



KAFFA

WHERE COFFEE BEGINS

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A name from the forest where coffee began

In the highland rainforests of southwestern Ethiopia lies Kaffa — the wild, misty forest region where *Coffea arabica* first grew, centuries before it had a name. Wild coffee trees still grow there today, untamed beneath the forest canopy, exactly as they have for a thousand years.

Legend places a goatherd named Kaldi in these same highlands, watching his flock grow restless and bright-eyed after grazing on the red cherries of a low shrub. He carried the berries to the monks on the hill. They were sceptical, then sleepless, then devoted — and coffee began its journey out of the forest.

Many scholars trace the word we use for our morning ritual — qahwa, café, coffee — back through Arabic and Ottoman trade routes to this same regional name. Say it plainly: the word "coffee" may itself be a souvenir of Kaffa.

And from these highlands came the ceremony — *jebena buna* — coffee roasted by hand, ground, and brewed in a clay pot for three unhurried rounds: Abol, Tona, and Baraka. Not a transaction. An offering, repeated three times, for whoever is in the room.



We carry that name forward — and that unhurried ritual — into every cup we serve.

Coffee, traced back to its origin

KAFFA is an artisanal coffee roaster and café built on the actual namesake heritage of coffee itself — forest-grown provenance from the Kaffa highlands, prepared with the unhurried care of the Ethiopian coffee ceremony, for a premium, culture-forward audience who wants their cup to mean something.

01

Origin

We are named for the actual forest coffee comes from. Provenance isn't a marketing word here — it's the reason we exist.

02

Ritual

Coffee is slow by nature. We resist the rush: three rounds, not one to-go cup rushed out the window.

03

Hospitality

In Ethiopia, coffee is not made for yourself alone. It is made for whoever walks in. Every counter is a threshold, not a queue.

04

Modern Heritage

Ancient roots, contemporary craft. We honor the source without performing nostalgia — heritage as a foundation, not a costume.

How KAFFA sounds

GROUNDED

WARM

UNHURRIED

GENEROUS

REFINED

A STORYTELLER

DO

- + Speak plainly and warmly, like someone telling you where something came from.
- + Name real places, real steps, real hands: the forest, the roast, the three rounds.
- + Let silence and pacing do some of the work — short sentences beside long ones.

DON'T

- Don't perform exoticism or over-romanticize a culture that is lived, not staged.
- Don't reach for caffeine-pun humor or hustle-culture urgency ("fuel up!").
- Don't pile on superlatives — let provenance and craft carry the weight.

IN PRACTICE

MENU LINE

*"Washed Yirgacheffe.
Bright, floral, gone
before you're ready.
Round one."*

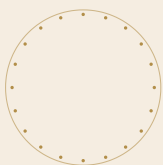
BAG COPY

*"Grown in the forest
that gave coffee its
name. Roasted in
small batches, weekly."*

SOCIAL CAPTION

*"Three rounds, one
pot, no rush. Come sit
with us."*

Built from three heritage cues



The dot ring

Borrowed from the hand-painted dot patterns potters trace around a jebena's shoulder — a mark of care, made by hand, never printed.



Three arcs

Abol, Tona, Baraka — the three rounds of the coffee ceremony, rising like steam from the pot below.



The jebena

The clay vessel itself: narrow neck, round belly, a single spout. The oldest tool in the story, and the center of the mark.

Lockups & construction



PRIMARY HORIZONTAL LOCKUP —
SIGNAGE, LETTERHEAD, PRODUCT PAGE
HEADER



STACKED LOCKUP — PACKAGING, SOCIAL
AVATARS, SQUARE FORMATS

CLEAR SPACE



Keep clear space equal to the height of the pot's lip (marked X) free of text and edges on every side of the mark.

MINIMUM SIZE



Digital: 24px minimum. Print: 8mm minimum.
Below this, drop the dot ring and keep just the pot and steam arcs.

Where it lives, and where it doesn't



ON
PARCHMENT



ON BARK



ON CLAY



ON SAND

MISUSE



Don't stretch or
distort the mark



Don't rotate or tilt
the mark



Don't recolor
outside the
palette



Don't add drop
shadows or
bevels

COLOR PALETTE

Earth, clay, and highland light

Warm and low-saturation, drawn from roasted beans, terracotta jebena clay, and parchment paper — never a cold, sterile "third-wave" palette.

