

TERRA CAFÉ

FULL-SERVICE · BRAND TO STOREFRONT

One studio. *Every* deliverable.

From wordmark to window signage — how Kynema took **Terra Café** from a corner storefront to a complete, ready-to-run brand system in days, not months.

Terra Café — *since day one*

The 90-day story, in one page.

A first-time owner, a six-week runway, and zero brand equity to borrow from. What follows is how one studio turned that into a fully operating brand — identity, signage, packaging, and a launch that outperformed paid media without spending on any.

6 days

Brief to launch-ready

\$0Paid media spend at
launch**5.0★**

Local rating within 3 weeks

1Studio, zero vendors
juggled**01****Situation**

A corner lease, a name, and a hard opening date. No logo, no signage, no social presence to build on.

02**Insight**

New cafés over-design to look "worth the hype." Real, unstaged photography earns local trust faster than polish does.

03**Build**

Identity, signage, packaging and launch content shipped as one system, in the same six days.

04**Impact**

Full tables in week one, a 5-star local reputation by week three, and zero paid acquisition spend.

What follows is the full system — the brief we received, the strategy we built against it, and every deliverable that shipped as a result.

Read on →

What Terra Café actually asked for.

First-time owner-operator, one corner unit, six weeks to opening day. Maya came to Kynema with a name and a lease — everything else, from the logo to the sandwich board, still had to be built.

CLIENT

Terra Café

CATEGORY

Indie coffee shop

LOCATION

5th & Main

RUNWAY

6 weeks

THE ASK

- ✓ Logo & full brand identity, from scratch
- ✓ Storefront & sidewalk signage system
- ✓ Opening social media content, ready day one
- ✓ Packaging — coffee bag, cup sleeve, cards
- ✓ A guidelines doc her own staff could follow

WHO IT'S FOR

Primary — Ages 25–45, within a 10-min walk

Profile — Remote workers, dog owners, dual-income

Secondary — Weekend regulars, nearby college crowd

Values — Local over chain, authentic over polished

IN MAYA'S WORDS

"Make it feel like it's always been on this corner." Two chain coffee shops sit within a five-minute walk. She didn't want to out-design them — she wanted to feel like the block already knew her.

Our read on the brief.

Most new cafés over-design to look worth the hype — chasing a global coffee-shop aesthetic that reads as sterile, not local. Kynema's bet: hand-painted signage and real, unstaged photography earn "always been here" credibility instantly, at a fraction of a full brand shoot.

POSITIONING STATEMENT

"The coffee shop that was already part of the block — for people who want their neighborhood spot to feel like it, not a set."

BRAND PILLARS

Warm

Like a regular greeting you by name, not a script.

Unshowy

The coffee and the corner do the talking.

Specific

"5th & Main," not "your neighborhood."

TYPICAL AGENCY

3–4 weeks

Separate vendors for branding, signage, and social

KYNEMA PLAYBOOK

6 days

One studio, one brief, every deliverable shipped together

TERRA CAFE
est. on the corner

No. 42

Welcome to the corner.

This is the single frame every other asset in this system is cut from — signage, social, print and packaging all borrow its light, its crop, and its type. One key visual, one brand, every format.

→ Storefront signage

→ Instagram & social

→ Print & sidewalk

→ Packaging & mugs

From brief to the first 90 days.

Positioning is a sentence. This is the plan that makes it real — what we're chasing, where the budget goes, and what ships in what order before and after Terra opens its doors.

AWARENESS

500 followers

Instagram, organic, by end of week 6

FOOT TRAFFIC

60 walk-ins/ day

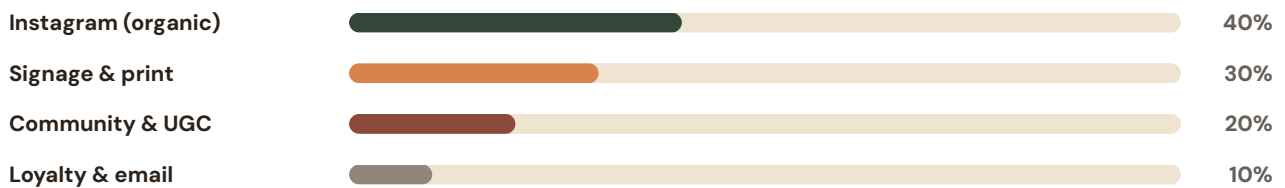
Sustained by week 4 post-launch

RETENTION

30% repeat

Return visits within the first month

CHANNEL & EFFORT MIX



WEEKS 1-4 · PRE-LAUNCH

Build

- Identity, signage & packaging in production
- Instagram account seeded, zero posts public
- Local blogger & neighbor-list outreach begins

