







**Our Brand Ideal, Values,
Research, and Visual
Brand Identity**

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Introduction

Artist's Statement

The 1997 film 'Titanic' was the impetus behind why I first began drawing. The heartthrob character Jack Dawson would pull out his sketchbook on a whim and draw ship guests from life. His art connected the past to the present, captured the life essence of people, and unapologetically represented women as they were. My earliest memory creating graphic layouts and illustrations dates back two years after the release of Titanic. I hand traced foreign currencies with my Crayola light desk and colored in all the fine line work with crayon. In retrospect, this practice seems academic and similar to why artists complete master copy paintings but to me at the time it was for mere fun. My early exposures to art and design influenced me to create work that's direct, elegant, and progressive. My hand letterings reflect these qualities and allow me to beautifully and boldly spell out my ideas and the truths I'd like to impart on others. It's important to me that my viewers understand the meaning in my work upfront and that they don't spend too much time trying to piecemeal ideas together.

Variety is the spice of life and it's important to me that each of my hand letterings, editorials, and passion projects stand apart from each other but are all cohesive through vibrant colors and textures. The inspiration for my work can come from a range of sources: coffee shops, pop playlists, Asian art galleries, etc. Something that my seven-year career at Starbucks taught me was the value of customer relationships. What I seek to accomplish through Inua Coffee Company is an expansion of relationships between customers and employees as well as between customers and producers. Millennials value eco-friendliness and personal connections which is why I've targeted this brand towards this generation. In my current body of work, I'm experimenting in Adobe Illustrator with pattern design, vector texture brushes and typography. After graduating, I'd like to work in a position where I will be responsible for creating illustrations and designs for merchandise and greeting cards.



Matthew Vargas

RESEARCH

Primary and Secondary Research
with Infographic Results

1

The Millennial Market

b. 1981 - 1996 #NoFilter #SorryNotSorry

Sustaining a healthy environment is crucial to this group of adults.

Millennials love to customize everything: food, cosmetics, jewelry, etc. They don't want what others already have.

Millennials represent the largest share of the cosmetics market.

Reviews are gospel. Before this age group parts with their cash, research of the business is a must.

Exotic flavors create experiences they highly value.

Reusable bags are a must-have.

The central figure is a woman with dark hair in a bun, wearing a black jacket over a white t-shirt with a pink 'CATS' logo, blue jeans, and brown boots. She is holding a coffee cup in her right hand and a green reusable shopping bag in her left. The bag contains a banana, a carton of milk, and some leafy greens. Surrounding her are various icons: a tree, a pizza, a smartphone showing a restaurant review for 'Roman House' with 5 stars, a smartphone showing a bowl of ramen, a soap dispenser, a compact mirror, a jar of cream, and a halved avocado.

Primary Research



“Millennials are willing to pay more for culinary enjoyment and are naturally drawn to better quality culinary options.”

Luigi Di Rucco
Mr. Espresso, VP of Sales & Director of Marketing

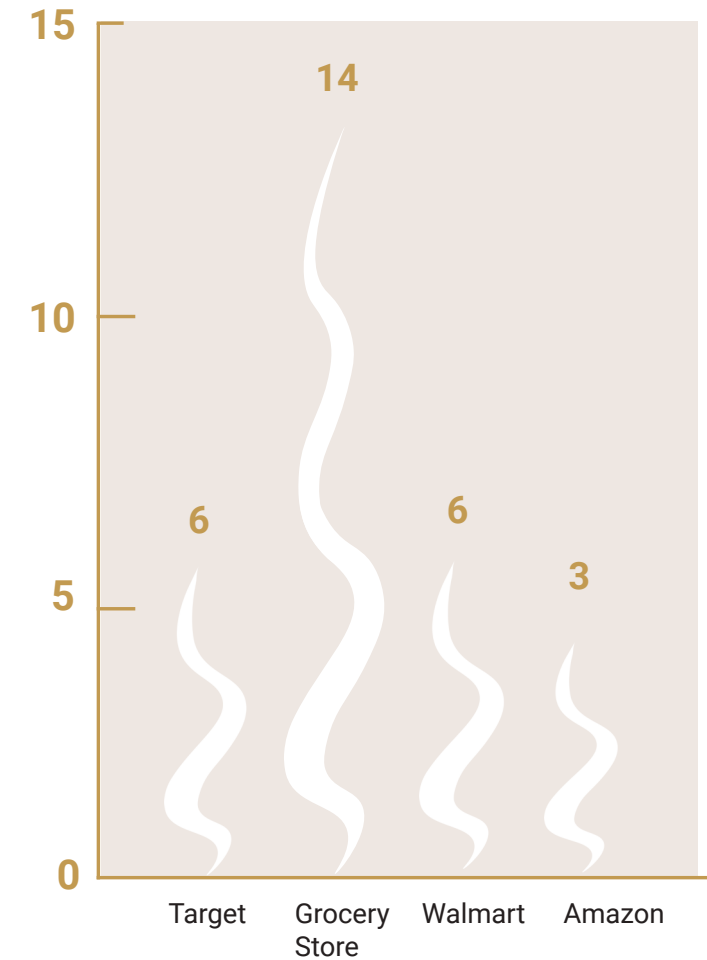
The purpose of this research was to learn about the coffee consumption habits of millennial adults. Twenty-one participants were all surveyed through a Google form and asked a series of questions such as “How often do you drink coffee, would you prefer value over taste, and what is the most you’d spend on one 12 oz. bag of coffee?” All of the results were resounding, as most of the respondents chose efficiency and price over loyalty and familiarity. Research exists that can suggest otherwise. Luigi Di Rucco, Vice President of Sales and the Director of Marketing for the Oakland, California-based company Mr. Espresso explains that, “Millennials are willing to pay more for culinary enjoyment and are naturally drawn to better quality culinary options”. There are exceptions to millennials that value both quality and price.

