

Process Book

SAVANNAH JONS

Corporate Identity | *Fall 2025*

RESEARCH Semester + Year

MARK COMPARISONS

GOOD LOGOS

PROFESSIONAL



IBH Addiction Recovery in Akron is a substance use treatment care organization. Their logo meaningful and professional, and the selected color palette is optimistic and evokes a feeling of hope and growth. The typeface is clean and professional, and easily readable at varying sizes.

MANUFACTURING



The J.M. Smucker Company logo is effective because it blends the family-owned heritage of their products with a modern feel. The logo has a clean look while still paying tribute to the origins of the jam manufacturing that the company is known for.

RETAIL



Trader Joe's is a grocery chain that has built a distinct identity, and its logo is effective because it leans into the authenticity that the brand is built around. The typeface sets the brand apart from corporate competitors by creating a charming visual identity with a memorable color choice that is eye-catching.

NONPROFIT



The Peace Corps logo features a minimalistic American flag that unfolds into the shape of a peace dove. The logo is clean and easily recognizable, and communicates the Peace Corp's core values of global peace and progress.

SERVICE



New Belgium Brewing is a well known brewing distributor in the U.S. and their logo is effective because it encapsulates the brand's identity of authenticity. The simple illustration is recognizable and memorable, and reflects on the history of the company. The typography is clean which communicates the company's professionalism and clear marketing strategies.

BAD LOGOS

PROFESSIONAL



Renew Counseling Ministries provides valuable mental health support, but the color palette may be harsh or clinically cold, evoking anxiety rather than peace, while poor typography choices can make the name difficult to read. The logo lacks the warmth and comfort expected from a counseling center.

MANUFACTURING



GOJO is based in Akron and is the producer of PURELL hand sanitizer. The logo has generic typography that poorly represents the services GOJO provides as a manufacturer. The muted color palette lacks boldness and clarity and doesn't represent the cleanliness and innovation of the company.

RETAIL



Kave Coffee Bar is a coffee shop located in the heart of downtown Barberton. The font choice doesn't reflect the cozy feel of the coffee shop and the depiction of the coffee cup in the letter "V" feels ineffective and distracting.

NONPROFIT



Rahab Ministry of Hope is an organization dedicated to supporting survivors of sex trafficking and offers assistance with recovery. The logo has excessive detail with the brackets around the logo and removed parts within the lettering, and the typography doesn't reflect well the comfort the organization wishes to provide.

SERVICE

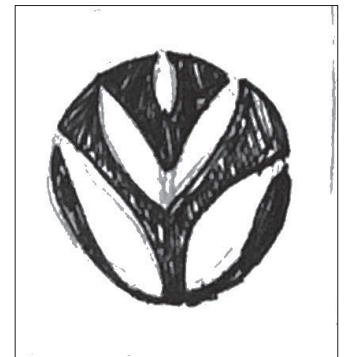
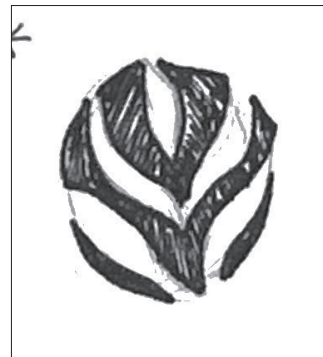
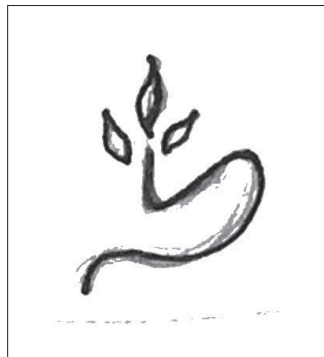
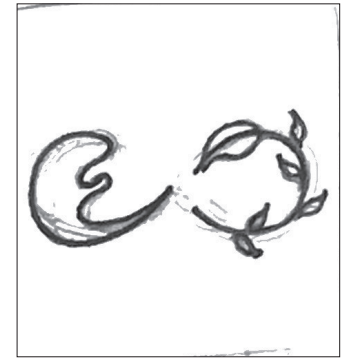
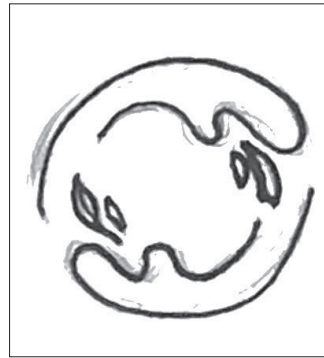
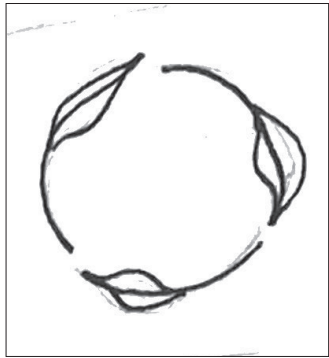


Good Life is a body piercing company based in Akron. The logo is cluttered and doesn't do much to describe what the company is or what they do until further glance, which makes this hard to interpret at smaller scales. The logo is also missing the company name which makes this confusing as to what the logo represents.

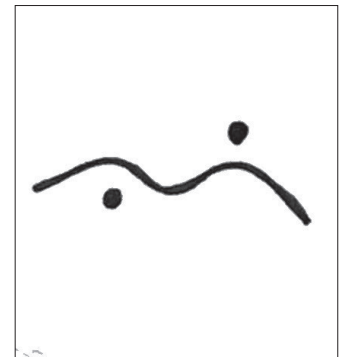
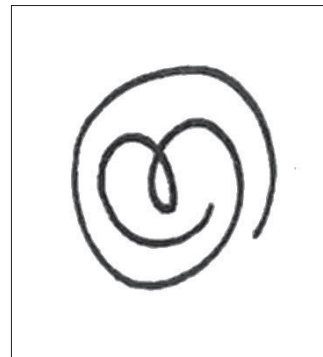
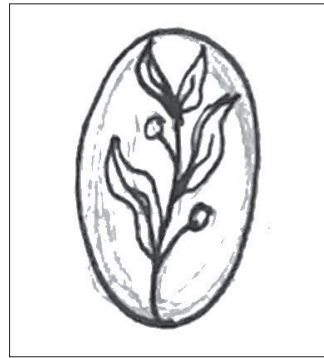
RENEW COUNSELING MINISTRIES

PROFESSIONAL COMPANY | SKETCHES AND DEVELOPMENT

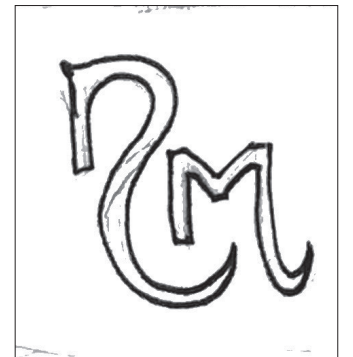
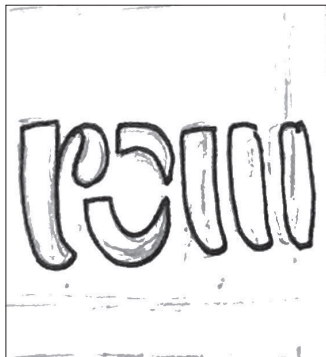
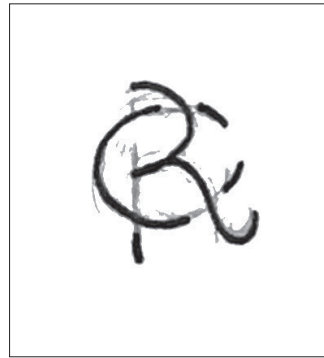
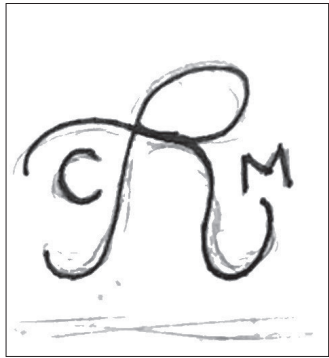
ABSTRACT



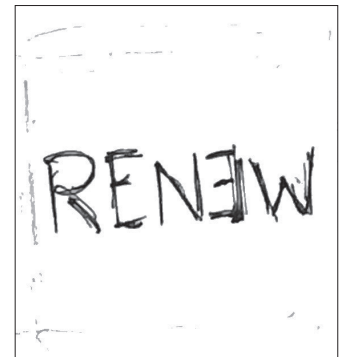
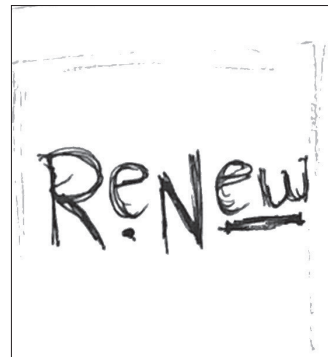
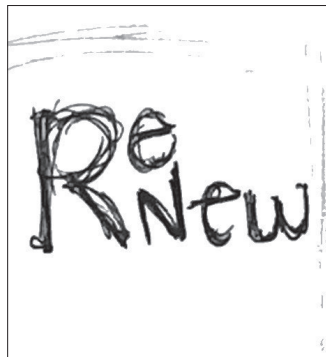
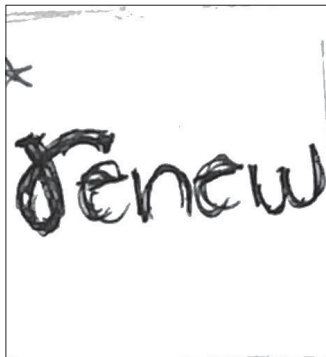
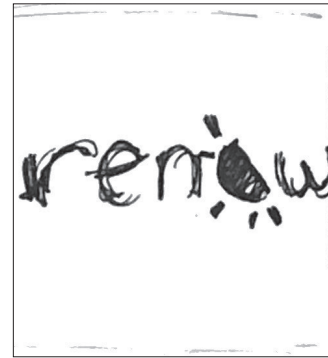
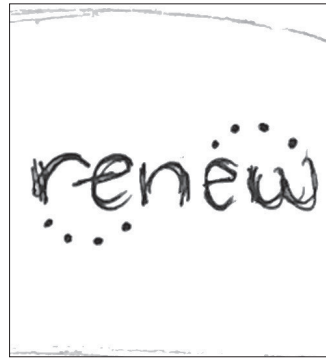
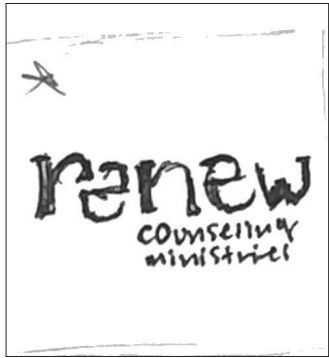
PICTOGRAM



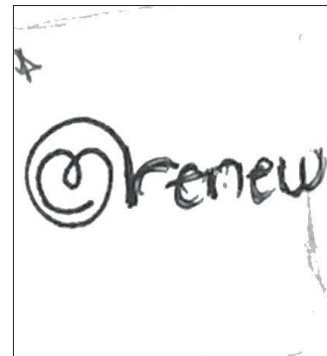
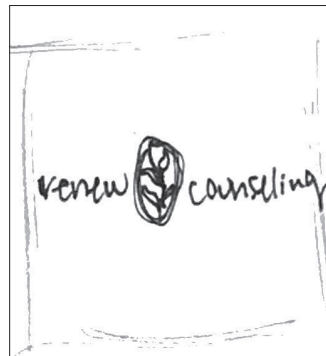
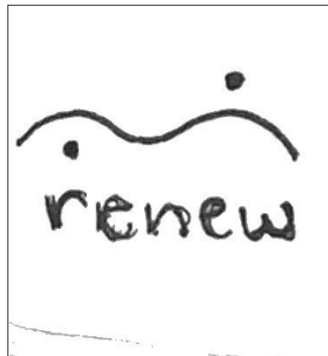
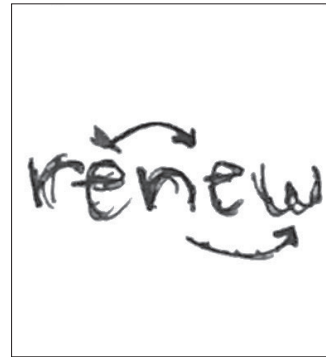
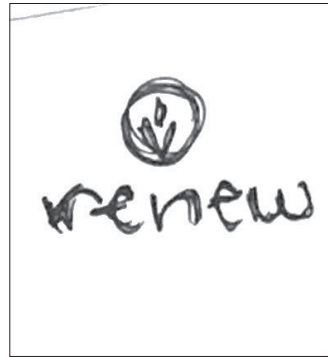
MONOGRAM



LOGOTYPE



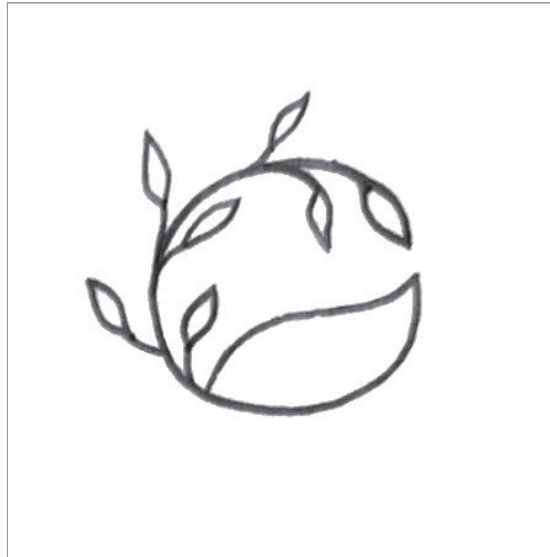
COMBINATIONS



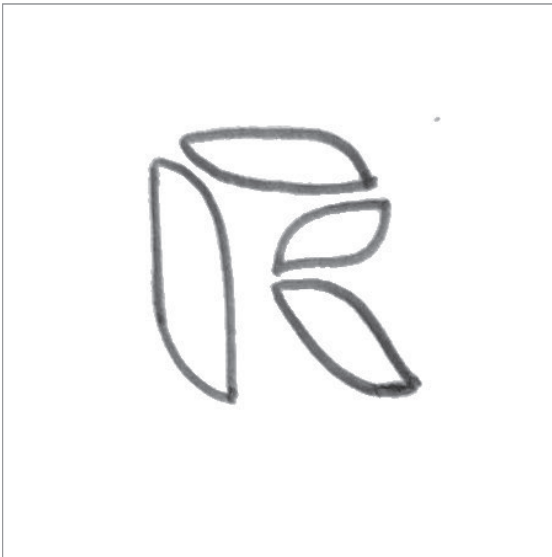
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



RENEW COUNSELING MINISTRIES

Type of Business

This company is a professional mental health organization specializing in a range of counseling focuses.

