



brand book
by Generous Yeh

Client

Recovery Cafe is a home for people who have been traumatized by mental health challenges. As the cafe provides a place to grow and promote healing, members are given love, compassion, and opportunity.

The cafe follows six guiding principles which they display in their efforts

- | | |
|-----------------------------|---|
| 1. Connect with divine love | They “believe that all human beings are precious, worthy of love and belonging, and deserve opportunities to fulfill their potential” |
| 2. Show respect | |
| 3. Cultivate compassion | |
| 4. Practice forgiveness | The cafe “is a place of support and stability for all individuals seeking to break the cycle of destruction and despair” |
| 5. Encourage growth | |
| 6. Give back | |

These guiding principles combined with the mission statement form the main communication goals. Together, they effectively focus on community, love, and home united with a cup of coffee.

Logo

This logo defines the cafe, representing its mission statement.



An outlined home conveys the feeling of shelter, support, and stability offered by the cafe. For a personalized touch along with a home and family feel, Recovery Cafe is written in a script font, which mimics handwriting. All lower case is used for friendliness.

A heart shaped handle outlines a coffee mug, representing how love and coffee are provided for visitors. This effect contrasts the idea of a door which separates the inside from the outside and the doorless attribute reflects how all are welcome.



Icons



These icons stress the importance of love within the cafe. The first icon is a hand receiving two hearts and navigates to information regarding receiving recovery. The two hearts represent how an individual will receive an abundance of love.



Two people holding each other forms the second icon. Together, a heart is formed between them and this leads to the get involved page. Forming a heart resembles how volunteers can spread love by working together.



Member spotlights highlight success stories and help inspire the troubled while encouraging volunteers. The last icon, three people standing in a heart shaped spotlight surrounded by love and peers depicts this.



Color



#AE6C39



#B49E42



#AB4C34



#734725

Recovery Cafe's original warm, analogous color scheme was preserved to retain brand identity, feel welcoming and also represent different types of coffee bean as a cafe. These colors make up the primary color palette. Different browns help convey the warmth, comfort, and home of the brand. The singular yellow adds to the warmth while offering hope through an optimistic feeling.



#FFFFFF



#000000

Black and white are used as a secondary palette for iconography and text for clear contrast and easy viewability.

Typography

Ad

Poppins / Bold / 24 pt

heading

Poppins / SemiBold / 20 pt

subheading

Poppins / Regular / 12 pt

body text

Poppins / Medium Italic / 12 pt

emphasized body text

Poppins blends strong geometric letterforms and larger kerning as a sans-serif to improve readability. This typeface fits both headings and body text well with numerous fonts and allows the brand to feel smooth, friendly, and welcoming.

Image Choices

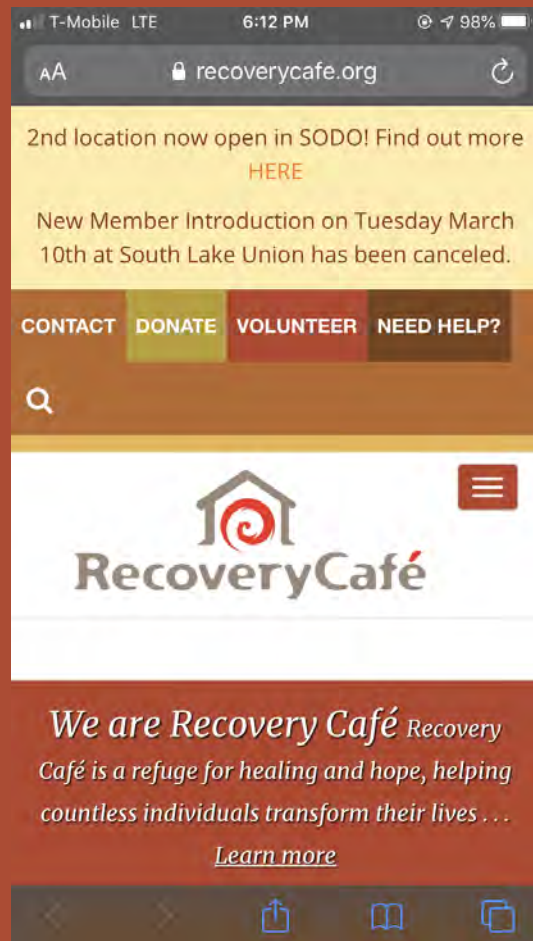
Current images are kept and featured as they primarily display members in the process of recovery.