It’s no secret that the millennial generation is concerned about the state of the environment. Leading beverage manufacturers have developed more sustainable packaging to ease public concerns about waste and pollution. In recent years, Keurig released the ‘My K-Cup Universal Reusable Coffee Filter’ to reduce the substantial waste of plastic that come from their single-serve pods. Keurig continues to hold a large market share of home brewed coffee despite the criticism the company receives about sustainability. Millennials not only place importance on the state of the earth but the plethora of different flavors of the earth. Popular exotic flavors such as lime, grapefruit, citrus, ginger, rose, and even lavender have popped up in many foods and beverages.

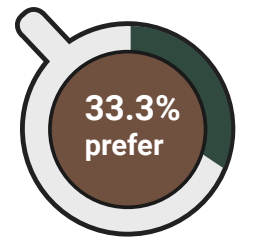
Interest in exotic flavors stems a lot from the fact that social media opened the doors to more knowledge about other countries and millennials being influenced by experiences. This also explains why they customize many of the things they consume and purchase. Experiencing a product in a way that only the person purchasing it can is of large importance to status seekers and many other members of this generation. It says, “I have what you don’t and I’m standing out for it” but also “individuality is socially essential.” Apart of marketing a product as more unique and culturally inspired is the design. Surveyors preferred coffee packaging designs with more earth tones and watercolor paints because they believed the designs were more vibrant and reminiscent of nature.

THE COUNT ON COFFEE

Where do you purchase at-home coffee?

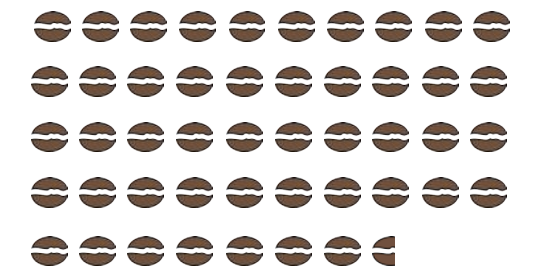


Eco-Friendly & Organic Brand



Non Eco-Friendly & Organic Brand

47.6 Respondants drink two cups of coffee a day or more



vs.

52.4 Respondants drink one cup of coffee a day or less



21 Respondants enjoyed international food/ drinks

#1

Keurig machines are the favored brewing method

17 Order coffee from a chain or establishment

52.4 Participants value taste just as much as they value affordability. For some surveyees, affordability wouldn’t factor into their coffee purchase.

WHO IS INUA?

Our Company Mission, Values,
and Production Process

2



The Inuit are a group of indigenous people from Northern Canada, Alaska, and Greenland. According to their mythology, an 'inua' is the life essence that exists in plants, animals, and people. Inuits believe that all life is equal and that it's essential that they value each life form as their own. At Inua Coffee, our belief is no different. We stand to support the personal success of our farmers and the sustainability of our world while providing rich blends of coffee.

Our coffee means the world; that is our mantra. 5% of each coffee purchase goes towards the preservation and expansion of coffee crops all across the world. Inua started with the simple belief that relationships within business shouldn't just be between front-line employees and customers but all across the production and consumption chain.

Producing Inua's unique selection of coffee takes a village. Careful thought is given throughout the entire process, from the growing phase to its distribution.

