

DESIGNER BRIEF  
DECEMBER 2025  
DUE: JANUARY 8TH

The PlayBook  
MEMBERSHIP



**Brand Name:** Brevé Coffee House  
**Industry:** Specialty Coffee & Lifestyle Café  
**Style:** Modern Parisian, refined nostalgia, quiet luxury

**Meet your client:**

Brevé Coffee House is a design-led coffee brand inspired by the timeless charm of European cafés, where ritual, culture, and connection intertwine. With its roots in slow living and creative conversation, Brevé Coffee House reimagines the Parisian coffeehouse for a modern generation.

Every detail is deliberate: red-and-white striped banquettes, checkerboard tiles, antique brass lighting, and soft jazz humming in the background. The brand blends mid-century elegance with contemporary minimalism, a place where tradition meets design.

Their coffee is ethically sourced and roasted in small batches, served with ceremony and care. Brevé Coffee House isn't just a café; it's a mood, the kind of space where stories unfold, ideas spark, and time slows down.

**Brand Keywords:**

- Parisian
- Refined
- Nostalgic
- Warm
- Cultured
- Modern Retro

**Deliverables (choose any):**

- Logo + Submark
- Coffee bag or takeaway cup design
- Café signage & interior concept board
- Menu or pastry packaging design
- Instagram 9-tile grid
- Branded Illustrations

Post your designs to Instagram - It may gain you a real client!

*Have fun!*