

# HOT COLD

Indian and Mediterranean Cafe

## *Final Case Study*

ARTS 224 - 002

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# INTRODUCTION

## *Project Overview*

### **Goal:**

Update the visual identity of Hot & Cold Cafe while informing audiences that this is the same restaurant they know and love.

## PROJECT BREAKDOWN

### *01*

#### Market Research

- Overview and Mission
- Target Audience
- Unique Selling Points
- Strengths & Weaknesses
- Competitors
- Visual Analysis

### *02*

#### Project Brief

- Purpose and Goals
- Brainstormed Concepts
- Deliverable Ideas
- Location Plans
- Tone, Message, Style
- Previous Ads
- Identity Moodboard

### *03*

#### Solutions

- Sketches
- Roughs
- Comps
- Drafts
- Final Solution
- Identity Guide

# PART 1 - MARKET RESEARCH

## *Overview & Mission*

The Hot and Cold Cafe started out as a dream. The owner, Uday Makherjee always wanted to create a restaurant that featured top notch food, service, prices and provided an immersive experience. Back in 2007 there were no Mediterranean restaurants in Lynchburg, which led to his decision to add Mediterranean food to his original Indian menu.

The cafe was officially opened on February 5, 2007 in the location Makherjee's wife had picked out for them to start their dream. After 12 years in their original location, they were relocated due to the building of apartments. Instead of viewing this as a loss, Timby and Uday rejoiced in the idea of a new exciting beginning.



The mission of The Hot and Cold Cafe is to immerse Lynchburg in Lebanese and Indian culture through food at an affordable price. The owner was born in Kolkata and lived all over the Northern and Southern regions of India. The food is authentic and Uday wants to share it with anyone he can. The name Hot and Cold Cafe is in reference to their variety of food options and specifically their buffet. One side of their buffet offers hot dishes, such as chicken, rice, and curry, while the other includes cold dishes such as a variety of salads, desserts, fruit, and of course hummus. The cafe strives to welcome everyone in with open arms as a family owned business who cares deeply for its customers and wants each person to walk out of their doors happier than when they came in.



## *Target Audience*

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The population of Lynchburg was estimated to be 79,535 in 2023. 62% of that number are white with the second highest race at 27% being Black or African American. The cafe is targeting people who did not grow up around Indian or Mediterranean food due to culture. The majority of the population is female at 53% and between the ages of 18 and 65 years old. Liberty University provides the restaurant with a large young audience. 58% of people 16 years and up are in the labor force. The cafe mentioned having a lot of business people coming in for their buffet since it is fast allowing them to get back to work quickly. They have complimentary Wi-Fi which provides a great work space. 90% of Lynchburg has at least high school education, while 38% have their bachelor's degree and beyond. The median household income is \$56,243. The Hot and Cold Cafe prides itself on its low prices and high quality dishes.

# Unique Selling Points

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- Family - owned and operated
- Niche genre of food
- Local small business

Hot & Cold Cafe has several unique selling points that allow the business to stand out. To begin, as a family-owned and operated establishment, with deep cultural roots in their employees, Hot & Cold Cafe boasts an authentic flavor experience. The niche genre blend of cuisines mixing both Indian and Mediterranean roots creates a one-of-a-kind menu that is not typically available in one location. Additionally, as a local small business, it is available only in Lynchburg, allowing Hot & Cold to have a community feel to it, truly representing the beauty of diversity among the restaurants in Downtown Lynchburg.

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# Strengths

The family-owned and operated nature of Hot & Cold Cafe creates a warm and welcoming, comfortable and personable environment within the establishment. Voted best ethnic food in Lynchburg for 2019 and 2020, the cuisine is well-known and flavor approved. Located on Main Street in Downtown Lynchburg, it is conveniently placed in a central location easily accessible by community members.

- Personable environment
- Voted best ethnic food
- Great location

# Weaknesses

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- Ineffective social media
- Overwhelming website
- Outdated logo

While Hot & Cold Cafe does have social media profiles on both Facebook and Instagram, content shared is poorly created, mainly composed of screenshotted typed announcements. Social media is ineffective and unprofessional, lacking design components. In addition, Hot & Cold Cafe's website is unattractive and busy, with inconsistent branding elements that cause confusion regarding the brand voice of Hot & Cold. The logo is outdated and makes the cafe appear as if it would be an old-time diner, not an authentic flavor fusion experience.