Our coffee means the world. Our world consists of every one of our employees along the production chain to our customers.



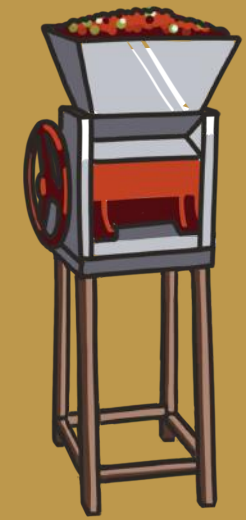
Step 1
Growing

Coffee starts as a seed that is grown in the moist soil of a shaded environment. The seed sprouts into a tree over three to four years.



Step 2
Harvesting

Ripe cherries are picked by hand during harvest season over eight to ten days. The process is quite arduous with growers collecting up to twenty to forty pounds of cherries a day.



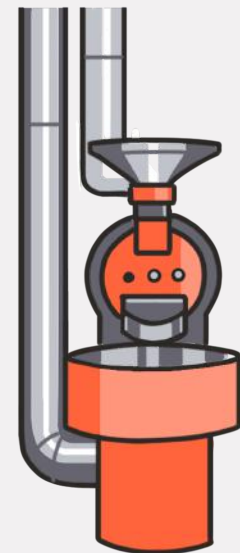
Step 3
Processing

Cherries are ran through a pulping machine that separates the seed from the skin and pulp. Over the next one to two days, the seeds ferment.



Step 4
Drying

After the beans ferment, they are spread out across a drying floor or table and sun-dried. A hulling machine removes the excess husk on the seeds.



Step 5
Roasting

The beans are roasted and ground in a laboratory setting and prepared for tasting. The green coffee beans they start as are roasted in a 550 degree machine until they are brown.



Step 6
Tasting

A taster will evaluate the quality of the coffee. This process is known as the cupping method. A cupper will carefully slurp and smell the roast to ensure it meets our quality standards.



Step 7
Packaging & Distributing

Once the coffee meets our rigorous standards, it is ready to be packaged. The coffee is placed in an air and moisture free bag and transported to locations all across North America.