WEEK 5 · LAUNCH

Open

- Opening-day event, first 100 customers
- Launch post + Corner & Craft content live
- Press & local blogger visits, first reviews

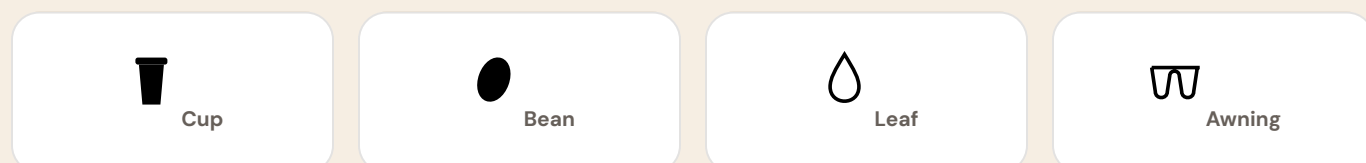
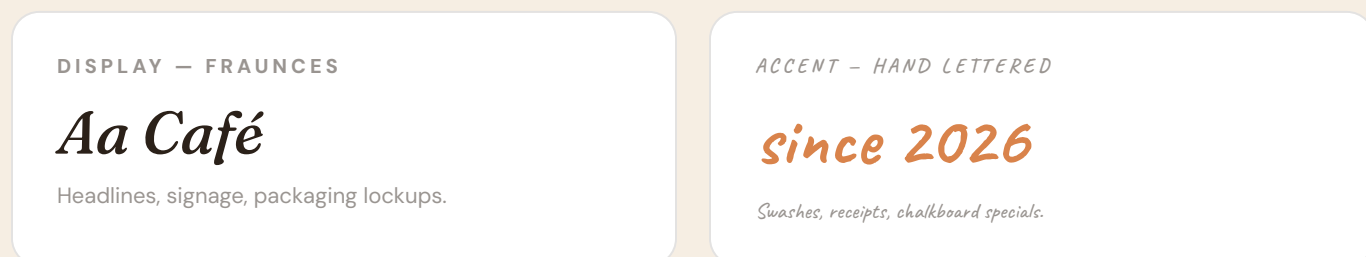
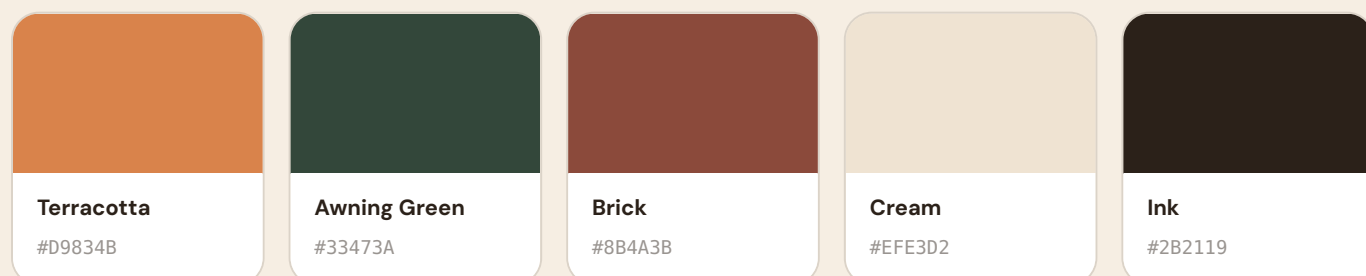
WEEK 6+ · GROWTH

Compound

- Regulars & UGC reposts drive organic reach
- Punch-card loyalty program introduced
- Seasonal menu content on The Craft peg

Warm, hand-painted, *unmistakably* corner-shop.

The wordmark borrows directly from hand-painted café signage — a confident serif with a loose, sign-painter's underline swash that never quite repeats the same way twice.



Who we're actually talking to.

Instagram first — it's how this demographic finds a new local spot, via location tags and friends' stories, not paid discovery. Every post is built to one of four recurring pegs, so the feed reads as a place, not a content calendar.

