



sweet dreams
t.e.a.s.h.o.p.



Let's start with exploring the current

BRAND IDENTITY





Who are we?

Founded in 1999, Sweet Dreams Teashop is well known for being **Waterloo's original local bubble tea shop**, selling a variety of drinks, snacks, and desserts, as well as local crafts and plushies.

Sweet Dreams targets **students** and **young adults** (18–23) as they are located near the University of Waterloo. They serve as a casual spot for grabbing a sweet treat, studying, and hanging out with friends.





Sweet Dreams emphasizes **authentic, handcrafted** products in a **cozy** and **welcoming** space. Their in-store decor creates a **dreamy, whimsical** atmosphere.

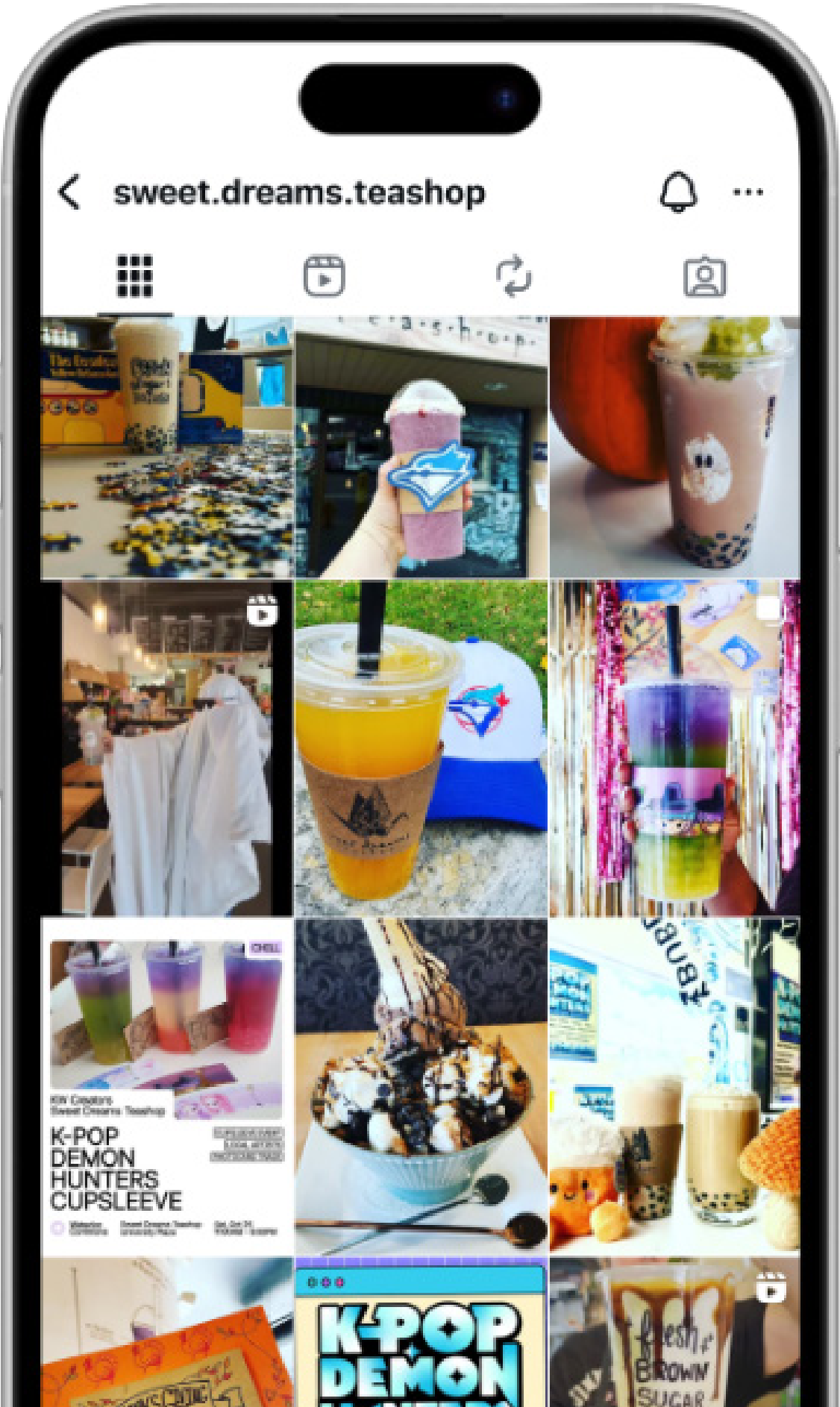
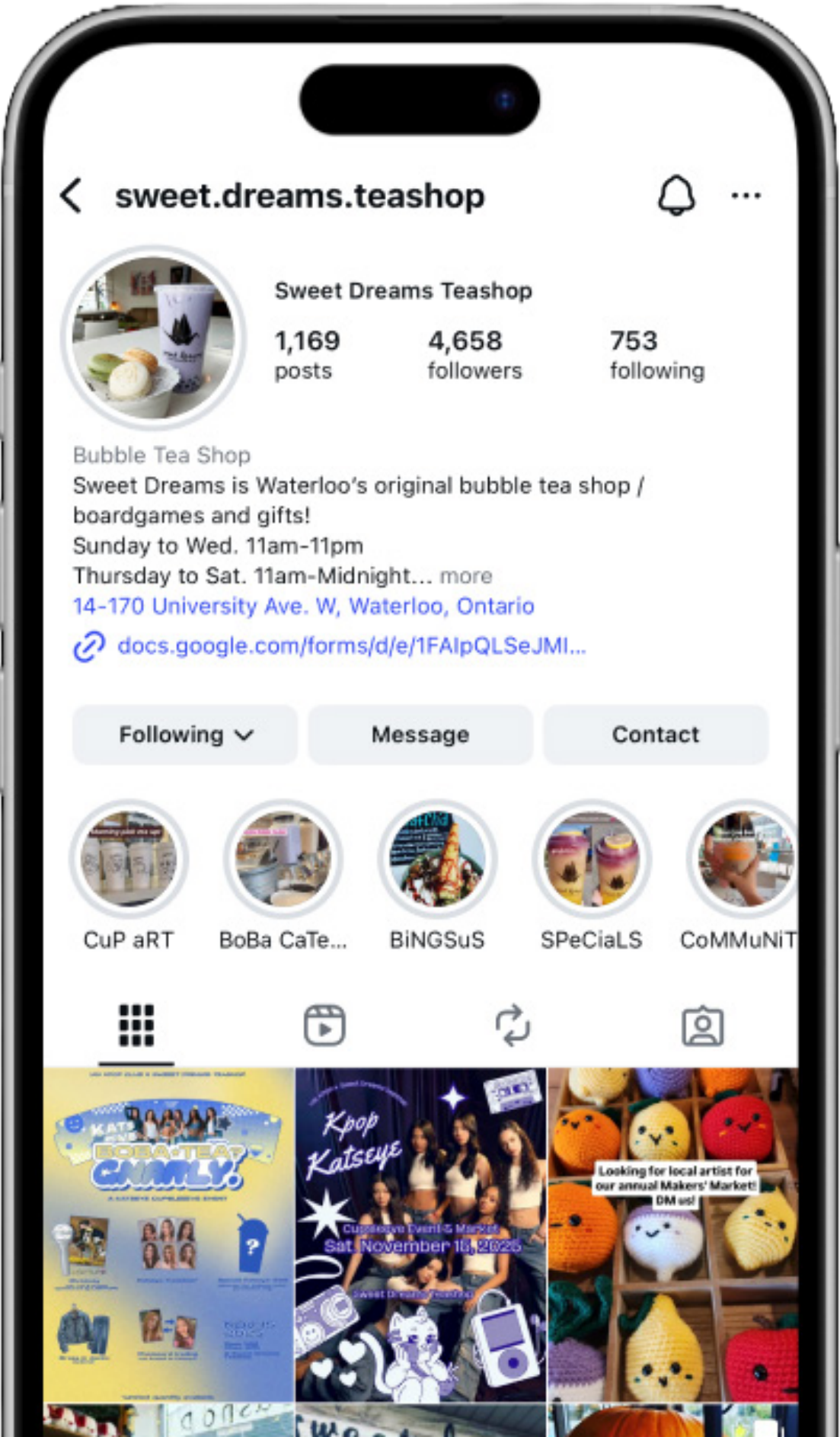
Our values

The paper crane symbolizes Sweet Dreams' **roots** and **community spirit**. Inspired by student origami and a thousand-crane project, it symbolizes **friendship** and **perseverance**.



