# COFFEEGNA Company

**Coffee and Eggshells Fertilizer** 

#### **Updates Research**

#### **Context**

Nowadays, the amount of leftover that goes to landfills increases more and more, affecting nature. And all of the countries come together to find solutions to help our mother earth. So a company name Coffeegna developed a solution to help. They are a sustainable company that finds new and innovative solutions for the environment. They came up with fertilizer made of coffee leftovers and eggshells to reduce the amount of leftovers.

## Campaign goals

- 1. Raise awareness among the people about the importance of disposing of coffee leftover and eggshell waste
- 2. Educated people about Coffeegna and the importance of recycling leftovers
- 3. Reduce the amount of coffee and eggshells waste
- 4. Raise awareness about sustainability topics to change people's lifestyles
- 5. Use sustainable products in planting
- 6. Offering new and creative sustainable products made from recyclable materials and waste to the market.

## Updates Research Market

We will be selling all the company products through the company website and the social media account for the market. Like selling the collecting bag, fertilizer, coaster, and more. Furthermore, kiosks will be distributed around the UAE, crowded places to order and learn more about the product and the company. The company may open small shops to sell their products in the future.



## **Display Setting**

The display setting will be using the kiosks that will be placed in crowded places around the UAE. The kiosks will showcase the company's information and products.

In presenting the final project day, the setting showcases the campaign tasks: the website, social media account, short video, packaging, voucher, etc. The kiosk will be used in the future for the company settings.

For the booth design, I used the company's exact identity to match the theme—for example, the company logo, the campaign slogan, the same color palette, and more. I use some elements that the company used, like coffee leftovers and eggshells for decorating. Throw the set; I attached a lot of people to the company, which will help the company get larger.

#### **Updates Analysis**

## **Target Audience**

#### My target audience

- 1. UAE residence
- 2. Sustainable people
- 3. Coffee drinkers
- 4. Farmers
- 5. Coffee shops and bakery owners.

# Updates Analysis Design Concept

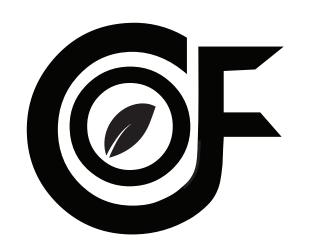
#### **Brand logo**

This is Coffeegna company logo. I used it to match all campaign work in my project. There is a massage behind their logo. Each letter on their logo means something; the letters C and O from coffee, F from fertilizer, and the negative space looks like the E letter. They use a leave icon for the plants that the people will use the fertilizer in gardening. The CEO of the company designed the company logo.



#### **Logo Variations**

There are a lot of virgins for the logo. The company uses all of them in their design based on the design concept.





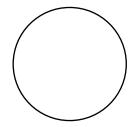


Coffee and eggshells leftover

#### **Brand colours**

Coffeegna has a specific color palette. They have a primary palette and a secondary.

#### **Primary colors**



#FFFFF C:0 M:0 Y:0 K:0 R:225 G:225 B:225



#C09F82 C:29 M:39 Y:49 K:1 R:192 G:159 B:130



#C3996C C:27 M:42 Y: 60 K:2 R:195 G:153 B:108



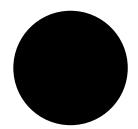
#A67652 C:34 M:54 Y:67 K:11 R:166 G:118 B: 82



#5A3F2C C:51 M:64 Y:76 K:50 R:90 G:63 B:44



#482A13 C:49 M:73 Y: 96 K:66 R:72 G:42 B:19



#000000 C:86 M:85 Y:79 K:100 R:0 G:0 B:0

#### **Brand colors**

#### Secondary colors



# 14481E C:86 M:44 Y:100 K:49 C:87 M:31 Y:100 K:19 R:20 G:72 B:30



# 056D2A R:5 G:109 B:42



# E3F0E0 C:14 M:0 Y:16 K:0 R:227 G:240 B:224



# D5ECF3 C:20 M:0 Y:4 K:0 R:213 G:236 B:243



# 1E9DD5 C:75 M:21 Y:0 K:0 R:30 G:157 B:213



# 004E75 C:93 M:67 Y:29 K:14 R:0 G:78 B:117

#### **Typography**

Coffeegna uses Future typeface for the English language, and for the Arabic language, they use Calibri font as their brand typeface. They use all types of fonts like Bold, Medium, regular, and light for each typeface.

English

Arabic

Futura condensed mediam
Futura condensed extrabold
Futura mediam
Futura Bold

كوفيقنا معا لنبني مستقبلا مستدام

Cablibri light
Cablibri regular
Cablibri Bold

#### **Brand Stationary**

The brand has stationary like business cards, envelopes, and letterheads.





(Business card)

Brand Stationary (envelope)





Brand Stationary (Letterhead)

