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## Özerlat Turkish coffee brand launch

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IC Design has created the brand strategy, brand platform and collateral for Özerlat Turkish coffee, a speciality coffee brand launching in the UK at Taste of London 2015.

Özerlat Turkish coffee offers consumers a new coffee experience – a way of rediscovering the oldest tradition of coffee drinking and the ability to recreate the experience at home. Their two blends represent both the traditional and modern sides of Turkish coffee. Heritage is a traditional blend with classic aromas and flavours, while Mozaik, created especially for the UK consumer, offers a contemporary approach inspired by a modern black coffee taste.


A family company, with a heritage dating back to 1917, Özerlat wanted a contemporary brand reflecting the origins of Turkish coffee to launch into the mainstream UK market.

IC Design reviewed the brand identity, simplifying the logo and building a brand platform around it. Inspired by the tulip, an iconic Turkish symbol, the agency created a versatile graphic to feature on the brand's collateral. Reflecting the characteristics of the products, the brand tone is contemporary with a nod to the company's history.

The launch packaging, website (with online shop) and printed collateral all draw from the brand platform to create a cohesive brand experience and encourage immersion in the Özerlat story. Final packaging, which will include printed coffee tins and boxed Turkish delight, is in development.

The agency also put together a team to include a PR consultant and specialist food and drink copywriter to deliver an integrated marketing solution.

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



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