**Harvest & Roast**

**Branding Brief: Independent Coffee Roaster**

**1. Overview**

**Company Name**: **Harvest & Roast**

**Name Concept**: Simple and to the point, this name focuses on the core of the business: harvesting high-quality beans and roasting them to perfection.

**Business Type**: Independent Coffee Roaster  
**Project Type**: Full Brand Identity Development (Logo, Packaging, Website, Collateral)  
**Target Audience**: Coffee enthusiasts, small cafes, environmentally conscious consumers, and local community members.

**Brand Objective**:  
To create a unique and compelling brand identity that reflects the company’s dedication to quality, craftsmanship, sustainability, and ethical sourcing of coffee. The goal is to attract a loyal customer base that values artisanal products, fair trade practices, and environmentally friendly initiatives.

**2. Business Background**

This independent coffee roaster sources its beans directly from small, sustainable farms around the world, focusing on creating relationships with farmers. The roasting process emphasizes quality over quantity, using small batches to ensure flavour consistency. The company also aims to give back to the local community through various programs and charities.

Key points to consider:

* Artisanal, small-batch coffee roasting
* Environmentally conscious operations (sustainable packaging, carbon footprint awareness)
* Direct trade, ethically sourced coffee beans
* Emphasis on high-quality, unique flavor profiles

**3. Brand Values and Personality**

**Brand Values**:

* **Quality**: Crafting the best possible coffee, ensuring every roast is perfected.
* **Sustainability**: Commitment to eco-friendly practices and sustainable sourcing.
* **Community**: Engaging with both the local community and the global farming community.
* **Transparency**: Open about sourcing practices, pricing, and environmental impact.

**Brand Personality**:  
The brand should evoke feelings of warmth, craftsmanship, and authenticity. It should feel approachable, down-to-earth, and reflect a passion for coffee, while also maintaining a modern, eco-conscious vibe.

**Keywords**:

* Artisanal
* Honest
* Authentic
* Warm
* Sustainable
* Friendly
* Community-driven
* Craftsmanship

**4. Target Audience**

**Demographics**:

* Age: 25-45
* Gender: Male and Female
* Location: Urban, suburban, and rural areas where independent coffee culture thrives
* Income: Middle to upper-middle-class
* Education: College-educated, with a strong interest in ethical consumerism
* Interests: Specialty coffee, sustainable practices, local businesses, foodie culture

**Psychographics**:

* Values quality over convenience.
* Interested in supporting local, independent businesses.
* Environmentally and socially conscious, willing to pay more for ethical products.
* Appreciates craftsmanship, innovation, and minimalism in design.

**5. Brand Positioning**

The brand positions itself as a high-quality, artisanal coffee roaster that connects people to ethically sourced coffee, while maintaining a deep commitment to sustainability and community. The company is not just selling coffee but offering an experience, where each cup tells the story of where the beans come from, how they were grown, and the care taken in roasting.

**Positioning Statement**:  
“For coffee enthusiasts who seek more than just a caffeine fix, our coffee offers a handcrafted experience. We source the highest quality beans from sustainable farms, roasted to perfection in small batches, ensuring that each cup is rich in flavor and steeped in ethical practices.”

**6. Brand Aesthetic**

The brand aesthetic should align with the values of quality and sustainability while also feeling modern and clean. The design should reflect craftsmanship and authenticity, avoiding overly corporate or mass-market aesthetics.

**Logo Design**:

* Minimalistic yet warm
* A balance of modern typography with handcrafted elements
* Possible inclusion of coffee-related imagery (beans, leaves, roasting equipment)
* Versatile for use on various mediums (packaging, signage, merchandise)

**Color Palette**:

* **Primary Colours**: Earth tones such as rich browns, deep greens, and warm ochres to evoke the coffee origins and nature.
* **Accent Colours**: Pops of muted tones like burnt orange, mustard, or soft beige for warmth.
* **Neutrals**: Soft whites, grays, or charcoal for balance.

**Typography**:

* A clean, legible sans-serif font for modernity, paired with a serif or script font for a touch of personality or craftsmanship.
* Avoid overly complex or decorative fonts to maintain clarity and simplicity.

**Visual Elements**:

* Subtle texture or illustrations that reflect nature or the coffee-growing process.
* Use of line art or hand-drawn elements to communicate the artisanal approach.

**7. Brand Applications**

The brand identity needs to be adaptable across a range of platforms and touchpoints, including:

* **Packaging**: Coffee bags, boxes, or tins should feature the logo, brand colors, and simple yet impactful design elements. Sustainable materials are a priority.
* **Website**: Clean, minimal, and user-friendly. The website should showcase the company’s values, process, and product range.
* **Signage**: For use in coffee shops, roastery, or pop-up events.
* **Marketing Collateral**: Business cards, brochures, merchandise like mugs, tote bags, etc.
* **Social media**: Consistent design for posts, including an aesthetic grid with coffee photography, behind-the-scenes of the roasting process, and community engagement.

**8. Competitor Analysis**

**Direct Competitors**:

* Other small, independent coffee roasters with a focus on sustainability and ethics (e.g., Blue Bottle, Stumptown Coffee).
* Local cafes that offer specialty coffee.

**Indirect Competitors**:

* Large coffee chains (e.g., Starbucks, Peet's Coffee).
* Subscription-based coffee services.

**Design Notes for Differentiation**:

* Avoid overly trendy design aesthetics that feel impersonal or corporate.
* Focus on handmade, small-batch, and artisanal qualities to differentiate from larger competitors.
* Emphasize sustainability and transparency more overtly than mass-market competitors.

**9. Deliverables**

* Logo (primary, secondary, and simplified versions)
* Colour palette and typography guidelines
* Packaging design (coffee bags, boxes)
* Website design (home page, product pages, story page)
* Social media templates (Instagram, Facebook)
* Business cards and stationery