

# Cup&Beans

Rebranding



C&B<sup>TM</sup>  
HOW COFFEE SHOULD BE

 cup8beans  
www.cup8beans.com



## ABOUT C&B

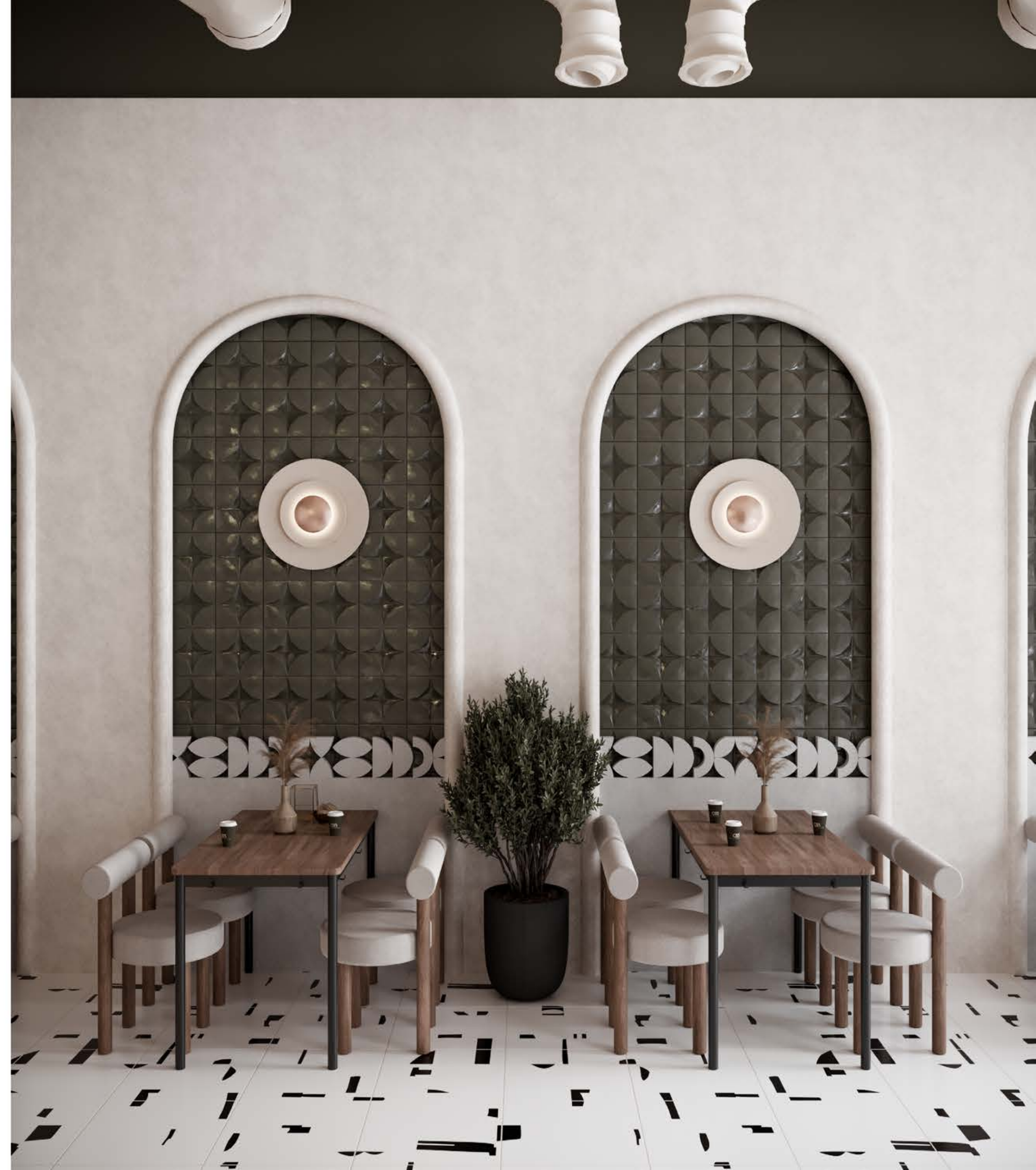
C&B is a Saudi-origin brand, a coffeehouse and roastery company established in 2018. It was founded by engineers Amjad Al-Anzi and Ahmed Khaled Al-Anzi, driven by a passion and love for coffee. They believe that passion breeds creativity, and attention to details creates excellence.

Therefore, the goal of the brand is to offer a unique experience to consumers and educate them about roasting methods, sharing their thoughtful expertise.

Deliverables  
Brand Strategy, Brand Applications

Industry  
Coffee

Location  
Tabuk, Saudi Arabia



## NAMING

The brand name "Cup & Beans " is an English abbreviation for C&B, and in Arabic, it translates to "كوب وبن." The name reflects the company's focus on providing direct services, enabling customers to get the best cup of coffee and access the finest coffee products in the Saudi market.

## TAGLINE

How Coffee Should Be  
القهوة كما يجب أن تكون

## BRAND PHILOSOPHY

Sometimes, when a consumer decides to get a well-prepared cup of coffee, they encounter numerous choices along the way. However, most of these choices don't impact their personality or add value to their daily lives. At C&B, we believe that the experiences of our customers are our focal point, driving us to prioritize the quality of services provided to satisfy their tastes and enhance their feelings of joy, happiness, and contentment.

We believe that passion breeds creativity, and attention to detail crafts mastery. As enthusiasts of coffee, and deeply caring about the finest nuances that add joy to your experience, we take pride in presenting our carefully selected coffee beans to create a luxurious cup that suits your taste, satisfies your passion, and takes you on a new journey within the realm of the third wave of coffee.

## BRAND PURPOSE

our purpose goes beyond crafting exceptional coffee; it's about elevating the entire community's coffee experience. We are dedicated to sourcing the finest, rarest coffee beans from around the world, ensuring that every sip tells a story of unparalleled quality and unique origin.

## BRAND MISSION

Providing rare and premium coffee of the highest quality at a reasonable price for both commercial and personal consumption, while supporting fair trade practices in coffee in the Kingdom of Saudi Arabia.

## BRAND VISION

- To have our brand be the best in Saudi Arabia and the Middle East, with numerous coffee shop branches across the region, and to contribute socially by providing better livelihoods through training and employment opportunities.
- To be the first reference in coffee quality for our customers.



## BRAND VALUES



● **GROUP 1**

Men/Women 30-40 | 40%  
Financially Independent  
Seekers of Good Coffee  
Enthusiasts of unique specialty coffee,  
distinctive and cost-effective products,  
and a unique user experience.



● **GROUP 2**

Men/Women 27-47 | 40%  
Owners of roasteries and cafes,  
seekers of unique products in the market.  
Entrepreneurs

● **GROUP 3**

Men/Women 32-44 | 20%

# B2C

## Direct Consumer

### Emotional Benefit:

What feeling does the brand evoke? Happiness - Trust - Complete satisfaction.

### Functional Benefit:

What do they get? The best quality available in the market, with real benefits and value.

# B2B

## Business Owners

### Emotional Benefit:

What feeling does the brand evoke?  
Support - A fundamental part of the success story.

### Functional Benefit:

What do they get? Financial benefit - Satisfaction and loyalty of their customers - Engaged consumers - Increased sales.



- The Local Market (Saudi)
- The Middle East
- The Global Market

High  
Middle  
Low



## **BRAND POSITIONING**

C&B offers individuals and connoisseurs the best quality, luxurious, and rare products at affordable prices for everyone. Providing a unique user experience from the first moment, the customer will feel confident.

- C&B is an upscale and ambitious brand, reflected in its services both in direct interactions and online.
- Our team is always eager to evolve and excel in creating a unique experience for our customers.

## **POINT OF DIFFERENCE**

UNIQUE AND AFFORDABLE

## **BRAND PROMISE**

- The best quality they can obtain.
- Complete satisfaction after the experience.

## BRAND FEELING



Our goal is to make our customers feel that our brand has a welcoming community. A community that cares and continuously inspires each other to move forward. An enthusiastic community eager to push our limits every day and be at the forefront of new trends.

# ARCHTYPES

## The Leader-Ruler:

**60%** of the brand personality.

### How Rulers bring their brand to life:

Rulers don't acknowledge defeat to a competing company; instead, the brand claims to be a market leader or a thought leader in their category.

Rulers demand to lead in their field, providing a sense of security and stability that reassures people. They communicate with an air of authority and sophistication across all communication channels.

## The Creator:

**40%** of the brand personality.

### How Creators bring their brand to life:

If your products offer a creative vision to the world, providing customers with a range of innovative choices and inspiring innovators and ambitious individuals, this brand personality model is suitable for you.

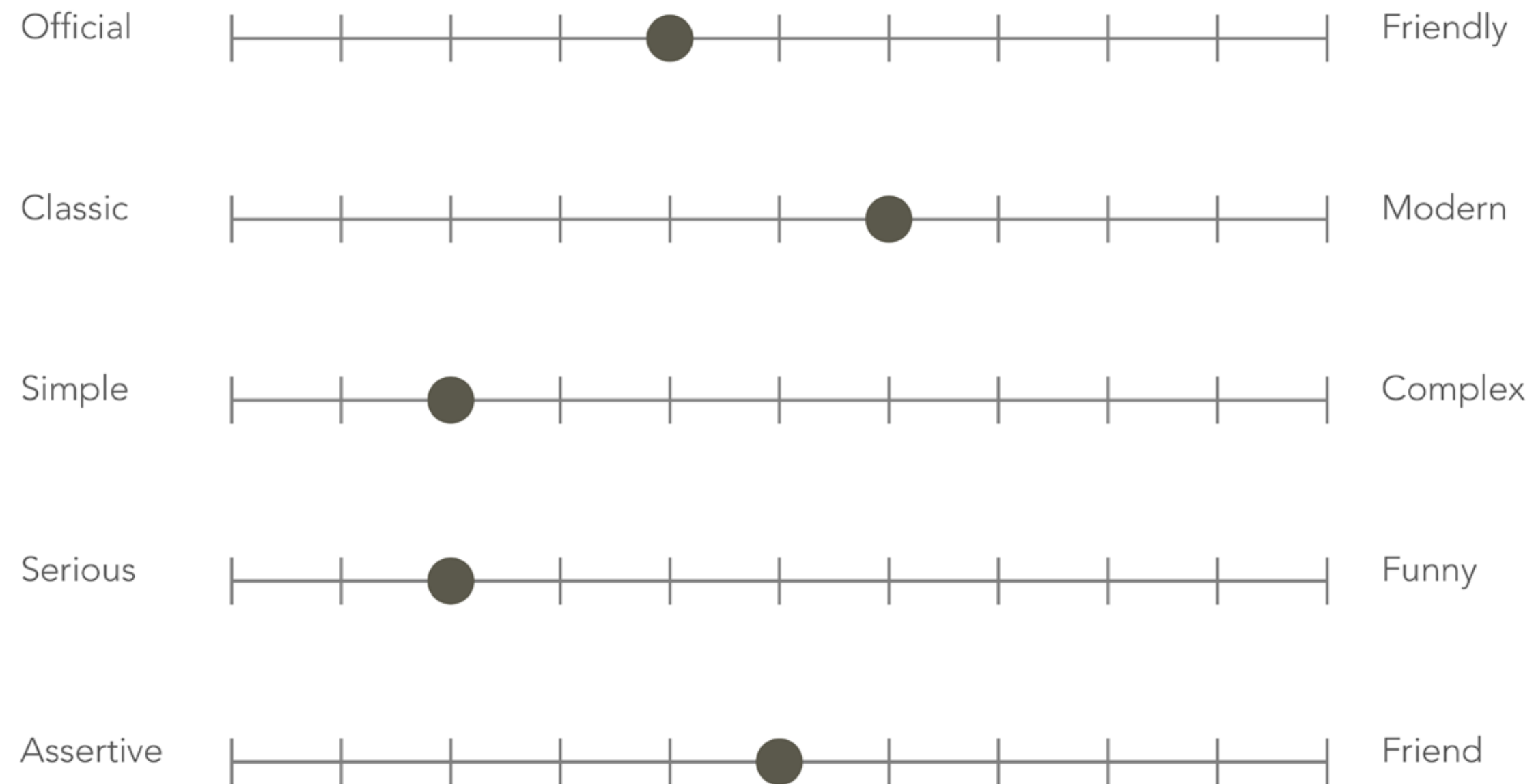
Innovative brands position themselves in the market as hubs for creativity, wrapping messages around inspiring people to think, "I want to do what they're doing."

Innovative brands differentiate themselves from conventional brands by promoting imagination and strong innovation.

## BRAND PERSONALITY

C&B will embody the dignified, ambitious individual, your trustworthy expert who can communicate with you and guide you towards growth in your life.

## PERSONALITY SLIDER



## TONE OF VOICE

Thoughtful and trustworthy...

When we talk about ourselves.

informed...

When we talk about what we can achieve. And our industry in making a difference in the lives of others.

