

ڪوئني پيڪ

Branding Case study

by Noah Design Studio

Client Overview

Coffee Pik is a homegrown Dubai-based coffee brand that blends the rich traditions of Arabic coffee culture with modern coffee brewing techniques. Founded in 2019, Coffee Pik was created to offer a coffee experience that reflects the spirit of Dubai—modern, vibrant, and rooted in tradition. The brand specializes in offering high-quality, locally roasted coffee with a focus on connecting the old-world charm of Arabic coffee rituals with the fast-paced lifestyle of the city.



Logo Design



Main Logo

The Coffee Pik logo features a distinctive Arabian man mascot, symbolizing tradition, wisdom, and a passion for coffee. With a magnifier over one eye, the mascot is shown closely observing a cup of coffee, embodying our meticulous attention to detail and commitment to crafting the perfect brew. His thoughtful expression reflects the care and precision we pour into every cup, blending the richness of Arabian heritage with modern coffee culture.

This is our primary logo, complemented by a variant where Coffee Pik is written in both Arabic and English, reinforcing our cultural roots while ensuring a modern and inclusive identity. Together, these elements make Coffee Pik not just a café but a destination where coffee is an experience to be explored and enjoyed.



Logo Variations

Our logo variations are designed to maintain the integrity of the Coffee Pik brand across different platforms and media. Whether it's the full logo with both Arabic and English text, simplified wordmarks, or symbolic elements, each version ensures consistent recognition while offering flexibility for print, digital, and advertising applications. These adaptable designs ensure that Coffee Pik's identity shines through, no matter the context.

<p>Primary Logo</p> <p>This variation includes the Coffee Pik mascot along with the name written in both Arabic and English, providing a strong visual identity that reflects the brand's cultural fusion. Ideal for prominent placements such as storefronts, packaging, and large-scale advertisements.</p>	
<p>Word Mark Logo</p> <p>A simplified version of the logo that features only the Coffee Pik name in either English or Arabic. This clean, text-based logo is perfect for subtle branding needs, such as on business cards, menus, and social media graphics.</p>	
<p>Symbolic Logo</p> <p>A minimalistic representation of the logo, focusing on the magnifier and coffee cup elements. This logo is ideal for smaller applications where a full logo might be too complex, such as app icons, website favicons, and branded merchandise.</p>	

Logo in colors

Our color variations offer a dynamic range of combinations that ensure Coffee Pik's branding remains impactful across all mediums. Each palette is carefully selected to complement the logo and maintain its visual appeal, whether it's in print, digital, or outdoor advertising.

Here are some of the color combinations that could be used in different contexts, allowing for flexibility without losing the essence of our brand. From warm earthy tones that evoke the richness of coffee to vibrant accents that pop, these colors are designed to create a lasting impression while remaining versatile for various applications.



Branding

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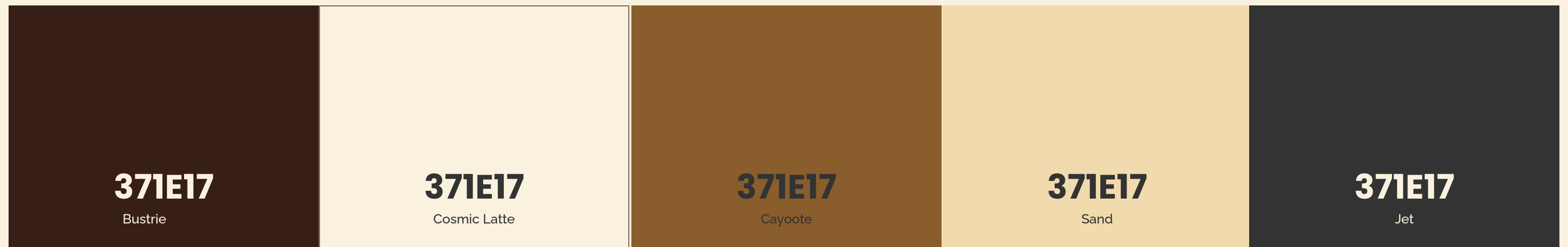


