



СМТОНІА

КОЛУМБІА  
ХУАН  
ЧАМОРРО  
ВЕЛЕЗ

НА ЯЗЫКЕ  
КОФЕ

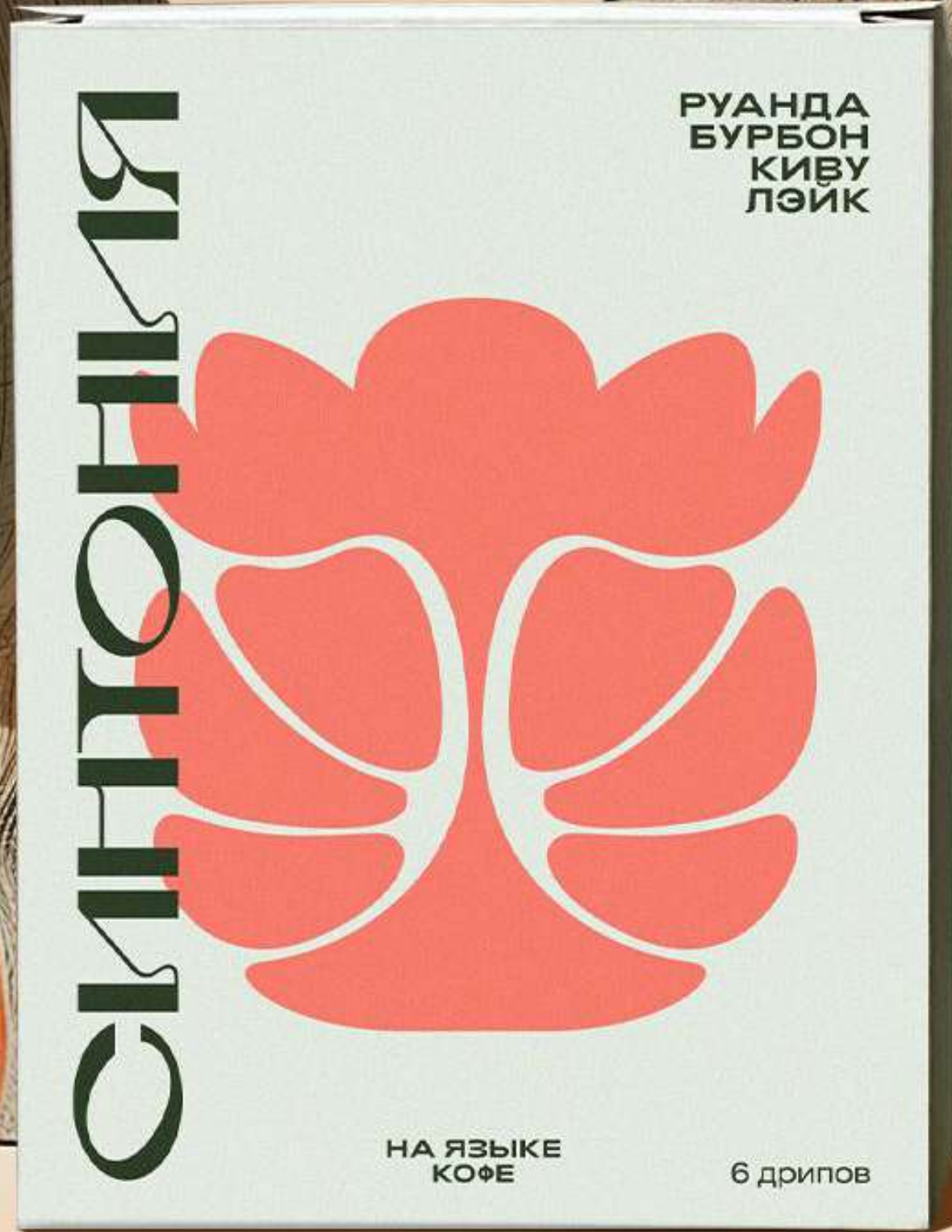
6 дрипов



## **BRAND PLATFORM AND IDENTITY FOR A COFFEE PRODUCER**

The client is a coffee producer from Colombia.

