

The Lev Co

Brand Strategy + Design for Specialty Coffee

Hey, Specialty Coffee Folks!

We merge specialty coffee expertise with compelling creative work to craft exceptional brand experiences within our industry.

We've partnered with companies like you to cultivate brand identities that passionately communicate the intricate stories behind the specialty coffee experience.

Our expertise also extends to creating compelling design, social media content, and strategies that bring that narrative to life.

So, you need help with a creative endeavor. Lucky for you, you've come to the right place.

Coming up next is a rather daunting table of contents, but don't worry, it's there for your reference if you're curious about a particular project. Honestly, we'd probably skip over it too!

While you're exploring, be sure to...

[click here to listen to this playlist we've curated just for you!](#) 🎉🎵

Table of Contents

Who We Are	02
Branding	04
Good Intentions Coffee Brand Identity, Label Design	05
Benchmark Coffee Traders Big Red Special Microlot Release Brand Identity, Roast Guide, Social Campaign	06
Pomelo Coffee Consulting Brand Identity	07
Packaging + Design	08
Finca to Filter Cold Brew Cans	09
Long Miles Coffee 2023 Private Auction Collection Sample Set	10
Mojo Coffee Whole Bean Packaging Design, Label Design	11
Benchmark Coffee Traders Kinmuga Flagship Offering Logo Design	12
Pomelo Coffee Consulting SCA Handout Card	13
Finca to Filter Feelin' Festive Label Design	14
Content Curation	15
Keys to the Shop Social Media Graphics, Social Media Strategy	16
Benchmark Coffee Traders Big Red Special Microlot Release Photography	17
Benchmark Coffee Traders Big Red Special Microlot Release Videography	18
Social Media	19
Benchmark Coffee Traders Social Media Management	20
Long Miles Coffee Social Media Strategy + Management	21
Keys to the Shop Social Media Strategy, Guide, + Best Practices	22
Thank you!	23