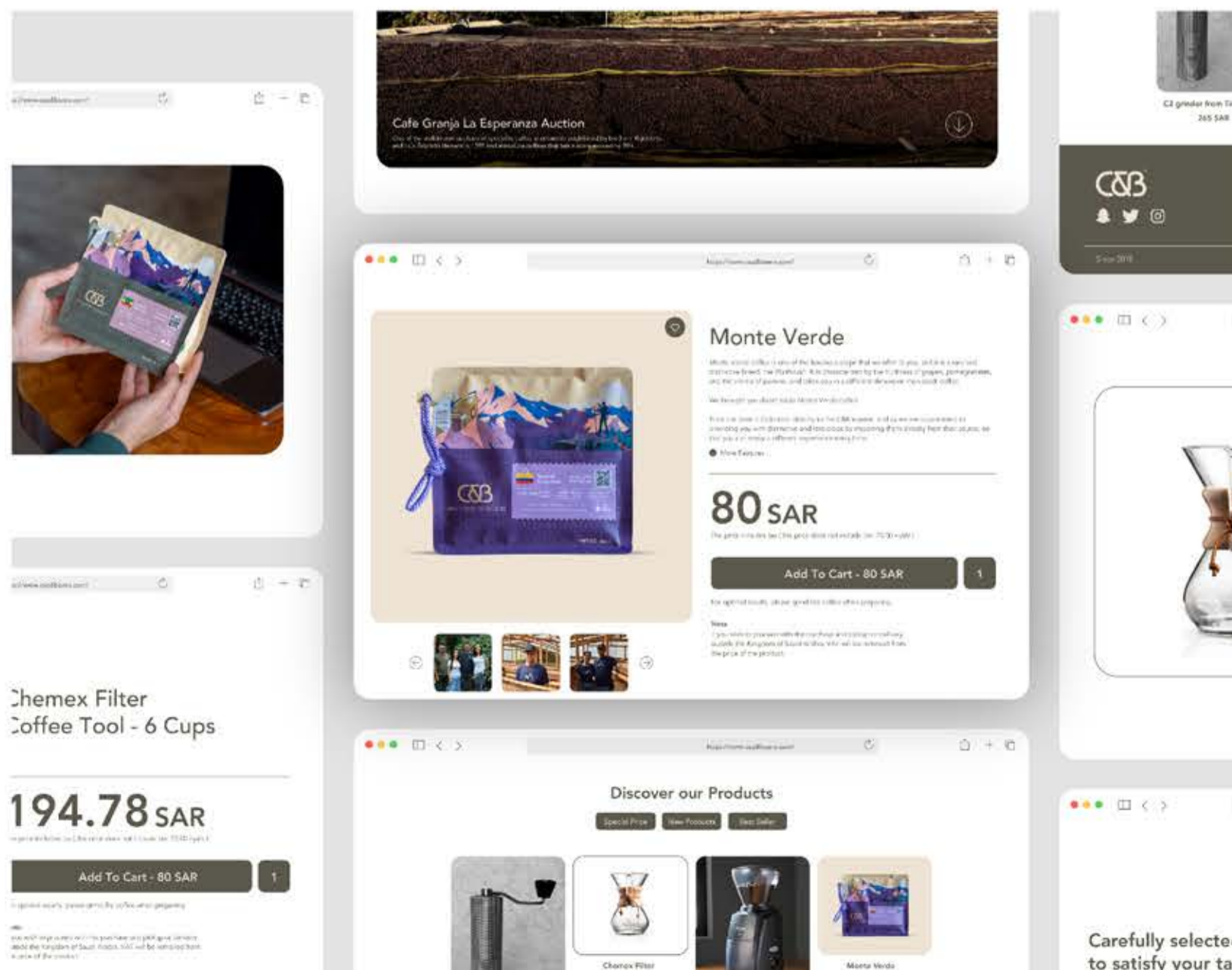
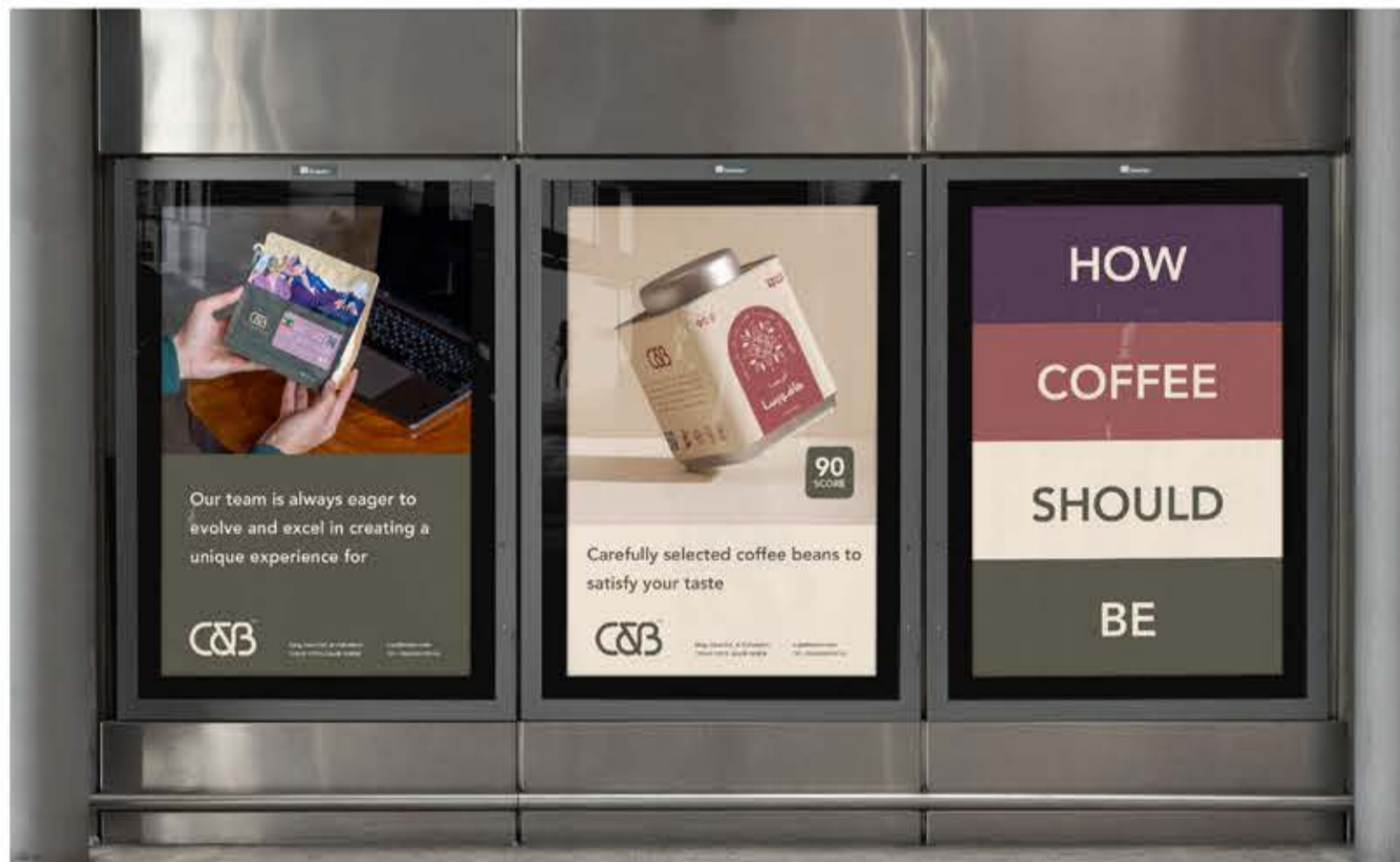
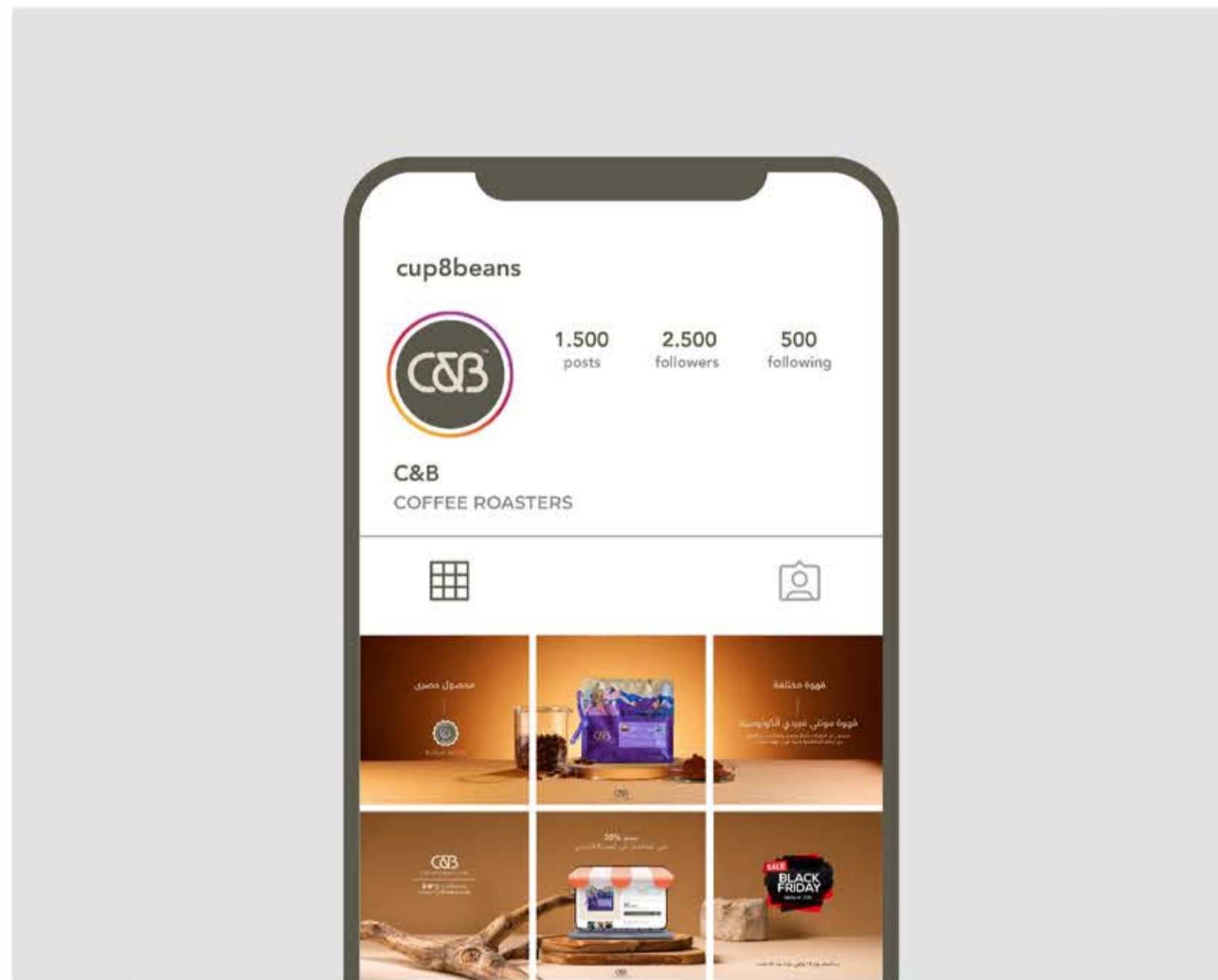
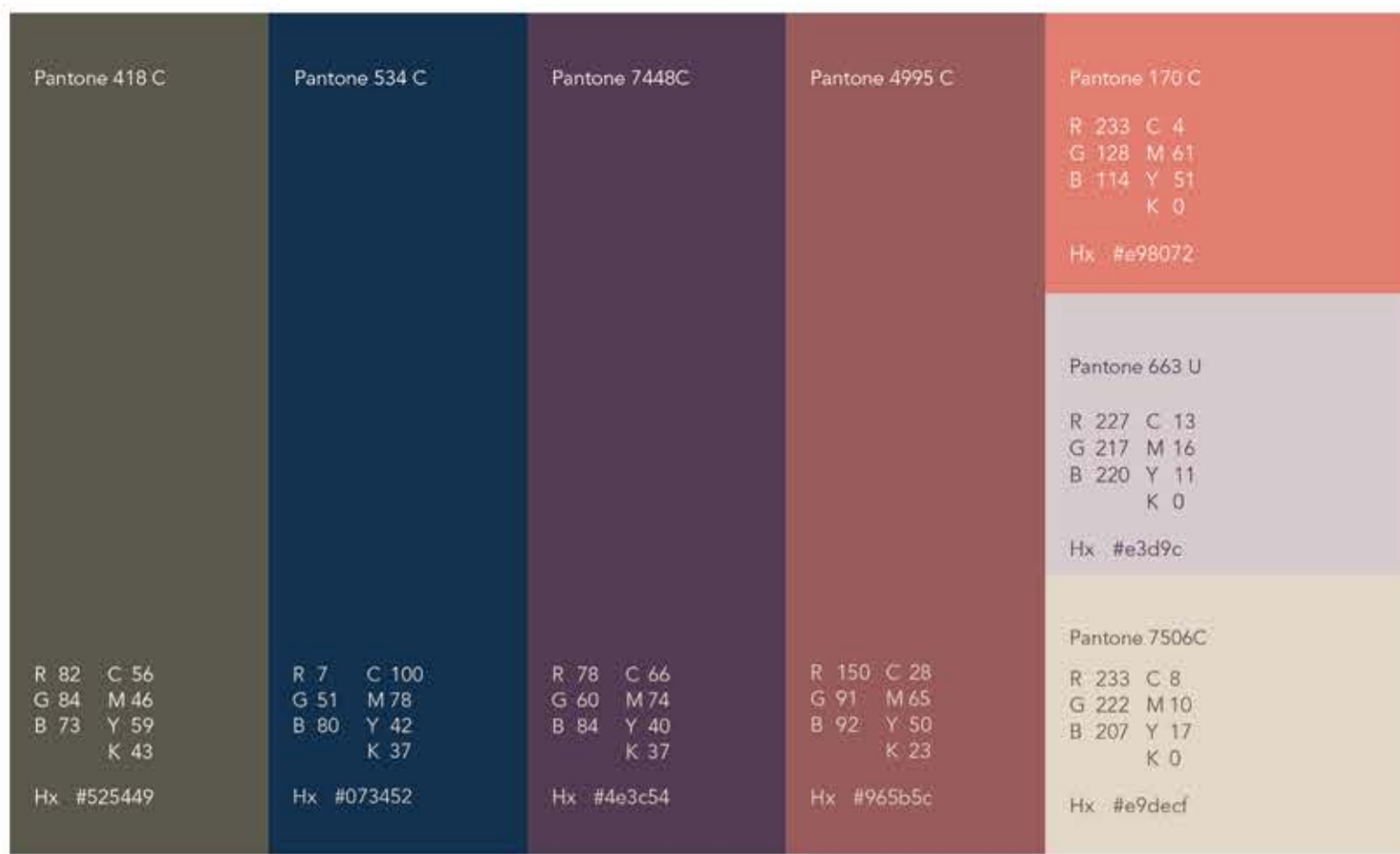
serious and collaborative

When we talk about customer service and individual transactions.

