

# North Ship Espresso Branding Brief

## Objective:

Brand and differentiate North Ship Espresso as a premium, bottled cold-brew coffee company.

## Differentiators:

**Espresso, Not Coffee** - There are no “cold brewed espresso” companies currently on the market. Espresso connotes a premium experience that can be enjoyed quickly. Espresso implies versatility as both a beverage in itself and a base for blended coffee beverages.

**Ease of Consumption** - Bottled espresso can be enjoyed on the go or in passing. Consumers can take as much or as little time to enjoy their coffee as they need and it is always ready for them.

## Target Audience:

North Ship Espresso is targeted at upper-middle income millennials with established careers. Largely urban dwelling consumers who keep busy lives. The consumer has likely enjoyed coffee in one form or another for quite some time. Busy. Culturally affluent. But not a coffee connoisseur. They spend time in coffee shops, but are equally pleased with Starbucks Pike's Place drip coffee as a craft latte. They likely visit Whole Foods once per month or more.

## Necessary Materials:

**Stylesheet:** Brand Palette and Typography

**Logo:** Typelogo and Mark

**Product Label:** Front label for 750ml, dark amber, standard shape wine bottle

## North Ship Brand Manifesto:

**Tag:** For the Journey

The end is ultimately empty; the journey is where life finds its meaning. A rich journey is diverse. Moments of simple pleasure and calm pace are countered by daring enthusiasm and violent action. The indomitable and daring souls who choose to sail north are those that will find their meaning.

Your journey deserves a beverage as rich as its character. North Ship. For the Journey.

**Brand Sentiment:** Daring, indomitable, deep, rich,

## Auxiliary Brand Materials

### The North Ship

I saw three ships go sailing by,  
Over the sea, the lifting sea,  
And the wind rose in the morning sky,  
And one was rigged for a long journey.

The first ship turned towards the west,  
Over the sea, the running sea,  
And by the wind was all possessed  
And carried to a rich country.

The second ship turned towards the east,  
Over the sea, the quaking sea,  
And the wind hunted it like a beast  
To anchor in captivity.

The third ship drove towards the north,  
Over the sea, the darkening sea,  
But no breath of wind came forth,  
And the decks shone frostily.

The northern sky rose high and black  
Over the proud unfruitful sea,  
East and west the ships came back  
Happily or unhappily:

But the third went wide and far  
Into an unforgiving sea  
Under a fire-spilling star,  
And it was rigged for a long journey.

Philip Larkin