

VELLA & ASSOCIATES

NAMING PRESENTATION

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CONCEPT STREAM

O COFFEE	DUIQ * DUJO	FEEVOR VERVA	AURA HALO	EXACT LUMINOUS	MRAPT JUMP	* BRIO VERVE	GLO QLO	SCUMDBITE CHOFI	KONEE MOJTEE	JINW AROMA	WHOLY WHOLLY	* GROUNDED IN COFFEE
C ² MORE	OGIO	* BOOMPH	GUSTO	GROUND	INTER NCHANT	ZAZZ	GOGLO	TASTE GRENADE	CHARGE	AROMA	(W)HOLY	KINETIC COFFEE
ISTA UX	A ALANO	AUD	CHARM	GROUNDFO	BEYOND	ZAZZ	GIO	FLAVA	* RE	ATTITUDE	KEEN	KOOL CODE
CHERRY	KOKIO	OMF	REUSA	VIBE	VI	AAA	MID	* VLAVA	RE: YOU	3000 FT	E=C ³	FORETHOUGHT
ROASTED CHERRY	ID	OOM	GNA	ELATE	SCORE	ZZZ	VIO	SENSE	RE: LIFE	3000 FEET	E=MC ²	EUREKA
COFFEE 1/2 YOU	BEAN	FERVA	GO	ELB	RING	AYAY	EDGE	UMI	RE: US	TWO BEANS	COFFEE AT THE SPEED OF LIFE	GOBY DREW FLUTTER BUZZ
BEAN	SAIRO	FERVAH	* O'GO	* COFFEEDEE	* BRISK	NEO	PEAK	UMMI	RE: COFFEE	2 BEANS	CHERRY	* BLINK
VI	SAIRO	KINDLE	OGOH	RAPTURE	SOFT	GEO	* ZENITH	SYNAPSE	RE: CHARGE	CHERRY	NON-REGULAR	* GROUNDS FOR MORE
VIE	ZAI	SPARK	DEVOTION	XIXI	QUICK	C ³	PINNACLE	SIN	* NB	PERCOLATE	FLUTTER	* GROUNDS FOR MORE
* CASTA	ZAAI	STIR	ZEAL	KI	ALERT	COFFEE CONFIDENCE	APOGEE	INDULGE	* ZINGO	ZENCAFE	HAVEN	GROUNDS SACORE
KASA	ZAI	ADO	NTH	SIX	SWITCHED	GUSTO	VYO	BASE	ZINCO	ZENGO	DEN	GROUNDS AROUND
QUE	ZAI	ADOO	CORNER STONE	HEARTCOFFEE	* SWITCH	SAVOR	CRESCENDO	* COCAF	ZINGCO	ZENGLO	COFFEE INC CT	GROUNDS FOR LIFE
QNO	CHATTER	DIN	ONAH	COFFEECOLOUR	ONN	ZAYVA	CRASHENDO	KOKKAT	MOCO	GLOZEN	COFFEE INC CT	JOY BEAN
CUNO	CHAI	BUZZ	ADORE	INVOLVE	TIP	NJOY	KRASHENDO	KAFKA	MOCCO	* THE DAILY GRIND	* COFFEE INCORPORATED	MAGICAL BREW STATION
KLARISTA	ZHI	ARKA	CHEESH	INVOLVE	TIPPING POINT	CHIZAZZ	ZEN	EFKAY	MOCCO	DAILY GRIND	RE: TREAT	FLAIR
CALISTO	ZHI	ARQA	ZIGO	INOIBE	OHN	CHIZA	ZENYTH	LAVA	MOCCO	PLACE	ABODE	USTO
CALISTA	ZHI	ARQA	ZIGO	INNERVIDE	OHN	CHIZA	ZENYTH	ZENYTH	MOCCO	SPACE	BASE	* AMMO
UNO	3ME	FRENZI	IGO	IMAVIBE	FIDE	ALLAT	CHIZEN	SOYBEAN	MOCCO	ZONE	TAKE OFF	MOCCO