## LANGUAGE

Simple - Warm - Formal - Realistic.

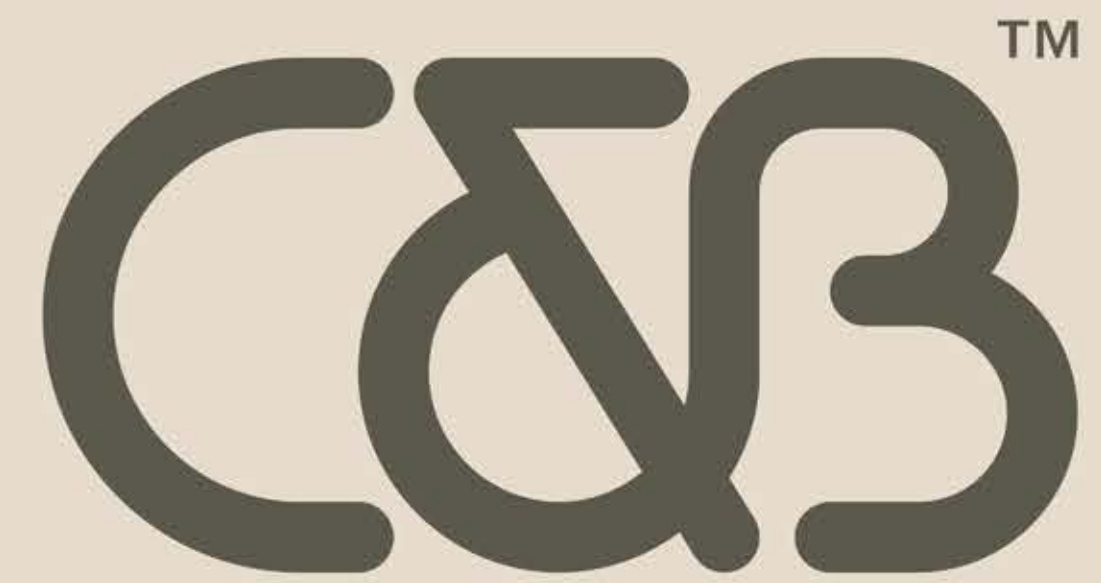
We express our customers, speak their language, and consider their interests and cultures.





C & B

Before



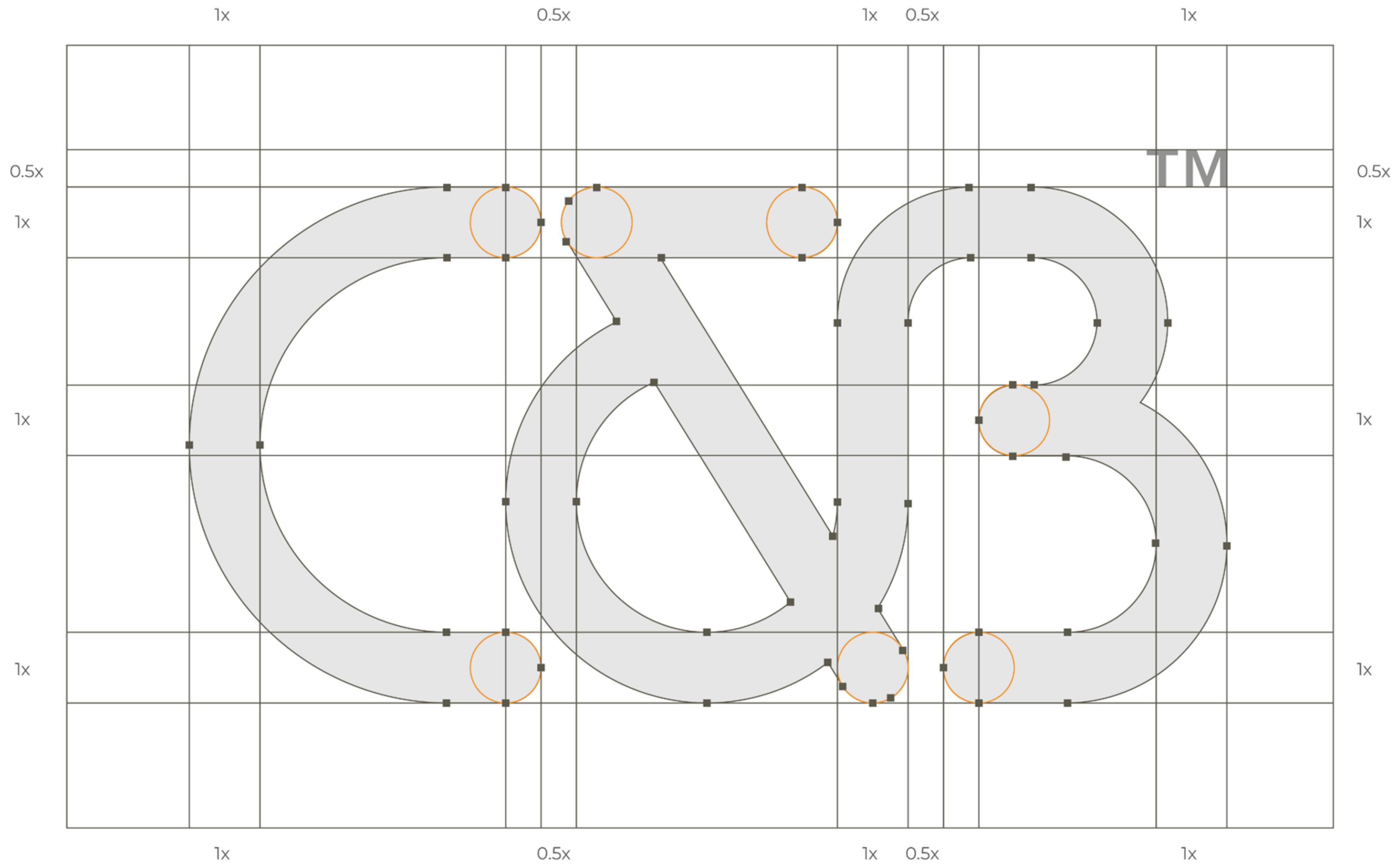
C&B<sup>TM</sup>

After

C&B<sup>TM</sup>









HOW COFFEE SHOULD BE

C&B<sup>TM</sup>

C&B<sup>TM</sup>

C&B<sup>TM</sup>

C&B<sup>TM</sup>

C&B<sup>TM</sup>

Pantone 418 C

Pantone 534 C

Pantone 7448C

Pantone 4995 C

Pantone 170 C

R 82 C 56  
G 84 M 46  
B 73 Y 59  
K 43

R 7 C 100  
G 51 M 78  
B 80 Y 42  
K 37

R 78 C 66  
G 60 M 74  
B 84 Y 40  
K 37

R 150 C 28  
G 91 M 65  
B 92 Y 50  
K 23

R 233 C 4  
G 128 M 61  
B 114 Y 51  
K 0

Hx #e98072

Pantone 663 U

R 227 C 13  
G 217 M 16  
B 220 Y 11  
K 0

Hx #e3d9c

Pantone 7506C

R 233 C 8  
G 222 M 10  
B 207 Y 17  
K 0

Hx #e9decf

Hx #525449

Hx #073452

Hx #4e3c54

Hx #965b5c

# Brand Typography

Hello I'm Avenir  
The official font of the brand

## About

Avenir is a geometric sans-serif typeface designed by Adrian Frutiger in [1]1987 and released in 1988 by Linotype GmbH.

The word avenir is French for "future". As the name suggests, the family takes inspiration from the geometric style of sans-serif typeface developed in the 1920s that took the circle as a basis, such as Erbar and Futura.

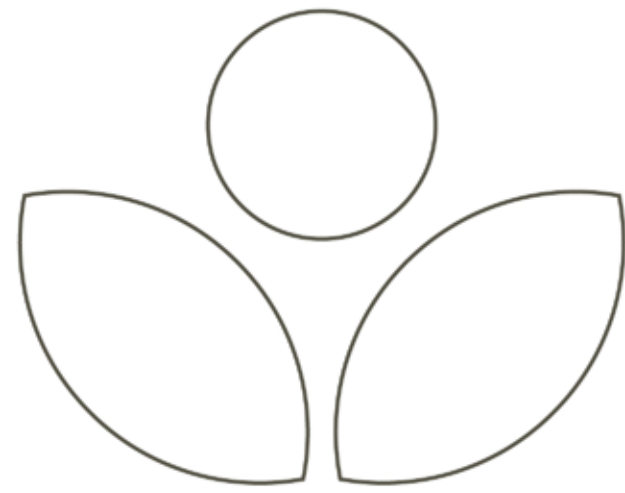
**Black**   **Heavy**   **Medium**   **Regular**

→ Aa 1234

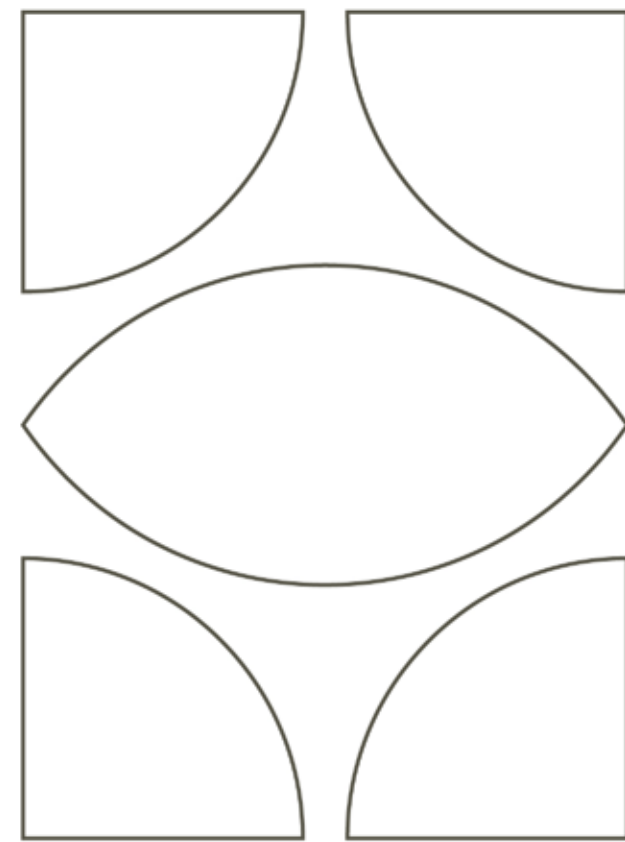
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

→ **Aa 1234**

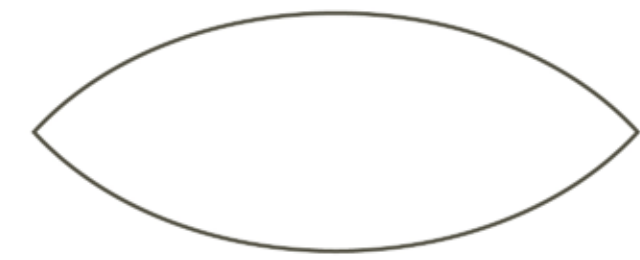
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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**



