

BRAND EXPRESSION
OVERALL DELIVERABLES

YEAR 2

WELCOME TO
ORIGIN
COFFEE

DISCOVER THE WORLD IN EVERY CUP

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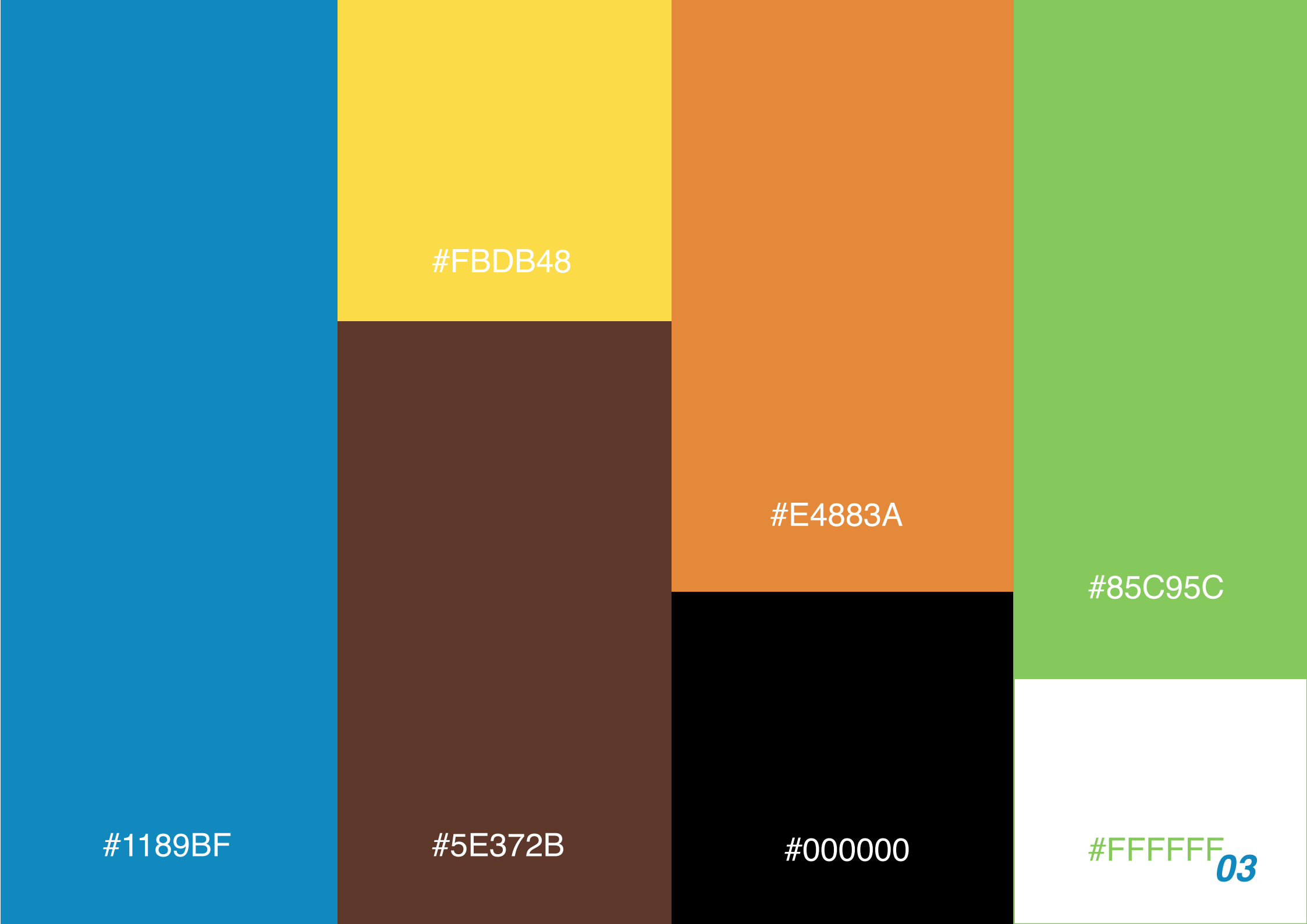
The background of the image is a solid blue color with a repeating pattern of stylized coffee beans. Each bean is a light green color with a darker green outline and a blue line running diagonally across it, representing the bean's crease. The beans are arranged in a grid-like pattern, slightly offset from each other.

