

Opinions on corporate and brand identity work.

A division of [UnderConsideration](#).

[Search](#)

[Browse](#)

[Submit Tips/Work](#)

[Join Mailing List](#)

[About](#)

[Search](#)

[Submit Tips/Work](#)

[About](#)

[Join Mailing List](#)

By Industry

- [Travel](#)
- [Advertising](#)
- [Advocacy](#)
- [Architecture](#)
- [Automobile](#)
- [Aviation](#)
- [Charity](#)
- [Consumer products](#)
- [Corporate](#)
- [CRM](#)
- [Culture](#)
- [Destinations](#)
- [Development](#)
- [Education](#)
- [Entertainment](#)
- [Environment](#)
- [Fashion](#)
- [Finance](#)
- [Food](#)
- [Government](#)
- [Graphics Industry](#)
- [Health](#)
- [Hospitality](#)
- [Insurance](#)
- [Lifestyle](#)
- [Logistics](#)
- [Lottery](#)
- [Media](#)
- [Non-Profit](#)
- [Nutrition](#)
- [Politics](#)
- [Publishing](#)
- [Real Estate](#)
- [Religion](#)
- [Restaurant](#)
- [Retailers](#)
- [Software](#)
- [Sports](#)
- [Technology](#)
- [Telecom](#)
- [Transportation](#)
- [Web Publication](#)
- [Web Service](#)

By Tag

- Top 10 Tags
- [sans serif \(1137\)](#)
- [blue \(822\)](#)
- [uppercase \(523\)](#)
- [red \(508\)](#)
- [monogram \(448\)](#)
- [black \(447\)](#)
- [icon \(431\)](#)
- [custom \(429\)](#)
- [lowercase \(421\)](#)
- [packaging \(403\)](#)
- [See all tags](#)

By Project Type

- [Before-After](#)
- [Follow-up](#)
- [Friday Likes](#)
- [New](#)

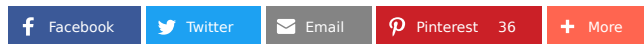
By Editorial Category

- [Reviewed](#)
- [Noted](#)
- [Spotted](#)
- [Linked](#)
- [Announced](#)
- [Sponsored](#)

[Everything ever!](#)

What would you like to f

Share >



[New Logo and Identity for Lot61 by Smörgåsbord](#)

[Reviewed](#)

[Wait 'til you get a Lot of this one](#)

LOT SIXTY ONE

before

after

[Reviewed Aug. 12, 2020 by Armin Comments \(9\)](#)

Industry / [Restaurant](#) Tags / [#amsterdam#coffee#geometric#packaging#wordmark](#)

Established in 2013, [Lot61](#) is a specialty coffee roaster based in Amsterdam, Netherlands, with one retail location and a booming wholesale business. Started by two friends and business partners who have known each other since their childhood growing up in Australia, later opening multiple coffee bars in New York, Lot61 was a big part of kickstarting the "[third-wave coffee](#)" scene in Amsterdam when the two set up shop seven years ago. Ethically sourced from farms that have been implementing environment and social responsibility, Lot61 is on a mission to be "the most circular specialty coffee brand to ever exist". In the meantime, they have introduced a new identity, designed by local firm [Smörgåsbord](#).

LOT61 had been going through somewhat of an 'identity crisis' adopting two or three brands in as many years. In business terms being too busy roasting and selling coffee to focus on future brand strategy and positioning is not such a bad thing but the owners deemed 2020 the time to align and elevate the brand. Our brief was to create a contemporary brand with longevity and a baked-in 'sense of place'.

It's no secret that the coffee sector is well served with thoughtfully designed brands so we set about making LOT61 stand out from the crowd. We started by doing an inventory of the world's leading coffee brands, placing them into one of four (aesthetic) categories: Minimal/Hipster; Traditional/Established; Source/Origin; and Mainstream. We sought to position LOT61 at the intersection of the first two categories which led us to look at the Amsterdam School of Architecture for inspiration.

[Smörgåsbord project page](#)



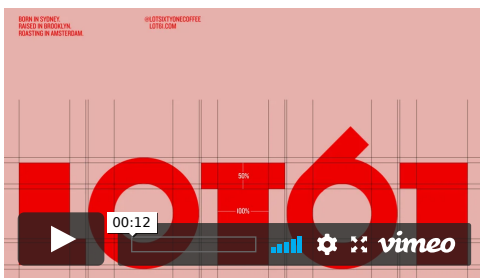
Samples of old identity.

The new logotype is informed by the Amsterdam School — a style of architecture that arose in the city between 1910 and 1930. Whilst dialled up with some contemporary touches it retains its 'sense of place'. The hand drawn characters' 'thicks' and 'thins' are all 2:1.

[Smörgåsbord project page](#)

LOTÓ

Logo.



Logo construction.

The old logo was so strange for a coffee shop and brand, looking far too corporate and the emphasis on the “X” made it feel very harsh. Nonetheless, to their credit, they had managed to cobble together a decent identity out of it. The new logo goes for the more compact “LOT61” spelling which leads to a very pleasing stick-circle-stick-circle-stick configuration that highlights the quirky 2-to-1 ratio of the thicks and thins in the letterforms. It’s not a super easy read — it can almost be interpreted as “Loto1” — but once you know the name of the business it’s all good. There are moments where the stark contrast of volume between each of the letters throws me off but, in the end, I really like the new logo, in part because it takes the geometric sans serif trend into a more exciting territory.