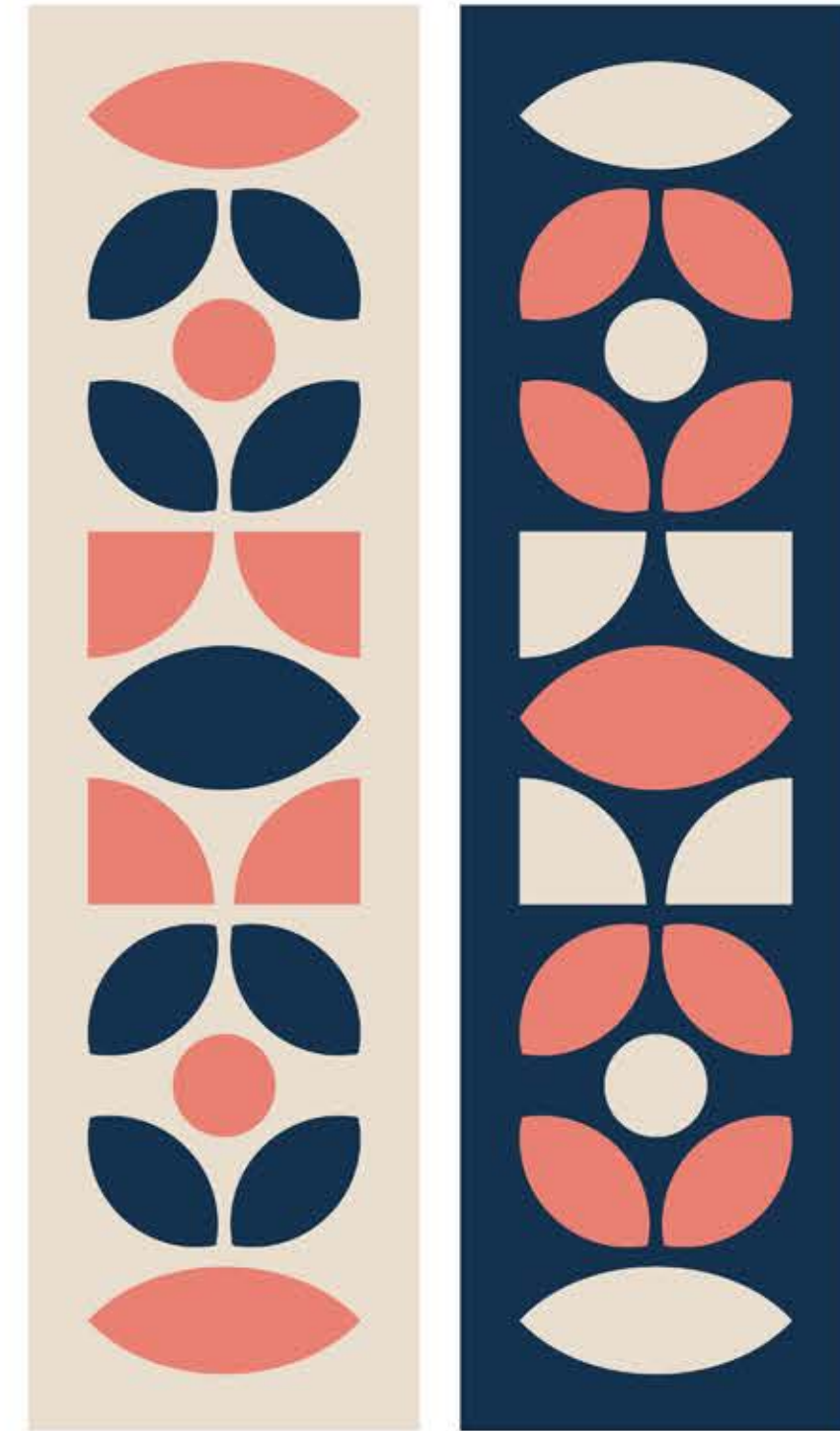
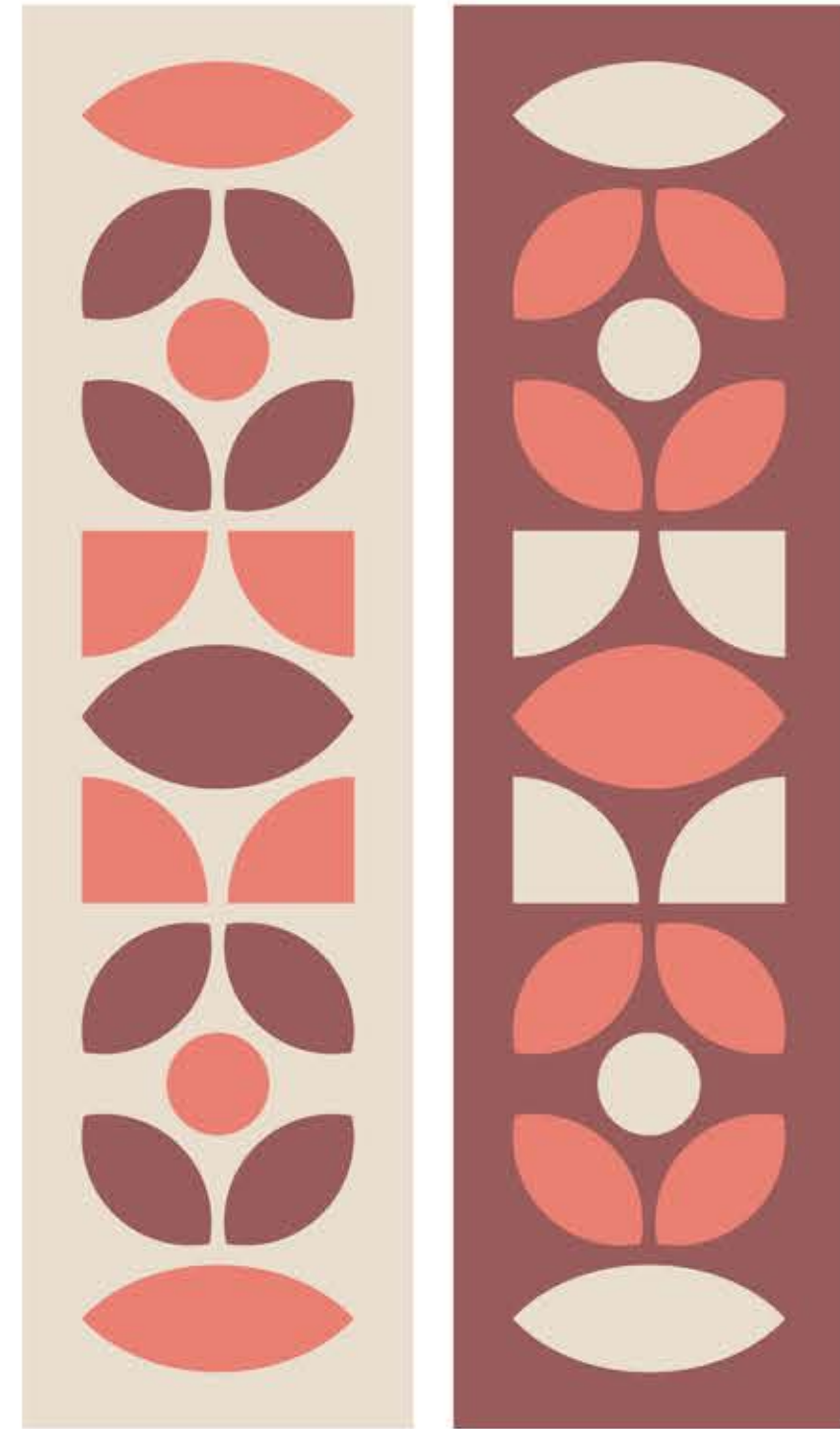
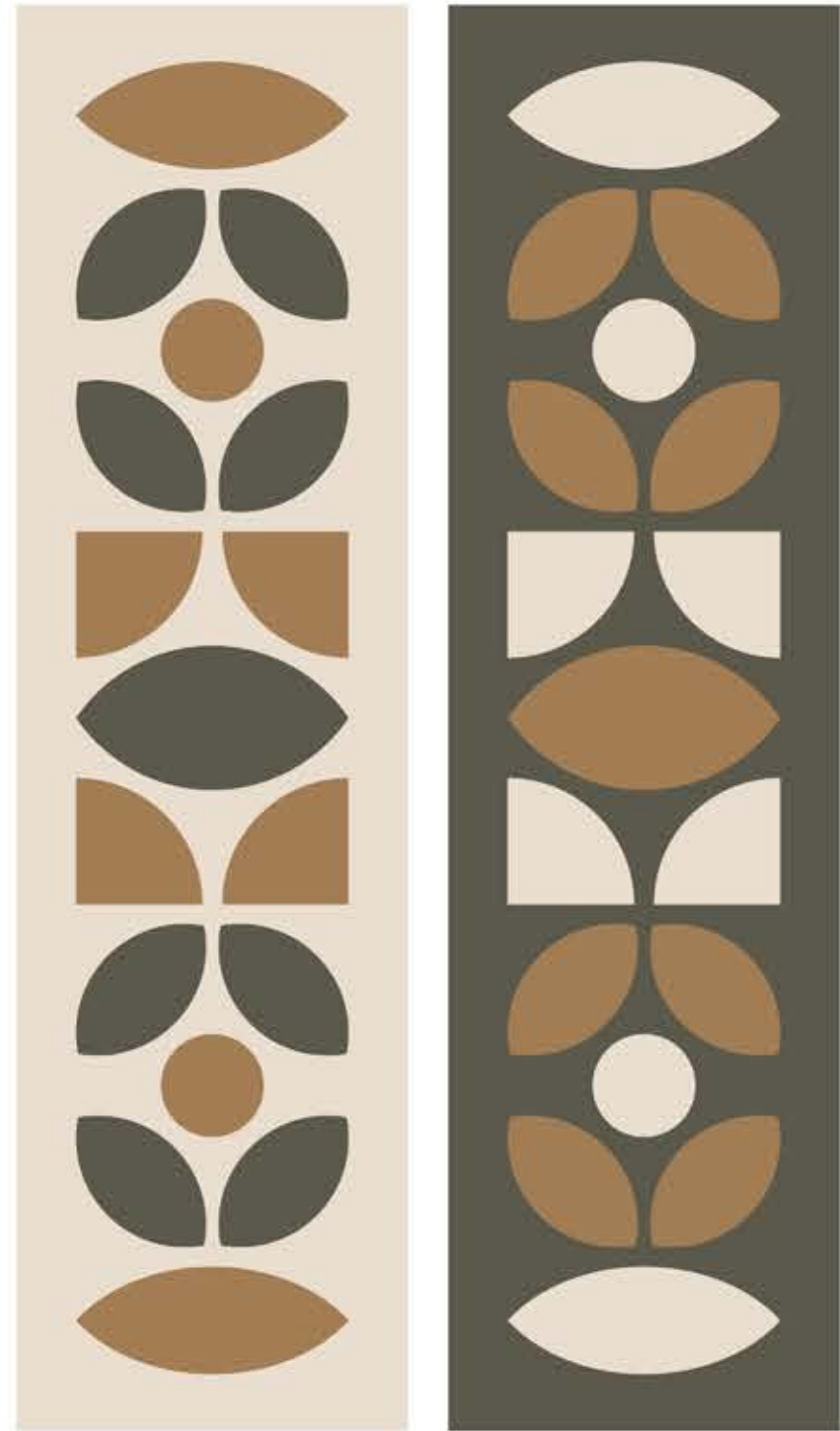
Coffee Beans



Community



Tree Leaves



# NEOM

Using visuals that reflect the brand's aspirations for the future and linking its ambitions to Neom, the city of dreams in Tabuk, for potential use in the brand communication elements.

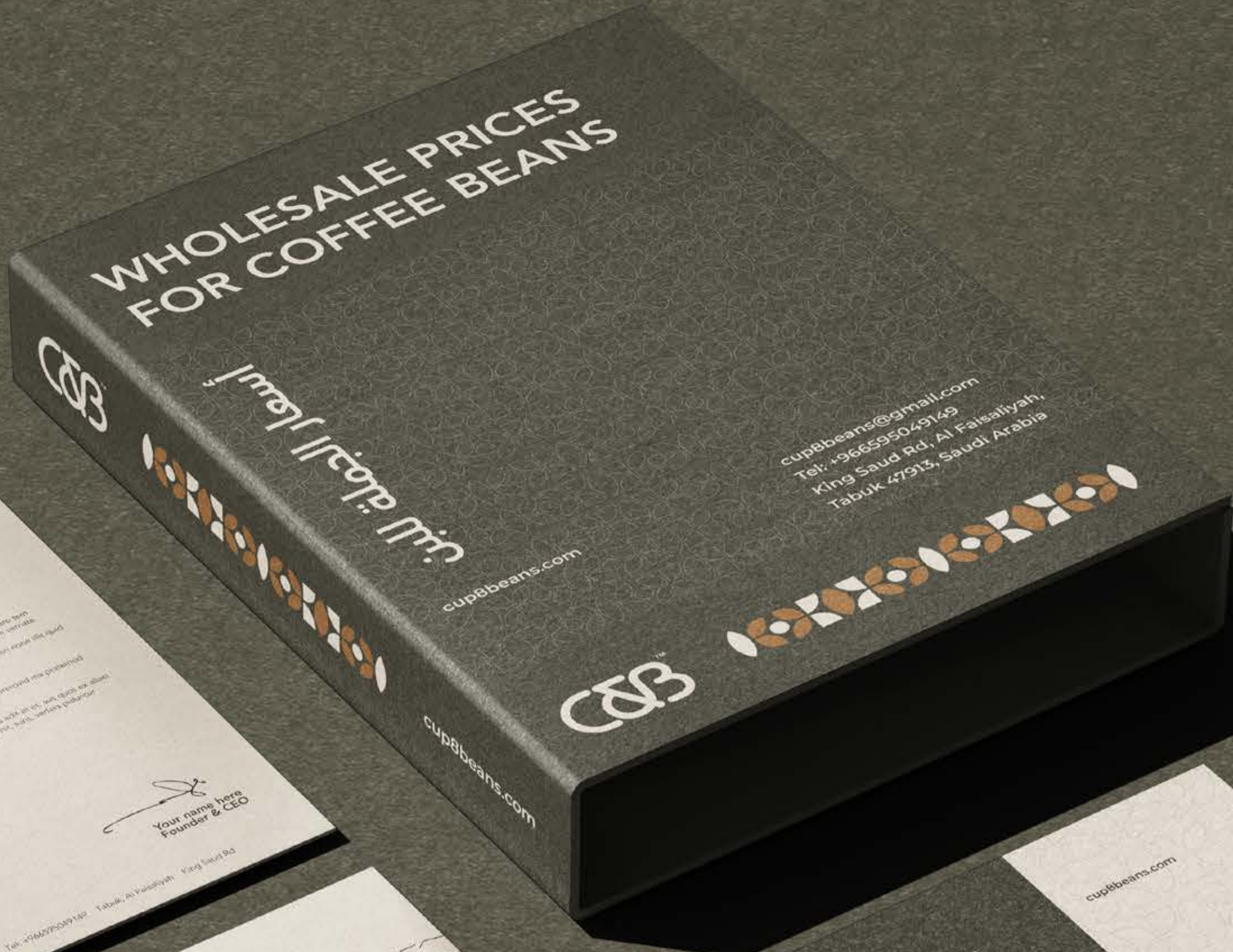






C&B™

HOW COFFEE SHOULD BE





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cup8beans.com



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Tel: +966595049149  
King Saud Rd, Al Faisaliyah,  
Tabuk 47913, Saudi Arabia