The main goal was to create a recognizable image and strong brand, which would enable the company to expand and enter the top-20 retail coffee brands in the Russian market.



СМЯТОНІЯ

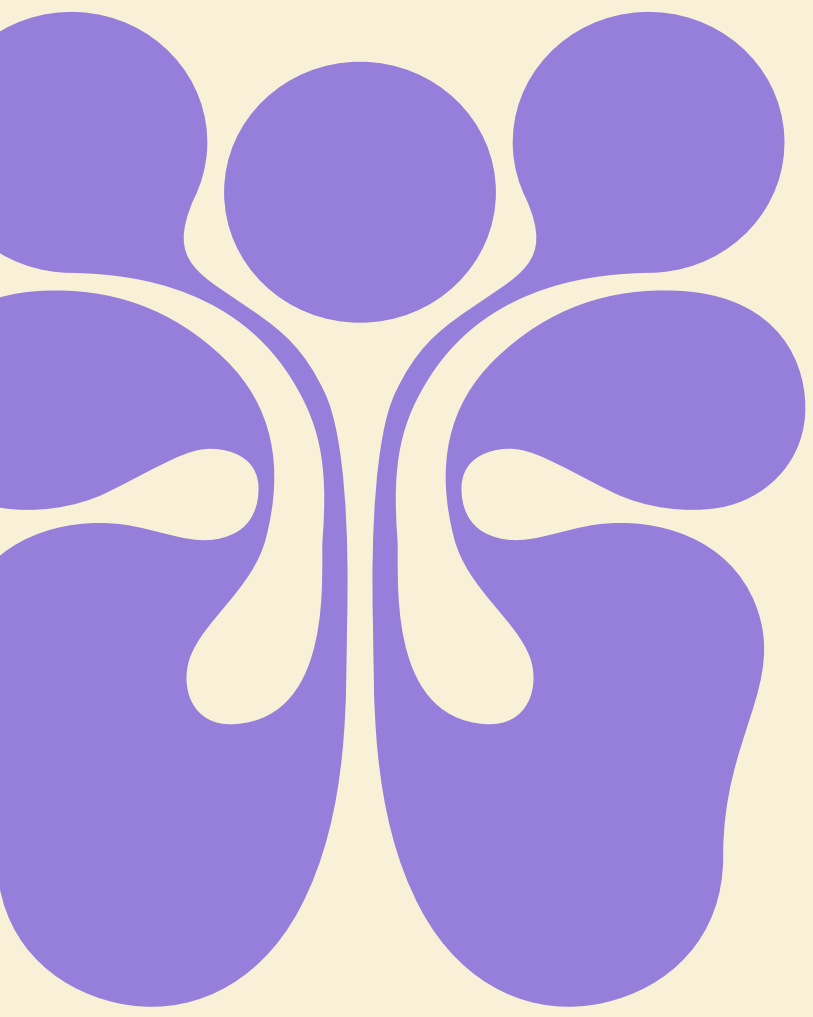
