

Logo for coffee brand for a coffee shop

We have a coffee repair service shop in Munich (Germany)

<https://www.espressomaschinen-reparatur-barista.de/en> and are moving to a new shop in a few weeks. There we will sell coffee machines, coffee beans and ground coffee to our customers. For the latter we need a logo. This logo will be placed on the packaged coffee beans and ground coffee. We already have an idea how the logo should look like.

Background Logo idea

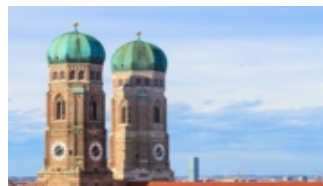
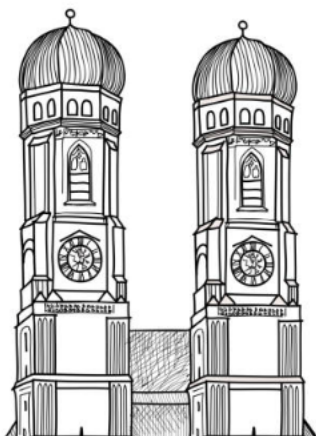
We lived in Italy for some time and coffee is something we strongly associate with this country, but we were born in Munich and now live there again. We want to make this connection visible in the coffee brand. Therefore, we came up with the coffee brand name of “M-italy Coffee” – a merge of Munich and Italy.

Logo idea

For the logo we would like to use a very famous symbol for Munich which is the unique “Frauenkirche” at Marienplatz (see picture), two towers connected with a “v” which together symbolize the latter “M”. The top of each church tower should be a coffee bean instead of a golden sphere to have the coffee connect. The lettering “ITALY” is following the drawing of the Frauenkirche to complete the coffee brand.

Pictures

Frauenkirche München



Coffee Beans



Coffee Shop Picture Outside



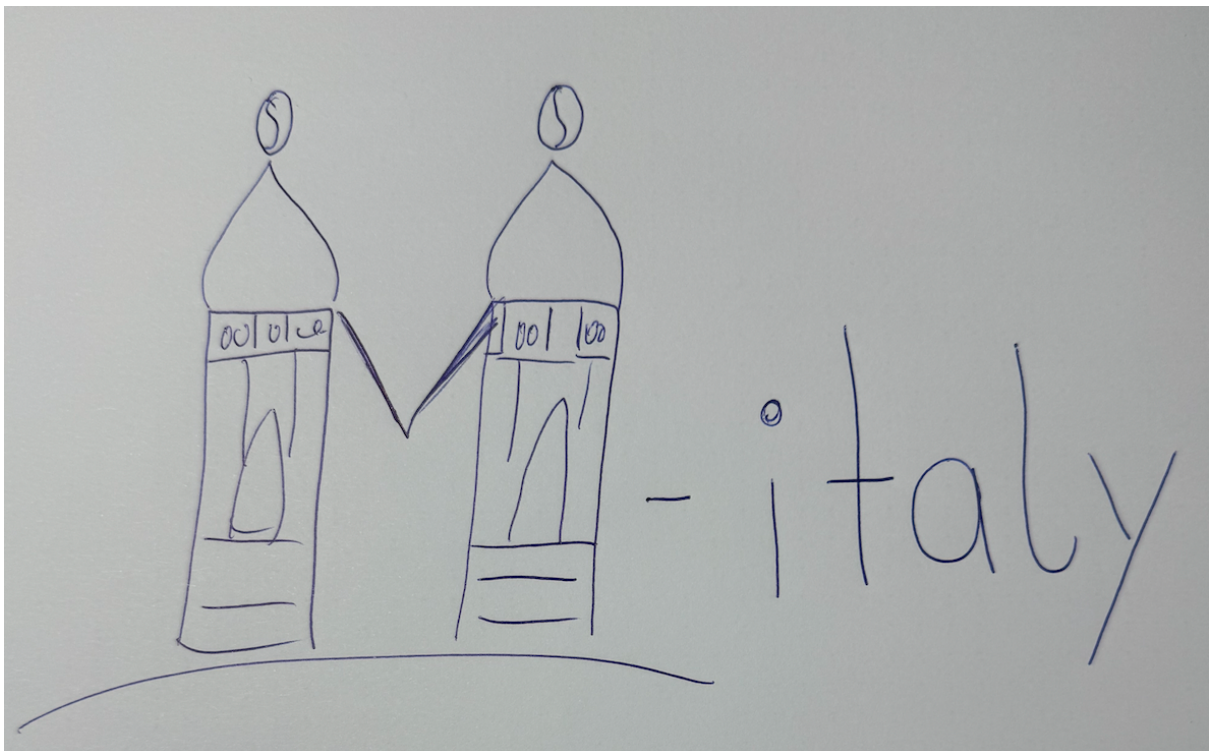
Coffee Shop Interior



Which font for the lettering:

Manrope is the one from the window, but we are open to other suggestions as long as they fit to website design and shop. No squiggles please ;-)

DRAFT -this is a first draft but we are open to better ideas, I am not a designer ;-)



Thank you!