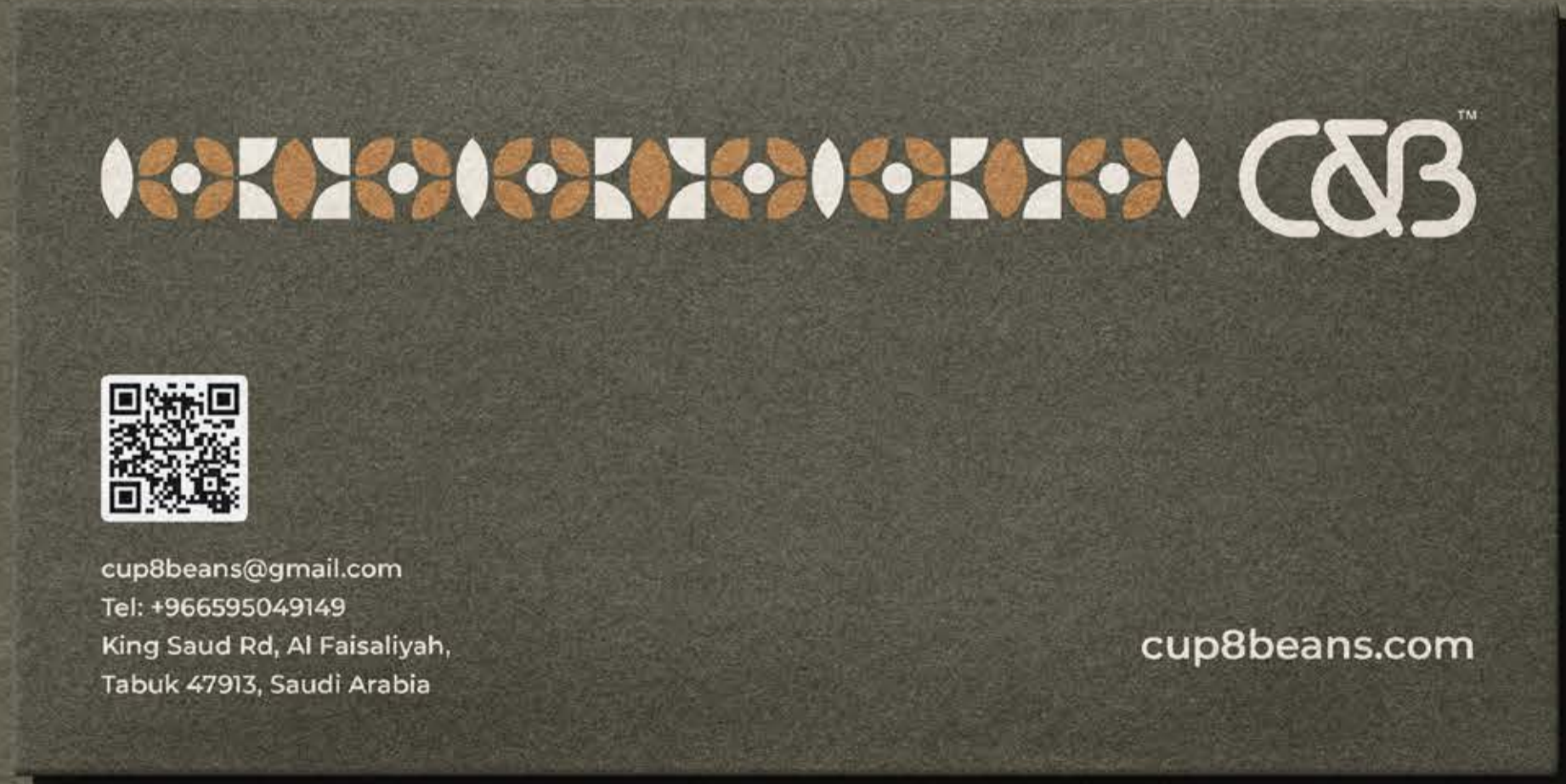


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HEADLINE GOES HERE

21/7/2023

Dear Mr. Mohammed,

Est, sit quunt omniti atis et voluptatia pro int velendus, sus est omnimi, quiam, etur sum inverepero tem essitatiorem quia doluptaquata cus quae nis alibusam, suntium quo maio bea quistrundio. Nam vernate cullab in conecum fuga. Ut odiaeces dunto tem quias vit earum denimagnis inus ipsa quae volorum dipieni moluptatin none illit quid maionse que doluptiumque renist hilit a cupitati onsendant est, iunt.

ut illuptum harumet eture lam rero maio coratiām fuga equi volupta con earum dolorerovid ma pratemod quiasperatem inusam lautem entur. Nesequi uta ventiaolor.

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Regards,

Your name here  
Founder & CEO



# Uganda

Manansi



## أوغندا

مانانسي

Process: Natural

Altitude: 1600 - 1900

Variety: Parainema

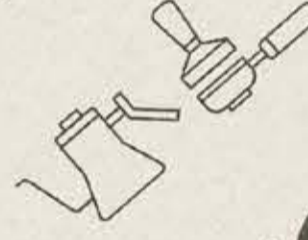
Notes:  
Chocolate - Dried Fruit -  
Pineapple

المعالجة: مجفف

الارتفاع: 1600 - 1900

السلالة: باراينيميا

الايحاءات:  
شوكولاته - فواكه مجففة -  
اناناس



التسعار شاملة ضريبة القيمة المضافة

250G	250
55 ريال	205 ريال
41.25 ريال	153.75 ريال
38.5 ريال	133.25 ريال
35.75 ريال	112.75 ريال

1K	1 كيلو
29-30 كيس	99-30 كيس
100 كيس فاعل	100 كيس فاعل
8 أطراف	1 بوكس
20 بوكس فاعل	20 بوكس فاعل



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920033109

Uganda

Ethiopia

Colombia

Ethiopia

Brazil

أوغندا  
مانانسي

Uganda  
Manansi



Process: Natural-Anaerobic  
Altitude: 1600 - 1900  
Variety: Parainema

Notes:  
● Chocolate - Dried Fruit -  
Pineapple

المعالجة: مجفف  
الارتفاع: 1600 - 1900  
السلالة: باراينيميا  
الايحاءات:  
شوكولاته - فواكه مجففة -  
اناناس



السعار شاملة ضريبة القيمة المضافة

250G	250 جم
ريال 55	ريال 41.25
ريال 38.5	ريال 35.75
ريال 35.75	ريال 30

25%	35%	45%	25%
ريال 205	ريال 153.75	ريال 133.25	ريال 112.75
1 كيلو	29-10 كيس	99-30 كيس	100 كيس فاعلي
بوكس 8 أطرف	1 بوكس	20 بوكس فاعلي	



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# Ethiopia

Hafursa

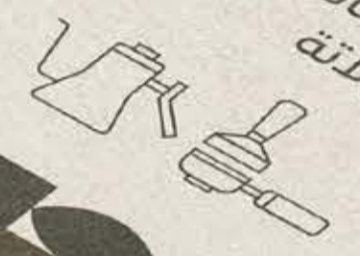


اثيوبيا  
هافورسا

Process: Natural-Anaerobic  
Altitude: 2100  
Variety: Heirloom

Notes:  
Mango - Pineapple -  
Apricot - chocolate

المعالجة: مجفف - لاهوائي  
الارتفاع: 2100  
السلالة: هيرليوم  
الايچاعات:  
مانجو - اناثاس - مشمش -  
شوكولاتة



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السعر شامل ضريبة القيمة المضافة

250G	جم	62 ريال	25%
39.20	كيس	46.5 ريال	30%
59.40	كيس	43.4 ريال	35%
60	كيس فاعلي	40.3 ريال	

1K	1 كيلو	215 ريال	25%
29.10	كيس	161.25 ريال	30%
99.30	كيس فاعلي	139.75 ريال	35%
100	كيس فاعلي	118.25 ريال	
8	بوكس 8 اطرف	44 ريال	25%
1	بوكس 1	33 ريال	
20	بوكس فاعلي		

Brazil

Uganda

Ethiopia

Colombia

Ethiopia





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C&S™

C&S™



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WHOLESALE PRICES  
FOR COFFEE BEANS

كوب 8 حبات  
Cup 8 Beans

cup8beans@gmail.com  
Tel: +966553045143  
King Saud St, Al Faisaliyah,  
Tabuk 47513, Saudi Arabia

C&B



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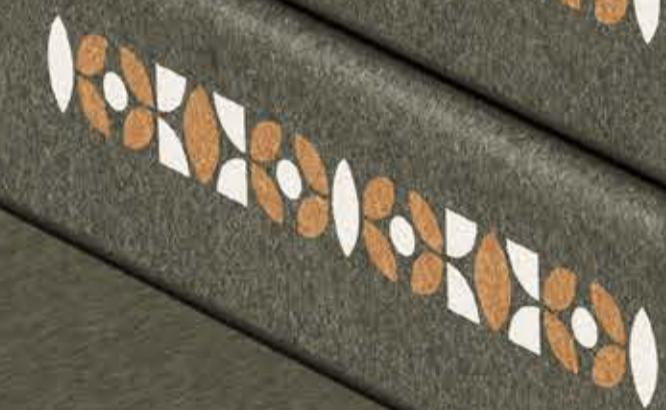
C&B

C&B



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C&B



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C&B™

HOW COFFEE SHOULD BE



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[www.cup8beans.com](http://www.cup8beans.com)



Our team is always eager to evolve and excel in creating a unique experience for you



