

Concept

Flora & Fauna: A Dual Experience

Summary

Rebranding Flora & Fauna to visually capture its day-to-night transformation, enhancing its brand identity through design and motion that seamlessly reflects its shift from a relaxed daytime café to an elegant supper club at night.

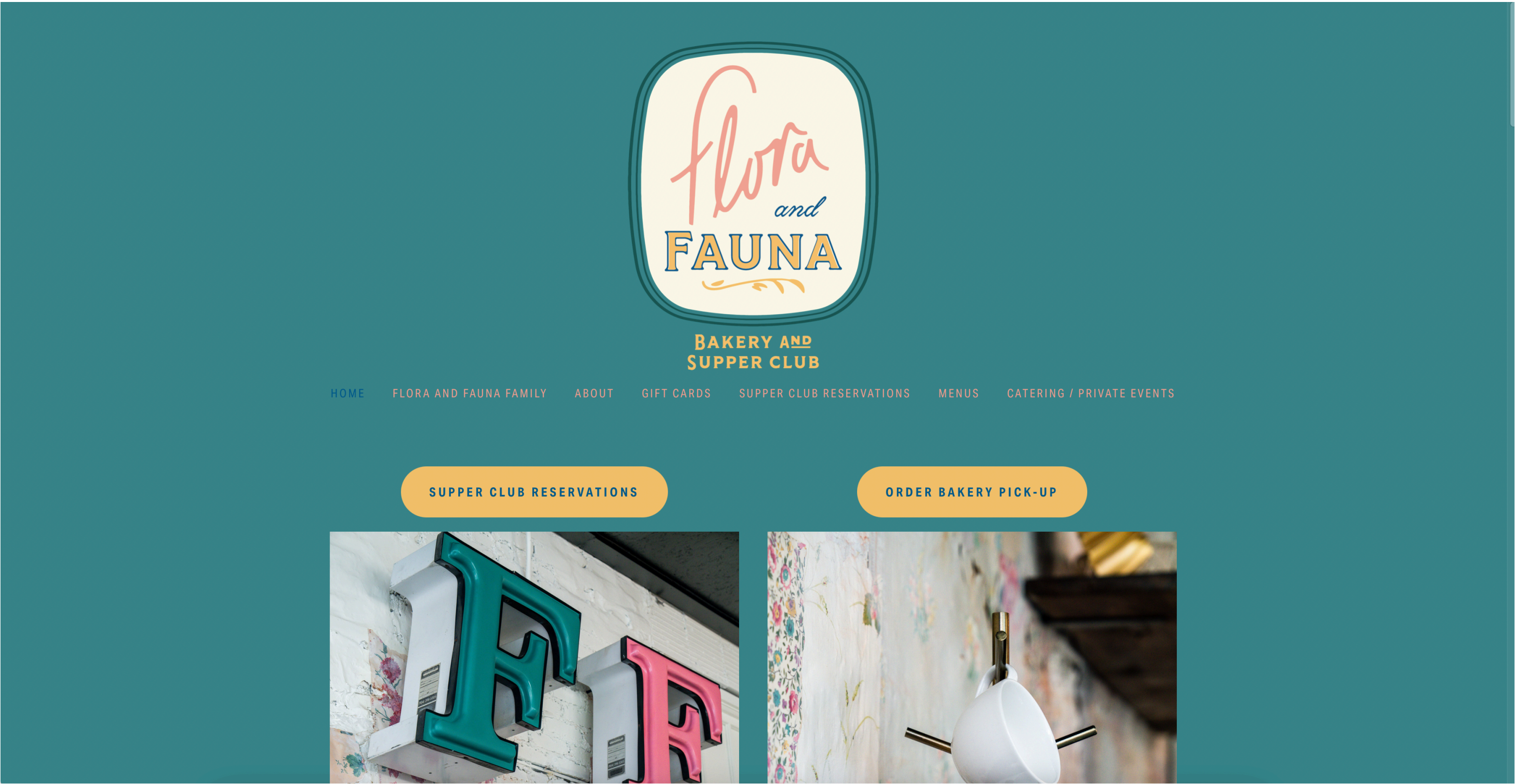
Written
Treatment

Flora & Fauna is a unique space that seamlessly transitions between two distinct atmospheres. By day, it's a cozy café and bakery, offering a warm and inviting space for coffee lovers and brunch enthusiasts. By night, it transforms into an elegant supper club, serving fine dining with a curated selection of steak and wine. This duality is what makes the space so special, yet its current branding fails to communicate this transformation effectively.

The goal of this project is to create a more cohesive and intentional brand identity that embraces this contrast. Typography, color palettes, and logo refinements should fit both atmospheres, ensuring that customers don't feel disconnected when experiencing different sides of the brand.

Motion design will play a key role in bridging the two identities, not just enhancing the branding but also telling a story of transformation. Through animation, the fluent transition from day to night can be visually represented—perhaps through shifting light, evolving textures, or dynamic typography that adjusts based on the time of day.