KAFFA BARK

Ink, dark grounds, deep roast

#2B1B14

RGB 43 27 20

CMYK 0 37 53 83

JEBENA CLAY

Primary brand color — mark, headlines

#8A4328

RGB 138 67 40

CMYK 0 51 71 46

HIGHLAND GOLD

Accent — dividers, small highlights

#C99A3E

RGB 201 154 62

CMYK 0 23 69 21

PARCHMENT

Primary light ground

#F5EDE1

RGB 245 237 225

CMYK 0 3 8 4

SAND

Neutral mid, borders, cards

#D8CBB8

RGB 216 203 184

CMYK 0 6 15 15

FOREST CANOPY

Secondary accent, used sparingly

#45604A

RGB 69 96 74

CMYK 28 0 23 62

A literary serif, an honest sans

DISPLAY — FRAUNCES

Aa

Used for headlines, the wordmark, and pull quotes. Warm, a little literary, with soft ink-trap curves that echo hand lettering. Set in Regular or Medium; italic for voice and asides.

Fraunces Light
Fraunces Regular
Fraunces Medium
Fraunces SemiBold
Fraunces Italic — for voice

Inter Light
Inter Regular
Inter Medium
Inter Bold

BODY / UI — INTER

Aa

Used for body copy, labels, navigation, and packaging fine print. Clean and highly legible at small sizes, on paper and on screen alike.

PAIRING IN USE

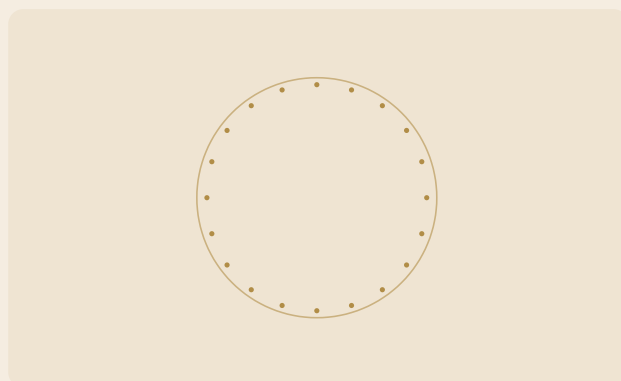
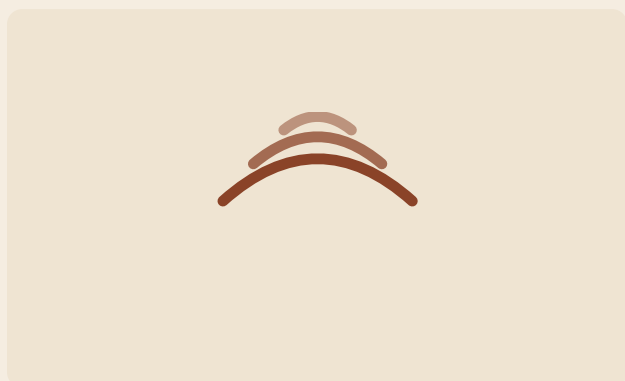
Forest to Cup

Every bag names the farm, the altitude, and the washing station. Traceability isn't a sticker — it's the point.

The Three Rounds

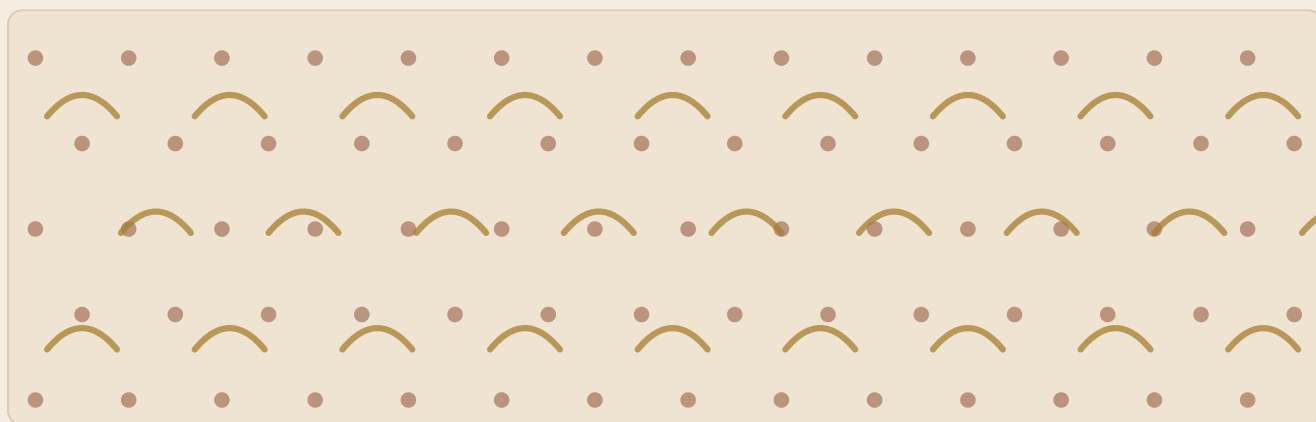
Abol, Tona, Baraka — ask your barista about our in-café ceremony pour, served Thursdays and Sundays.