© 0508883321

© @Coffeegna

⇒ www.Coffeegna.com

⊠ Email : Coffeegna@cof.ac.ae

♥ UAQ-UAE

#### Coffeegna new campaign tasks

#### Online campaign

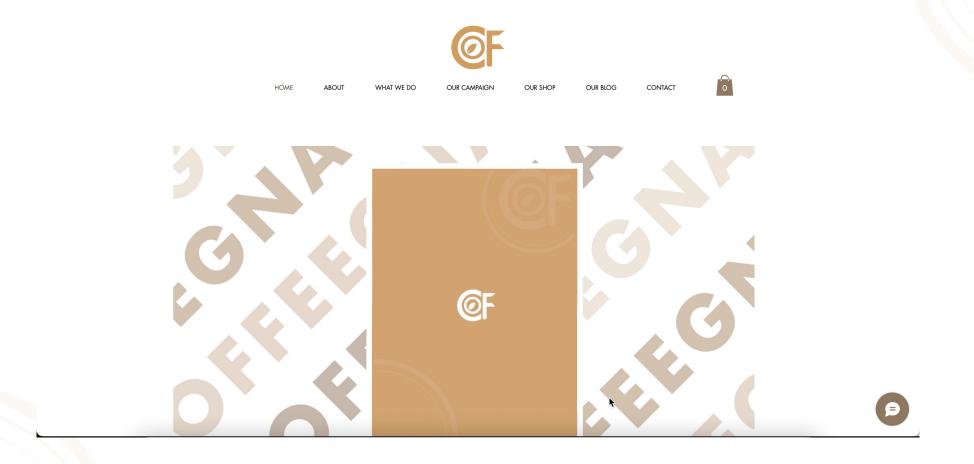
- 1. Update Coffeegna website
- 2. Create a social media campaign in Instagram and TikTok.
- 3. Create short video for the campaign
- 4. Create an infographic to tell the audience about the collecting strategy
- 5. Create packaging for collecting the leftovers
- 6. Create a Voucher for the loyal customer.

#### Coffeegna new campaign tasks

#### **Event campaign**

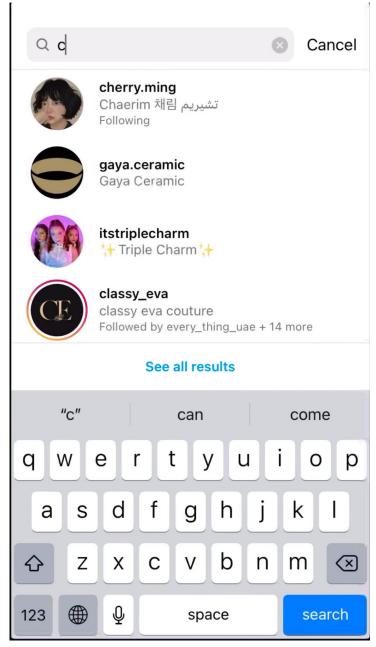
1. kiosk

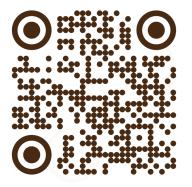
#### Coffeegna websites

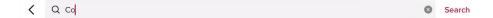




## Coffeegna Social media account (Instagram)

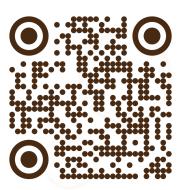






## Coffeegna Social media account (TikTok)





Coffeegna Social media short video





#### **Coffeegna Infographic**



#### **Coffeegna Voucher**









#### Coffeegna new packaging









#### Coffeegna new packaging









#### Coffeegna new campaign Kiosk

I Design a kiosk for the company. It will showcase the brand product and information. Behind the kiosk will stand an assistant to help the customers.



#### Coffeegna showcase setting

For the setting. I wanted to showcase all the camping work in a unique style at the college. So, I used some light to create the slogan and the logo to get the people's attention to the booth. I displayed the website, the social media account, and the short video on the screen and asked the people to scan the code to make them see the website, the social media account, and the short video on their phones. Also, I displayed all the work I made, like the company stationary, the coffeegna collecting bag packaging, vouchers for the loyal customers, and the infographic to help educate the people about the ordering process.

Furthermore, I also got the people's opinions by giving them a card to write their feedback. I used actual coffee leftover capsules and eggshells for decoration, as you can see in the pictures below.



#### Feedback review from guests and industry

"I liked how you take your simple idea for your project in sustainability and social design course and work on it and develop it to be as your startup business, very nice," Mr. Elman.

"Great idea, Hope it makes you famous " Mr. Adnam .

"Very interesting, Keep up the good work " Mr. Anirban .

"Very imperssed, love your work " Ms. Nicole.

"Well done" Sir Razi.

"Great concept " Guest.

"A creative and innovative project shows your creative mind. Hope to see it on the market soon," **Guest.** 

"A great concept will help the environment a lot, and I will be your first customer," Guest.













### **A3 Poster**



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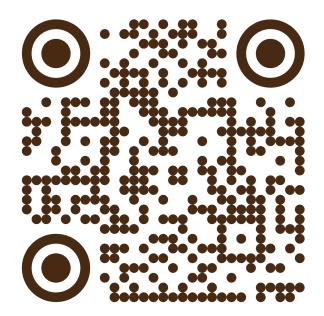


Scan the code to learn more about Coffeegna

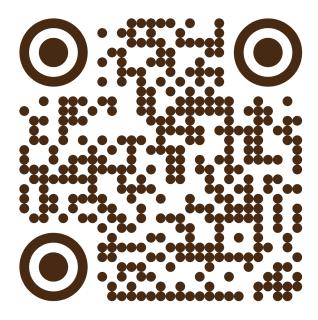




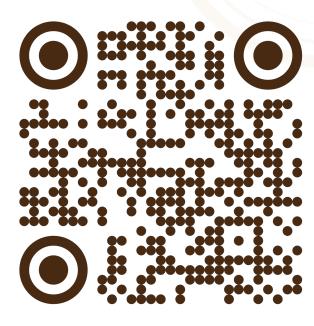
#### Coffeegna campaign work



Website code



TikTok code



Instagram code

## Thank you!

#### Do you have any qustions?

Contact Coffeegna on this platforms

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- @Coffeegna
- https://h00367282.wixsite.com/coffeegna