Color Palette

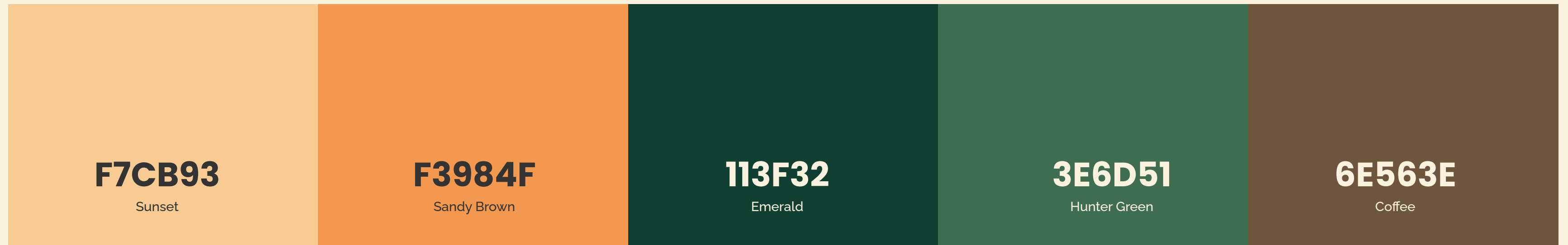
The Coffee Pik color palette is inspired by the natural warmth of coffee, featuring a blend of neutral shades, caramels, and deep coffee tones that evoke comfort and richness. These primary hues ground the brand in earthy sophistication, perfect for creating a cozy and inviting atmosphere.

To add vibrancy, we've introduced a pop of green and yellow as secondary accents. The green symbolizes freshness, growth, and sustainability, while the yellow brings warmth and energy, ensuring our brand feels both classic and modern. This harmonious mix ensures flexibility while keeping the Coffee Pik identity bold and memorable across all platforms.

Primary Colors



Secondary Colors





Typography

For Coffee Pik, we've chosen Playfair Display as the main heading font, offering a touch of classic elegance and sophistication. Its refined serifs and graceful curves evoke a timeless, premium feel, perfect for making a strong statement in headings and titles.

Complementing this is Raleway as the secondary text font. Its clean, modern lines provide a sleek contrast, ensuring readability and a contemporary edge. Together, these fonts strike the perfect balance between tradition and modernity, enhancing the Coffee Pik brand's approachable yet refined aesthetic across all media.

Playfair Display

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghijk
lmnopqrstu
vwxyz

Raleway

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghijk
lmnopqrstu
vwxyz

Brand Pattern

The Coffee Pik brand pattern is a lively mix of coffee-related elements and illustrations, capturing the essence of our coffee culture. Featuring playful coffee cup views, beans, and symbols set against popping colored square backgrounds, each illustration brings a unique charm to the design. These squares, in a range of warm and vibrant tones, create a dynamic visual experience that feels cozy yet fresh.

Additionally, subtle elements of Arabian culture are woven into the pattern, giving it a distinctive character that reflects the brand's heritage. This combination of tradition with modern, colorful aesthetics ensures the pattern is not only eye-catching but also radiates warmth, making it a memorable representation of Coffee Pik's identity across packaging, digital media, and beyond.



Merchandise

Coffee Pik's merchandise, including cups and packaging, showcases our brand pattern in a way that is both unique and inviting. Each item is designed with our vibrant brand pattern, featuring coffee cup illustrations, symbols, and Arabian cultural elements set against a backdrop of warm, popping colors.

