct parts: the package itself and a plastic cover that mimics the stool. Inside the kit, you'll find a traditional phin filter, coffee grounds, and condensed milk. The kit also has a space at the bottom that allows it to be stacked like a regular stool. What sets this kit apart from others is the condensed milk packaging: instead of the usual aluminum can, this kit uses a tube that makes it easier for users to squeeze out the liquid.

(Product packaging)

Round 1

Cover



Package



(Feedback #1)

To visually solve this problem, Professor Chang suggested creating a coffee culture-focused campaign that may involve a tasting kit or an informational booklet.

Professor Miller

"Reviewed premise as well as hierarchy and communication of brand elements. went over concerns for tightness of space and scale of furniture pieces."

Professor Gee

"Thy has a strong start to her Vietnamese Coffee brand, and has excellent potential to create brand applications which are functional, educational, and culturally engaging experiences. I suggested that she think about educating her audience regarding the proper pronunciation of the name, what qualities make Viet coffee unique, and why an airport traveler would take time out of their day to try Viet coffee at her kiosk. She appeared to be very engaged and enthusiastic about her project."

(Product packaging)

Round 2

I completely revised my design approach in the second round by incorporating more vibrant colors and utilizing blending modes to seamlessly integrate them with the typography. To complement the aluminum material of the phin filter and the condensed milk tube, I intentionally chose a light gray color for this coffee kit. This decision was made to elevate the visual impact of the patterns and ensure consistency throughout the design.

(coffee bag)



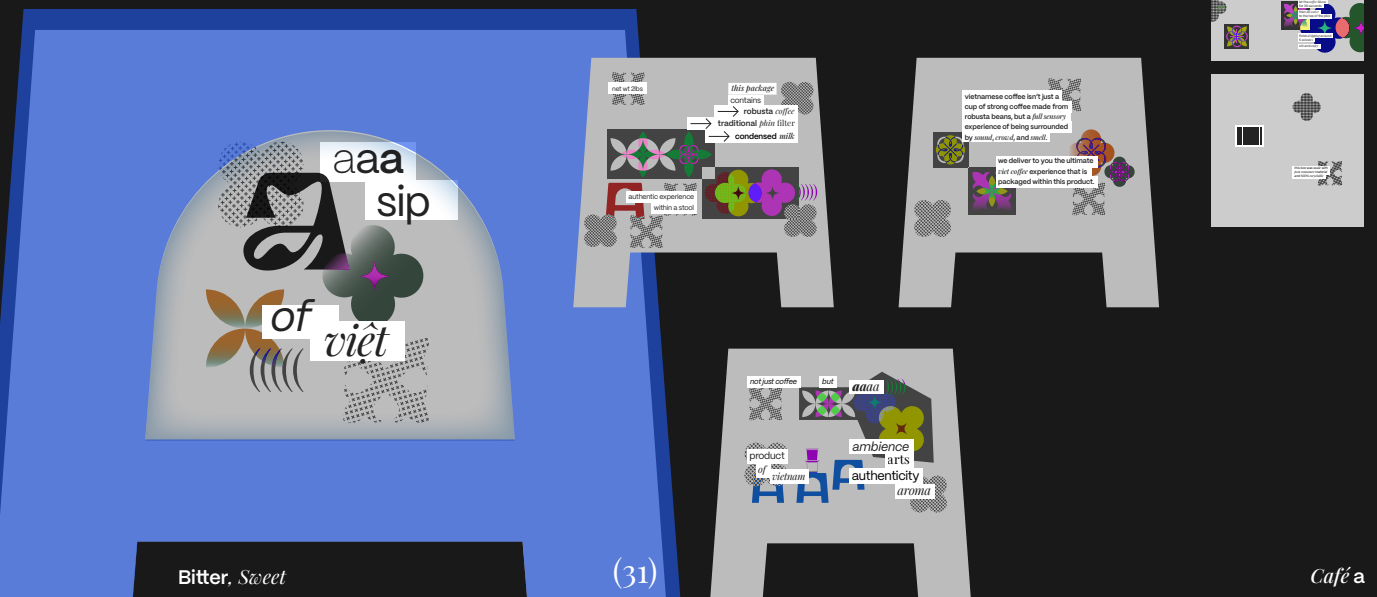
(phin filter)



(condensed milk)



