

Proposed Branding for Kaldi Coffee Inc.

Corporate Signature



Inspired by the culture that coffee has come from, the corporate identity was created with the intention of the **Ethiopian feel**; uneven, purposeful stroke was fashioned with the thought of the **crafted symbols** found in Ethiopian everyday objects.

Since Kaldi is set in a contemporary, lavish style environment, the corporate identity was designed to have a **modern impression**.

The logo is **shaped like that of a goat**, representing the Ethiopian goat herder that discovered coffee. Also by using a clean typeface, **Trajan**, for the logotype, and **warm colours** for the identity, the combination of these three elements together brings about the whole opulent outlook of Kaldi.



K A L D I

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Packaging Design