CHI	3ME	FRENZI	IGO	IMAVIBE	FIDE	ALLAT	CHI, ZEN	BEAN JOY	MOCCO	INTRA	DOCK	BOFH
QIQO	FLAVA	INNA	IGOUNGOWEGO	BUMZ	STOKE	KOFI	* ZENCHI	* JOI	MOCCO	ASCEND	COFFEE DOCK	FUEL
QIE	* KLO	* BRAVO	MUNK	* VYB	CLUSTER	WIRED	ZENQI	ECLIPSE	MOCCO	ROBUSTA	BREW	TANK
PAUSE	KOFI	BRAVO	DEVOTE	VAYB	RAY	VIRL	CHI	HVN	MOCCO	BROWN	BROOD	FINE GROUNDS
POD	AROMAH	APRAUD	SINCTUM	QLOH	ARRAY	VITA	COFFEECHI	KOFF	MOCCO	FLAVAH	COFFEE DOCK	COFFEE ACTUALLY
LAUNCH	ARO	TRIGA	SOLACE	QLO	COMMA	LUMIN	TSIE	KON	MOCCO	MIO	GROUNDS FOR...	DROP
CHIVO	QARO	MEZ	COFFEEPOD	POD	COMMA	LUMIN	CH, CH	K-ON	MOCCO	* MIYO	GROUNDS ALOUD	
* QIUO	SAVOR	JME	COFFEEPOD	PAD	STRIDENT	* ILUMI	CH, CH	COFFEE	MOCCO	MIO	RESONATION	
	SAVAH	UGLO	YUGLO	RE	STRIDE	ILLUMI	CH	ON	MOCCO	* MIYO		
	SAVVA	GLOH	GUGLO	RE: U	STRIDE	ILLUMI	CHA	CONEE	MOCCO	MIO		
	* SAVA	GLOH	GUGLO	RE: U	DASH	LUMI	CHACHA	* C(O)N	MOCCO	YOH		
		GLOH	GUGLO	CAST	PAUSE, DASH, -	LOOMI	* CHACHA	ON	MOCCO	YOGO		
								CONEE	MOCCO	Z-NO		
ATTAIN	SPELL	* MEAN BEAN	COFCO	SOS	* DOT DASH	FLAME	UNMI	TENNIS	INFIMTBIMAL	RHYTHAN	FIVE HI	WII
ASTRO	RHAPSODY	BREW	KOFCO	* NOTA BEWE	.-	COFFEE ACCORD	IMMERSE	NOON	MTOTFS	VIGA	FIVE HIGH	CH
BEAN GENE	WRAPPODY	NOIR	KOFFKO	N.O.	.-.-.-	CA	ROOM	AROGEE	NOTUWETHERISASH	VIGH	5 HIGH	C.C.C.
DEW	COFFEE INSIGHT	CINO	CCOFFEE	...-...-	* CROSS YOUR TS	DOC	BAR	ORDIT	SATSU	VIGAU	HUB	B.G.C.
BEAN DEW	HUMMINGBIRD	CINNO	COFE	ACCENT	PUT YOUR IS	DEPT. OF COFFEE	ERIA	US	WE	VYGA	NOW	B.C.
ZEN DEW	* BEE HUM BEED	CINO	ECOF	RESONANCE	AND	MINISTRY OF COFFEE	COFFISH	WE	PRIME	VYBZ	* AMP	BEFORE COFFEE
TGIC	COFFEE CUBED	PERKS	ECOFFEE	RESON8	FAST FORWARD	MOC	BUDGE	PRIME	COFFINIDIUM	CARAMEL	PULSE	AC
WAND	COFFEE ³	BURNISHED	C.	RESON8	FORWARD FAST	M.O.C.	NICHE	PREMIUM	HINT	CARA	PULSATE	CCC
FENTO	3	BURNISH	ROI	RE*8	>>I	* THE MINISTRY OF COFFEE	NOOK	SLIP	NECTARIUM	CYARA	THROB	GLO
ATTO	HOVER	* TERRA COFFEE	R.O.I.	NOTCH	WONE	COFFEE AFFAIRS	COFFEE AFFAIRS	* NEKTA	FRISATSU	* KYARA	BZZ	GLOW
AVUO	NECTAR	TERRA	LIFT	NOTCHE	VIVI ONE	AFFAIR	DEN	FIZZ	NECTARIUM	BHZZ	ZICOFFEE	AMBERGLO