# Competitors

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## Al Ryan

An immigrant owned Mediterranean restaurant located in downtown Lynchburg. Most known for serving only Halal meats, and other middle-eastern foods.



## KabobJO

A relatively new Mediterranean restaurant located in the Lynchburg area, offering a variety of options such as gluten free, vegan and vegetarian. They have art from local artists, being shown in their restaurant.

## Downtown Cairo

An Egyptian restaurant with a Mediterranean flair. Located in Forest, VA, it is known for great food and available catering for events.



## CAVA

A Greek Mediterranean flare restaurant chain. It is more of a fast food restaurant, similar to Chipotle. Can easily walk in and walk out in a few minutes.

# Visual Analysis

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The current branding of Hot & Cold Cafe lacks the consistency, clarity, and professionalism necessary to appear as an attractive brand and business.

## Current Logo

The current logo for Hot and Cold Cafe features a very basic, black and white design. It seems as if it should be an old time, outdated diner logo, or the logo for a coffeeshop. It is not consistent with what the brand offers and does not create any brand excitement.

## Color Palette

There is no consistent usage of color within the branding elements of Hot and Cold Cafe apart from the use of the black and white colors found within the logo, which are also incorporated through the website.



# Visual Analysis

## Type

Hot and Cold Cafe currently does not use a consistent font. On many of their social media posts, they simply have screenshot a graphic that had been typed up in the Facebook editor, written in the classic Android Sans Serif font. This looks unprofessional, yet also very boring and over-used. Other posts of theirs, as well as the website, also use a wide variety of fonts ranging from Script to Sans Serif.

## Voice

Hot and Cold Cafe uses a highly direct voice. On social media, communication is definitely clear regarding messaging. However, this messaging is unengaging and lacks personality. Everything seems to be communicated in a one-dimensional, "matter of fact" way. Even their website operates in this way, attempting to be informative but seeming rather irrelevant through their "Frequently Asked Questions" tab. The voice of the brand online fails to capture the family centric, cultural story behind this establishment, leaving customers uninterested in connecting with their online marketing.

## Graphics

As of current branding, Hot and Cold Cafe does not use any consistent forms of graphics or patterns within their visual identity.





# Visual Analysis

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## Photography Style

Hot and Cold Cafe uses a consistent photography style, with consistently using poor, lacking in quality photos that misrepresent the freshness and quality of their brand. On social media, Hot and Cold uses poor, outdated, stock type photos to celebrate holidays or events. If business photos are being shared, they lack quality and appear to have been quickly shot on a cellphone. Overall, the use of photography is inadequate.

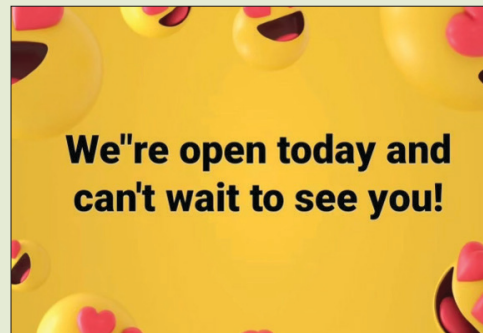
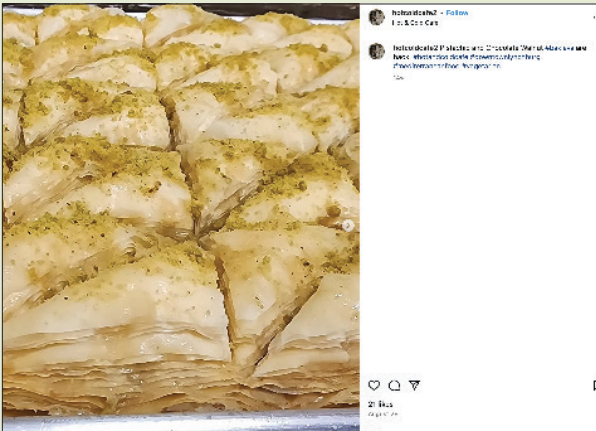
## Media Use

Hot and Cold Cafe uses both Instagram and Facebook as pages to advertise and announce important information about their business. These pages are used rather frequently by Hot and Cold Cafe to communicate information regarding store hours, special food availability, and holidays.

