



Swaltie®

COFFEE ROASTER

ABOUT SWALTIE

Swaltie Is An Frisian Word And A United Arab Emirates Coffee Roastery. Brand Based In Dubai. This Duality Is Reflected In The Pastel And Black Color Of The Identity And In The Curves Lines Which Were Used In The Packages Of The Coffee Beans.




Swaltie
COFFEE ROASTER

Balance And Adjustment



1X = 1/4 The width of the letter L

Logo lockups



Main Logo Layout Design



Word Mark



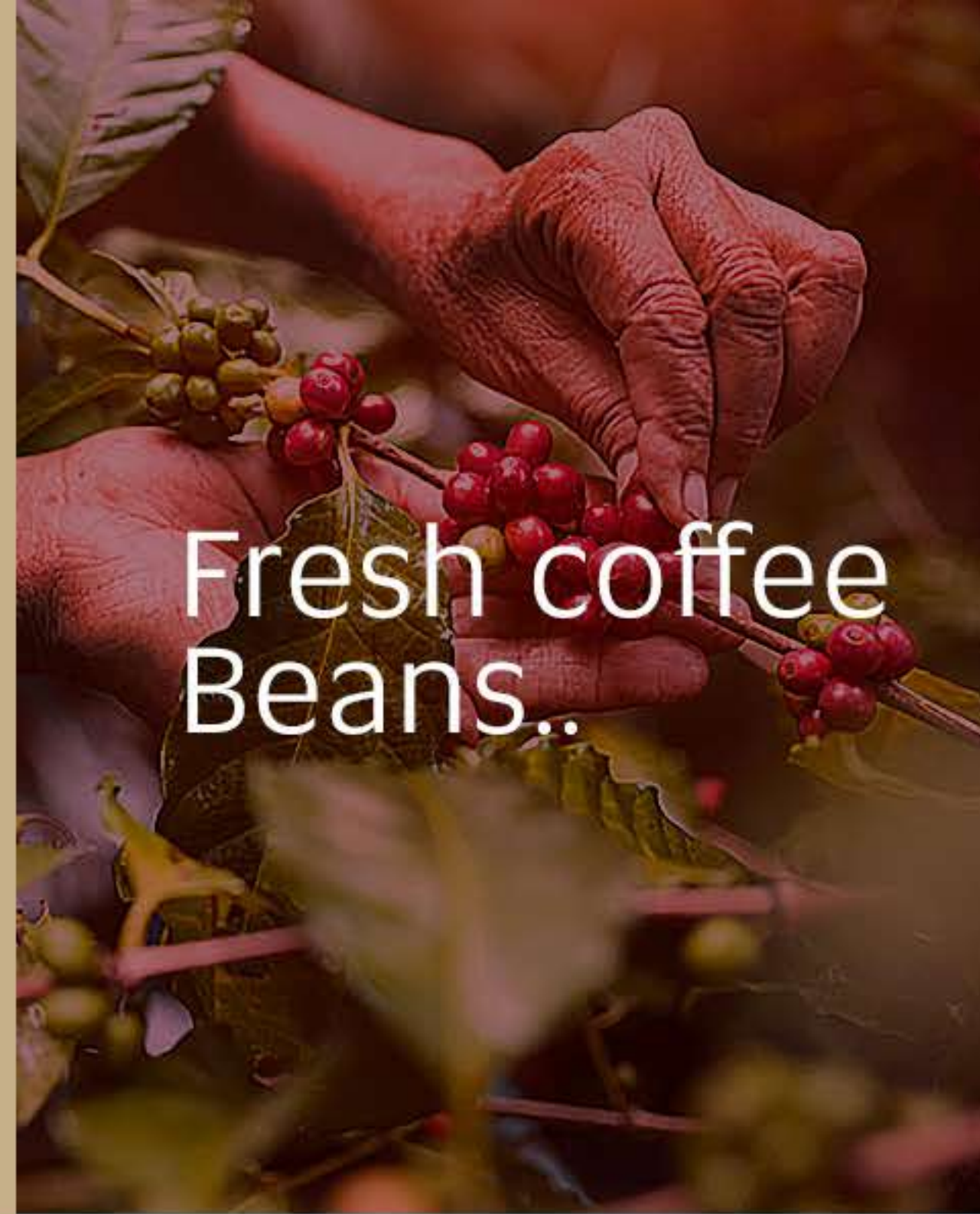
Secondary Logo Layout Design



Logo Mark

Swaltie[®]

COFFEE ROASTER









R115 G153 B169
HEX #7399A9

R178 G209 B216
HEX #B2D1D8

R161 G188 B123
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R98 G132 B52
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HEX #4D2E01

R198 G175 B139
HEX #C6AF8B

R166 G92 B95
HEX #A65C5F

R132 G52 B68
HEX #843444

Swaltie[®]
COFFEE ROASTER



ARABIC COFFEE

Arabic coffee is preserved in kraft paper bags, which signifies the old type of coffee and its luxuriousness, because it has the originality and fancy taste, which is enough to recall its history. They are sold exclusively in our own stores and malls because they cater to the people who specifically want them.