Original Logo



Motivation

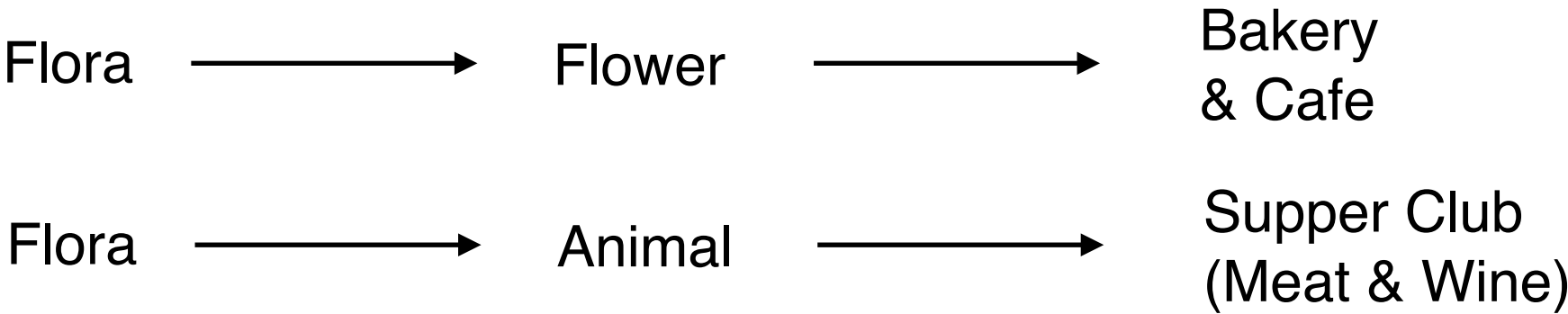
What draws me to this project is the intriguing contrast between Flora & Fauna's two identities. Many restaurants have a strong singular personality, but this space is defined by its ability to effortlessly shift between two worlds. I find it exciting to explore how branding and motion can enhance this transformation, allowing customers to visually and emotionally connect with both experiences.

Personality

Earthy Airy Delicate

Name Inspiration

Work with local farms



Brand & Identity

Feeling

Sense of place Genuine Well-thought

The Brands They Like

Buvette NYC La Mercerie

Typical Customers & Habits

- Tourist
- Family
- Student —————> Bakery & Cafe
- 30-50 y/o —————> Cafe & Supper Club (Meal)

(They're happy with existing audience/ customer)

Emotional Connection

Homeness

Transition between Day and Night

Do you want the transition between day and night to feel
seamless or clearly distinct?
In the middle. Can differentiate but somewhat still connect

Visual Elements

- Flower
- Tile
- Patterns
- Europe
- Hand drawn

Creative
Direction 1

Living Stillness

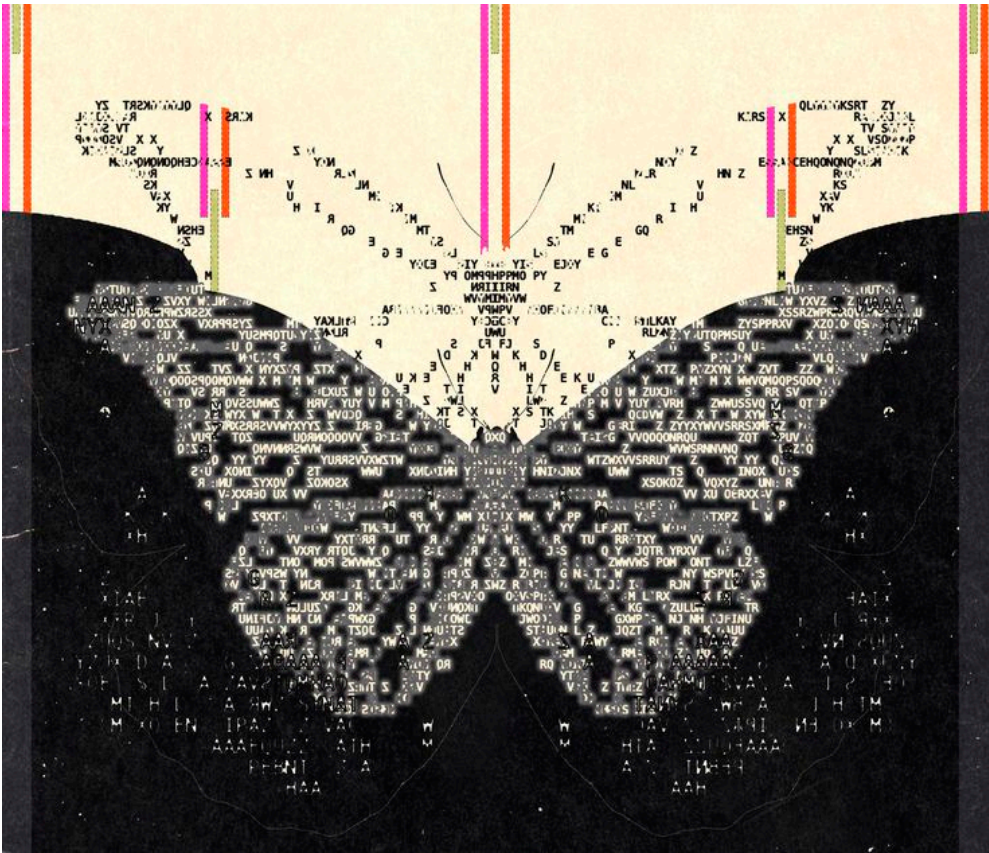
Keywords Warm / Soft / Quiet / Comfort / Elegance / Slowness / Reflection / Cozy

Written Treatment Flora and Fauna is a space that breathes with the rhythms of the day. This direction explores the beauty of gentle transformation—from the slow serenity of a sunlit café to the intimate calm of an evening supper club. The visual language embraces organic textures, soft shadows, and warm, earth-toned palettes.

