

CWTCH COFFEE

RE-BRAND



△ TASTES BETTER WITH A CWTCH △

BEFORE

AFTER

CWTCH COFFEE CO.



△ TASTES BETTER WITH A CWTCH △

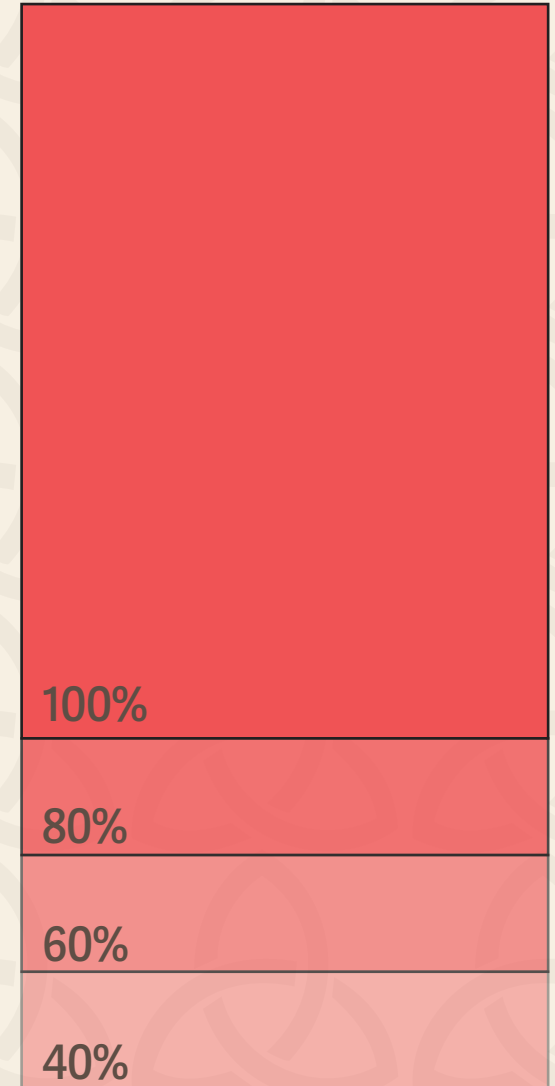
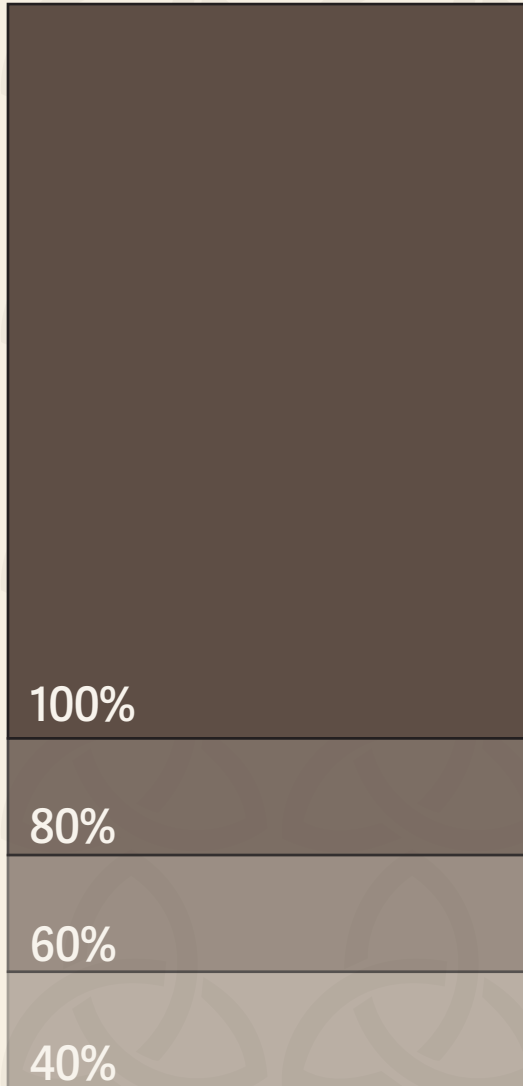
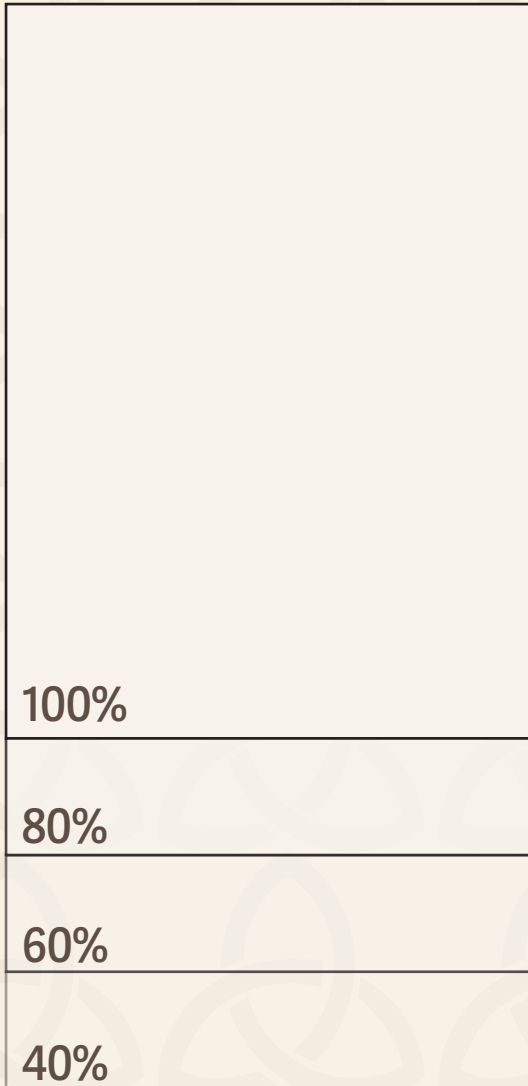
WHO ARE WE?