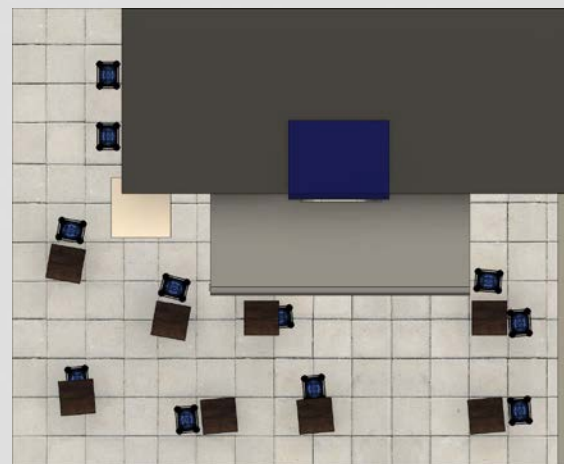
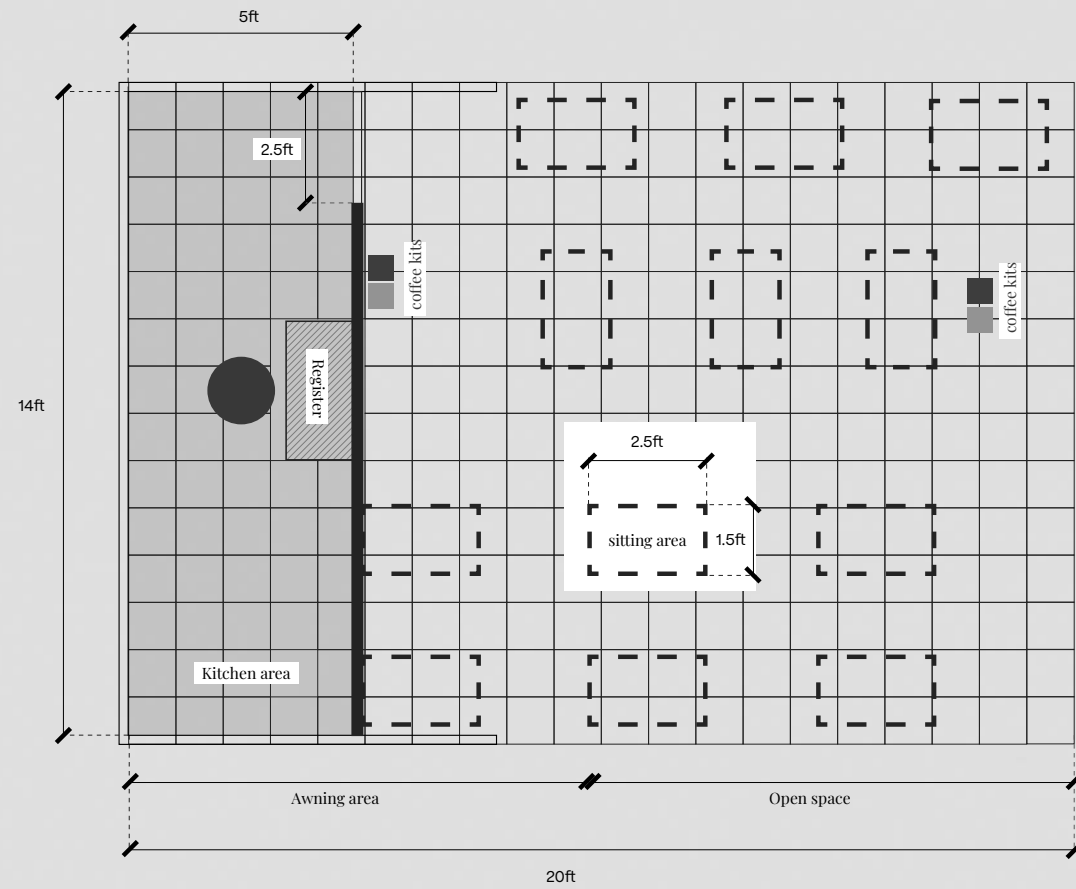
(coffee kit)