On their website, Hot and Cold also features information about their store including the menu, the owner's backstory, and frequently asked questions which incorporates education about seasonings used.

# HOT AND COLD CAFE

## *Ad/Promo Examples*



**3 Days Left to enjoy  
your favorite  
Indian-Mediteranean  
fusion food until March!**

### Target Demographic

In these advertisements from Hot and Cold Cafe, it appears that the target audience is Lynchburg residents. The design appears that it would appeal to those aged 50-70. However, we believe the intention was to target social media followers generally.

### Strategy

The goal of these advertisements appears to be to draw in customers to the establishment. The challenge is the poor media quality and lack of design which poses an issue for promotional style.

### Tactics (Media and Visuals Used)

Hot and Cold Cafe primarily uses copy as the mode of communication when showcasing the brand. There is a lack of creative design elements.

### Successes

Friendly atmosphere of establishment is evident in the tone of the copy. Conveys important information about food availability and openings.

### Failures

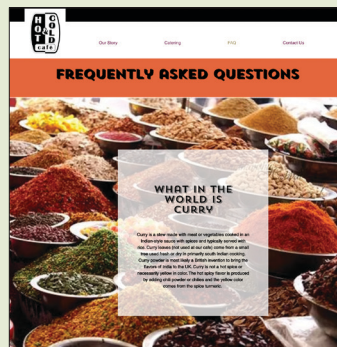
There is poor quality photography and a lack of design elements. Graphics are simply screenshots from a Facebook in-app post creator, despite these being posted on Instagram. No design elements are incorporated and the copy used is weak, lacking a call to action and audience connection point.

### Analysis/Critique

Overall, Hot and Cold Cafe has a visually ineffective social media presence. It appears as if no effort has been put in to creating quality marketing.

# HOT AND COLD CAFE

## Website / Menu Examples



VEGETARIAN ENTREES		
All entrees are served with a side of Basmati rice and prepared to your level of heat mild, medium, hot or Indian hot.		
Aloo Gubhi ..... \$11 Potato with cauliflower VEGAN	Aloo Rajma ..... \$11 Potato with kidney beans, VEGAN	Aloo Mirza ..... \$11 Potato with green peas VEGAN
Aloo Cabbage or Fried Cabbage ..... \$10 Fried Cabbage with or without Potato, VEGAN	Bhendi Masala ..... \$11 Okra with onion, tomato and green pepper, VEGAN	Channa Masala ..... \$10 Chick peas in special sauce VEGAN
Dal Makhani ..... \$10 Mixed lentils in special sauce with butter	Matar Paneer ..... \$12 Green peas cooked with homemade cheese	Mixed Vegetable Kormis ..... \$12 Mixed Vegetables served in a sweet creamy sauce
Palak Paneer ..... \$12 Spinach with homemade cheese	Vegetable Curry ..... \$11 Variety of vegetables in masala sauce, VEGAN	Vegetable Medley Masala ..... \$14 Variety of vegetables in yogurt sauce

### Target Demographic

In these advertisements from Hot and Cold Cafe, it appears that the target audience is Lynchburg residents. Adventerous eaters, curious eaters, and vegetarian eaters are targeted through the website.

### Strategy

The goal behind the website and menu is to provide understanding as to the cuisine offerings available at Hot and Cold Cafe. The challenge is found in some information being irrelevant, such as an incorrect address being shown on the bottom of the website homepage, irrelevant "FAQ's", and a menu that lacks clear readability.

### Tactics (Media and Visuals Used)

Hot and Cold Cafe primarily uses type and photos.

### Successes

There is a strong use of photography. Lots of information is available on the website. The menu contains consistent formatting throughout (use of repetition), which enhances organization and readability. The same font is also repeated throughout the menu.

### Failures

There is a lack in quality of the photography elements being used. Wrong address creates confusion.

### Analysis/Critique

Overall, the menu is clean and straightforward but could benefit from adjustments to contrast (color & fonts) to further enhance navigation and readability for the reader. The website could use some decluttering and consistency as there are lots of photos being used and not much clean space.