Sweet Dreams is most active on their **Instagram** account. Their profile consists of photos and videos that are **fun** and **informative**, including promotional collaborations. Their hashtags and audios align with current **social media trends** and the interests of young adults.

They **do not** have a consistent **color scheme**, and **do not** have a **strong visual brand identity**.



Now let's dive into the

COMPETITOR BREAKDOWN





- ✓ Bright, open, and inviting space
- ✓ Plushies, snacks, and puzzle table available
- ✓ Orders taken on sticky notes
- ✓ Wooden blocks used for order numbers
- ✓ Handcrafted brand image



Gong cha

- ✓ Quiet, private, and enclosed space
- ✓ Order made through touchscreen kiosks
- ✓ Minimal customer interaction
- ✓ Sleek, modern brand image





1. Paper sleeve with stamped logo
2. Plastic cap, no seal to pierce
3. Thick, heavy, plastic cup
4. Uses plastic straw



1. Logo is printed on cup
2. Heat-sealed plastic film top
3. Weaker, soft, and squeezable sides
4. Uses biodegradable straws



Now let's get to what we've been waiting for...

THE REBRAND



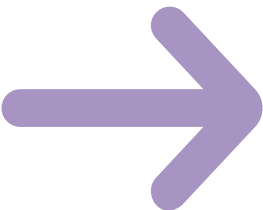


sweet
dreams





OLD LOGO



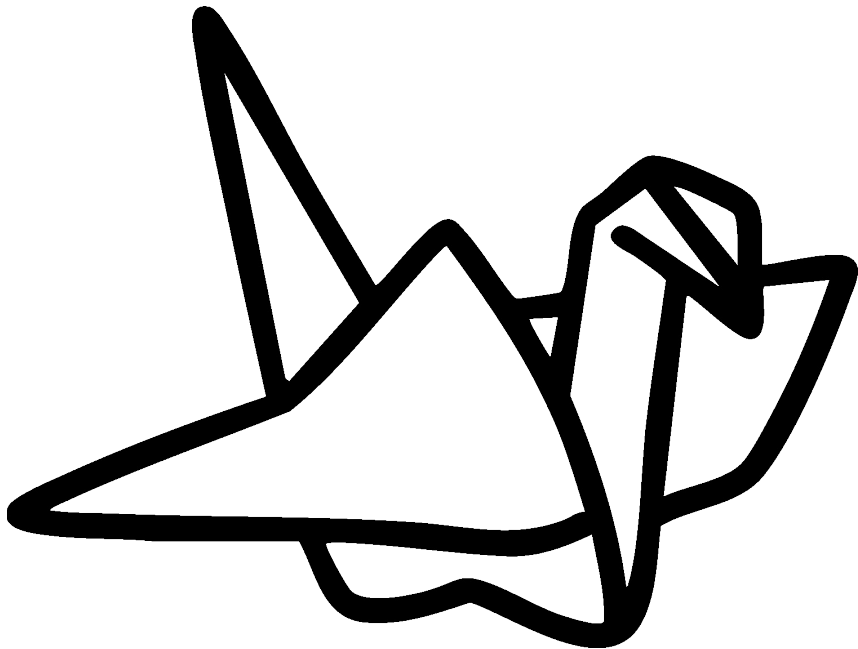
NEW LOGO





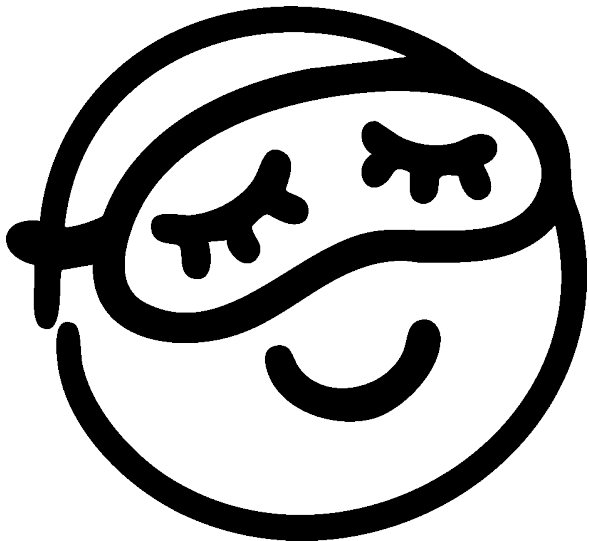
Our top drink

+



Our symbol

+



Our impact

=



Our logo



The proportions of the crane are much **smaller** than the horizontal spread of text below, making the logo hard to resize in relation to the crane's **visibility**.