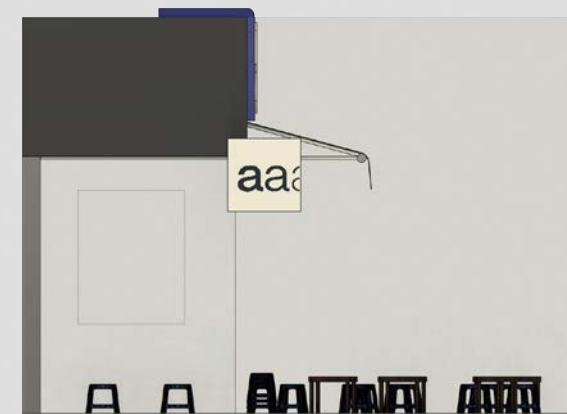
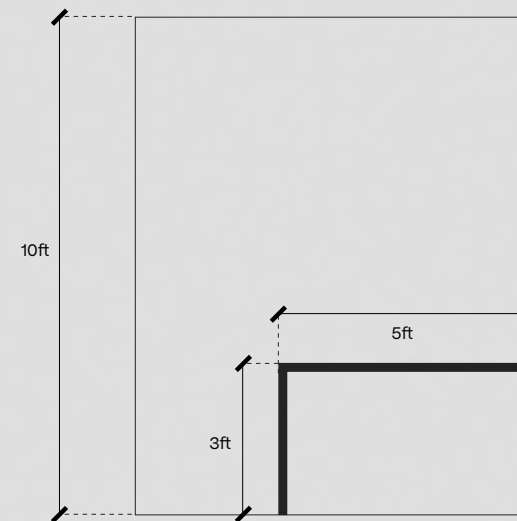
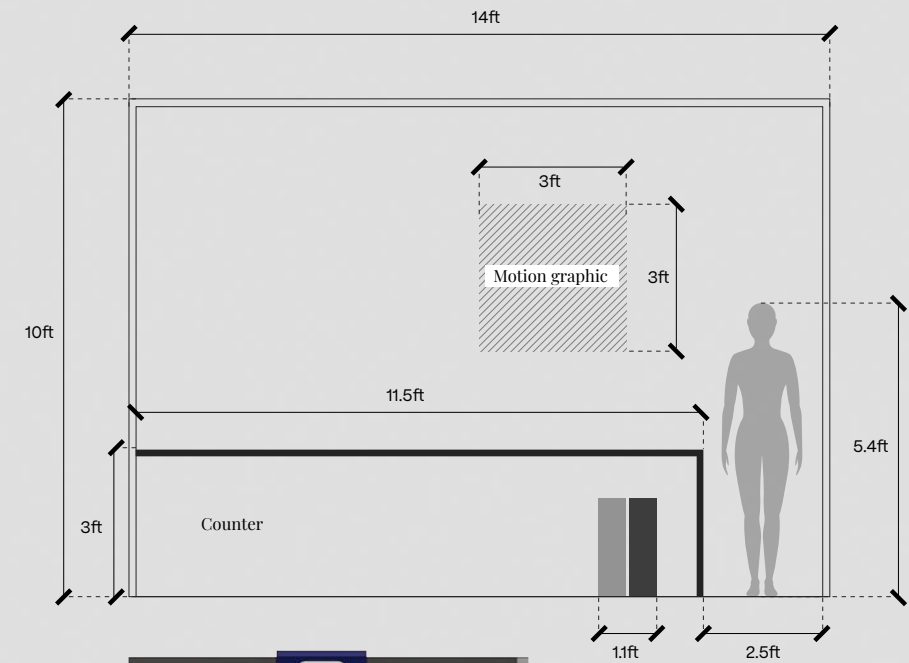
Round 1