# AL RYAN

## *Ad/Promo Examples*



### Target Demographic

In these advertisements from Al Ryan, it appears that the target audience is Lynchburg residents, specifically families and individuals who enjoy casual dining and authentic Mediterranean meals.

### Strategy

The goal of these advertisements is to bring information to the consumer for understanding of store hours, location, and special notes concerning menu items. The challenge is found in having two inconsistent logos, and a poor advertisement that does not apply the CRAP principles effectively.

### Tactics (Media and Visuals Used)

The tactic used by Al Ryan is primarily usage of their logos with basic restaurant information.

### Successes

These are informative ads which include lots of information that can be helpful for customers to learn more about the establishment.

### Failures

There is a lack of visual appeal, and poor application of the CRAP principles.

### Analysis/Critique

The brand did a decent job creating a well informed ad for consumers to see however there are no ads contributing to speciality items on the menu or different deals for certain items- no visuals either which make it more difficult for consumers to get the whole picture.

# PART 2 - PROJECT BRIEF

## *Project Brief*

### **Company Overview**

The Hot and Cold Cafe is a family owned and operated restaurant combining both Mediterranean and Indian cuisine into a delicious fusion at an affordable price. The menu boasts a variety of authentic dishes available for dine in or takeout from a convenient location in Lynchburg.

### **Project Goals**

Our 20th year anniversary is coming up and we have been fortunate enough to build a relationship with very loyal customers in the Lynchburg area. They have been with us since the beginning, helped us grow, and kept us afloat during Covid-19. To celebrate our 20 years, we would like update our identity. Give us what you could call a little face lift. To support this new change, we also want to create a campaign that assists us in advertising our new look while informing our audience that we are still the same great company they know and love. We are also open to running some sort of promotion with this campaign with the goal of saying thanks to our customers.

### **Target Audience**

The target audience is local Lynchburg residents, college students, downtown working professionals, and families seeking authentic Indian cuisine in a casual café setting. The target demographic includes both those familiar with Indian food and curious newcomers to the cuisine. The company's approach is welcoming to both traditional Indian food lovers and first-time experimenters.

### **Competitors**

Al Ryan, KabobJO, Downtown Cairo, and CAVA

### **Budget**

\$100,000

### **Timeline**

Pitch presentation in 5 weeks



# *Purpose and Goals*

With this identity update, Hot & Cold Cafe will receive a fresh look with updated branding, messaging, colors and style, so that it can better boast its menu offerings in a clean, exciting way. This new campaign will be consistent with the cultural background represented by Hot & Cold Cafe, inviting customers to an attractive restaurant, appearing not as a diner but as an authentic flavor experience. This logo should represent the unique flavor offerings of Hot & Cold Cafe, keeping in tune with its rich heritage and family-owned nature.

# *Identity Ideas*

For this campaign, we would like to capture the rich cultural background of Hot & Cold Cafe and demonstrate it in a fresh new light. This will be evident in our taglines and call to action. They ought to be effective, playful and creative, and intentional. Some possible options are “Spice Things Up”, “Cool as a Cucumber”, “Discover a Flavorful Journey”, “Taste the Tradition”, and “Your Perfect Escape”. For a campaign targeted towards students at Liberty University, “Can the Flames Handle the Heat?”.

# *Deliverable Ideas*

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## **Website**

The first deliverable we plan to create is a revamped website that is both visually appealing and updated to attract a bigger audience using popular colors and trends that are relevant to current times. Our team plans to create a campaign that has not only strong messaging but also clean, relevant visuals, as this is currently lacking on the website. Our new campaign will implement visual features and branding elements that are consistent with the Indian and Mediterranean cultural backgrounds represented within this establishment.

## **Social Media**

The second deliverable will be social media posts. There will be updated Social Media Highlighted Stories including: Hot foods, Cold foods, Smoothies, Desserts, Our Story, etc. Overall, there will be a focus on high quality food photography to entice customers and showcase the freshness and vibrant colors of our dishes. We hope to incorporate more consistent social media posts, with revamped colors and branding. Including storytelling aspects that share about how the business started and the family and tradition behind it can help create a family atmosphere with a tagline such as. Some possible ideas include a creative tagline: "From our family, to yours."; a campaign ad series for Indian/Mediterranean heritage month, celebration deals for the month, special meal series, and a series targeted towards Liberty students and faculty.

