

Gary Riley Clarity Presentation

Design: United States of Coffee 2023 infographic

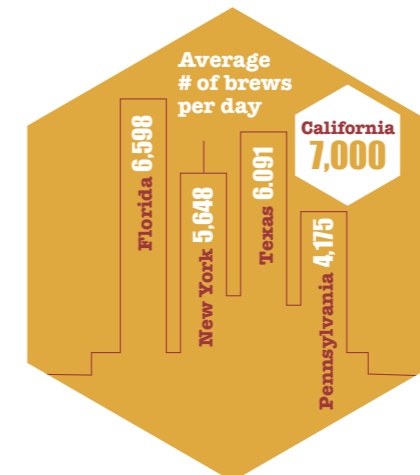
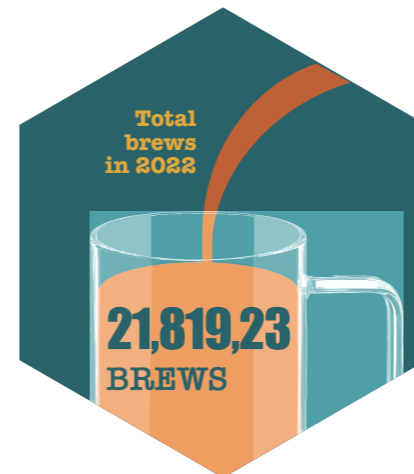
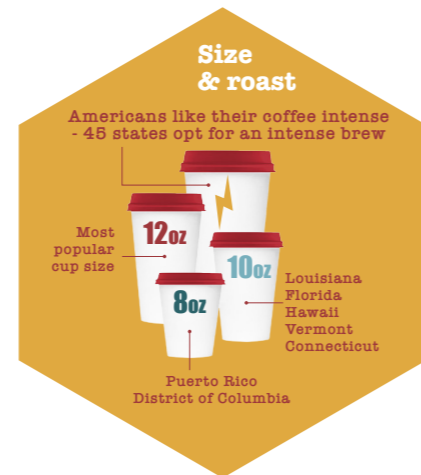
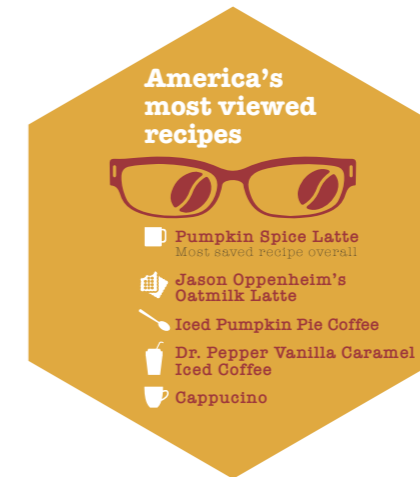
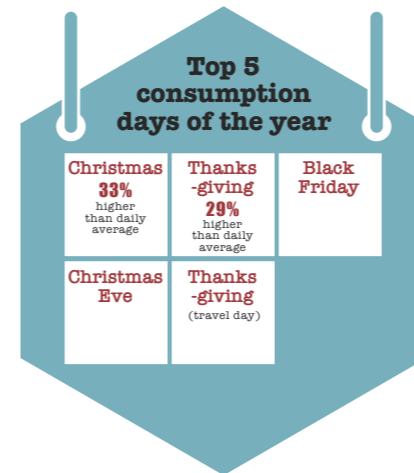
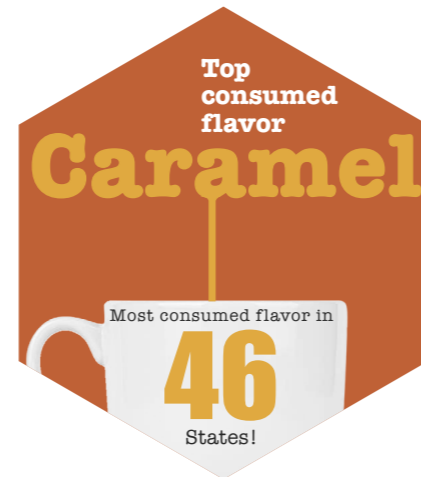
Clarity Coffee Brand Logo



Design rationale:
The existing Clarity logo has been placed over a hexagon diamond graphic. The diamond graphic representing crystal clear thinking and 'clarity'. And with coffee as a beverage, known for delivering sharpness, alertness and clarity a diamond styled logo was perfect fit.