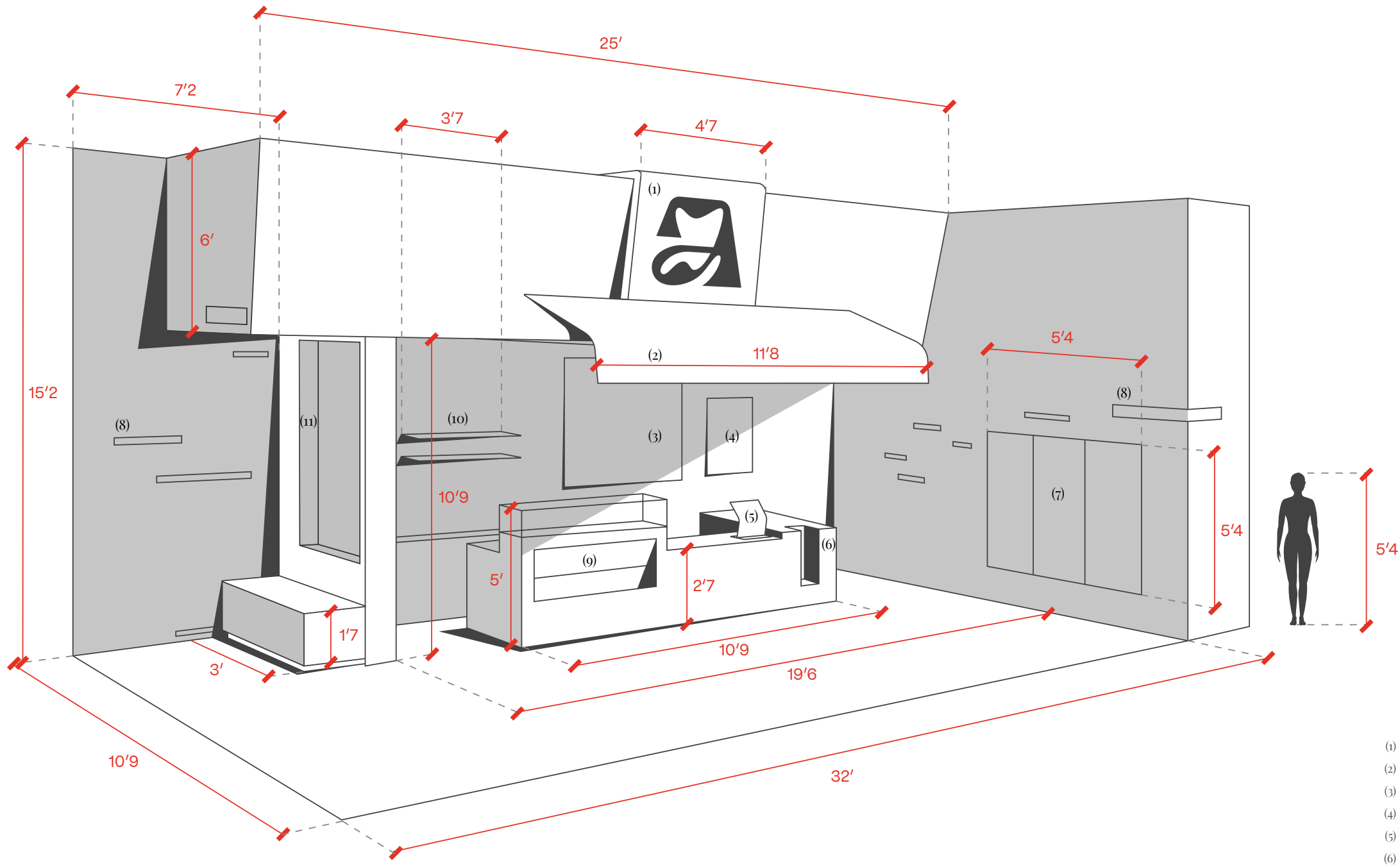
(Floor plan)

The kiosk design emulates the charming ambiance of a traditional local coffee shop in Vietnam, featuring an open front space that resembles a sidewalk, a cozy awning, comfortable stools, and floral tiles.



(Elevation view)





To provide customers with an authentic experience of Vietnam's coffee culture, A has modeled its coffee shop after local establishments. The open seating area in front allows customers to enjoy their coffee in the same manner as the locals. The register is conveniently placed in the center of the coffee shop with a prominent awning above it, making it easy for customers to locate and access when it's time to make payment. On the right side of the coffee shop, customers can browse a small section of coffee kits and other items that make great souvenirs to take home.

- (1) Sign
- (2) Awning
- (3) Mirror
- (4) Menu
- (5) Register
- (6) Coffee kits
- (7) Souvenir fridge
- (8) Motion graphic
- (9) Product display
- (10) Shelves
- (11) Floral window