## **Poster and Billboard**

The third deliverable is to create a poster and billboard. The idea brainstormed for this is a board that has a conceptual design, with a circle divided into two appearing to contain half a curry dish (orange color representative of "hot") and half a salad (green color representative of "cold"). This board paired with a creative tagline or call to action will draw in individuals driving by seeing it. The idea of freshness is portrayed in this way through the campaign.

# *Plans & Location*

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## **Website**

The website deliverable will most likely be located on a computer screen or perhaps even a cell phone.

## **Social Media**

The social media deliverables will be posted on Facebook and Instagram, to the Cafe's pages.

## **Poster and Billboard**

The poster will be displayed around Downtown Lynchburg in local businesses, across local college campuses, and within the Cafe itself.



# Tone

We want the new brand to feel like an invitation into the owners' family home. Our tone will be warm, inviting, and sincere, reflecting the personal touch of the family-run business. It's not just about the food, but also about creating an experience rooted in tradition, hospitality, and a genuine love for sharing meals with others.

Our colors and design will reflect the bold, vibrant nature of both Indian and Mediterranean cuisine. This food is rich with flavors, fresh produce, and aromatic spices. Our tone will be lively, engaging, and full of energy, just like the food they serve. We want every detail to capture the excitement and richness of these culinary traditions.

# Message

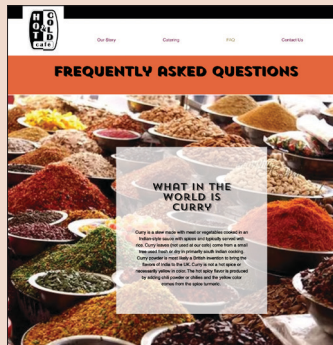
As a family business, everything they do is rooted in heritage, tradition, and a deep sense of legacy. Our messaging will reflect the stories behind their family including their passion for food, the care they put into every dish, and how their family recipes have been passed down through generations. It's not just about what they serve; it's about the love, the history, and the dedication to quality that comes with each meal.

# Style

We will incorporate lots of imagery of the different foods and drinks offered. Our fonts will include clean, modern fonts mixed with scripts to appear traditional and handwritten. Our colors will include green and orange to portray freshness and health as well as flavor, warmth, and energy.

# Traditional Ads

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To create a successful campaign, we must establish an understanding of the current branding elements and previous work done by our brand and our competitor.

## Things to Stray Away From

We want to ensure that any design elements that lack creativity, cleanliness, and compatibility with the CRAP principles is avoided.

## Things to Draw Inspiration From

This is a unique brand and we want to ensure we continue to celebrate the fusion of culture and food that is served within this establishment! Education and information should be evident in the content we create.

# Identity Moodboard

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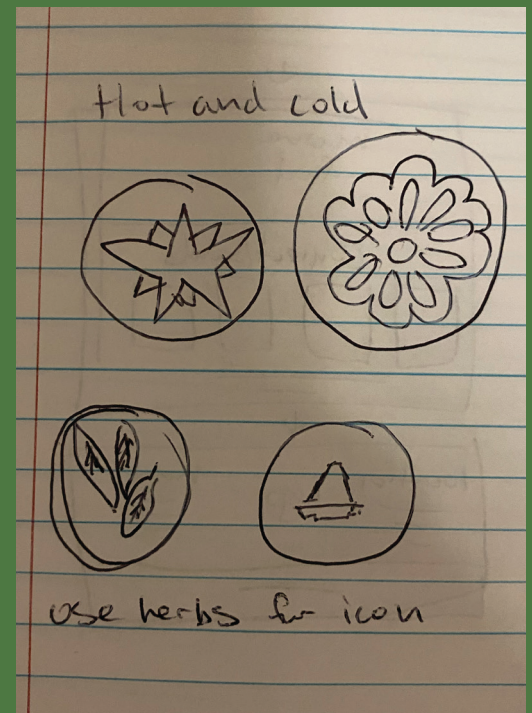
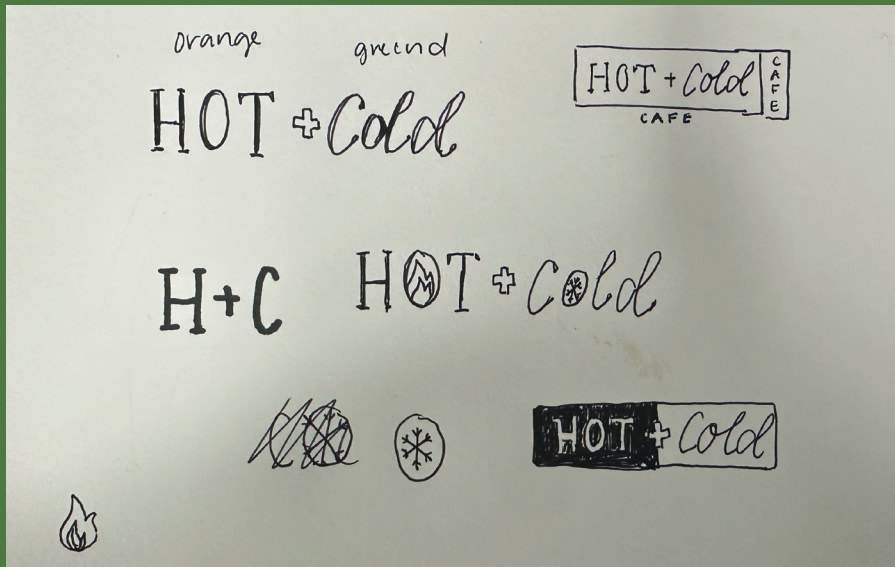