Images will be reflective of Recovery Cafe's impact and show their guiding principles in action. Keep images in high resolution and ensure they are resized proportionally. Avoid placing text within photos to ensure that the content is the focus and prevent text from taking away from the impact shown. Resort to captions if necessary and always ensure that there is image alt text for accessibility concerns.

The website should contain a larger proportion of images displaying the primary audience of members and those receiving recovery. Volunteers and photos of their actions may be incorporated to the website as a secondary audience. These combine to welcome both audiences and showcase possibility.

Pain Points

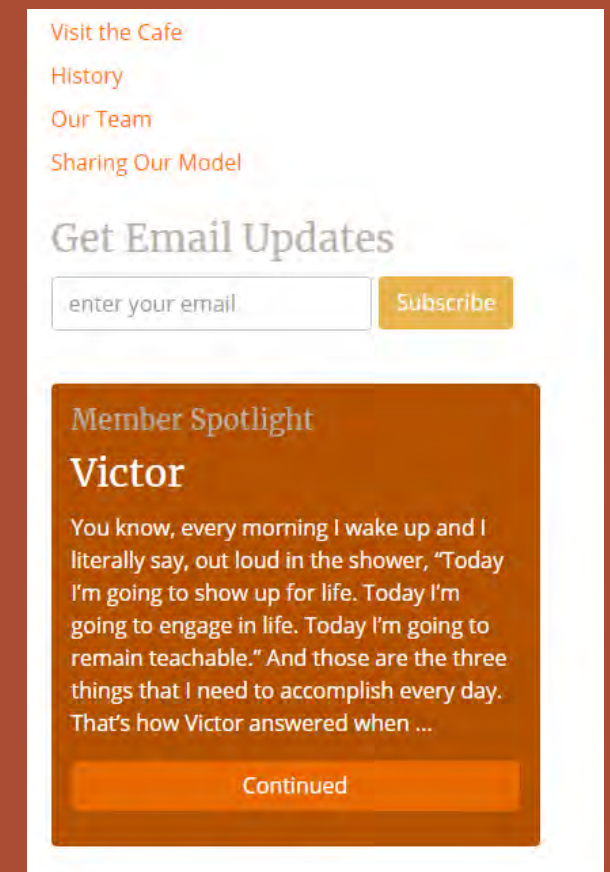


There are two navigation bars, which is overwhelming, and redundant as multiple actions repeat and links route to the same pages. Visitors must navigate numerous times to locate information, requiring a lot of unnecessary effort.



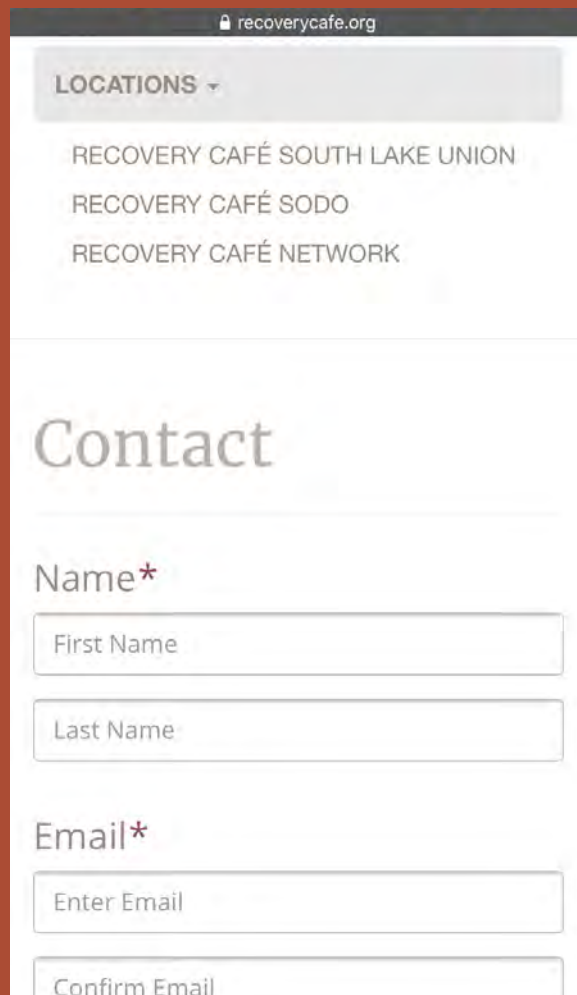
Member spotlights are hidden under one tab, “Membership Requirements,” located at the bottom on mobile devices and on the sidebar on larger resolutions.