РУАНДА  
БУРБОН  
КИВУ  
ЛЭИК

НА ЯЗЫКЕ  
КОФЕ

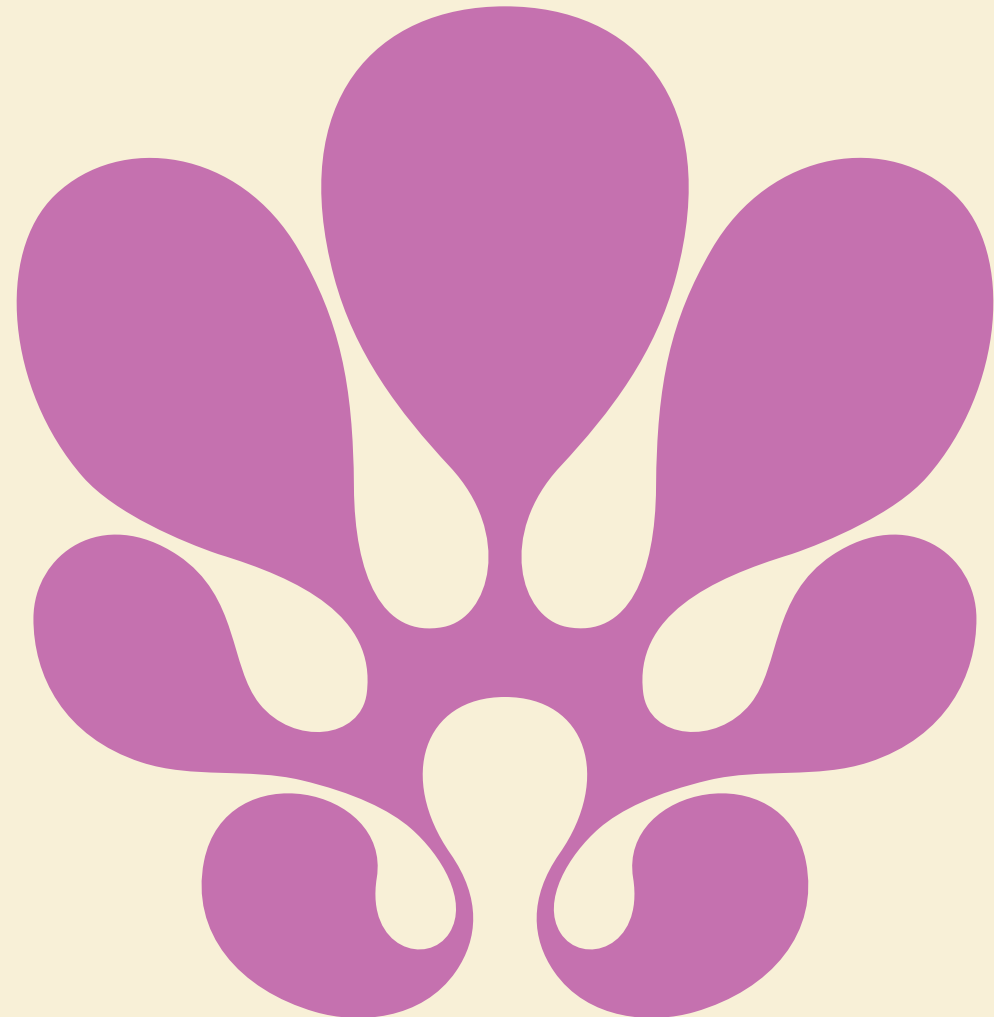
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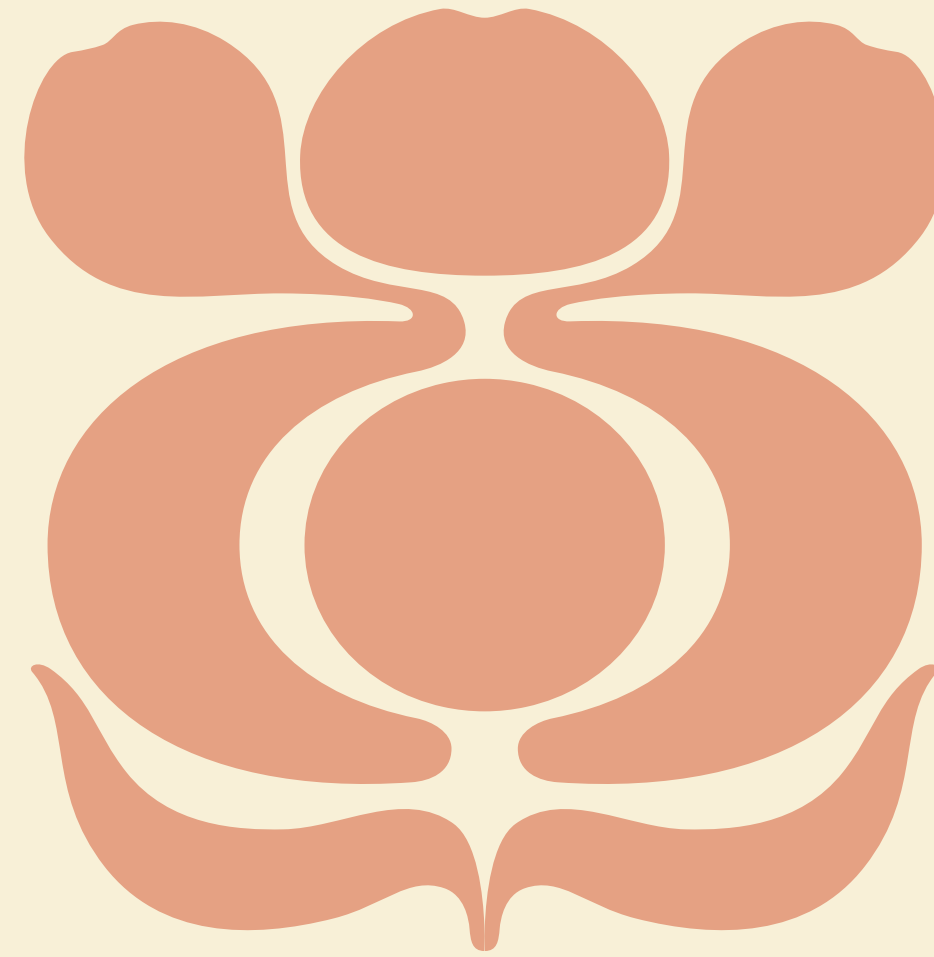