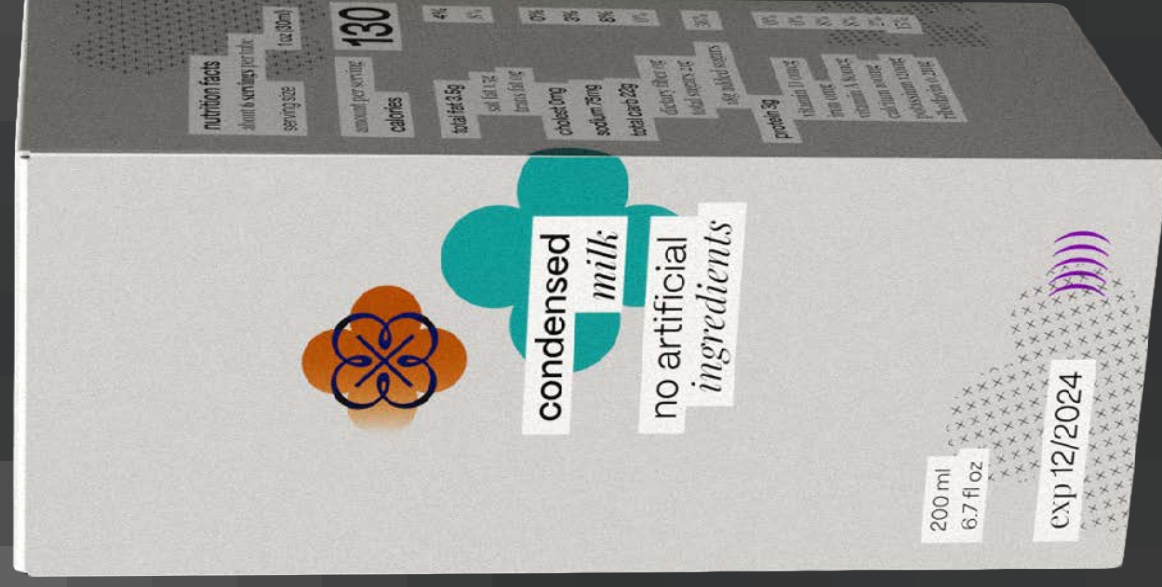
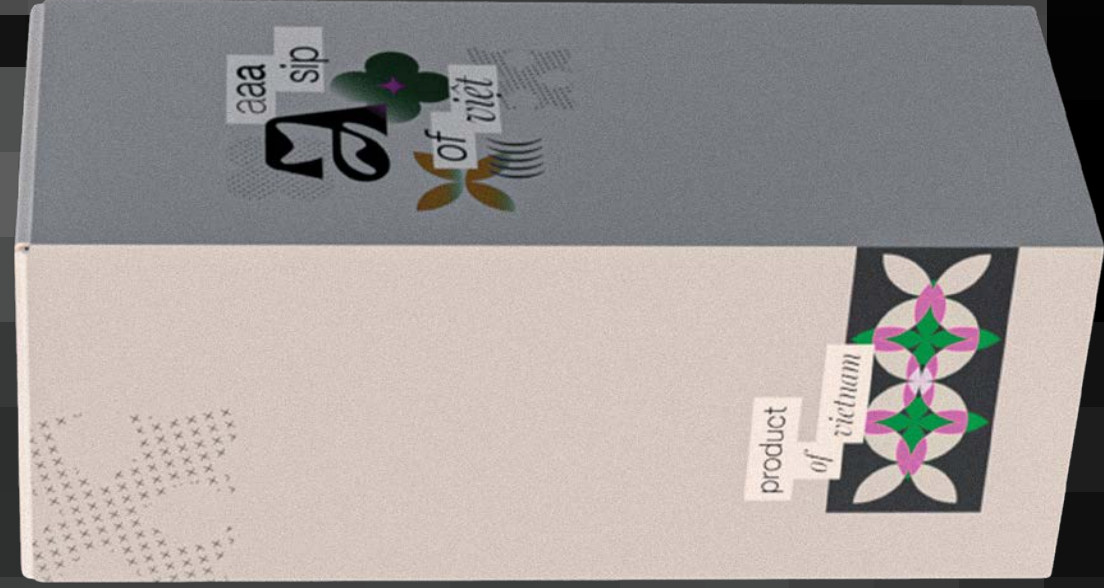
Our condensed milk is packaged in a convenient tube format, replacing the traditional aluminum can. This innovative design allows for easy squeezing and storage, while still maintaining sustainability.

(Product packaging)

(Condensed milk)



Condensed milk is a crucial ingredient of Vietnamese coffee that cannot be substituted with any other type of milk. It effectively balances out the bitterness of coffee and enhances the overall freshness of the drink, providing customers with a delightful experience.