Branding

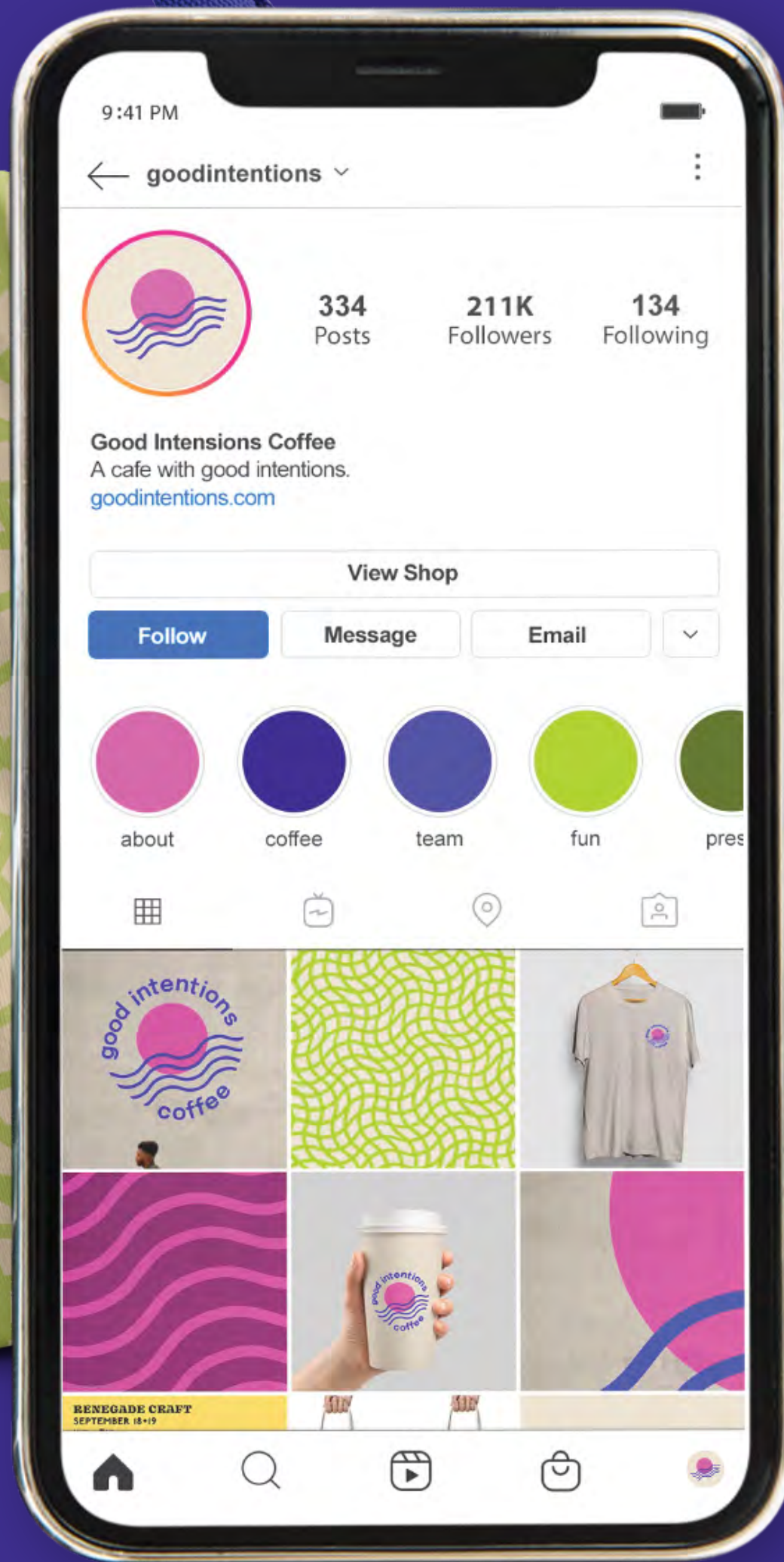
Full Brand Build

Brand Refresh

Sub Branding

Strategy + Development

Brand Management



Whole Bean Coffee goodintentionscoffee.com

Costa Rica
 producer: Marigold Estate
 region: Orosi Valley
 process: Washed
 we taste: Geranium, pecan, cherry
 Roasted in Garden Grove, CA 12 oz / 340 grams

OCT 25 2022

Whole Bean Coffee goodintentionscoffee.com

Ethiopia Acacia
 producer: Smallholder Farms
 region: Sidama
 process: Washed
 we taste: Bergamot, pear, cocoa
 Roasted in Garden Grove, CA 12 oz / 340 grams

OCT 25 2022

Whole Bean Coffee goodintentionscoffee.com

Colombia Palmera
 producer: Smallholder Farms
 region: Huila
 process: Washed
 we taste: Dark chocolate, berry, almond
 Roasted in Garden Grove, CA 12 oz / 340 grams

OCT 25 2022

Whole Bean Coffee goodintentionscoffee.com

Papua New Guinea
 producer: Sigri Estate Kula PB
 region: Western Highlands
 process: Washed
 we taste: Caramel, apple, plum
 Roasted in Garden Grove, CA 12 oz / 340 grams

OCT 25 2022






○○○

**po
me
lo**

services
our work
blog
contact us

Another bold place to say

Let's say some more in-depth greatness lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis risus sed vulputate odio ut enim blandit volutpat. Consectetur purus ut faucibus pulvinar elementum integer enim neque volutpat. At imperdiet dui accumsan sit amet nulla facilisi. Facilisis magna etiam tempor orci eu lobortis. Sit amet tellus cras adipiscing enim eu. Pretium quam vulputate dignissim suspendisse in



hello@pomelocoffeeconsulting.com

Packaging + Design

Package Design

Ready-to-Drink Items
Retail or Wholesale Coffee Bags
Green or Roasted Sample Sets

Label Design

Retail or Wholesale Coffee Labels
Green or Roasted Sample Labels
Burlap Sack Design

Collateral

Merchandise
Sales One-Sheets
Educational Material
(Print + Digital)



nutrition facts

servings per container

amount per serving

calories

total fat 0g

sodium 5g

total carbohydrates 1g

total sugars 0g

protein 0g

ingredients: Water, Coffee

Produced by Finca Filter Coffee

current client





We recommend you store your fresh coffee in an airtight container away from direct light. Grind beans just before brewing for maximum flavor. Experiment and have fun.