MAINSTAYS

Where We Grow and Who We
Call Our Family

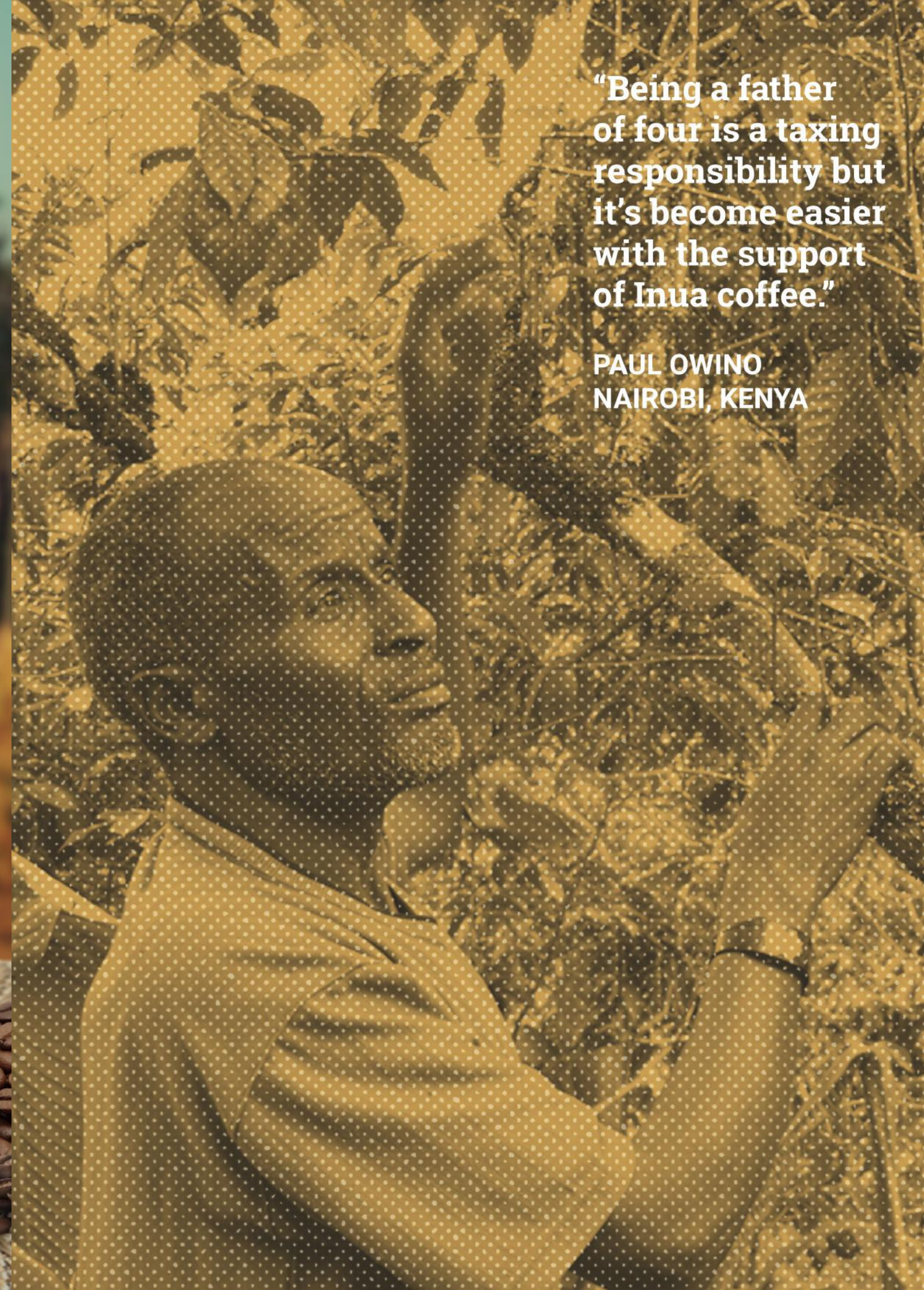
3

Bright and clean with
fruity and floral notes



“Being a father
of four is a taxing
responsibility but
it’s become easier
with the support
of Inua coffee.”