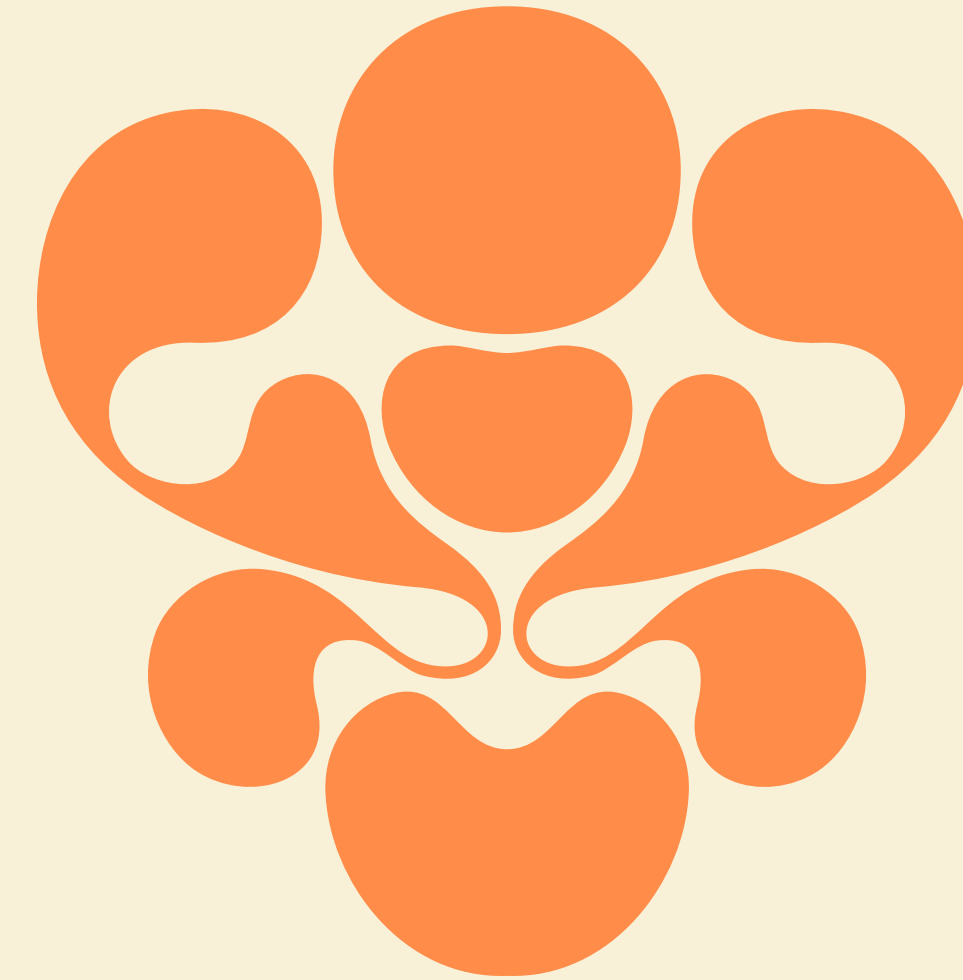
**COLOMBIA  
JUAN CHAMORRO  
VELEZ**



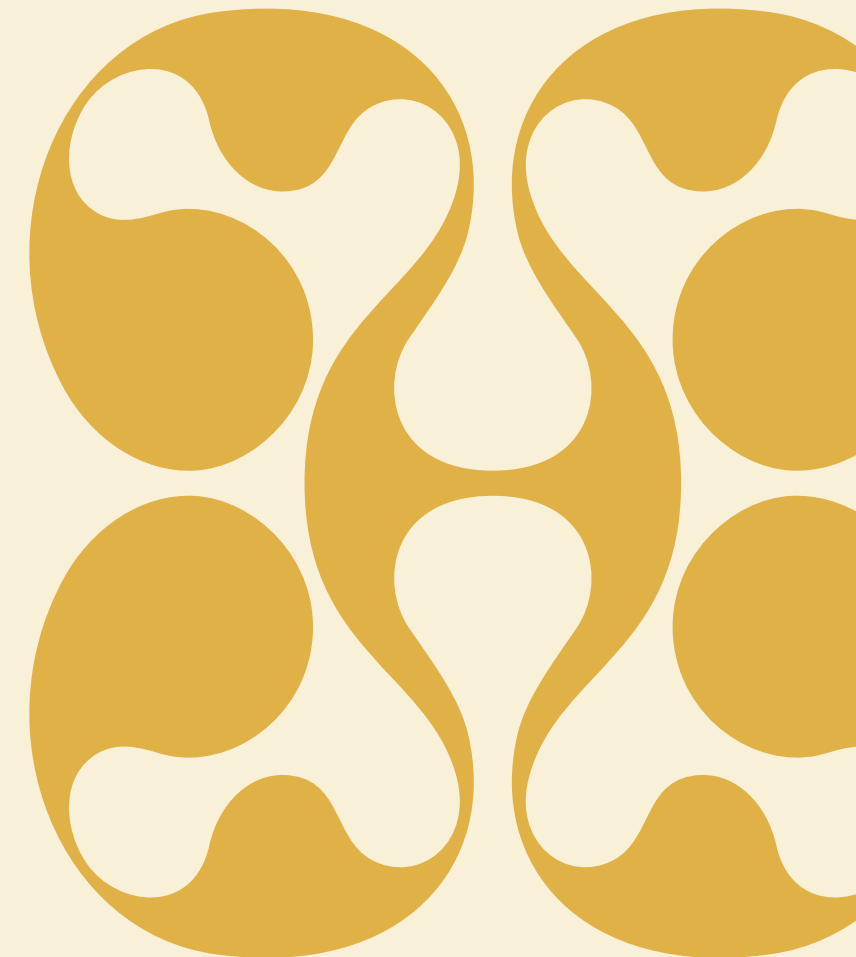
**SUMATRA  
MANDEHLING  
NATAL**



**ETHIOPIA  
OROMIA  
SIDAMO**



**COLOMBIA  
CARLOS  
PLAZA**



**DECAF  
COLOMBIA FINCA  
LA DELFITA**

**EACH TYPE  
OF COFFEE  
HAS ITS UNIQUE  
GLYPH AND COLOUR**

**GLYPH PARTS REVEAL  
THE PYRAMID  
OF FLAVOURS AND  
ESSENCE OF THE DRINK**

**THE GLYPH HELPS  
THE CONSUMER  
TO CHOOSE  
THE FLAVOUR**