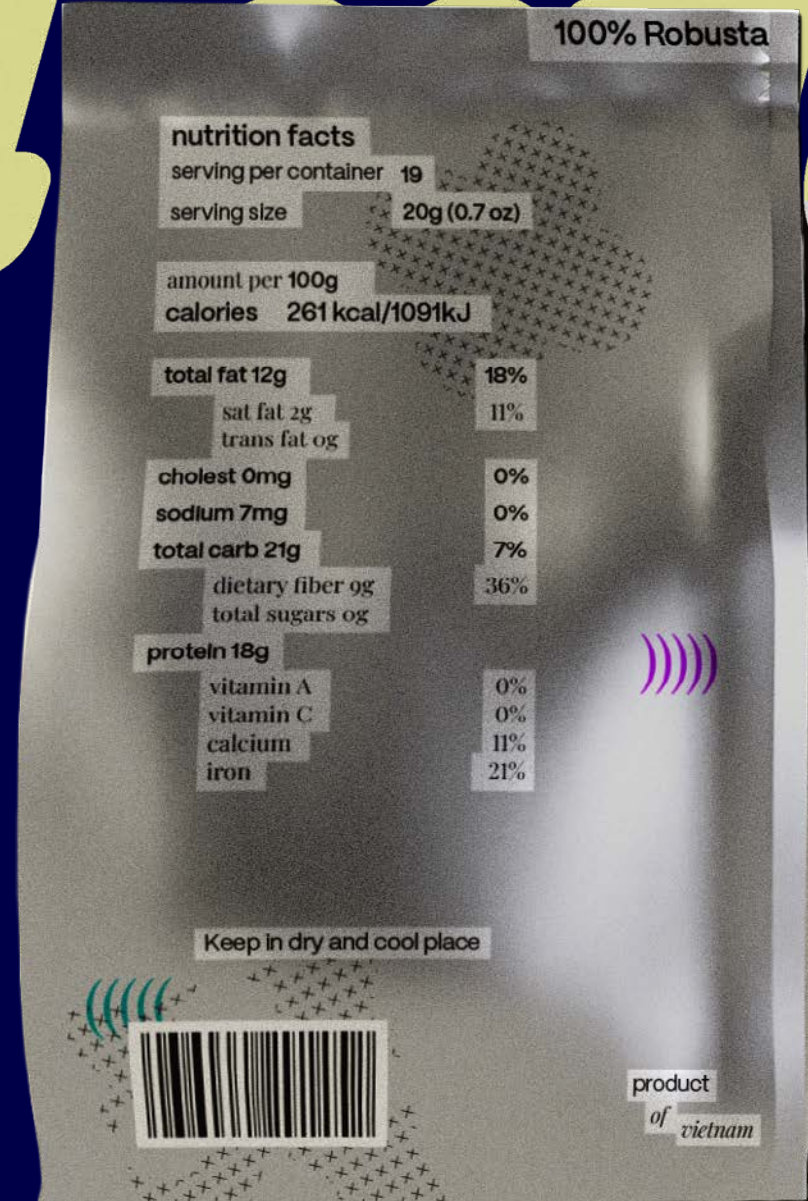


Product packaging (Coffee bag)

Robusta Ground Coffee



Vietnam is well-known for its robusta coffee, which is renowned for its high caffeine content and bold, bitter flavor profile. Robusta has double the caffeine content and antioxidants, while containing 60% less fats and sugars. This results in a stronger, bolder cup of coffee with notes of dark chocolate and nuts.



(Product packaging) (Phin filter)

Phin



Eco-friendly packaging that is minimally designed and crafted from recycled paper, promoting sustainability.

filter

The phin filter is a coffee brewing device commonly used in Vietnam. It consists of a metal or stainless steel filter chamber with small holes, a lid, and a base with a drip tray. The phin filter is designed to sit on top of a glass, and it is used to brew coffee by slowly dripping hot water through the coffee grounds, resulting in a strong and bold cup of coffee. The phin filter is a popular and traditional method of making coffee in Vietnam.



The ultimate *Viet coffee* experience that is packaged within this *product*.



With our coffee kit, you can now make ca phe sua da at home and experience the authentic essence of Vietnamese coffee culture, even if you're not in Vietnam.





how to make Viet coffee

squeeze 2 oz of condensed milk in a cup

remove the lid and lily press from the chamber

use 2 tablespoons of ground coffee

drop the lily press on top of the coffee

place the plate and the chamber on the cup

add 0.8 oz of hot water (200 F)