As some classmates noted, these look like advertisements. There is no way to read more about profiles on mobile while there is a “Continued” button on larger screens.



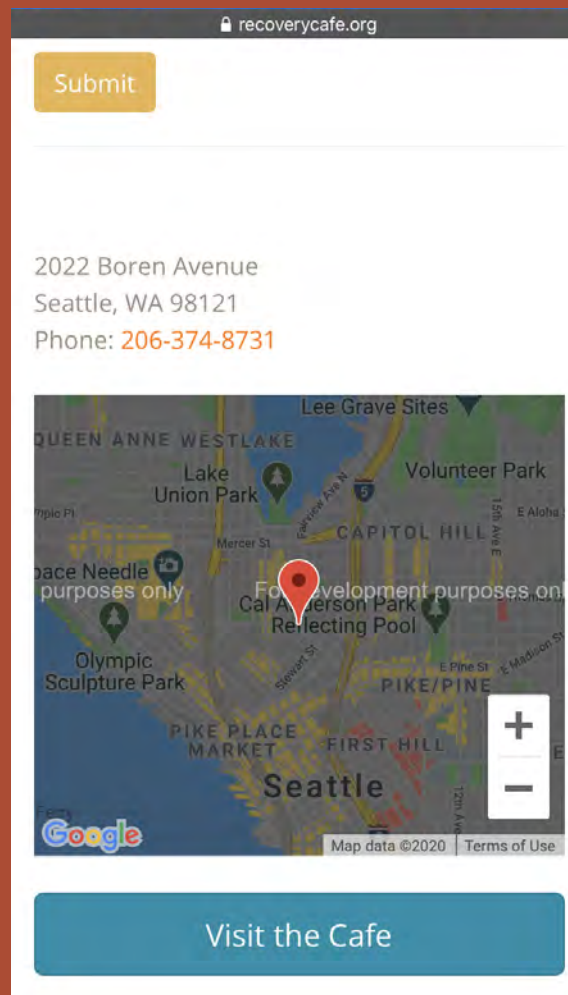
Pain Points

There are two locations, South Lake Union and SODO.



The screenshot shows the top of the RecoveryCafe.org website. A 'LOCATIONS' dropdown menu is open, showing three options: 'RECOVERY CAFÉ SOUTH LAKE UNION', 'RECOVERY CAFÉ SODO', and 'RECOVERY CAFÉ NETWORK'. Below this is a 'Contact' section with a form. The form has fields for 'Name*' (split into 'First Name' and 'Last Name'), 'Email*' (split into 'Enter Email' and 'Confirm Email'), and a 'Submit' button.

Navigating to the contact page leads to contact information about only one



The screenshot shows the contact page for the SODO location. It displays the address '2022 Boren Avenue, Seattle, WA 98121' and the phone number '206-374-8731'. Below this is a map of Seattle with a red pin marking the location. A 'Visit the Cafe' button is at the bottom.

Information about contacting the SODO location is only found it's location page



The screenshot shows the SODO location page. It features the RecoveryCafe logo, the title 'Recovery Café SODO', and a photograph of the building. Below the photo, the text reads: 'Recovery Café SODO is located at 4202 6th Ave S, Seattle, WA 98108. This location is open Mon-Fri 8:00 AM through 2:00 PM.'

Visitors may contact the wrong location, resulting in a waste of time and effort for the caller and the receiver. In urgent situations, this is time consuming and may cause confusion with the SODO location.