# Deliverable Moodboard



# PART 3 - FINAL SOLUTIONS

## Identity Sketches



# Identity Roughs and Drafts

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# Identity Final Solutions

## Primary Logo



## Secondary Logo



## Typefaces

### Primary

**PICTOTYPE MAXWELL**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### Secondary

**Montserrat**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### Decorative/ Supporting

**Ivy Presto**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

## Color Palette



CMYK: 79, 51, 100, 18  
 RGB: 60, 120, 57  
 HEX: #3C7839



CMYK: 40, 0, 93, 0  
 RGB: 166, 207, 70  
 HEX: #A6CF46



CMYK: 0, 66, 99, 0  
 RGB: 244, 118, 33  
 HEX: #F47521



CMYK: 0, 1, 19, 0  
 RGB: 255, 247, 213  
 HEX: #FEF7D5



CMYK: 6, 17, 100, 0  
 RGB: 242, 203, 21  
 HEX: #F2CB15



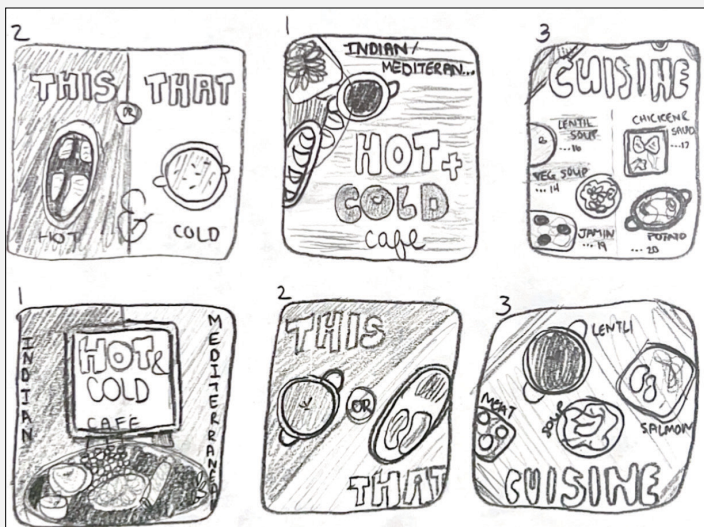
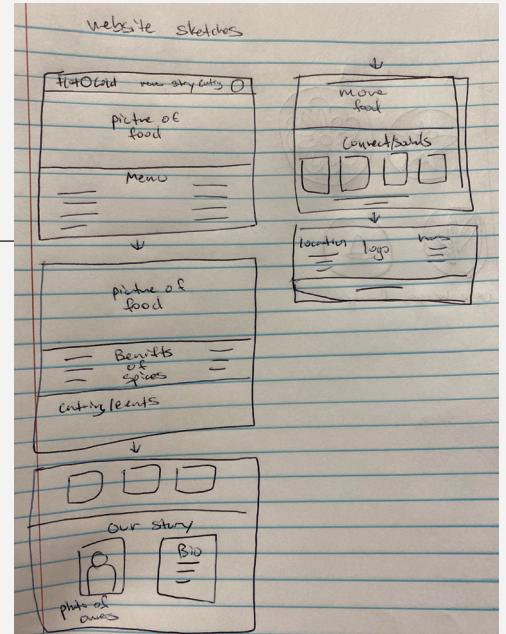
CMYK: 24, 100, 100, 21  
 RGB: 160, 29, 32  
 HEX: #A00202