The Coffee Tasters Flavour Wheel was created using the sensory lexicon developed by World Coffee Research. The wheel is beautiful, like the greatest coffees can be, and is an intuitive tool for the coffee taster. It represents a comprehensive and kaleidoscopic picture of coffee flavour but has never been used as the basis for a coffee brand’s colour palette — until now.

[Smörgåsbord project page](#)

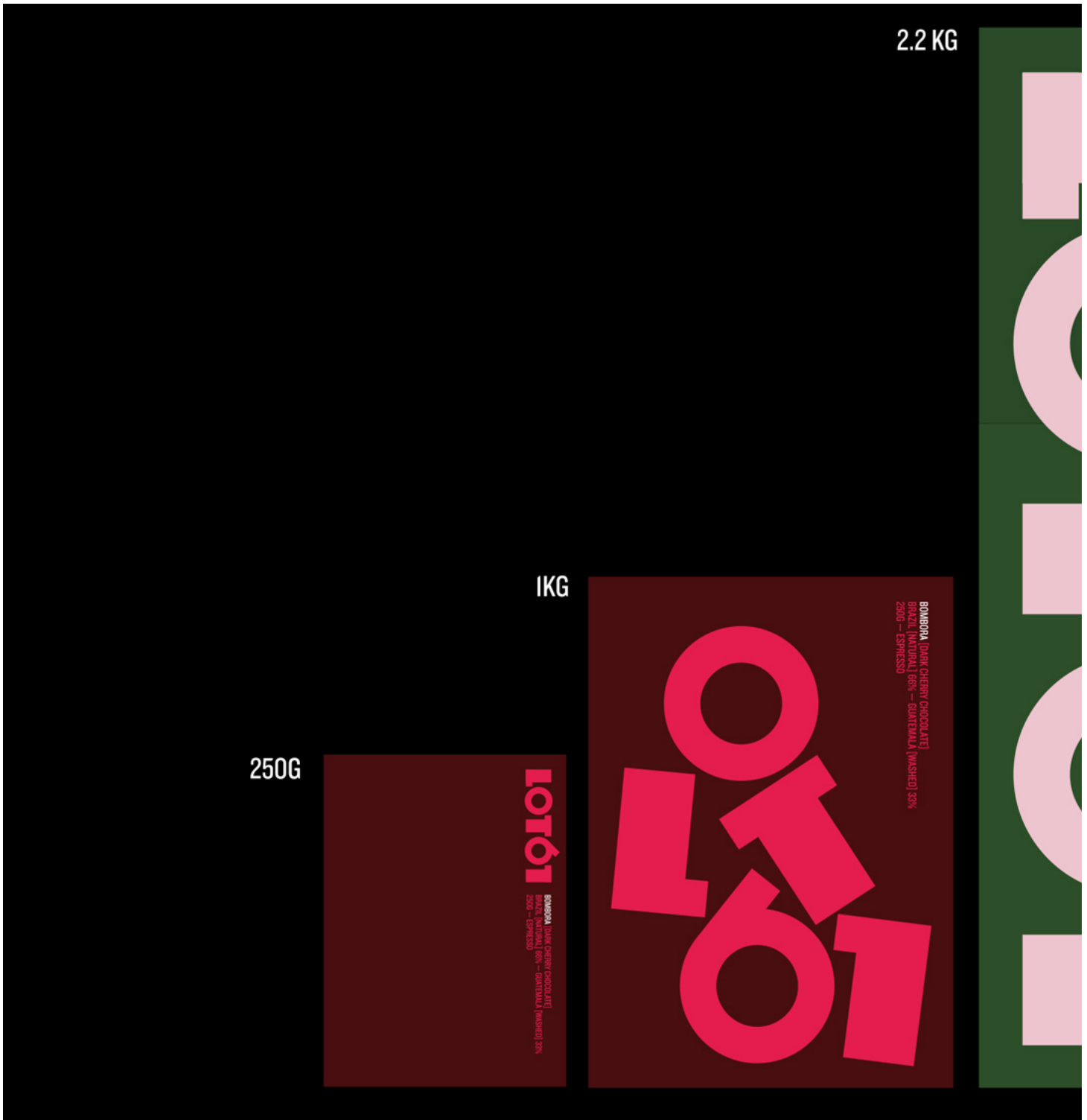


Color palette taken from the Coffee Tasters Flavour Wheel.





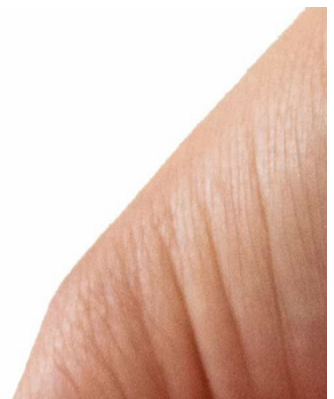
Flavor/number system.



Bag packaging system.

Many coffee roasters are currently opting for plasticised pouches that would look more at home stuffed with muesli. Our client was keen to use bags that he used to buy in grocery stores in NYC — bags that felt substantial and 'brick like'. The 250g and 2.2kg bags feature the standard logotype whilst the 1kg features a playful, disrupted version.

