

BRAND EXPRESSION

YEAR 2

ORIGIN COFFEE

PROCESS REPORT

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MAKE YOUR MARK

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CHAPTER1.

BRAND BACKGROUND AND CHALLENGES

1.1 Brand History and Core Values

1.2 Current Challenges and Opportunities

1.1 Brand History and Core Values

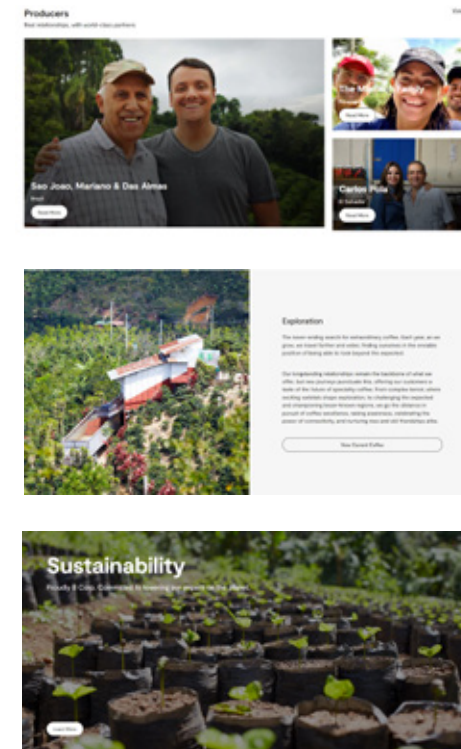
Origin Coffee, founded in 2004, is a leading specialty coffee brand in Europe dedicated to driving industry transformation through sustainability and fair trade.

The brand's core values are reflected in the following aspects:

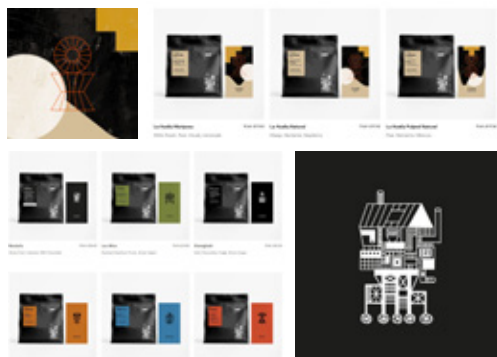
Sustainability: Supporting environmental protection through transparent supply chains and eco-friendly production methods.

High-Quality Products: Using premium coffee beans with a focus on craftsmanship and attention to detail.

Social Responsibility: Promoting the development of coffee-growing communities and practicing the principles of fair trade.



1.2 Current Challenges and Opportunities



Industry analysis shows that while Origin Coffee's branding has built a strong professional image, changing consumer demands and growing competition present challenges in appealing to younger consumers.

1. Limited Brand Awareness

Status: Origin Coffee has a niche customer base in certain markets, but overall brand recognition remains limited.

Challenge: According to Global Coffee Trends 2024, low awareness may hinder market expansion and acquisition of new customers.

Insufficient Digital Investment

2. Understated Visual Design

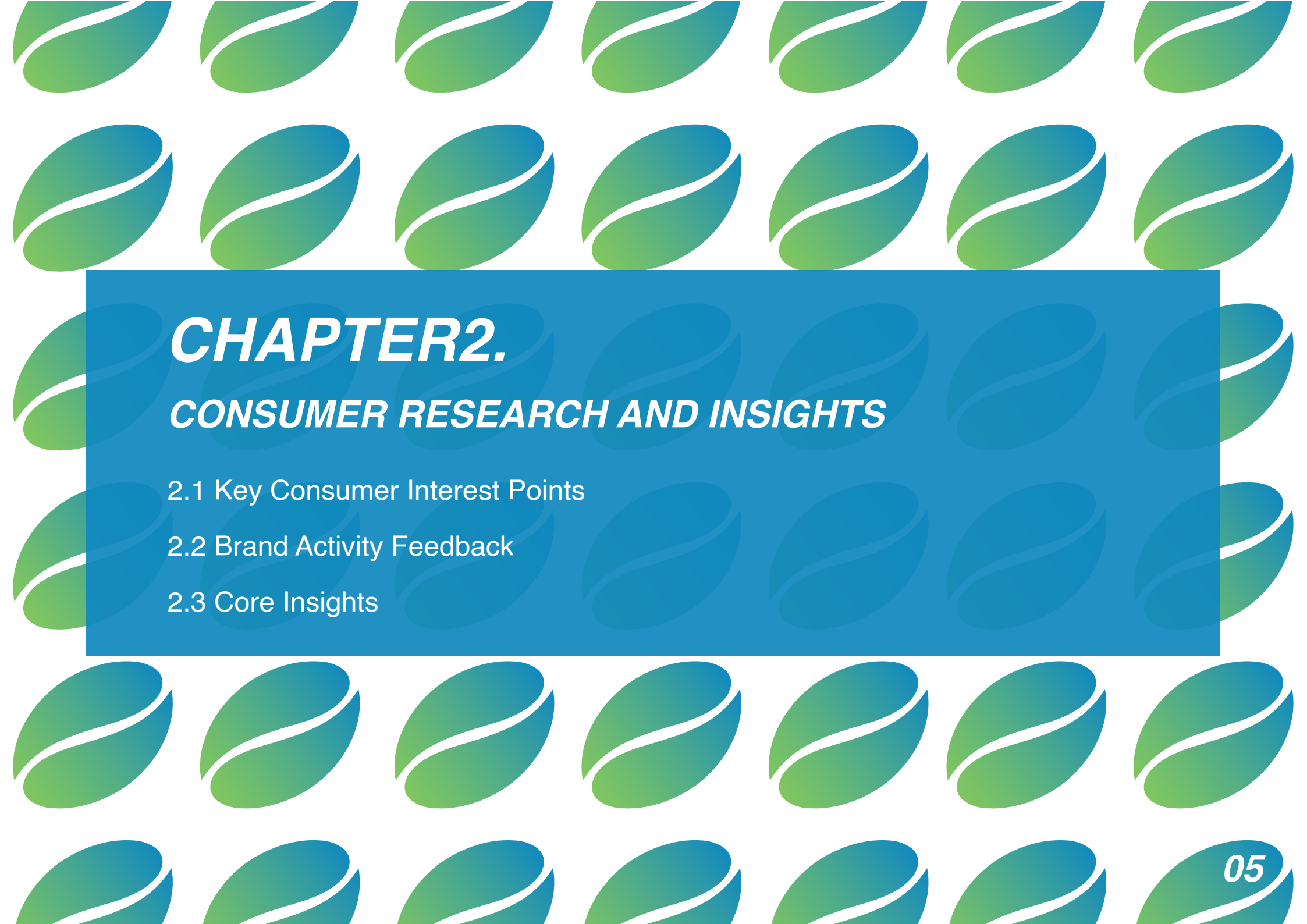
Status: The black-and-white logo, minimalist font, and eco-friendly packaging convey professionalism but lack uniqueness.

Challenge: The overly simple design makes it hard to stand out in a crowded specialty coffee market, requiring more distinctive visual elements for stronger brand recognition.

3. Unmet Consumer Expectations

Status: Consumers expect emotional value and engaging interactions, but the brand's visual design and messaging are mainly functional.

Challenge: Younger consumers increasingly seek emotional and personalized brand experiences, which the current approach does not fully address.



CHAPTER 2.

CONSUMER RESEARCH AND INSIGHTS

2.1 Key Consumer Interest Points

2.2 Brand Activity Feedback

2.3 Core Insights

2.1 Key Consumer Interest Points

To better understand the behavior and needs of target consumers, I conducted the following research:

Target Audience: Urban professionals aged 25-45, with a focus on younger consumers aged 25-35.

Research Methods: Surveys (50 valid responses) and market trend analysis.

Data Sources: A combination of industry reports (e.g., Global Coffee Trends 2025) and social media behavior analysis to ensure comprehensive and reliable data.



origin coffee consumer survey(Partial)

2.1 Key Consumer Interest Points

The survey results revealed the core interests of target consumers:

Spirit of Adventure

72% of respondents expressed a preference for brands associated with "exploration" and "adventurous experiences."

Younger consumers are particularly interested in the origin stories and exploratory value behind coffee, such as the natural landscapes of growing regions and the uniqueness of cultivation techniques.

Cultural Stories

60% of consumers wish to learn about the cultural and human aspects of different coffee origins through the brand, believing that this cultural connection makes the brand experience more meaningful. Consumers show stronger loyalty to brands that convey cultural value.

Health and Sustainability

80% of consumers still consider environmental sustainability and health as key factors in purchasing decisions. However, they also hope brands will add more emotional value on top of these foundations.

2.2 Brand Activity Feedback

Origin Coffee's marketing efforts have highlighted the potential of promoting the "spirit of adventure" and "cultural storytelling," revealing opportunities for brand enhancement:

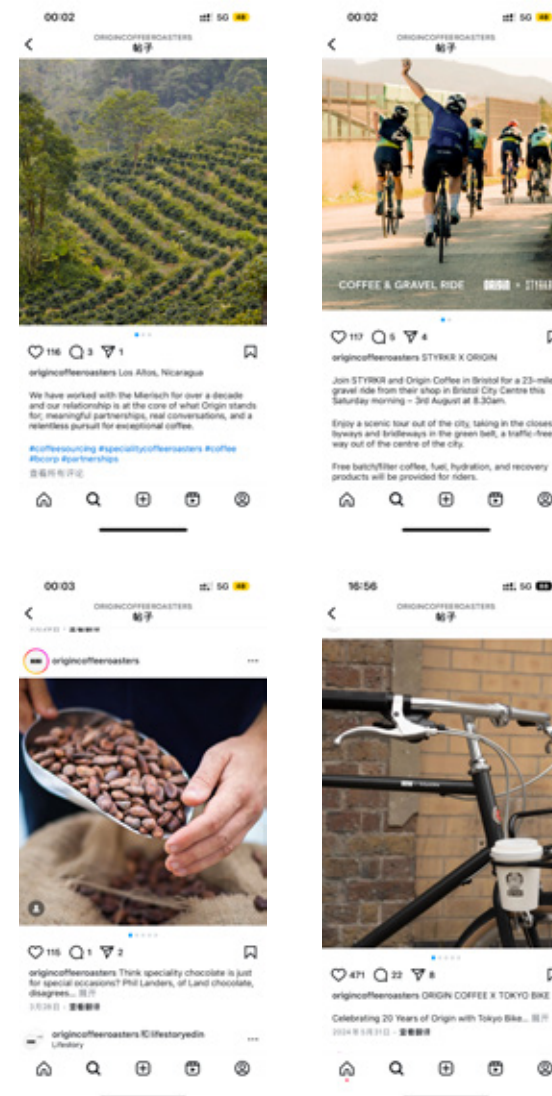
Successful Offline Event: Coffee & Gravel Ride

By combining coffee with outdoor cycling, the brand effectively conveyed its message of "exploration and nature."

Surveys show that over 80% of participants found the event both enjoyable and a true reflection of the brand's identity.

Social Media Feedback:

Content centered on coffee origins (e.g., grower stories, origin landscapes) achieved significantly higher engagement rates. Data shows that adventure- and storytelling-driven content had over 30% more interaction than basic product-focused posts.



2.3 Core Insights

Based on the analysis of research and brand practices, the following insights were identified:

Spirit of Adventure:

Consumers seek exploration and novel experiences from coffee brands. This emotional value can be deepened through adventure-themed storytelling.

Cultural Connection:

Consumers desire a cultural connection to the world through coffee, making this a key pillar for brand evolution.

Gap in Visual Expression:

While the current logo and packaging emphasize professionalism and sustainability, they fall short of fully reflecting the brand's spirit of adventure and cultural storytelling.



CHAPTER 3.

BRAND UPGRADE

3.1 Brand Concept

3.4 Brand Values

3.2 Brand Position

3.5 Tone of Voice

3.3 Brand Mission

3.0 *Brand upgrade*

1. Brand Concept

"A Coffee Lifestyle Connected with Nature"

Origin Coffee is more than just a coffee brand—it embodies a lifestyle that connects with nature and promotes sustainable development. Through adventurous exploration, the brand inspires people to discover nature, embrace new life paths, and connect with others.

2. Brand Position

A brand that embraces nature and adventure

3. Brand Mission

Creating meaningful connections between people and nature.

4. Brand Values

Nature: Respect and harmony with nature, reflected in coffee experiences.

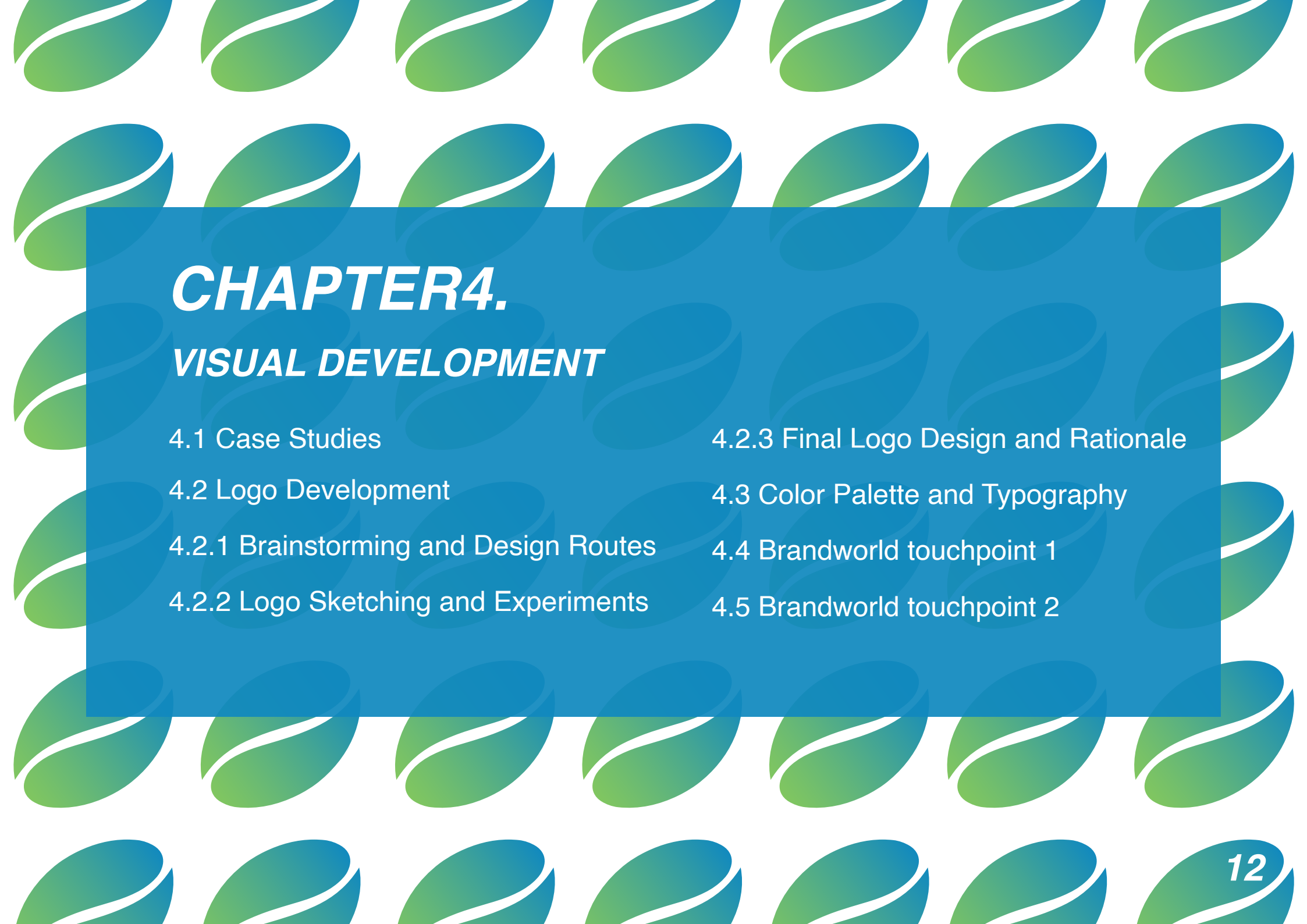
Adventure & Exploration: Aligning with consumers' need for discovery and self-expression.