Key Words

Healing, growth, renewal, support, transformation.

Company Mission Statement

"Renew Counseling Ministries exists to be a community of servant leaders who value renewal of mind, body, soul and spirit for our team members and clients."

Competitors

Emerge Counseling Ministries
Fieldstone Counseling

How have you differentiated them from their competition

The ideation process focused on creating a brand that is clean (communicating a trustworthy level of professionalism) while also appearing friendly and approachable to convey that this organization is centered around growth and healing.

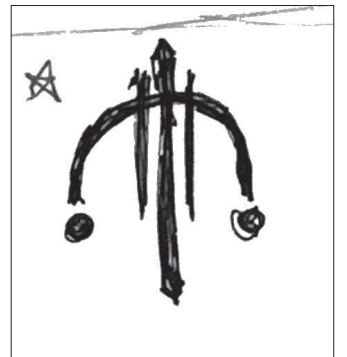
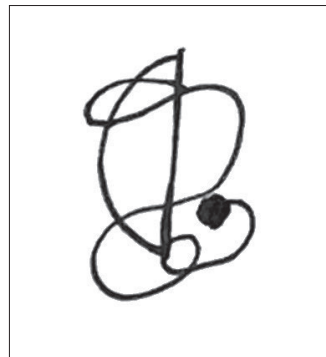
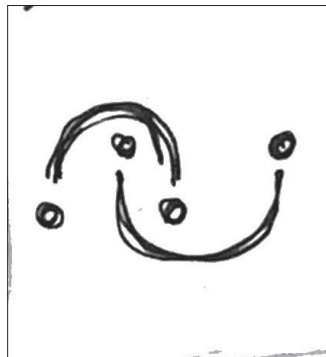
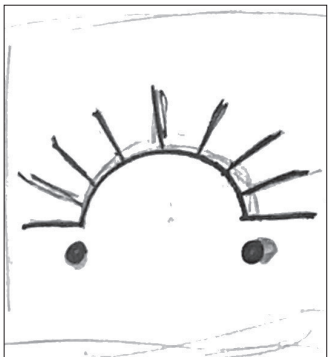
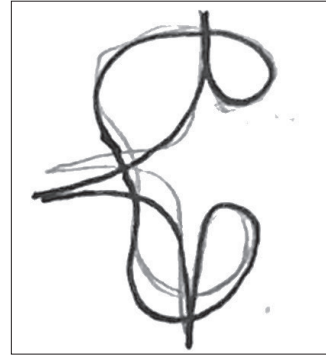
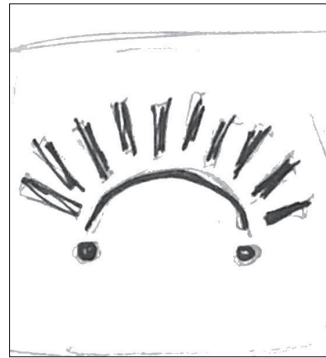
5. Combination



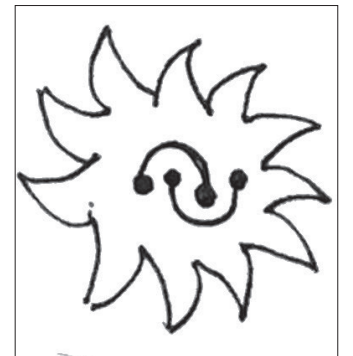
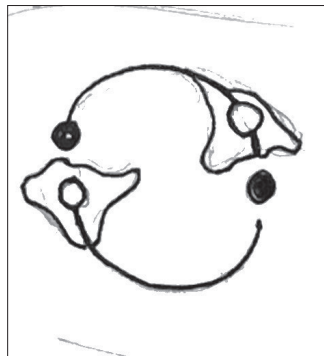
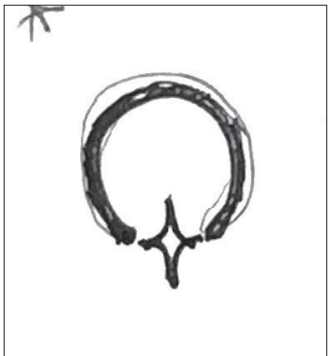
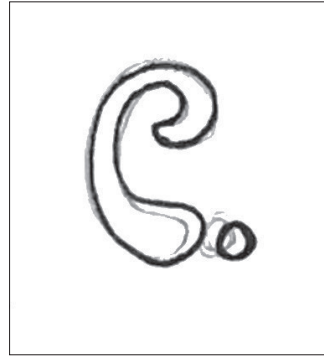
GOOD LIFE BODY PIERCING

SERVICE COMPANY | SKETCHES AND DEVELOPMENT

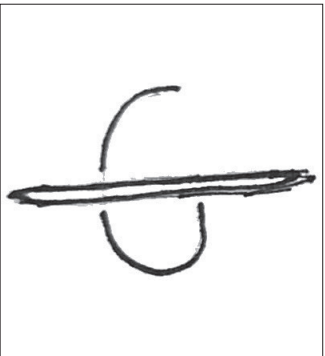
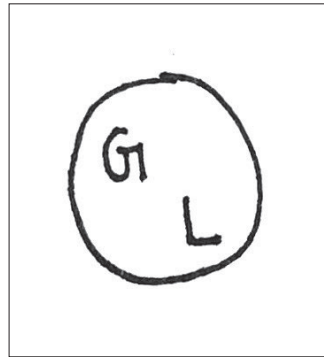
ABSTRACT



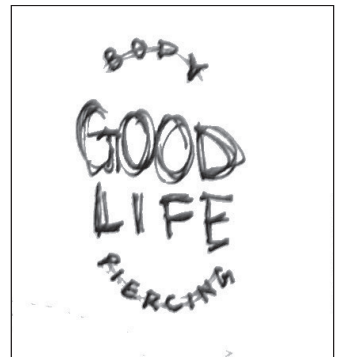
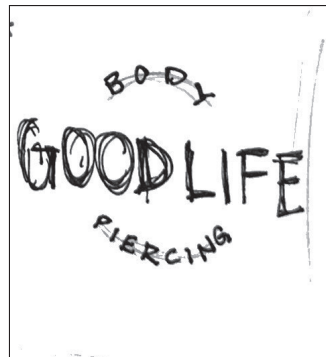
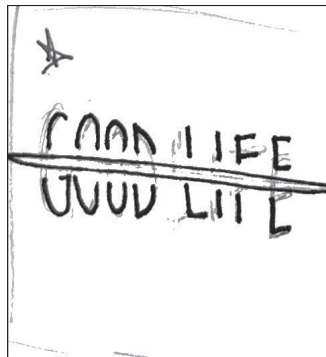
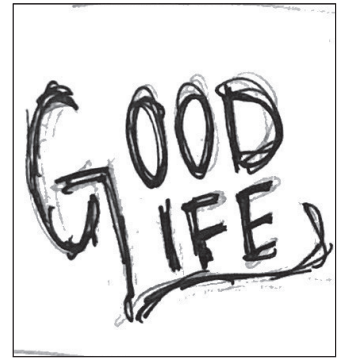
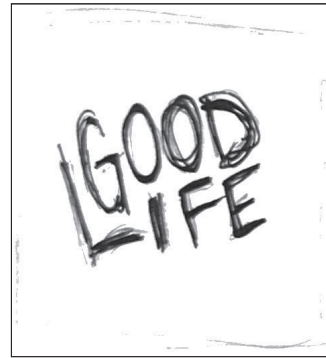
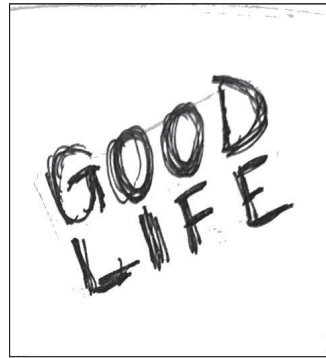
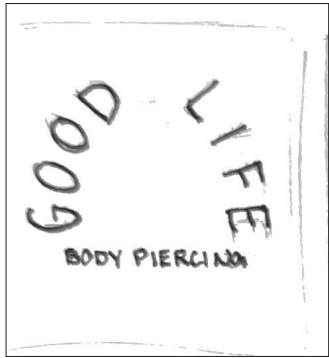
PICTOGRAM



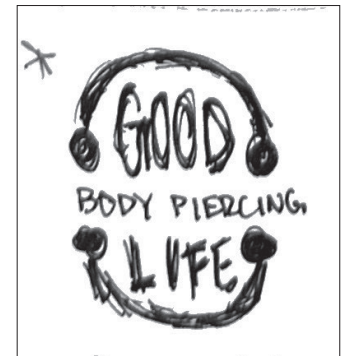
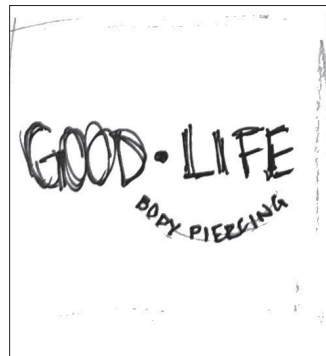
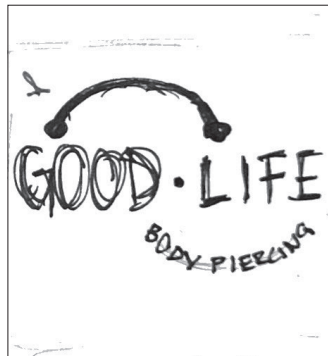
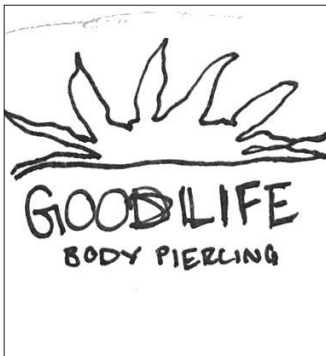
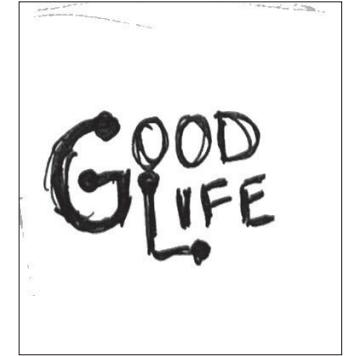
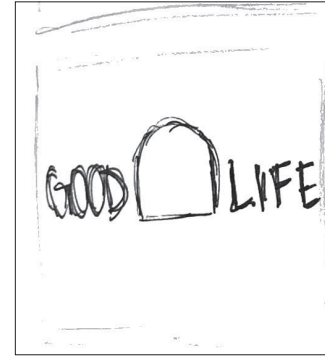
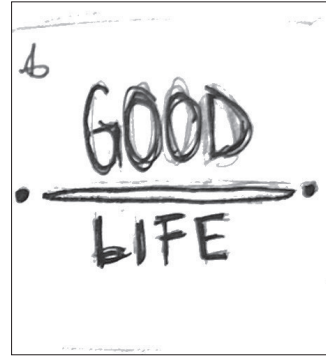
MONOGRAM



LOGOTYPE



COMBINATIONS



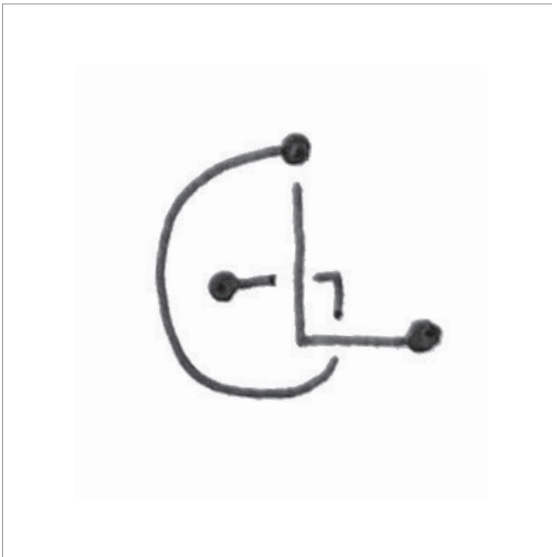
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



GOOD LIFE BODY PIERCING

Type of Business

This company is a body piercing service company based in Akron, Ohio.

Key Words

Piercing, jewelry, needles, ring, stud, inclusive, professional.

Company Mission Statement

"Making, Changing, and Helping Piercings."

Competitors

Defiance Tattoos and Body Piercing
Lucid Body Piercing

How have you differentiated them from their competition

The branding concept merges a minimalistic aesthetic with the classic grunge tone of traditional piercing shops.