VU	METADREW	CAFE TERRA	JUMP	TOP NOTCH	STELLAR	COFFEE COLLECTIVE	STREAM	ISLAND	APPOGEE	DHZ...	VIZI	AMCAGLO
GG	BEE	RAW	* JUMA	SHARP SHARP	STAR	ANIMATE	PULSE	YLAND	AHPGEE	BAHZ	201	AMBE
GOOD COFFEE	RUN	DUSK	* MUSU	KEEN	ASTRO LOGICAL	NUANCE	GRAIN	YLAN	ZENYTH	SHZZZ	ICAFE	IMMERSE
VUGG	QUICK	RISE	MOJO	SALIENT	* COFFEE LOGIC	NU	* CLOUD 9	INO	AHPGEE	BZ	BAHZ	AURAH
VIVIGEEGEE	QUICKEN	ADD	BUMP	AUGUST	COFFEELOGICKL	VIVIFY	CLOUD NINE	INNO	ZENYTH	BZ	BAHZ	AURHA
VIVI	MYE	ANDDEDEF	STOP HOP	MM....	QUARTER TO	WHIZ	SUMMIT	INNO	AMBER	BZZ	BZZ	AZURE
66	CINNAMON	SOAR	ENERGISE	BLISS	QUARTER TWO	* CONSTANTLY COFFEE	CLOUD	FORTYFIVE	FALUN	BZ ³	BZZBZZ	RENO
09	SINAMON	JURGE	CHARGE	BEAN BLISS	YBU	40 LOVE	COFFEE CLOUD	ARCHEO	ANTIRUST	BZ	EV0	AVEO
BOOST	SYNAMON	RUSH	GNOSIS	COFFEE BLISS	UBUGO	LOVE IS	COFFEE ME	CHEO	TERRACOTA	UMBIA NEKTA	AVIO	COFFEEQ1
COST	CYNAMON	RUSHH	COFFEEGNOSIS	BLYS	VESEL	LOVE ALL	CAFE ME	EO	* UMBA	VIAH	VIA	COFFEECHI
VOO	CINNA	AMP	TRANSCEND	DOT	BLANC VOIR	WATER	ME ZONE	AEO	UMBA	VIAH	VIAH	VIZZ1
LUMINA	ASSANA	AMMP	ASCEND	DOT COFFEE	NOIR ET BLANC	HOT WATER	ME CAFE	AE0	UMMBA	2Z	VYAH	* VIZH1
ILLUMINA	ASANA	AMPLIFY	COMMA COFFE	. COFFEE	POSITIVE EFFECT	PI	ME ZONE	* AEYO	HIVE	ANTIZ	* VYA	COFFEE WISE
ILLUMINA	ARKNA	AMPLIFY	COMMA DASH	DOT BAR	JUSTLE	TI	CODE	C ³	HELLO COFFEE	NOZ	VYA VYA	NFRANCE
GIST	XANA	* AM PM	* DASH	COFFEE NATION	COFFEE CREW	BUNNU	CANYON	C ³	OCHA	NOZZ	XENDE	NUDGE
WINK	* XANO	AM PEOPLE	DASH DASH	CAFENATION	TRIBE	QAHWA	AT THE SPEED OF LIFE	FLUX	SUN	KNOWZ	XEN	VERY BERRY
NCHANT	AVANA	COFFEE FOLK	DASH DASH	CAFENATION	MESH	II	AT THE SPEED OF LIFE	FLUX	* ZENKO	AZZ	ZENCOFFEE	VERY COFFEE BERRY
XIN	AVANA	COFFEE PEOPLE	DASH DASH	CAFENATION	ACCORD	ASA	BUNNU	FLUX	* ZENKO	AZZZ	ZENKOFI	VERY BERRY COFFEE
WELL	AVA	COFFEE PEOPLE	DASH DASH	CAFENATION		UNI	SIPCO	FLUX	* ZENKO	FRAME	ZENCO	BLINKING GOOD
							SONCO	ZERO DREEDS		10 JUPITER	ZENCO	
										* CALLISTO		