Sustainability: Supporting environmental protection and sustainable development.

Community: Fostering connections between people and building a shared future.

5. Tone of Voice

"Friendly, exploratory, and nature-focused."



CHAPTER 4.

VISUAL DEVELOPMENT

4.1 Case Studies

4.2 Logo Development

4.2.1 Brainstorming and Design Routes

4.2.2 Logo Sketching and Experiments

4.2.3 Final Logo Design and Rationale

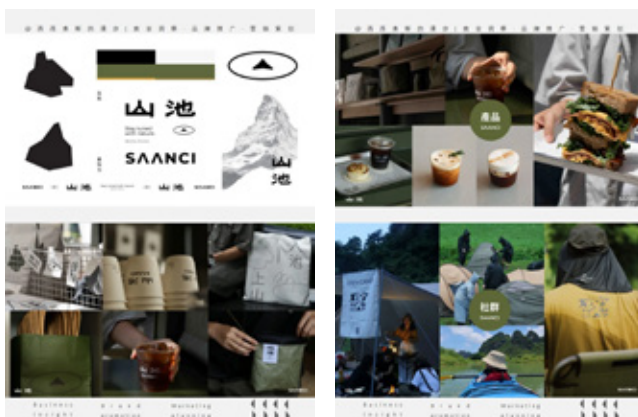
4.3 Color Palette and Typography

4.4 Brandworld touchpoint 1

4.5 Brandworld touchpoint 2

4.1 Case Studies

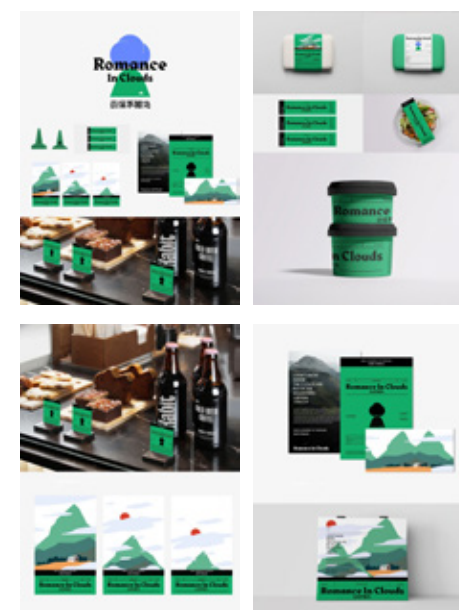
SAANCI Coffee , founded in 2021, features a design centered on natural elements, using Morandi-inspired dark green along with greenery and wood to create a city-camping vibe. The brand emphasizes a connection with nature, promoting a comfortable, natural lifestyle, allowing customers to relax and experience nature through its products and spaces.



Aokka is a unique coffee brand with an adventurous spirit, drawing inspiration from coffee roots and bean crops. Its color palette, dominated by green and natural tones.

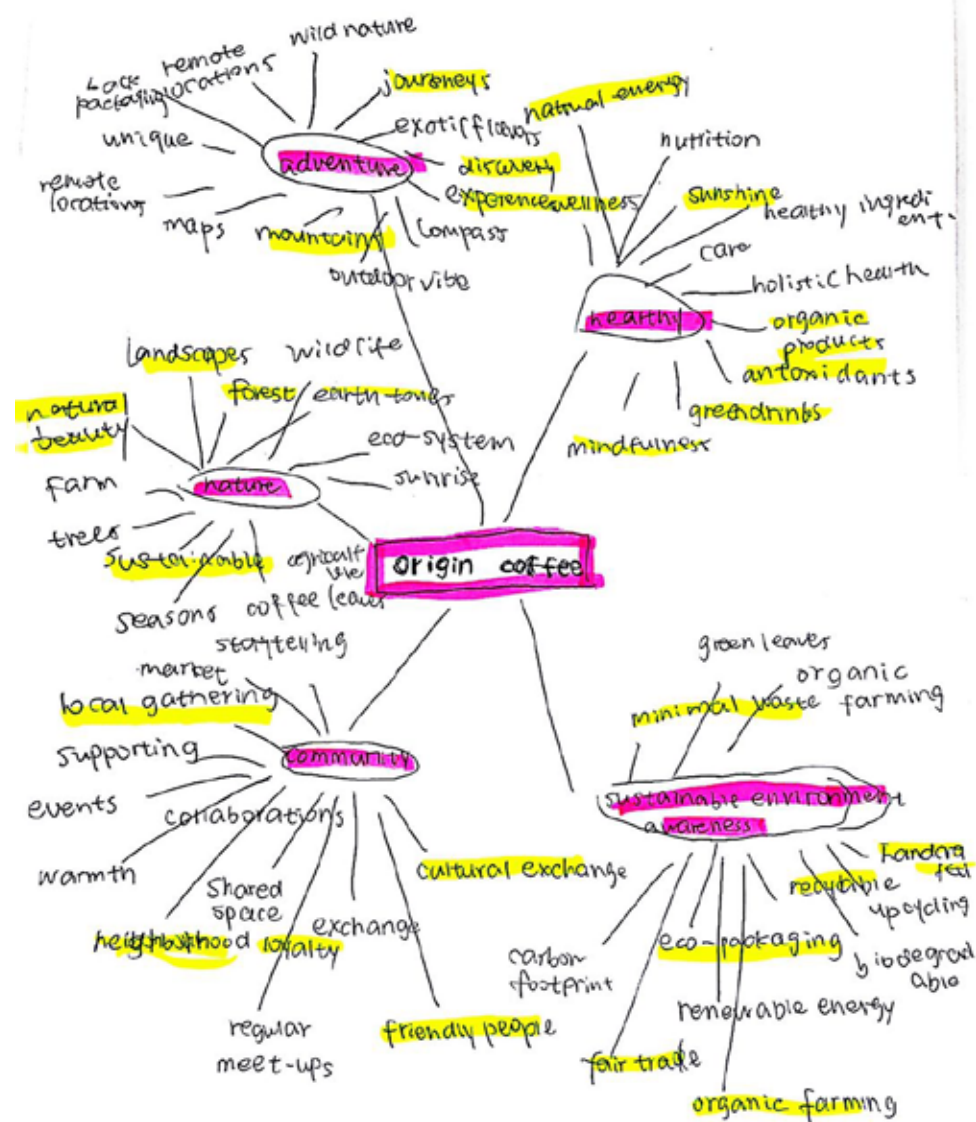


The "Romance in clouds" project visually captures the essence of Hangzhou's Mount Mogan scenery, The brand logo combines shades of green and blue, highlighting a classical charm that evokes the feeling of being nestled within these mountains.



4.2 Logo Development

4.2.1 Brainstorming and Design Routes



4.2.2 Logo Sketching and Experiments



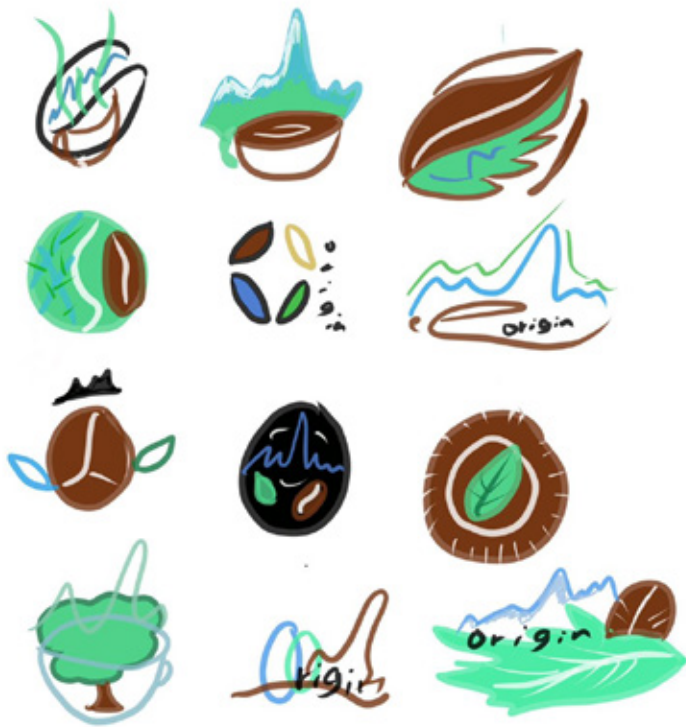




Design Route1

Origin+ coffee bean, coffee cup, nature

SKETCH



POLISHED DRAFT



Design Route 2

Origin + community , human connection , sustainability

SKETCH



POLISHED DRAFT



Design Route 3

Origin + Mountain Elements, Plant Elements

SKETCH



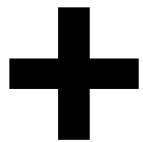
POLISHED DRAFT



4.2.3 Final Logo Design and Rationale



Coffee Bean:
Represents quality
coffee and Origin's
dedication to authentic
flavors.



Mountain:
Symbolizes
adventure,
sustainability, and a
strong connection to
nature.



This logo captures Origin Coffee's
commitment to quality, sustainability, and
exploration.

4.3 Color Palette and Typography



The colors I have chosen express the core values of the Origin Coffee : green for sustainability, yellow for curiosity, blue for exploration, orange for boldness, and brown for natural quality. Black and white enhance a modern, professional look, while low-saturation tones align with a vision of sustainability and depth.

Typography

The Alton font is clean and modern, reflecting Origin Coffee's commitment to simplicity, transparency, and a contemporary aesthetic.

Alton
abcdefghijklmnopqrstuvwxyz

Alton
abcdefghijklmnopqrstuvwxyz

4.4 *Brandworld touchpoint 1*

Outdoor Portable Water Bottle

Concept: A portable water bottle designed specifically for outdoor activities such as camping, hiking, and travel. The bottle meets daily hydration needs while offering durability, leak-proof features, and portability, ensuring ease of use and convenience during outdoor adventures.

This portable water bottle is the perfect fusion of the brand's connection to nature and the spirit of adventure. It's not only practical for outdoor use but also showcases the brand's understanding and support of outdoor lifestyles, inspiring consumers to fully enjoy life in nature and experience the excitement of exploration.

Pattern Design





4.5 *Brandworld touchpoint 2*

Outdoor Canned Coffee

Concept: A canned coffee designed specifically for outdoor activities, ideal for camping, travel, hiking, and other scenarios where convenience is key. This canned coffee offers high-quality, convenient coffee enjoyment, allowing consumers to enjoy a delicious cup of coffee even in the great outdoors.

The outdoor canned coffee not only provides a convenient coffee drinking experience but also embodies the brand's core spirit of "exploration" and "adventure." It is an essential companion for every outdoor adventurer, enabling consumers to enjoy great coffee anytime, anywhere, whether hiking, camping, or engaging in any other outdoor activity.

Pattern Design





SOUND & VISION

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Storyboard and Brand Video YouTube Link

3.1 "Ollie's Cup of Wonders: The Journey Behind Every Sip"

3.2 Brand Video YouTube Link



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GIF LOGO AND BRAND VIDEO DESIGN

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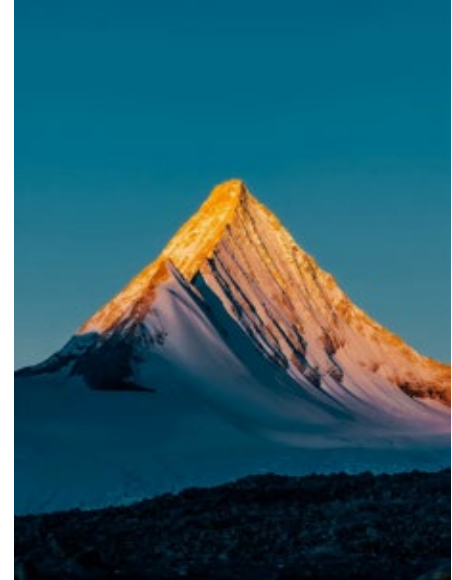
1.2 Brand Video Design