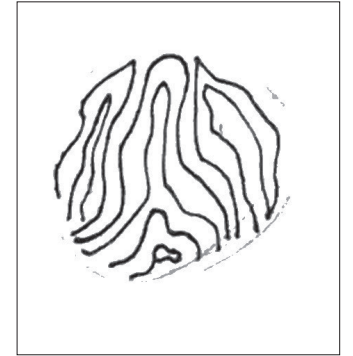
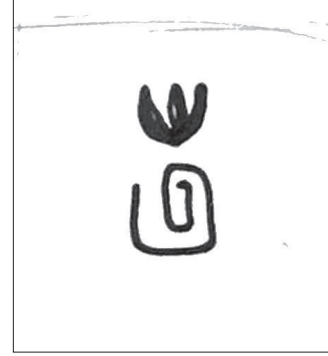
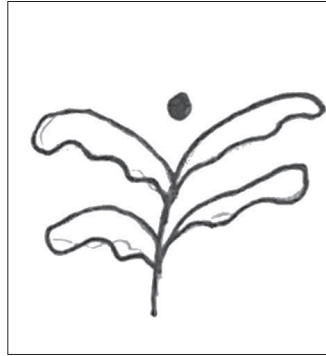
5. Combination



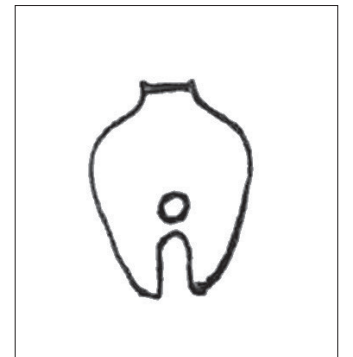
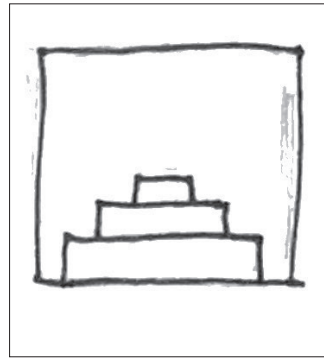
RAHAB

NONPROFIT COMPANY | SKETCHES AND DEVELOPMENT

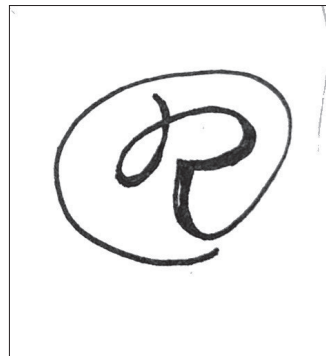
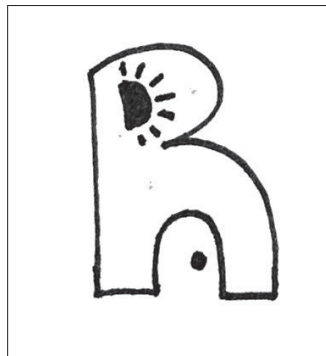
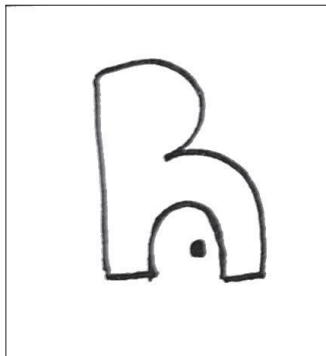
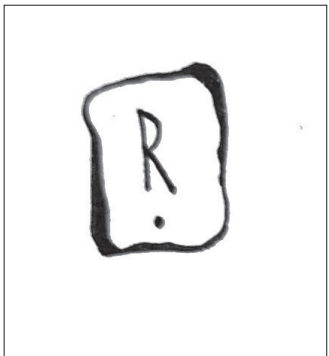
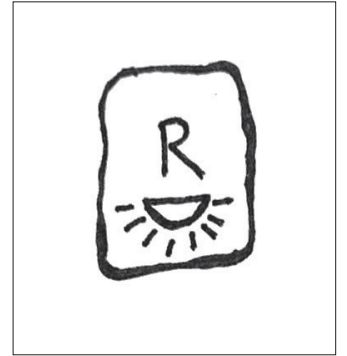
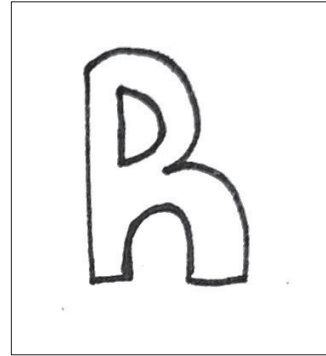
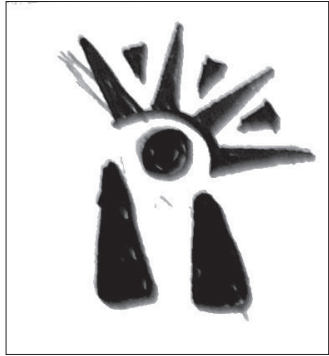
ABSTRACT



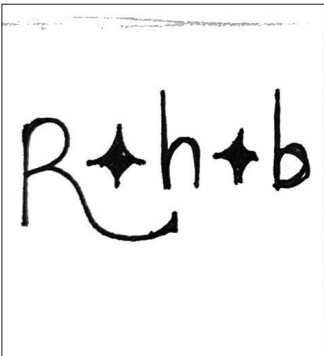
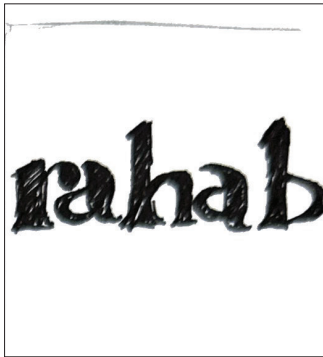
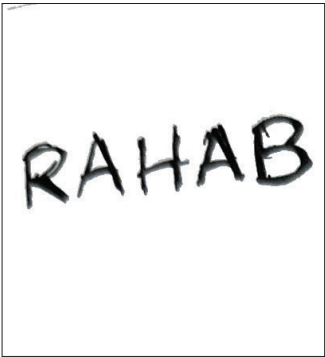
PICTOGRAM



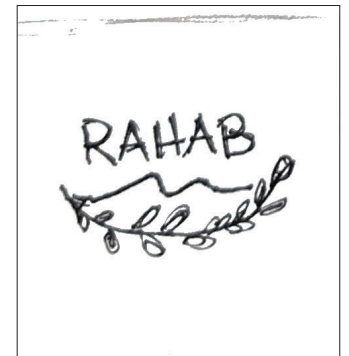
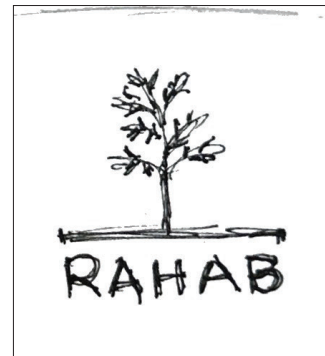
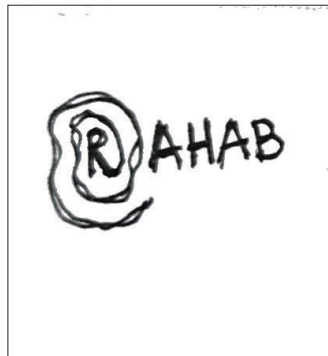
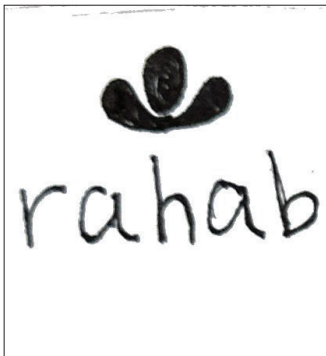
MONOGRAM



LOGOTYPE



COMBINATIONS



1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



RAHAB

Type of Business

This organization is a nonprofit foundation focusing on the rehabilitation of individuals affected by sex trafficking.

Key Words

Recovery, foundation, stability, rehabilitation, rebuilding, growth.

Company Mission Statement

"RAHAB Ministries provides Christ-centered transformational services to those directly affected by sex trafficking."

Competitors

The Well CDC
Vincent House

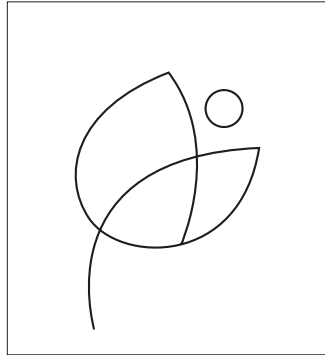
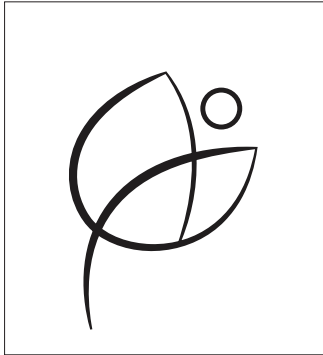
How have you differentiated them from their competition

This branding symbolizes growth, using stained glass motifs to reflect the organization's ministry foundations.

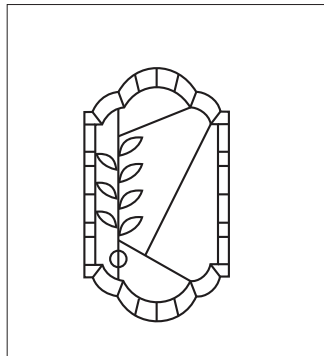
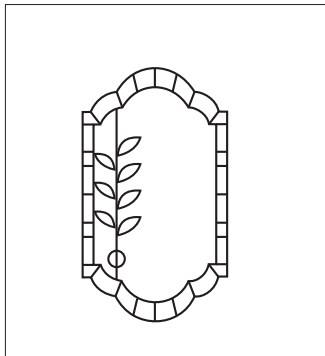
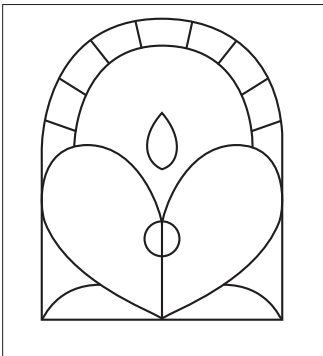
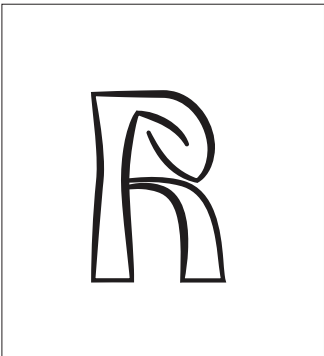
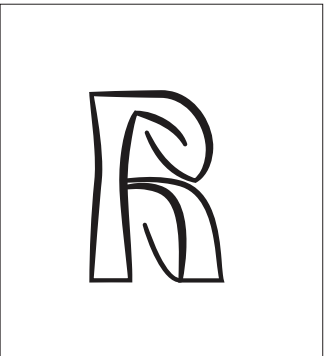
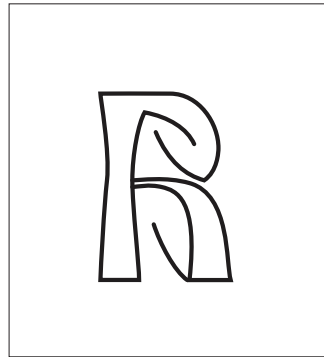
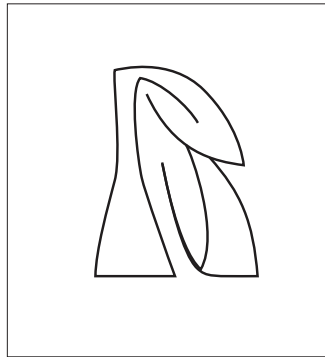
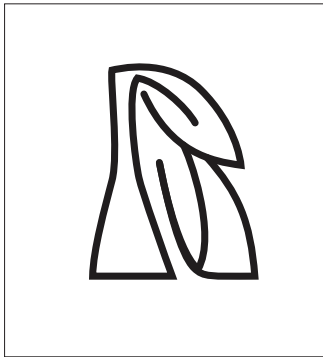
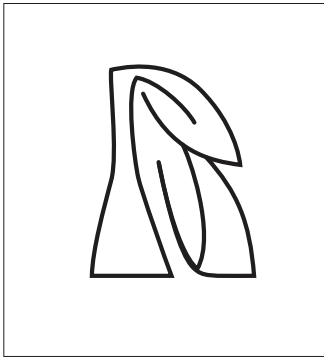
5. Combination



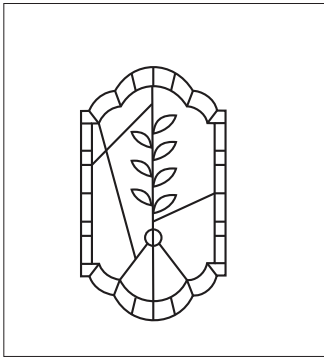
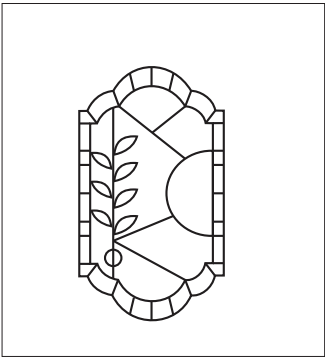
DIGITAL MARK EXPLORATION



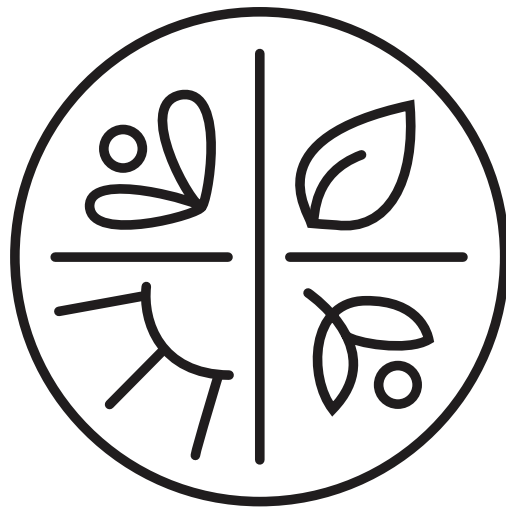
DIGITAL MARK EXPLORATION



DIGITAL MARK EXPLORATION



FINAL DIGITAL MARK



rahab

DIGITAL MARK COLOR EXPLORATION



DIGITAL MARK COLOR EXPLORATION



DIGITAL MARK COLOR EXPLORATION



LOGO SPEC SHEET



BLACK AND WHITE



PANTONE



CMYK



REVERSED

COLOR PALETTE



PANTONE: 7699 C
C=86 M=53 Y=42 K=19
HEX: 2A5F71



C=5 M=31 Y=17 K=0
HEX: ECB9BA



PANTONE: 7543 C
C=48 M=30 Y=24 K=0
HEX: 8CA0AF



Dear Eleanor Vance,

My name is Gabriella McCormick, and I am the director of outreach at Rahab. On behalf of the entire community at Rahab Ministries of Hope, I write to express our profound gratitude for your generous gift of \$500. Your faithful support is more than a donation; it is a tangible lifeline of hope and a powerful affirmation of the women we serve together.

Your recent contribution directly enables our mission to provide:

- **Safety and Essentials:** A warm bed, nutritious meals, and a secure environment for women taking their first courageous steps toward freedom.
- **Transformative Care:** Critical counseling and trauma-informed support that addresses wounds and fosters healing.
- **Empowerment for the Future:** Access to life skills workshops, educational resources, and career coaching that rebuilds dignity and paves the way to self-sufficiency.

We are deeply honored by your trust and partnership. You are weaving a stronger, brighter future for women in our community, one thread of hope at a time.

With sincere thanks and blessings,
Gabriella McCormick
Director of Outreach

123-456-7890
rahab-ministries.org

3480 W Market St # 303,
Fairlawn, OH 44333



RAHAB
3480 W MARKET ST #303
FAIRLAWN, OH 44333

GABRIELLA MCCORMICK
3480 W MARKET ST #303
FAIRLAWN, OH 44333



GABRIELLA MCCORMICK
DIRECTOR OF OUTREACH



- 📞 123-456-7890 | 123-456-7809
- ✉️ gmccormick@rahabmin.org
- 📍 3480 W Market St #303, Fairlawn, OH 44333
- 🌐 rahab-ministries.org



Dear Eleanor Vance,

My name is Gabriella McCormick, and I am the director of outreach at Rahab. On behalf of the entire community at Rahab Ministries of Hope, I write to express our profound gratitude for your generous gift of **\$500**. Your faithful support is more than a donation; it is a tangible lifeline of hope and a powerful affirmation of the women we serve together.

