

# The Lev Co

## Brand Strategy + Design for Specialty Coffee

# Hey, Green Coffee Importers + Exporters!

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

We're here to revolutionize the way Green Coffee Importers & Exporters approach branding and design.

Our tailored social media strategies not only engage modern green coffee buyers, but also highlight the importance of high-quality content and storytelling.

Additionally, we excel in conceptualizing and launching exclusive offerings to propel your brand ahead in the market.

So, you're seeking help with a creative task? You've landed (pun intended) in 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!

And hey, while you explore...

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

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# Branding

**Full Brand Build**

**Brand Refresh**

**Sub Branding**

**Strategy + Development**

**Brand Management**



Whole Bean Coffee [goodintentionscoffee.com](http://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

Whole Bean Coffee [goodintentionscoffee.com](http://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

Whole Bean Coffee [goodintentionscoffee.com](http://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

Whole Bean Coffee [goodintentionscoffee.com](http://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






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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**

amount per serving

**calories**

total fat 0g

sodium 5g

total carbohydrate 1g

total sugars 0g

protein 0g

Ingredients: Water, Coffee

Produced by Finca Filter

101 Center St, Portland, OR 97201

flavor notes: brewed in partnership with PORTRAIT COFFEE

current client





**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**





**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?

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# Content Curation

## Social Media

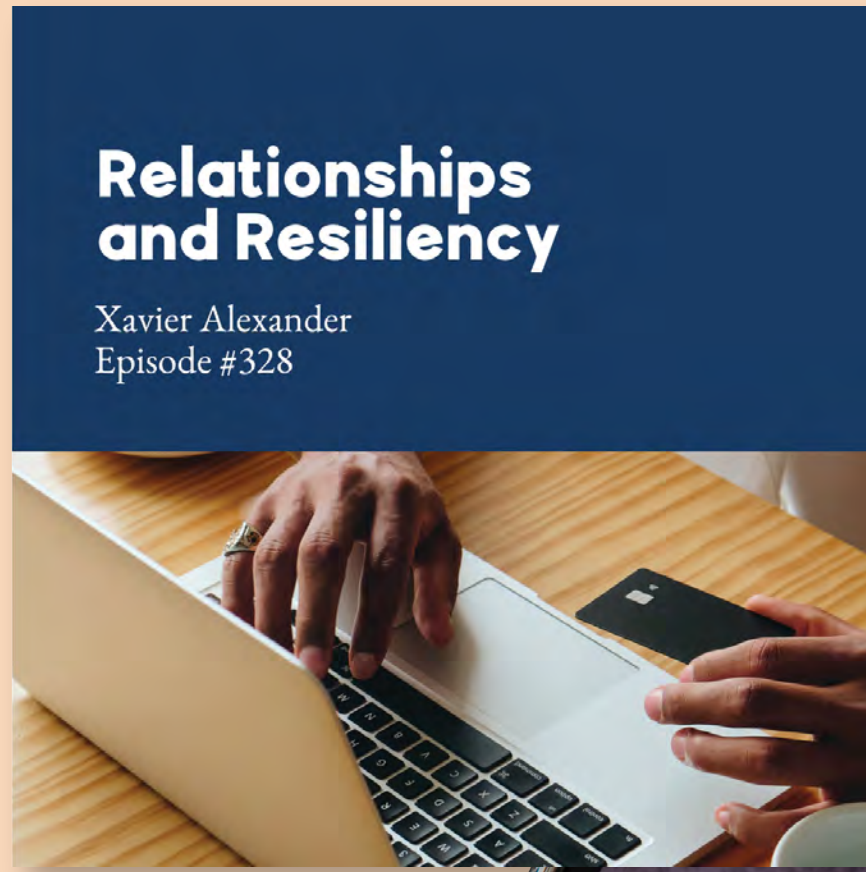
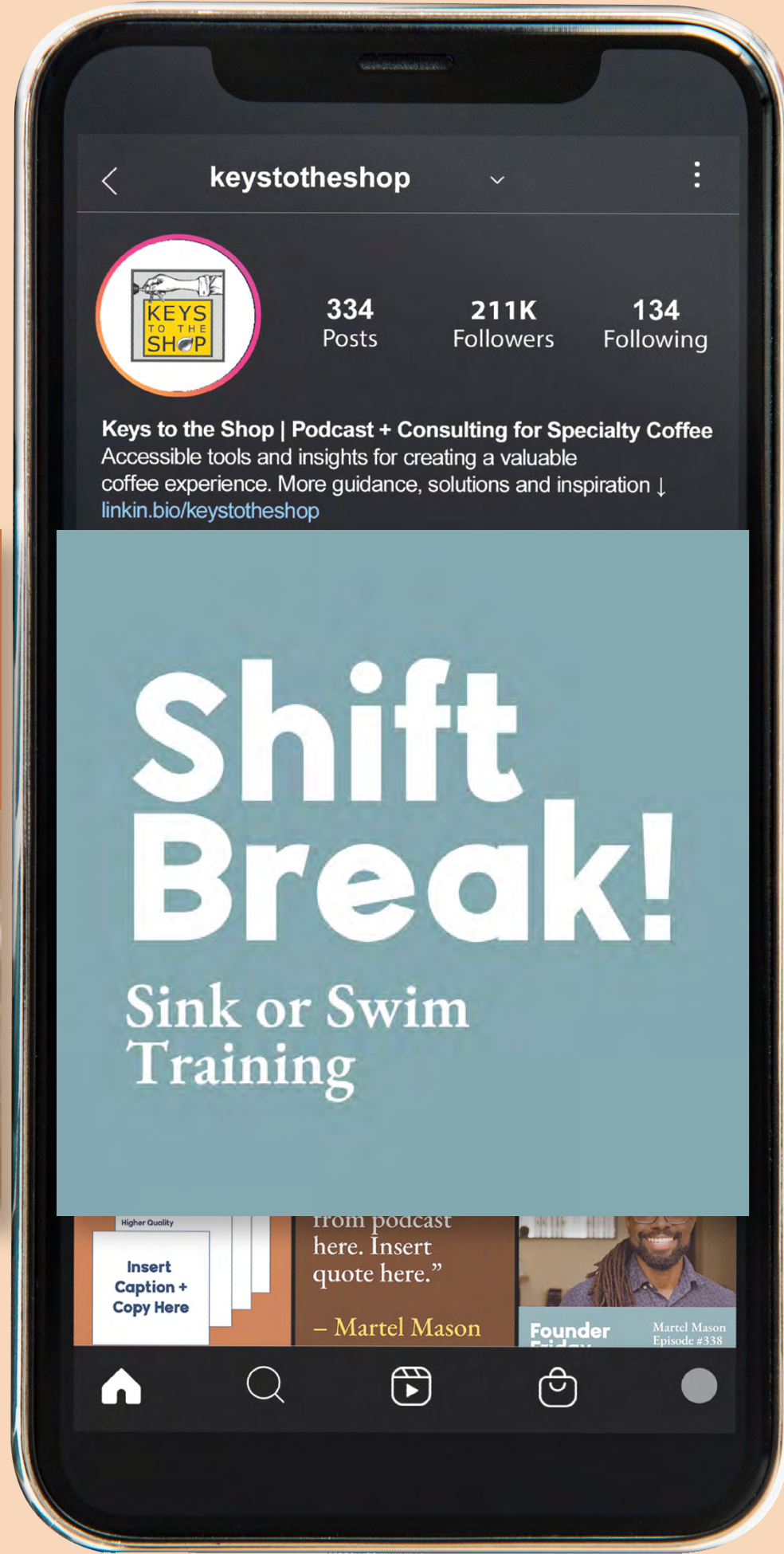
Branded Graphics  
(See Slide 19 for full  
Social Capabilities)