PAUL OWINO
NAIROBI, KENYA

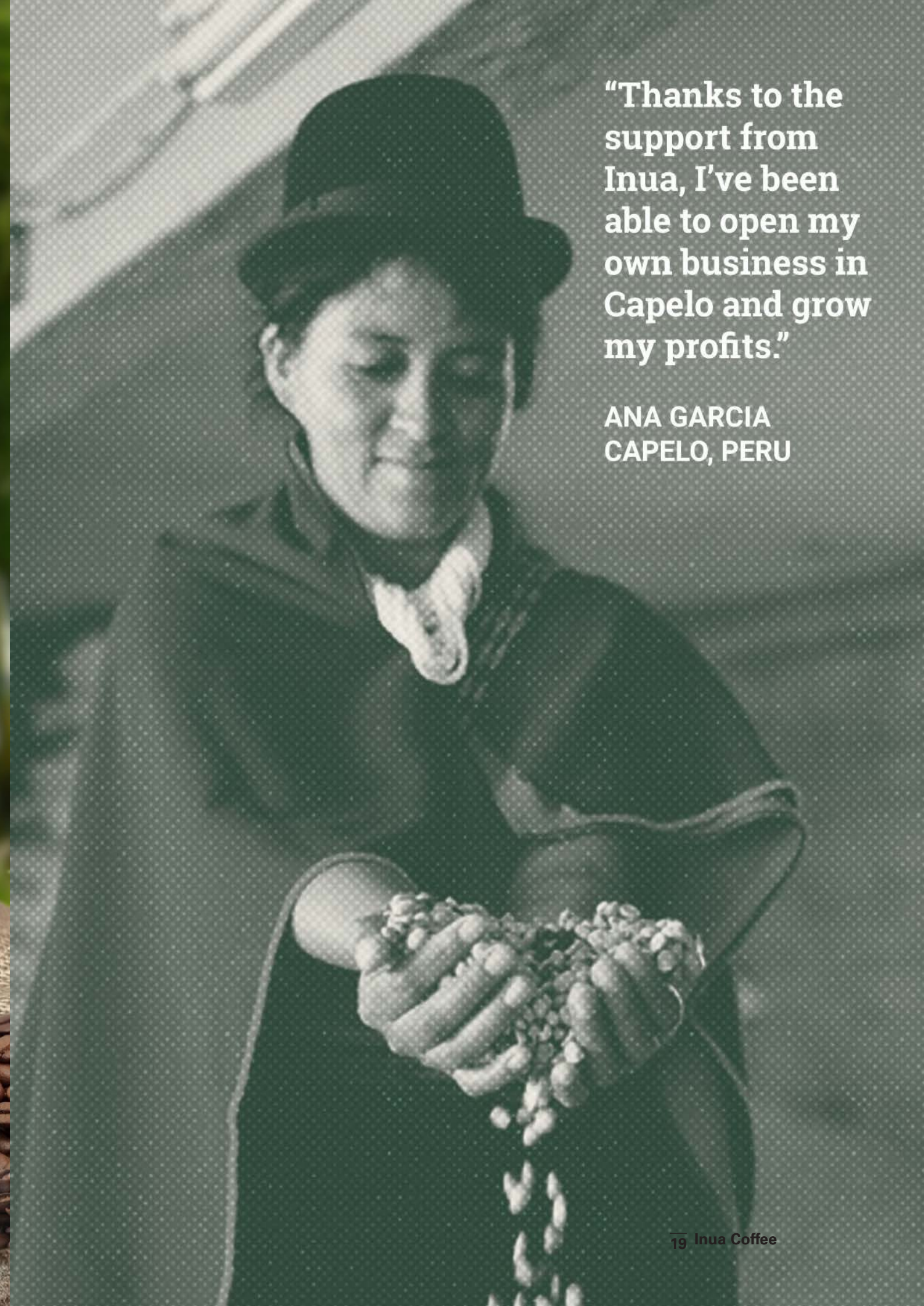


Light-bodied with notes of
vanilla and cocoa.



“Thanks to the
support from
Inua, I’ve been
able to open my
own business in
Capelo and grow
my profits.”