## Imagery Style / Patterns / Textures



# Deliverable Sketches and Roughs

## Website



## Social Media

## Poster & Billboard





# Deliverable Drafts



Website

# Deliverable Drafts

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Social Media

Poster & Billboard




# Website Final



[Menu](#)
[Our Story](#)
[Catering](#)
[Contact](#)






### INDIAN SPECIALTIES

- Vegetarian Entrees
- Non-Vegetarian Entrees
- Biryani Specialties
- Condiments

### MEDITERRANEAN SPECIALTIES

- Starters
- Wraps
- Cafe Special Medley Wraps
- Mediterranean Plates

## SOUPS, SALADS & BREADS DESSERTS



**FOOD FACTS**

**Benefits**

Our food is made from fresh vegetables, meats and spices. It does not contain MSG, artificial flavors or colors.

Cardamom	Fenugreek
Cinnamon	Garlic
Cumin	Ginger
Clove	Nutmeg
Coriander	Olive Oil

Our Services

### Catering and Events



Catering  
[Read more](#)

For catering inquiries call or e-mail for an appointment 434-846-4976 or [cat@hotcoldcafe.com](mailto:cat@hotcoldcafe.com)



Events  
[Read more](#)

Our Story

### Indian-Mediterranean Fusion



The Hot and Cold Cafe began in 2007 as the dream of Uday Malheerjee to bring exceptional food and a welcoming experience to Lynchburg. Starting with authentic Indian cuisine, Uday expanded the menu to include Mediterranean dishes, filling a gap in the local dining scene.

The name "Hot and Cold Cafe" reflects the variety in our signature buffet, offering hot dishes like curries and rice alongside cold options like salads, hummus, and desserts. After 12 years in our original location, Uday and his wife Timby embraced a new chapter with a relocation, seeing it as an opportunity to grow.

Family-owned and rooted in tradition, The Hot and Cold Cafe strives to share the vibrant flavors of Indian and Lebanese culture while treating every guest like family.

Know More About Us






**CONNECT**

CHECK US OUT ON SOCIAL MEDIA

[@HOTCOLDCAFE2](#)



1206 MAIN ST  
LYNCHBURG, VA 24504





SUNDAY CLOSED  
MONDAY 11AM-7PM  
TUESDAY CLOSED  
WEDNESDAY 11AM-7PM  
THURSDAY 11AM-7PM  
FRIDAY 11AM-7PM  
SATURDAY 11AM-3PM