Small marks, used sparingly



The three-arc motif stands alone as a section marker, page break, or embossed detail on cups and boxes. The dot ring can frame a single word ("FRESH", "KAFFA", a roast date) on stickers and stamps. Use one mark per surface — they are accents, not wallpaper.

PACKAGING TEXTURE TILE



What the camera should find



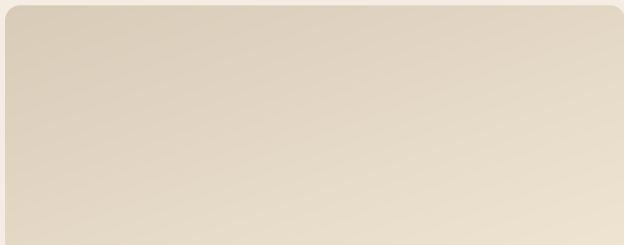
Warm, low natural light

Late-afternoon highland light, not studio flash. Long shadows, gentle contrast.



Texture over polish

Raw clay, roasted wood, burlap, hand-thrown ceramic. Nothing plastic or glossy.



Hands, not products alone

Roasting, pouring, pottery, hands passing a cup. People doing the ritual, not posing with it.



Forest and origin

Coffee cherries on the branch, forest canopy, highland terrain — the source, shown honestly.

LEAN INTO

Skin tones and wood tones kept true; imperfection (chipped clay, steam, spilled grounds); wide negative space for text overlays; one main subject per frame.

AVOID

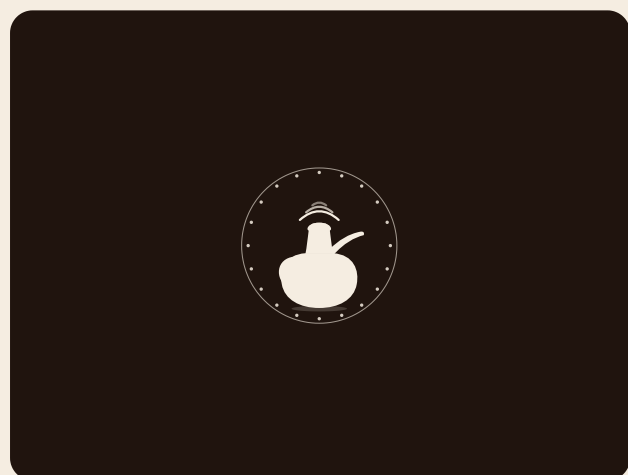
Cold blue-toned "minimalist flat lay" styling; overly staged latte art close-ups; stock-photo smiling baristas; heavy filters or crushed blacks.