**MAKE
YOUR
MARK**

Core brand assets

logo





#1189BF

#FBDDB48

#E4883A

#85C95C

#5E372B

#000000

#FFFFFF03

Typography

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

Alton

ALTON

abcdefghijklmnopq
rstuvwxyz

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

Brandworld touchpoint 1

Pattern Design



Brandworld touchpoint 1



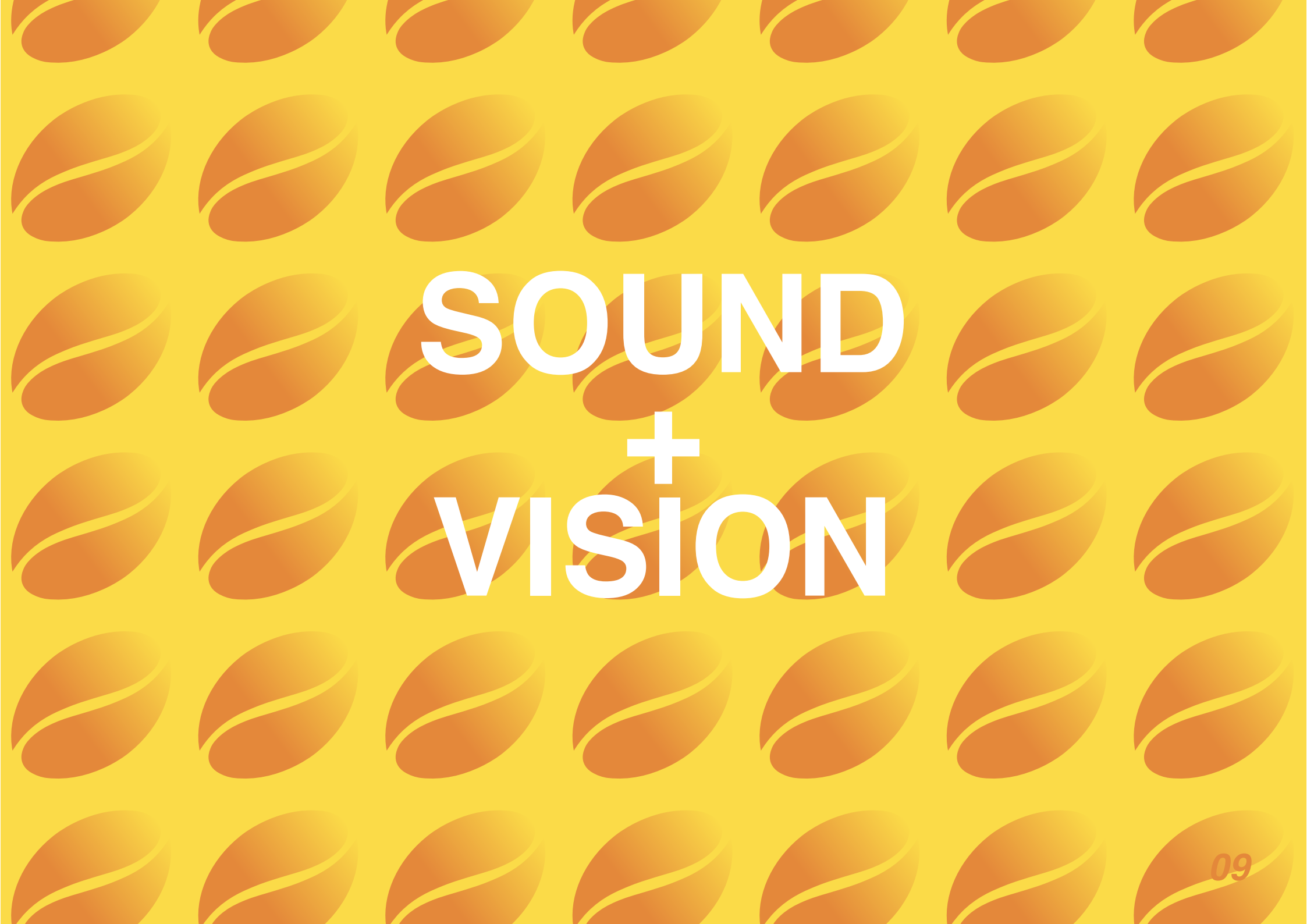
Brandworld touchpoint 2

Pattern Design



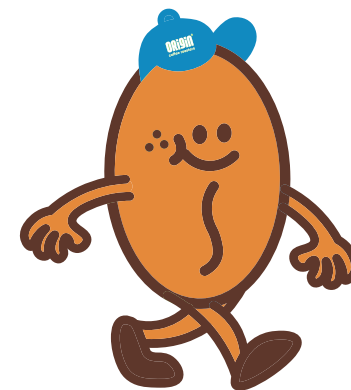
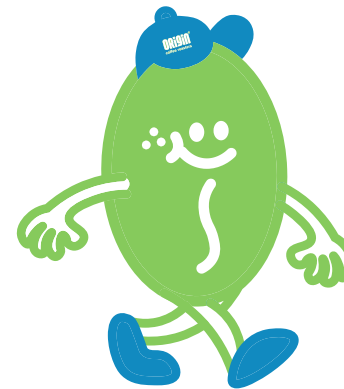
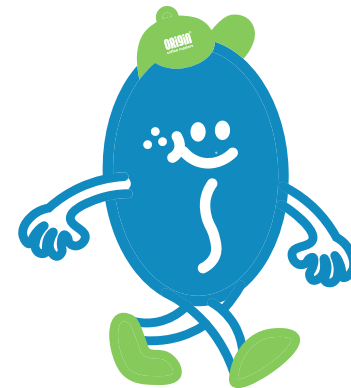
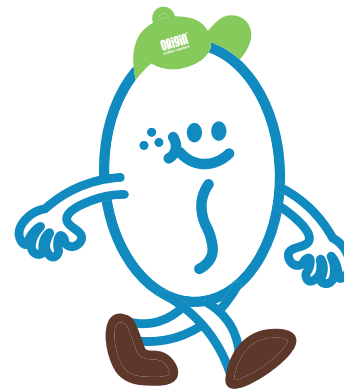
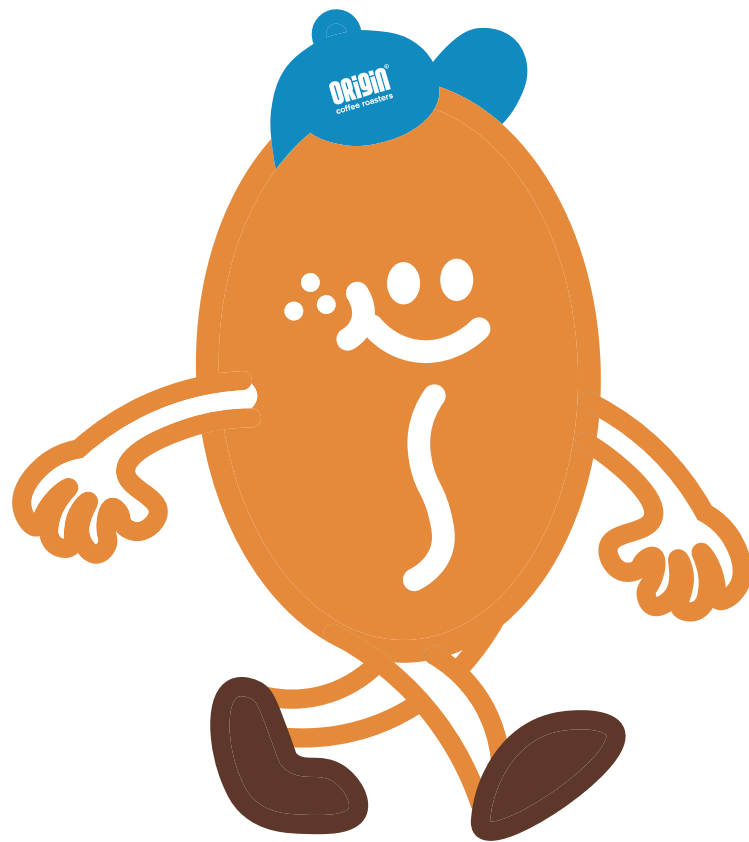
Brandworld touchpoint 2