Your recent contribution directly enables our mission to provide:

- **Safety and Essentials:** A warm bed, nutritious meals, and a secure environment for women taking their first courageous steps toward freedom.
- **Transformative Care:** Critical counseling and trauma-informed support that addresses wounds and fosters healing.
- **Empowerment for the Future:** Access to life skills workshops, educational resources, and career coaching that rebuilds dignity and paves the way to self-sufficiency.

We are deeply honored by your trust and partnership. You are weaving a stronger, brighter future for women in our community, one thread of hope at a time.

With sincere thanks and blessings,

Gabriella McCormick
Director of Outreach

123-456-7890
rahab-ministries.org

3480 W Market St #303,
Fairlawn, OH 44333



RAHAB
3480 W MARKET ST #303
FAIRLAWN, OH 44333

GABRIELLA MCCORMICK
3480 W MARKET ST #303
FAIRLAWN, OH 44333



GABRIELLA MCCORMICK
DIRECTOR OF OUTREACH

- 123-456-7890 | 123-456-7809
- gmccormick@rahabmin.org
- 3480 W Market St #303, Fairlawn, OH 44333
- rahab-ministries.org





rahab

Dear Eleanor Vance,

My name is Gabriella McCormick, and I am the director of outreach at Rahab. On behalf of the entire community at Rahab Ministries of Hope, I write to express our profound gratitude for your generous gift of \$500. Your faithful support is more than a donation; it is a tangible lifeline of hope and a powerful affirmation of the women we serve together.

Your recent contribution directly enables our mission to provide:

- **Safety and Essentials:** A warm bed, nutritious meals, and a secure environment for women taking their first courageous steps toward freedom.
- **Transformative Care:** Critical counseling and trauma-informed support that addresses wounds and fosters healing.
- **Empowerment for the Future:** Access to life skills workshops, educational resources, and career coaching that rebuilds dignity and paves the way to self-sufficiency.

We are deeply honored by your trust and partnership. You are weaving a stronger, brighter future for women in our community, one thread of hope at a time.

With sincere thanks and blessings,
Gabriella McCormick
 Director of Outreach

123-456-7890
rahab-ministries.org

3480 W Market St #303,
Fairlawn, OH 44333



RAHAB
 3480 W MARKET ST #303
 FAIRLAWN, OH 44333

GABRIELLA MCCORMICK
 3480 W MARKET ST #303
 FAIRLAWN, OH 44333



123-456-7890 | 123-456-7890
 gmccormick@rahabmin.org
 3480 W Market St #303, Fairlawn, OH 44333
 rahab-ministries.org

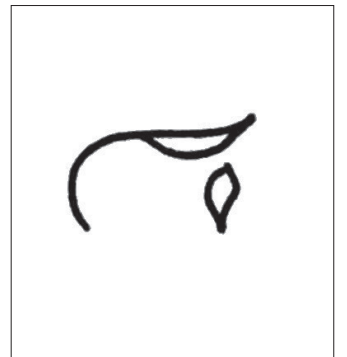
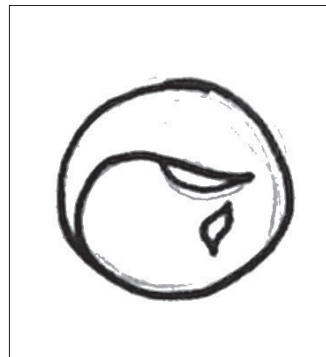
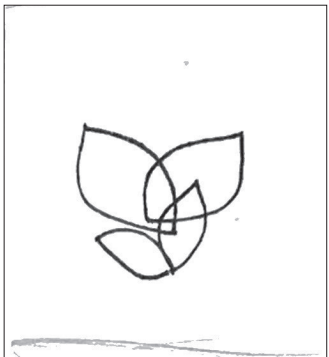
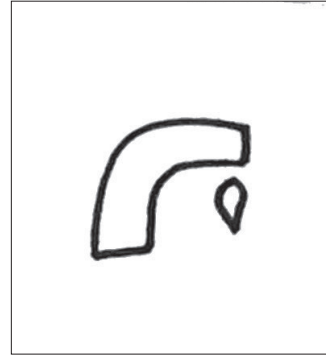
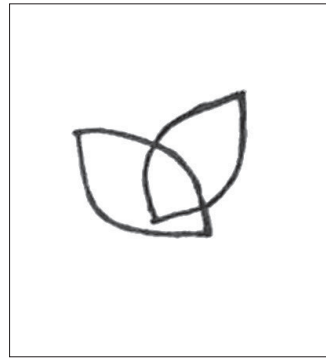
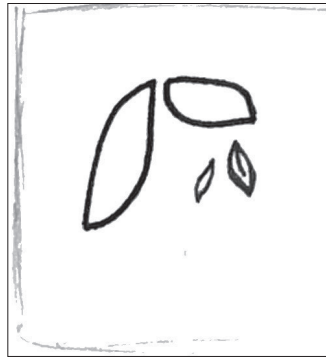


GABRIELLA MCCORMICK
 DIRECTOR OF OUTREACH

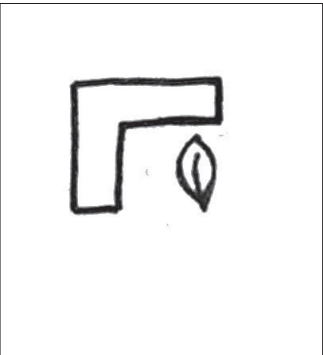
PURELL

MANUFACTURING COMPANY | SKETCHES AND DEVELOPMENT

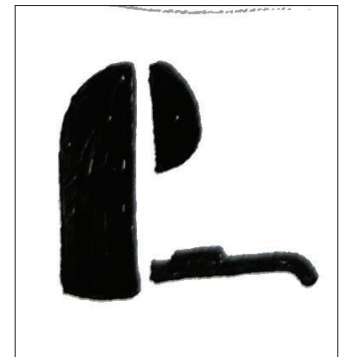
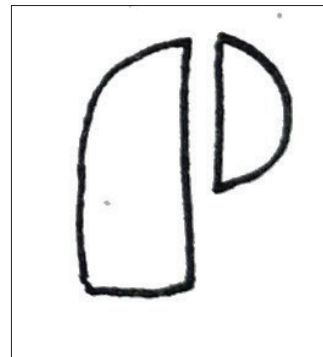
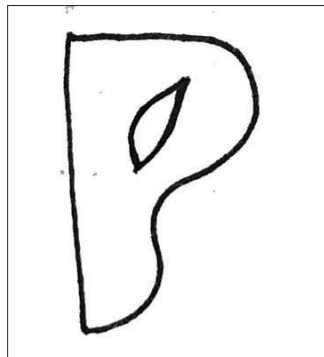
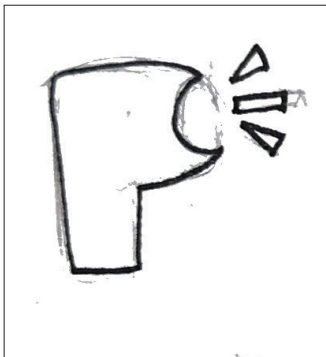
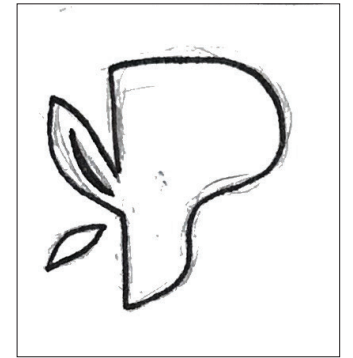
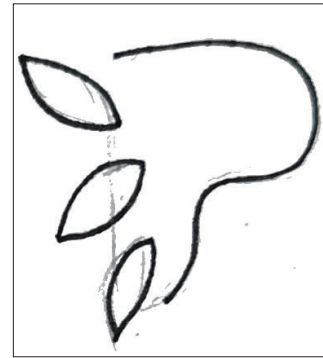
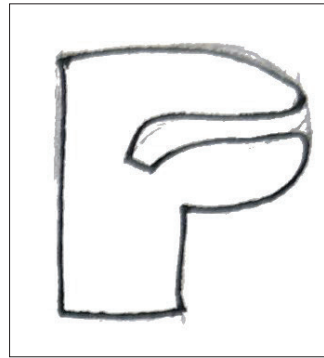
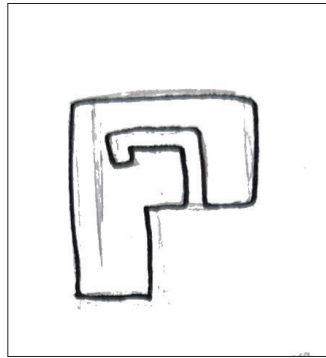
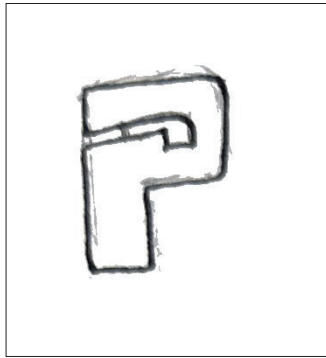
ABSTRACT



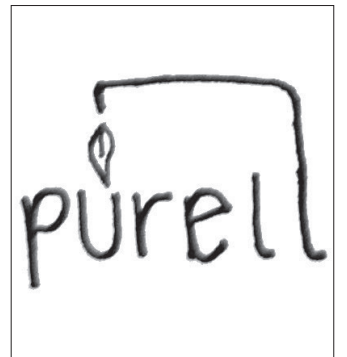
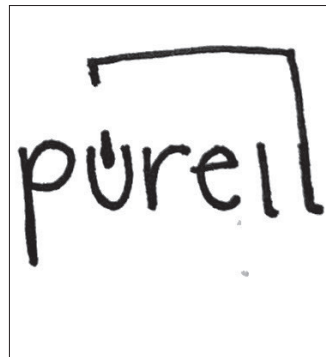
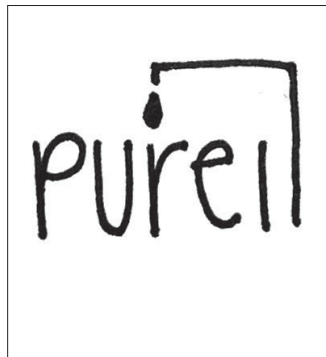
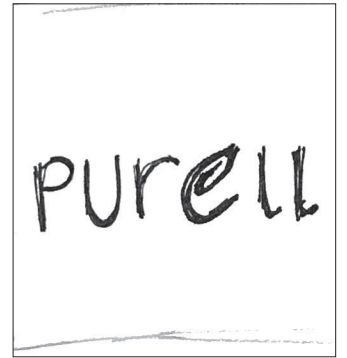
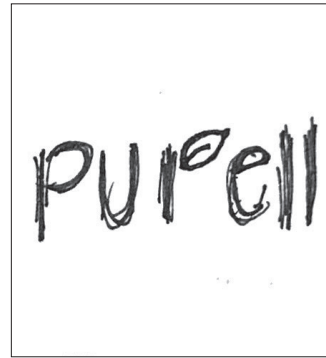
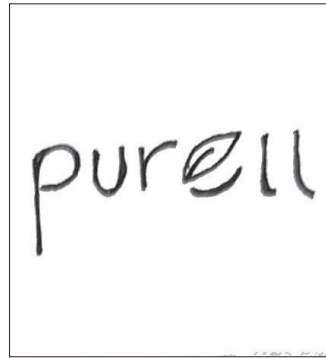
PICTOGRAM



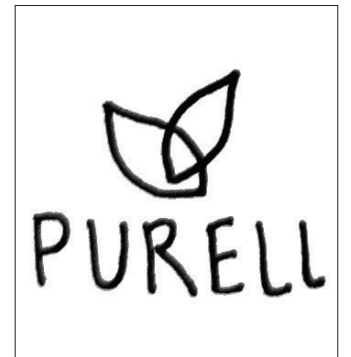
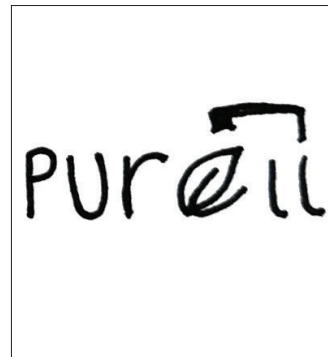
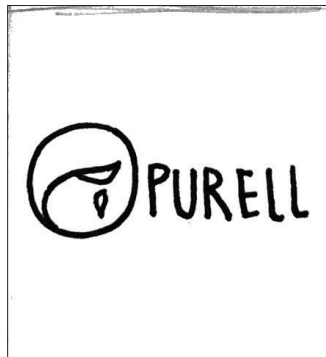
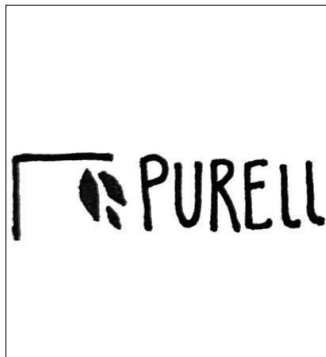
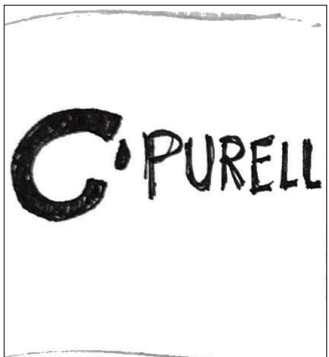
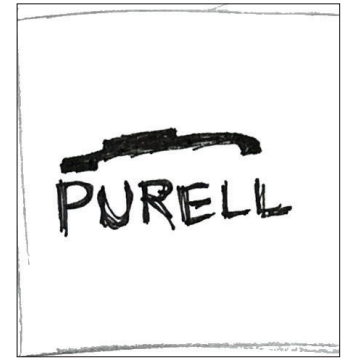
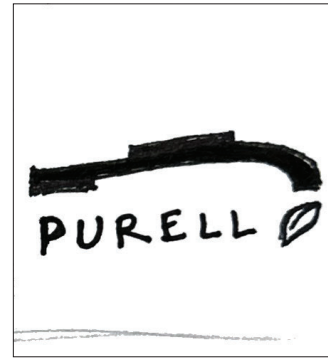
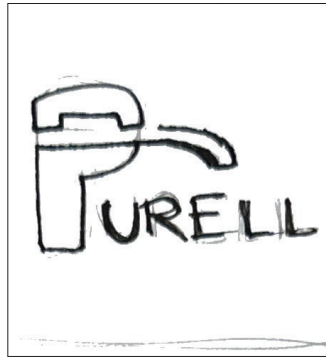
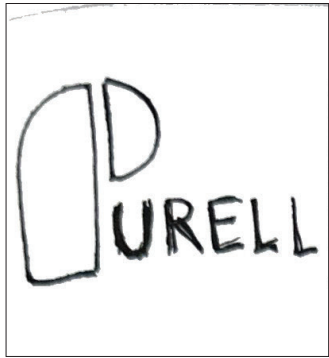
MONOGRAM



LOGOTYPE



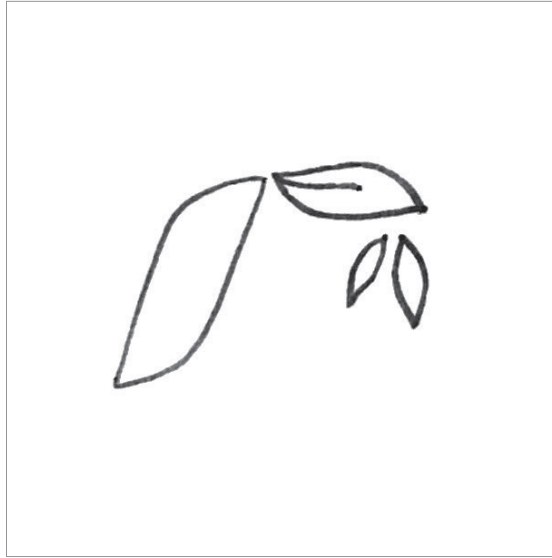
COMBINATIONS



1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



PURELL

Type of Business

This is a hand sanitizer product line from the manufacturer GOJO.

