BRAND MANTRA:

Mondays serve as a multi-purpose space for checking items off your to do list and for disconnecting and recharging alike. Whatever the day may bring, we exist to provide a third space that fosters creativity, community, and authenticity. At Mondays, your coffee cravings will always be satisfied, whether you are sharing a warm latte with a friend, or need a double-shot of espresso to meet that deadline, we're here for you. Our space is designed to make sure there is a seat for you at our tables, with ample space to meet your project and collaboration needs. In light of our mission to be a positive space where ideas can grow, our storefront features art, clothing pieces, and other products from small businesses in our community. Mondays is your place to brainstorm, study, enjoy a cup of coffee, or to simply be present with yourself and others.

BRAND EXPERIENCE:

An open floor plan and white interior make for a clean space that can foster ideas and meet the needs of any customer. Yellow accents on walls and chairs release positivity to consumers throughout their time in the space, and wooden accents make the space feel like home. Large tables invite the busy college student to spread out their laptop and textbooks and stay awhile. Comfy chairs with coffee tables are placed throughout for those looking for a cozier, more casual experience. The smell of coffee fills the air, and the occasional hum of the espresso machine blends with subtle music. Old friends catch up after a busy few weeks over on the couch and coffee table, while students meet their group project teammates for the very first time at the larger collaborative tables.
A staircase leads to a second level that displays "Mondays Market." Small canvas paintings by local artists, mugs featuring the Mondays logo, and a selection of books are available to purchase, with products frequently rotating through the storefront. Consumers leave feeling satisfied, and encouraged to take on the day.