[Smörgåsbord project page](#)

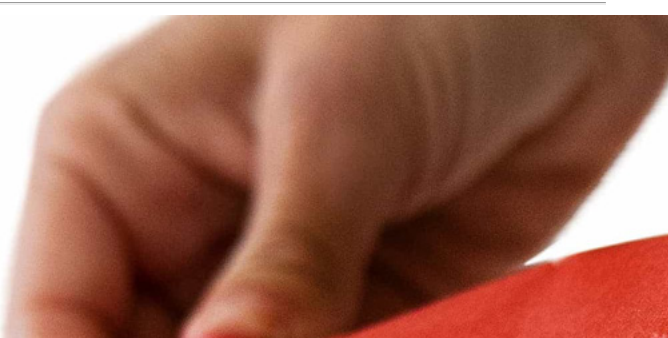


LOTÔ

ZIMZALA

CANDIED APRICOT / CARAMEL / MAPLE SYRUP
ESPRESSO OR FILTER — ORGANIC — 250G

QUINTA EDITION
DOG5 —



ZIMZALA

CANDIED APRICOT / CARAMEL / MAPLE SYRUP
ESPRESSO OR FILTER — ORGANIC — 1KG

ORFÈRE

ORFÈRE





Packaging.

The old packaging was fine and serviceable but these new bags are pretty amazing. The color combinations are great and I love how different the small and big bags look. I would buy the 1-kilo bags for the jumbled logo alone even if it took me a decade to drink all that coffee... except that it wouldn't because coffee is life. The condensed typography on the front of the pack in small and on the side in huge certainly looks good but I wonder if that needed a little bit of weirdness too somehow or a way to tie in more with the logo. Still, I'm a fan.

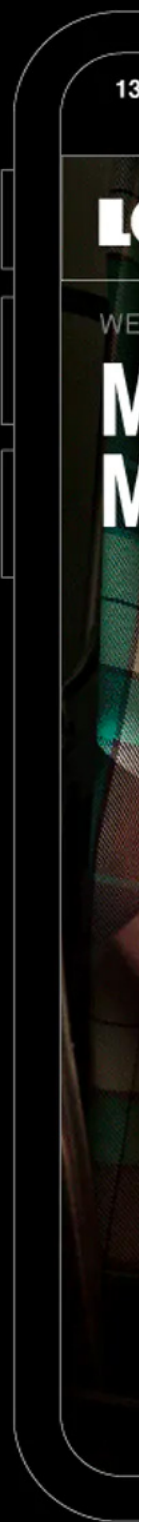




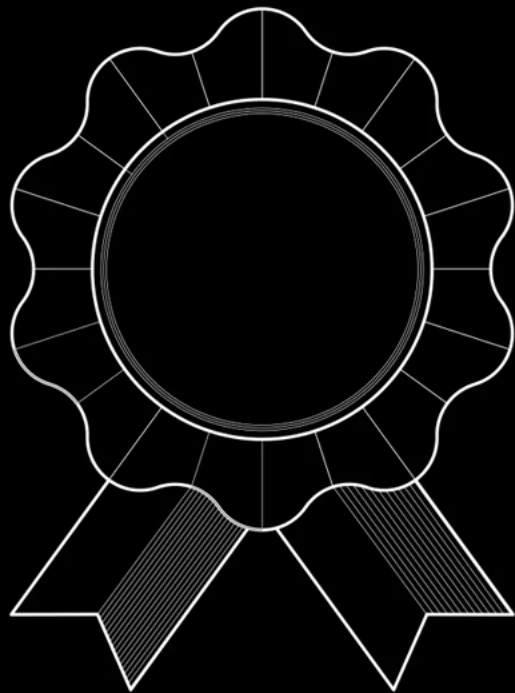
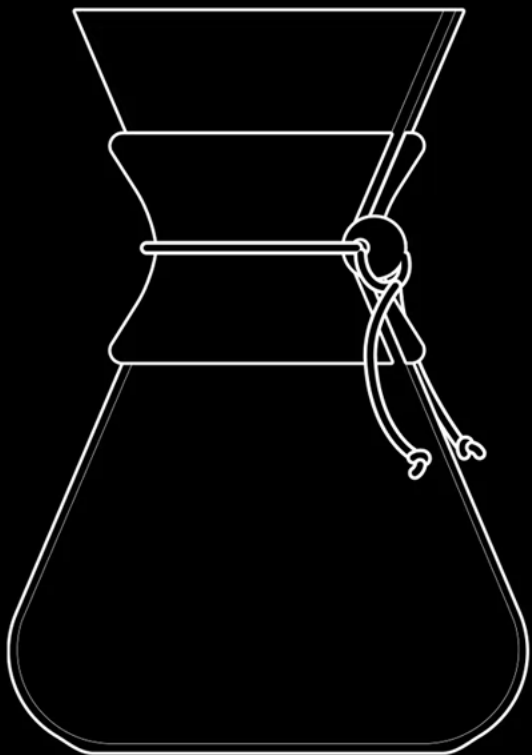
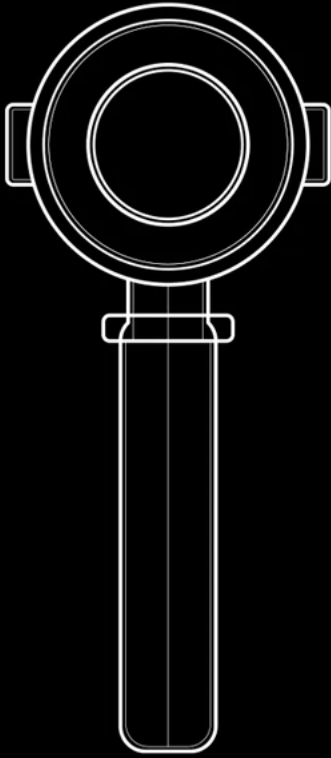




