

Logo Ideation

wordmark

Lavazza

LAVAZZA

Lavazza

coffee | swirl | sustainable | steam | retro | approachable | coffee bean



Lavazza

Lavazza

LAVAZZA

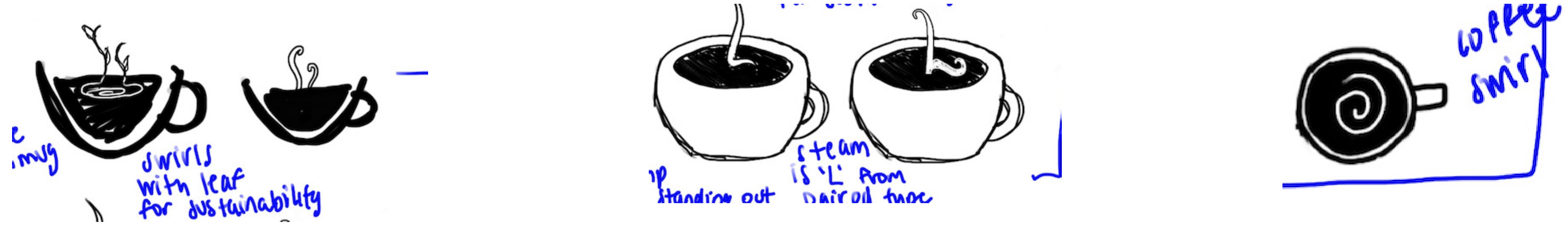
Lavazza

Lavazza

Lavazza

Lavazza

symbol



coffee | swirl | sustainable | steam | mug | cup | leaf | coffee bean



typographic solution

LAVAZZA

LAVAZZA

LAVAZZA
connected to hold V like a cup holds coffee

LAVAZZA

coffee | swirl | nostalgic | steam | energetic



LAVAZZA

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LAVAZZA

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LAVAZZA

LAVAZZA

LAVAZZA

sketches

LAVAZZA ☕

LAVAZZA

LAVAZZA

Lavazza ☕

stacked beans in diff colors as symbol
 I noticed sometimes Zs here are written with a line through them. my parents do that too + now I do.

Lavazza

LAVAZZA

connected to hold V like a cup holds coffee

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coffee swirl



coffee bean mug



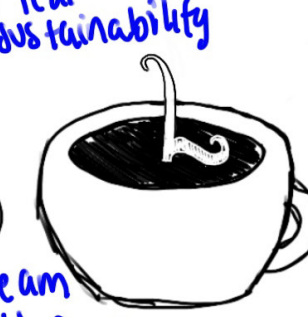
swirls with leaf for sustainability



coffee bean stamp with Lavazza L standing out



steam is 'L' from paired type



Other symbol ideas to be paired with type

inspo words:

- coffee
 - coffee bean
 - sustainable
 - leaf
 - cup
 - mug
 - steam
 - retro
 - nostalgic
 - stamp
 - approachable
- swirl



overview