Changes

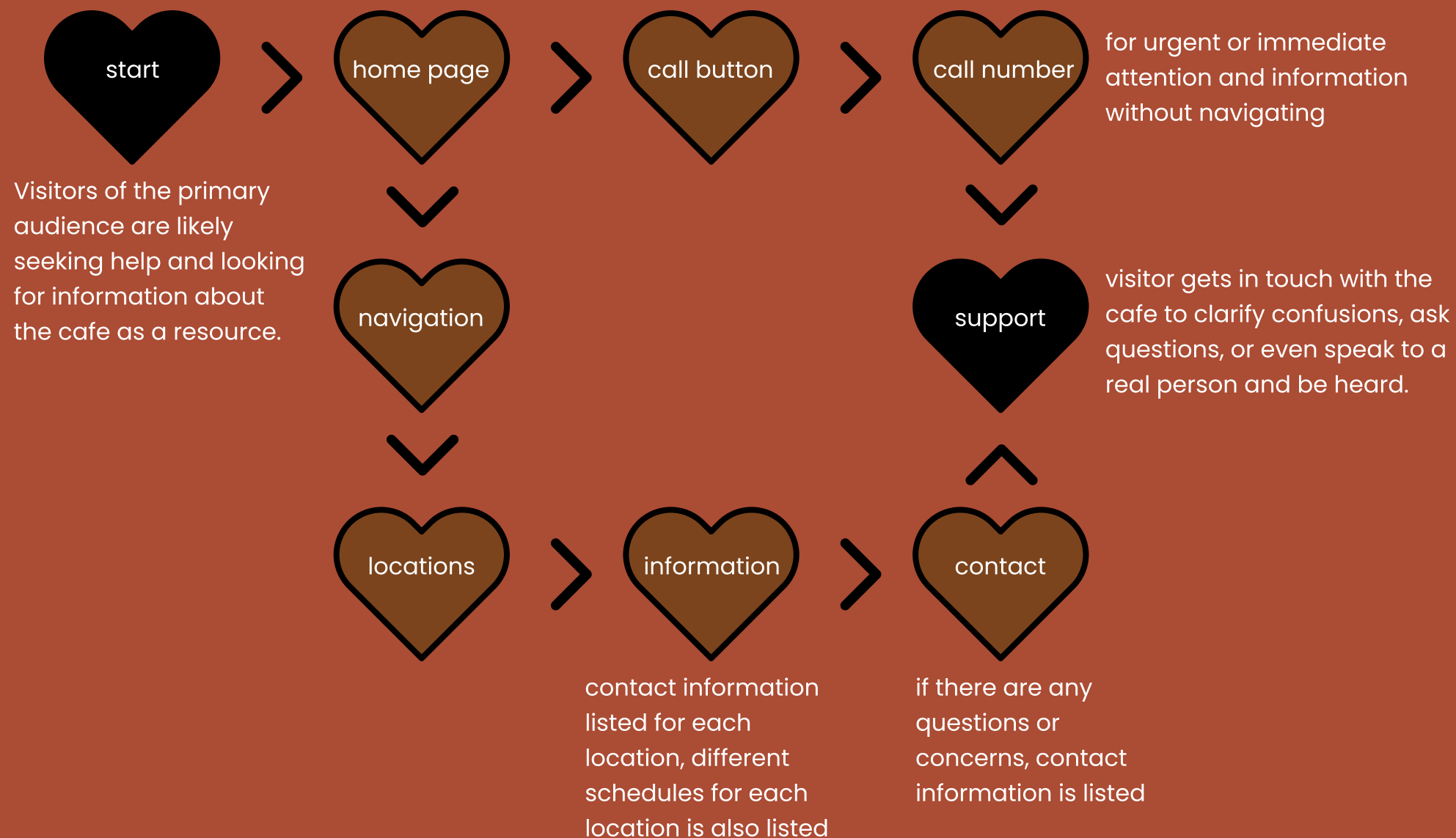
In regards to the primary audience, these pain points are counterproductive.

1. Those affected by mental trauma may not have enough patience or attention span to find specific information through the navigation. This is changed by simplifying the navigation.
2. Spotlights emphasize recovery stories which may impact visitors and inspire them or even offer hope, but this is hidden. Placing this block on the home page will spotlight the navigation to the page.
3. Individuals who wish to join and try contacting first may be pushed away due to distance from the shown location on the contact form (South Lake Union) or the location may be a place of past trauma. Offering a direct contact option that displays both locations and their contact solves this.