The packaging of the Arabic coffee is proudly designed using the simplified logo as an ID and using a single color that covers the whole paper bag. As such, it is completely different from Turkish coffee packaging design. The color of the bag varies according to the flavor added:

- The Green color is for the Arabic coffee with the green cardamom | EXTRA.
- The Blue color is for the white Arabic coffee.
- The purple color is for Arabic Coffee with cardamom.
- The BLack color is for black Arabic coffee without cardamom.





Latte Coffee Packging Design

Latte coffee has three types:

Light, Dark, Mix

The tin cans were selected to store coffee in a safe, modern way, and the can be kept after they are emptied.

The product is mostly targeted at young people, the most wanting category of coffee. The modern pastel colors were chosen to fit the taste of the intended audience, so the colors were modern with a warm spirit to add the distinctive touch and show on their packaging design.

Swaltie





COLOR DESIGN

PASTEL COLOR

The three standard pastel colors are chosen in the design of the product line and identity,

BLUE, GREEN AND LIGHT BROWN

To varying degrees, however, the pastel's colors predominate in the design of modern metallic cans.





Summario
NIBBLES & MUNCHIES

Light
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.
NET WEIGHT | 250G

Summario
NIBBLES & MUNCHIES

Summario
NIBBLES & MUNCHIES

Dark
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Summario
NIBBLES & MUNCHIES