ANA GARCIA
CAPELO, PERU

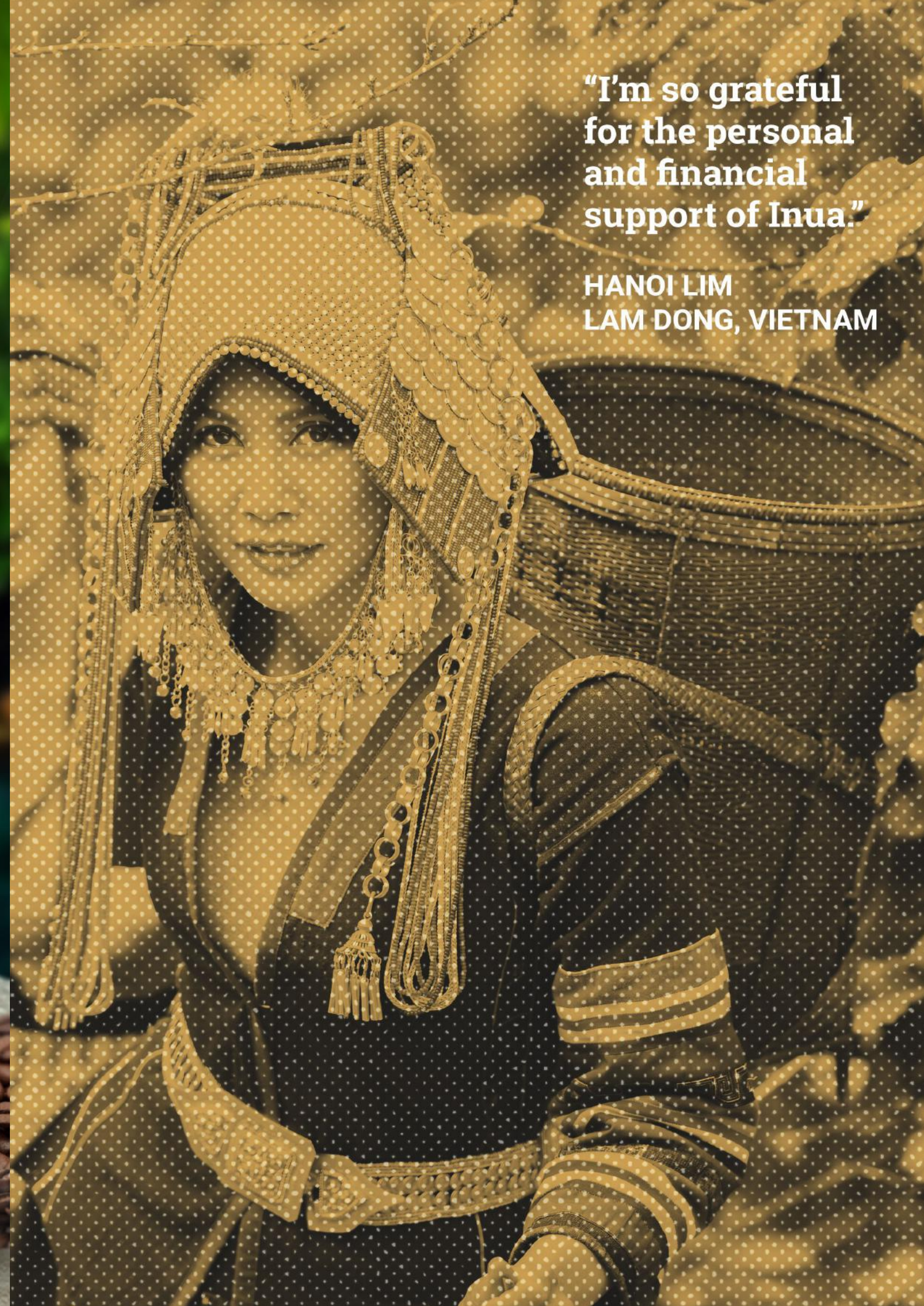


Robust blend with
floral and cocoa notes



"I'm so grateful
for the personal
and financial
support of Inua."

HANOI LIM
LAM DONG, VIETNAM

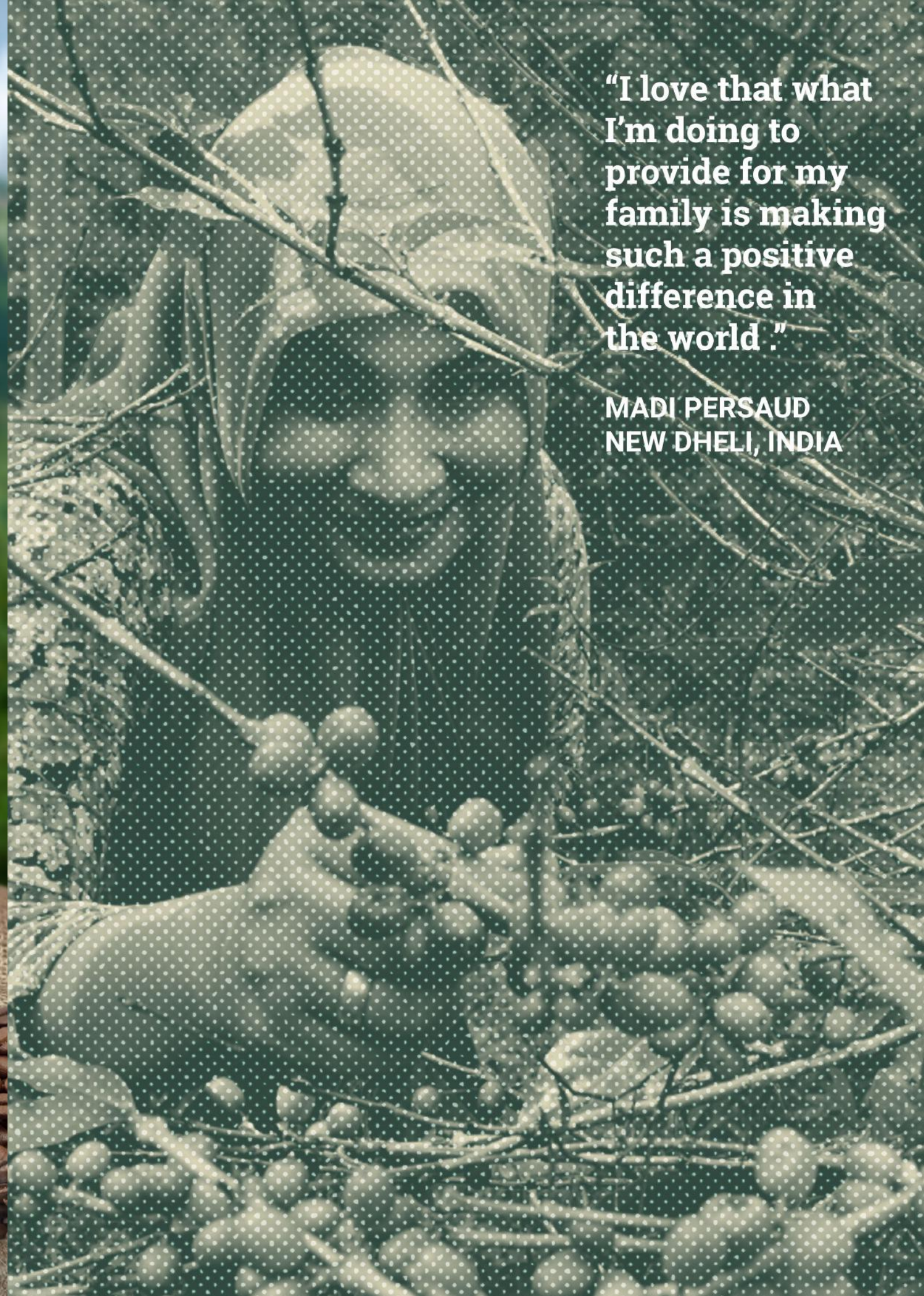


Medium-bodied with
notes of berry and spice



“I love that what
I’m doing to
provide for my
family is making
such a positive
difference in
the world.”