King Saud Rd, Al Faisaliyah,  
Tabuk 47913, Saudi Arabia

cup8beans.com  
Tel: +966595049149



Carefully selected coffee beans to satisfy your taste



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Tabuk 47913, Saudi Arabia

cup8beans.com  
Tel: +966595049149

HOW  
COFFEE

SHOULD

BE





Gathering

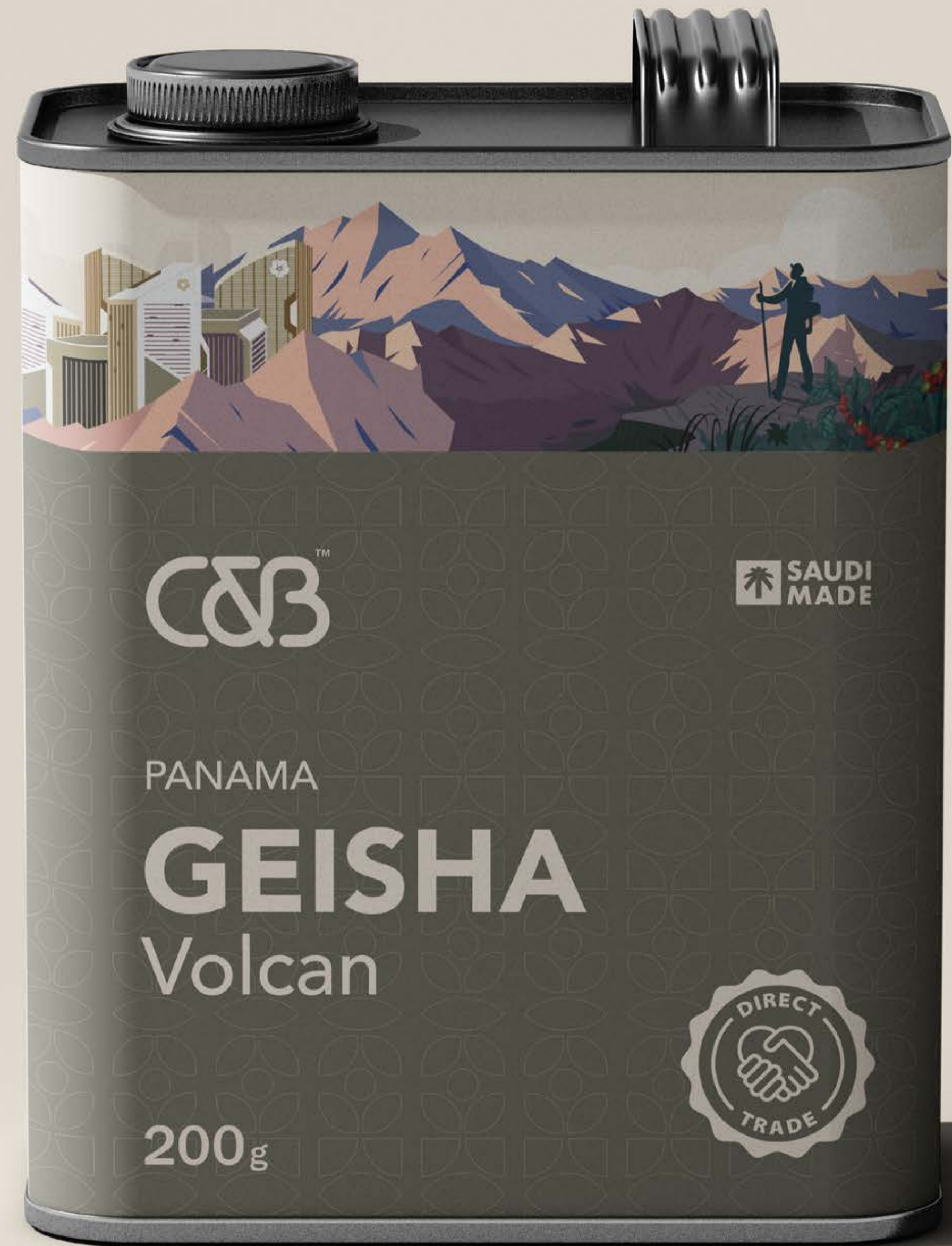
C&S<sup>TM</sup>  
HOW COFFEE SHOULD BE

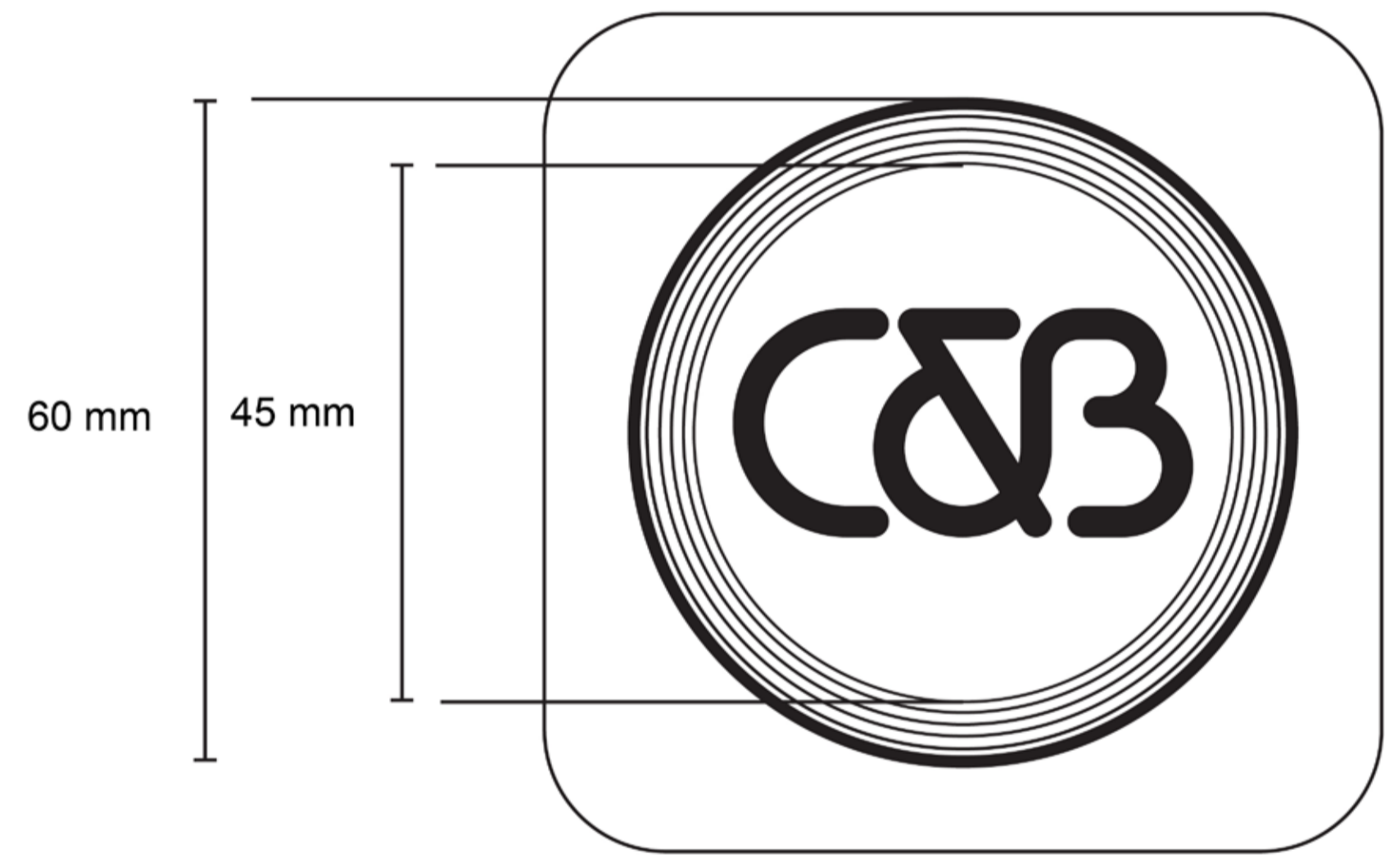


C&B  
HOW COFFEE SHOULD BE

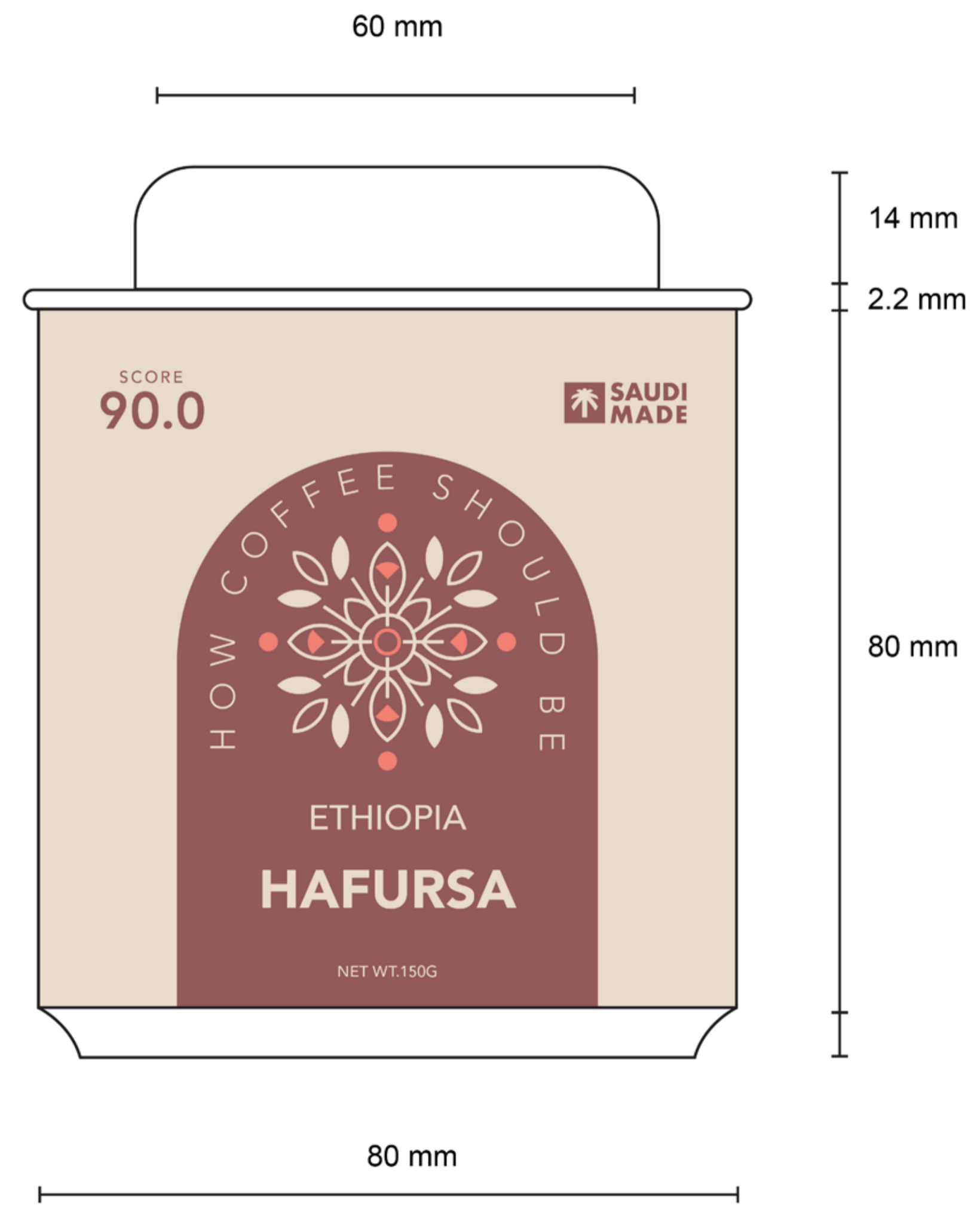








TOP FACE



60 mm

14 mm

2.2 mm

80 mm

80 mm



C&B™

نؤمن في محمصة ومقهى C&B بأن الشغف يولد الإبداع والتفاصيل تصنع الإتقان، ولأننا نشغوفون بالقهوة، ونهتم بأدق التفاصيل التي من شأنها أن تضفي البهجة على تجربتكم، فإننا نفخر بتقديم محاصيلنا لكم لصنع كوب قهوة فاخر يليق بذائقتكم، وبشبع شغفكم، وبأخذكم في بعد جديد من الموجة الثالثة للقهوة.



SCORE  
90.0

SAUDI  
MADE

اثيروبيا  
هافورسا

NET WT.150G

Ethiopia  
Hafursa

اثيروبيا  
هافورسا

Process: Natural-Anaerobic	المعالجة: مجفف - لاهوائي
Altitude: 2100	الارتفاع: 2100
Variety: Heirloom	السلالة: هيرليوم
Notes: Mango - Pineapple - Apricot - Chocolate	الايحاءات: مانجو - اناناس - مشمش - شوكولاته

SCORE  
90.0

SAUDI  
MADE

HOW COFFEE SHOULD BE

ETHIOPIA  
HAFURSA

NET WT.150G

SCORE  
90.0

SAUDI  
MADE

C&B™

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C&B™

HOW COFFEE SHOULD BE

Ethiopia  
Hafursa

اثيروبيا  
هافورسا

Process: Natural-Anaerobic	المعالجة: مجفف - لاهوائي
Altitude: 2100	الارتفاع: 2100
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SCORE  
90.0