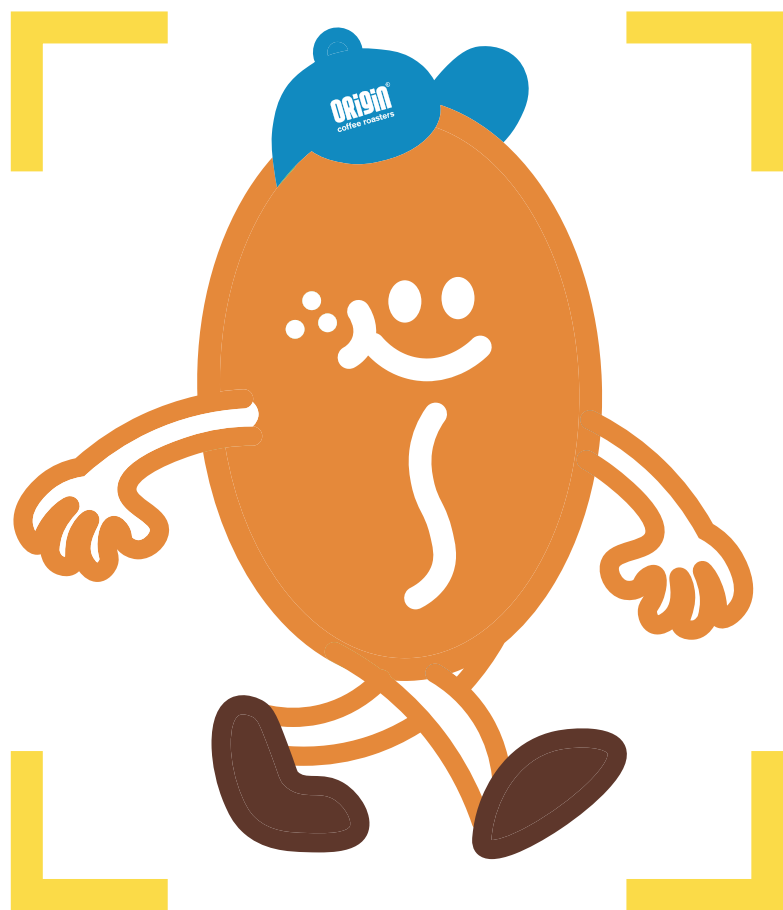
The background of the entire slide is a repeating pattern of stylized coffee beans. The beans are a darker shade of orange and are arranged in a grid-like fashion. The background itself is a solid yellow color.

SOUND + VISION

IP Character Design



IP Character 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.

GIF Logo YouTube Link

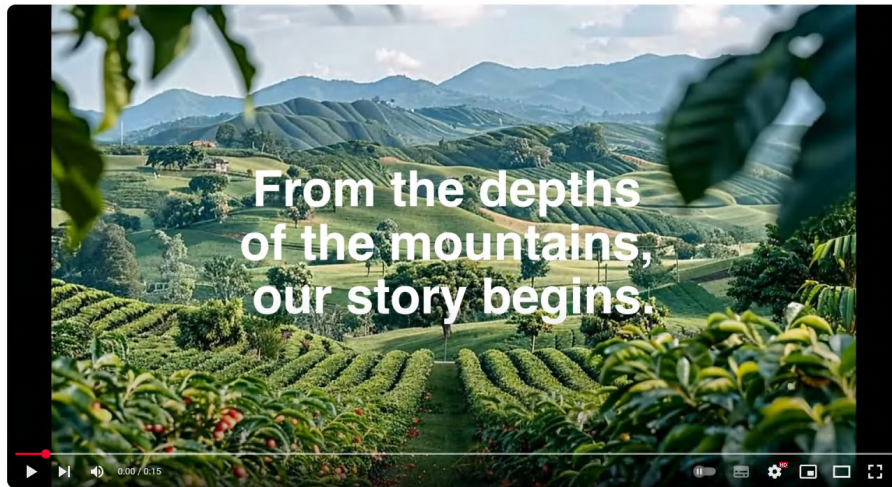


"Click this link to enter the video."



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

Brand Video YouTube Link



crinin coffee video

"Click this link to enter the video."



