Key CANVVA design concept

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| Location | Design Principles | Pictures |
| Logo | * Chemex symbol * Four Beans * Plain and simple * Emphasise the four owners * Black and white |  |
| Back side | Design – Focused on the story of Origin of Alchemist   * Mission – Elevating Asian Coffee , One Bean at a time * Our Mission is to showcase the quality and diversity of Asian coffee beans. * We strive to build direct relationships with farmers to ensure fair trade practices. * We are committed to providing a premium coffee experience that highlights the unique flavors of Asian coffee. * Showing and highlight central part of Vietnam |  |
| Front Packaging | * + Simple, white, with the Logo of the Alchemist |  |
| Stickers | Colours with Bold writing   * + Sage – Filter Coffee   + Black – Espresso   + Blue – Cold Brew   + Yellow – Drip Coffee |  |

* Stickers