1.1 GIF Logo Design

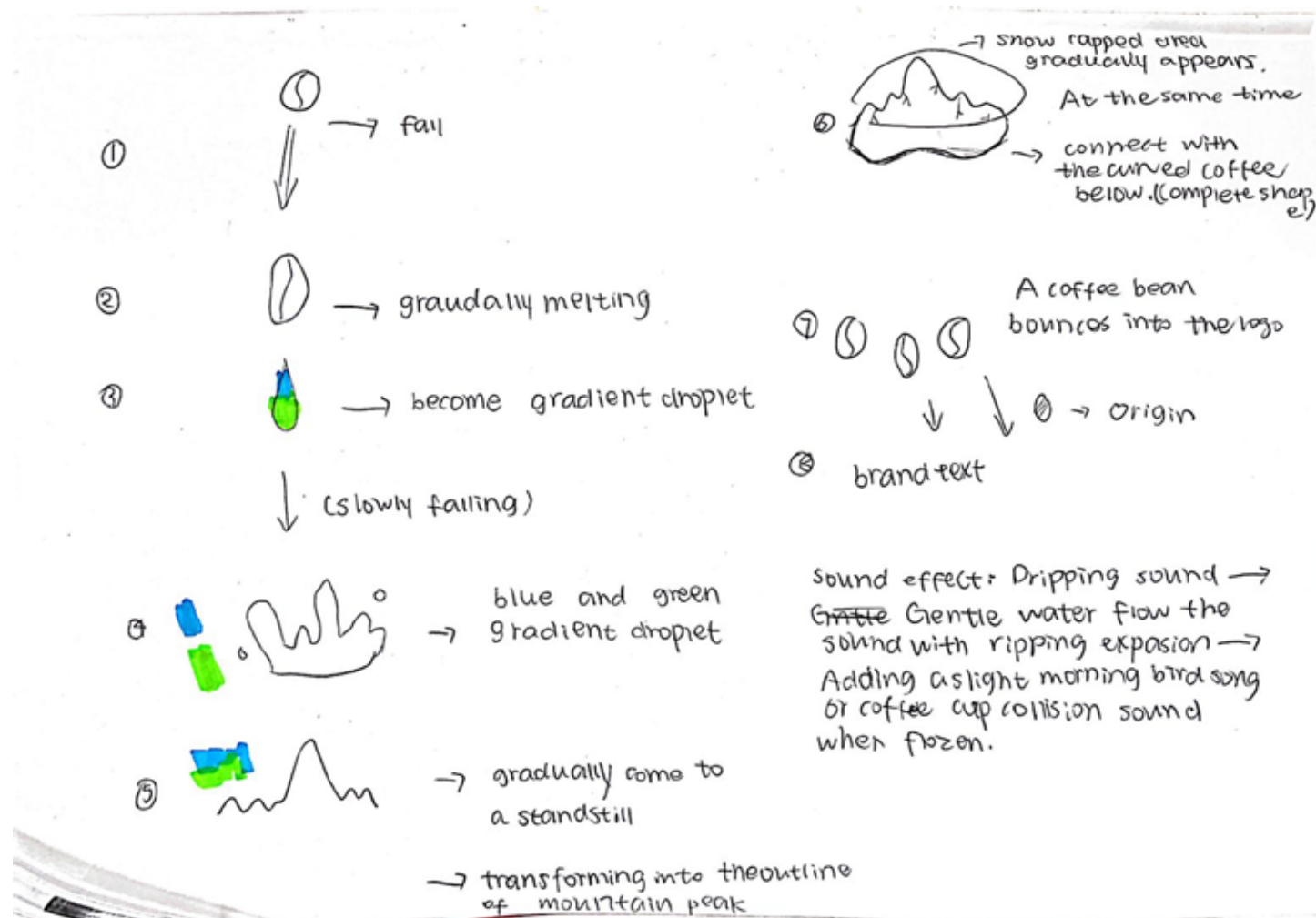
1.1.1 GIF Logo Concept

The fusion of nature and coffee, a symbol of adventure and exploration.

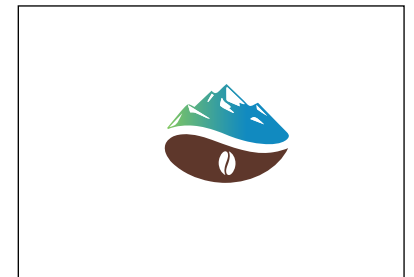
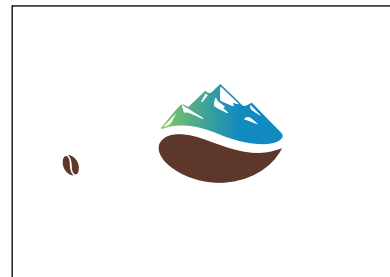
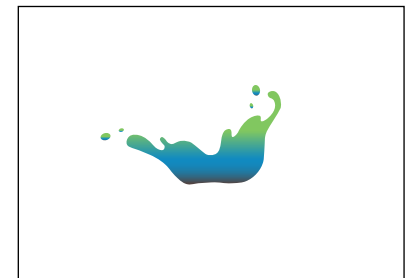
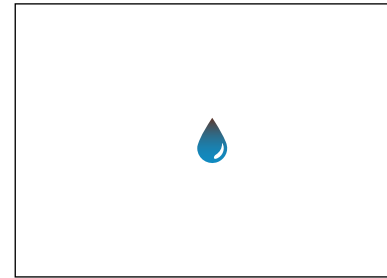
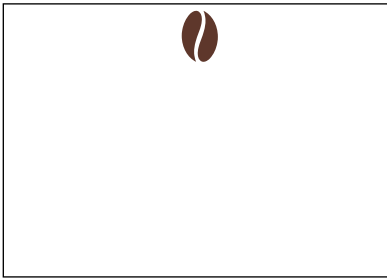
The gif logo represents the transformation from a coffee bean to a mountain peak, symbolizing the brand's core values of high quality, sustainability, and a spirit of adventure.



1.1.2 GIF Logo Animation Plan



1.1.3 GIF Logo Keyframes



1.1.4 GIF Logo YouTube Link

"Click this link to enter the video."



<https://youtu.be/c-aZ3RvwbAM>

1.2 Brand Video Design

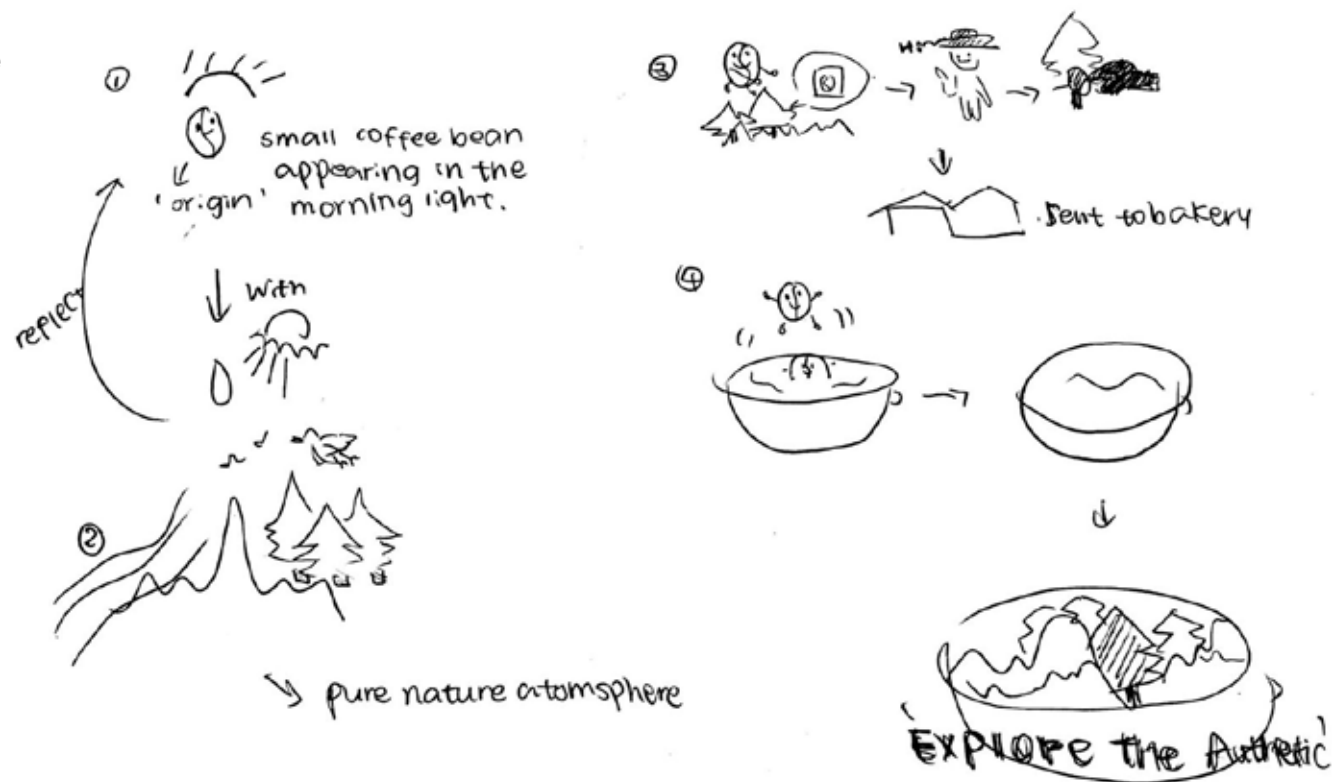
Option 1: Ollie's Natural Origins

The video begins with natural scenes, where the coffee bean Ollie appears in the morning light, reflecting its deep connection with nature. The camera pulls back to reveal mountains, forests, and serene sounds of birds and wind, creating a pure natural atmosphere.

Ollie embarks on an adventure, traveling through coffee plantations, interacting with farmers, and showcasing the journey from coffee cherries to beans. Finally, Ollie leaps into a coffee cup, sinking into the rich coffee liquid. The reflection of forests and mountains appears in the cup, followed by the brand logo and the tagline “Explore the Authentic,” emphasizing the brand's commitment to quality.

Visual Style:

Warm, soft animation with natural and comforting tones.



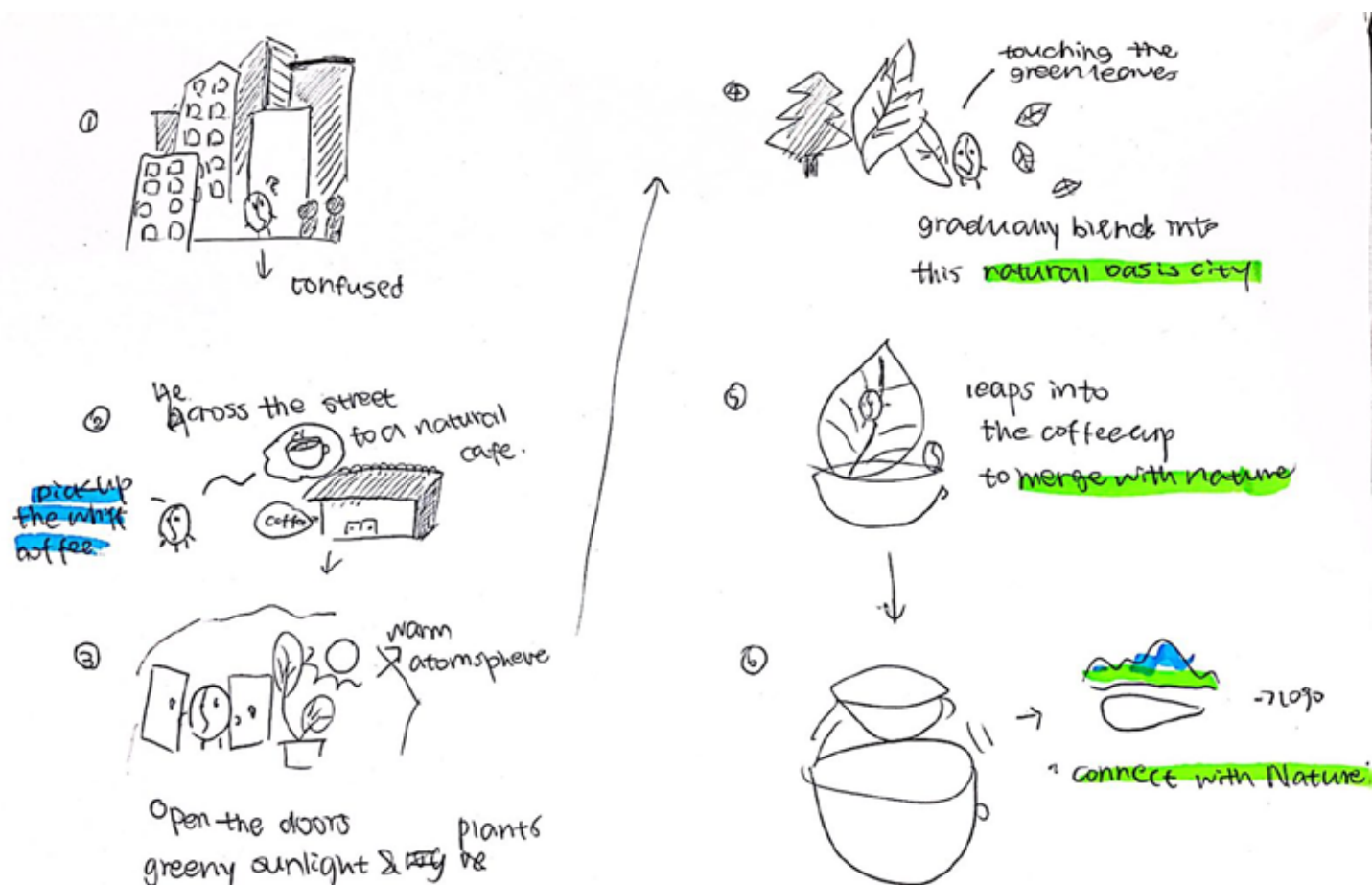
Option 2: Connection Between City and Nature

The video begins with Ollie, a coffee bean, lost in a busy urban street surrounded by cold skyscrapers. Drawn by the aroma of coffee, Ollie follows it into a cozy café filled with greenery, sunlight, and warm wooden decor. Exploring the plants, Ollie becomes part of this “natural oasis in the city” and leaps into a coffee cup, merging with nature.

The final shot focuses on the cup as it rises, revealing the brand logo and tagline “Connected with Nature,” highlighting the blend of urban and natural elements.

Visual Style:

Cool tones for the city contrast with warm, soft lighting in the café to emphasize the harmony between nature and the urban environment.



FINAL DECISION

Theme: Ollie's Cup of Wonders: The Journey Behind Every Sip

Core Concept: Showcasing the journey of Origin Coffee from its origins to the world through the adventures of Ollie Bean, emphasizing nature, quality, and collaboration.

Video Flow:

The video starts with the Origin logo, transitioning into real mountain landscapes. Ollie appears in a vibrant forest, waving a red flag and shouting, "Let's go! Hello, world!"

Stop 1: Brazil

Ollie crosses the Atlantic to a sunny coffee plantation, interacting with farmers and drying coffee beans. The red flag absorbs sunlight, glowing with a sun icon.

Stop 2: Nicaragua

Ollie explores tropical rainforests and volcanic soils, showcasing the unique washing process. The flag gains a green leaf symbol.