LONG LIST

KASTA	ZENCHI	3 SEAS	CLOUD NINE
QIVO	JOI	COFFEE CUBED	SIP
CHIVO	NB	CINNAMON	TEN 15
OVIO	ZINGO	XANO	NEKTA
KIO	ZINNG	MEAN BEAN	AEYO
QARO	ZINGLO	TERRA COFFEE	UMBA
SAVA	3000	AM PM	KYARA
BRAVO	3K	JUMA	CALLISTO
OGO	MIYO	JOOMA	KALISTO
O'GO	YOGO	MUJU	AMP
ZIGO	E=C ³	COFFEEGNOSIS	ZICOFFEE
EL8	BLINK	DASH	AVEO
COFFEE BEE	FLUTTER	NOTA BENE	VYA
BUHZ	HAVEN	NOTCH	ZENKO
VYB	COFFEE INCORPORATED	DOT COFFEE	QLO
RE:	ABODE	COFFEE NATION	AMBERGLO
SWITCH	GROUNDS ALOUD	COFFEE LOGIC	COFFEE RUE
BEAM	FLUTTER BUZZ	JOSTLE	
BRIO	AMMO	MESH	THE MINISTRY
ZAZZ	MOCO	COFFEE ACCORD	OF COFFEE
ILUMI	COFFEE ACTUALLY	CONSTANTLY COFFEE	
ZENITH	RHAPSODY	COFFISH	THE DEPARTMENT
APOGEE	BEE HUM BREW	NOOK	OF COFFEE AFFAIRS

SHORT LIST

OVIO

ZINGO

COFFEE BEE

3000

BLINK

3 SEAS

AM PM

JOOMA

NOTA BENE

COFFEE LOGIC

CONSTANTLY COFFEE

ZICOFFEE

AMBERGLO

CALLISTO

NOTA BENE

OVIO

CONSTANTLY
COFFEE

TOP 3 RECOMMENDATIONS – NOTES

NOTA BENE

- Continental flavour with literary associations
- NB as signature landmark or abbreviation only as brand name
- Everything this brand does is very important and nothing is superfluous
- Potential full names: Nota Bene Coffee House, NB Coffee Co, Coffee NB, Coffee Co NB

OVIO

- Open, energetic and clean sounding, no inherent meaning
- Build coffee associations into Ovio
- Explore coffee pod theme potential
- Suggests connectedness, future-oriented (Wi Fi, laptop spot etc.)
- Potential descriptors: Coffee Pod, Coffee Spot
- Potential full name: Ovio Coffee Co

CONSTANTLY COFFEE

- Coffee through and through, completely committed to coffee, implies quality guaranteed, 'coffee button' always on, thinking about coffee constantly ie. everything is coffee-oriented
- Alliteration is catchy
- Explore CC potential ie. copies of itself – consistency emphasised
- Conducive to grunge treatment, rustic but sophisticated materials, coffee splats etc.

GROUNDING IN COFFEE

COFFEE AT THE SPEED OF LIFE

GROUNDING FOR MORE

Thank you

ANDREW SABATIER
BRAND IDENTITY DESIGNER