Key Words

Green, recycle, sanitary, reliability, antibacterial, wellness, sustainable, eco-friendly.

Company Mission Statement

"Saving Lives and Making Life Better Through Well-Being Solutions."

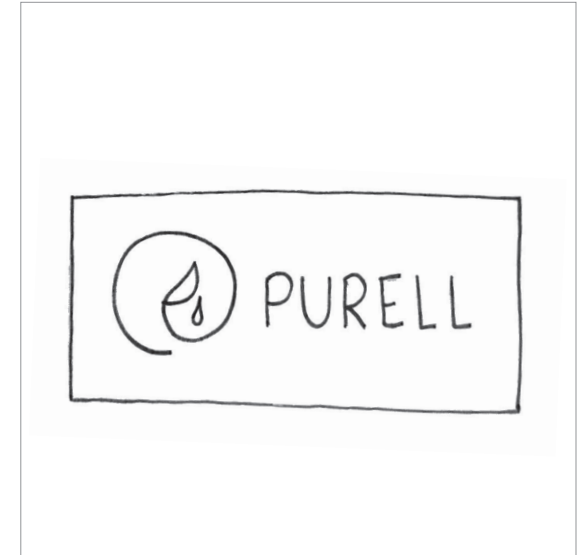
Competitors

Clorox
S.C. Johnson

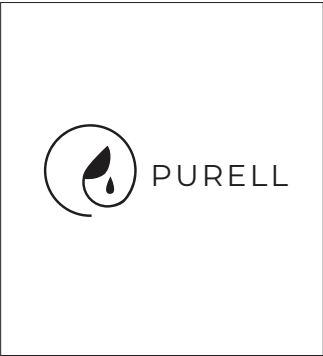
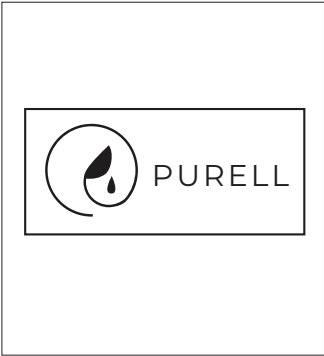
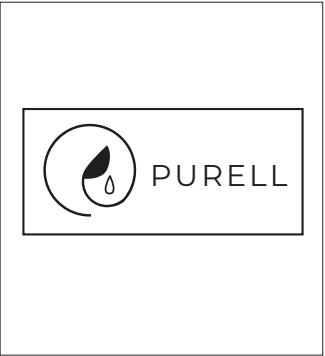
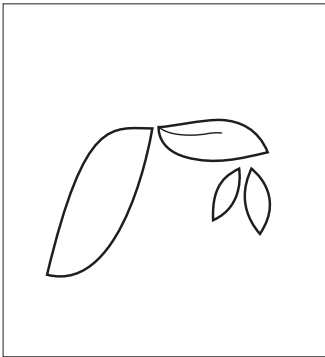
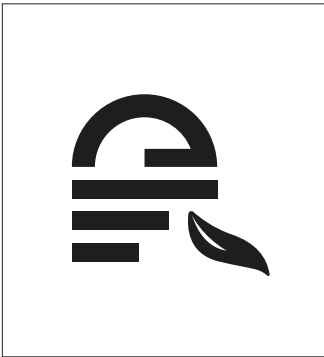
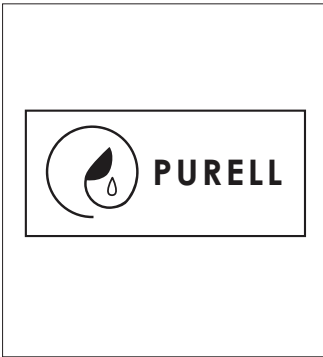
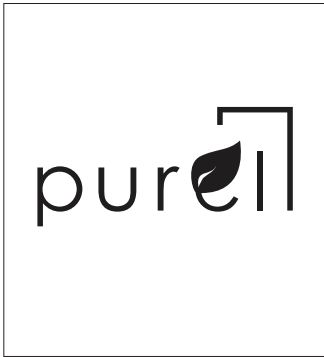
How have you differentiated them from their competition

The branding highlights the company's green initiatives while clearly featuring its core product (hand sanitizer).

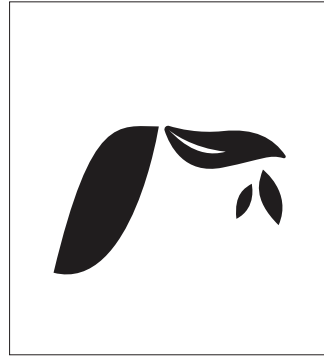
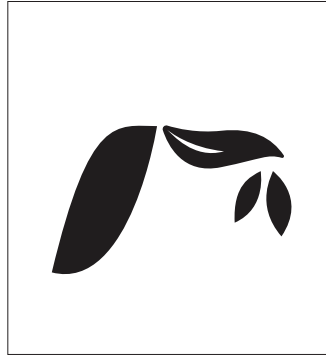
5. Combination



DIGITAL MARK EXPLORATION



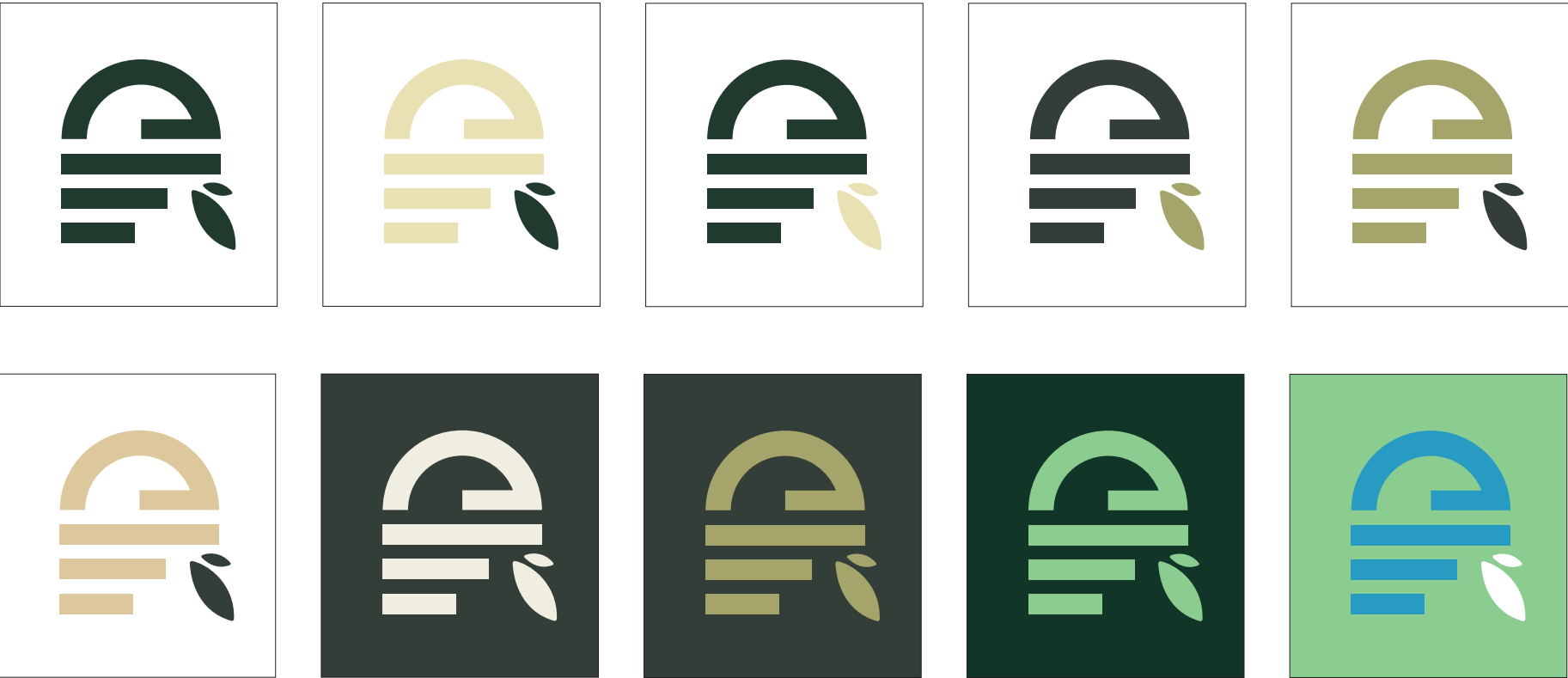
DIGITAL MARK EXPLORATION



FINAL DIGITAL MARK



DIGITAL MARK COLOR EXPLORATION



DIGITAL MARK COLOR EXPLORATION



LOGO SPEC SHEET



BLACK AND WHITE



PANTONE



CMYK



REVERSED

COLOR PALETTE



PANTONE: 7689 C
C=75 M=23 Y=13 K=0
HEX: 2A9CC3



PANTONE: 7485 C
C=20 M=0 Y=25 K=0
HEX: CDE7C9



C=29 M=7 Y=48 K=0
HEX: BACE9A



Dear Valued Customer,

Thank you for choosing Purell and for trusting us to help protect what matters most—the health and well-being of your family, your teams, and your community.

We know you have a choice in how you promote wellness, and we do not take your trust lightly. For over 75 years, our mission at Purell has been singular: to save lives and make life better through well-being solutions. Every bottle of Purell is backed by that commitment to science, quality, and safety. **It's more than a product to us; it's a promise.**

As life continues to move forward, we hope Purell remains a simple, trusted part of your daily routine. Whether it's the pump on your kitchen counter, the bottle in your bag, or the dispensers in your workplace, our goal is to provide a moment of confidence so you can focus on the moments that matter—the handshakes, the shared meals, the collaborative projects, and the everyday connections that define our lives.

Your satisfaction is our priority. We are continuously innovating to meet your needs, from our trusted classic formula to our range of sizes and convenient dispensers.

Thank you again for making Purell a part of your life. We are honored to be your partner in health.

Warmly,

The Purell Team

123-456-7890
www.gojo.com

1 Gojo Plz Suite 500,
Akron, OH 44311



PURELL
1 GOJO PLZ SUITE 500,
AKRON, OH 44311

GABRIELLA MCCORMICK
1 GOJO PLZ SUITE 500,
AKRON, OH 44311



GABRIELLA MCCORMICK
PROJECT MANAGER

123-456-7890 | 123-456-7809
gmccormick@purell.org
1 Gojo Plz Suite 500, Akron, OH 44311
www.gojo.com

Dear Valued Customer,

Thank you for choosing **Purell** and for trusting us to help protect what matters most—the health and well-being of your family, your teams, and your community.

We know you have a choice in how you promote wellness, and we do not take your trust lightly. For over 75 years, our mission at **Purell** has been singular: to save lives and make life better through well-being solutions. Every bottle of **Purell** is backed by that commitment to science, quality, and safety. **It's more than a product to us; it's a promise.**

As life continues to move forward, we hope **Purell** remains a simple, trusted part of your daily routine. Whether it's the pump on your kitchen counter, the bottle in your bag, or the dispensers in your workplace, our goal is to provide a moment of confidence so you can focus on the moments that matter—the handshakes, the shared meals, the collaborative projects, and the everyday connections that define our lives.

Your satisfaction is our priority. We are continuously innovating to meet your needs, from our trusted classic formula to our range of sizes and convenient dispensers.

Thank you again for making Purell a part of your life. We are honored to be your partner in health.

Warmly,

The Purell Team



123-456-7890
www.gojo.com

1 Gojo Plz Suite 500,
Akron, OH 44311



PURELL
1 GOJO PLZ SUITE 500,
AKRON, OH 44311

GABRIELLA MCCORMICK
1 GOJO PLZ SUITE 500,
AKRON, OH 44311



GABRIELLA MCCORMICK
PROJECT MANAGER

123-456-7890 | 123-456-7809
gmccormick@purell.org
1 Gojo Plz Suite 500, Akron, OH 44311
www.gojo.com





Dear Valued Customer,

Thank you for choosing Purell and for trusting us to help protect what matters most—the health and well-being of your family, your teams, and your community.

We know you have a choice in how you promote wellness, and we do not take your trust lightly. For over 75 years, our mission at Purell has been singular: to save lives and make life better through well-being solutions. Every bottle of Purell is backed by that commitment to science, quality, and safety. It's more than a product to us; it's a promise.

As life continues to move forward, we hope Purell remains a simple, trusted part of your daily routine. Whether it's the pump on your kitchen counter, the bottle in your bag, or the dispensers in your workplace, our goal is to provide a moment of confidence so you can focus on the moments that matter—the handshakes, the shared meals, the collaborative projects, and the everyday connections that define our lives.

Your satisfaction is our priority. We are continuously innovating to meet your needs, from our trusted classic formula to our range of sizes and convenient dispensers.