SAUDI  
MADE

C&B™

HOW COFFEE SHOULD BE

اثيروبيا  
هافورسا

ETHIOPIA  
HAFURSA

MONTIVERDE



COLOMBIA

MANANSI



UGANDA

HAFURSA



ETHIOPIA

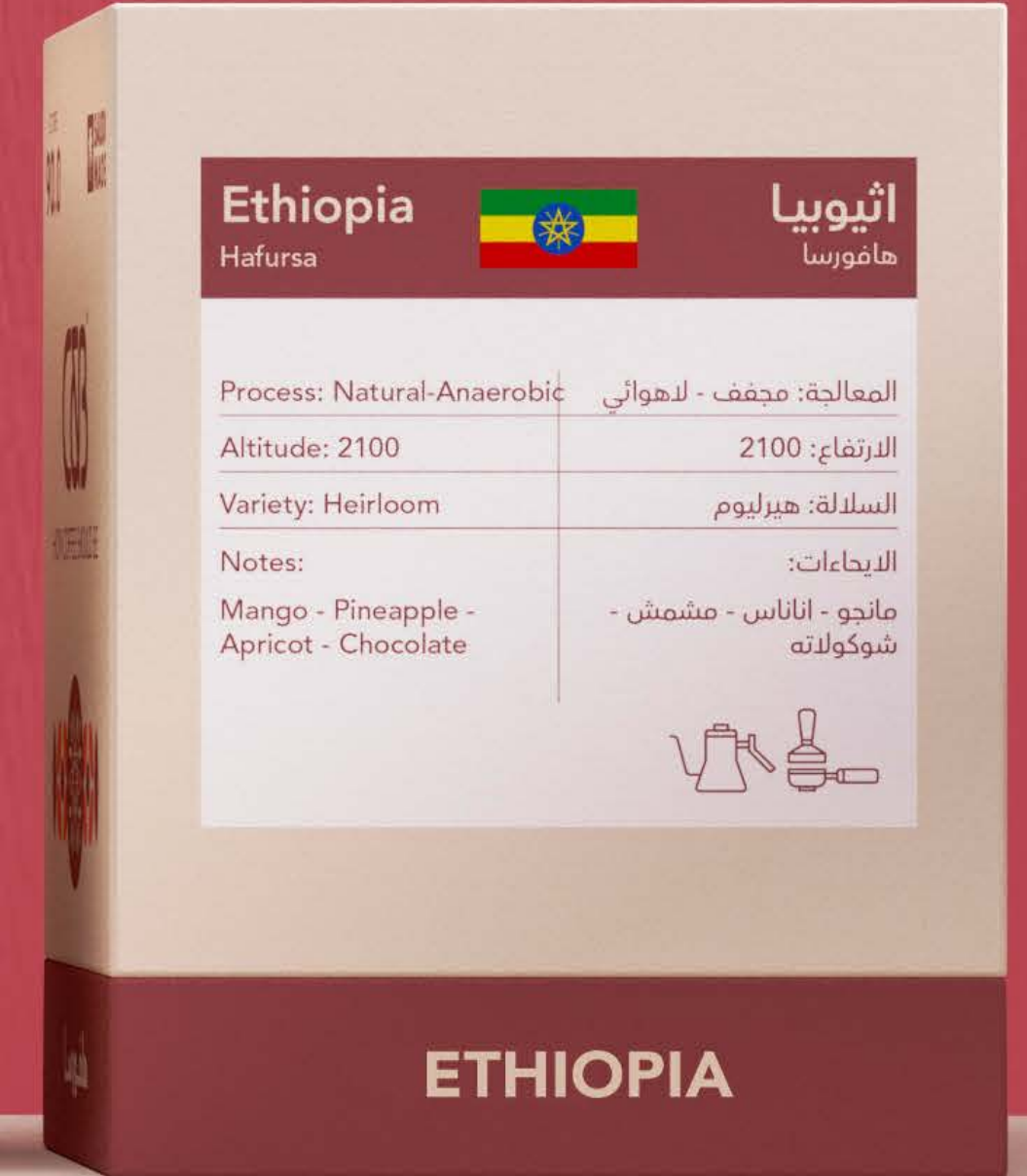
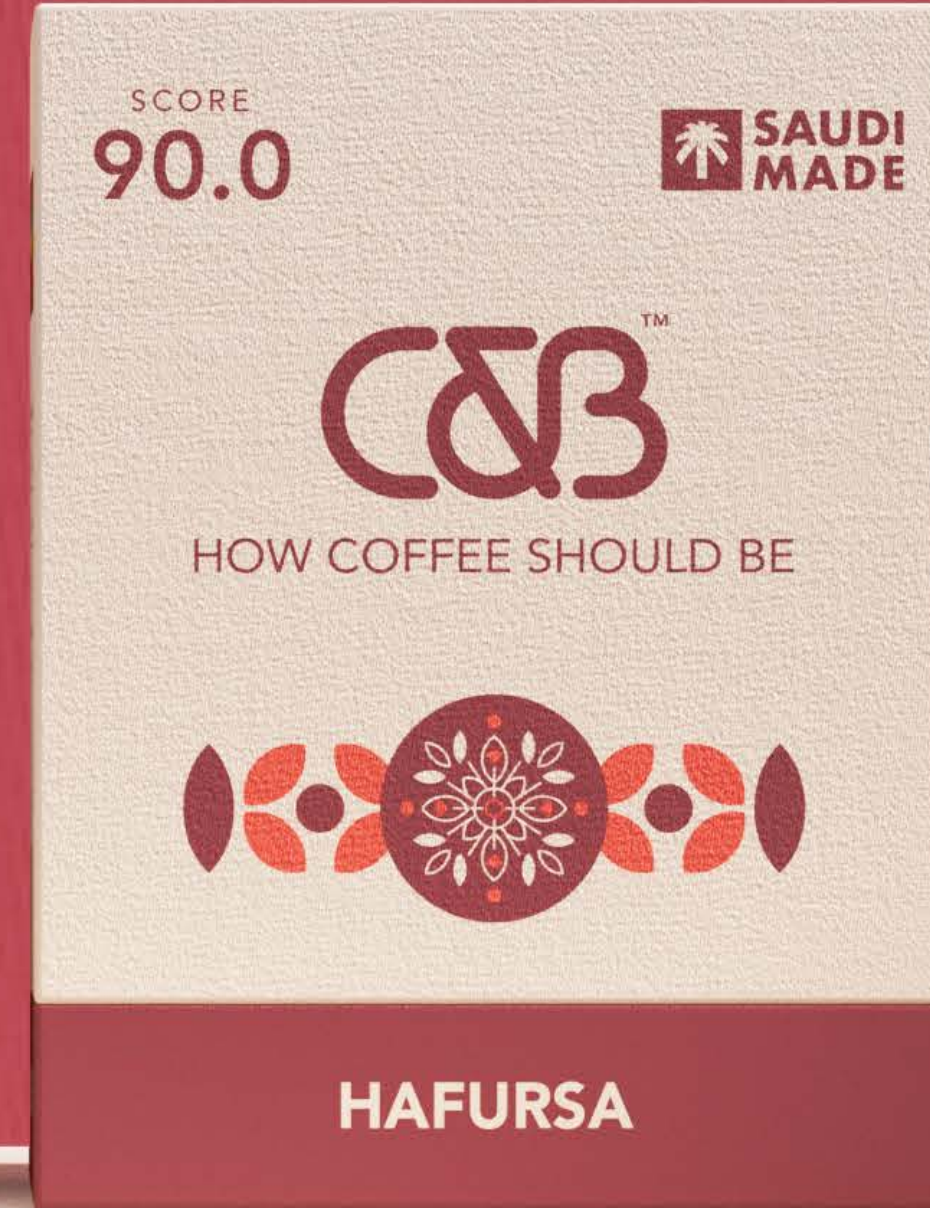
NENSEBO



ETHIOPIA













نؤمن في محمصة ومقهى C&B بأن الشغف يولد الإبداع والتفاصيل تصنع الإتقان، ولأننا شغوفون بالقهوة، ونهتم بأدق التفاصيل التي من شأنها أن تضفي البهجة على تجربتكم، فإننا نفخر بتقديم محاصيلنا لكم لصنع كوب قهوة فاخر يليق بذائقتكم، وبشبع شغفكم، وبأخذكم في بعد جديد من الموجة الثالثة للقهوة.

نؤمن في محمصة ومقهى C&B بأن الشغف يولد الإبداع والتفاصيل تصنع الإتقان، ولأننا شغوفون بالقهوة، ونهتم بأدق التفاصيل التي من شأنها أن تضفي البهجة على تجربتكم، فإننا نفخر بتقديم محاصيلنا لكم لصنع كوب قهوة فاخر يليق بذائقتكم، وبشبع شغفكم، وبأخذكم في بعد جديد من الموجة الثالثة للقهوة.

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نؤمن في مصمص ومفتي C&B بأن الشغف يولد الإبداع  
والتفصيل يصنع الأتمتع. ولأننا شغوفون بالقهوة ونهتم بأدق  
التفاصيل التي من شأنها أن تصفي البهجة على ترويضكم. فلما نضم  
بتقديم حاصبلنا لكم لصنع كوفي قهوة فاحر يلق بلذاتكم. وسنبغ  
شغفكم. ونأخذكم في بعد جديد من الموجهة الثالثة للقهوة.



أثيوبيا  
هافورسا

NET WT. 150G







HOW COFFEE SHOULD BE

# Carefully selected coffee beans to satisfy your taste

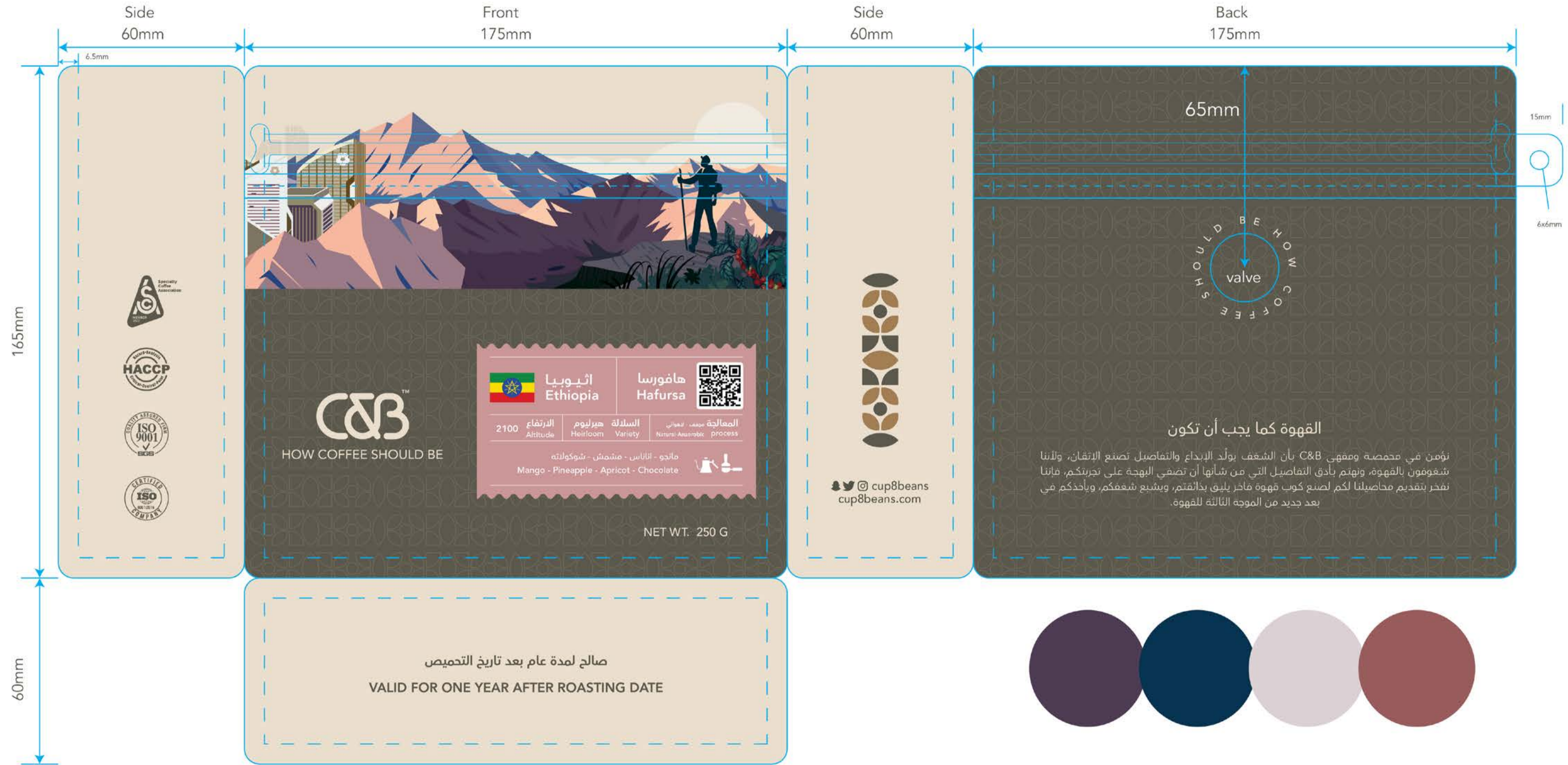
We believe that passion breeds creativity, and attention to detail crafts mastery. As enthusiasts of coffee, and deeply caring about the finest nuances that add joy to your experience, we take pride in presenting our carefully selected coffee beans to create a luxurious cup that suits your taste, satisfies your passion, and takes you on a new journey within the realm of the third wave of coffee.

@cup8beans  
www.cup8beans.com

cup8beans@gmail.com  
Tel: +966595049149

King Saud Rd, Al Faisaliyah,  
Tabuk 47913, Saudi Arabia

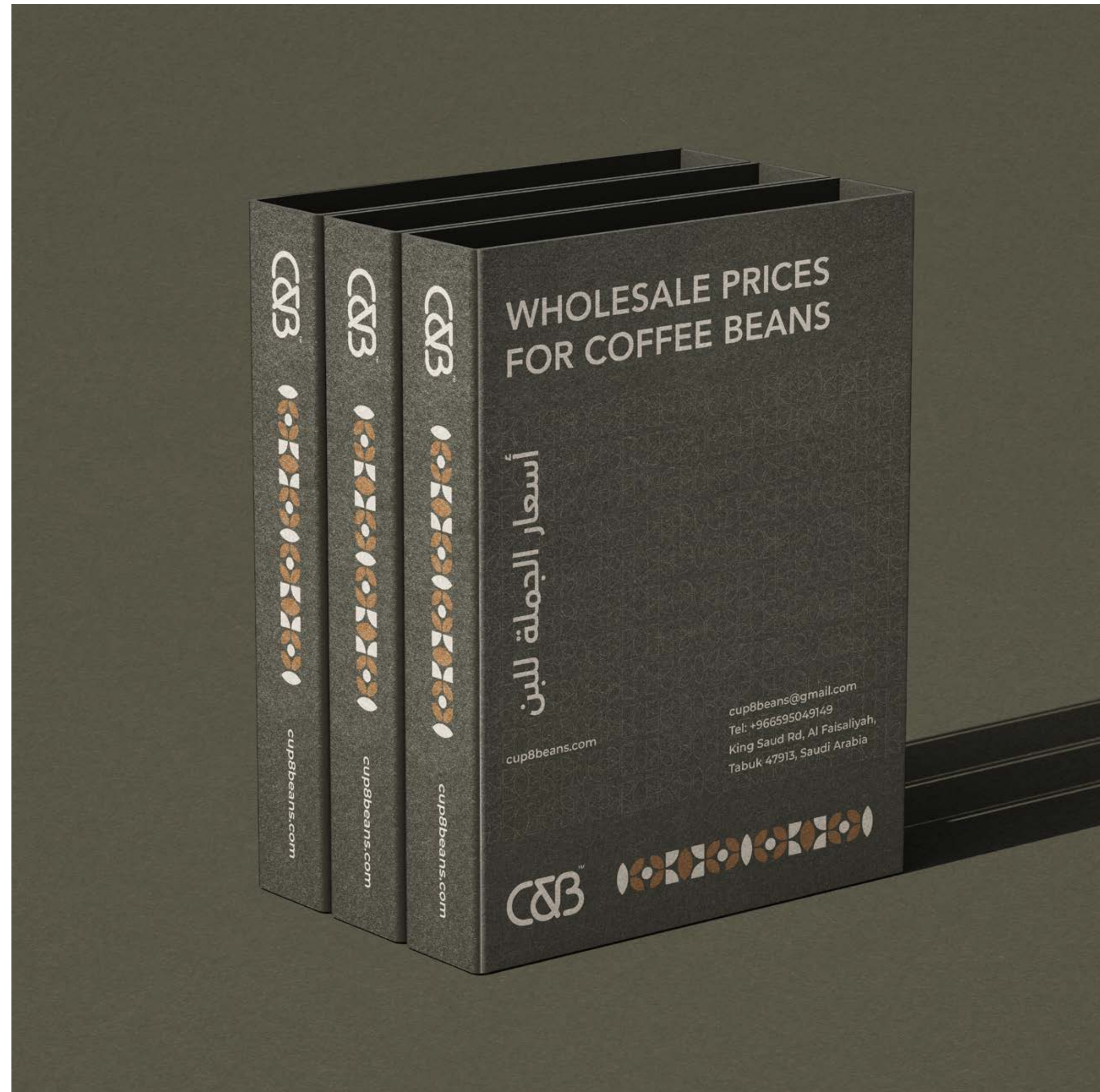




Bottom













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إستمع بتجربة فريدة لمحصولنا النادر، حيث تعتبر  
إسما لامعاً في محاصيل القهوة، ويمتاز البن من هذه  
السلالة بالمعالجة النادرة وخاصة ذات القوام الغني  
للقهوة مع المذاق الجميل والإيحاءات المميزة مما  
اكسبها تصنيفاً عالمياً كأفضل مذاق وجودة في العالم  
لجودة الأرض والمرتفعات.