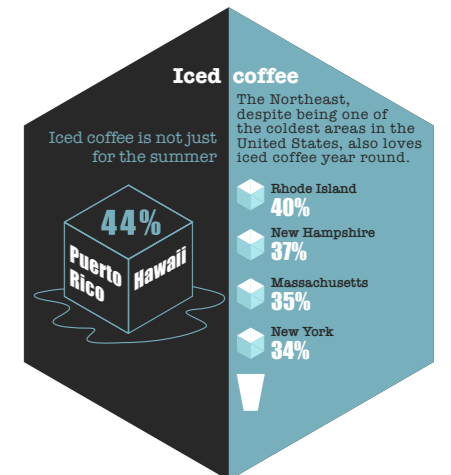
'Sees you through the day' as the tag-line device supports the branding, and further communicates the Clarity Coffee brand meaning and identity.

Modular Hexagon Diamond Content Holders

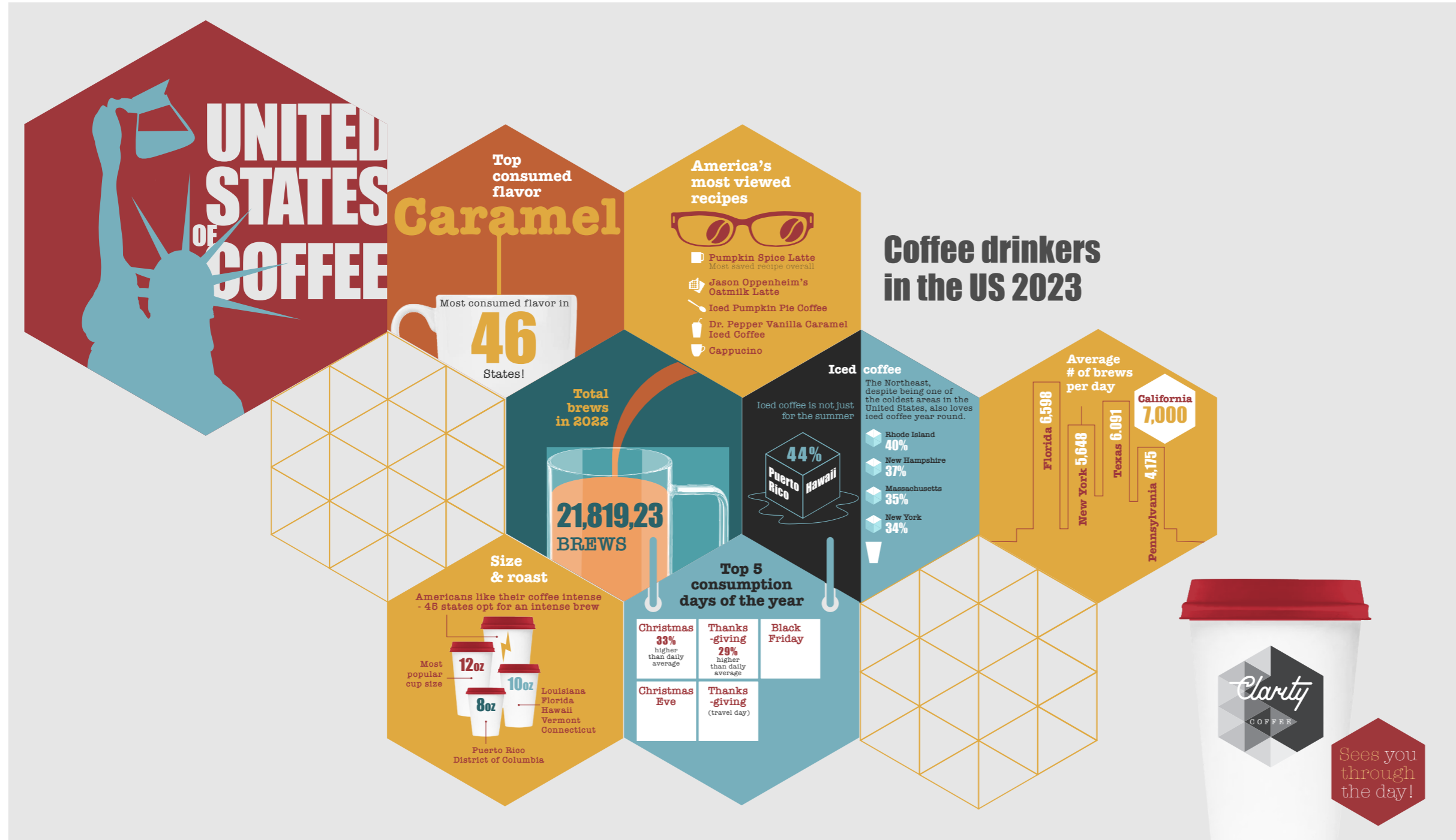


Using the hexagon diamond graphic from the Clarity Coffee brand logo as a holding device for content allows the brand identity to be presented in an engaging way.

Each hexagon diamond is a modular element that can be used alone, or in sets as an on-brand, dynamic way for readers to connect with the content.