Thank you again for making Purell a part of your life. We are honored to be your partner in health.

Warmly,
The Purell Team

123-456-7890
www.gojo.com

1 Gojo Plz Suite 500,
Akron, OH 44311



PURELL
1 GOJO PLZ SUITE 500,
AKRON, OH 44311

GABRIELLA MCCORMICK
1 GOJO PLZ SUITE 500,
AKRON, OH 44311



GABRIELLA MCCORMICK
PROJECT MANAGER

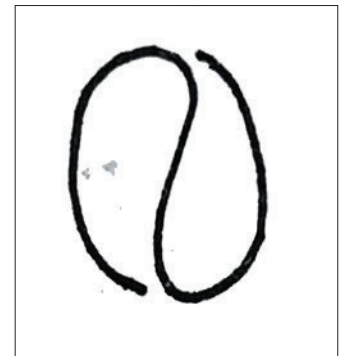
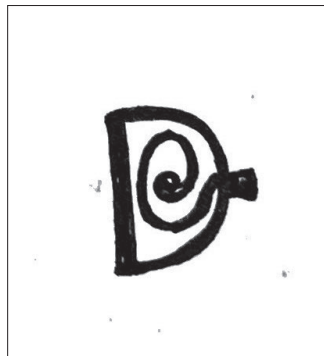
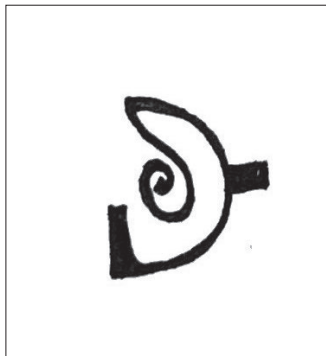
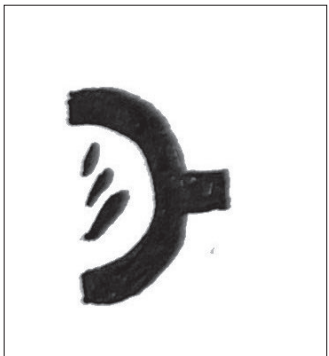
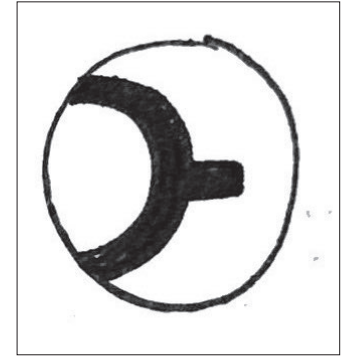
123-456-7890 | 123-456-7890
gmccormick@purell.org
1 Gojo Plz Suite 500, Akron, OH 44311
www.gojo.com



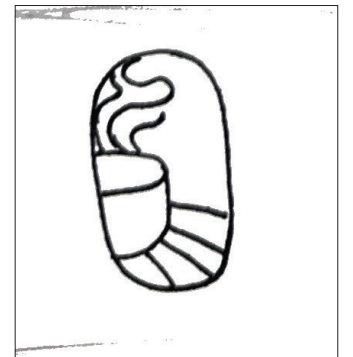
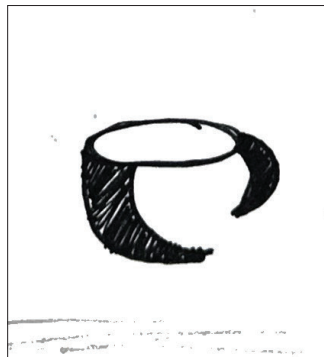
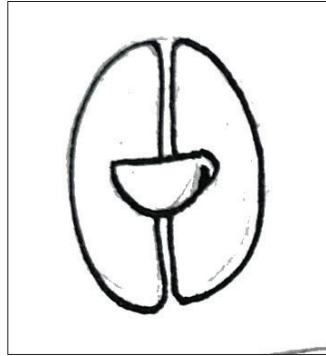
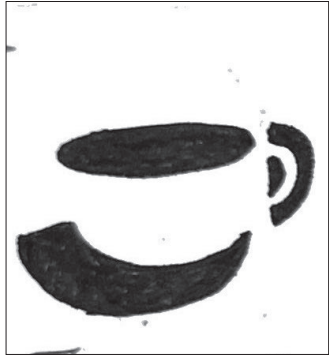
KAVE COFFEE BAR

RETAIL COMPANY | SKETCHES AND DEVELOPMENT

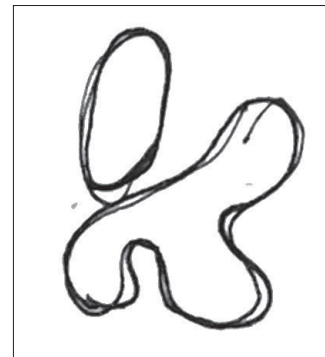
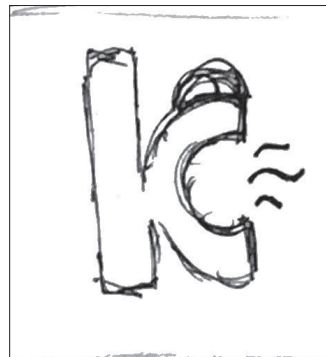
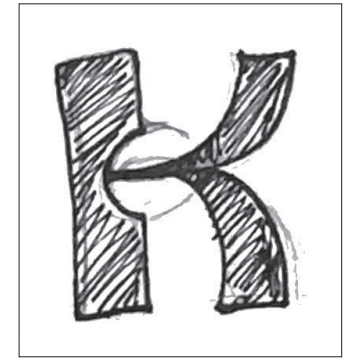
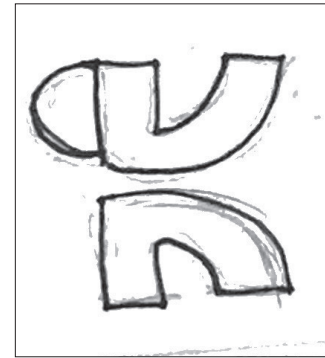
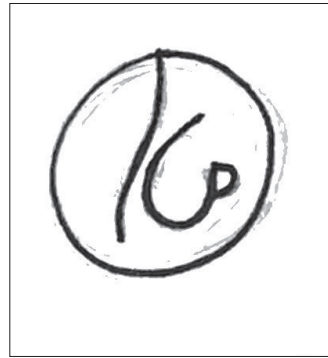
ABSTRACT



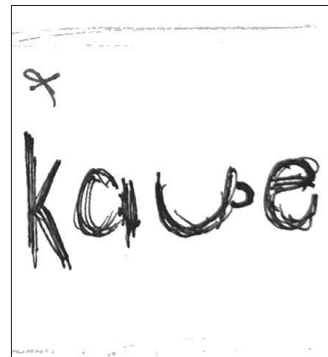
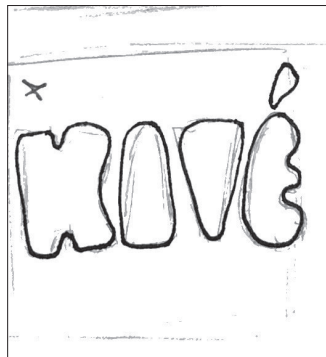
PICTOGRAM



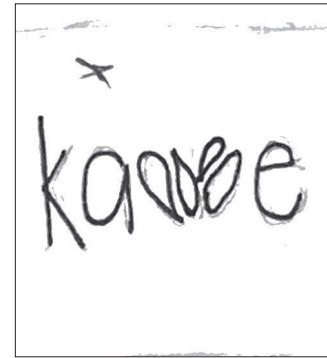
MONOGRAM



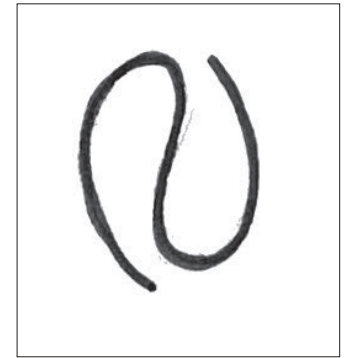
LOGOTYPE



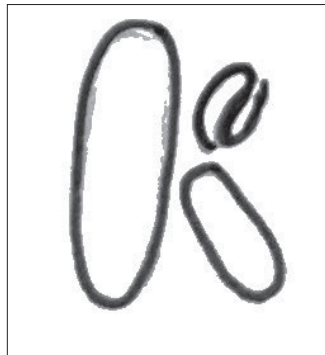
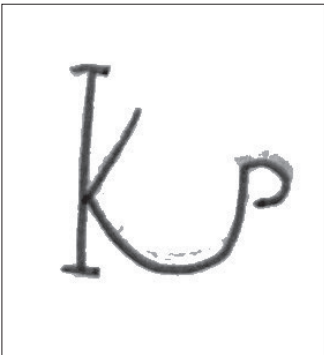
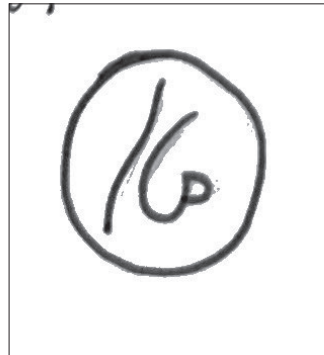
COMBINATIONS



REVISIONS



REVISIONS



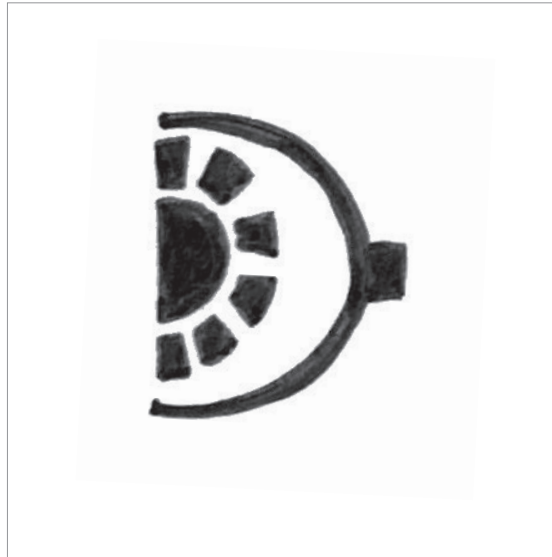
REVISIONS



1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



KAVE COFFEE BAR

Type of Business

This company is a coffee shop based in Barberton, Ohio.

Key Words

Latte, coffee, coffee beans, modern, cozy, welcoming, innovative.

Company Mission Statement

"Kavé (pronounced kaVAY) is Barberton's own Coffee Bar serving up the best hot, cold, and frozen coffee drinks!"

Competitors

Anna Bean Coffee Company

Bean Grind N' Coffee Co.

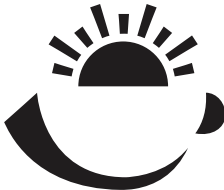
How have you differentiated them from their competition

This design employs negative space to create a visually engaging twist on traditional coffee shop branding.

5. Combination



DIGITAL MARK EXPLORATION



DIGITAL MARK EXPLORATION



DIGITAL MARK EXPLORATION

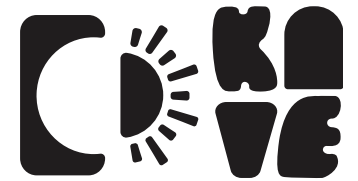
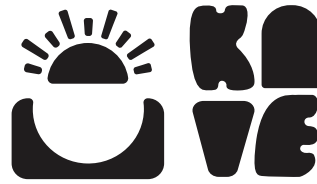
KAVE
coffee bar

KAVE
coffee ☉ bar

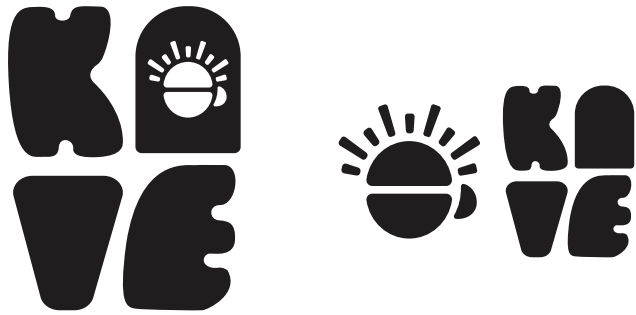
KAVE
coffee ☉ bar

KAVE
coffee ☉ bar

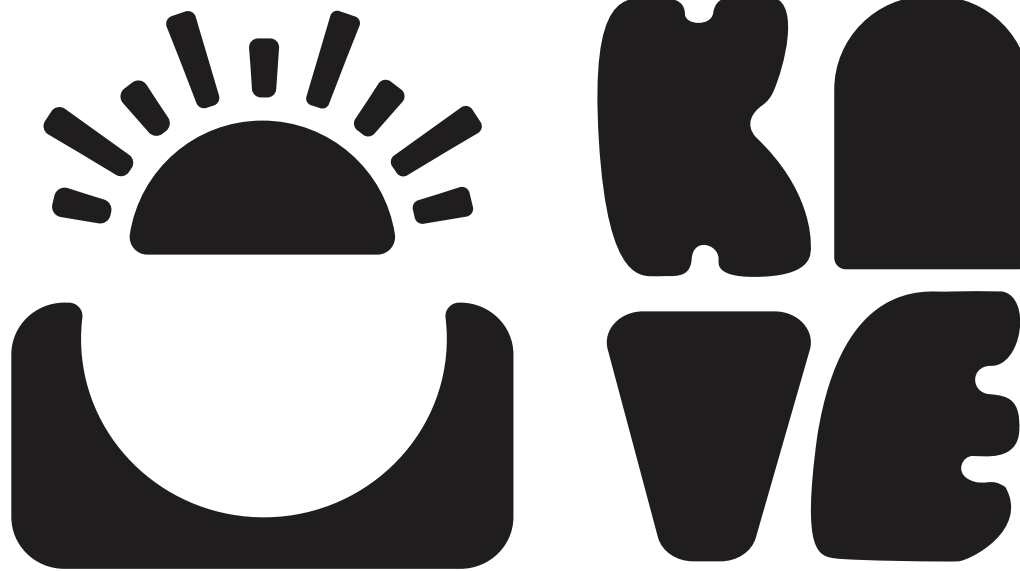
KAVE
coffee bar



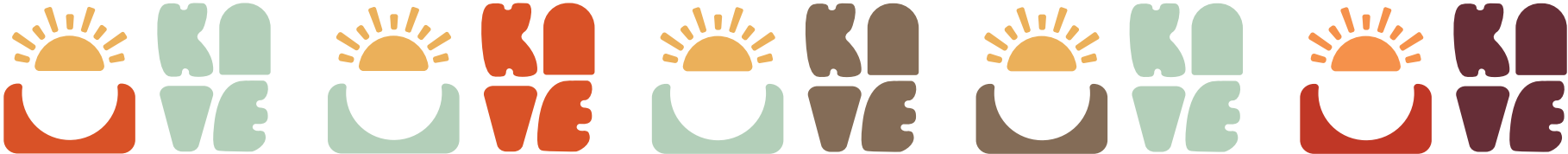
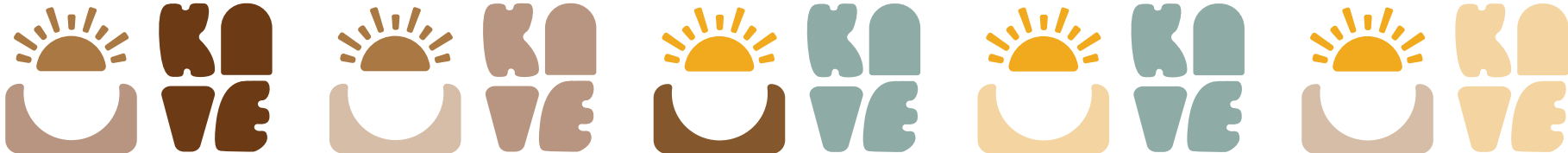
DIGITAL MARK EXPLORATION