Stop 3: El Salvador

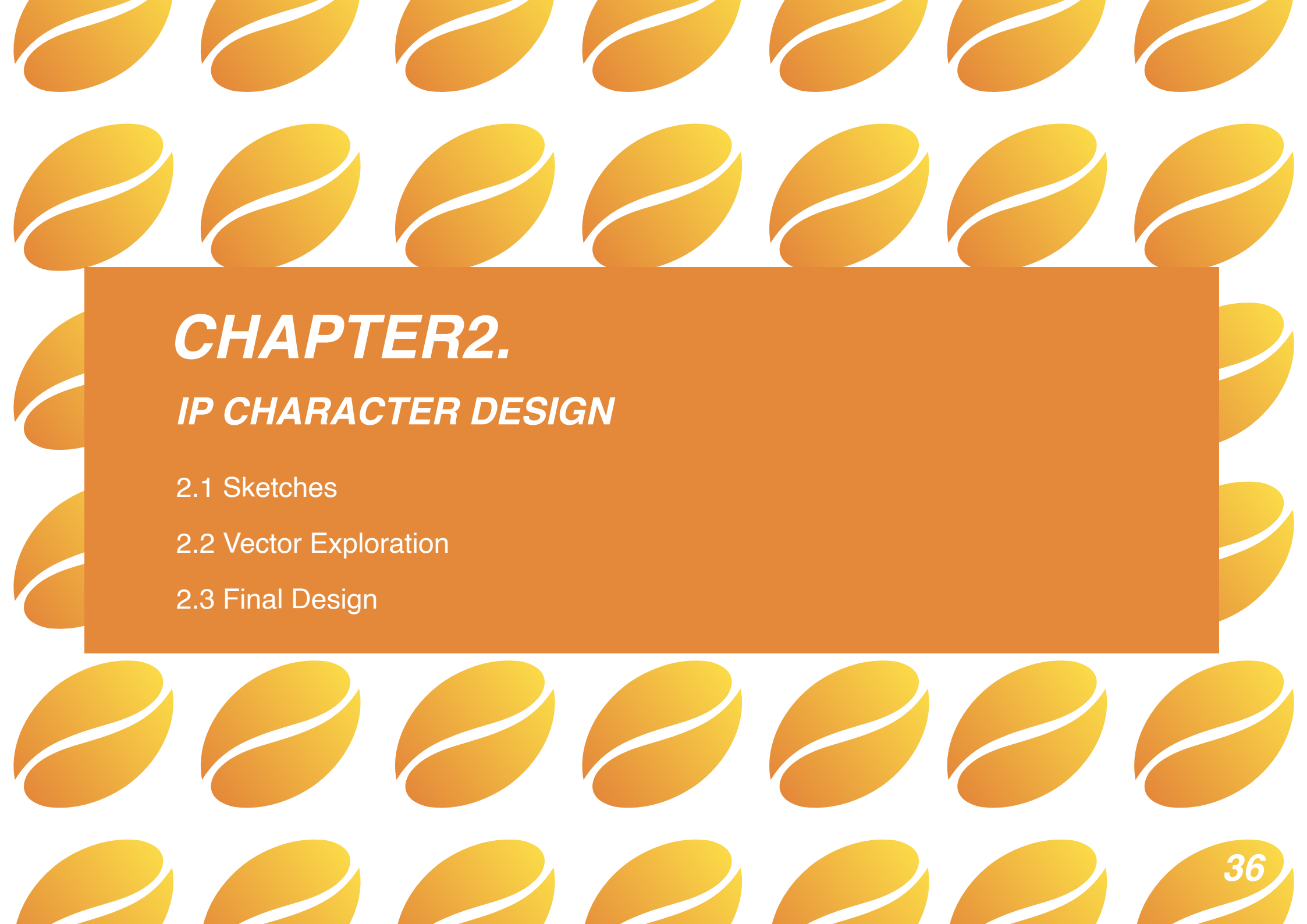
At the drying station, Ollie experiences the sun-drying process. The flag lights up again, displaying a fruit icon.

Ending:

Ollie activates the energy collected on the flag and leaps into a coffee cup. As the cup rises, it reflects forests and mountains. The brand logo and tagline, "Discover the World in Every Cup," appear as the screen fades out.

Visual Style:

Dynamic shots with warm tones, blending nature and adventure. The pace is lighthearted, full of energy, and playful.



CHAPTER2.

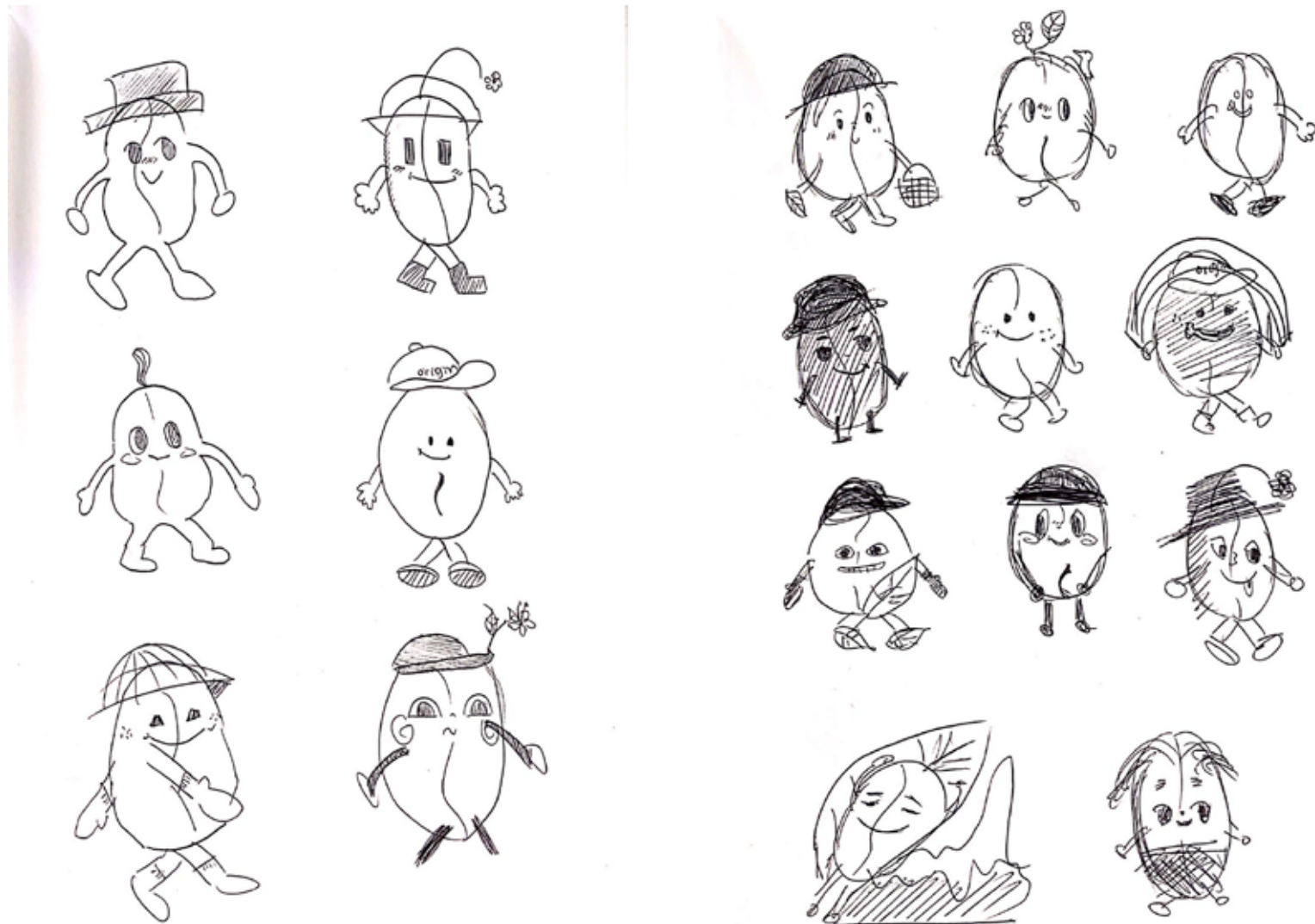
IP CHARACTER DESIGN

2.1 Sketches

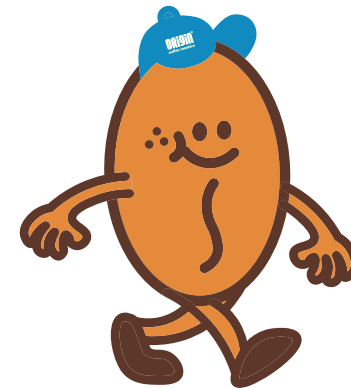
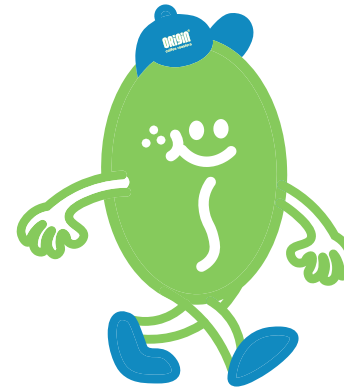
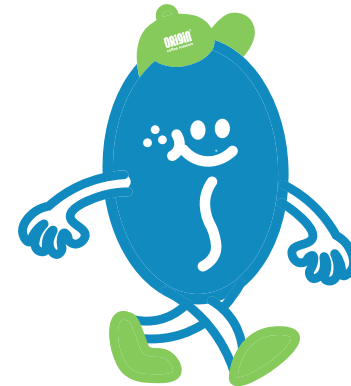
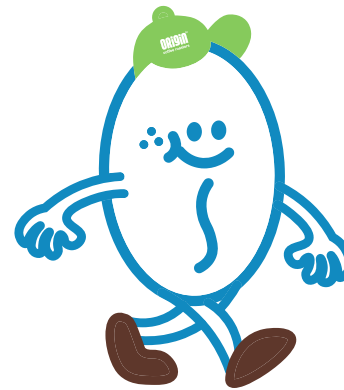
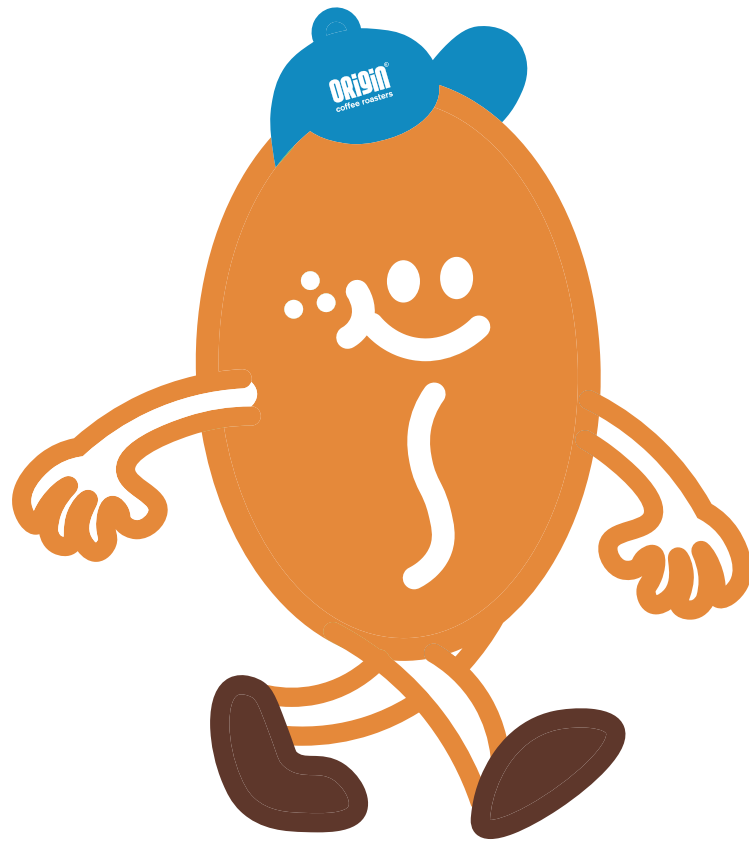
2.2 Vector Exploration

2.3 Final Design

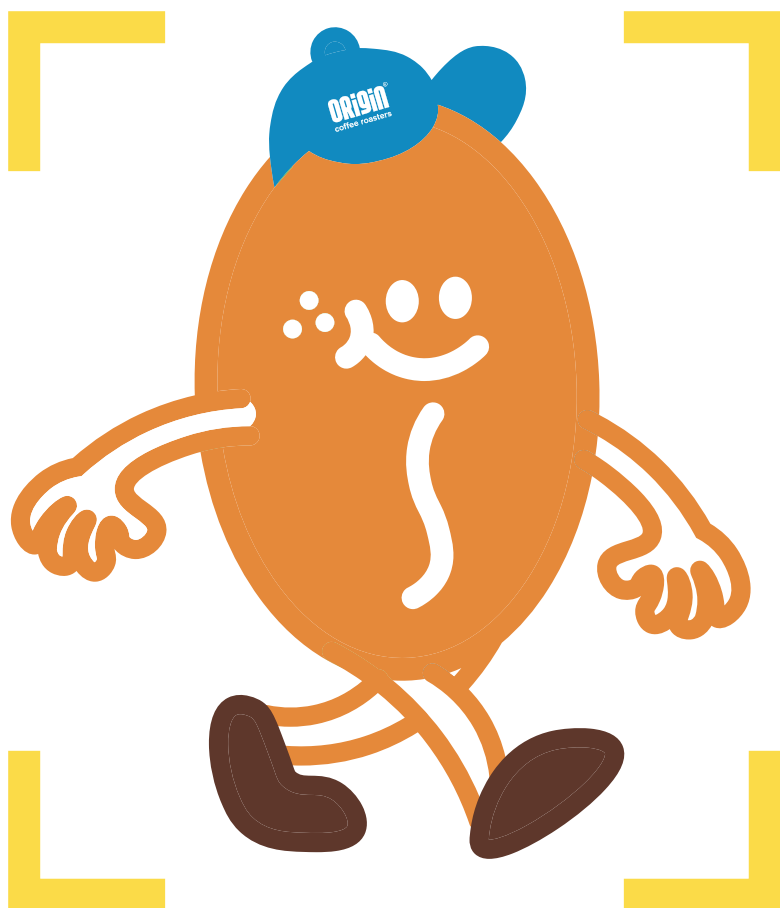
2.1 Sketches



2.2 Vector Exploration



2.3 Final Design



HELLO!