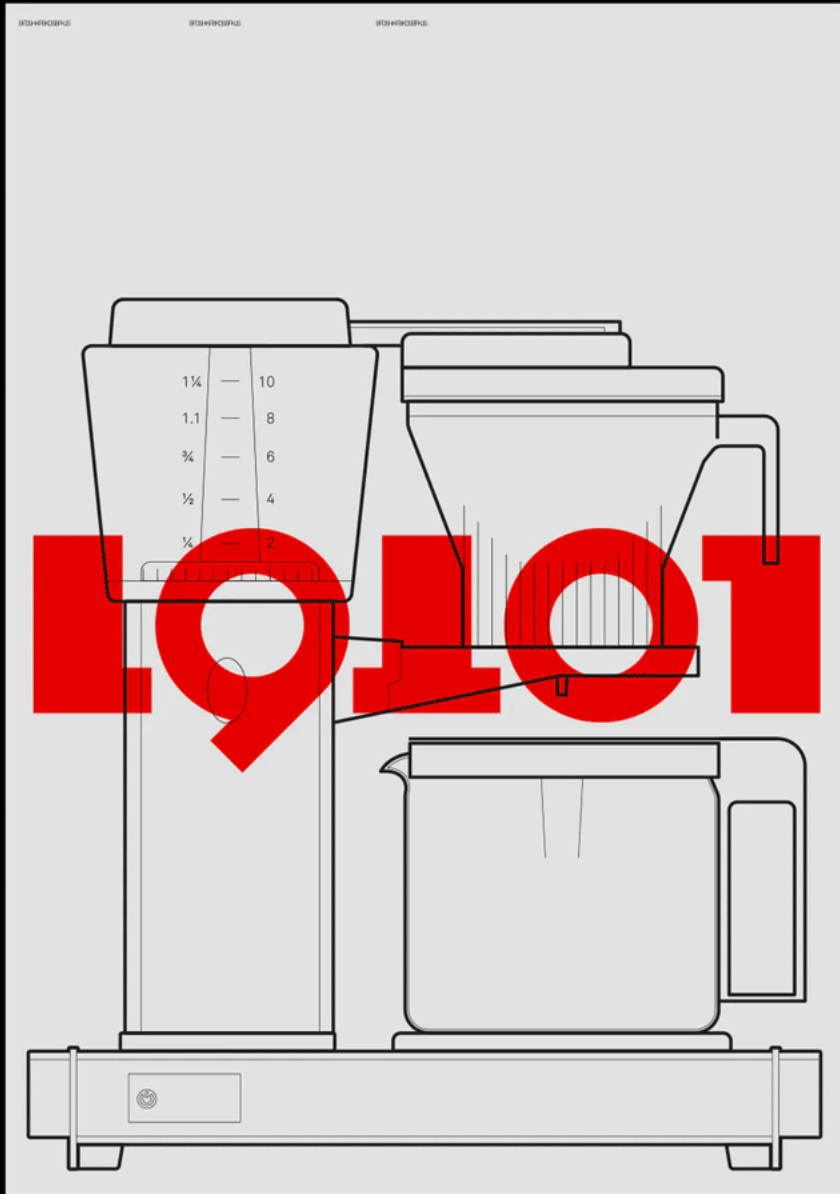
Some hero shots.