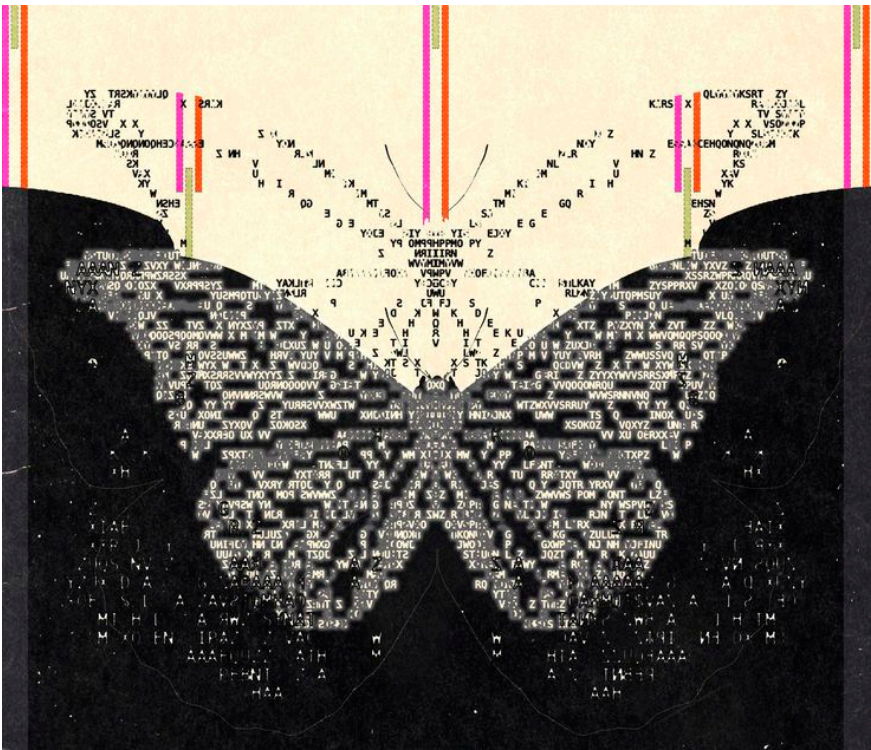
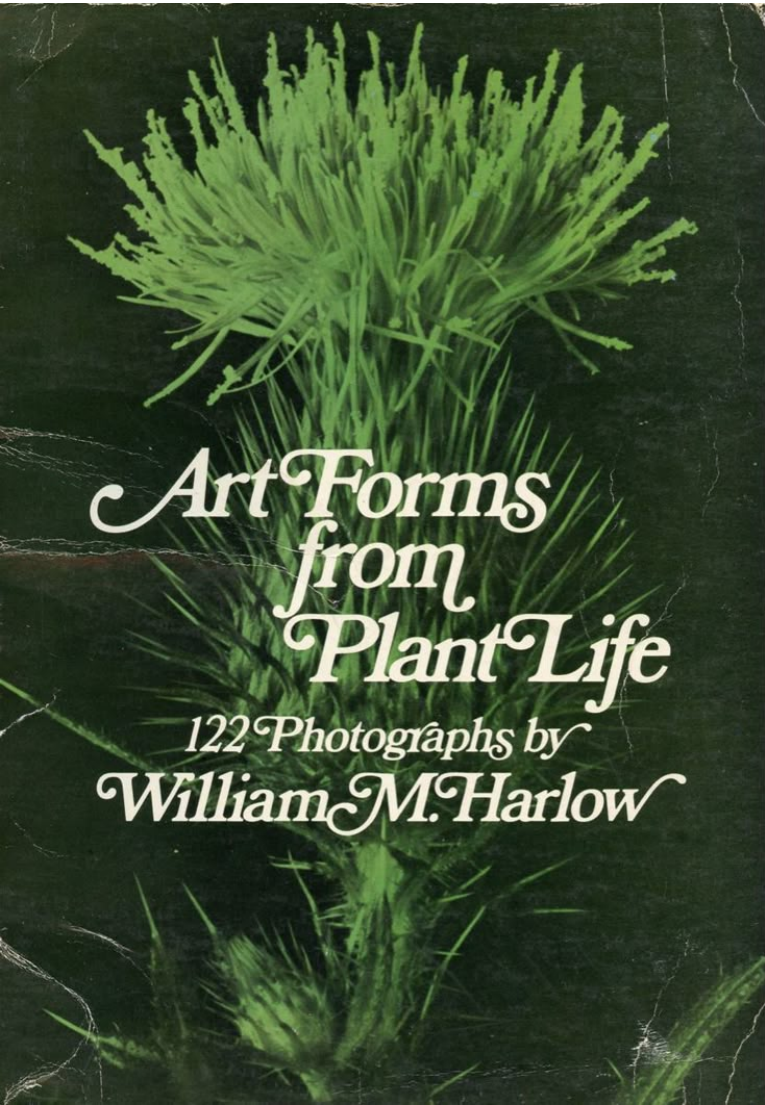
Instead of emphasizing stark contrast, this concept highlights continuity and atmosphere. The brand quietly evolves through time, making day-to-night transitions feel seamless and soulful. It’s a story of elegance in stillness, with each design element guiding the audience into a space that feels both grounded and elevated. The brand doesn’t shout—it invites.

- Motion**
- 1. Subtle shifts. Morning sunlight to golden-hour candlelight.
 - 2. Gentle breathing
 - 3. Setting changes
 - 4. Plant growth
 - 5. Light shifts
 - 6. Flowers type changes