My name is Ollie

Gender:

Male

Place of Birth:

Brazil

Zodiac:

Sagittarius

Hobbies:

Drinking coffee, exploration

Favorite Color:

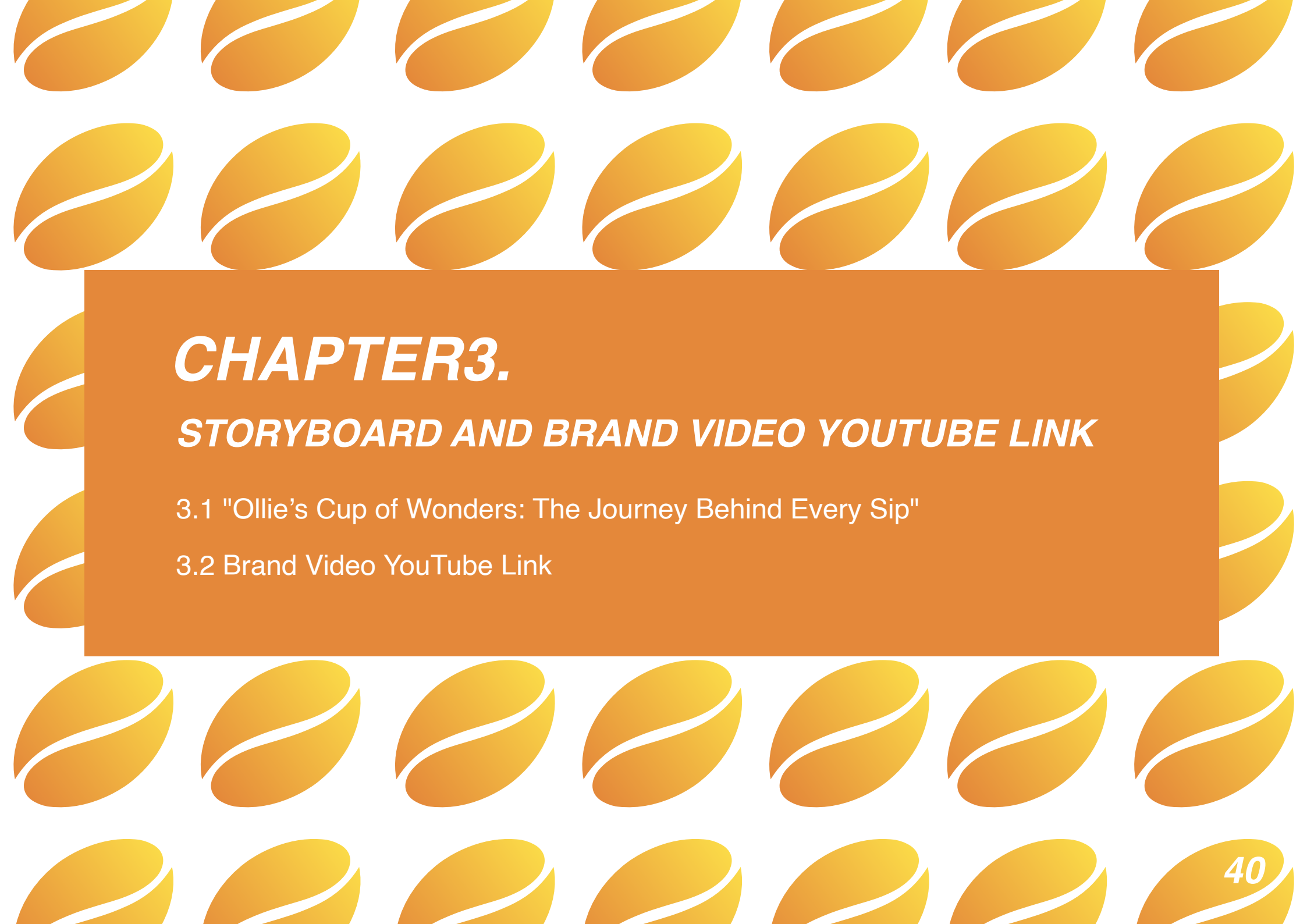
coffee

Personality:

Energetic,
adventurous, coffee
lover, curious.

Characteristics:

friendly, cheerful, loves
exploring and sharing.



CHAPTER3.

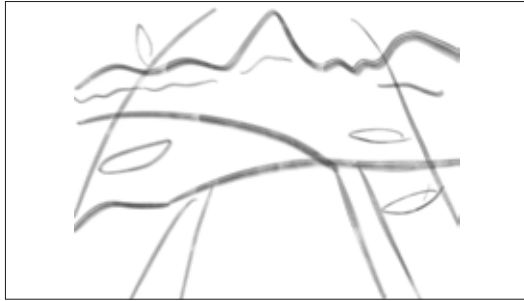
STORYBOARD AND BRAND VIDEO YOUTUBE LINK

3.1 "Ollie's Cup of Wonders: The Journey Behind Every Sip"

3.2 Brand Video YouTube Link

"Ollie's Cup of Wonders: The Journey Behind Every Sip" (youtube ad)

Page 1 of 2



1. Leaves sway gently in the breeze, accompanied by the sound of wind and distant bird calls.
Text slowly appears: "From the depths of the mountains, our story begins."



2. Ollie jumps onto a coffee bean, looking around curiously.
Dialogue:
Ollie (excitedly): "I'll take this flag and travel the world!, First stop, Brazil! "



3. Brazil – Sunny Plantation
A globe appears, and ollie zips through the air, landing on the Brazil section of the map.



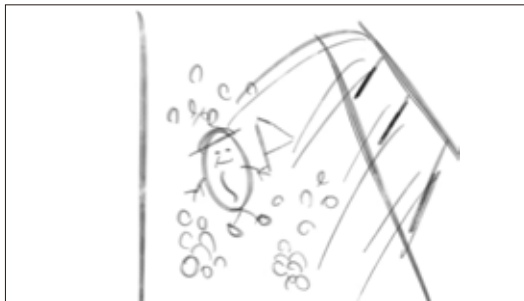
4. Ollie jumps into the drying yard, rolling on coffee beans spread evenly on wooden racks under the warm sunlight.
Dialogue:
Ollie : "Haha, it's so warm here! I'm taking this sunshine with me!"



5. Ollie's red flag flickers briefly, and a small sun icon appears in the corner of the flag.



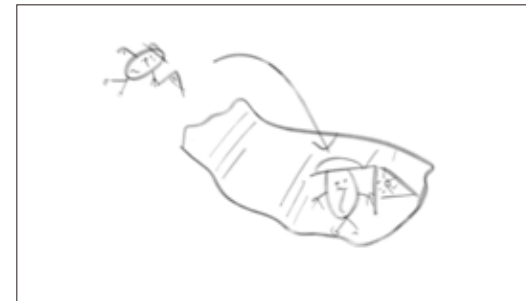
6. Nicaragua – Volcanoes and Rainforests
Earth appears. Ollie dives straight into the Nicaragua plate.



7. Ollie jumps into the coffee washing station. The scene transitions to a slow-motion shot of water washing over the coffee beans, droplets splashing everywhere.
Ollie: "The water is so refreshing!"



8. Ollie's flag flickers, revealing a glowing green leaf icon with a subtle sparkling sound effect.
Dialogue:
Ollie: "I'm taking a bit of this rainforest's spirit with me!"



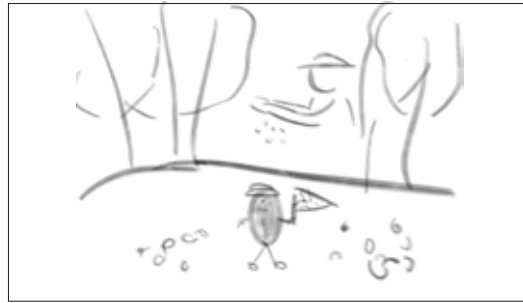
9. El Salvador plate — Sun-Drying and Culture
The camera shows Earth, and Ollie dives into the El Salvador plate.

"Ollie's Cup of Wonders: The Journey Behind Every Sip" (youtube ad)

Page 2 of 2



10. Ollie rolls to the center of the drying rack, basking in the warmth of the sunlight.
Ollie (sighing): "The sunlight feels so warm. I'll take this aroma back home!" A sun icon and a fruit icon appear in the corner of Ollie's red flag.



11. The coffee beans gradually shift in color from deep red to brown under the sunlight.
A sun icon and a fruit icon appear in the corner of Ollie's red flag.



12. Ollie carries the red flag, with its elements—sunlight, rainforest, and sun-drying—lighting up one by one. Soaring through the sky, Ollie flies back to its homeland from high above. Ollie (with a sense of accomplishment): "The flavors of the whole world are all here!"



13. Ollie leaps into a coffee cup, and the camera follows as it slowly sinks into the coffee liquid. The surface of the liquid, like a mirror, reflects Brazil's sunlight, Nicaragua's rainforest, and El Salvador's drying racks.



14. The reflections on the coffee's surface gradually transform into the outline of a mountain logo. The outline sharpens and seamlessly morphs into the final brand logo.



15 "Origin Coffee – Discover the World in Every Cup."

3.2 Brand Video YouTube Link

"Click this link to enter the video."



<https://youtu.be/6cCPBkAOwvg>

IMPACT & INNOVATION

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- 3.4 Final Design

Campaign touchpoint design

- 4.1 Touchpoint 1: Immersive Adventure-Themed Poster Design
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 - 4.3.1 Front Design of the Card
 - 4.3.2 Back Design of the Card
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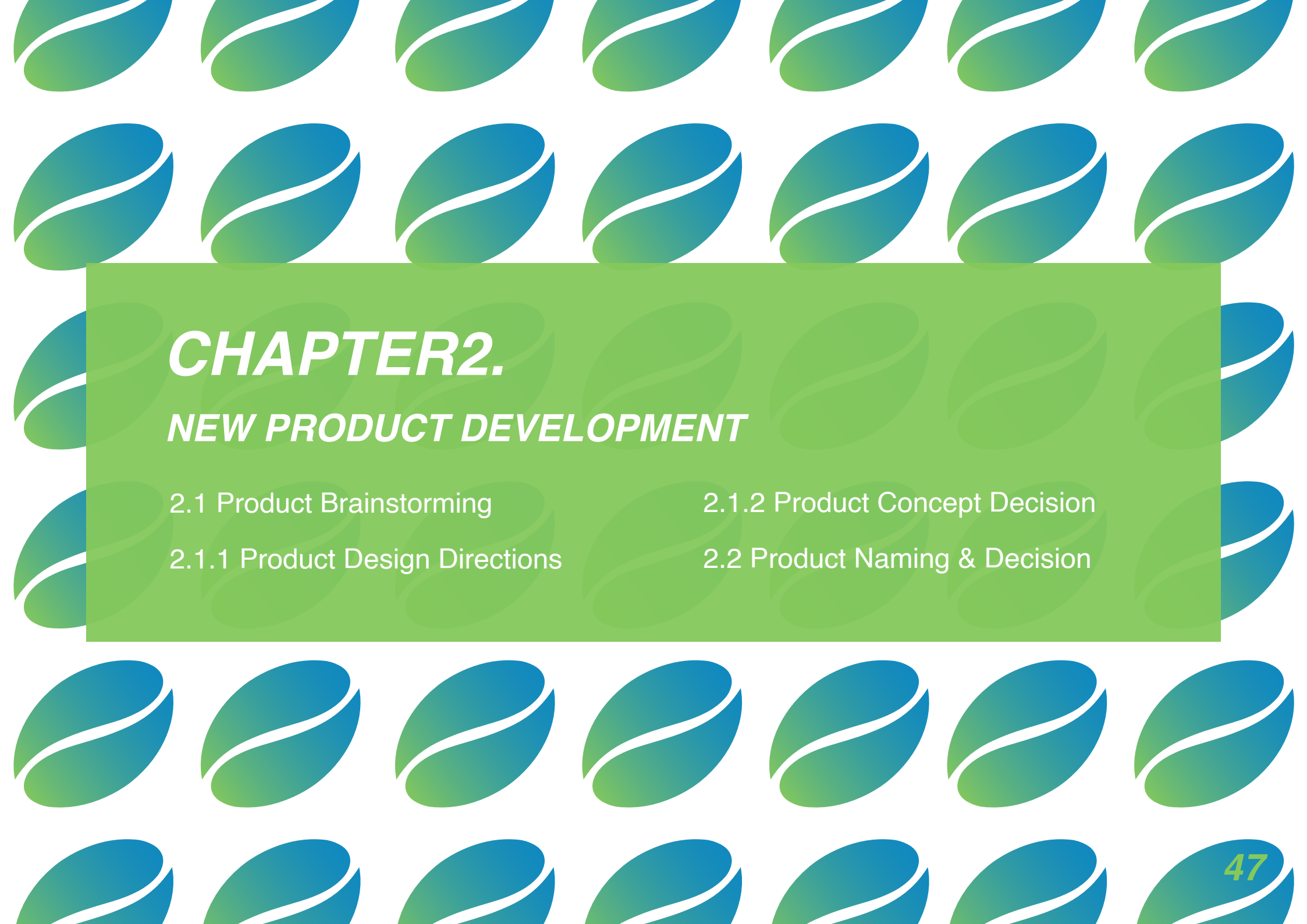
CHAPTER1.

PROJECT GOAL & POSITIONING

1. Goal & Positioning

Our goal is to promote sustainable development and eco-friendly innovation by launching a new limited-edition product line that enhances the visibility of coffee farms and helps farmers increase their income. By utilizing waste recycling, biodegradable packaging, and green production methods, we aim to introduce an environmentally friendly product line. We focus on developing products inspired by Brazil, the largest origin coffee producer, highlighting its unique culture, flavors, and sustainability practices.





CHAPTER2.