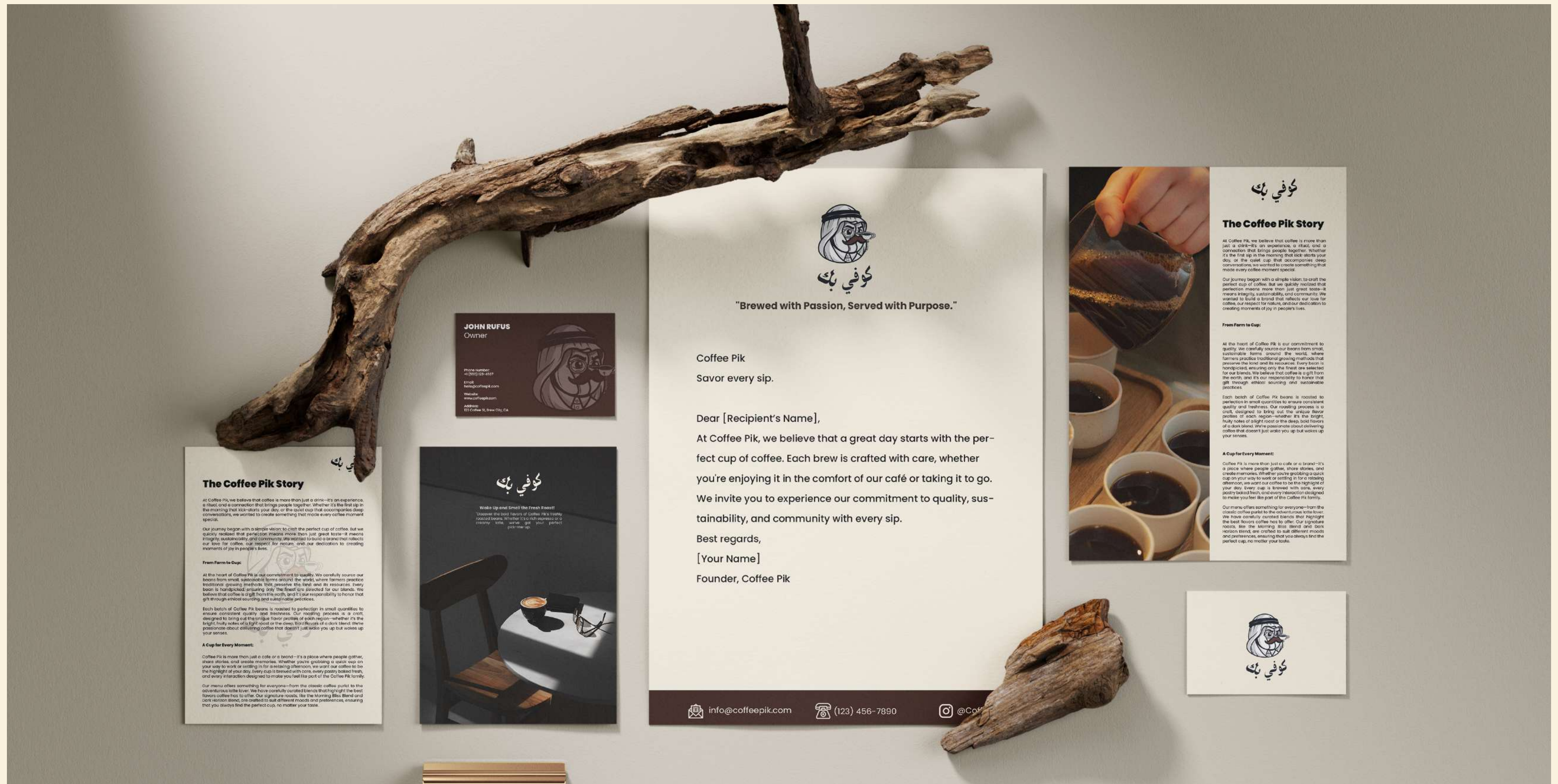
The base colors of the merchandise provide a cohesive, clean look, enhancing the overall aesthetic with a touch of coziness. Seamless integration of the pattern into the design ensures that every piece not only looks stylish but also feels perfectly aligned with Coffee Pik's brand identity. This thoughtful approach makes each cup and packaging item a delightful part of the Coffee Pik experience, blending functionality with distinctive, comforting design.