Mood boards

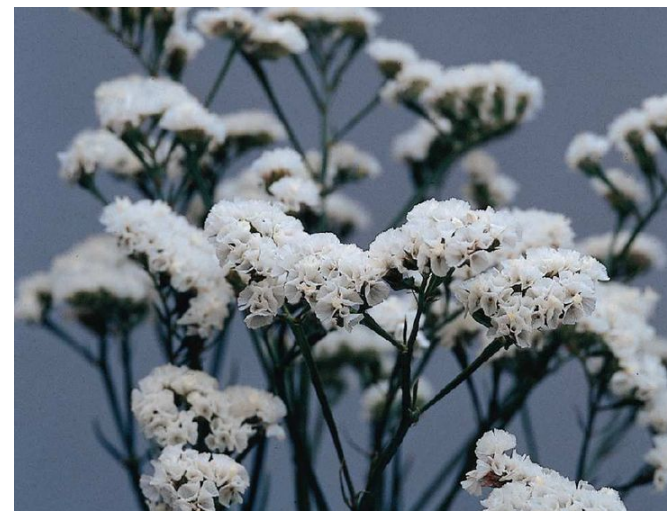


Style boards



Daytime

1. Daisy
2. Baby's Breath
3. Statice White
4. Pampas Grass
5. Wheat & Barley



Rustic / Earthy / Subtle / Relaxed

Nighttime

1. Lilies
2. Freesia
3. Magnolia Blossoms
4. Anemones



Luxurious / Elegant / Sophisticated / Quiet

Deliverable

1. Logo & Logo Animation
2. Menu (Daytime / Night Time)
3. Website (Daytime / Night Time Switch Button)
4. Instagram Stories
5. Motion Posters
6. A short motion to show all of them

