

**BREWING THE NEW FACE OF HEALTHY GROUNDS:
Proposed Rebranding Project for the
New Breed of Coffee Drinkers**

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ABSTRACT

The study BREWING THE NEW FACE OF HEALTHY GROUNDS: Proposed Rebranding Project for the New Breed of Coffee Drinkers aimed to propose a partial rebranding phase for Healthy Grounds and help improve the company. Healthy Grounds was built by Ms. Florida "Fler" G. Reyes in October 2010, the café provides a cozy, private and casual atmosphere that can attract families or friends to unwind. It offers high quality, gourmet food and beverage with healthy vegetarian selection and custom-roasted beans that gives the unique taste which can only be found in Healthy Grounds Café.

The objective of the study is to propose a partial rebranding phase for Healthy Grounds by conducting a benchmark survey on the current status of Healthy Grounds, designing a brand manual, designing marketing collaterals and conducting an assessment for the output to the company. The researcher conducted a benchmark survey that guided the creation of the marketing collaterals. Then researcher created the brand manual to help the company use its brand more effectively and to guide them on how to use their logo in future ventures of the company, he also created designs for the brochure, poster, flyer and menu list as the marketing collateral of the study. After the completion of the designs, the researcher assessed the final output by using assessment questions that the management and staff of the Healthy Grounds answered. At the end of the study, the researcher was able to design the brand manual and marketing collaterals of Healthy Grounds through the help of the benchmark survey. The researcher assessed the outputs through the help of the Healthy Grounds management/staff with favourable results.

Keywords: Healthy Grounds Café, Rebranding, Marketing Collaterals, Benchmark survey. Brand Manual. Assessment. Brand.