MADI PERSAUD
NEW DHELI, INDIA

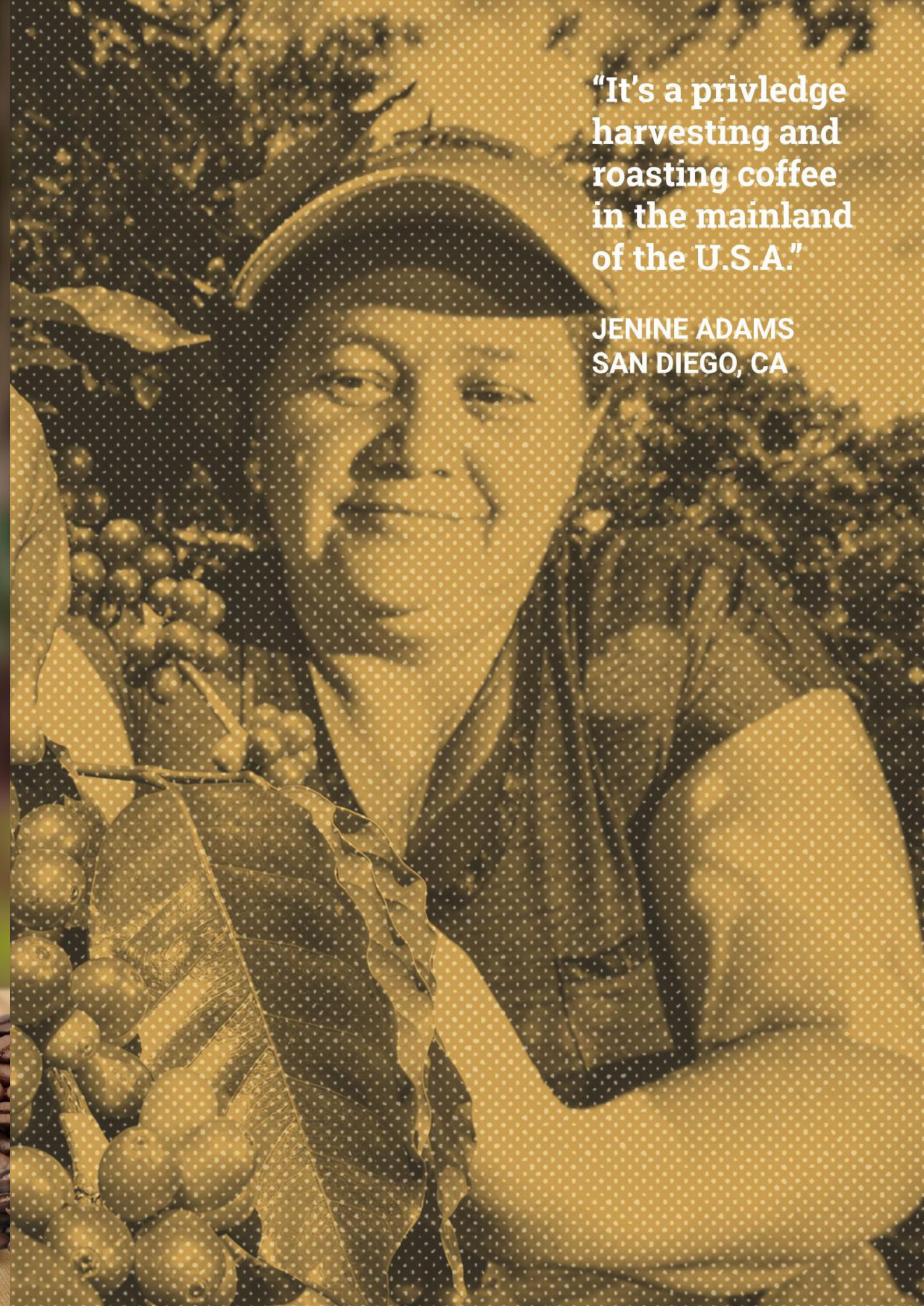


Hearty and earthy
with notes of nuts



“It’s a privilege
harvesting and
roasting coffee
in the mainland
of the U.S.A.”