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



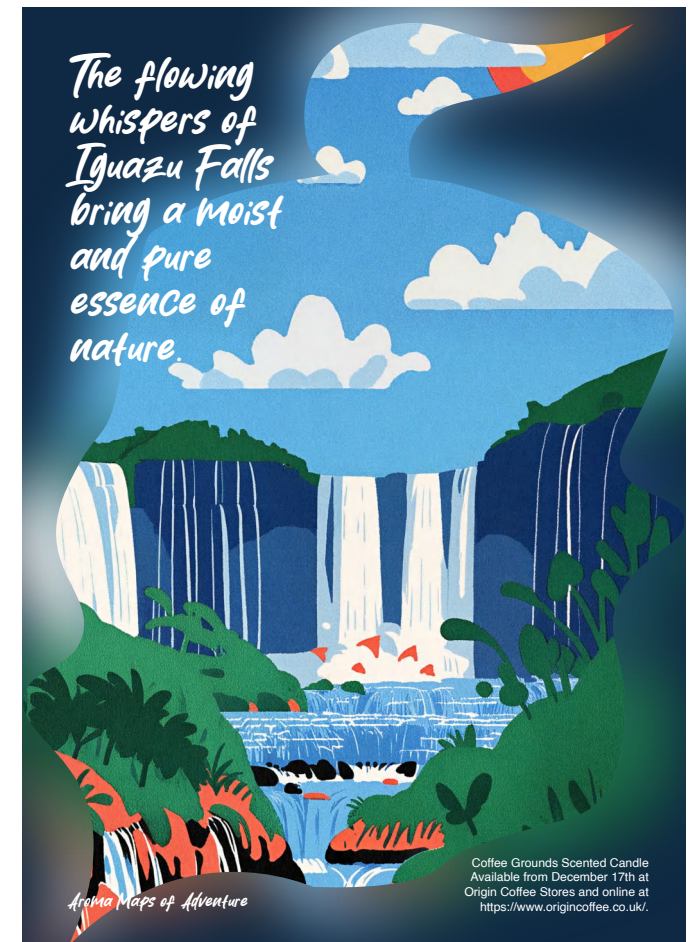
IMPACT & INNOVATION

Campaign Identity 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.



Touchpoint 1: Poster Design



*Breathe in the
scent of the
forest and
embrace the
purity of the
Amazon.*



Coffee Grounds Scented Candle
Available from December 17th at
Origin Coffee Stores and online at
<https://www.origincoffee.co.uk/>

Arco Maps of Adventure

*Sunlight dances
on the sea
breeze,
embracing the
warmth and
energy of a Rio
sunrise.*



Coffee Grounds Scented Candle
Available from December 17th at
Origin Coffee Stores and online at
<https://www.origincoffee.co.uk/>

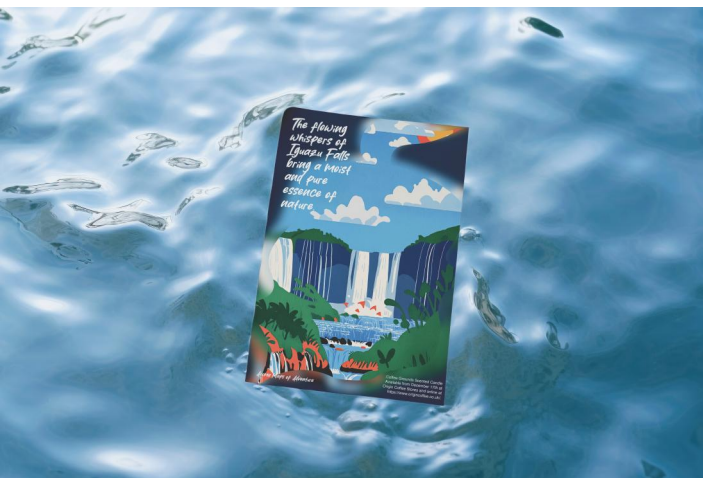
Arco Maps of Adventure

*The flowing
whispers of
Iguazu Falls
bring a moist
and pure
essence of
nature.*



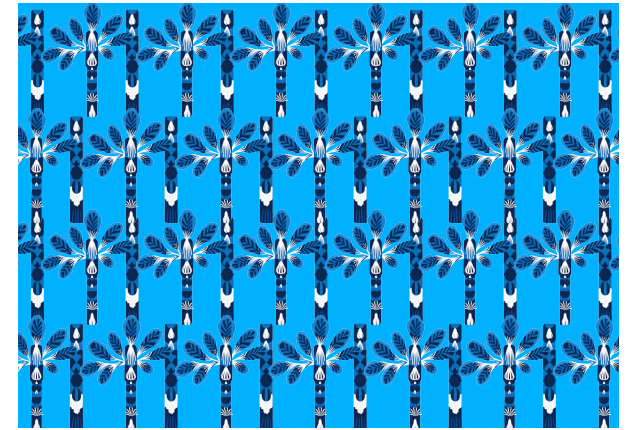
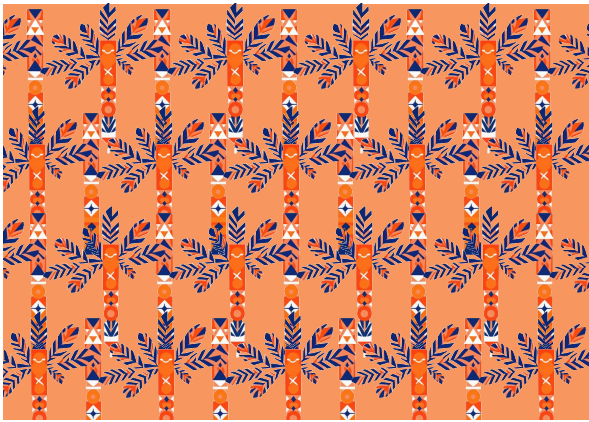
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Arco Maps of Adventure