let the coffee bloom for 30 seconds

then fill water to the top of thephin

it finishes dripping around 5 minutes

stir and enjoy

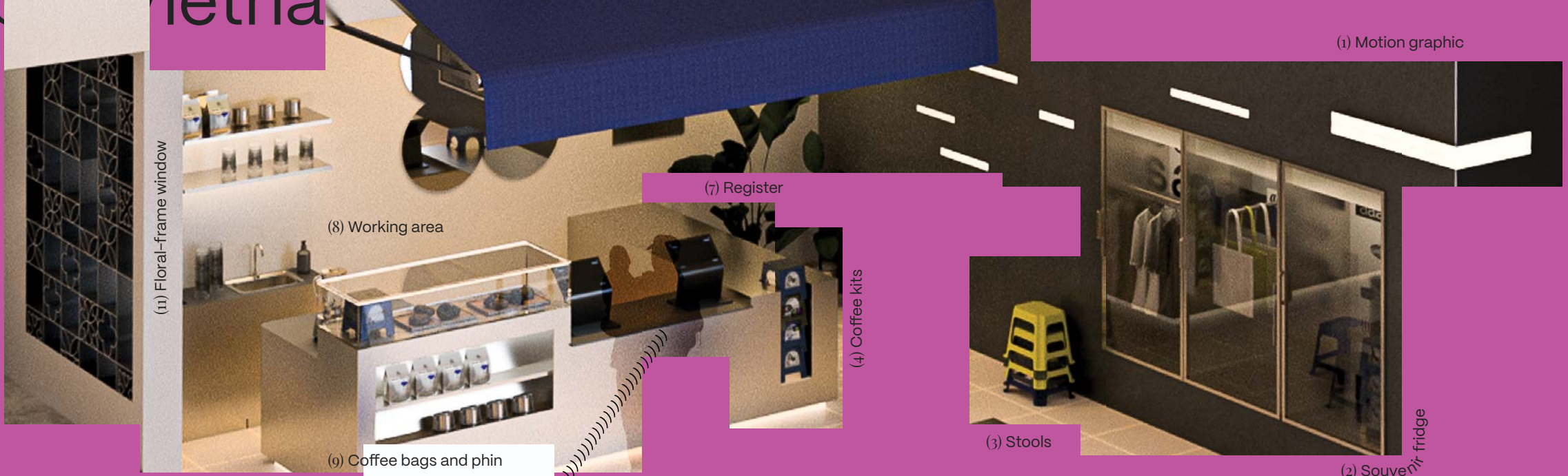


The interior portion is constructed from sturdy recycled cardboard, a durable and sustainable material that securely holds the individual products. The cover is crafted from biodegradable plastic, making it an environmentally-friendly choice. After use, customers have the option to repurpose it as a decorative item or use it as a container, further reducing waste.

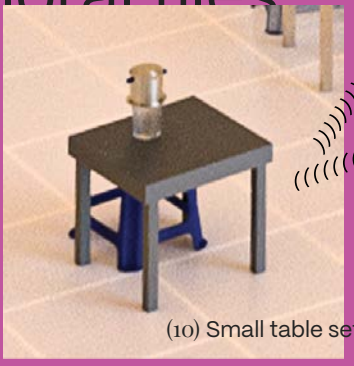
The kiosk design emulates the ambiance of a traditional local coffee shop in Vietnam

(Airport Kiosk)

Located at San Francisco International Airport



featuring an open front space that resembles a sidewalk, a cozy awning, plastic stools, and floral tiles



(Users Flow)
 The process at the kiosk is seamless and customer-friendly. Upon arrival, customers are guided to their seats. The friendly barista/ staff takes their orders. Customers are then served with their desired coffee, crafted to perfection. Once they've finished savoring their drinks, they conveniently make their way to the register to settle their payment.



(Souvenir fridge)

The coffee shop features a built-in section that showcases souvenirs, including shirts, tote bags, and coffee kits. These items are conveniently available for purchase at the register.

(Wall-embedded screens)

The installation of built-in long rectangle screens with text running across them extend the concept of the brand name. This creative addition enhances the bustling atmosphere and liveliness of the coffee shop, while also helping customers understand the pronunciation of the brand name.



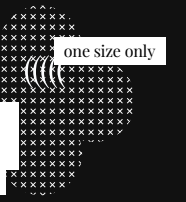
(1) **black coffee**
(hot or iced)

(2) **ca phe sua da**
(iced black coffee + condensed milk)

(3) **egg coffee**
(hot or iced)

(4) **coconut coffee**
(iced only)

(5) **yogurt coffee**
(iced only)



one size only



Café a

aaah

(48)