СИТОНИЯ  
ЭКСПОНЕНТ

СМПОНІЯ

РУАНДА  
БУРБОН  
КИВУ  
ЛЭИК



НА ЯЗЫКЕ  
КОФЕ

6 дрипов

СМПОНІЯ

ЭФИОПИЯ  
ОРОМИЯ  
СИДАМО



НА ЯЗЫКЕ  
КОФЕ

6 дрипов

СМПОНІЯ

СУМАТРА  
МАНДЕЛИНГ  
НАТАЛ

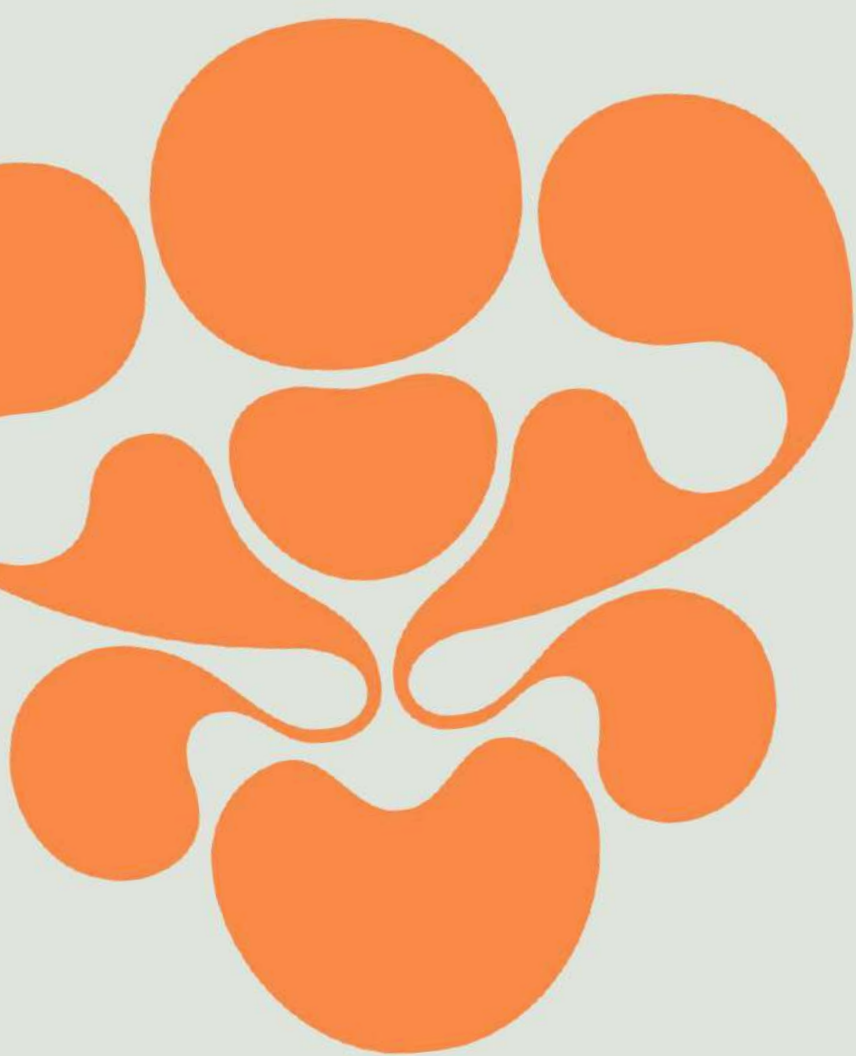


НА ЯЗЫКЕ  
КОФЕ

6 дрипов

СМПОНІЯ

КОЛУМБИЯ  
КАРЛОС  
ПАЗА



НА ЯЗЫКЕ  
КОФЕ

6 дрипов

СМПОНІЯ

ДЕКАФ  
КОЛУМБИЯ  
ФИНКА ЛА  
ДЕЛТФИТА

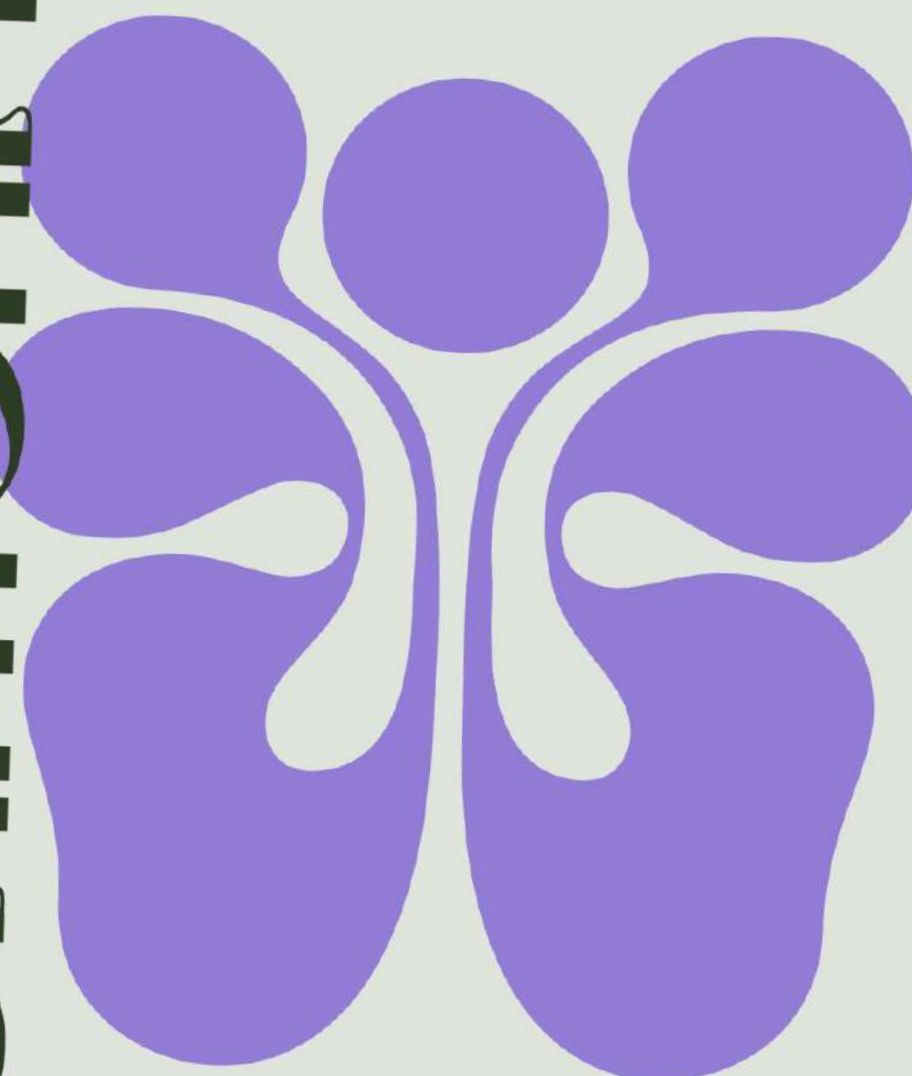


НА ЯЗЫКЕ  
КОФЕ

6 дрипов

СМПОНІЯ

КОЛОМБИЯ  
ХУАН ЧАМОРРО  
ВЕЛЕЗ



НА ЯЗЫКЕ  
КОФЕ

6 дрипов



СИНТОНИЯ

**HARMONY  
OF FONT AND VISUALS**

We created not only the visual, but also a font that fully reveals the brand's organic aesthetic. Smooth, enveloping lettering is used on all mediums, conveying a sense of peaceful calmness and well-balanced harmony.

This is precisely the feeling evoked by a cup of aromatic coffee, that unites people of the most diverse cultures, separated by hundreds of kilometres.



## ABSOLUTE HARMONY OF SYNTONIA

We further expand the idea of harmony and global connection in naming. In psychology, "syntonic" (or "syntonia" in Russian) is a state of harmony with oneself and the surrounding, emotional resonance, and openness to people.



IN THE  
LANGUAGE  
OF COFFEE

RWANDA  
BOURBON  
KIVU LAKE





CANTIERO

CANTIERO



ВАНИЛИЯ

НА РЪКЕ  
КОФЕ

ВАНИЛИЯ

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IN THE LANGUAGE  
OF COFFEE



IN THE  
LANGUAGE  
OF COFFEE