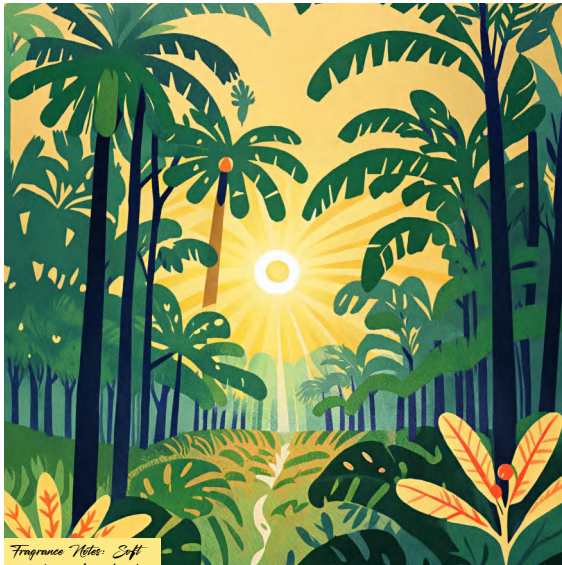
IMPACT + INNOVATION

Touchpoint 2: *Packaging Design*





Touchpoint 3: Scent Experience Card Design



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



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

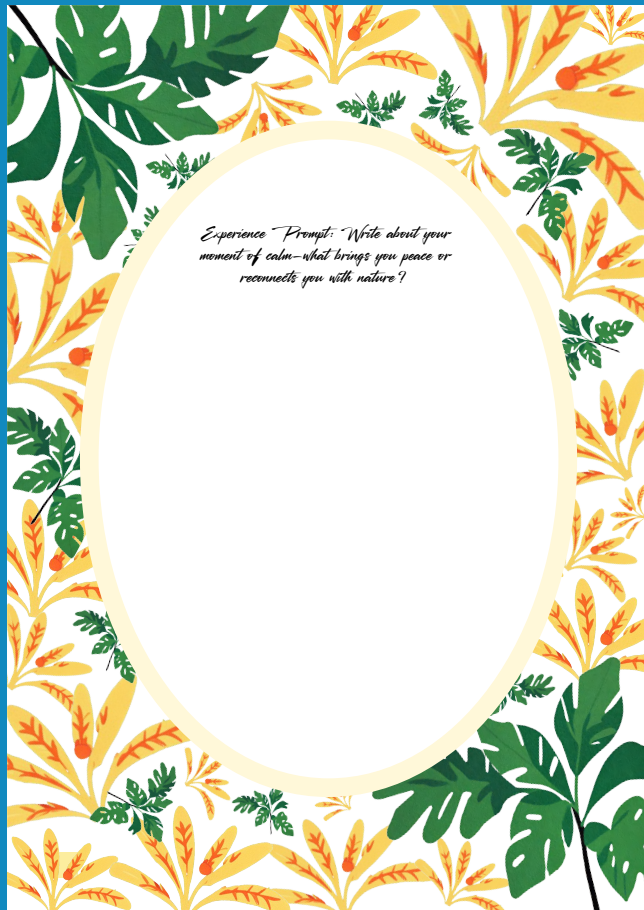


Fragrance Notes: Night-blooming florals and cool woods, capturing the mystery of the jungle at night.

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





The background features a solid blue sky with several large, stylized green leaves floating in the upper half. In the lower half, there are stylized green mountains with blue outlines. The text "THANK YOU" is centered in the middle of the image.

**THANK
YOU**

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