Menu

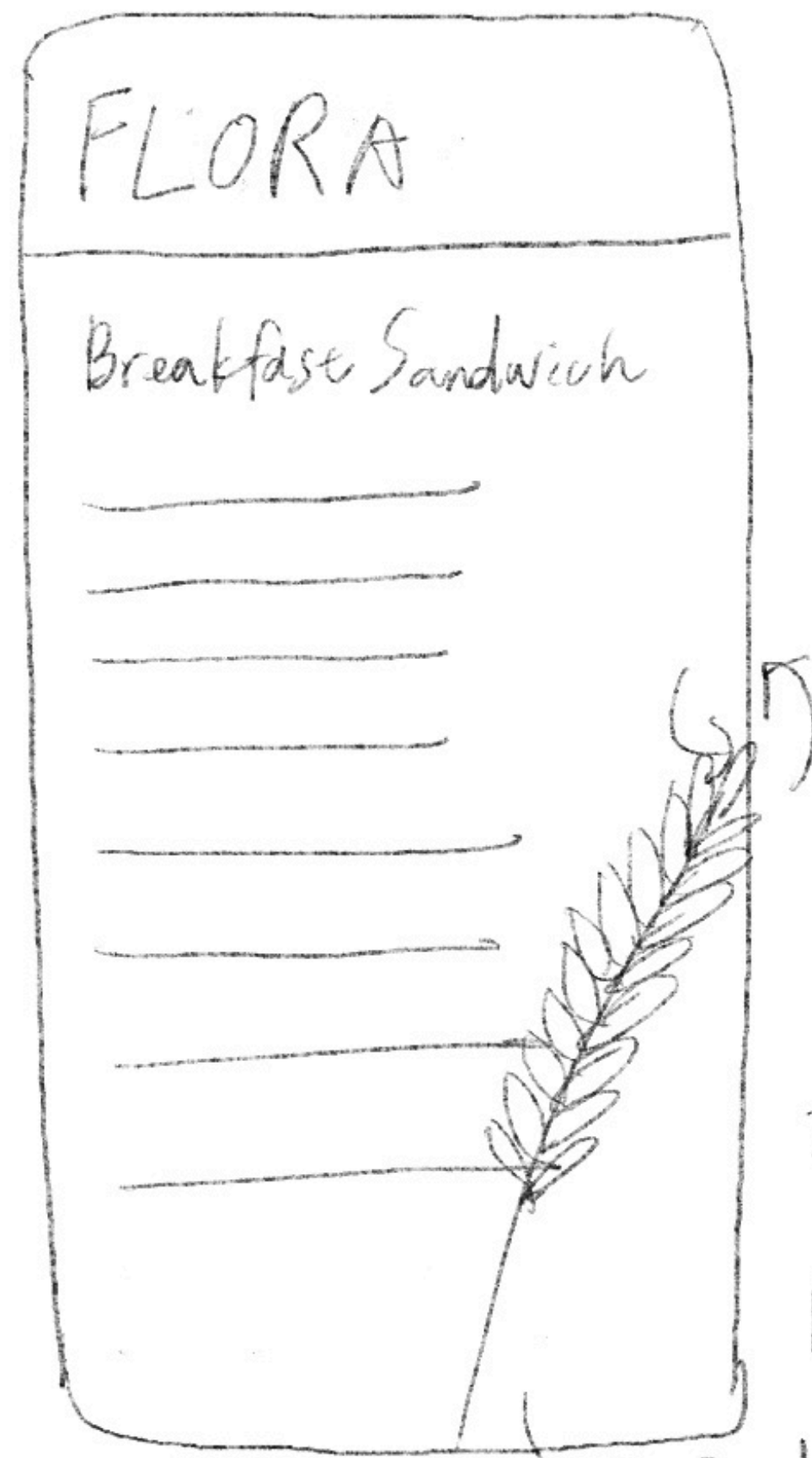
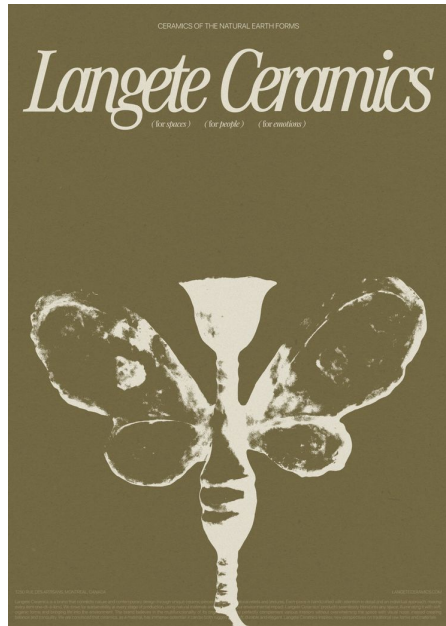