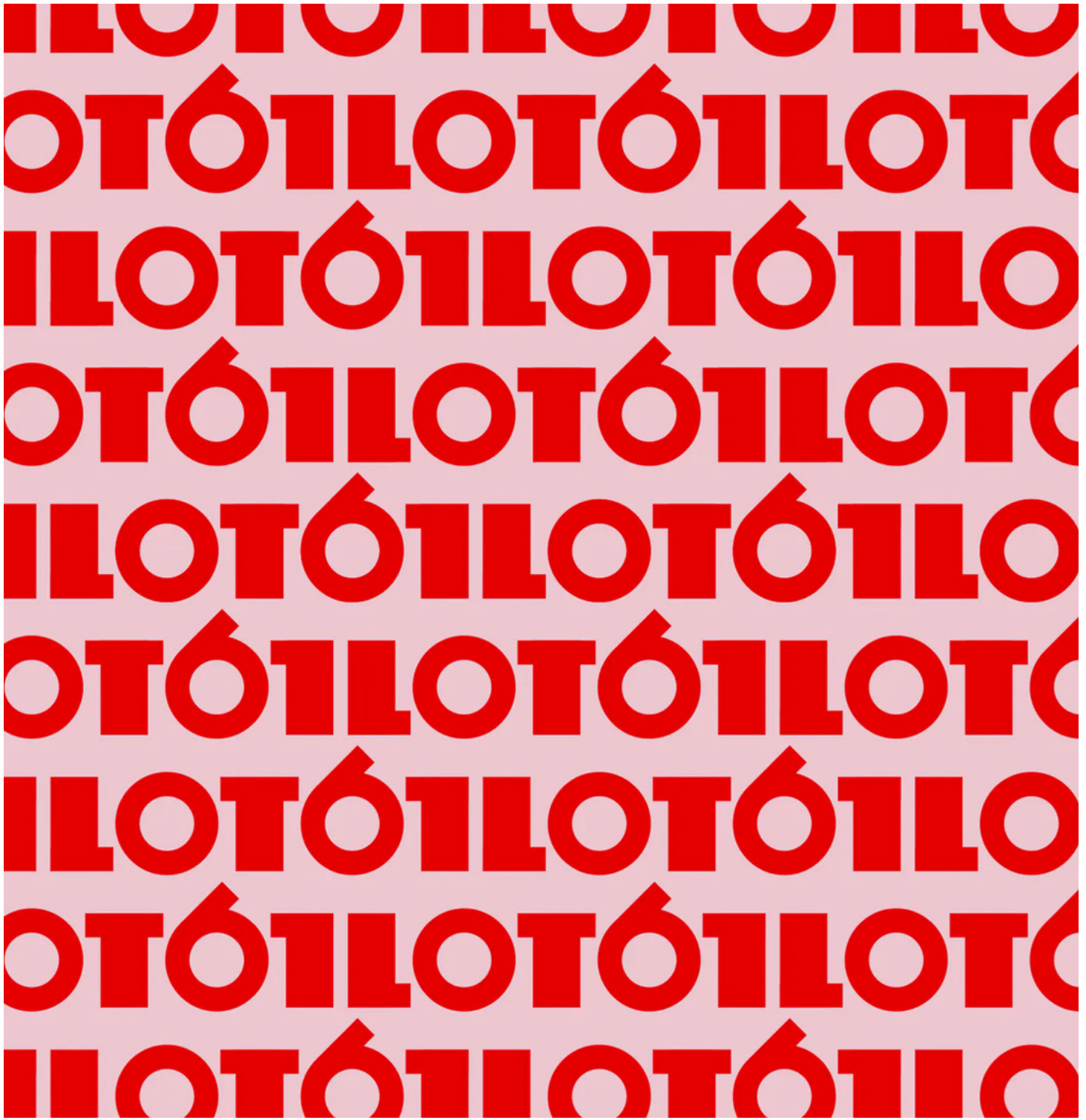
Website on mobile.



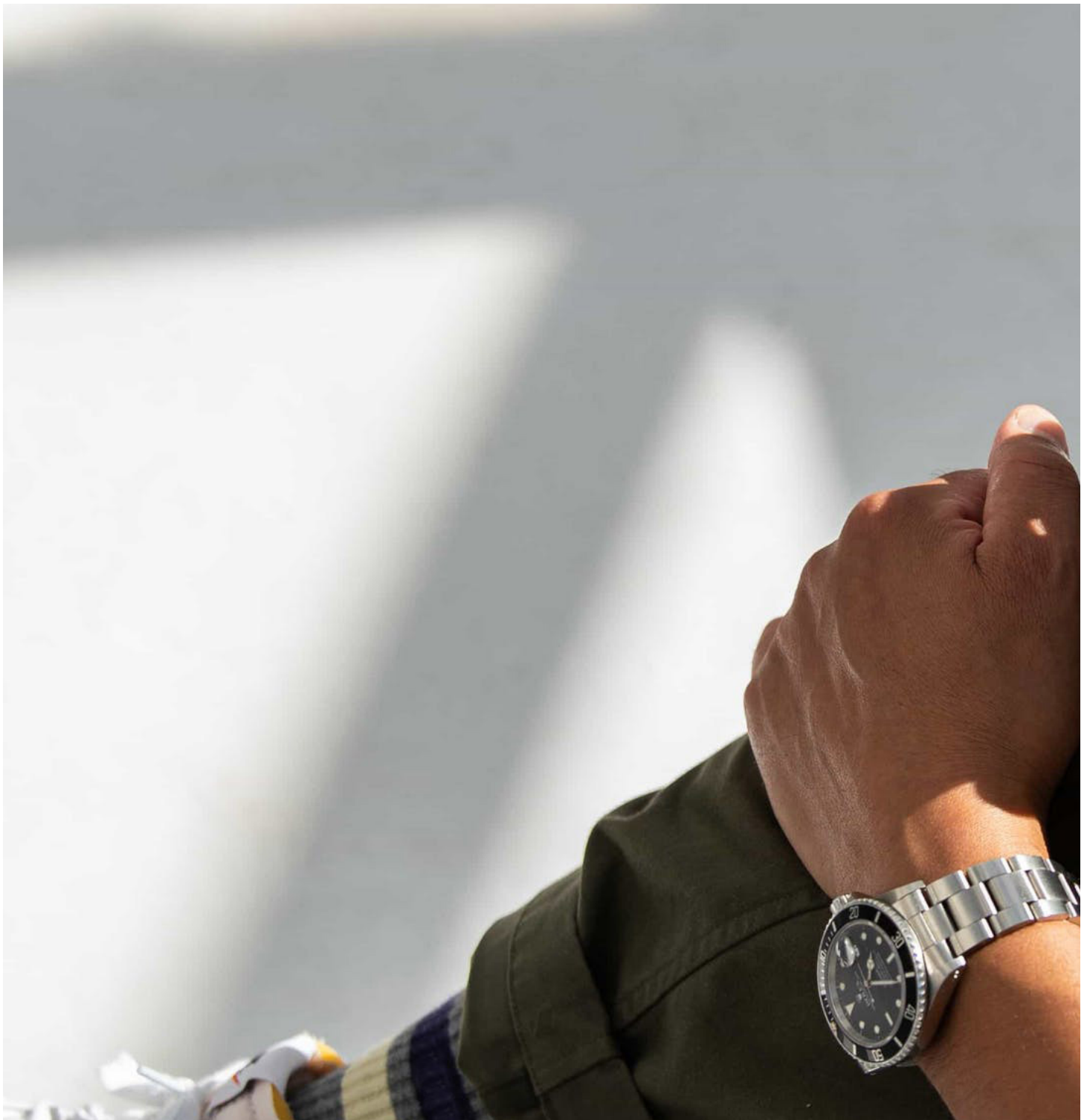
Line drawings of coffee brewing methods.