NEW PRODUCT DEVELOPMENT

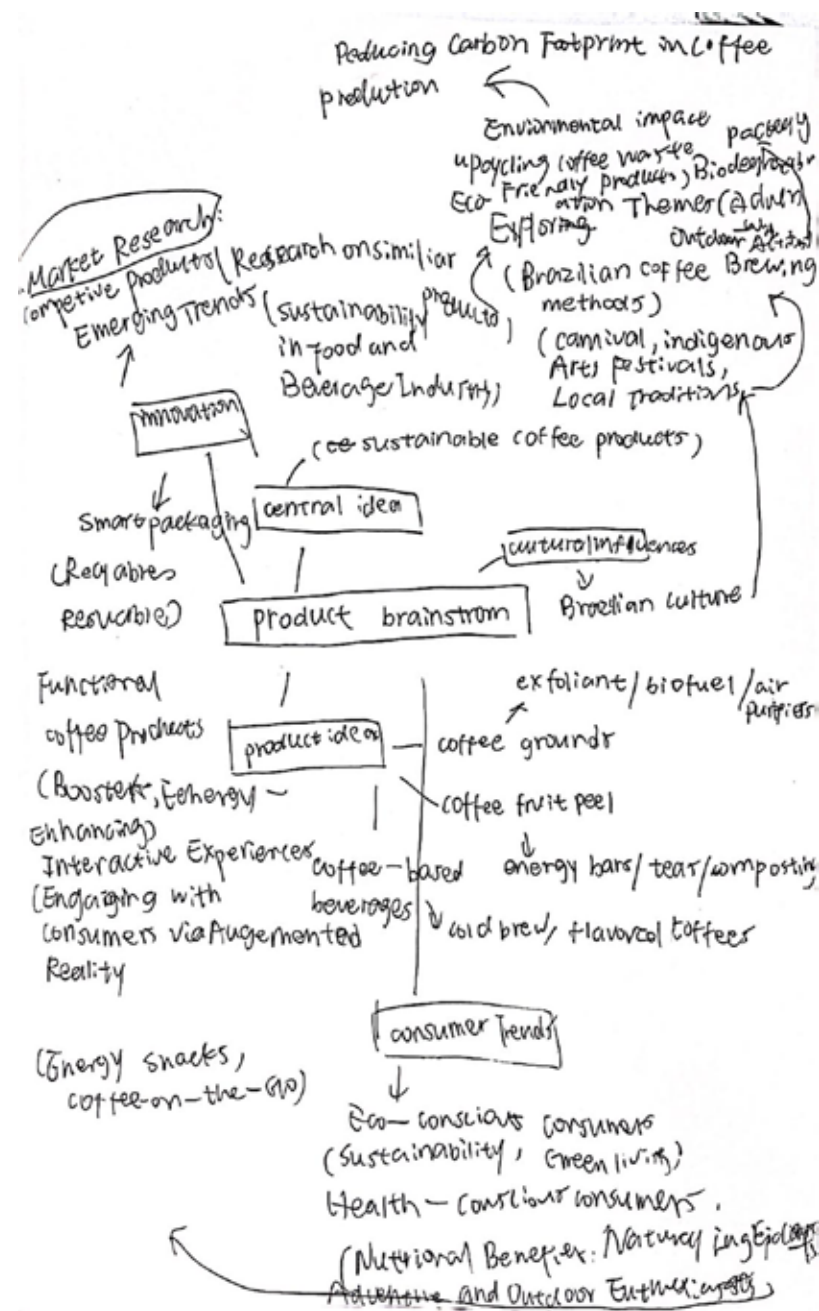
2.1 Product Brainstorming

2.1.1 Product Design Directions

2.1.2 Product Concept Decision

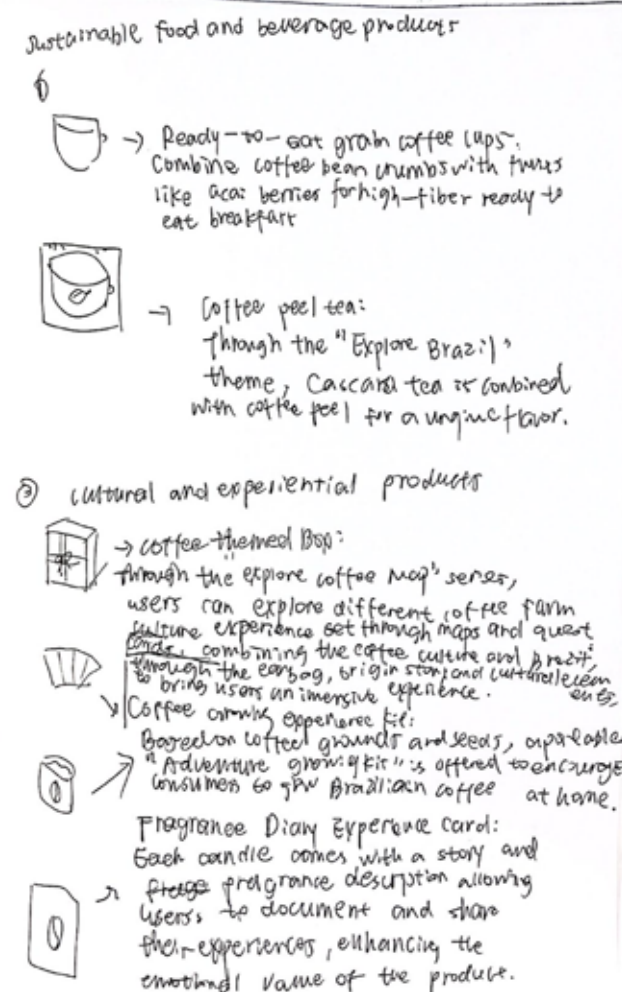
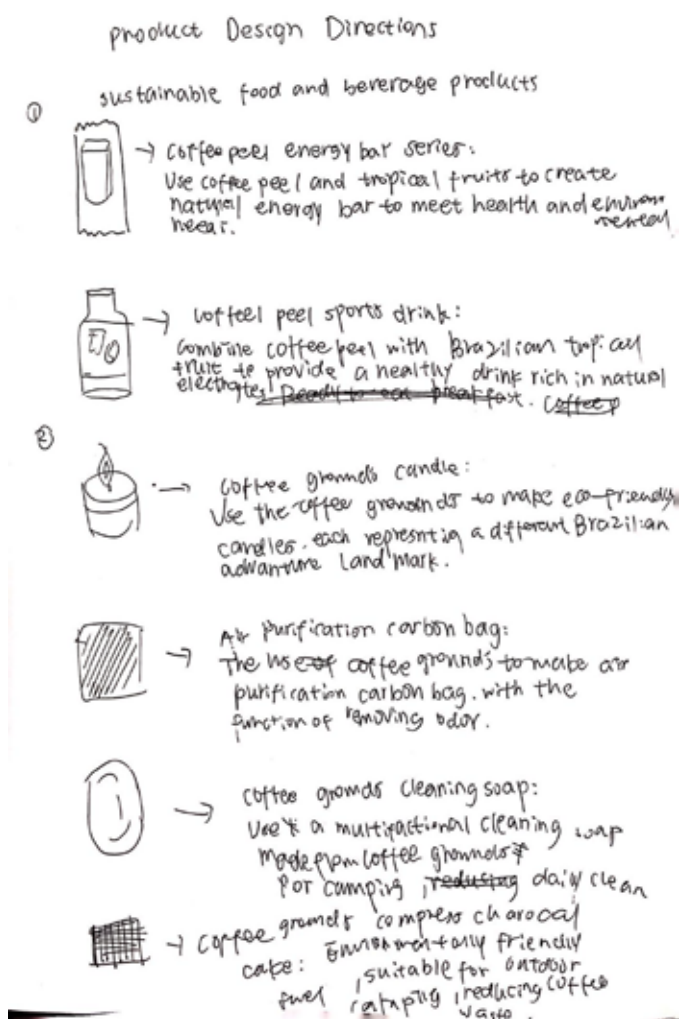
2.2 Product Naming & Decision

2.1 Product Brainstorming



2.1.1 Product Design Directions

In my brainstorming process, I identified several promising design directions that align environmental sustainability with consumer needs. These directions encompass sustainable food and beverage products, eco-friendly home items, and cultural or experiential products.



2.1.2 Product Concept Decision

Among various options, I chose the coffee-scented candle because it is simpler to produce, with a shorter production cycle, allowing for faster market launch. Additionally, the coffee-scented candle offers a sustainable solution by utilizing coffee grounds, which would otherwise go to waste. By incorporating these grounds, we reduce waste and promote eco-friendly practices. Compared to other products, the coffee-scented candle is a widely popular home product that better meets market demand and offers broad applicability, making it more attractive in the market. Furthermore, this product directly benefits the coffee farm communities by promoting their products and providing economic opportunities for local farmers, creating a sustainable and mutually beneficial relationship.



Product Introduction: Coffee-Scented Candle

Product Overview:

This coffee-scented candle blends the unique aromas of Brazil's natural landscapes, allowing consumers to immerse themselves in the tropical atmosphere and coffee culture. Each candle carries the distinct scent profiles of different regions of Brazil, conveying a rich cultural ambiance while also adhering to the principles of environmental sustainability and eco-friendliness.

Market Positioning:

This coffee-scented candle is designed for consumers who are passionate about sustainability and cultural experiences, particularly those who embrace eco-friendly lifestyles. It serves as both a home décor item and a unique gift, appealing to those seeking distinctive fragrance experiences and a love for Brazilian culture.

Product Features:

Eco-friendly Materials: Made with coffee grounds, reducing waste and promoting resource recycling.

Unique Brazilian Scents:

Amazon Rainforest

Morning Mist: A fresh, damp forest scent, combined with tropical plants and earthy notes, evoking the tranquil atmosphere of the rainforest enveloped in morning mist.

Rio de Janeiro Sunrise:

A warm citrus fragrance mixed with coffee beans and ocean breeze, capturing the soft, bright sensation of the coastline at sunrise.

Iguazu Falls Mist:

A blend of gentle water vapor and light floral scents, with a hint of earthy tones, recreating the cool and awe-inspiring atmosphere of the waterfall's cascading water.

2.2 Product Naming & Decision

Creative Direction for Naming

The naming direction focuses on the brand's adventure, culture, and sustainability values. The product is all about connecting with nature and offering consumers an experience that's rich in culture and eco-friendly values. Here's what we're focusing on in the naming:

Adventure Spirit: I want to capture that sense of exploration and discovery, using words like "Journey," "Voyage," and "Explorer."

Cultural Connection: I'm bringing in Brazil's vibrant culture and landscapes with words like "Brazil," "Rainforest," and "Amazon," to make consumers feel that cultural essence.

Sustainability: I'm combining my commitment to eco-friendly values with names like "Maps of Adventure" and "Paths of Brazil," highlighting my focus on protecting the environment.

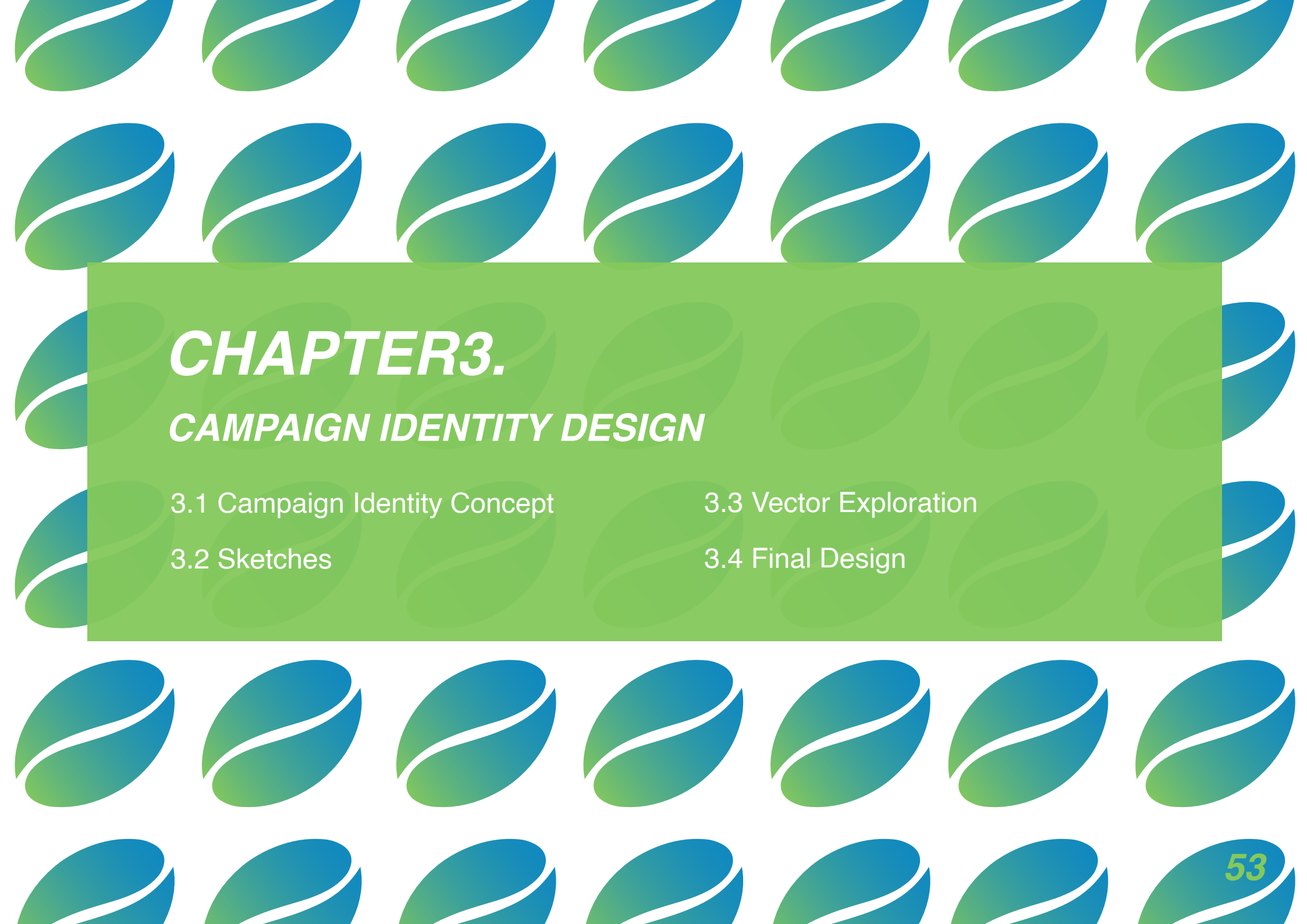
Aroma of the Explorer
 Trails of the Unknown
 Mystic Scent Expeditions
 Wanderer's Candlelight
 Adventurer's Fragrant Journey
 Echoes of Hidden Trails
 Scents of the Lost Tropics
 Voyage into the Rainforest
 Lanterns of Discovery
 Aroma Maps of Adventure
 Whispers of Exploration
 Journey Through the Canopy
 The Explorer's Glow
 Fragrance Beyond Horizons
 Tropical Adventure Lights
 Embers of the Wild
 Amazon Guest Aromas
 The Scented Frontier

Product Name Decision

“Aroma Maps of Adventure”



The name "Aroma Maps of Adventure" perfectly combines "aroma" and "adventure," reflecting the core of the brand—exploring the unknown and providing consumers with a fragrance experience that connects them with nature and culture. The word "Maps" evokes a sense of direction and the opening of a new world, aligning with the brand's adventurous theme.



CHAPTER 3.