The serif from this font **inconsistently** connects certain letters together, breaking the letter spacing between other letters.



Here, the tail from the letter "d" extends beyond the baseline and touches the ascender of the "h", suggesting an **imperfect, organic, hand-drawn** effect.

The word "teashop" is separated by dots, however there is an extra dot on the end of the last letter. This **imbalance** throws off the **symmetry** and **disrupts** the **visual comfort** of the logo



✓ This logo finds a sweet spot between **organic** and **inorganic** design, adjusting to **modern day design trends** and practices, all while maintaining an **authentic** feel.



Mistake Note

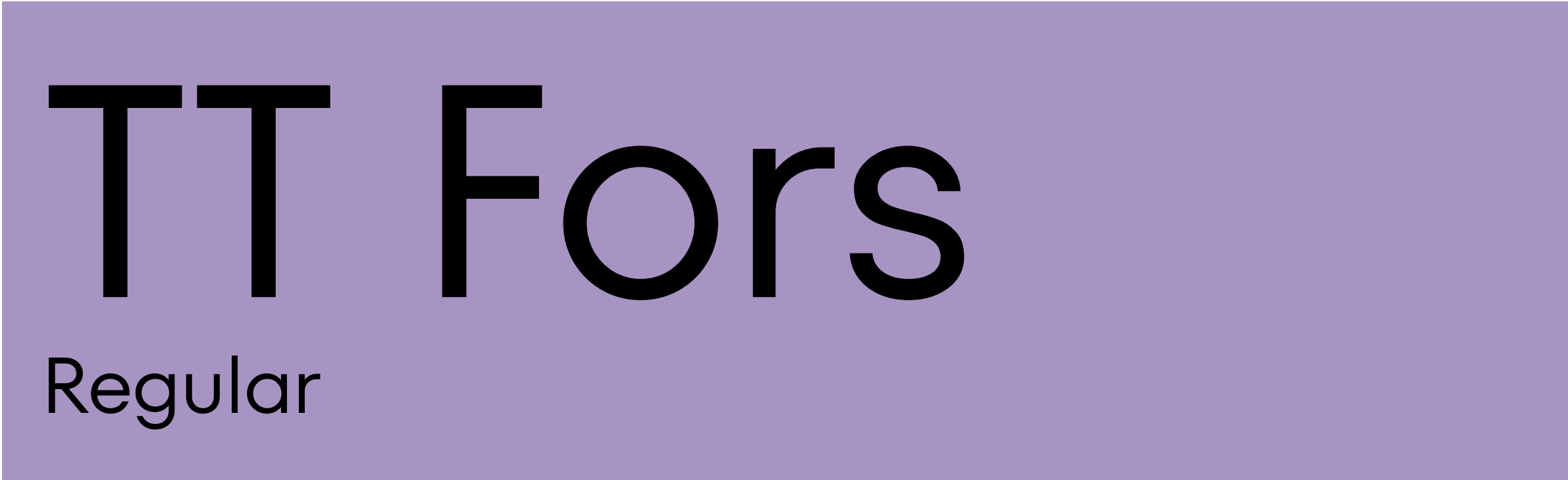
Regular

Aa Bc Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0123456789!@#\$%&*()[]