Posters.

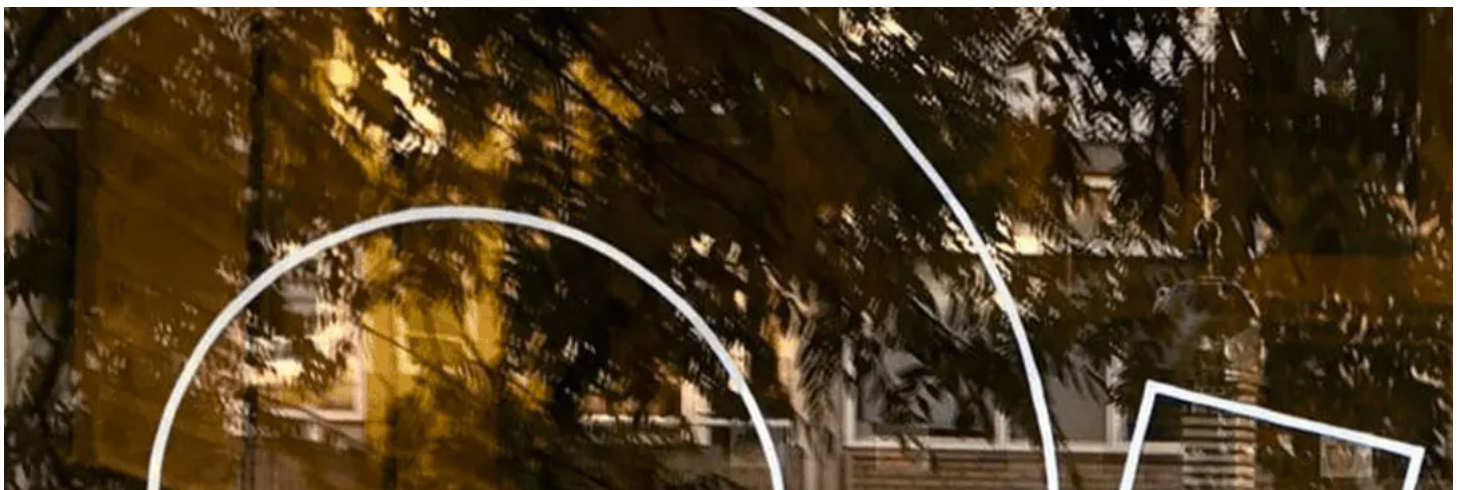


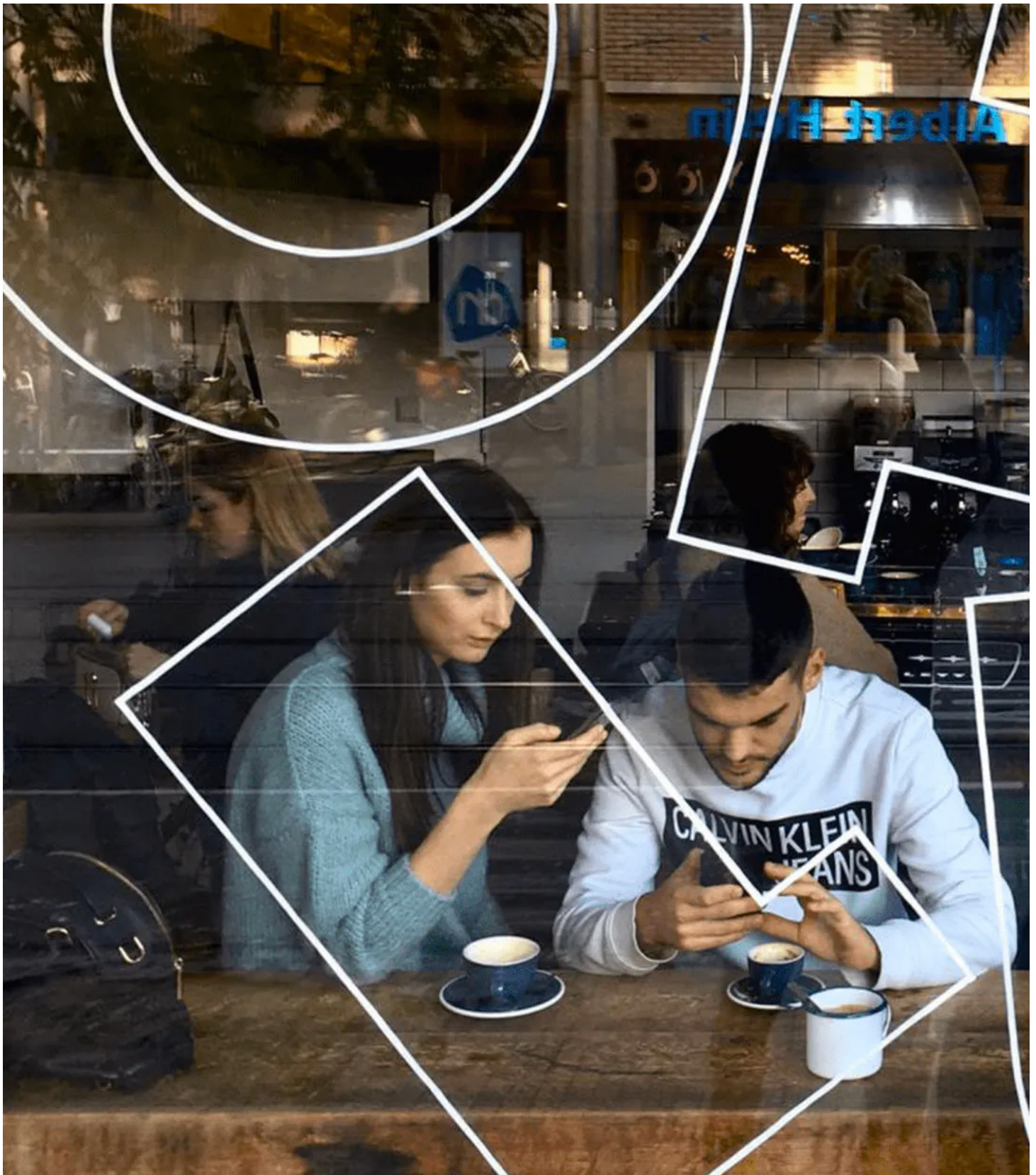
Logo pattern.



Cup.



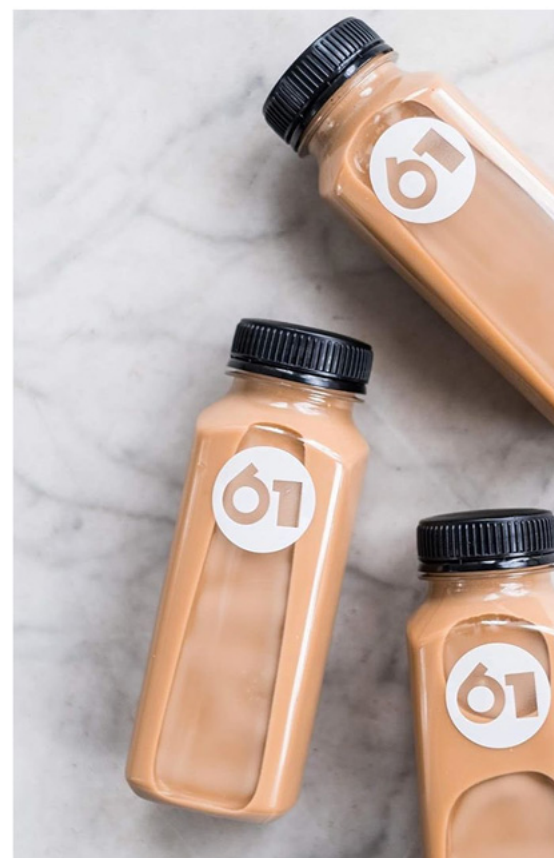




Window dressing.



Tote bag.



Samples of new identity from their Instagram page.

From the image grid above you can see that Lot61 has really embraced their logo, putting it on everything possible, including their black espresso-making machine in the top-left corner. The "61" shorthand logo in a circle is a nice extension of the brand that has the potential of making the number itself, regardless of design, a high-recognition element for the small coffee roaster. Overall, I appreciate how this doesn't conform to any general coffee roaster trend — a little on the minimalist side, perhaps — and builds a bold visual language almost through the logo alone.

Your opinion...

On Logo

- Great
- Fine

Bad

Total

On Packaging

Great

Fine

Bad

Total

On Packaging

Great

Fine

Bad

Total

See what else happened on Brand New

ON THIS DAY
ON THIS DAY

since publication began in 2006

each year

Comments

Recommend

Tweet

Share

Sort by Oldest

Join the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS



Name



Paul Kitchen • 5 hours ago • edited

So much to like here. Those line drawings and posters have a touch of the Braun - Dieter Rams about them. This is definitely in my "wish i'd have done that" category.

To be honest Smörgåsbord rarely do anything thats short of amazing.

2 ^ | v • Reply • Share >



Alex Christian • 4 hours ago

I read it as Lotói at first, but the use, reuse, and reinforcement of the wordmark in all parts of the identity solved any readability problems. The palette is beautiful and the typography is lovely. I'd love to go there and check Brand New over a chemex, one fine lunchtime in a better future...

2 ^ | v • Reply • Share >



Chris Jones • 4 hours ago

After listening to the Follow Up, I can now hear Armin's voice narrating in my head as I read Brand New, lol.