CAMPAIGN IDENTITY DESIGN

3.1 Campaign Identity Concept

3.2 Sketches

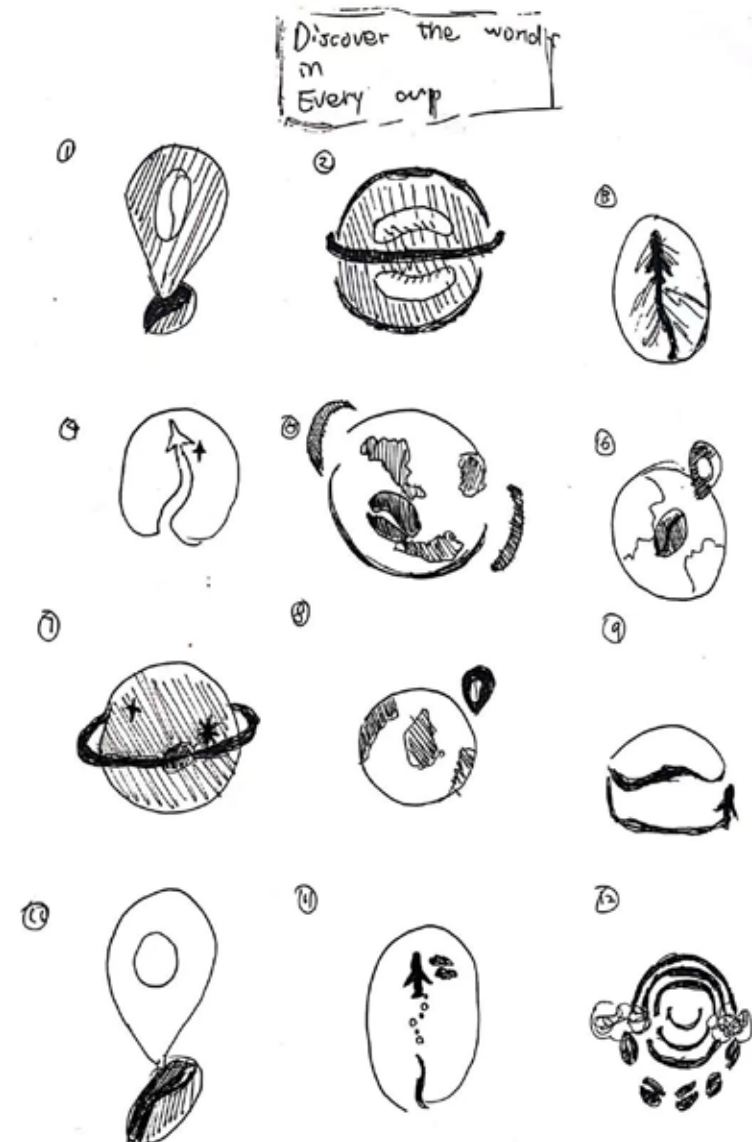
3.3 Vector Exploration

3.4 Final Design

3.1 Campaign Identity Concept

*Discover the
World in
Every Cup*

3.2 Sketches



3.3 Vector Exploration



Design Route1

Landmarks + Coffee Bean



Discover the
World
in Every Cup



Discover the
World
in Every Cup



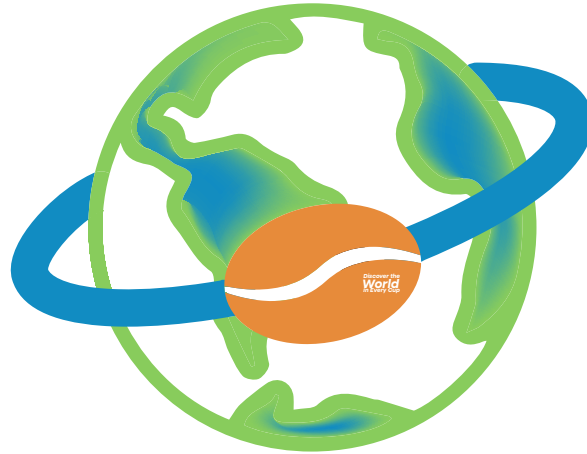
Discover the
World
in Every Cup



Discover the
World
in Every Cup

Design Route 2

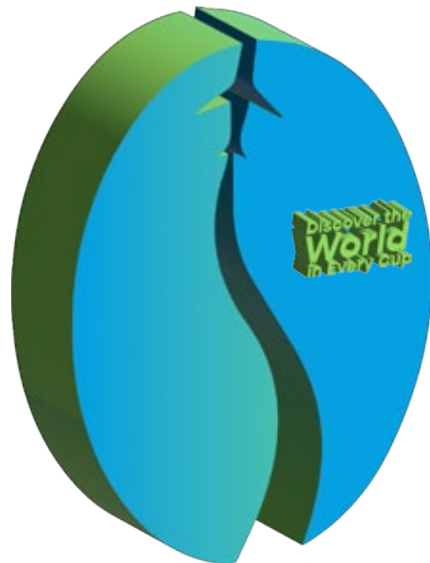
Earth + Coffee Bean



Discover the
World
in Every Cup

Design Route 3

Flying Element + Coffee Bean



3.4 Final Design

This logo combines the shape of a coffee bean with a flight element, symbolizing the idea of exploration and adventure. The flight element emphasizes the global journey and discovery that Origin Coffee brings to consumers through every cup. The slogan "Discover the World in Every Cup" reinforces this message, highlighting that each cup of coffee offers a unique experience from different parts of the world. The design reflects the brand's adventurous spirit and global vision.



CHAPTER 4.

CAMPAIGN TOUCHPOINT DESIGN

4.1 Touchpoint 1:
Immersive
Adventure-Themed Poster
Design

4.1.1 Research &
Inspiration Collage

4.1.2 Hand-drawn Sketches

4.1.3 Poster Design

4.1.4 Prototype Display:
Poster

4.2 Touchpoint 2:
Nature & Culture-Fusion
Packaging Design

4.2.1 Research &
Inspiration Collage

4.2.2 Element Design

4.2.3 Packaging Design

4.2.4 Prototype Display:
Packaging

4.3 Touchpoint 3:
Scent Journal Experience
Card Design

4.3.1 Front Design of the
Card

4.3.2 Back Design of the
Card

4.3.3 Prototype Display:
Scent Journal Experience
Card

4.1 Touchpoint 1: Immersive Adventure-Themed Poster Design

Concept: Create a visual journey of "Fragrance Exploration" where each candle is paired with an atmospheric poster inspired by iconic landmarks in Brazil such as the Amazon Rainforest, Rio Sunrise, and Iguazu Falls. These posters will evoke the essence of each fragrance and its connection to these iconic locations, offering an immersive experience.

4.1.1 Research & Inspiration Collage

Amazon Rainforest



Rio de Janeiro



Wildlife:
Mammals: Jaguar, capybara, sloth, and various primates.
Birds: Macaws, toucans, and harpy eagles.
Reptiles: Anacondas and caimans.
Insects: Butterflies, beetles, and mosquitoes.

Christ the Redeemer:
Sugarloaf Mountain:
Copacabana and Ipanema Beaches:
Tijuca National Park:

Iguazu Falls



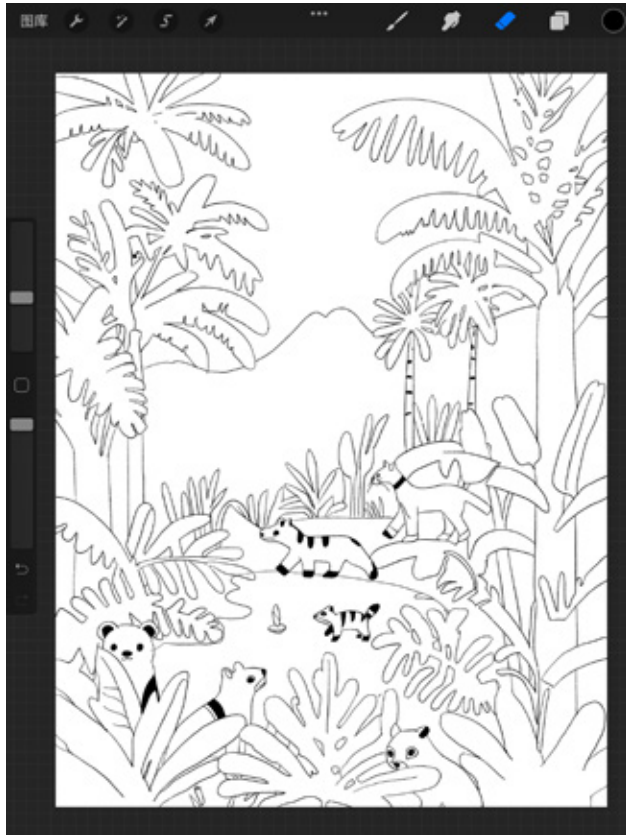
Birds: Toucans, parrots, and the endangered harpy eagle.
Mammals: Coatis, capybaras, and various monkeys.
Reptiles: Caimans and iguanas.

The Devil's Throat
Panoramic Walkways

4. Touchpoint Design

4.1.2 Hand-drawn Sketches

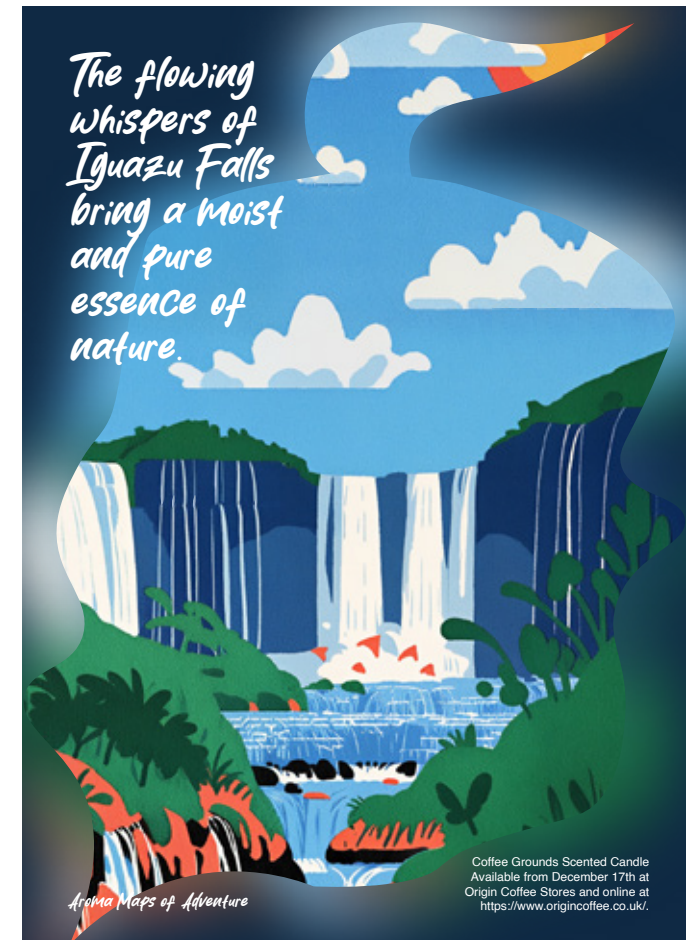
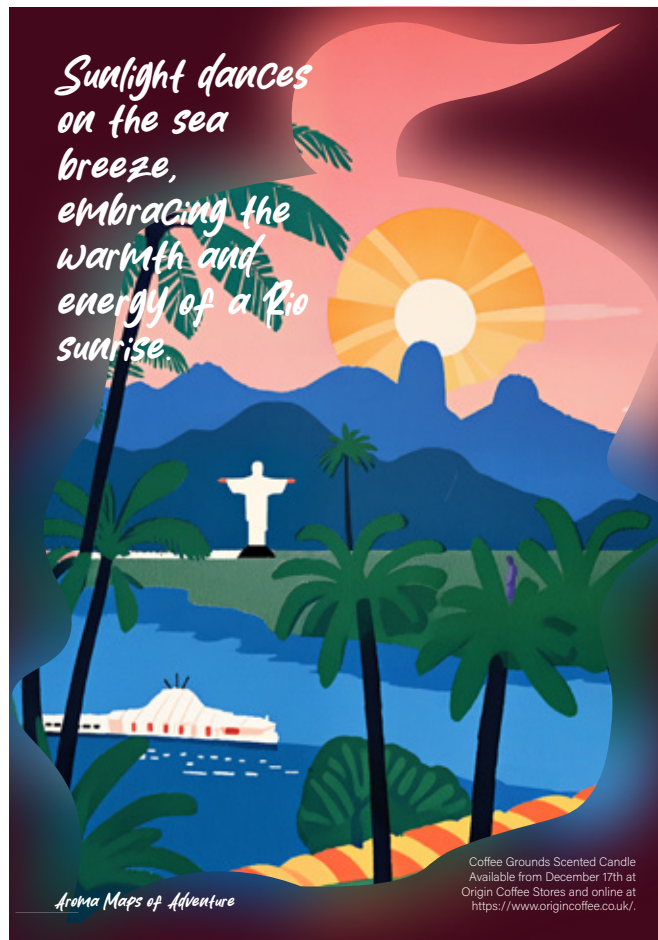
Amazon Rainforest



Rio Sunrise



4.1.3 Poster Design



4.1.4 Prototype Display: Poster





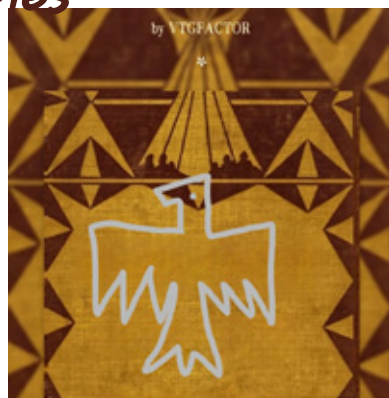
4.2 *Touchpoint 2: Nature & Culture-Fusion*

Each candle packaging will feature the natural textures and vibrant colors of iconic Brazilian landmarks such as the Amazon Rainforest, Rio de Janeiro, and Iguazu Falls. These designs will reflect the unique cultural and natural beauty of Brazil, incorporating traditional Brazilian totemic patterns and textures. By integrating elements such as tropical plants, forest patterns, and water motifs alongside the cultural symbols represented by traditional totem designs, the packaging will provide consumers with a sensory experience that connects them to the richness of Brazil's indigenous heritage. The fragrance of each candle will further immerse users in the atmosphere of these iconic locations, offering both a visual and emotional journey through Brazil's natural wonders.

4.2.1 Research & Inspiration Collage

Brazil's Indigenous peoples

are made up of over 300 tribes, each with its own language, traditions, and way of life. Key groups include the Tupi, Guarani, and Xingu, each contributing to Brazil's rich cultural diversity.



Tupi Culture and Totems



The Tupi people, located along Brazil's coast, are known for their strong connection to nature.

Totems:

Jaguar: Represents strength and leadership.

Birds: Especially the macaw, symbolizing freedom.

Plants: The Brazil nut tree and cassava are symbols of sustenance.