Cwtch Coffee Co. is a small-batch Welsh coffee supplier dedicated to ethically sourcing premium beans for homes, cafés, and businesses across the UK. Whether you're brewing at home or serving customers, our specialty-grade coffee is available to order online with fast, UK-wide delivery. We also provide flexible wholesale solutions and a unique Consignment Programme tailored for farm shops and independent retailers. Join the Cwtch Club subscription or get in touch to explore partnership opportunities.

OUR MISSION

Our goal is to create a brand that celebrates Welsh culture through a sense of warmth and comfort. The word 'cwtch' not only means 'cuddle'—it's a powerful symbol of care and belonging. With this coffee brand, I wanted to capture that feeling and build something that truly reflects the heart and soul of comfort.

COLOURS



TYPOGRAPHY

ALFARN: HEADING/MAIN TITLES

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

ADELLE SANS DEVANAGARI: SUBHEADING/SMALL TEXTS

Abc 123 - Heavy

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut

Abc 123 - Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper
suscipit lobortis nisl ut

Abc 123 - Light

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper
suscipit lobortis nisl ut



CWTCH COFFEE

OUR BRAND

Welcome to CWTCH COFFEE

More than just an online shop, we're a passionate coffee community bringing you premium beans, expert roasting, and unforgettable flavour.

Since 2022, we've sourced the finest beans from around the world, focusing on quality, sustainability, and taste. From smooth lattes to bold espressos, every cup is crafted to exceed expectations.

We're proud to support ethical sourcing and eco-conscious practices — because great coffee should do good too.

Join us at cwtchcoffee.co.uk and follow us on social for the latest brews, updates, and events.

LOGO USAGE

PRIMARY LOGO.



ICON.



TEXT LOGO.

COFFEE CWTC
△ TASTES BETTER WITH A CWTC △

△ TASTES BETTER WITH A CWTC △



cwtchcoffeeeco

FOLLOW



COFFEE OF THE WEEK!

ARABICA COFFEE AMALFI

ROAST LEVEL: 4.5/5

From a rich silky decadent and dark chocolate flavours this one is for the true coffee lovers!