1 ^ | v • Reply • Share >



Gourmet Poptart • 3 hours ago

This is executed very well. I had my initial reservations but the executions are hot.

3 ^ | v • Reply • Share >



Valark Gourmet Poptart • 3 hours ago

Agreed. The logo construction is almost a little too uniform, but in color and in application it's got such a pleasant rhythm. The paper cups and packaging especially are just fun to look at.

^ | v • Reply • Share >



Oisin Hurst • 3 hours ago

Is it strictly a colour palette when it's using all the colours?

Rainbow Wow GIF by Declan McKenna - Find & Share on GIPHY — disq.us

^ | v • Reply • Share >



JacoubThePerson • 2 hours ago

The packaging is so good you can vote great twice!

5 ^ | v • Reply • Share >



unrelated • 2 hours ago

Love it all except the cups. I always find dark full coverage cups tacky, like I bought them from costco, regardless of the design. I expect that thin insulating foam on the surface. Anyway, that's just me, stuck in memories of events I didn't want to be at as a child. So, yeah, like the work

^ | v • Reply • Share >



Jerem • an hour ago

The logo is different and highly recognizable, and I want to like it so much but I can't for the life of me read it as anything other than LOTÓ1. Nonetheless, the rest of the system really works.

2 ^ | v • Reply • Share >

Subscribe Add Disqus to your site Add Disqus Do Not Sell My Data

DISQUS



Logo Before & After

Packaging

Share >

Facebook Twitter Email Pinterest 36 More

[Spotted](#) Around the web

[New Logo and Identity for Entrepreneurs' Organization by Brandpie](#)



**Entrepreneurs'
Organization**

Spotted Aug. 11, 2020

[Comments \(1\)](#)

[New Name and Logo for South Dakota Mines](#)

SOUTH DAKOTA



SCHOOL OF MINES
& TECHNOLOGY

SO
An

Spotted Aug. 11, 2020
[Comments \(2\)](#)

[New Logo for Material by co:collective](#)

LRW GROUP

-
Spotted Aug. 10, 2020
[Comments \(1\)](#)

[New Logo for SMFA at Tufts](#)

SMFA
AT
TUFTS

-
Spotted Aug. 10, 2020
[Comments \(6\)](#)

[New Logo for Clai by Rob Janoff](#)



Spotted Jul. 31, 2020
[Comments \(6\)](#)

[New Logo and Packaging for Country Archer](#)



Spotted Jul. 30, 2020
[Comments \(7\)](#)

[Pinned](#) Recent, Big Stories

[New Logo and Identity for GoDaddy done In-house](#)

GoDaddy



Posted Jan. 15, 2020
[Comments \(212\)](#)

[New Logo and Identity for Warner Bros. by Pentagram](#)



Posted Nov. 18, 2019
[Comments \(157\)](#)

[**New Logo and Identity for Reebok done In-house with Darrin Crescenzi**](#)

Reebok

Posted Nov. 12, 2019
[Comments \(100\)](#)

[New Logo and Identity for Kroger by DDB](#)



Posted Nov. 7, 2019
[Comments \(199\)](#)

[New Logo for Facebook, Inc. done In-house with Dalton Maag and Saffron](#)

FACEBO

Posted Nov. 5, 2019
[Comments \(140\)](#)

[New Logo and Identity for Staples](#)

STAPLES®



Posted Apr. 2, 2019
[Comments \(193\)](#)

[Curated](#) **YIELD TO MERGERS**

[New Name and Logo for Wunderman Thompson](#)



WUNDERMAN

J. WALTER THOMPSON

-
Spotted Apr. 2, 2019
[Comments \(14\)](#)

[New Name and Logo for Keurig Dr Pepper](#)

KEURIG
GREEN MOUNTAIN

 **Keurig
DrPepper™**

 **DR PEPPER
SNAPPLE** GROUP

-
Posted Aug. 14, 2018
[Comments \(52\)](#)

[New Name and Logo for SapientRazorfish](#)



SAPIENT
RAZORFISH

razorfish™

Posted Mar. 17, 2017
[Comments \(37\)](#)

[New Logo for Kraft Heinz Company](#)



Kraft *Heinz*



Posted Jul. 31, 2015
[Comments \(84\)](#)

[Temporary Logo for Penguin Random House](#)



RANDOM HOUSE

PENGUIN RANDOM HOUSE

Posted Jul. 3, 2013

[Comments \(43\)](#)

[Transdev](#)



BEFORE: AFTER:

Posted Jun. 6, 2013

[Comments \(19\)](#)

About

Brand New, is a division of UnderConsideration, displaying opinions, and focusing solely, on corporate and brand identity work. [More...](#)

[UnderConsideration](#) is a graphic design firm generating its own projects, initiatives, and content while taking on limited client work. Run by Bryony Gomez-Palacio and Armin Vit in Bloomington, IN.

Contact

[E-mail](#) (preferred)

[Twitter](#)

Follow

Many Thanks to our Advertisers

When choosing between competing products and services, please consider our advertisers, who help support Brand New.

Typography

Brand New uses [Mercury Text ScreenSmart](#) and [Operator ScreenSmart](#) from [Hoefler & Co.](#)



Join our Mailing List

First Name

Email Address

Subscribe