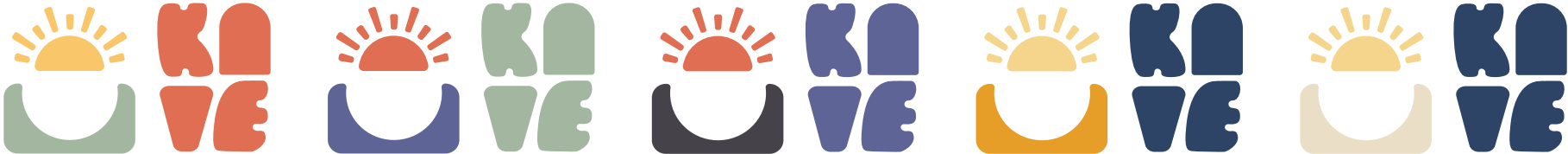
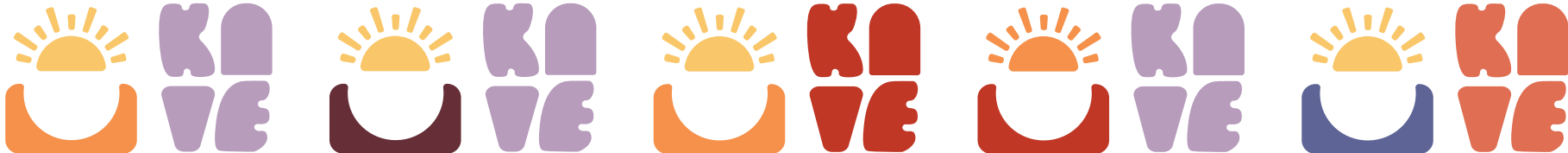
FINAL DIGITAL MARK



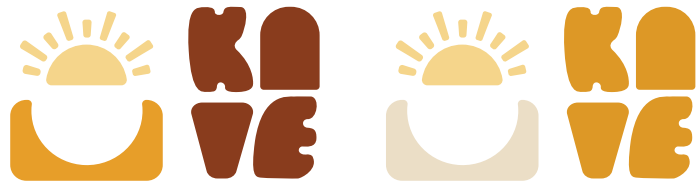
DIGITAL MARK COLOR EXPLORATION



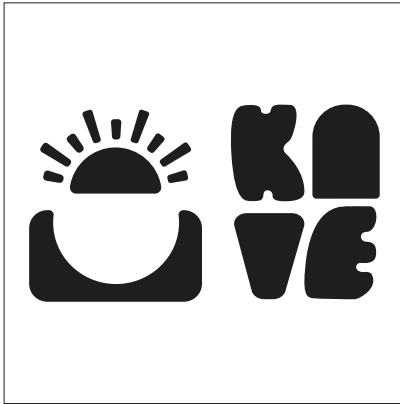
DIGITAL MARK COLOR EXPLORATION



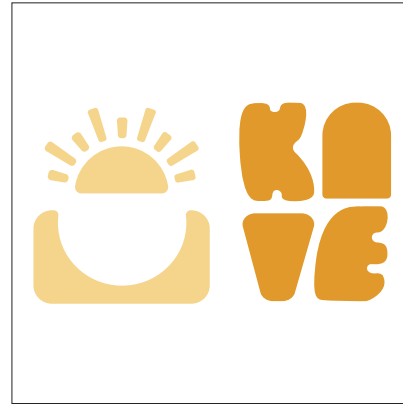
DIGITAL MARK COLOR EXPLORATION



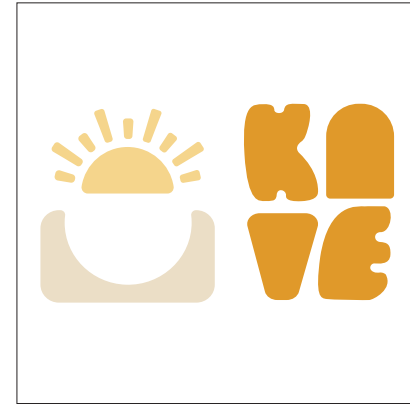
LOGO SPEC SHEET



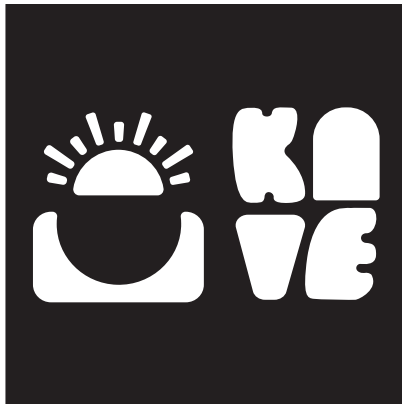
BLACK AND WHITE



PANTONE




CMYK



REVERSED

COLOR PALETTE

	PANTONE: 7563 C C=13 M=43 Y=100 K=0 HEX: DD982A
	PANTONE: 1205 C C=4 M=15 Y=53 K=0 HEX: F5D58C
	C=7 M=10 Y=22 K=0 HEX: EBDEC6



CRAFTING COMMUNITY. ONE CUP AT A TIME

Dear Eleanor Vance,

My name is Gabriella McCormick, and I am the owner of Kave Coffee Bar, a new and growing coffee shop right here in Barberton, Ohio. We are committed to enriching our community by serving exceptional coffee and creating a warm, welcoming space for everyone. A core part of our mission is to partner with local businesses that share our values of quality, sustainability, and community support. It is with this goal in mind that I am writing to you today to explore a potential partnership with Crimson Cup.

We have long admired your company's dedication to exceptional quality and freshness of your products. Your reputation for reliability and your curated selection of beans align perfectly with the standards we uphold for our customers at Kave.

We are currently in the process of selecting a primary coffee supplier and would be thrilled to learn more about your offerings and partnership terms. Could we schedule a brief meeting in the coming weeks? We would be happy to host you at the coffee bar for a tasting, or we can meet at your convenience.

I am eager to discuss how we can build a successful partnership!

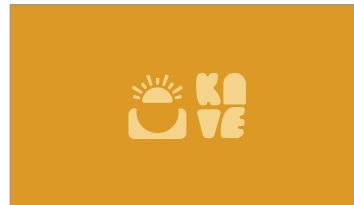
Sincerely,
GABRIELLA MCCORMICK
Cafe Manager

123-456-7890
www.kavecoffeebar.org

584 W Tuscarawas Ave
Barberton, OH 44203



GABRIELLA MCCORMICK
584 W TUSCARAWAS AVE
BARBERTON, OH 44203



GABRIELLA MCCORMICK

CAFE MANAGER

123-456-7890 | 123-456-7809
gmcormick@kavecoffee.org
584 W Tuscarawas Ave, Barberton, OH 44203
kavecoffeebar.com



CRAFTING COMMUNITY. ONE CUP AT A TIME

Dear Eleanor Vance,

My name is Gabriella McCormick, and I am the owner of **Kave Coffee Bar**, a new and growing coffee shop right here in Barberton, Ohio. We are committed to enriching our community by serving exceptional coffee and creating a warm, welcoming space for everyone. A core part of our mission is to partner with local businesses that share our values of quality, sustainability, and community support. It is with this goal in mind that I am writing to you today to explore a potential partnership with Crimson Cup.

We have long admired your company's dedication to exceptional quality and freshness of your products. Your reputation for reliability and your curated selection of beans align perfectly with the standards we uphold for our customers at Kave.

We are currently in the process of selecting a primary coffee supplier and would be thrilled to learn more about your offerings and partnership terms. Could we schedule a brief meeting in the coming weeks? We would be happy to host you at the coffee bar for a tasting, or we can meet at your convenience.

I am eager to discuss how we can build a successful partnership!

Sincerely,

GABRIELLA MCCORMICK
Cafe Manager

123-456-7890
www.kavecoffeebar.org

584 W Tuscarawas Ave
Barberton, OH 44203



KAVE COFFEE BAR
584 W TUSCARAWAS AVE
BARBERTON, OH 44203

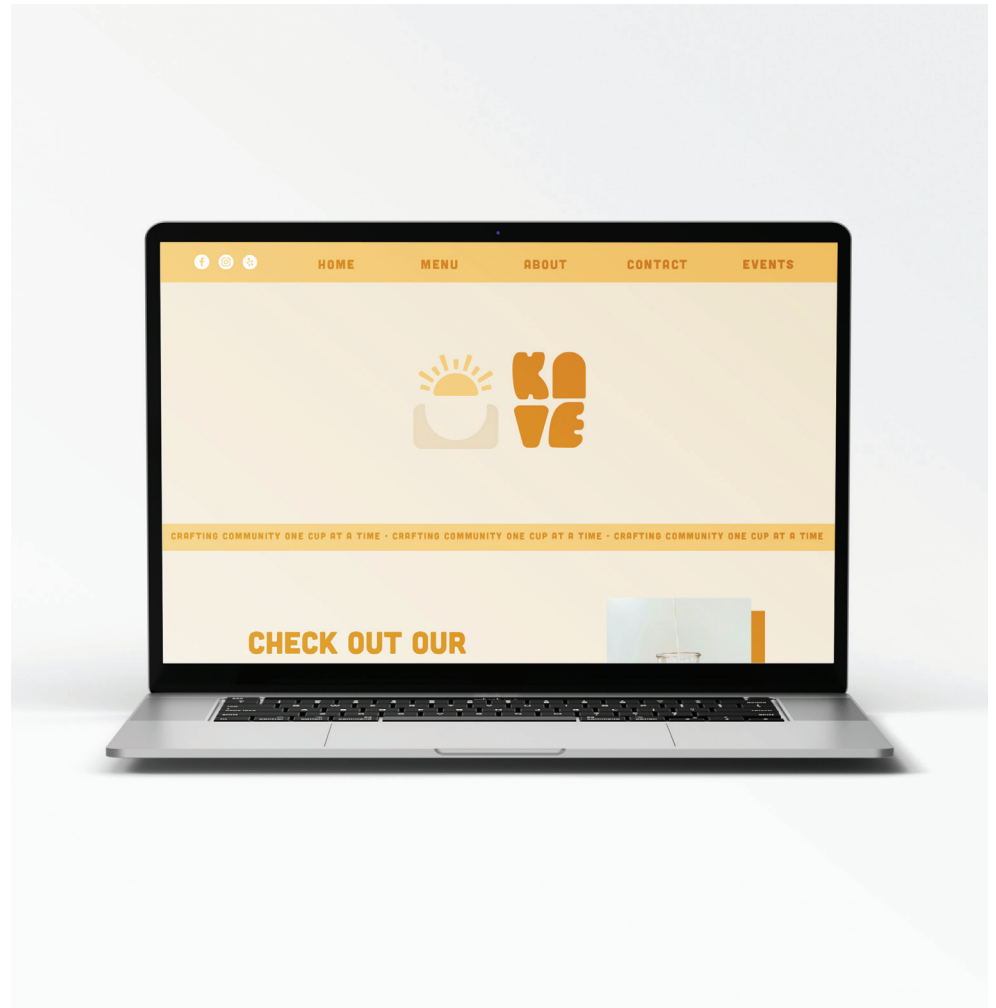
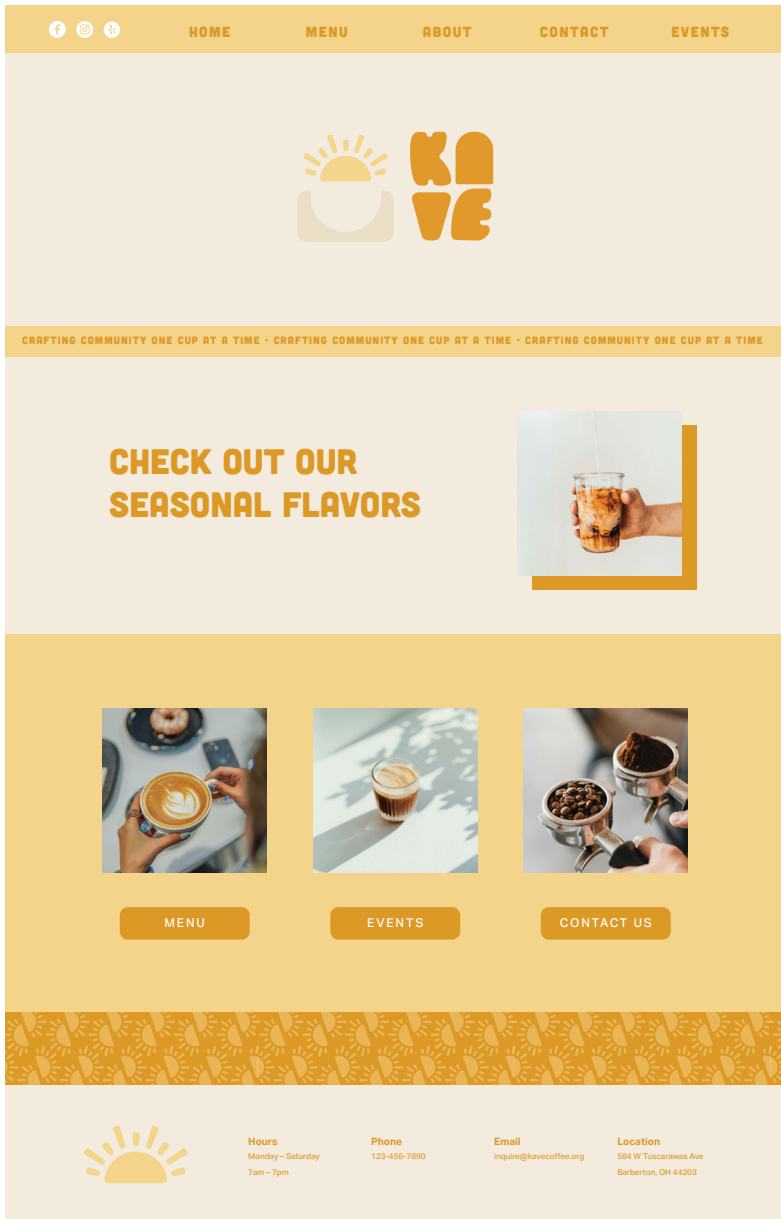
GABRIELLA MCCORMICK
584 W TUSCARAWAS AVE
BARBERTON, OH 44203