DR MOJO COFFEE

**Huila
Columbia** Single Origin
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

**Santa Cruz
Guatemala** Single Origin
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

**Guji
Ethiopia** Single Origin
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

**Rwenzori
Kaswa
Uganda** Single Origin
250g of whole bean
Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Feel Good Signature Blend
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

**Decaf
Columbia** Single Origin
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

**Huila
Columbia** Single Origin
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Medicine Single Origin
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Medicine Signature Blend
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

**Cold Brew
Guatemala** Single Origin
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

**Kilimbi
Rawanda** Single Origin
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

**Kerinci
Indonesia** Single Origin
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Injection Signature Blend
250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO



current client

A _____ Of _____
Coffee Release & Launch Process
Coffee roasters are _____ companies.
Green Buying & Managing
If you don't know every _____, you cannot scale.
Financial Structure
If you want to make _____ regularly,
comfortable _____, you need to get
Dry Product Management
Your _____ product is what keeps you _____.
Pricing Calculator
A pricing calculator is a tool to _____
of the pricing decision to _____.

Do you need a pricing calculator?

The ONY x 





Content Curation

Social Media

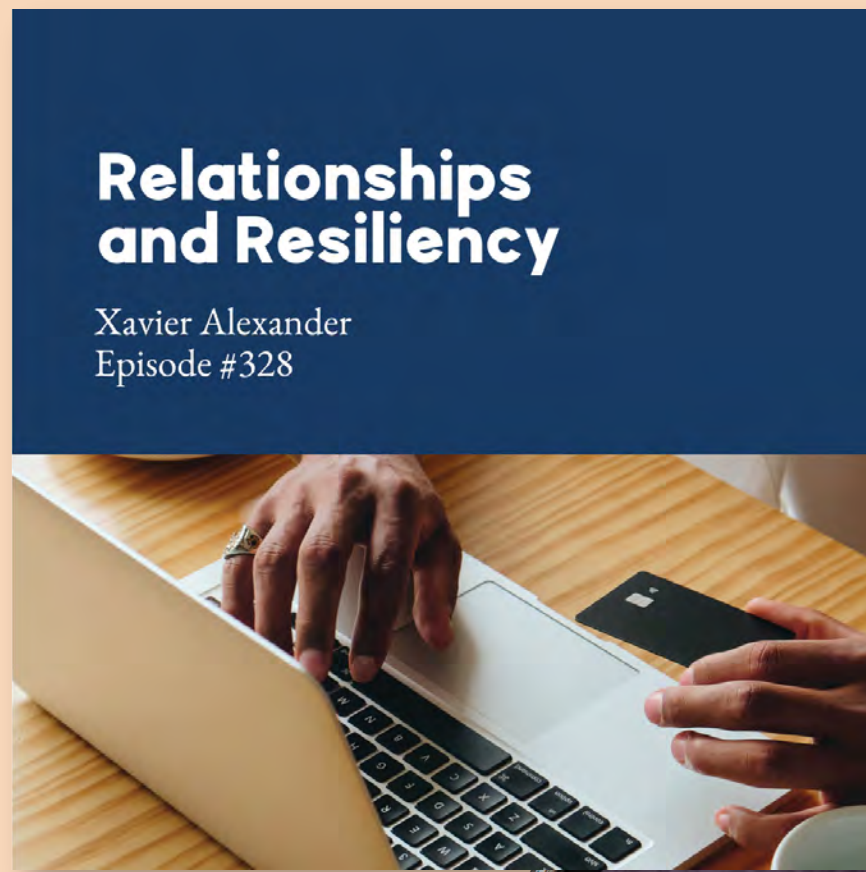
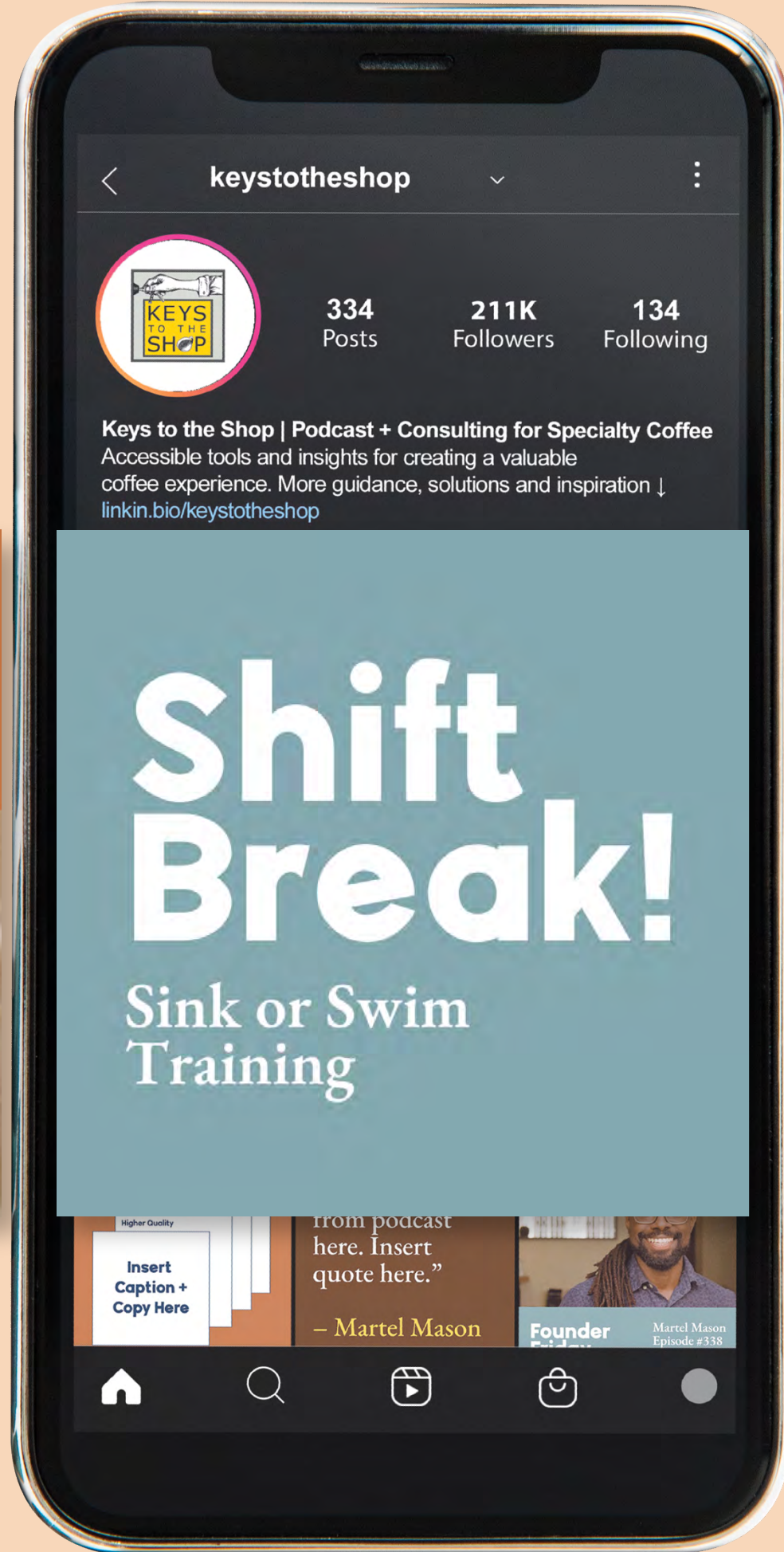
Branded Graphics
(See Slide 19 for full
Social Capabilities)