JENINE ADAMS
SAN DIEGO, CA



PROMOTION

Online and Offline Visual Communication

4

COFFEE
CAN CHANGE
— THE —
WORLD

Our Coffee means the world
www.InuaCoffeeCompany.com

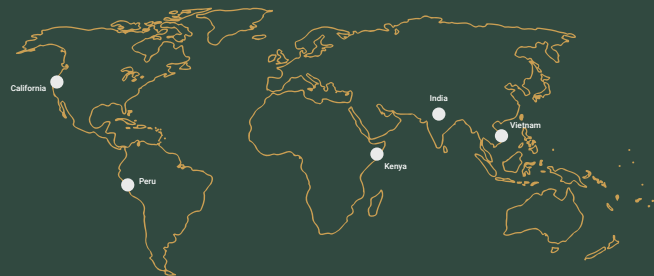




Home Roasts Coffee Quiz Our Partners About Us Login



Our Coffee Means the World.



OUR FIVE GROWING REGIONS | ELEV. 4,586 +

California, Peru, India, Kenya, and Vietnam are our 5 growing regions. We ethically source all of our coffee and stand behind fair trade acts. Our farmers are protected under the Inua Fair Trade Agreement which states that workers and their families but have basic living necessities.

Experience the Difference
Take Our Quiz

LIGHT ROASTS

The light roast that we offer comes from Vietnam. It is a robust blend that compliments chocolate and nutty flavors. The stove top brewing method extracts the most flavor from this roast but other methods work well too.

MEDIUM ROASTS

Our Kenyan and Californian roasts are the two mediums blends we offer with rich notes of flora and berry. These roasts pair best with tart and fruit flavors but also compliment citrus flavors like orange or key lime.

DARK ROASTS

Peruvian and Indian coffees are known for there chocolate and berry currants. These roasts are stout and full-bodied and can be served either iced or hot. Dates and cheese are popular pairing options.



Matthew Vargas
Inua Coffee Company
1245 North Side Ave. Suite 100
Riverview, FL 34566

June 14, 1984

Matthew,

justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, portitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue.

Quarabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec

Sincerely,

Matthew Vargas

Matthew Vargas 813.234.5566 mattvargas@inua.com @inuacoffee



Inua Coffee Company



Matthew Vargas

Matthew Vargas

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MattVargas@inua.com



INUA
COFFEE

our coffee means
the world to us.

Visit us at www.InuaCoffee.com

Our coffee means
the world

At Inua, we believe that coffee can be more than the start of a day; it can be the start of a future. Your purchase of our unique and rich beans helps farmers expand and create crops.

INUA
COFFEE

IDENTITY

Style Guides, Logo Placements,
and Typography

5

R : 48
G : 73
B : 64

C : 77 %
M : 51 %
Y : 67 %
K : 45 %

HEX : # 30483f

PANTONE : 567 C

R : 48
G : 73
B : 64

C : 77 %
M : 51 %
Y : 67 %
K : 45 %

HEX : # 30483f

PANTONE : 567 C

R : 48
G : 73
B : 64

C : 77 %
M : 51 %
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K : 45 %

HEX : # 30483f

PANTONE : 567 C

Typography

Roboto Slab Bold

0123456789
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUUV
WXYZ

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo Usage



Scale proportionally



Use correct fill colors



Inuit symbol must appear with the rest of type



Colors inverted correctly



White type against low opacity image



Symbol can appear alone



Rotation is not permitted



Symbol must always appear with type



Never pinch the logo



Logo shouldn't be stretched



Logo should always be black



Logo shouldn't be in black on image

PROCESS WORK

Logo Ideations, Sketches, Taglines
and Book Notes

6

Logo explorations



Taglines

“It tastes good Inua mouth.”

“Bringing the world together.”

“Get up, get Inua.”

“Our coffee means the world.”

Thumbnails



Package design ideations



Book layout notes

Cover — pattern INUA 90s quality photo

Forward — Hello, friend:
 - Why I'm doing this book. Coffee's important. But what I've learned is it's really the people. Thank you to all those who've supported me. To those that opposed me, thank you. you made me stronger.

Contents — letter contents
 Peeking

Research — The Millennial Market Survey Results (engaging w/ Millennial consumers)
 Our Company — Mission Values infographic
 Branding — typography logo colors
 Mainstays — countries growers profiles merch
 Online / offline visual promotion website social media merchandise

Matthew Vargas
 Illustrator, designer & founder

people pic
 Our company site
 mission values
 infographic illustration

Research secondary
 primary primary
 steam bar graph

logo on backgrounds
 Type-
 Bean & buddies

coffee
 additional consumer product book

merch
 humbles

* -X 5 illustrations
 -3 vectors
 -75 illustrations (probably just enlarged coffee designs)

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