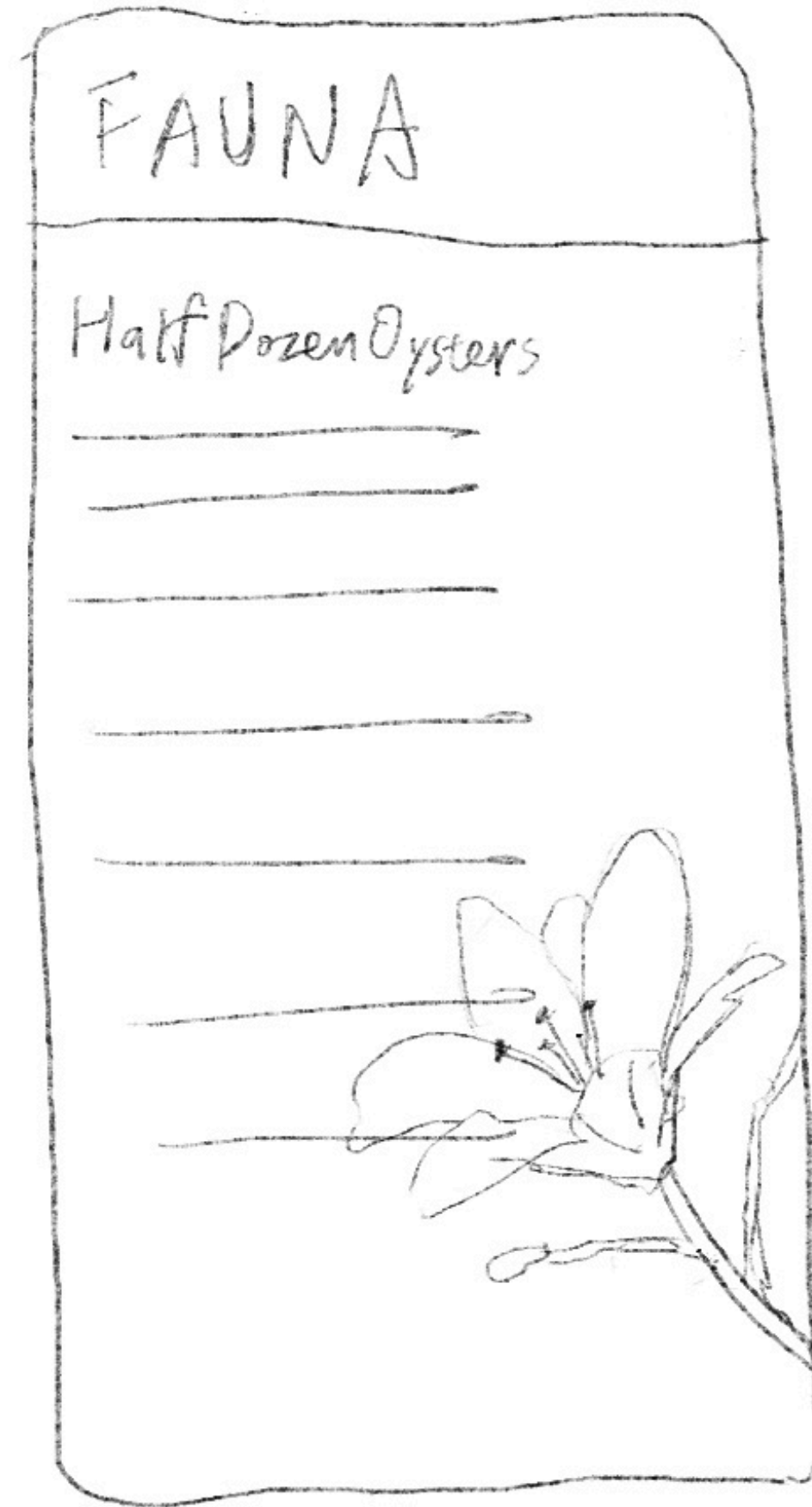
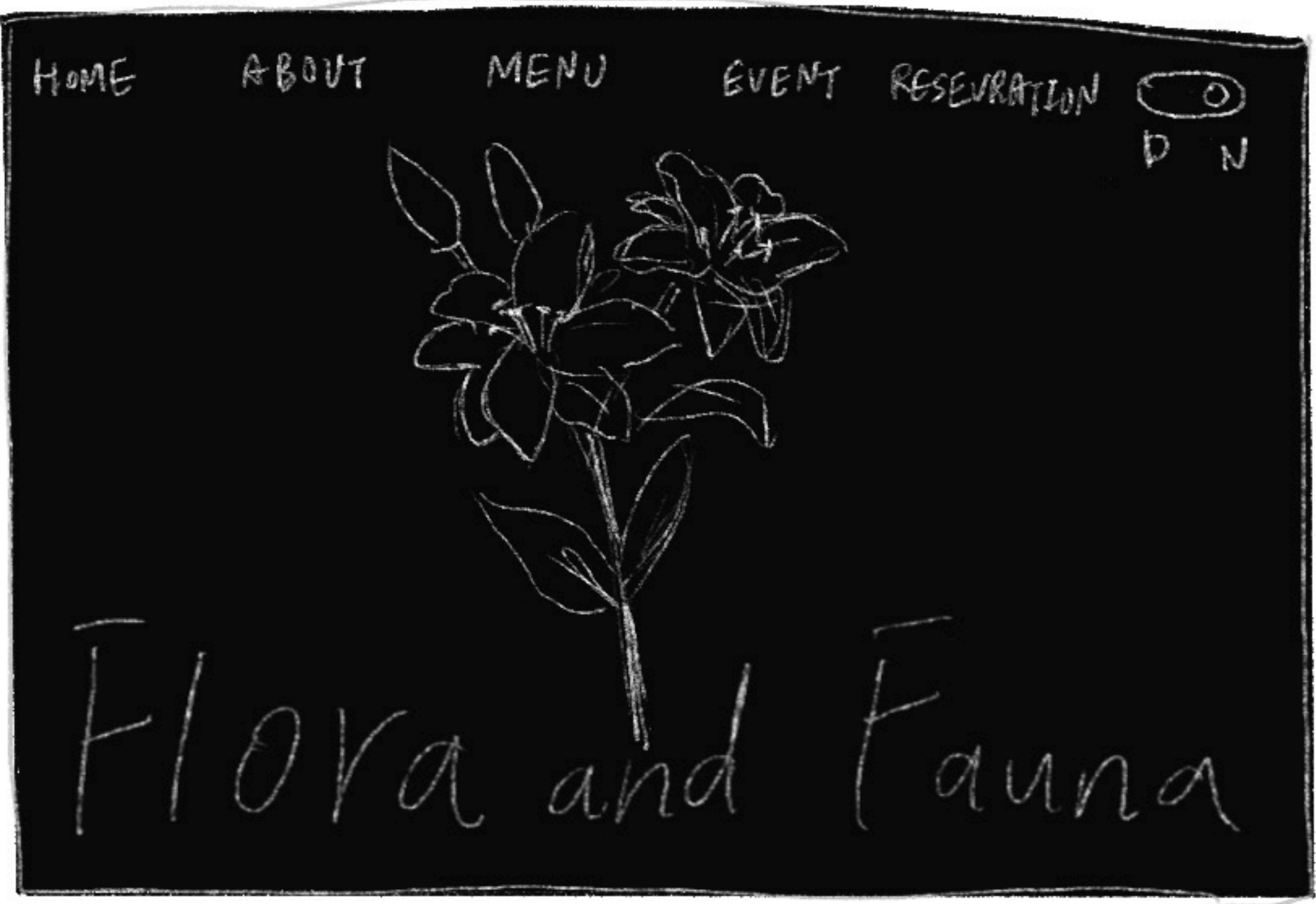
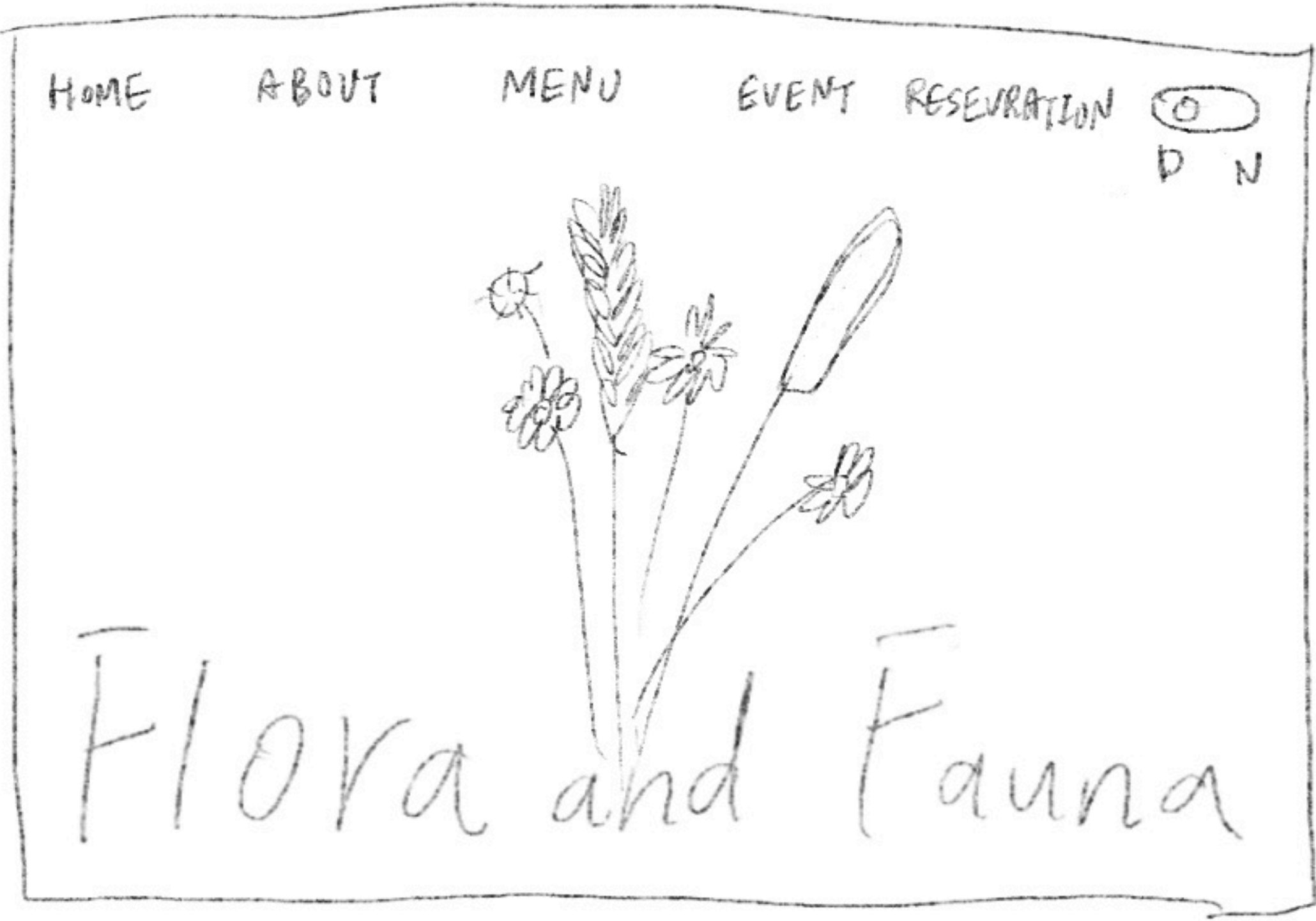


