


integrated solutions

craven's coffee company



Craven's Coffee Company is a
Spokane-based, family-owned
specialty roaster and
distributor of custom and
house coffee blends, varietals,
and organic roasts.

Dating back to 1999, Anderson Mraz Design's relationship with Craven's Coffee Company is built, first, on an understanding of the roaster's values – its work ethic, warmhearted personality, and uncompromising commitment to quality – and second, on making those values an integral part of the Craven's brand.

Over the years, AMD has been responsible for a suite of branded elements that includes a refreshed logo, packaging design, product labels, the Craven's website, delivery vehicle wraps, business forms, and apparel, as well as visual identity cues for the company's roasterie – each designed to support the coffee company's focus on customer service that has set the standard in the industry.

Anderson Mraz Design took the beginnings of our brand and helped to create what we are today.

Becky Templin, who owns Craven's with her husband, master roaster Simon Craven-Thompson. "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."

"Anderson Mraz Design took the beginnings of our brand and helped to create what we are today," says

identity

The original Craven's logo included a coffee grinder, which came to represent their zeal for hand-selected coffee and small-batch roasting. When it became necessary to update the company's visual identity, AMD suggested retaining this symbol, but rendering it in a more contemporary style. The logo's original font was also redesigned.

The versatility of the Craven's logo can be seen in the diversity of its application. The company's stationery takes advantage of the identity's primary color palette; items like travel mugs, gift boxes, and apparel prominently feature the now-recognizable grinder; and vehicle wraps serve as a mobile reminder of the company's presence.



print collateral

To create greater awareness while building on existing customer loyalty, AMD created a series of Craven's print ads for placement in area newspapers and lifestyle magazines. Each focused on a particular theme: the coffee company's Fair Trade Certified offerings, customer service, superior taste, and dedication to quality.

And when Craven's opted to increase communication with its wholesale customers, AMD designed a quarterly newsletter entitled *Beyond the Bean*, highlighting tips, exclusives, and the occasional "The Coffee Chronicles" – a personal report from Simon detailing his buying trips to the coffee-growing regions of the world.



packaging

In providing packaging design solutions for the wide range of varietals, roasts, and blends produced by Craven's, AMD's strategy rested on two criteria. The first was faithfully capturing the company's brand spirit: personalized service and a passion for the art of roasting exceptional coffee beans; the second was maintaining brand consistency across all product offerings.

This includes the coffee company's "signature series," seasonal blends, and a series of custom blends for colleges and universities throughout the U.S. To date, AMD has designed more than a dozen collegiate labels, and twice that many for seasonal blends – each reflecting that particular blend's personality and flavor characteristics.



website & multimedia

Craven's enjoys a reputation for not only great coffee, but also great service. Their website is designed for the visitor to experience both, providing easy navigation and a wealth of product information for novice and coffee connoisseur alike. Visitors can learn about the flavor characteristics of beans from around the world, read Simon's exploits as he travels the globe in search of the perfect cup, and download an order form for coffee and related merchandise.

To view the Craven's website, visit www.cravenscoffee.com.



environmental graphic design

When Craven's relocated to a larger facility in 2006, AMD was tasked with giving the new roasterie "soul" – more specifically, to develop branding elements and visual identity cues. Using a measure of restraint and a straightforward, budget-minded process, AMD responded with design solutions that echoed the hands-on approach and sincerity that are hallmarks of the Craven's brand.

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 wall map 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. And whimsical restroom signage supports a creative roasterie atmosphere.

