
PROPOSAL BRIEF

SCOPE

The scope of this project is to research, conceptualise, and design a complete rebrand for solos music café. Transforming it from a standard local café into a music-themed cultural hub that celebrates and supports hull's local artists while attracting a wider audience. The final deliverables will include a comprehensive brand identity package, featuring visual design assets, branded collateral, interior branding, and digital touchpoints such as the NFC sticker system. By the end of this project, I want to of produced a complete brand identity package that demonstrates my ability to deliver professional branding solutions from concept to presentation.

AUDIENCE

Primary - Local Music Enthusiasts & Creatives (18-35)

Secondary – Local Musicians & Performers

Tertiary – Local Residents & Regular Café Visitors (30-55)

COMPETITORS

Wrecking Ball Café – Hull

Pie and Vinyl - Portsmouth

WHAT & WHY?

My proposed concept is to rebrand Solos Music Café into a music café and cultural hub. The existing café is located in Willerby, Hull. Following the COVID-19 pandemic, there has been a growing demand for experience-oriented venues that offer more than just products — people now seek spaces that combine atmosphere, culture, and community. In Hull, while cafés and music both exist, few venues meaningfully combine live music, community, and café culture. Local musicians often lack accessible spaces to perform and connect with audiences, and cafés rarely act as cultural platforms for creativity. Historically, cafés and diners have often been places where music and social life intersected — the jukebox being a prime example of how customers once a say in had shaping the atmosphere through song choice. To reintroduce that sense of shared participation and nostalgia, the new Café concept will feature an NFC system. Each table will have a branded coaster that allows visitors to tap their phone to see what's currently playing, queue songs, and discover local artists. This bridges past and present, transforming the old jukebox experience into a modern, digital, and communal way to enjoy music, while reinforcing the café's identity as a hub for creativity and local culture.

DELIVERABLES

The deliverables will include a complete rebrand, covering logo design, typography, colour palette, brand guidelines, and applications such as signage, menus, interior graphics, packaging, and digital templates. interior branding will introduce a performance stage, instrument displays, and a "Spotlight Artist" video wall to promote local musicians. Each table will feature a branded NFC sticker or coaster, allowing customers to tap their phone to:

- See what's currently playing
- Queue up to three songs of their choice
- Discover featured Hull artists

The café will relocate to Newland Avenue, an area with higher public footfall and a large student presence — aligning with its new cultural direction.