Mixed
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.
NET WEIGHT | 250G

Summario
NIBBLES & MUNCHIES

NIBBLES & MUNCHIES

Swaltie
NIBBLES & MUNCHIES



Swalitha®
COFFEE ROASTERS

DUBAI - JUMAIRAA ST.
UNITED ARAB EMIRATES
TEL : +971 000 0000
MOB : +971 000 0000
INFO@SWALTIECO.COM



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THE BEST TASTE

PREMIUM QUALITY

Swalitie

Swalitie®
NIBBLES & MUNCHIES



TURKISH COFFEE

with cardamom
specific amount

NET WEIGHT
250g

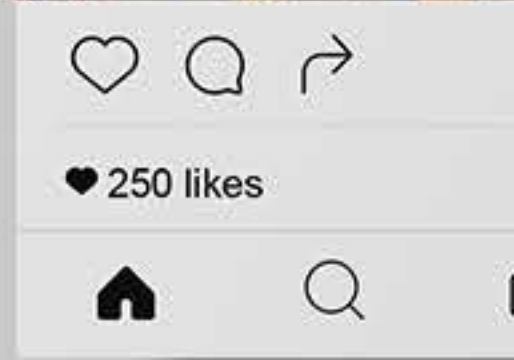
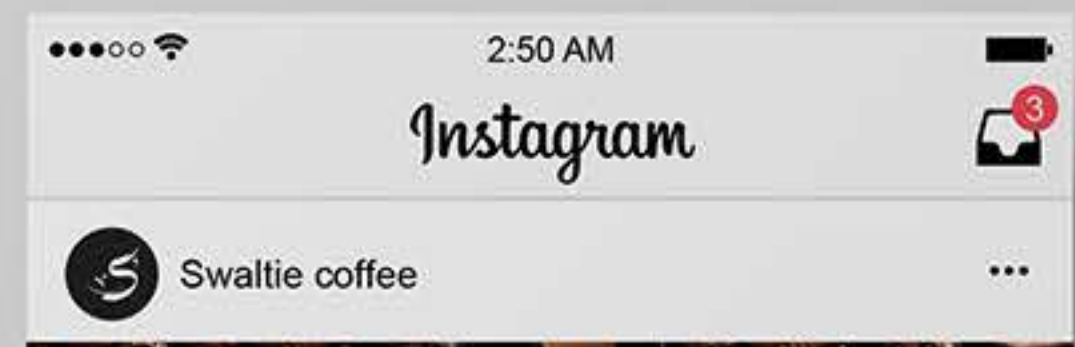