## 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**

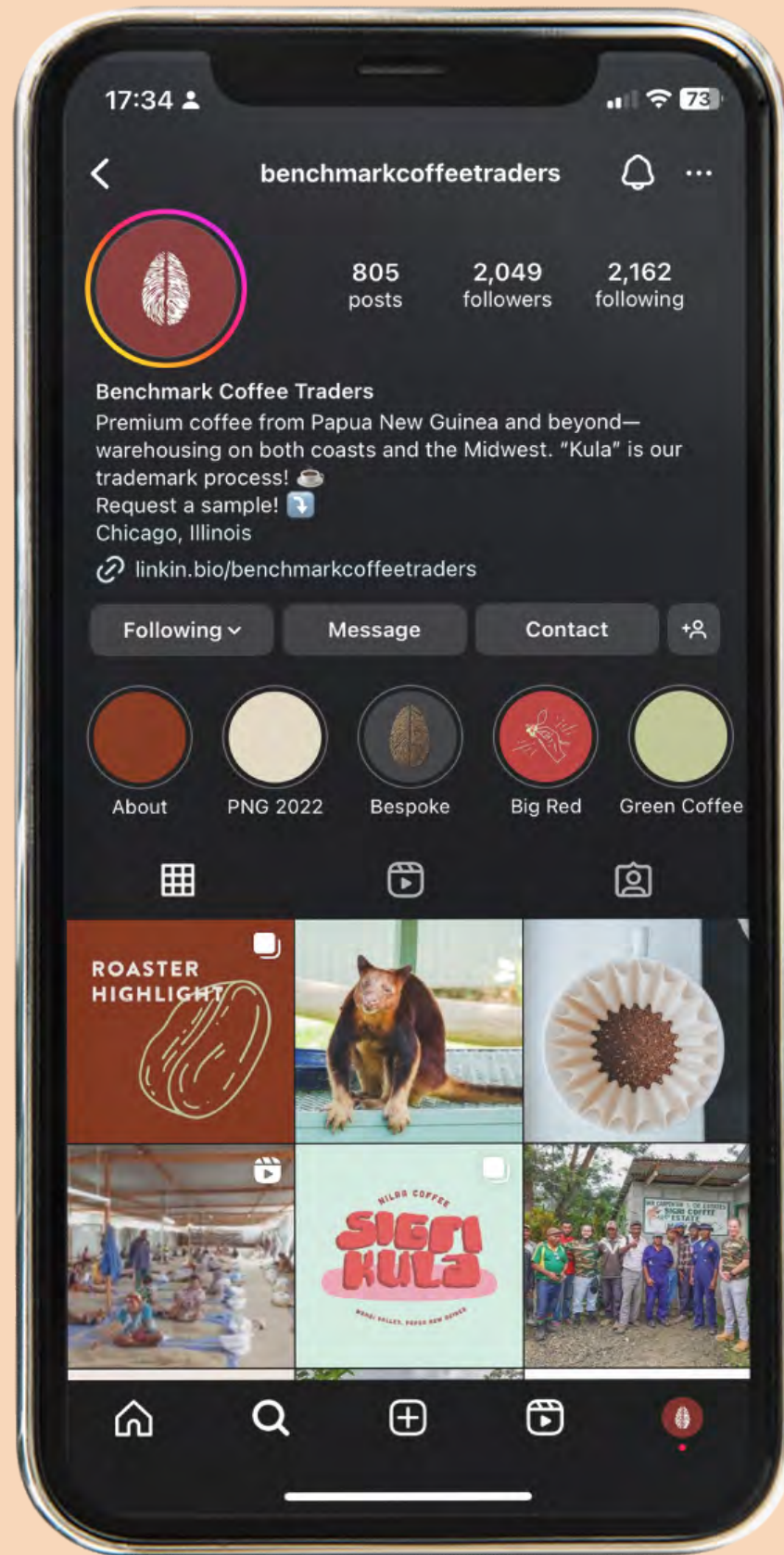
**Management**

**Cross-Platform  
Implementation**

**Bulk Content Curation**

Quarterly or Monthly Photoshoots  
Short Form Video

**Branded Graphics**



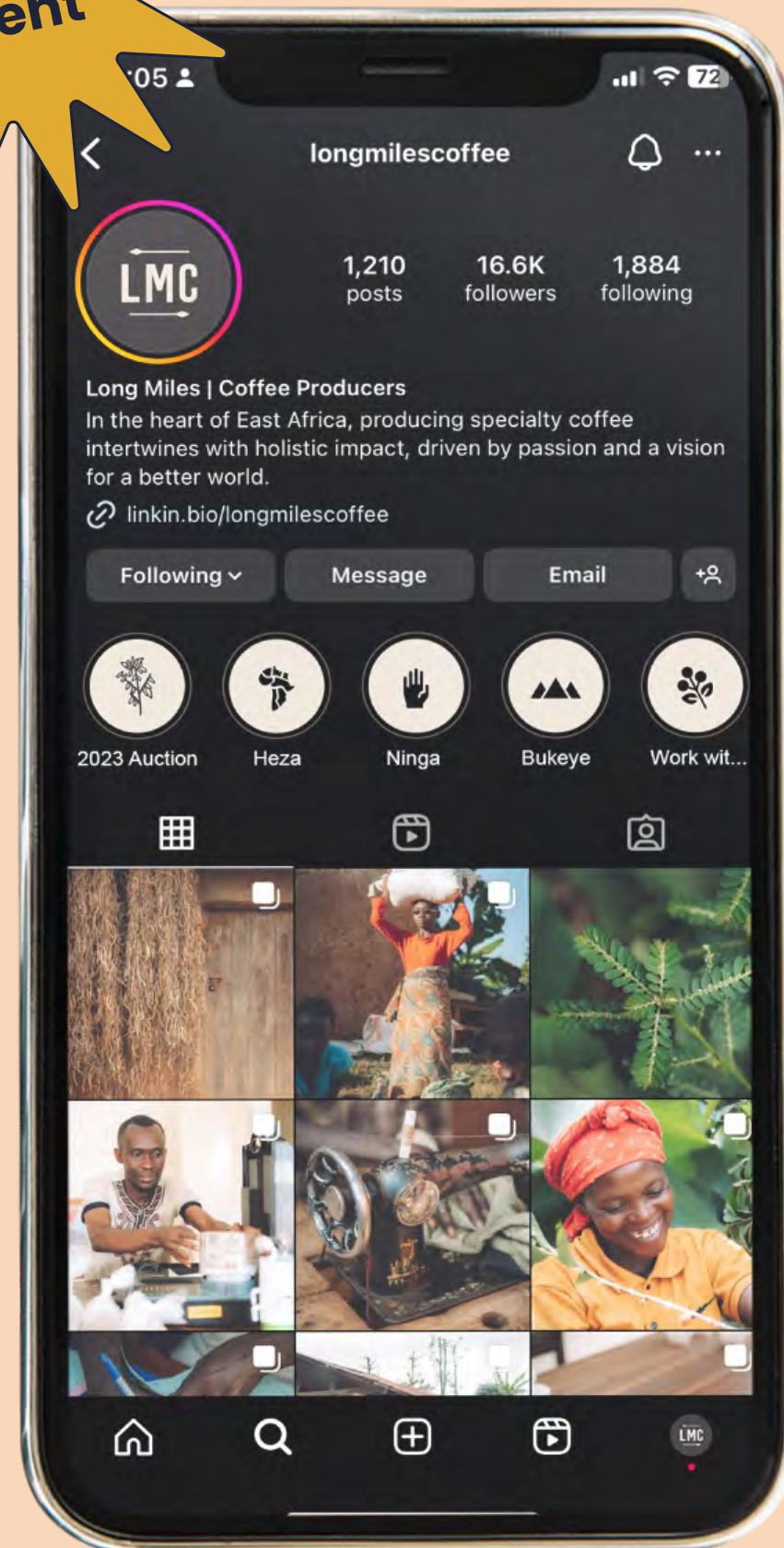