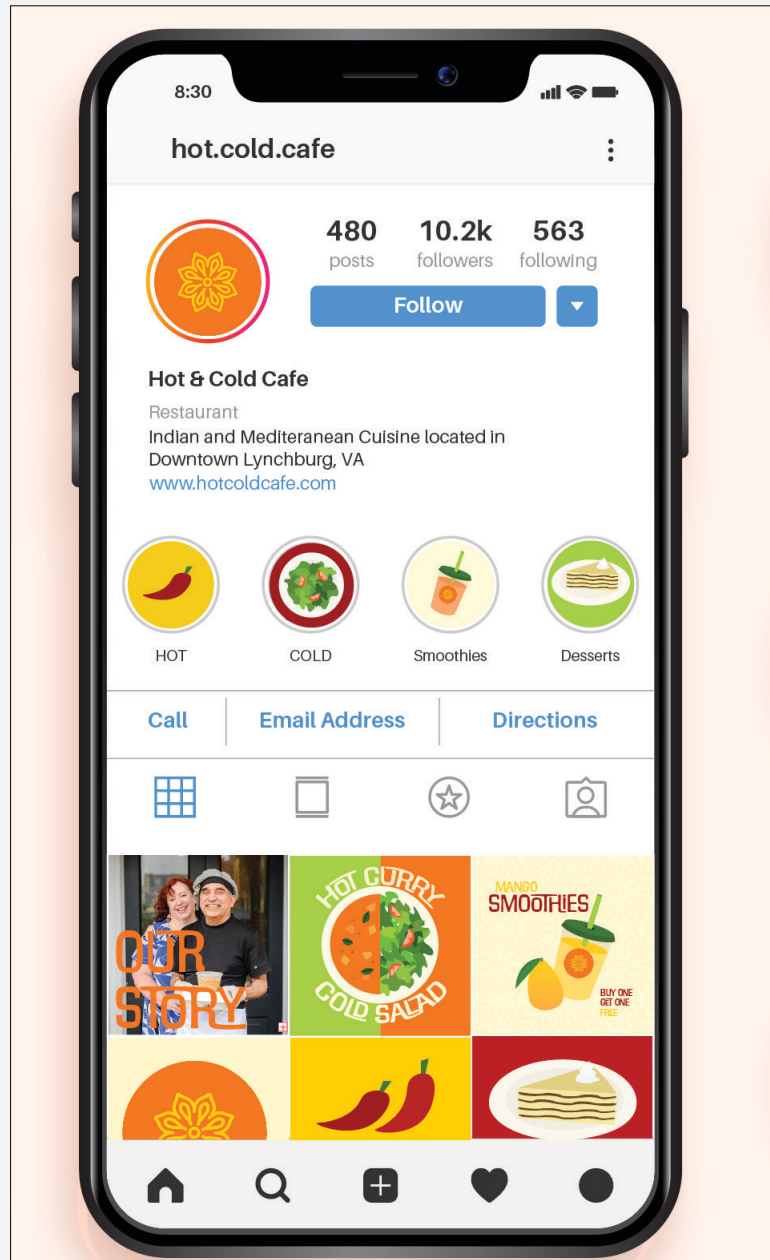
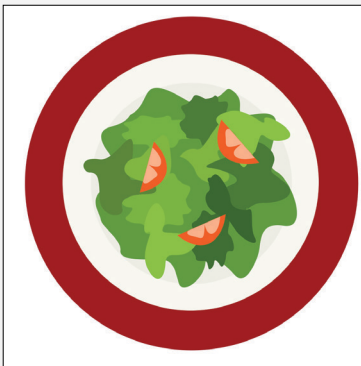
2024 HOT & COLD CAFE

# Social Media Final

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# Social Media Final



# Poster and Billboard Final



**1206 Main St, Lynchburg, VA**  
LEBANESE & INDIAN PLATES AS WELL AS A LUNCH BUFFET

**HOT & COLD CAFE**

Monday	11AM-7PM
Tuesday	Closed
Wednesday	11AM-7PM
Thursday	11AM-7PM
Friday	11AM-7PM
Saturday	11AM-3PM
Sunday	Closed

call for more info: (434) 946-6976

# *Project Defense*

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In this brand campaign, our goal was to update the visual identity of Hot & Cold Cafe while informing audiences that this is the same restaurant they know and love. We were tasked with providing Hot & Cold Cafe a "face lift" through unleashing an identity update, as well as the creation of a series of three deliverables - website, social media, poster /billboard.

Overall, we believe that we were successful in doing this, and have designed a complete identity package and project deliverables that give the brand a fresh look, creating an attractive brand and story that invites customers to connect with. We have chosen colors and fonts that communicate a cultural atmosphere that is both fun and clean. We believe that these elements will attract new customers from local Lynchburg audiences and invite them into a brand that has much depth to it.

# Works Cited

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"817 Main St. | Downtown Lynchburg | al Ryan Mediterranean Cuisine." Cuisine, <https://alryanmediterranea.wixsite.com/cuisine>. Accessed 10 Dec. 2024.

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Instagram. [https://www.instagram.com/accounts/login/?next=https%3A%2F%2Fwww.instagram.com%2Fhotcoldcafe%2F&is\\_from\\_rle](https://www.instagram.com/accounts/login/?next=https%3A%2F%2Fwww.instagram.com%2Fhotcoldcafe%2F&is_from_rle). Accessed 10 Dec. 2024.

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