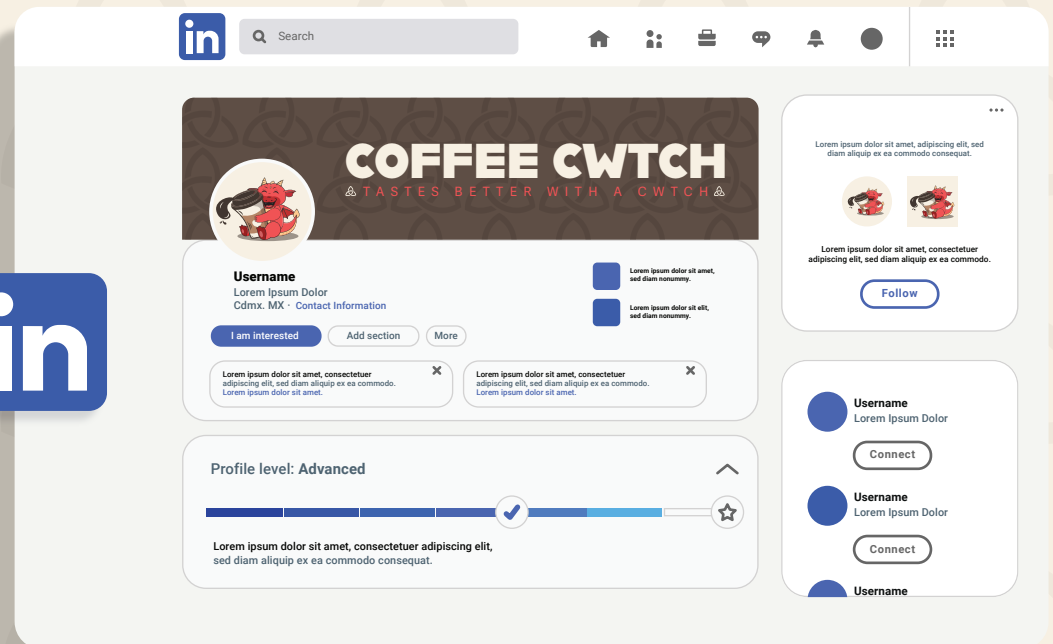


362 likes

ROASTERS OF THE WEEK!

SOCIAL MEDIA

- Boosts brand visibility with eye-catching coffee content
- Builds community through comments, DMs, and polls
- Drives traffic directly to your online store
- Promotes new blends, bundles, or merch quickly
- Encourages user-generated content (UGC) for free promotion
- Supports low-cost, highly targeted ad campaigns
- Helps create a unique brand vibe through visuals and tone
- Follows trends to reach wider audiences (e.g., "morning coffee routines")
- Lets customers share reviews and build trust
- Gives real-time feedback on products and packaging

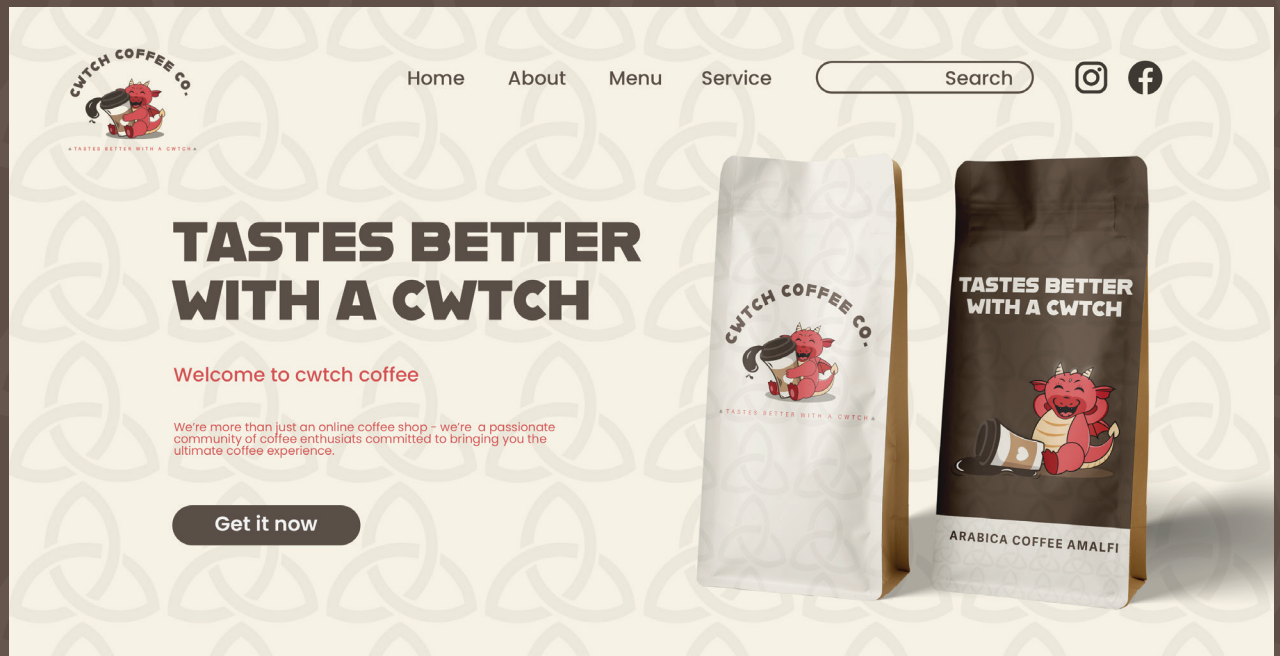
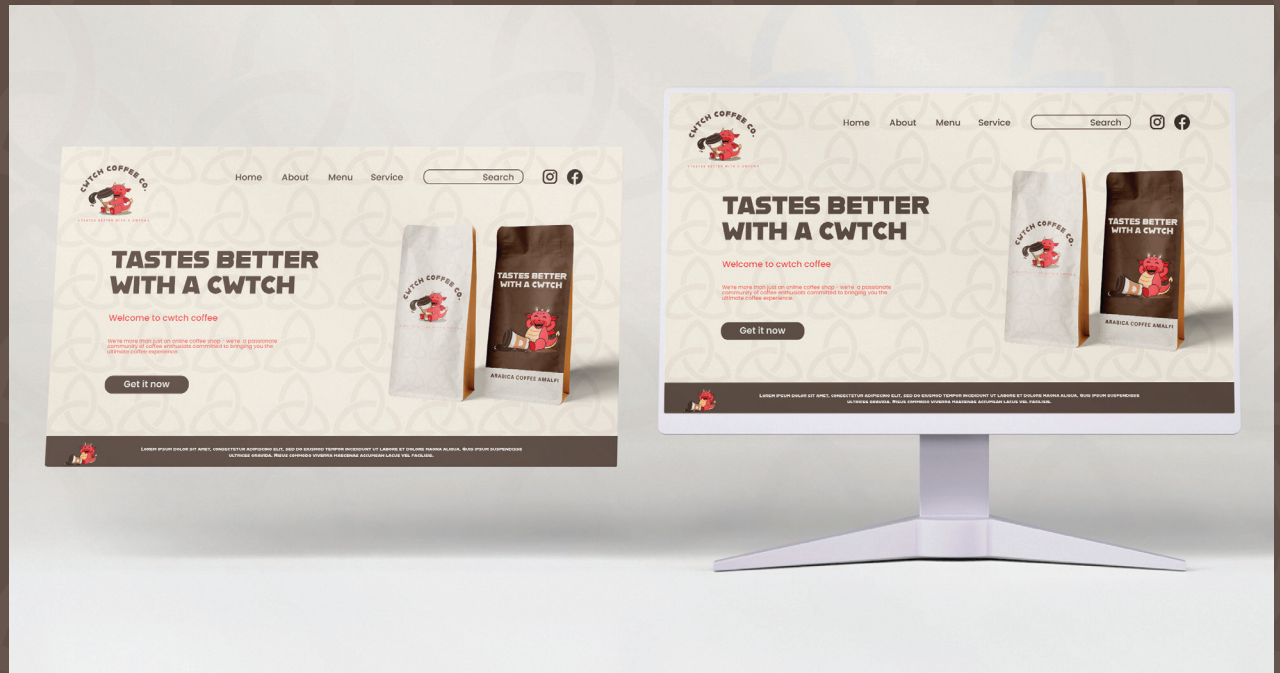