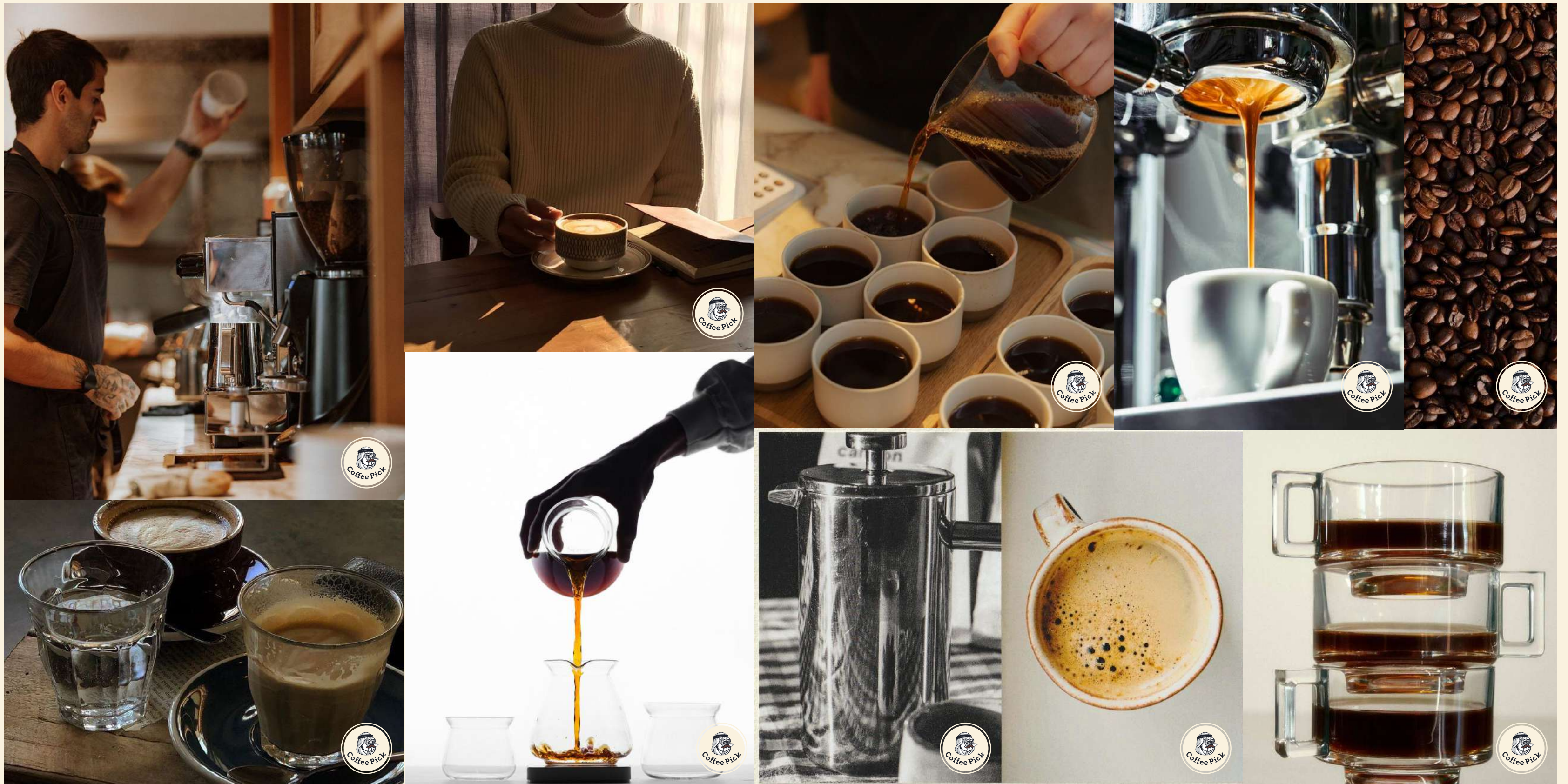
Business Card and Stationery design

Our stationery is designed to reflect the heart of Coffee Pik with a clean and sophisticated approach. Featuring the Coffee Pik logo prominently, each piece is crafted to embody the essence of our coffee place. The designs incorporate subtle imagery and visuals that resonate with our brand's cozy, warm atmosphere, ensuring that every note, card, and document conveys the unique character and quality of our café. This minimalist yet impactful design approach keeps our brand identity front and center, while maintaining a polished and professional appearance.