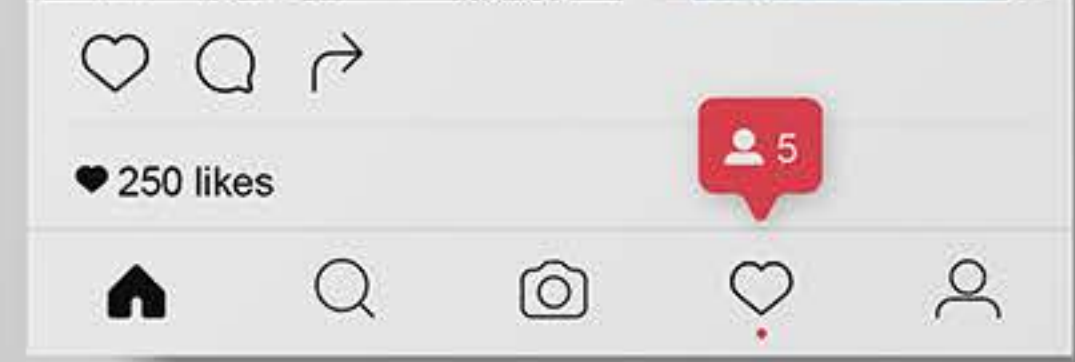
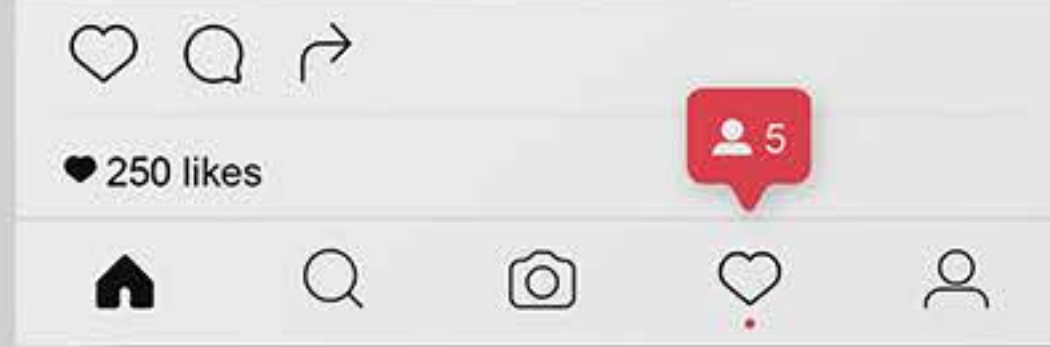
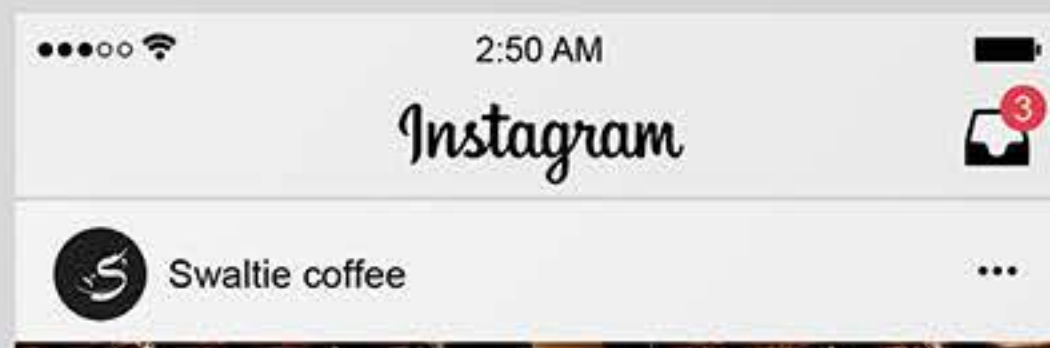
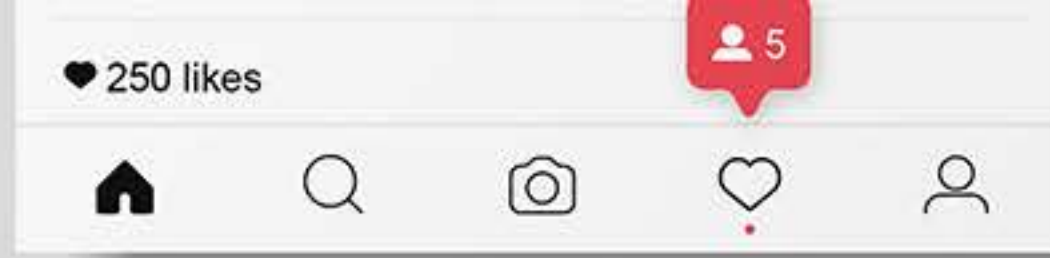
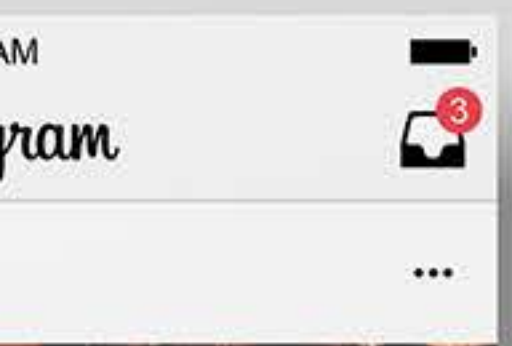
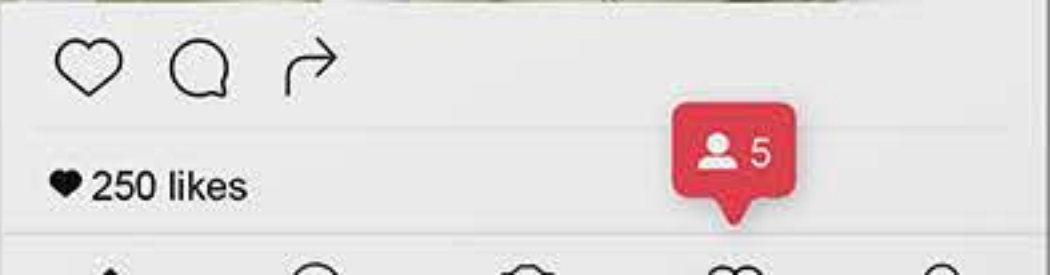
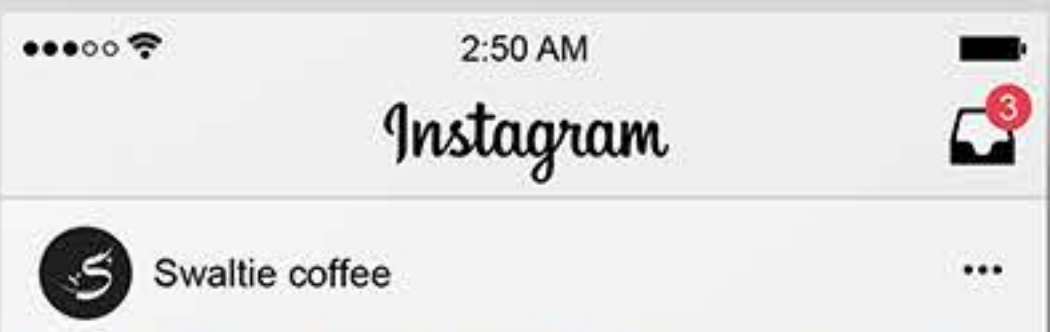
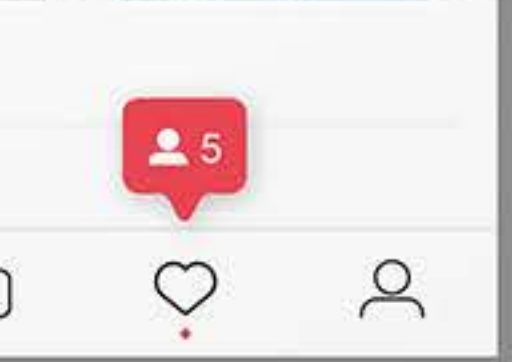
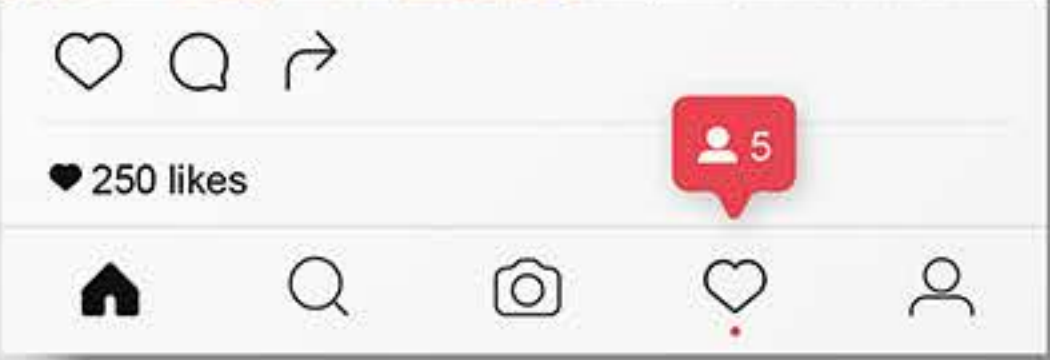
Learn more about us here,
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or visit our website
www.swalitie.com



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THANK YOU
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