WEBSITE

CWTCH COFFEE isn't just about great coffee — it's about warmth, community, and unforgettable flavour.

We're a passionate crew of coffee lovers, serving up premium, ethically sourced beans with a signature cwtch (Welsh for "hug").

From bold brews to comforting cups, everything we do is crafted with care. Because coffee tastes better with a cwtch.



CWTCH COFFEE

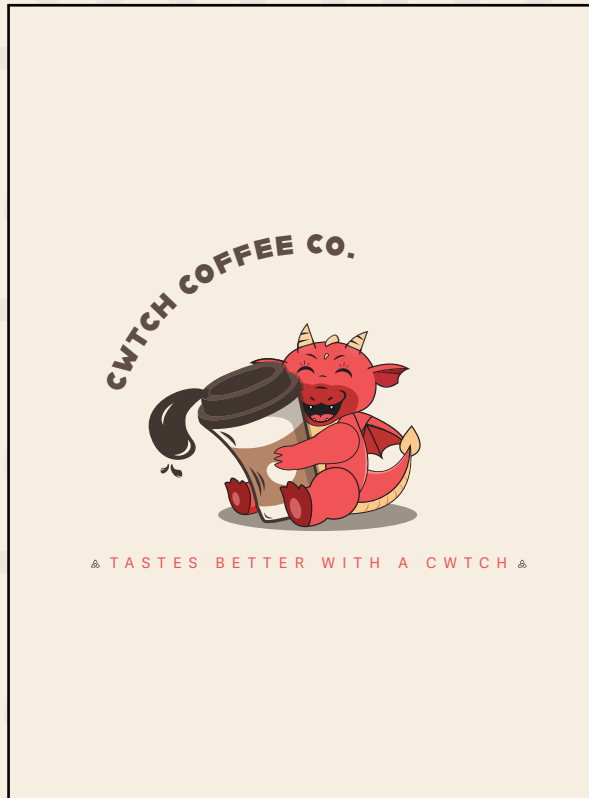
MOCKUP

These coffee bag designs are playful and charming, featuring a cheerful red dragon character, a nod to Welsh heritage hugging a coffee cup.

The tagline "Tastes better with a cwtch" (Welsh for a cuddle) reinforces the warm, comforting vibe of the brand. The contrast between the clean white bag and the rich brown one creates visual variety, while both designs maintain consistency through the dragon mascot and Celtic knot background pattern.

Overall, they strike a balance between fun, cozy, and culturally rooted branding.





THANK YOU

CWTCH COFFEE CO.



△ TASTES BETTER WITH A CWTCH △