

Harbour Bean • creative brief + assets

MM12 • Design a Story • client commission • v1 • Draft for review

Communicate the evening reading experience, rather than just another coffee offer.



Original synthetic production asset. This fictional client and venue do not represent a real organisation.

The person behind the brief

Mara, owner

Mara has run a neighbourhood café for seven years. Customers know the morning takeaway queue, but few know that a quiet reading corner is now open in the evening. A previous photograph of a paper cup reinforced the wrong message. Mara needs an invitation that makes staying feel possible.

The audience

Nearby residents and older teens who want a relaxed place to read after school or work.

Approved factual copy

- Evening reading at Harbour Bean
- Thursday • 6–8 pm
- Harbour Bean • 14 Wharf Lane
- Bring a book. Take a seat.
- No booking required. Drinks sold separately.

You may write your own headline and reorder this information. Retain the facts and practical instructions. Dates are fictional weekday descriptions; no real scheduled event is implied.

Boundary: Do not imply that drinks are free, that the space is a library, or that the supplied synthetic café is a real venue.

Your creative territory

You may use an atmosphere, a meaningful object, a typographic invitation, an original illustration or a combination. Warmth does not require a brown poster.

The logo identifies the client. Keep its proportions and readable space around it; do not use a photograph as the client's trademark. Palette roles and title fonts below are starting directions. You may propose a purposeful alternative palette or type system and defend it at the planning conference. No layout is prescribed.

Production scope: 2550 × 3300 px RGB print study and 1080 × 1350 px RGB screen adaptation. Keep separate layered PSDs or genuinely editable artboards. Export PNGs. The school printer/profile must be checked before a press-ready claim.

Brand ingredients

Harbour Bean

A PLACE TO STAY A WHILE

[Colour SVG](#) · [Dark SVG](#) · [Light SVG](#) · [Transparent PNG](#)



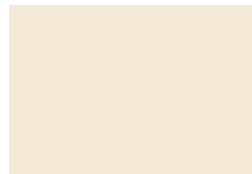
Ink
#173A35
body/text



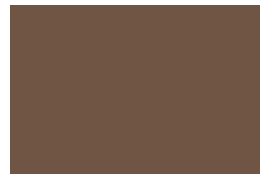
Dusk
#476879
support



Lamplight
#D7A85B
accent



Paper
#F3E9D6
background



Coffee
#705444
secondary

Type candidates: Georgia: expressive title candidate; Arial: detail and practical information. Use school-installed fonts; no installation is required. If a candidate is unavailable, use an available serif/sans-serif equivalent and record the substitution.

[ACO swatches](#) · [ASE palette](#) · [CSS values](#) · [Colour-role record](#)

Files have deterministic colour values; Photoshop import/manual-add and artboard captures are awaiting the native run. See the software lab. Palette harmony alone does not guarantee readable text.

Choose your raw materials

[Complete source and licence links](#)

Start with the reading-corner photo plus one book, table or coffee detail. Compare an object-led concept with a scene-led concept. Use only what earns a role in your concept. You may combine, crop or adapt permitted assets and add your own credited work. The photographs show their source settings, not this fictional business. Do not imply endorsement. For CC BY-SA source derivatives, retain the source's share-alike licence and credit in the delivered work; keep other assets' rights identifiable.



Harbour Bean original teaching scene

1536 × 1024 · OpenAI image generation, art-directed for Chad
Original AI-assisted classroom production asset · [source](#) · synthetic



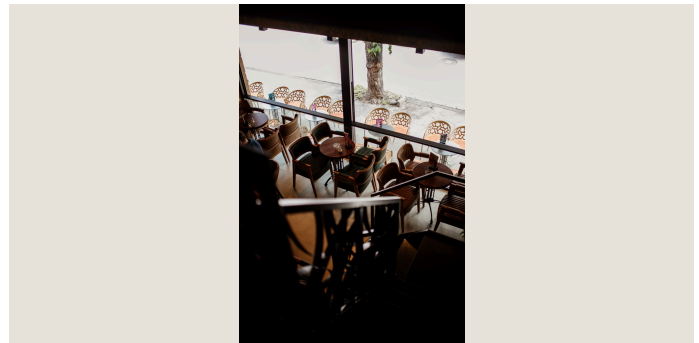
Black Coffee and Tea in White Cup is Hot.png