Illustration
or
photos (stop motion)

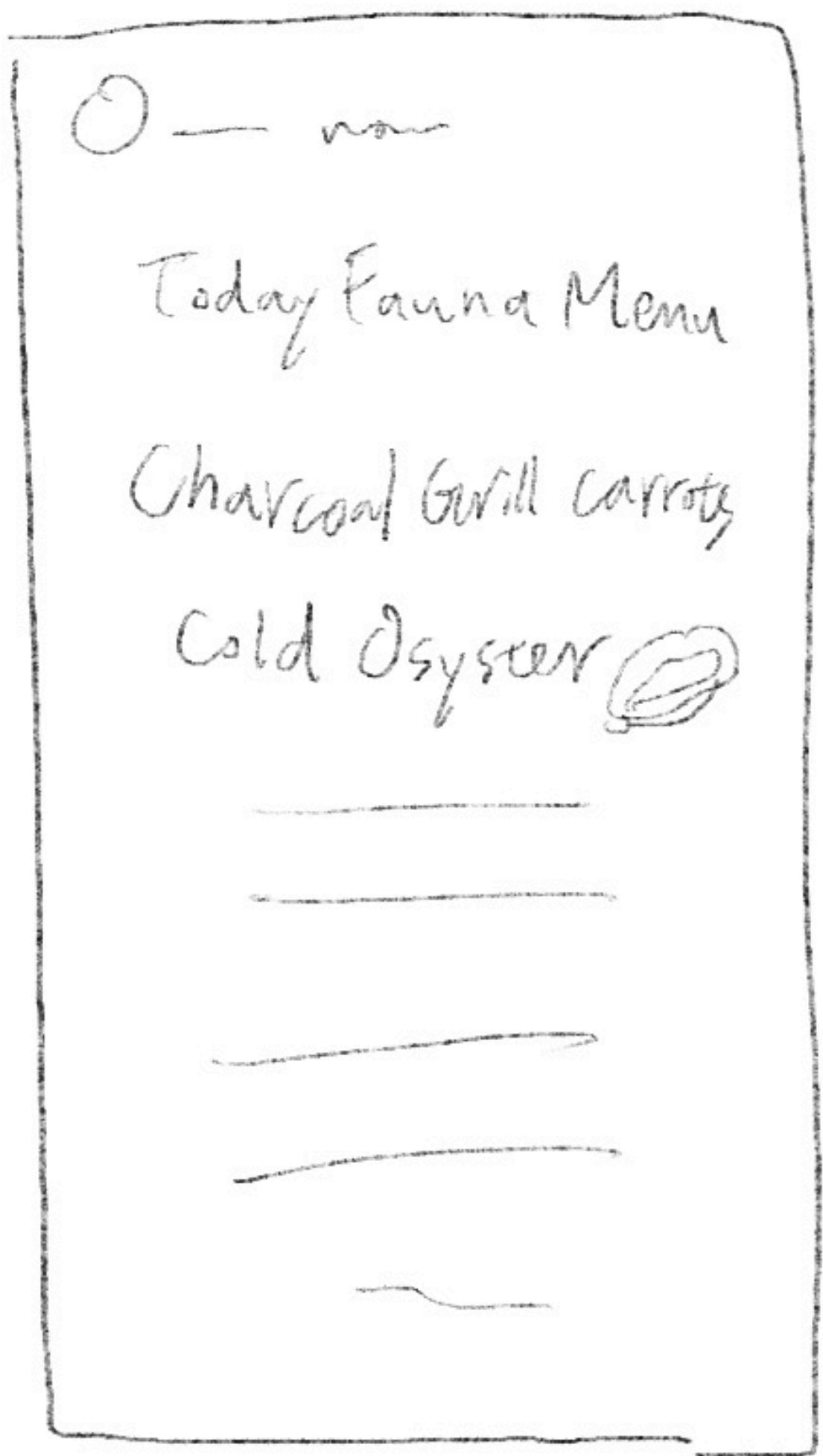
Food ingredient or
flower



Website



Story



Flora and Fauna

Type Study

Mixta Pro

Flora and Fauna

Inter

Neighborhood Bakery, Coffee House, and Supper Club.

Inter

During the day, Flora and Fauna will serve as a neighborhood bakery and coffee house, offering French-inspired fresh bread, baked goods, pastries, breakfast sandwiches, espresso, and counter-service lunch. For those missing the famous biscuits from Back in the Day Bakery, Flora and Fauna will have “Cheryl’s Biscuits” on the menu to honor the original restaurant and owners who pioneered the Starland District food scene.

In the evening, Flora and Fauna will offer a full-service, prix-fixe supper club experience. Executive chef Annie Coleman and chef de cuisine Tyler Kenny will create a menu that includes three courses and rotates seasonally. The beverage menu will consist of signature cocktails and wines by the glass to complement the food.