Photography

Our photography embraces a cozy and inviting atmosphere, characterized by a warm, brown-tinted aesthetic. Each image captures the essence of Coffee Pik, showcasing the rich textures and comforting ambiance of our café. The brown hues enhance the feeling of warmth and familiarity, creating a visual experience that makes every photo feel like a welcoming embrace. This approach ensures that our imagery not only highlights the quality of our coffee but also resonates with the inviting charm of our brand.



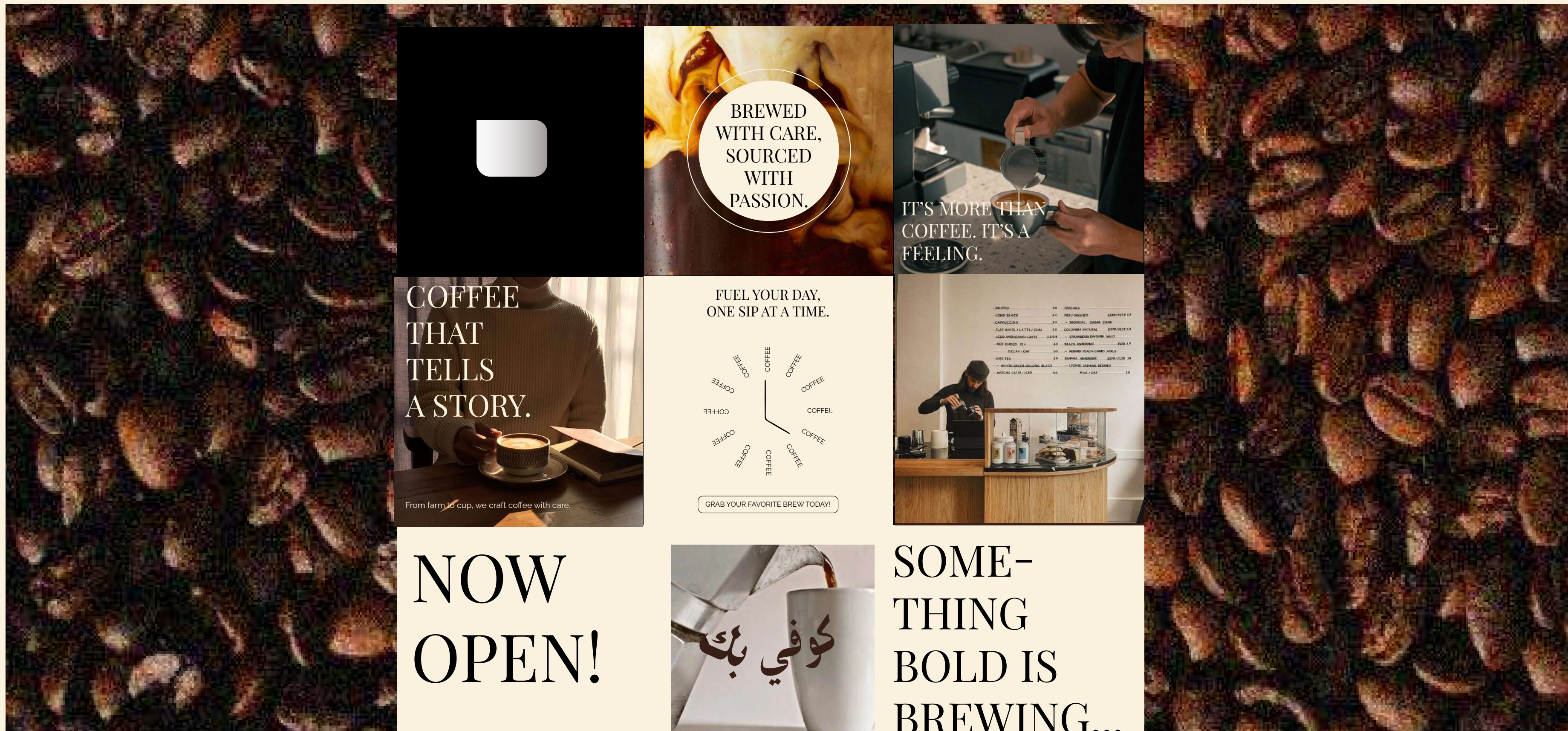
Social Media Designs



Social Media Posts - Phase 1

Our social media presence is designed to be minimal and simple, yet exudes a warm and welcoming feel. The clean, uncluttered layout invites viewers to take a moment and imagine the comforting experience of sipping Coffee Pick. Each post is crafted to create an immediate connection, making the page feel approachable and engaging.

For Phase 1—the launch phase—expect a blend of "Coming Soon" teasers and engaging content. These posts are strategically designed to build anticipation and excitement, while also fostering interaction with our future community. From sneak peeks and countdowns to interactive posts that spark curiosity, our social media approach ensures that every glance at our page makes you eager to experience Coffee Pick.




Website Design



Landing Page 1

Coffee Pik is a homegrown Dubai-based coffee brand that blends the rich traditions of Arabic coffee culture with modern coffee brewing techniques. Founded in 2019, Coffee Pik was created to offer a coffee experience that reflects the spirit of Dubai—modern, vibrant, and rooted in tradition. The brand specializes in offering high-quality, locally roasted coffee with a focus on connecting the old-world charm of Arabic coffee rituals with the fast-paced lifestyle of the city.




[Menu](#)
[Rewards](#)
[Blogs](#)
[Delivery](#)
[Community](#)

Sip, Savor, Repeat Your Perfect Coffee Awaits!