## Results

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

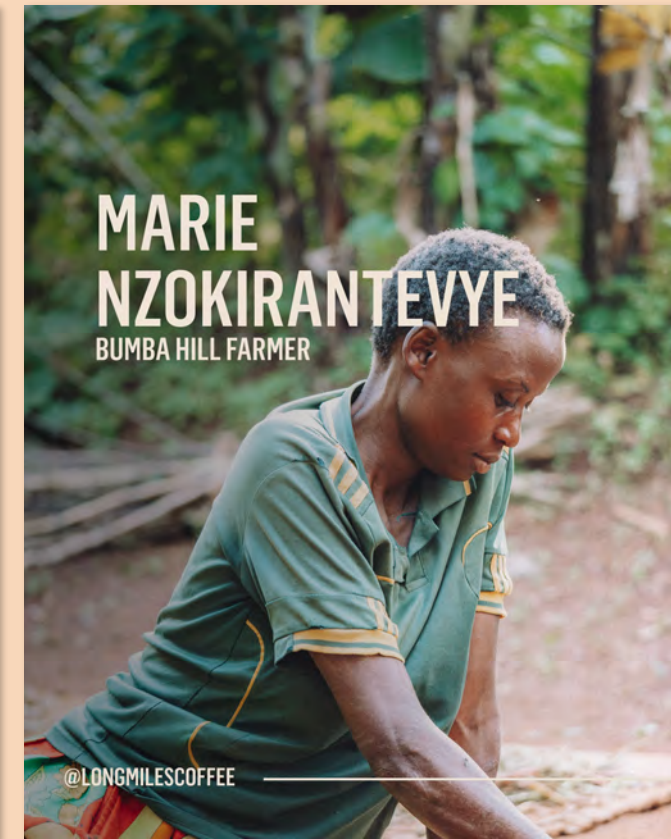
**16.2% Average Post  
Engagement Rate**

**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

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# 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.