Flora_{and}
Fauna Flora_{and}
Fauna Flora_{and}
Fauna Flora_{and}
Fauna

Flora_{and}
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Fauna *F*lora
auna Flora
×
Fauna

Flora_{and}
Fauna *F*lora
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auna Flora
EST. 2024 SAVANNAH
Fauna

Flora/
Fauna Flora&
Fauna Flora/
Fauna Flora
&
Fauna

*F*lora
Fauna Flora
&
Fauna Flora &
Fauna **Flora &**
Fauna

Logo
Exploration

4 variations

Flora &
Fauna

Flora &
Fauna

Flora and
Fauna

Flora and
Fauna

Flora & *Fauna*

Color Palette





With Flowers - play with different compositions, colors and texture



Different Flowers

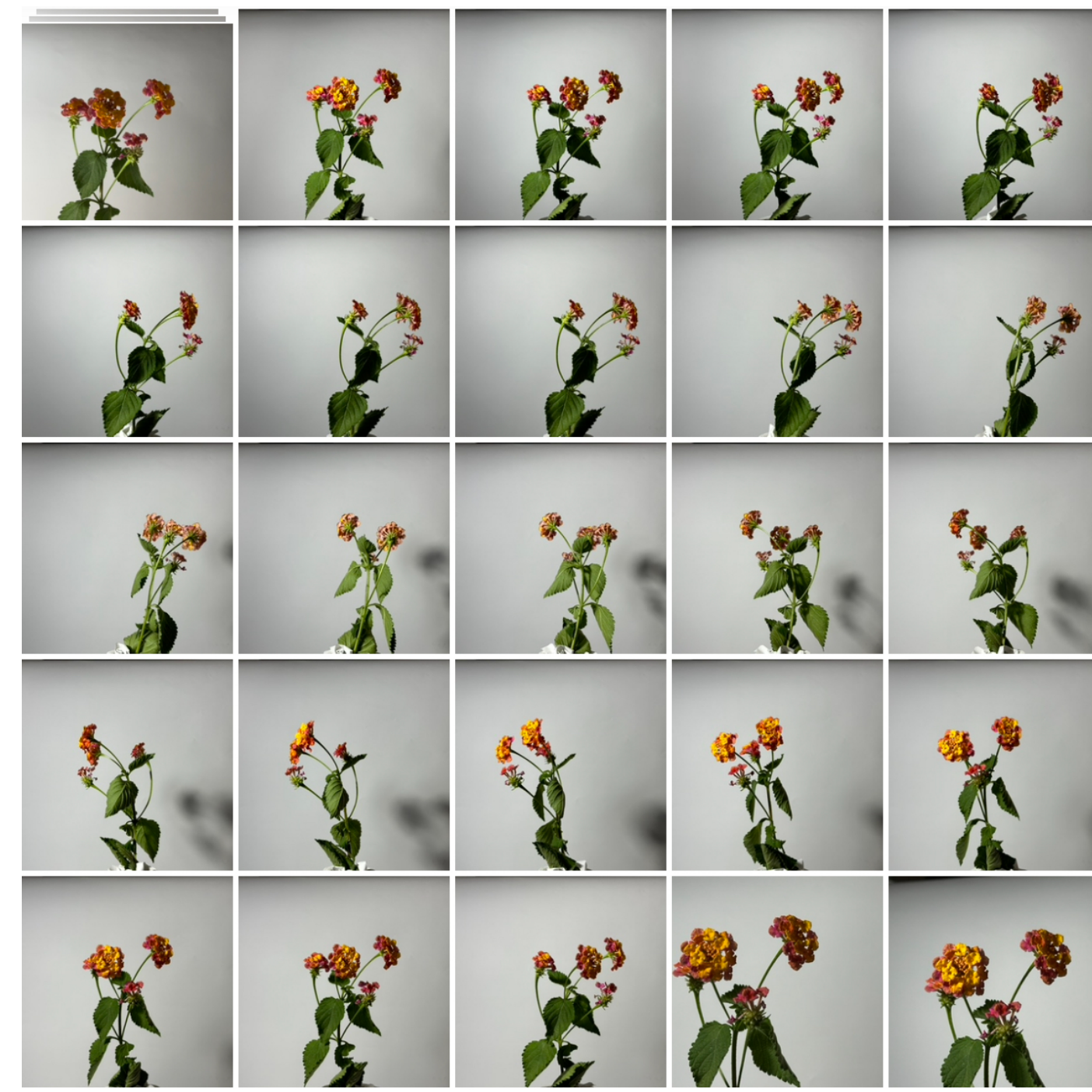
Motion



1. Set up



2. Took a series of 360° flower photos



Motion



3. Applied typography and explored composition



4. Animated photos and added effects and texture in AE

WIP

Menu

Flora & Fauna

[BREAKFAST SANDWICHES]

EGG, CHEESE, BASIL MAYO

\$7

FRIED CHICKEN, PIMENTO CHEESE, CAJUN SPARKLE, RED ONION

\$9

BISCUIT AND GRAVY (SAUSAGE OR MUSHROOM)

\$7

PIMENTO CHEESE, HAM STEAK

\$7

FRENCH BUTTER + HOMEMADE PRESERVES

\$7

[STARTERS]

[SANDWICHES]

Flora & Fauna

[BREAKFAST SANDWICHES]

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[STARTERS]

[SANDWICHES]

Flora & Fauna

[APPETIZERS]

[Main Dishes]

CHARCOAL GRILLED FLOUNDER

\$34

Corn & Butterbean Succotash / Poblano / Crab Chowder

STEAK FRITES (BUTCHERS STEAK)

\$38

14OZ. RIBEYE

\$50

Aioli / Au Poivre / Rosemary Salt

BLACK TRUFFLE STUFFED CHICKEN

\$32

Summer Squash / Anson Mills Grits / Dijon Chicken Jus

[DESSERTS]

[TASTING MENU]

WIP

3D resource: <https://sketchfab.com/3d-models/french-baguette-b6c483995db04698bf5041c9cef369c0>
<https://sketchfab.com/3d-models/pillsbury-cinnabon-cinnamon-roll-39d54e9391c148648f5244d956f4319a>
<https://sketchfab.com/3d-models/croissant-c8527d9ca33d4670b947430cb1261ea5>

Instagram
Story



Before

After