*Font used in logo, primarily used for titles





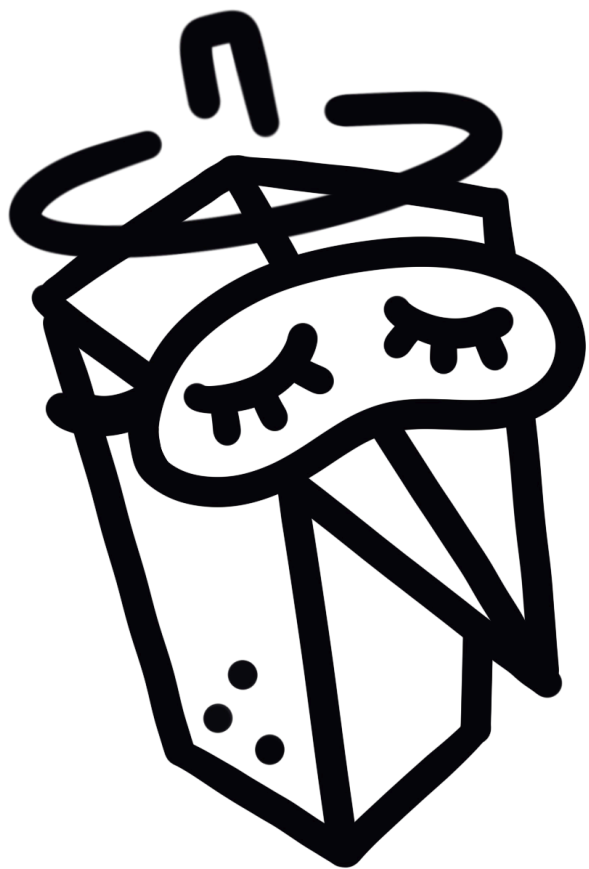
Thin	<i>Thin Italic</i>	Aa Bc Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Extralight	<i>Extralight Italic</i>	Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Light	<i>Light Italic</i>	0123456789!@#\$%&*()[]
Regular	<i>Italic</i>	
Medium	<i>Medium Italic</i>	
DemiBold	<i>DemiBold Italic</i>	

*Font used for text, additional weights
and italics used for emphasis





#A595C0



#FFFFFF



#000000



BRAND STORY

The experience





It's a **heavy work day** today, and you decide to **press pause**, and take a break on your task. You crave for a **sweet treat** to lighten your mood and soon you find yourself sipping away at your drink as **soft jazz** drifts through the air and the **tense muscles** in your body start to **fade away**.

More than just a teashop, Sweet Dreams is a **soft exhale** from the **noise** of everyday life where everything **slows down**, just enough for you to start **dreaming**.

"Sip. Breathe. Drift."



BIG IDEA SHORT

The big picture



*" PRESS PAUSE,
START DREAMING "*

Pause reality and enter a world of dreams



BIG IDEA LONG

The concept



At Sweet Dreams, you'll find yourself sipping a **sweet, handcrafted**, beverage while the world itself seems to pause. It allows you to **drift off into another reality, away from the rush and noise**, into...

"A space where the calm finds you"

It's more than just a teashop, it's an **experience**. One that can be enjoyed with others in a **whimsical, friendly**, and **cozy** space.