PRIMARY AGE**25–45**

Remote workers & young professionals

RADIUS**10-min walk**

Discovery via geo-tags, not paid reach

HOUSEHOLD**Dual-income**

Dog owners, no/young kids

VALUES**Authenticity**

Local, sustainable, unpolished—real

**3×/wk****The Corner**

Storefront, street life, golden-hour regulars — the place itself.

**2×/wk****The Craft**

Beans, brewing, menu drops — the product and the process.

**2×/wk****The Regulars**

Customers, dogs, reviews — community and UGC reposts.

**1×/wk****The Ritual**

The morning walk, the routine — coffee as a daily anchor.

Content that looks like the corner, not a campaign.

Every launch post was built around the real storefront — golden-hour regulars, rainy-day locals, dogs included. No stock photography, no staged flat-lays.



THE REGULARS • REVIEW

*"Feels like it's been here for twenty years.
It's been open three weeks."*

— Local review, 5★

THE CORNER — LAUNCH CAPTION

open. and somehow already full. thank you 5th & Main —
see you tomorrow at 6:30.

#terracafe #5thandmain #nowopen

THE RITUAL — WEEKDAY CAPTION

rain doesn't cancel the walk. it just means we save you the
corner table.

#terracafe #madeforthewalk #coffeeritual

The first thing the block ever sees of the brand.

Signage was designed to read from across the street — hand-painted wordmark on a weatherproof board, matched by a coordinated system of smaller in-store and sidewalk formats.



CORNER STOREFRONT SIGNAGE — AS INSTALLED



Sandwich Board

Chalk-style daily specials, reset each morning by staff.



Window Decal

Hours & wordmark, applied to the corner glass.



Table Tent

Menu highlights and the story of the corner, printed on kraft stock.

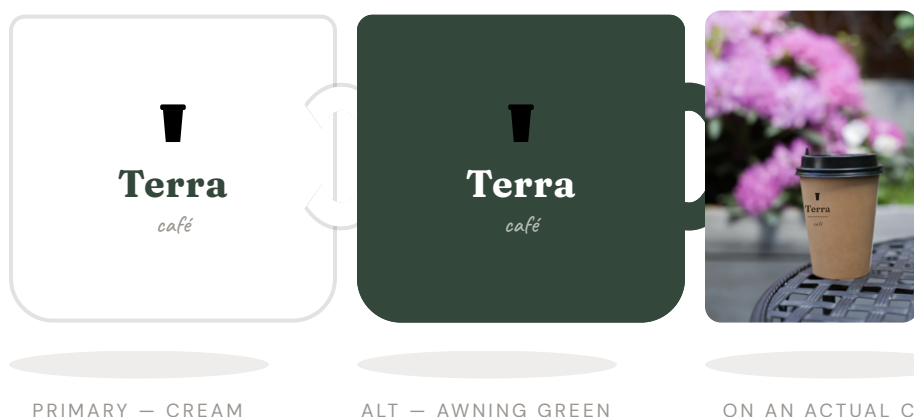
The brand you take home with you.

Kraft-and-terracotta packaging carries the signage's hand-painted language onto the counter — the bag, the sleeve, and the card someone slips in their pocket.



LOGO, APPLIED

The wordmark and cup mark, printed on the house ceramic mug and the to-go cup used for dine-in and takeaway service.



Hand-made, not *homemade*.

The line between "warm and local" and "unpolished" is thin. These rules keep every future piece — made by Kynema or by Terra's own team — on the right side of it.



Do

- Use real, in-store photography whenever possible
- Let the terracotta board carry the wordmark, not float it alone
- Keep hand-lettered accents to one line per layout



Don't

- Introduce stock coffee-shop photography
- Stretch or recolor the wordmark outside the palette
- Mix in more than one script/hand-lettered style

VOICE & TONE

Warm

Like a regular greeting you by name, not a script.

Unshowy

The coffee and the corner do the talking.

Specific

"5th & Main," not "your neighborhood."

6

Deliverable categories

6 days

Brief to launch-ready

1

Studio, zero vendors juggled

One brief. *Every* deliverable, shipped together.

Terra Café didn't need five vendors — a sign painter, a social contractor, a packaging designer, a print shop. It needed one studio that could hold the whole brand in its head at once, from the client brief to the last hashtag. That's the Kynema model, and it works for any brand ready to open its doors.