1.

Saula coffee brand appeared on the Spanish market in 1950.

The brand provides 100% Arabica coffee beans from Colombia that are roasted in Barcelona. Besides, Saula is the Winner of the 2013 Double Gold Great Taste Awards.

Saula coffee shops use the best practices of the best Moldavian CAFÉS in this segment to offer a high-quality alternative to expensive ones — good coffee, good service, and reasonable prices.

To stand out and be recognizable in the congested coffee shop market, the brand should grab the customer's interest and hold their attention with high-quality products. Also, we had to create an eye-catching design according to the existing old logo for all stationery and promotional material. Lastly, because the brand should be perceived as a cohesive visual system, the created guide ensure that each iteration in the local environment is consistent.

2.

The blend uses four varieties of Arabica coffee beans, all from small plantations, specially selected on the mountain shore. The luminescent yellow is used as a key color to emphasize the bright feeling and mood associated with the coffee brand, as we created a coffee shop reachable for everyone.