



Brew it

by Sash



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Logo Explanation – Brew it Coffee

The mascot in the "Brew it Coffee" logo is a calm, charming bird character holding a steaming cup of coffee. This character was chosen to reflect the soothing, cozy, and welcoming experience that Brew it Coffee offers.

Bird as a Mascot: Birds are symbolic of freedom, freshness, and early mornings—perfectly aligning with the idea of starting your day with a warm, relaxing brew. The peaceful, closed-eye expression represents calmness and mindfulness, which mirrors how we want our customers to feel while enjoying their coffee.

Steaming Cup Detail: The gently rising steam adds a sensory cue of warmth and aroma—inviting the viewer to feel the comfort of a freshly brewed cup.

Color Palette: The soft earthy tones convey natural, organic, and grounded vibes, creating an elegant and premium feel, while still remaining cute and approachable.

Typography: The strong, serif typeface used in "Brew it" adds a touch of sophistication and reliability, contrasting beautifully with the soft and rounded mascot to balance professionalism with friendliness.

This mascot isn't just a design—it represents the emotion and mood Brew it






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Deary

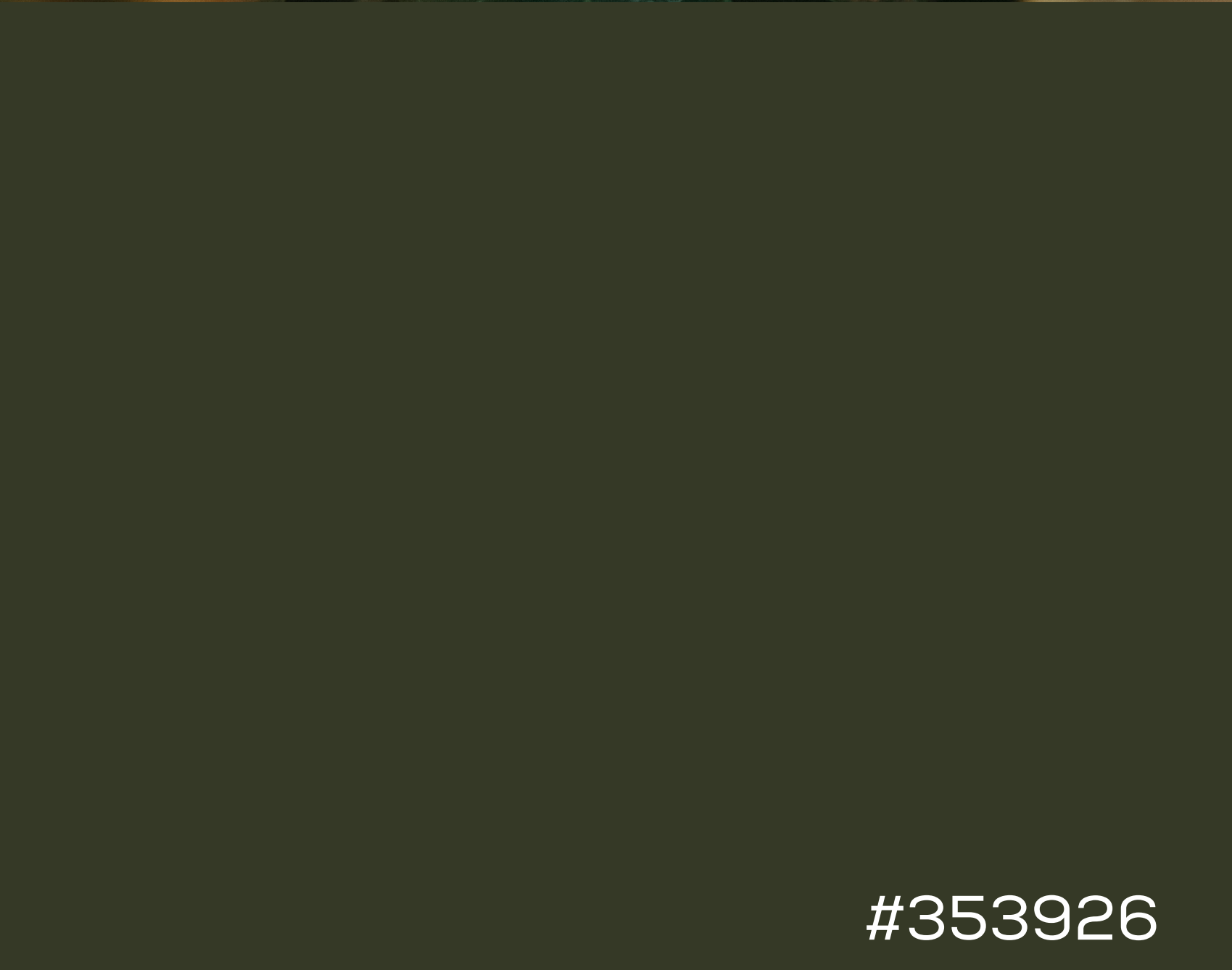


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Logo variations

