

Let's talk

<https://rachelcottrell.cargo.site>

rachelcottrell_@outlook.com

@rachelcottrelldesign

+44 7966 421976

RACHEL
COTTRELL

A FINITE DINING EXPERIENCE

Souter Lighthouse served to protect generations of sailors. Now the lighthouse is decommissioned, the more imminent threat is the abrasion of coastal erosion to the limestone cliff edge.

Climate change is causing sea levels rise, which is increasing the risk of flooding and coastal erosion around the UK's coastline. This is escalating so rapidly that it is likely Souter Lighthouse's surroundings will be submerged by just 2030.

The renewed mission for this restaurant is to raise funds to protect against the devastating erosion of the UK's coastlines – while it still can.





Highly visible at a great distance and in murky weather, the shade is often used for rescue purposes.

INTERNATIONAL ORANGE

#ff4f00

South Shields and Sunderland is home to a 10km long stretch of Magnesian Limestone.

LIMESTONE

#faf6f0

Souter lighthouse looks out onto The North Sea of the Atlantic Ocean.

NORTH SEA

#06515b

The identity makes sustainable choices with uncoated paper stocks and swaps conventional ink for Algae ink, which is said to reduce carbon emissions by up to 200%.

These colours are applied in a ratio that signifies the more blue that is in the composition, the more erosion has occurred.

HEADING TYPE

Whyte Inktrap Regular

The Souther Lighthouse

SUB-HEADING TYPE

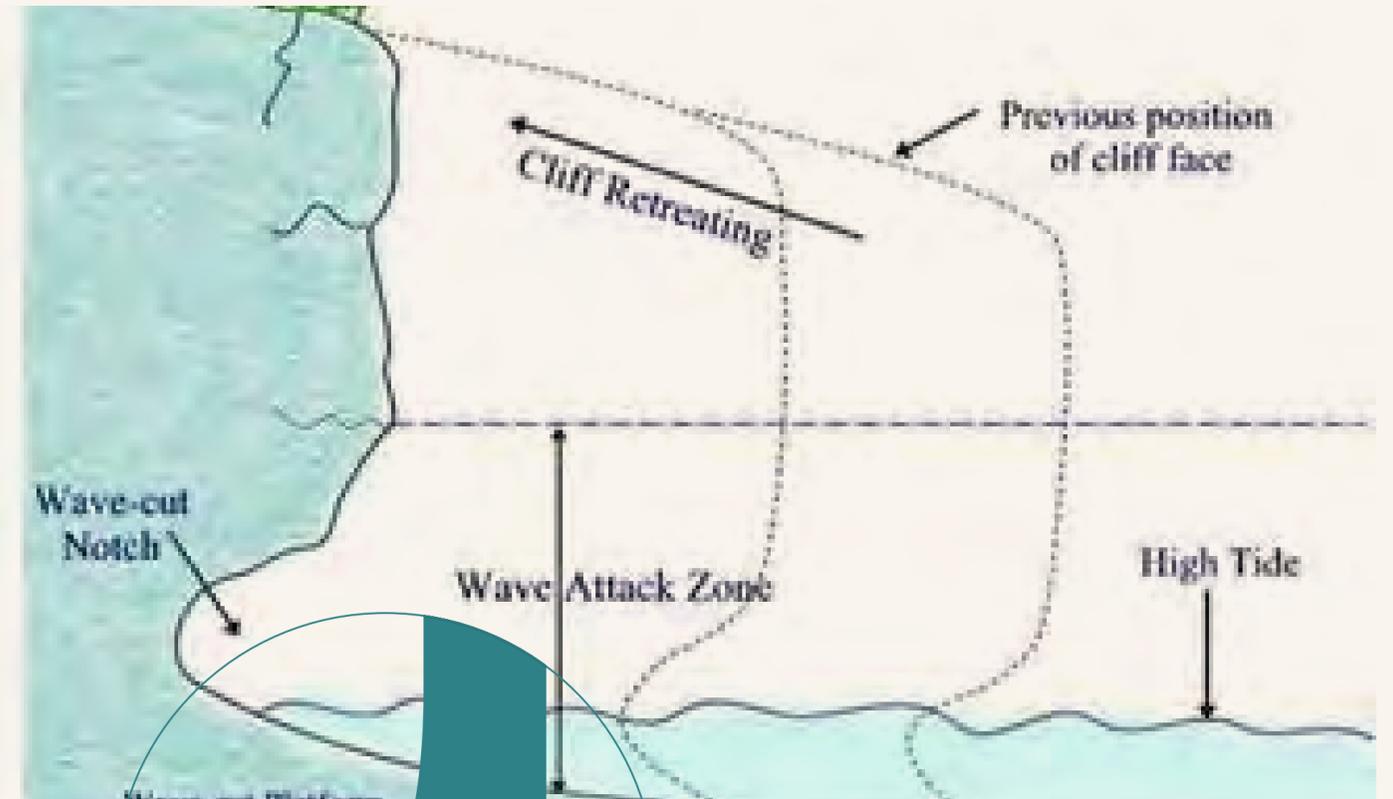
Whyte Inktrap Semi Mono

DINING AT ITS FINITE

BODY COPY TYPE

Suisse Int'l Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel faucibus nibh. Nulla quam orci, tristique sit amet rhoncus sit amet, mattis at orci. Integer ac elementum velit. Maecenas eget vulputate mi. Etiam laoreet est eu eleifend pharetra. Nulla at neque felis. Vivamus mi turpis, tempus eget.



Whyte Ink-trap features deep ink traps in the joints of letters, in this instance they replicate the wave-cut notch that occurs during costal erosion.

The type will always be left-aligned to symbolise the eroding coast's side profile.