3840 × 2719 · epSos.de
CC BY 2.0 · [source](#)



Coffee - Flickr - -Filippo.jpg

2357 × 2000 · Filippo Diotallevi from London, United Kingdom
CC BY 2.0 · [source](#)



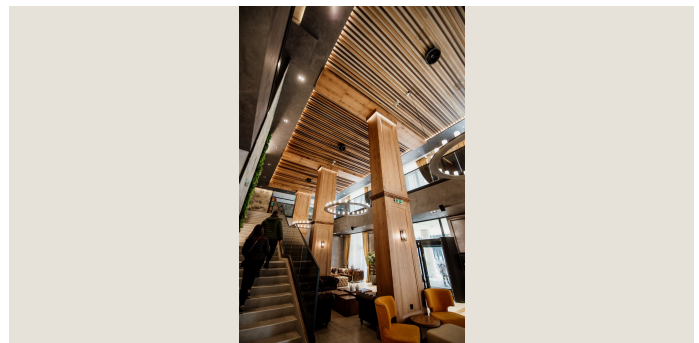
Cozy cafe interior with stylish seating and large windows on a quiet street.jpg

3840 × 5752 · Shixart1985
CC BY 2.0 · [source](#)



DSC 9844 Cozy cafe interior with warm hanging wicker lamps neatly arranged shelves of treats and inviting wooden seating.jpg

3840 × 2560 · PattayaPatrol
CC BY-SA 4.0 · [source](#)



Modern interior design of a chic café showcasing wooden accents and spacious layout.jpg

3840 × 5752 · Shixart1985
CC BY 2.0 · [source](#)



Rainy window and table book (Unsplash).jpg

3840 × 2550 · Rosalind Chang rosalindjchang

CC0 · [source](#)



Relaxed individual leans on table while reading book in cozy cabin kitchen.jpg

3840 × 2555 · Shixart1985

CC BY 2.0 · [source](#)



Senior woman enjoys reading book at wooden table in cozy cabin.jpg

3840 × 2555 · Shixart1985

CC BY 2.0 · [source](#)



Woman laughing while reading a book at the table.jpg

3840 × 2563 · Shixart1985

CC BY 2.0 · [source](#)



Coffee Beans (2732722806).jpg

3840 × 2560 · Harald Hoyer from Schwerin, Germany

CC BY-SA 2.0 · [source](#)



Coffee Beans Photographed in Macro.jpg

3840 × 2550 · Photographer Robert Knapp www.modernartphotograph.com

CC BY-SA 3.0 · [source](#)



Coffee beans - ziarna kawy.jpg

1539 × 1800 · Alina Zienowicz (Ala z), e-mail

CC BY-SA 3.0 · [source](#)



Coffee beans - ziarna kawy (1).jpg

2600 × 1950 · Alina Zienowicz (Ala z), e-mail

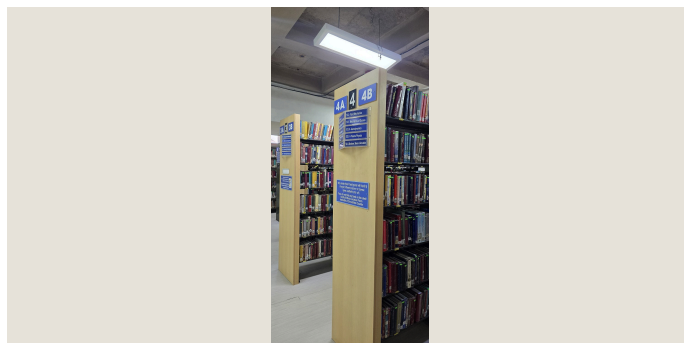
CC BY-SA 3.0 · [source](#)



Book shelf for the Science and technology section of the Kwara State Library board ilorin.jpg

3840 × 2161 · Ndawoje

CC BY-SA 4.0 · [source](#)



Book shelf of central library.jpg

1280 × 2771 · Shaksham Parimal

CC BY-SA 4.0 · [source](#)



Book shelves of central library.jpg

1920 × 1920 · Shaksham Parimal

CC BY-SA 4.0 · [source](#)



Law Book shelf at the Ghalib Chamber Library.jpg

3840 × 2161 · Ndawoje

CC BY-SA 4.0 · [source](#)