Photography

Events
E-Commerce
In-Studio Art Directed Shoots
On-Location Shoots

Videography

Documentary-Style Mission Video
Product Launch Teasers
Client Testimonials







KURTIS KEARBY
Quality Control Director | Benchmark Coffee Traders

Social Media

Strategy

Management

**Cross-Platform
Implementation**

Bulk Content Curation

Quarterly or Monthly Photoshoots
Short Form Video

Branded Graphics



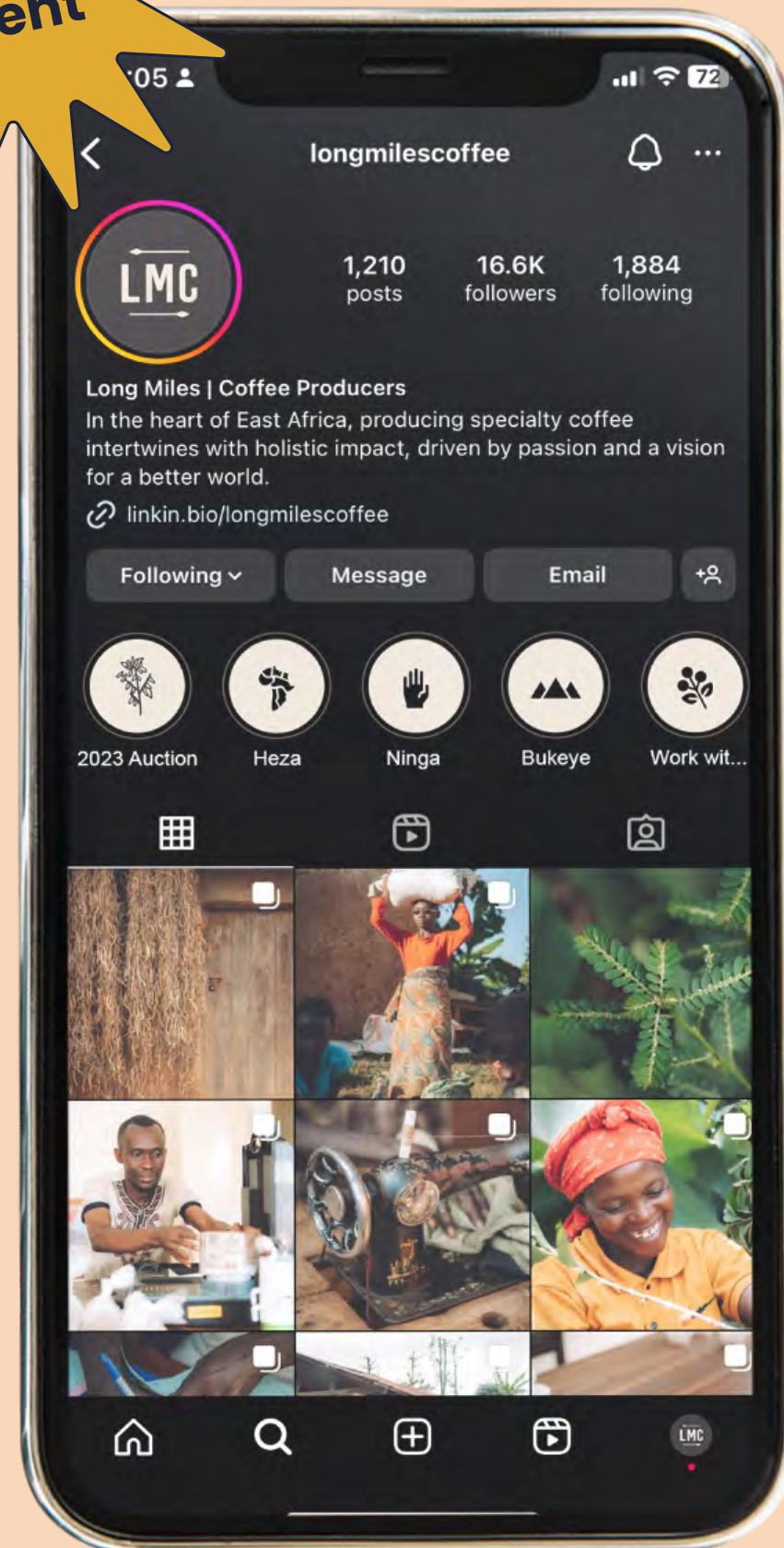
Results

**+ 70% Growth Rate
5/1/2020 - 2/1/2024**

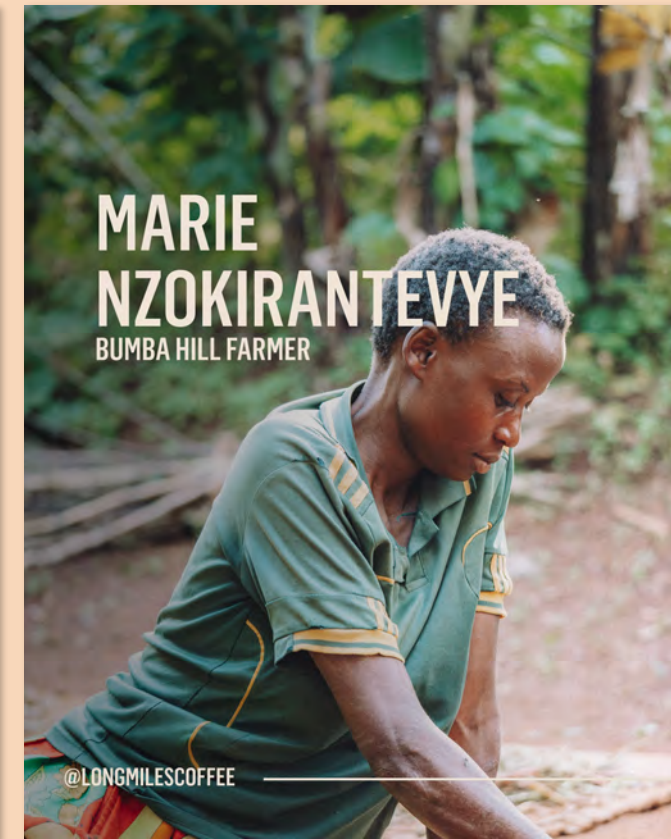
**16.2% Average Post
Engagement Rate**

**80-bag buyer acquired
directly through social**

current client



LONG MILES COFFEE AT SPECIALTY COFFEE EXPO
CHICAGO — APRIL 12-14, 2024



BURUNDI IS RANKED 171 OUT OF 181 COUNTRIES FOR RISK OF CLIMATE CHANGE.
@LONGMILESCOFFEE



Results

Imposed a LinkedIn page, growing purely through organic content, gaining the attention of large accounts

Successful Campaign for Private Auction Collection in 2023, resulting in:

- attracting bidders from 5 countries
- sold all 15 lots above the minimum bid price
- increased the average price per pound from \$9.23 to \$10.38
- achieved a record-high purchase price of \$18.10 per pound

The LON Co

Keys to the shop

Social Guide,
Strategy,
& Best Practices

Yeehaw! You made it through. How 'bout a brew or two?

While you ponder your next move,
follow the blocks to navigate!

Not ready to move forward with creative
work? Our sister company, **Pomelo
Coffee Consulting** may have something
in store for you.

And for those who are craving
more...check out our podcast series,
"**Good Folks, Doing Good Work**", where
we chat with incredible folks like you
who are making a difference inside and
outside our industry.