Step into Coffee Pik and discover a place where every cup brings comfort, connection, and a little bit of magic.


\$3.50

➔




PUMPKIN SPICE HARVEST

The classic fall favorite is back! Our Pumpkin Spice Harvest blends smooth espresso with steamed milk, pumpkin spice syrup, and a dash of cinnamon and nutmeg. Topped with whipped cream and a sprinkle of pumpkin pie spice. It's autumn in a cup.




Toffee Crunch Latte

Add to order +



Matcha Maple Frappe

Add to order +



Butterscotch Spiced Latte

Add to order +

Naturally Sugar-Free Options

We offer a variety of sugar-free syrups and unsweetened brews for those who prefer a guilt-free sip without sacrificing flavor.

100% Organic Coffee Beans

Our coffee is made from 100% organic beans, sourced sustainably to ensure every cup is not only delicious but also environmentally friendly.

Dairy and Vegan-Friendly

From almond milk to oat milk, Coffee Pik has a range of plant-based milk alternatives, making it easy to enjoy your favorite drinks dairy-free and vegan-friendly!

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Website Layout

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Mobile App

Coffee Pik is a homegrown Dubai-based coffee brand that blends the rich traditions of Arabic coffee culture with modern coffee brewing techniques. Founded in 2019, Coffee Pik was created to offer a coffee experience that reflects the spirit of Dubai—modern, vibrant, and rooted in tradition. The brand specializes in offering high-quality, locally roasted coffee with a focus on connecting the old-world charm of Arabic coffee rituals with the fast-paced lifestyle of the city.

← Details ☰

Matcha Maple Frappe **\$4.00**
250calories

Size options

Small 12 fl oz.	Medium 16 fl oz.	Large 24 fl oz.	E. Large 30 fl oz.

− 1 + Add to Order

Sip, Savor, Repeat Your Perfect Coffee Awaits!

Step into Coffee Pik and discover a place where every cup brings comfort, connection, and a little bit of magic.

Hot Coffee Latte Drinks Espresso

Matcha Maple Frappe
\$4.00