**SMALL
APPLICATION
LOCKUP**



To keep it scaleable the smaller version has fewer layer of type weights.

**LARGER
APPLICATION
LOCKUP**



The logo mark is comprised of layering various weights of the S in the Whyte Inktrap typeface to represent layers of limestone eroding. This visual signifier is inspired by topographic maps.



TEMPORARY
LOGO APPLICATIONS

The image shows two business cards for 'The Souter Lighthouse' placed on a dark, layered rock face. The top card features the company name in orange text. The bottom card provides contact information, including the address, phone number, and social media handles, all in orange text.

The Souter Lighthouse

Visit
Coast Road
Whitburn, Sunderland

Contact
0191 529 3161
@souterlighthouse
souterlighthouse.co.uk

NEXT - LEVEL
DRINKS

TOP - TIER
AFTERNOON TEA

MOCKTAILS &
COCKTAILS

TISANES &
GREEN TEA

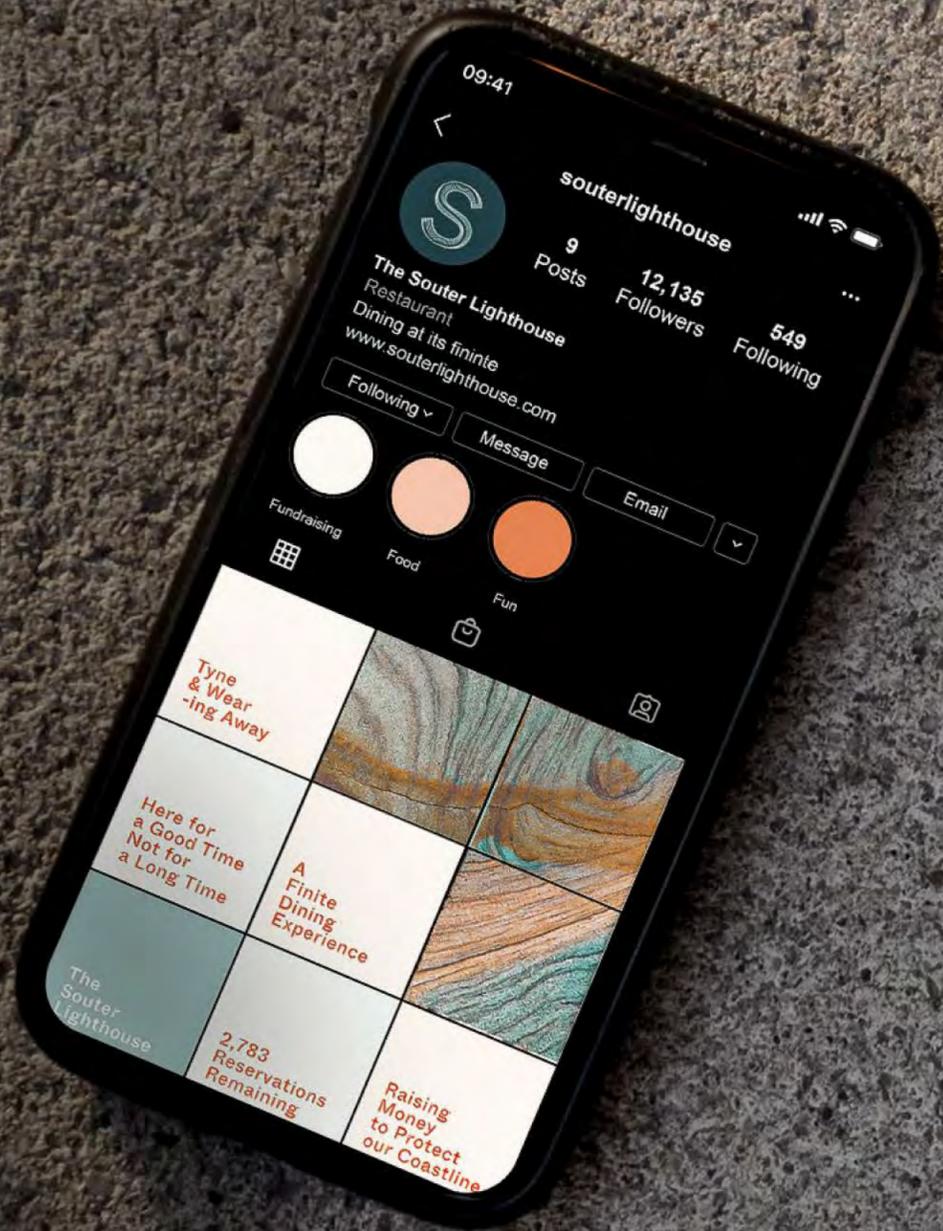
COFFEE &
HOT CHOCOLATE

Seabreeze - £8.25
Negroni Sunrise - £8.25
Dark & Stormy - £7.70
Margarita Mocktail - £5.20
Whiskey Sour Mocktail - £5.20
Blood Orange Mocktail - £5.00

Earl Grey - £2.90
Vanilla Green - £2.90
Apple & Cinnamon - £2.90
Breakfast Tea - £2.90
Peach & Elderflower - £2.90

Latte - £3.00
Americano - £3.00
Espresso - £1.95
Mocha - £3.00
Iced Cappuccino - £3.55
Iced Latte - £3.55
Cappuccino - £3.00
Luxury Hot Chocolate - £3.95

TOP - TIER
AFTERNOON TEA



Tyne & Wear-ing Away		
Here for a Good Time Not for a Long Time	A Finite Dining Experience	
The Souter Lighthouse	2,783 Reservations Remaining	Raising Money to Protect our Coastline



SIGNAGE & INTERIOR



ORDER PAD