APPLICATIONS

Café & packaging



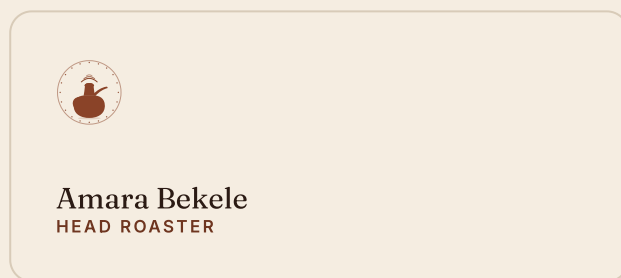
COFFEE BAG



CAFÉ SIGNAGE

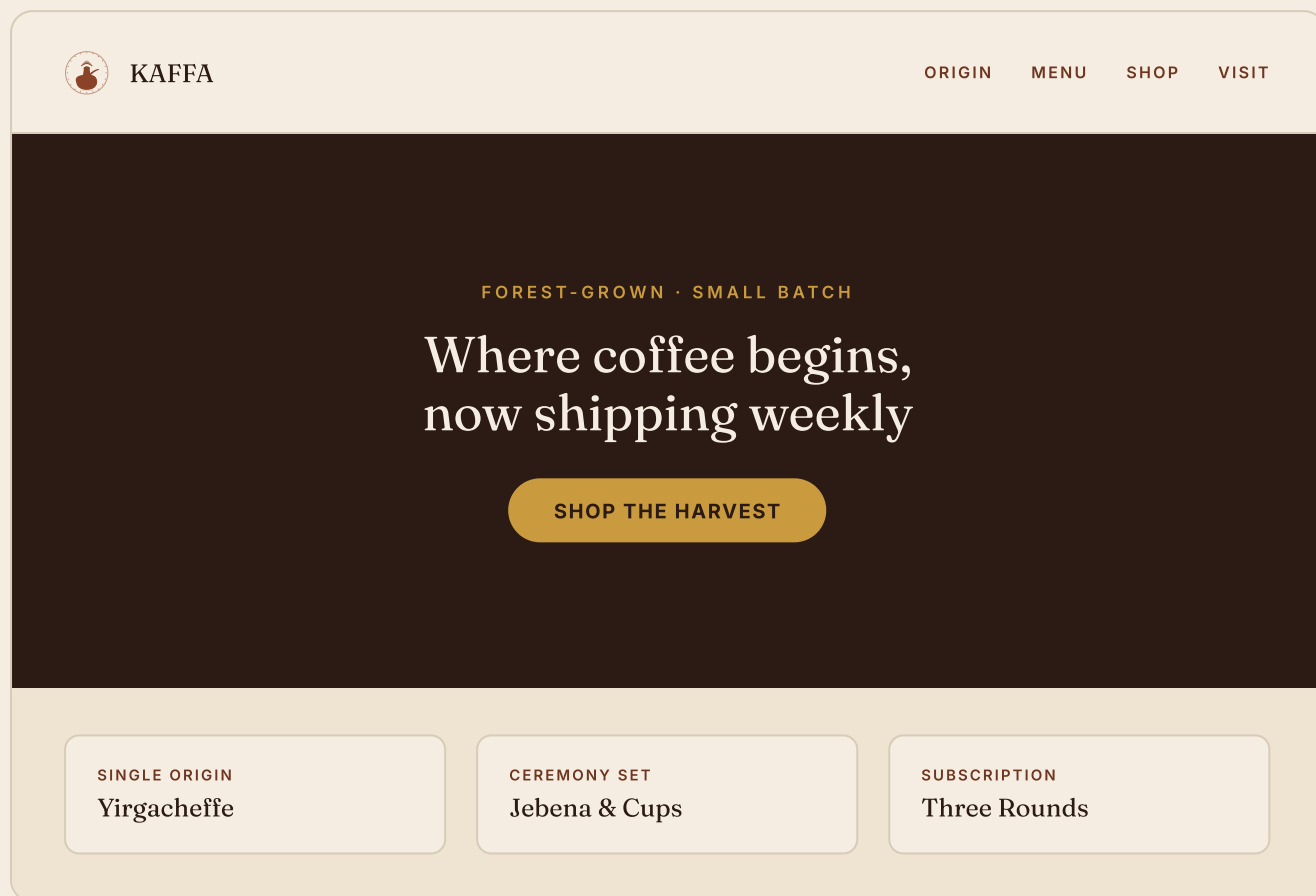


CUP SLEEVE



BUSINESS CARD

Digital & product page



HEADER

Wordmark + icon at 24-28px, Inter nav labels in small caps, parchment background, hairline bottom border.

HERO

Bark background, gold eyebrow label, Fraunces headline ≤ 2 lines, one gold pill CTA. Never more than one CTA per screen.

PRODUCT CARDS

Parchment cards on a sand-tinted section, thin 1px sand border, Fraunces name over an Inter small-caps category label.

BUTTONS

Primary: Highland Gold fill, Bark text, full-pill radius. Secondary: outline in Clay, transparent fill.



"Not a transaction. An offering, repeated three times, for whoever is in the room."

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BRAND GUIDELINES · VOLUME ONE · 2026