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## قهوة موتتي فيردي الكولومبية

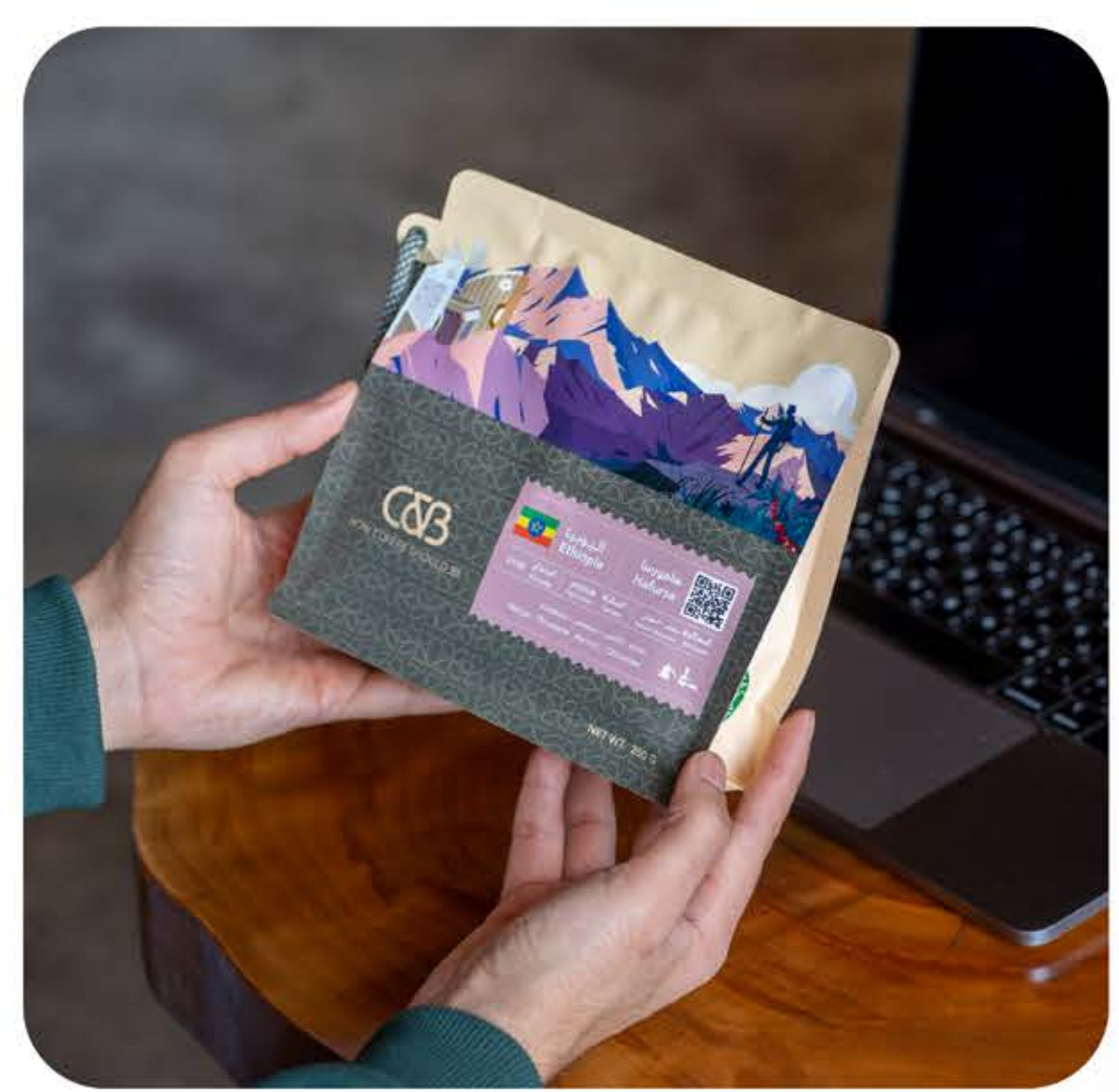
محصول تم استيراده بشكل حصري ومباشر من كولومبيا  
من اجلكم لتستمعوا بتجربة كوب قهوة مختلف

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Please hold the handrail  
Please stand on the right

Please hold the handrail  
Please stand on the right





# Chemex Filter Coffee Tool - 6 Cups

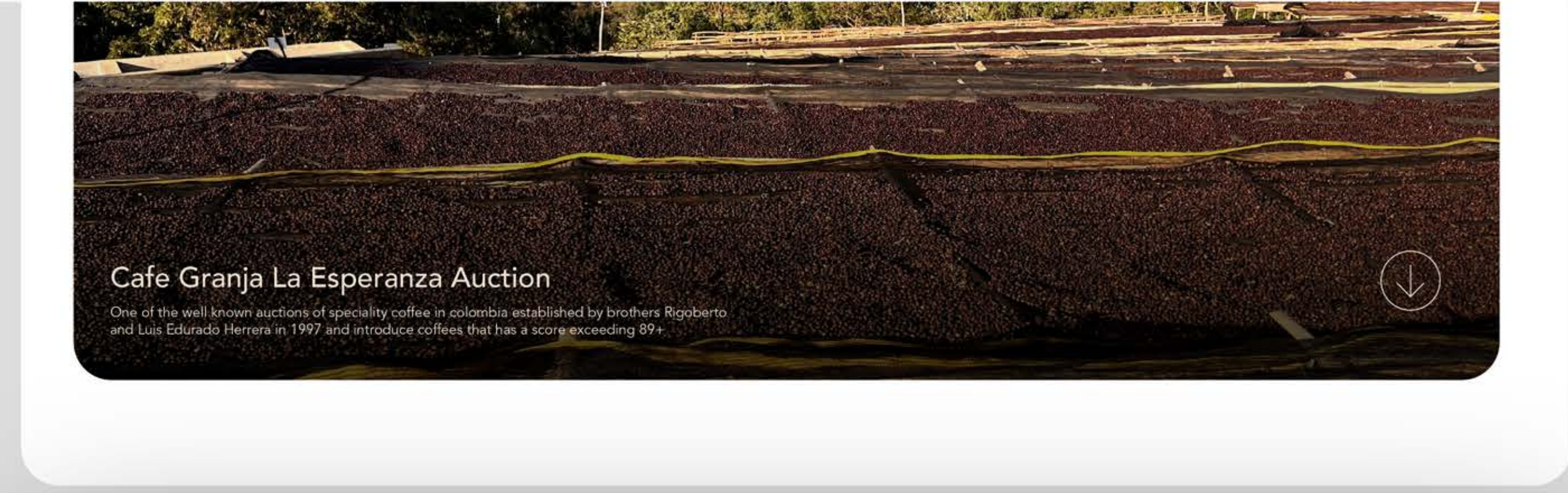
# 194.78 SAR

The price includes tax ( the price does not include tax: 70.00 riyals )

Add To Cart - 80 SAR 1

For optimal results, please grind the coffee when preparing

**Note**  
If you wish to proceed with the purchase and pickup or delivery outside the Kingdom of Saudi Arabia, VAT will be removed from the price of the product.



## Cafe Granja La Esperanza Auction

One of the well known auctions of speciality coffee in colombia established by brothers Rigoberto and Luis Edurado Herrera in 1997 and introduce coffees that has a score exceeding 89+



## Monte Verde

Monte Verde coffee is one of the luxurious crops that we offer to you, and it is a rare and distinctive breed, the Washhoush. It is characterized by the fruitiness of grapes, pomegranates, and the aroma of jasmine, and takes you in a different dimension than black coffee.

We brought you direct trade Monte Verde coffee

From the farm in Colombia directly to the C&B roaster, and as we are accustomed to providing you with distinctive and rare crops by importing them directly from their source, so that you can enjoy a different experience every time.

More Features

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Chemex Filter Coffee Tool - 6 Cups



Monte Verde

C2 grinder from Time More  
265 SAR

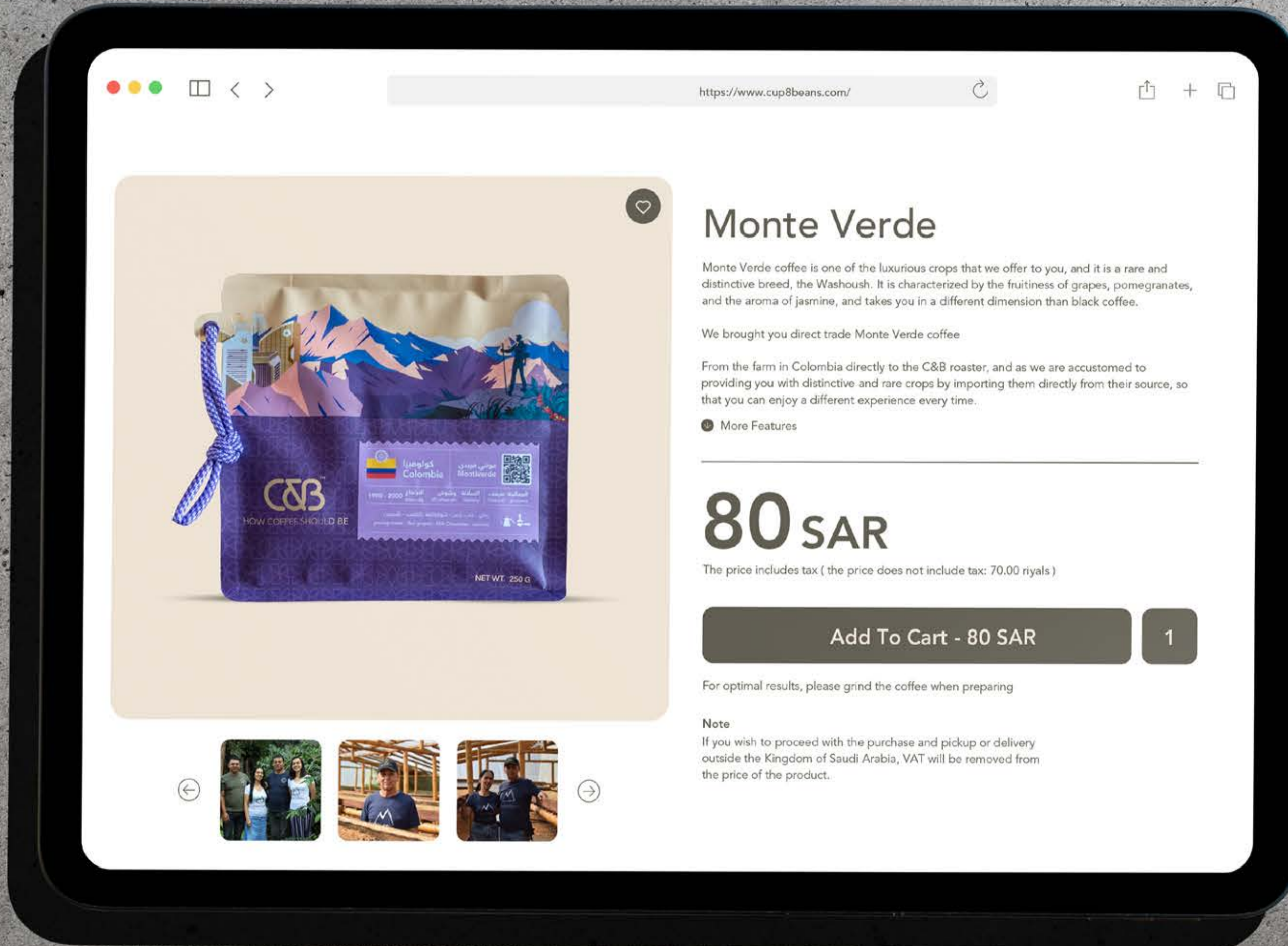
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Since 2018



## Carefully selected coffee to satisfy your taste



## Monte Verde

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# Thank you

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## Credits

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## Gamal Assy

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