See what's in store for the

PHYSICAL VISUAL IDENTITY



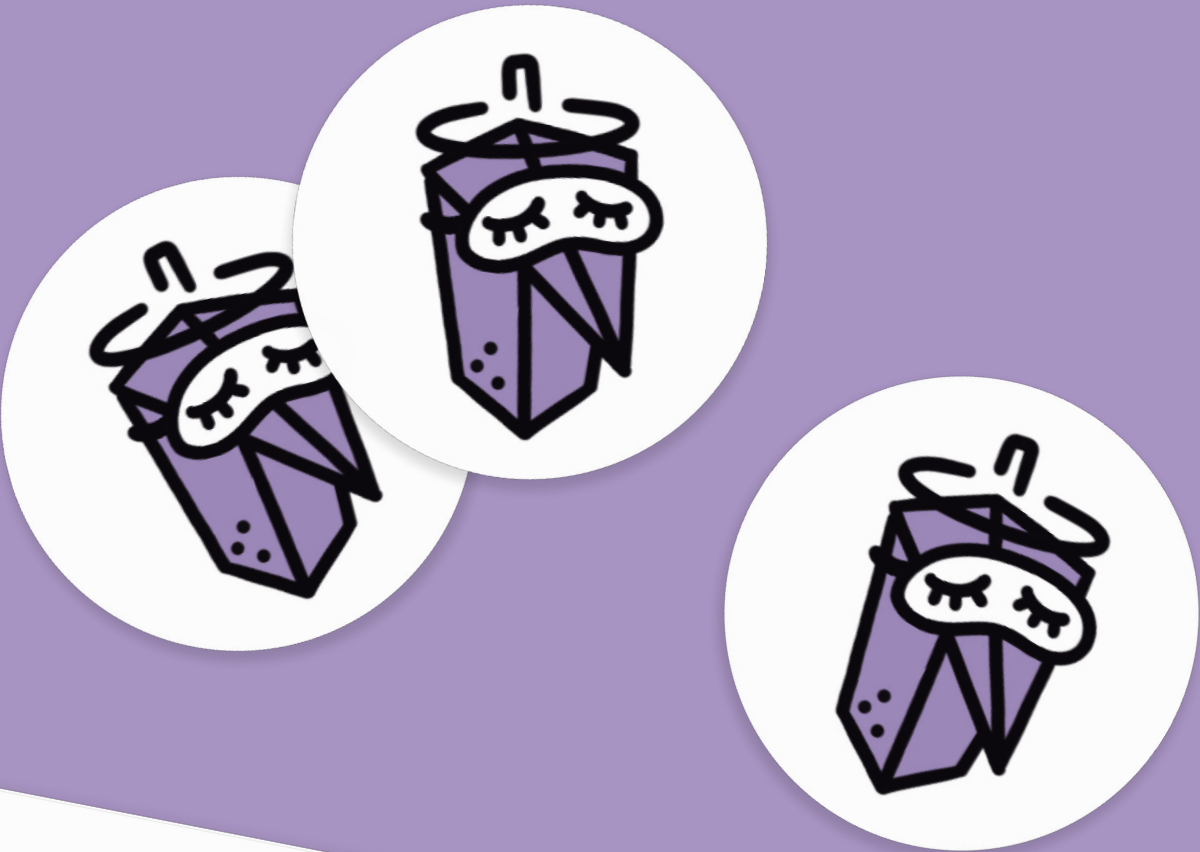


BRANDED CUP SLEEVE AND SWEATSHIRT





BRANDED SLEEPING EYE MASK



Let's analyze the

SOCIAL CAMPAIGN STORY



"Slow down and enjoy the sweet moments"

Our social campaign strategy focuses on creating a **cozy, inviting, digital refuge** that mirrors the in-store experience of **pressing pause** on the **rush of life** and drifting into a gentle daydream.



By using **Instagram reels, TikTok** and **Youtube shorts** to create engaging short form videos, we can target our audience of students and young adults and showcase the warm ambiance and indulgent drinks offered at Sweet Dreams.

Let's take a look at our approach →



Let's visualize this with the

SOCIAL CAMPAIGN

LOOKBOOK & STORY BOARD





Our story-driven content will begin with capturing the very **relatable challenges** and **lows** of student life.



However, in just **ONE SIP** of a drink, the music shifts from **chaotic to soft**, and the student's shoulders relax as their face lights up, drifting into a new world **where dreams begin.**



Now let's see it all put together!

MARKETING PACKAGE



"PRESS PAUSE"

THE VISION

A video that captures the impact of a Sweet Dreams drink, demonstrating how it offers as a escape from reality after a stressed student takes a sip. With intentional manipulation of lighting, music pacing, and composition, the video creates a contrast between a dark, tense, room that a student is studying in with a bright, sunny, cloud-like bed after they take a sip of the drink.

GBDA202: Re-Brand It! [Video1]



"SIP. BREATHE. DRIFT."

THE VISION

This video is intended to be displayed in the form of a Youtube short, Instagram reel, or TikTok as it is sized for a phone screen. By flashing the cup in different backdrops, it shows that our drinks can be drank anywhere, anytime. The upbeat music, short clips, and simple three-word message immediately draw in users and leave a lasting impression. Perfect in reaching a larger and younger audience.

GBDA202: Re-Brand It! [Video2]



"PRODUCT LAUNCH"

THE VISION

This video aims to showcase the logo on the physical product for Sweet Dreams bubble tea. It visualizes how the logo is seen on the cup, and how it is interacted with. At the end, it shows someone taking a sip, smiling ear to ear, showing how enjoyable this product is. A fun, upbeat audio track is paired up with a professional backdrop and lighting, displaying a clean and engaging advertisement to show off the product.

GBDA202: Re-Brand It! [Video3]



At Sweet Dreams, we don't just serve
drinks, we serve an **experience.**

Our goal is to give little reminders to slow
down, and **savor life's sweetest pauses.**





PRESS PAUSE, START DREAMING