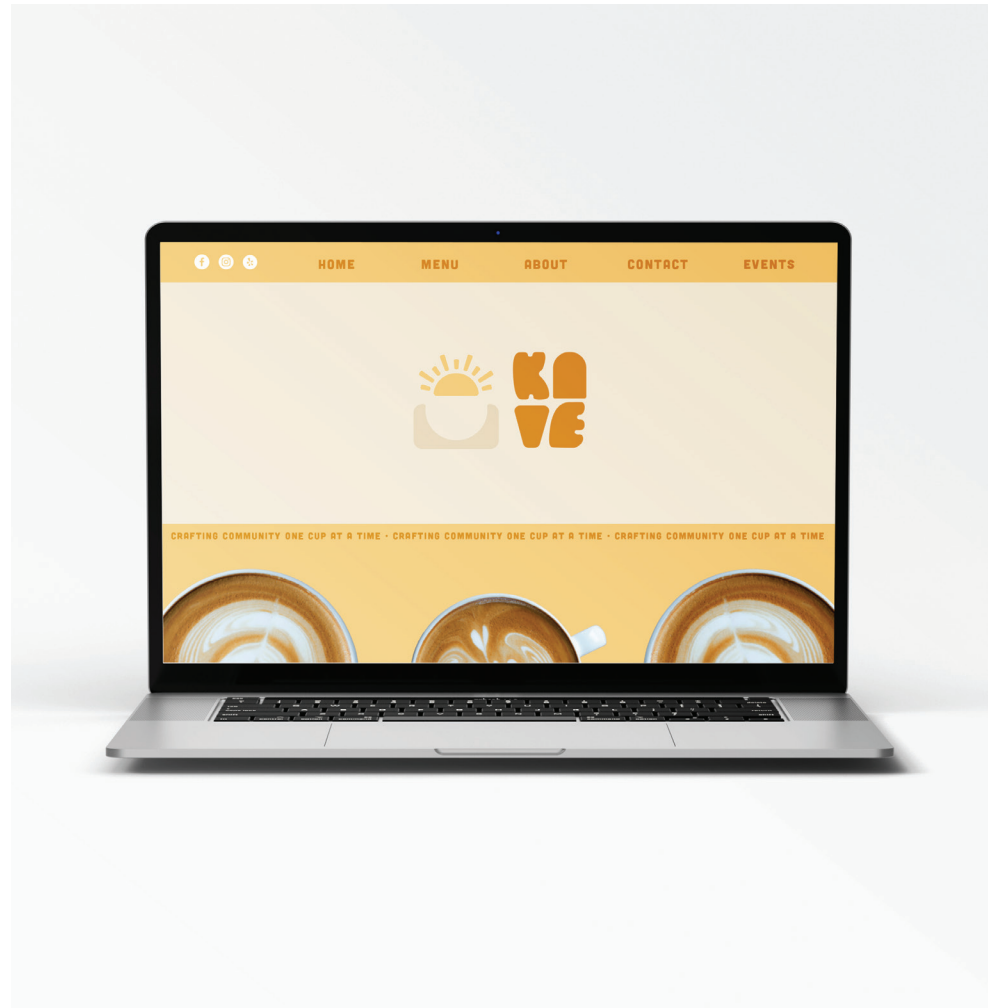
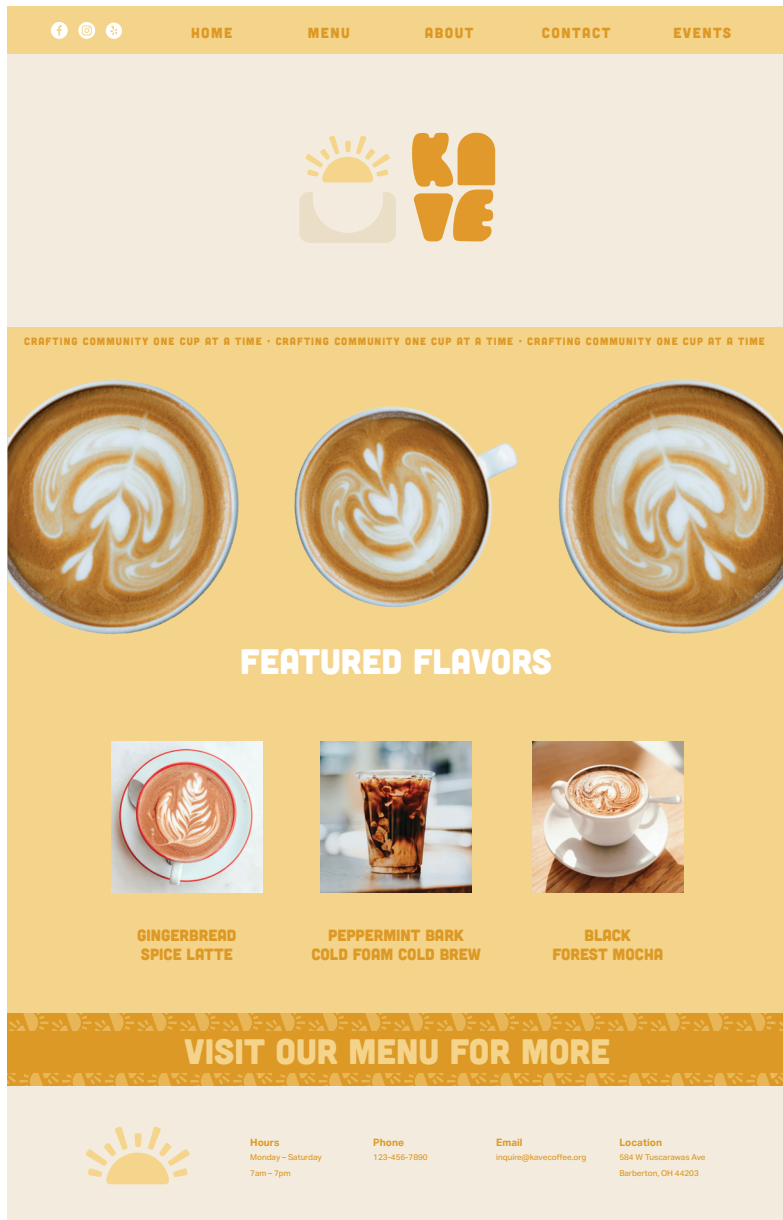
GABRIELLA MCCORMICK
CAFE MANAGER
123-456-7890 | 123-456-7890
gmcormick@kavecoffee.org
584 W Tuscarawas Ave, Barberton, OH 44203
kavecoffeebar.com

KAVE COFFEE BAR

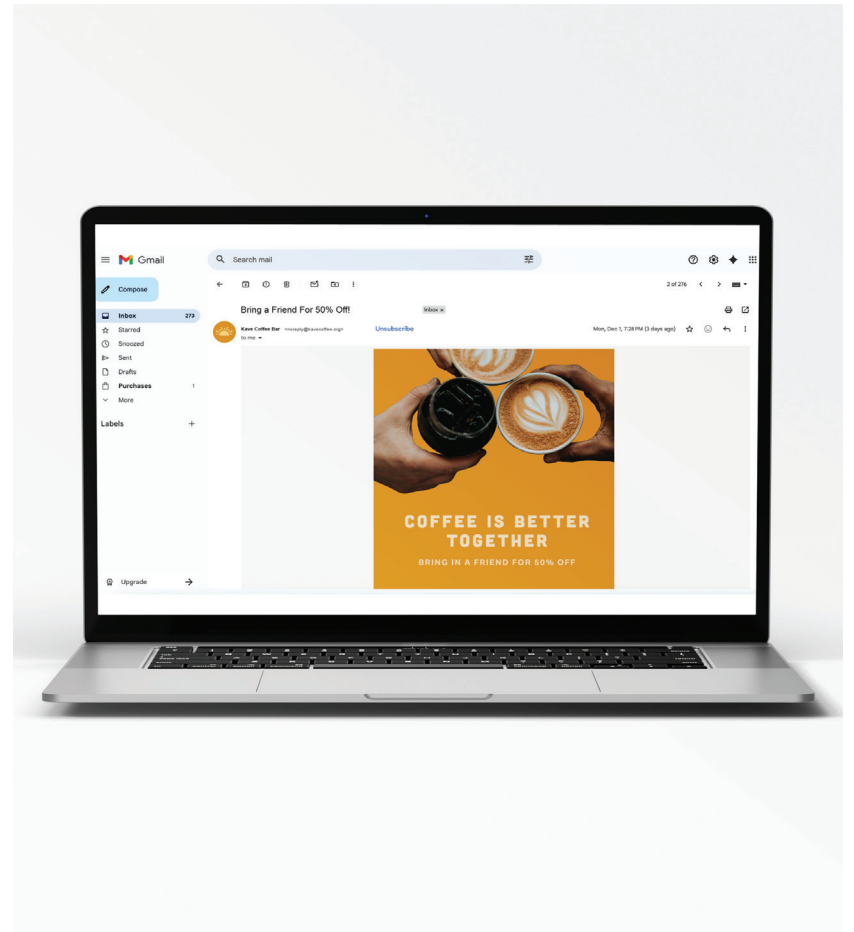
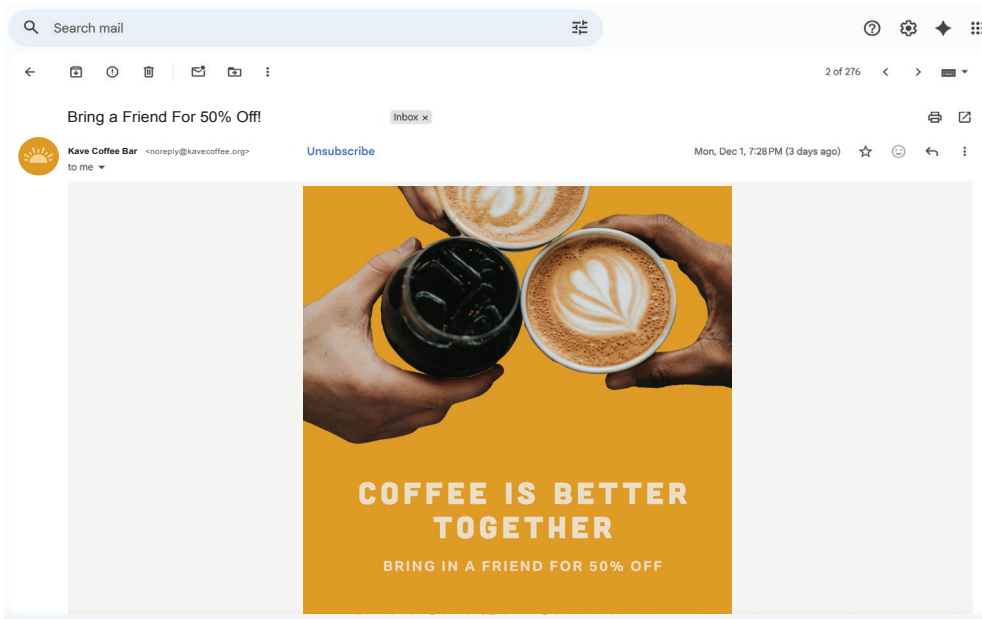
FINAL BUILD-OUT

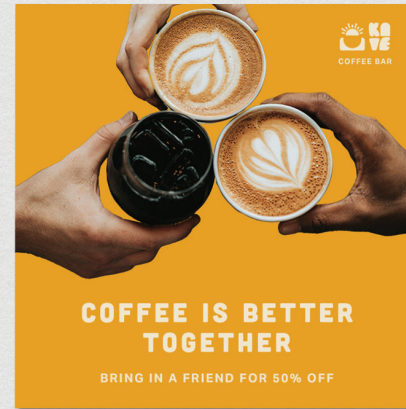
















CRAFTING COMMUNITY, ONE CUP AT A TIME

Kave Coffee Bar
584 W Tuscarawas Ave
Barberton, OH 44203
123-456-7890
kavecoffeebar.com

Billed to:
Gabriella McCormick
450 Hayes Street
San Francisco, CA 94102

DESCRIPTION	QUANTITY	PRICE
House Blend Medium Roast Ground Coffee (12 oz)	3	\$37.50
Hazelnut Praline Medium Roast Ground Coffee (12 oz)	1	\$12.50
Berry Patch Blend Light Roast Ground Coffee (12 oz)	2	\$25.00
SUBTOTAL:		\$75.00
TAX:		\$9.75
TOTAL:		\$84.75

Make Payment To:
Kave Coffee Bar
584 W Tuscarawas Ave
Barberton, OH 44203

THANK YOU FOR YOUR BUSINESS!



CRAFTING COMMUNITY, ONE CUP AT A TIME

Kave Coffee Bar
584 W Tuscarawas Ave
Barberton, OH 44203
123-456-7890
kavecoffeebar.com

Billed to:
Gabriella McCormick
450 Hayes Street
San Francisco, CA 94102

DESCRIPTION	QUANTITY	PRICE
House Blend Medium Roast Ground Coffee (12 oz)	3	\$37.50
Hazelnut Praline Medium Roast Ground Coffee (12 oz)	1	\$12.50
Berry Patch Blend Light Roast Ground Coffee (12 oz)	2	\$25.00
SUBTOTAL:		\$75.00
TAX:		\$9.75
TOTAL:		\$84.75

Make Payment To:
Kave Coffee Bar
584 W Tuscarawas Ave
Barberton, OH 44203

THANK YOU FOR YOUR BUSINESS!









Process Book

SAVANNAH JONS

Corporate Identity | *Fall 2025*