



### Spokane Coffee Roaster Adds “Soul” to New Location

Anderson Mraz Design was recently tasked with developing branding elements and visual identity cues for Craven’s Coffee Company’s new roasterie. Craven’s is a Spokane-based, family-owned specialty roaster and distributor of custom and house blends, varietals, and organic roasts.

Having worked with Craven’s since 1999, AMD designer and founding principal John Mraz focused on providing design solutions that echoed the hands-on approach and sincerity that are hallmarks of the Craven’s brand.



The roasterie needed to reflect Craven’s character,” Mraz explained, “and really demonstrate their warm and welcoming personality.”

Using restraint and a straightforward, budget-conscious process, AMD chose a selective yet meaningful branding strategy that supports Craven’s marketing effort – a focus on customer service that has set the standard in the industry.

A centerpiece of the building’s remodel is the cupping room, where potential clients are introduced to varietals, roasts, and blends. Frosted glass doors feature stylized coffee beans along the bottom, as if the room were a giant bin. A map on one wall shows the locations of thirty-five coffee-producing countries around the world, along with brief descriptions about the unique flavor characteristics of each country’s crop. A hallway leading from the main entrance to the packaging and roasting areas showcases poster-sized reproductions of some of Craven’s specialty blend labels. The “Craven’s Coffee” sign that used to feature prominently on the roofline of the old roasterie location is now in the employee’s break room.

They had the plans and the drawings,” continued Mraz, “and knew where everything would go. We were asked to give it soul.”

Anderson Mraz Design took the beginnings of our brand and helped to create what we are today,” said Becky Templin, who owns Craven’s with her husband Simon. “They know us, they know what we’re about, and they know exactly what we need – often before we know ourselves. We’re only as good as the people we surround ourselves with. That’s why we keep coming back.”

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company’s primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit [www.am-design.com](http://www.am-design.com).