Bitter, Sweet

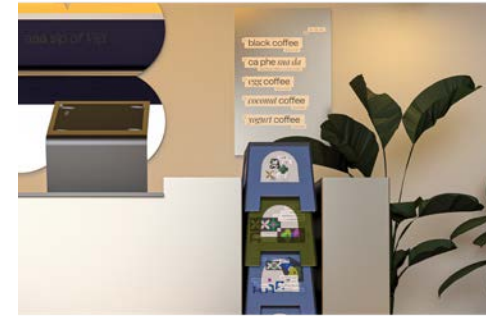
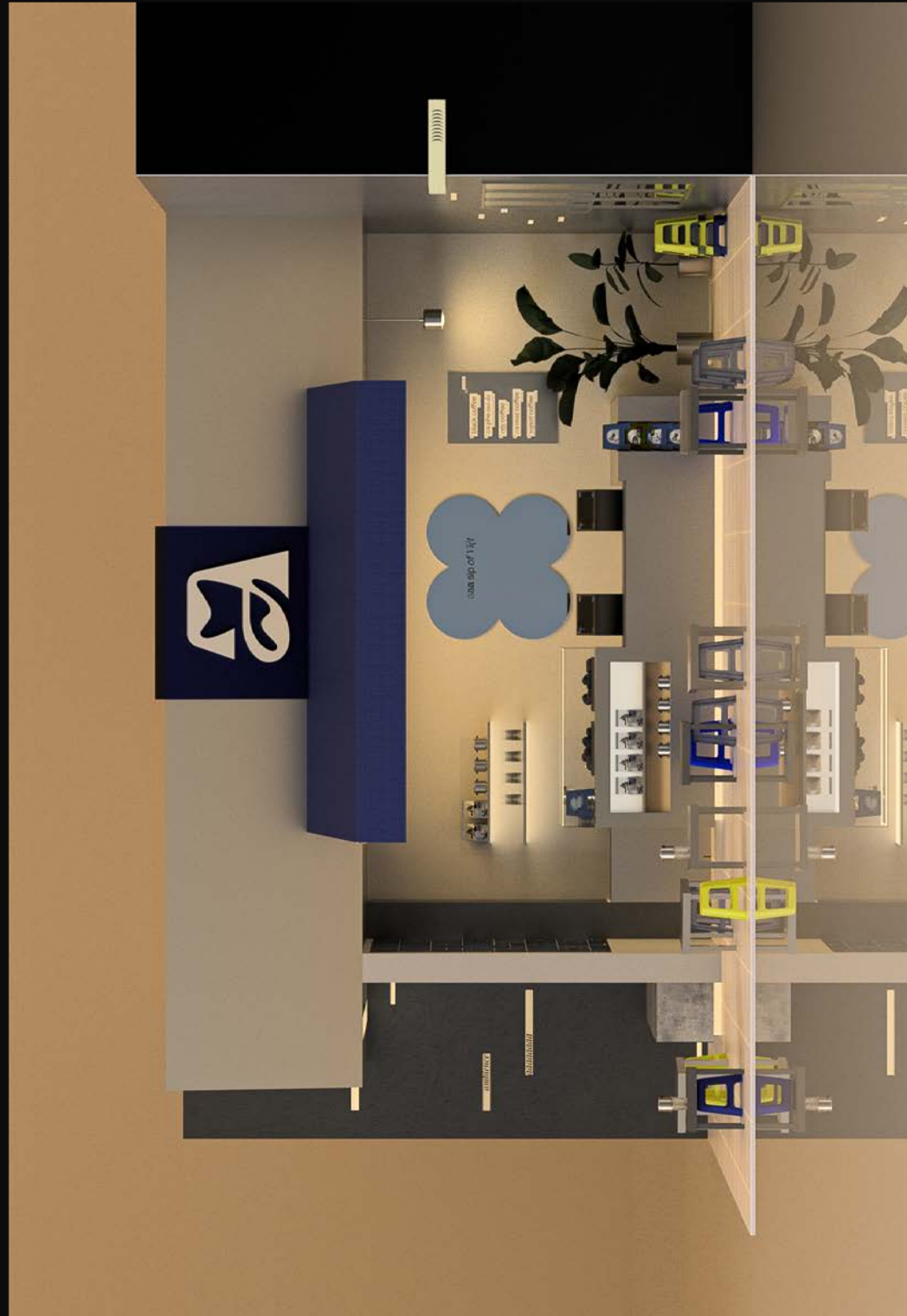


Bitter, Sweet

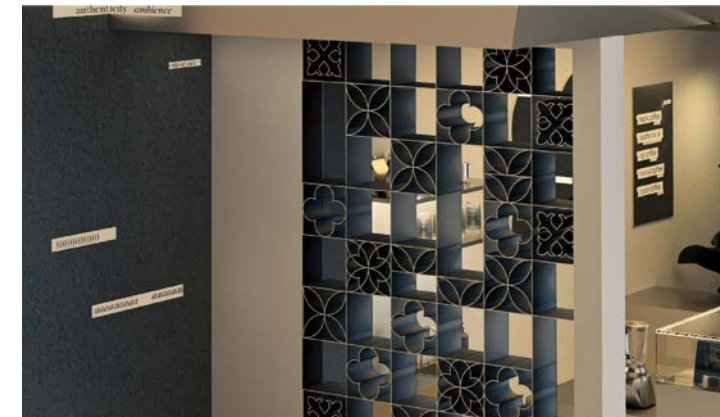
(49)



Café a



Stack of coffee kits that emulates of a stack of stools, conveniently located next to the register for easy selection and purchase.



(Conclusion)

First and foremost, I would like to extend a special thanks to Professor Connie Hwang, Professor Earl Gee, and Professor Joe Miller for their invaluable guidance and insightful feedback throughout the entire semester. Their support and expertise were instrumental in the success of this project.

I would also like to express my heartfelt gratitude to all of my Vietnamese friends who took the survey and helped me frame the visualization for this project. Your contributions were crucial in providing a deep understanding of Vietnamese culture, and your willingness to lend your time and insights is greatly appreciated.

Last but not least, I am grateful to my amazing and talented classmates, whose support and constructive feedback were invaluable in shaping my project. I have learned so much from you all, and I am honored to have had the opportunity to work alongside such a talented group of individuals.

Once again, thank you to everyone who has contributed to the success of this project. Your support and encouragement have made all the difference.

a /'aah/ coffee, a brand that encapsulates the rich Vietnamese coffee culture, offers more than just a cup of coffee. It captures the essence of the *ambience, aroma, authenticity, and art* that defines Vietnamese's everyday life.