

# Client Case Study

## Branding

### Conundrum Coffee

When we began working with this Fort Collins coffee roaster, all that was known was the young company wanted to provide coffee that both connoisseurs and those that just like it hot and black to enjoy. That vision became Conundrum Coffee.

In a crowded marketplace with an influx of new competitors constantly entering the sector, Conundrum needed a brand identity to separate itself from the pack. Not only did we develop the Conundrum name and logo, but we also crafted their product packaging, website, corporate and social media voice, accompanying color palette, typography, photography and more.

With this substantial branding initiative, Conundrum has been able to capture valuable shelf space at select Whole Foods, as well as, being served by several local restaurants and coffee houses, all within a short year of their launch.



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*"Without Clay Pot Creative, we would not be where we are at right now. It's as simple as that," said the upstart coffee roaster. "They took our idea and turned it into something real. Every time I walk into a store and see a bag of Conundrum Coffee on the shelf, I smile from ear to ear. I love what they created. It is perfectly us!"*