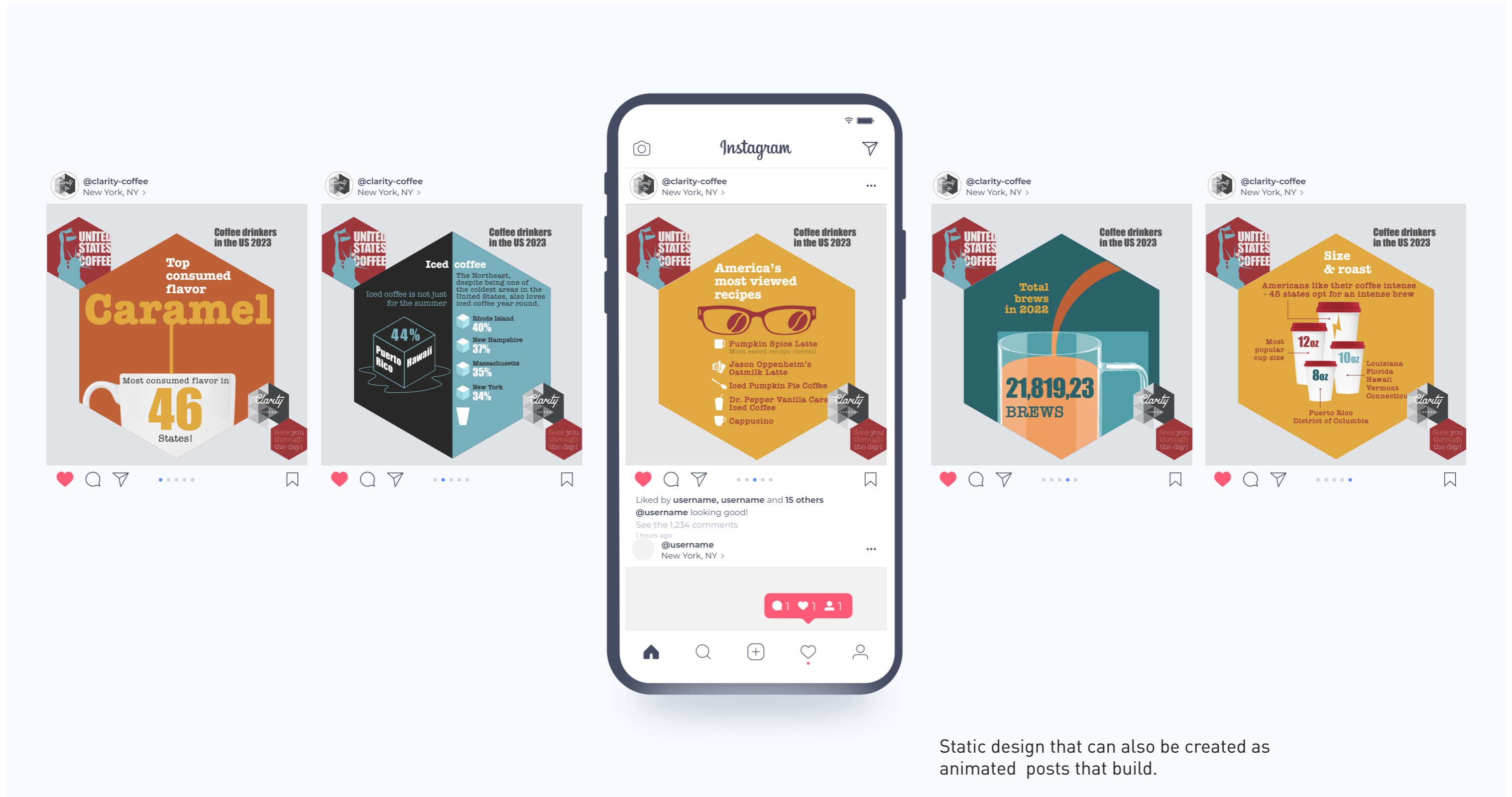


United States of Coffee 2023 Infographic



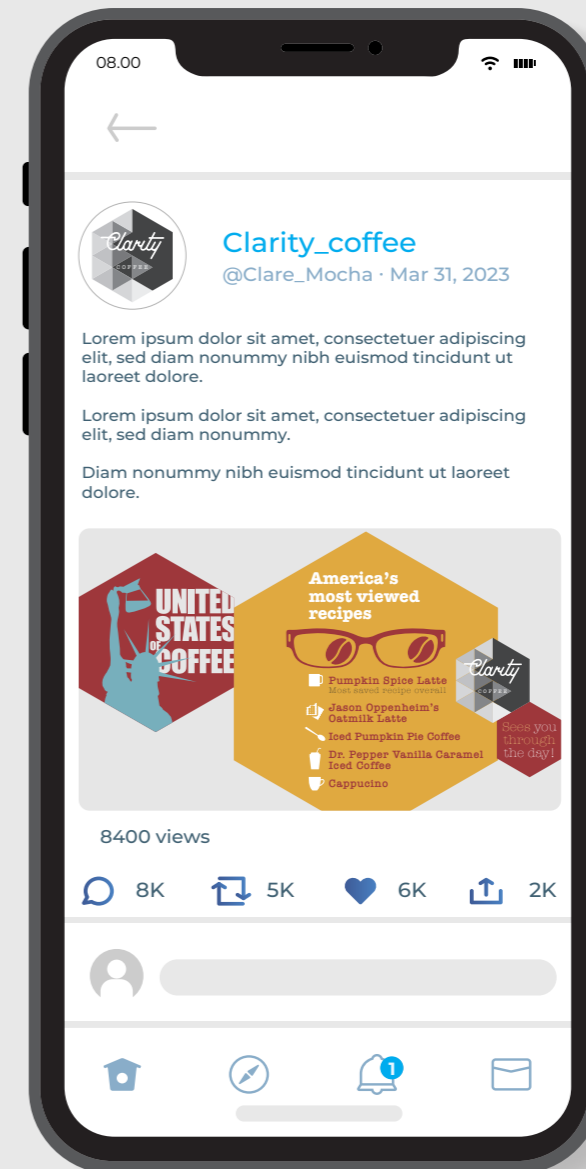
The hexagon diamond content holders are arranged collectively as a complete infographic on all the seven United States of Coffee 2023 data points.

Instagram Posts



Static design that can also be created as animated posts that build.

Twitter Posts



Static design that can also be created as animated posts that build.

Web



Design notes:

Colours

The colour palate for this project was taken from independent coffee brand [Cozzee Coffee](#), chosen as they've a broad range of colours, ideal for an infographic that has many sections.

The muted colours also have a contemporary heritage feel, often used by food and beverage brands looking to present a Craft feel -ideal for presenting the infographic as relevant and in touch with the independent and artisan nature of coffee today.

Design and content

Some of the copy has been trimmed to fit the infographic, or avoid repetition with stats added to the graphics.

The design was completed over 2 days - with alternative options for fonts, content shapes and animated posts possible - given an additional time (1-2 days)



Thank you
With regards

Gary