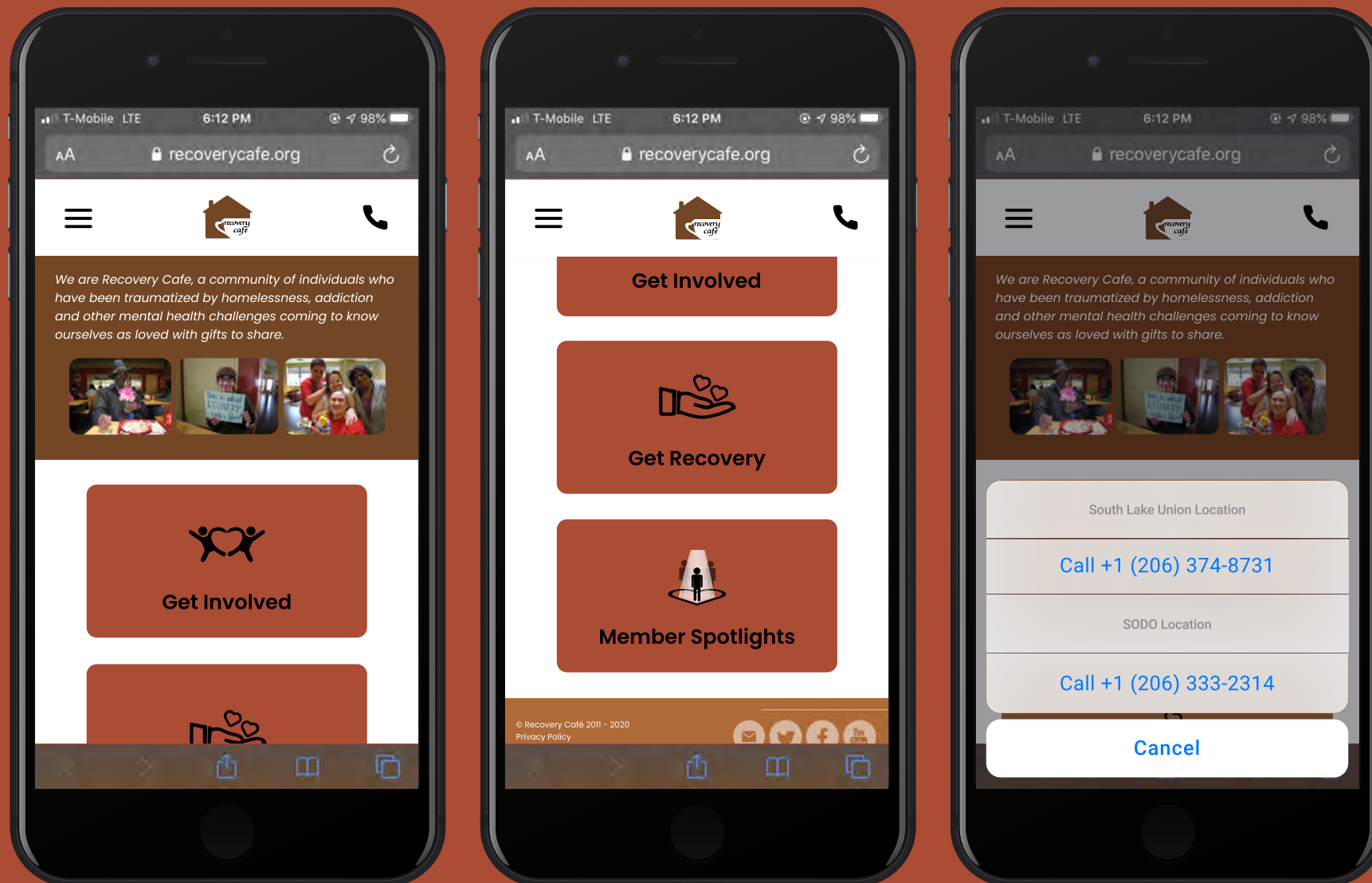
I have adapted the current screens to have clear call to actions for getting recovery, offering assistance, and viewing success stories as they target the primary, secondary, and both audiences respectively. In addition, I designed a clear contact button on the home page for urgent situations, erased the prior misleading contact button and cleared up the locations page.

Task Flow

Below is an updated user task flow for a visitor seeking to recover, focusing on connecting them with the right people and helping them plan a visit. Contact information and location are crucial if the person wishes to receive help from the cafe because the website alone cannot do so.



Refined Mobile Flow



These high fidelity mock-ups offer easy navigation to locate and contact the cafe. These redesigns organize information to reduce time spent navigating and searching for information while allowing visitors to get in touch with the cafe in order to begin the recovery process. The overwhelming information overload from before has been reduced to simple steps highlighting key information.

Refined Mobile Flow