Guarani Culture and Totems

The Guarani live in southern Brazil, Paraguay, and Argentina, with a focus on spirituality.

Totems:

Guarani Cross: Represents spiritual guidance.

Sun: A symbol of life and energy.

Serpent: Represents transformation and renewal.



Xingu Culture and Totems



The Xingu people live in the Amazon's Xingu River basin and have a confederation of tribes.

Totems:

Birds: Macaws and toucan, symbolizing beauty and power.

Jaguar: Represents strength and authority.

Water Spirits: Associated with rivers and rain, key to their life.

4.2.2 *Element Design*

Rio de Janeiro, using sunrise orange tones, combining images of the Christ the Redeemer statue and coastal line patterns.



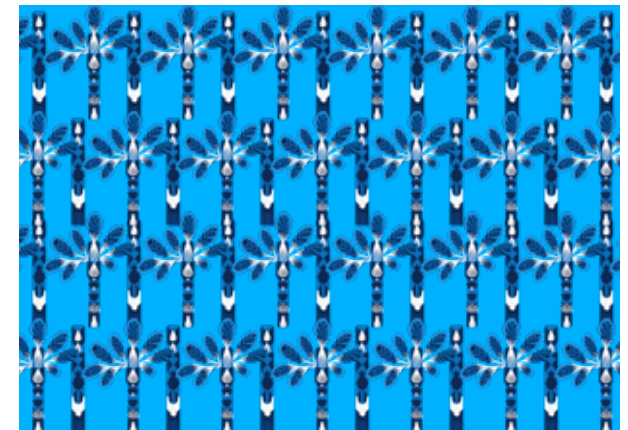
The Amazon rainforest, using forest green with water ripple patterns, integrating plant silhouettes.



Iguaçu Falls, dominated by water mist blue tones, paired with flowing waterfall patterns.



4.2.3 Packaging Design



4.2.4 *Prototype Display: Packaging*

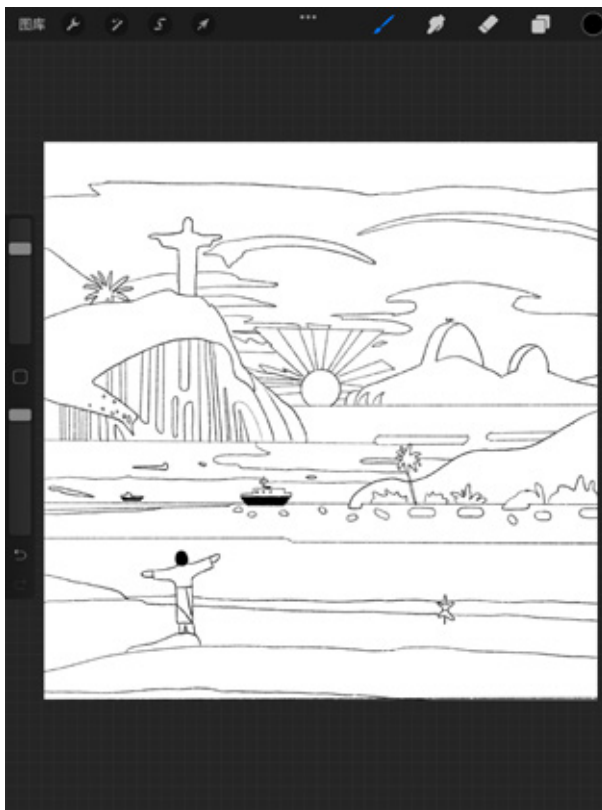
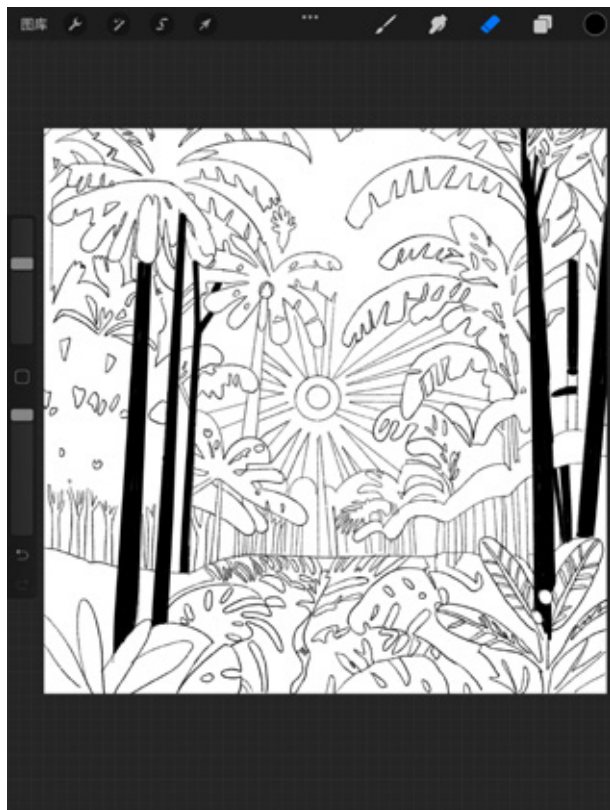


4.3 Touchpoint 3: Scent Journal Experience Card Design

Each candle comes with a "Scent Journal Experience Card" featuring the fragrance story and description on the front, and space on the back for consumers to record their feelings when lighting the candle. Users can document "Their encounter with the fragrance," such as writing about a peaceful moment when lighting Amazon Morning Mist or the joy and vitality when lighting Rio Sunrise, adding a ritualistic touch. Additionally, users can share photos of their journal cards in the brand community, and the brand will select the best stories to reward with small gifts or limited-edition candles, enhancing engagement.

4.3.1 *Front Design of the Card*

LINE DRAWING



VECTOR IMAGE

A vibrant vector illustration of a tropical rainforest scene. Sunlight filters through dense green foliage, including palm trees and various tropical plants. The scene is bright and lush, capturing the essence of a morning in the Amazon.

Fragrance Notes: Soft green leaves, damp forest air, and a hint of citrus, capturing the essence of morning mist.

Landmark Story:

Sunlight filters through the Amazon's towering trees, as morning mist weaves through the forest like nature's gentle breath. Birds sing, rivers whisper, and the air is filled with earthy freshness. Lighting this candle feels like stepping into the heart of the rainforest.

Amazonian Morning Veil

A vector illustration of a beach scene at sunrise. The Christ the Redeemer statue is visible on a hill in the background. The sun is low on the horizon, casting a warm glow over the ocean and a sandy beach. A person is standing on the beach, looking out at the water.

Fragrance Notes: Vibrant tropical fruits, coconut, and a touch of sea breeze, capturing the warmth and energy of Brazil.

Landmark Story:

At sunrise, golden light washes over Copacabana Beach. The air carries the fresh scent of the ocean and the sweetness of tropical fruits. Waves crash rhythmically as joggers, surfers, and swaying palms bring the scene to life. Lighting "Rio Sunrise" feels like stepping into a radiant South American morning.

Rio Dawn Elegance

A vector illustration of a waterfall at night. The scene is dark, with the waterfall illuminated by a soft light. Fireflies are visible in the surrounding jungle, adding a magical atmosphere to the scene.

Fragrance Notes: Night-blooming florals and cool woods, capturing the mystery of the jungle at night.

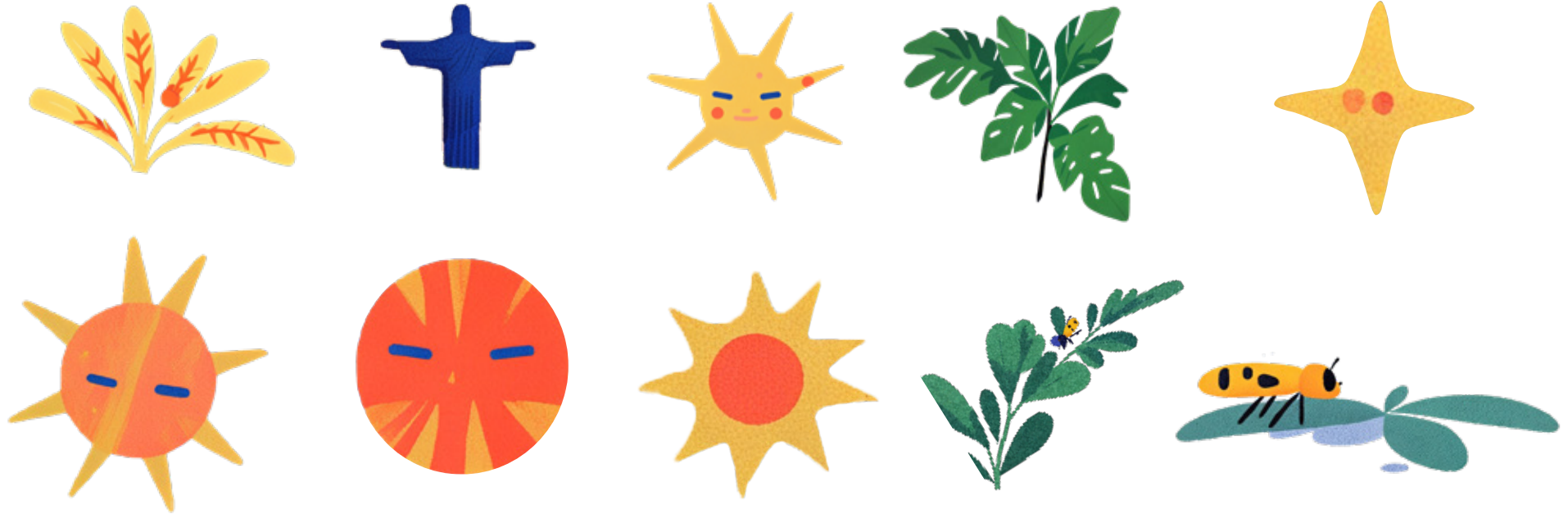
Landmark Story:

Under the dark sky, Iguazu Falls roars louder, while fireflies dance in the shadows. The air is rich with floral and woody scents, evoking a serene, mysterious rainforest night. Lighting this candle transports you to its tranquil depths.

Iguazu Mist Whisper

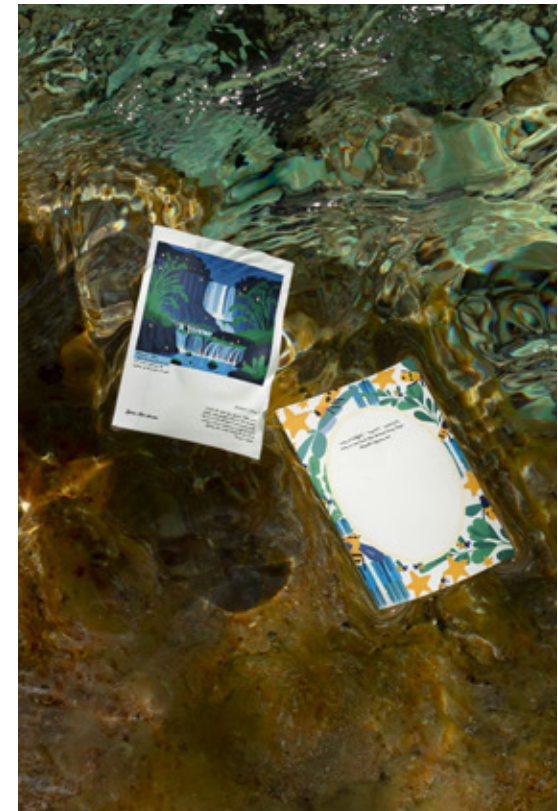
4.3.2 *Back Design of the Card*

ELEMENT DESIGN





4.3.3 *Prototype Display: Scent Journal Experience Card*





EVALUATION

1. Introduction
2. Creative Process and Enjoyment
3. Challenges and Learning
4. Reflection on the Design Journey
5. Improvements and Future Direction
6. Skills Gained and Application to Future Projects
7. Conclusion

1. Introduction

In this project, my goal was to create a unique brand identity for Origin Coffee, focusing on the integration of sustainability, a spirit of adventure, and cultural storytelling. From brand design to product development, each phase aimed to highlight Brazil's natural landscapes and cultural heritage, while also conveying a sense of environmental responsibility and social consciousness. Through various creative touchpoints, I aimed to build a story for the brand that resonated emotionally with consumers.

2. Creative Process and Enjoyment

The creative process in this project was incredibly enjoyable, especially in the conceptualization and design stages. I enjoyed merging elements of Brazilian culture and nature with the brand's core values. Developing the coffee-scented candles and the packaging allowed me to connect visually and emotionally with consumers, creating not just a product, but a cultural experience. Designing the candles, I felt that each product told a unique story, giving consumers an emotional connection to the brand.

3. Challenges and Learning

While the project was overall enjoyable, it did come with its challenges, particularly in balancing creativity with technical requirements. The task of translating traditional hand-drawn concepts into digital formats—especially with the GIF animation—was a new challenge for me. Through these obstacles, I learned how to stay calm under pressure, combining creativity with technical execution to achieve the desired outcome. Additionally, designing within the limits of sustainability and environmental friendliness required careful thought on how to ensure that every design element was both aesthetically pleasing and functional.

4. Reflection on the Design Journey

Looking back on the design process, I realized that the iterative process of refining concepts early on led to a more consistent final product. I paid close attention to integrating the brand's core values throughout the project, ensuring that every design touchpoint felt like a part of the larger brand story. I came to understand that building a brand is not just about visual appeal but about telling a complete story through every detail, enabling consumers to connect with the brand on a deeper level.

5. Improvements and Future Direction

If I were to do this project again, I would spend more time in the early stages gathering feedback and iterating on the concepts. Collaborating with peers or mentors early on would have helped optimize the design direction and avoided some of the technical bottlenecks I encountered later in the process. By investing more time upfront, I would have been able to focus more on the finer details during execution, ultimately improving the overall quality and impact of the design.

6. Skills Gained and Future Application

Throughout the project, I developed not only design and technical skills but also a deeper understanding of how to create emotional connections between brands and consumers. I learned to focus on more than just visual appeal but to craft a story that resonates with the audience on an emotional level. This project also taught me how to incorporate sustainability into my designs in a meaningful way, a skill I will carry forward into future projects. The knowledge gained from creating a brand identity rooted in culture, sustainability, and adventure will be invaluable for my future creative endeavors.

7. Conclusion

Overall, this project has been a fulfilling and challenging experience. It has not only expanded my design skills but has also deepened my understanding of brand-building and the power of storytelling in design. Despite the challenges, the growth I experienced throughout the process has made me more confident in my abilities, and I am excited to apply these lessons to future projects. I look forward to continuing to explore how to build brands that create meaningful connections with their audiences through culture and sustainability.

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